Functional requirements and information requirements

Functional requirements:

For the customers:

1. Searching the destinations
2. Checking details
3. Adding to wish list
4. Comparing stores
5. Making reservation
6. Planning the routes
7. Making comments

For the shopkeepers:

1. Posting the stores' pictures
2. Illustrating locations
3. Introducing stores' menus and characteristics
4. Posting the coupons or discount information
5. Receiving the feedback from the customers
6. Uploading their latest news and information
7. Get promotion

Information requirements:

For the customers:

1. Store Name
2. Distance
3. Location
4. Dishes
5. Average Cost
6. Service
7. Reliable Comments
8. Recommendation
9. Ratings
10. Pictures (Environment&Menu)
11. Open Hour
12. Payment Method
13. Contact Number

For the shopkeepers

1. Promotion Feedback
2. Customers Feedback
3. Ratings
4. Competitors

Potential sources of data for addressing personas' requirements:

For the customers:

1. Basic Information like location, ratings, menu, reservation number get from social media like Meituan and Dianping;

2. Comments and tips get from social network community like Xiao Hongshu;

3. Discount and coupon information comes from Wechat's official accounts and social platforms like Meituan and Dianping.

4. Pictures and videos about the stores get from bilibili, Douyin, and the other social paltforms which have mentioned above.

For the shopkeepers:

1. Getting fancy pictures about their stores from shopkeepers and social network to help them promote;

2. Getting some basic information and introduction about the stores from the social platforms like Meituan and Dianping;

3. Getting discount and coupon information from Wechat and social platforms like Meituan and Dianping.

Shortcomings:

1. Data is not public. Due to Meituan and Dianping, we can't scrap the data directly. We are always to asked to use API which is not convenient;

2. Inadequate information. The data I scrapped from Douban rarely have useful information I want;

3. Missing information. Some stores who don't have information like average cost or ratings or pictures of menu;

4. Fragmented information. The same store can have different information just like coupons and discount promotions on different social platforms;

5. Outdated information. Information from Xiao Hongshu sometimes are not the latest and can mislead the customers.

Data Cleansing:

I use 'replace' and 'strip' functions to remove some extra letters and blanks.

Strategy:

1. Obtaining data comprehensively. I will obtaining the data from different social media platforms and summarize for users to balance the advantages and disadvantages;
2. Input manually if necessary.
3. Get contact with the shopkeepers if necessary.

Interview with shopkeeper

拆火锅老板 女 经营时长：三年

因建在防空洞内 有网红店性质 回头客多 客流量尚佳

但也稍微受疫情影响 虽然重庆疫情不是很严重 但仍有客人不敢大规模聚餐

本地顾客与游客都有 本地人居多

相对于其他门店 自家店的优势是环境 防空洞内冬暖夏凉 特色"洞中清凉，火锅滚烫"

经营最看重的要素：菜品质量的把控 菜品新品研发 服务 好的口碑

局限：广告投放少 宣传投放多是依靠朋友圈 抖音 以及 WOM 位置不好找

美团等平台：平台的内容繁杂 特色无法凸显 流量不好抓取

防空洞网站希望有的信息：门店曝光推送 门店特色 门店位置 优惠信息