

SOURCE	UX GOAL	MEASURES	REQUIREMENTS
<b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 11:</i> "My partner is vegan so that usually greatly reduces the scope of choice. Happy Cow removes the necessity to manually filter out non-vegan places."</li> <li>2 of 12 of the participants were restricted by dietary when deciding where to dine out</li> </ul>	I want to dine out at places that match my dietary requirement.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to choose based on my diet.</li> <li>I was clear the map was filtered by my preference for 'dietary'</li> <li>I was clear the menu was filtered by preference for 'dietary'</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User chose a dietary</li> </ul>	<ul style="list-style-type: none"> <li>Start with page of filters to make it obvious</li> <li>Separate options for dietary and cuisine</li> <li>Add/remove filters after initial search</li> <li>Set dietary preferences in profile</li> <li>Predefined list of dietary</li> </ul>
<b>Initial Research Interview</b> <ul style="list-style-type: none"> <li><i>Participant 7:</i> "I think about what I feel like and jump on Uber Eats to search. I don't actually order from the app because I want to go there but it helps me decide what places have what I'm craving by categorising by cuisine."</li> <li>5 mentioned 'Craving' as part of decision process</li> </ul>	I want to eat what I am craving.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to choose based on my craving.</li> <li>It was clear the map was filtered by preference for 'cuisine'</li> <li>I was clear the menu was filtered by preference for 'cuisine'</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User chose a cuisine</li> </ul> <b>Time:</b> <ul style="list-style-type: none"> <li>From filter to restaurant page.</li> </ul>	<ul style="list-style-type: none"> <li>Start with page of filters to make it obvious</li> <li>Separate options for dietary and cuisine</li> <li>Add/remove cuisines after initial search</li> <li>Predefined list of cuisines (not over the top)</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 1:</i> "I assume the postcode will be filled with my current location or I will enter it. This is the only thing I would change on this page as I only care if the place is nearby, then I'll decide from whatever options come up on the map."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li>4 mentioned 'location' as part of decision process</li> </ul>	I want to choose where to eat based on my location.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to filter places based on my location.</li> <li>I was able to search in my area of interest.</li> <li>I was able to use my current location.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User entered a postcode</li> </ul> <b>Errors:</b> <ul style="list-style-type: none"> <li>From filters to restaurant page.</li> </ul>	<ul style="list-style-type: none"> <li>Have option to filter by location on first page</li> <li>Set location preferences in profile</li> </ul>
<b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 2:</i> "I choose based on whether there are options on the menu that suit everyone in the family."</li> <li>5 mentioned 'menu' as part of decision process</li> <li>Half of respondents said they always look at the menu before, and the other half said sometimes</li> </ul>	I want to view the menu of the restaurant as it relates to me before I go there.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I had no trouble finding the menu of the selected restaurant.</li> <li>I was happy the menu was filtered based on preference.</li> <li>I was happy the menu is embedded in the app.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User selected menu</li> <li>User selected filters</li> </ul>	<ul style="list-style-type: none"> <li>Menu is filtered for each user</li> <li>Menu is the tab open after selecting an option</li> <li>Menu is embedded in application so not external link</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 2:</i> "I like that the deals have a dedicated space. Normally you have to go to a million different links just to find their menu or find them on social media and scroll through posts."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li>75% of respondents said they sometimes order a deal, and the remaining 25% responded always</li> </ul>	I want to learn about the relevant deals of a restaurant.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I had no trouble finding the deals of the place.</li> <li>It was clear the deals were filtered based on day.</li> <li>I was happy I was only shown the deals relevant to my day.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User selected deals tab</li> <li>User chose a day/time</li> <li>User added on this page</li> </ul>	<ul style="list-style-type: none"> <li>Deals have their own tab</li> <li>Pre-select day of deals on the first page</li> <li>Deals are visible when comparing options</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 1:</i> "After selecting somewhere in my area, I expect to see all the basic stuff – phone, address, hours etc."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 10:</i> "I use Google Maps because I can see photos of food or menu, reviews, general information about opening hours or peak busy periods"</li> </ul>	I want access to the basic information of a restaurant.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I had no trouble finding the basic information of the restaurant.</li> <li>I had access to everything I wanted to know.</li> <li>I could easily access information when needed.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User selected about tab</li> <li>User added on this page</li> <li>User selection option in compare list</li> </ul>	<ul style="list-style-type: none"> <li>Information about the restaurant has its own tab</li> <li>Access back to about when comparing options</li> <li>Directions and call are readily available when deciding on place</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 5:</i> "Normally I would search, pick a place, look at it then go back to the map and do it again... I just try to remember what I saw before but it's very time consuming."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 4:</i> "Maps makes it easy to view wide variety at once."</li> </ul>	I want to compare a variety of restaurants at once.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to compare options in one glance.</li> <li>I was able to add places to compare.</li> <li>I liked having the ability to compare options.</li> <li>I wanted to be able to compare more options.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User added to compare</li> <li>User looked at compare</li> </ul>	<ul style="list-style-type: none"> <li>Dedicated page for comparing options, one of the main tabs</li> <li>Ability to add options to a list for comparison when viewing the restaurant</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 6:</i> "I like that I can share this list with my friends. Deciding where to eat is always a team effort and coordinating the different options is normally a nightmare."</li> </ul>	I want to share the experience of dining out with friends.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I could easily share options with friends.</li> <li>I would recommend this app to friends.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User selected share.</li> </ul>	<ul style="list-style-type: none"> <li>Share comparison list with friends</li> <li>Follow other people</li> <li>View friends recommendation on</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 4:</i> "I try and remember what places people at work told me about and show my husband. I would say 8/10 times we go there."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li>4 mentioned 'word-of-mouth' as part of decision process</li> </ul>	I want to dine out at restaurants that have been recommended by word-of-mouth.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>It was clear friend's recommendations were available.</li> <li>It was clear how the recommendation system worked.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User looked at friends recommendations.</li> </ul> <b>Errors:</b> <ul style="list-style-type: none"> <li>Understanding the recommendation system.</li> </ul>	<ul style="list-style-type: none"> <li>Thumbs up and down system instead of star reviews.</li> <li>Friend recommendations are visible first, then others</li> <li>After visiting restaurant, nudged for recommendation</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 3:</i> "I'm a creature of habit and like to go back to places I liked when travelling for work, can I see where I've been before?"</li> </ul>	I want to re-visit restaurants that I enjoyed.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I had no trouble finding places I had visited before.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User selects profile</li> <li>User selects history</li> </ul>	<ul style="list-style-type: none"> <li>History of visited locations and recommendations in profile</li> <li>Save restaurants as to be viewed later</li> </ul>
<b>Low Fidelity Evaluations</b> <ul style="list-style-type: none"> <li><i>Participant 1:</i> "I probably try new places at least once a week. I like to mix it up to find new favourites."</li> </ul> <b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li>All respondents said they sometimes try new places.</li> </ul>	I want to find new places to eat out.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I could easily find new places.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>Number of places clicked</li> </ul> <b>Errors:</b> <ul style="list-style-type: none"> <li>From restaurant page to compare list.</li> </ul>	<ul style="list-style-type: none"> <li>History of visited places in profile</li> <li>Interactive map for exploration</li> <li>View saved restaurants on profile</li> <li>Main tabs</li> </ul>
<b>Initial Research Interviews:</b> <ul style="list-style-type: none"> <li>Cost was the third most important factor when deciding where to dine out</li> <li>75% spend less than \$20 per meal</li> </ul>	I want to dine out in my budget.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to choose a place based on my budget.</li> <li>I had no trouble finding the prices on menu.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User clicked on filter to change price</li> </ul>	<ul style="list-style-type: none"> <li>Option to filter by budget on menu and map pages</li> <li>Dropdown list of predefined budgets</li> <li>Menu has clear prices</li> <li>Easy access to deals</li> <li>Ability to change budget</li> </ul>
<b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 7:</i> "It takes way too long to decide where to eat out. Half the time I give up and make something at home."</li> <li>Over 65% said it took at 20 minutes to make a decision and most said they wanted to spend less time.</li> </ul>	I want to decide where to dine out in less than 20 minutes.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I was able to choose a place quicker than usual.</li> </ul> <b>Time:</b> <ul style="list-style-type: none"> <li>Total time from opening the app to choosing a restaurant to visit</li> </ul> <b>Errors:</b> <ul style="list-style-type: none"> <li>Total number from start to finish</li> </ul>	<ul style="list-style-type: none"> <li>Process is broken down into manageable steps</li> <li>Flow of steps is clear</li> <li>Large actionable buttons</li> <li>Top and bottom navigation bars</li> <li>Max of 3 tabs per page</li> </ul>
<b>Initial Research Interviews</b> <ul style="list-style-type: none"> <li><i>Participant 5:</i> "I always read reviews I just never leave them. Sometimes I think about leaving a review, because the place was good, but then I put it off and forget... It takes too long – rate, write and photo."</li> <li>Reviews were the 5<sup>th</sup> most important and ratings the 8<sup>th</sup> when making decision.</li> <li>67% of respondents said they never leave reviews, 25% sometimes and only 8% always</li> </ul>	I want support restaurants without having to leave long reviews.	<b>Survey Questions:</b> <ul style="list-style-type: none"> <li>I could easily recommend a place after visiting.</li> <li>I would use this recommendation system.</li> <li>I would be happy to be nudged with the notification to recommend.</li> </ul> <b>Clicks:</b> <ul style="list-style-type: none"> <li>User chose yes or no</li> </ul> <b>Time:</b> <ul style="list-style-type: none"> <li>How long to select a recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Star and commented reviews are obsolete.</li> <li>Thumbs up and down system is used</li> <li>Users are asked to recommend after visiting place using nudging.</li> <li>Large buttons to make it easy to select</li> <li>Only 3 options to choose from</li> </ul>