

SOURCE	UX GOAL	MEASURES	REQUIREMENTS
Initial Research Interviews <ul style="list-style-type: none"> <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." 2 of 12 of the participants were restricted by dietary when deciding where to dine out 	I want to dine out at places that match my dietary requirement.	Survey Questions: <ul style="list-style-type: none"> I was able to choose based on my diet. I was clear the map was filtered by my preference for 'dietary' I was clear the menu was filtered by preference for 'dietary' Clicks: <ul style="list-style-type: none"> User chose a dietary User changed filter on map User changed filter on menu 	<ul style="list-style-type: none"> Start with page of filters to make it obvious Separate options for dietary and cuisine Add/remove filters after initial search Set dietary preferences in profile Predefined list of dietary
Initial Research Interview <ul style="list-style-type: none"> <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." 5 mentioned 'Craving' as part of decision process 	I want to eat what I am craving.	Survey Questions: <ul style="list-style-type: none"> I was able to choose based on my craving. It was clear the map was filtered by preference for 'cuisine' I was clear the menu was filtered by preference for 'cuisine' Clicks: <ul style="list-style-type: none"> User chose a cuisine User changed filter on map User changed filter on menu 	<ul style="list-style-type: none"> Start with page of filters to make it obvious Separate options for dietary and cuisine Add/remove cuisines after initial search Predefined list of cuisines (not over the top)
Low Fidelity Evaluations <ul style="list-style-type: none"> <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." Initial Research Interviews <ul style="list-style-type: none"> 4 mentioned 'location' as part of decision process 	I want to choose where to eat based on my location.	Survey Questions: <ul style="list-style-type: none"> I was able to filter places based on my location. I was able to search in my area of interest. Clicks: <ul style="list-style-type: none"> User entered a postcode User understood how to use interactive map User changed location 	<ul style="list-style-type: none"> Have option to filter by location on first page Set location preferences in profile
Initial Research Interviews <ul style="list-style-type: none"> <i>Participant 2:</i> "I choose based on whether there are options on the menu that suit everyone in the family." 5 mentioned 'menu' as part of decision process Half of respondents said they always look at the menu before, and the other half said sometimes 	I want to view the menu of the restaurant as it relates to me before I go there.	Survey Questions: <ul style="list-style-type: none"> I had no trouble finding the menu of the selected restaurant. I was happy the menu was filtered based on preference. I was happy the menu is embedded in the app. Clicks: <ul style="list-style-type: none"> User scrolled through menu User selected menu User selected filters 	<ul style="list-style-type: none"> Menu is filtered for each user Menu is the tab open after selecting an option Menu is embedded in application so not external link
Low Fidelity Evaluations <ul style="list-style-type: none"> <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." Initial Research Interviews <ul style="list-style-type: none"> 75% of respondents said they sometimes order a deal, and the remaining 25% responded always 	I want to learn about the relevant deals of a restaurant.	Survey Questions: <ul style="list-style-type: none"> I had no trouble finding the deals of the place. It was clear the deals were filtered based on day. I was happy I was only shown the deals relevant to my day. Clicks: <ul style="list-style-type: none"> User selected deals tab User changed filters User added on this page 	<ul style="list-style-type: none"> Deals have their own tab Pre-select day of deals on the first page Deals are visible when comparing options
Low Fidelity Evaluations <ul style="list-style-type: none"> <i>Participant 1:</i> "After selecting somewhere in my area, I expect to see all the basic stuff – phone, address, hours etc." Initial Research Interviews <ul style="list-style-type: none"> <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" 	I want access to the basic information of a restaurant.	Survey Questions: <ul style="list-style-type: none"> I had no trouble finding the basic information of the restaurant. I had access to everything I wanted to know. I could easily access information when needed. Clicks: <ul style="list-style-type: none"> User selected about tab User added on this page User went back to about 	<ul style="list-style-type: none"> Information about the restaurant has its own tab Access back to about when comparing options Directions and call are readily available when deciding on place
Low Fidelity Evaluations <ul style="list-style-type: none"> <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." Initial Research Interviews <ul style="list-style-type: none"> <i>Participant 4:</i> "Maps makes it easy to view wide variety at once." 	I want to compare a variety of restaurants at once.	Survey Questions: <ul style="list-style-type: none"> I was able to compare options in one glance. I was able to add places to compare. I liked having the ability to compare options. I wanted to be able to compare more options. Clicks: <ul style="list-style-type: none"> User added to compare User looked at compare User selected option in list 	<ul style="list-style-type: none"> Dedicated page for comparing options, one of the main tabs Ability to add options to a list for comparison when viewing the restaurant
Low Fidelity Evaluations <ul style="list-style-type: none"> <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." 	I want to share the experience of dining out with friends.	Survey Questions: <ul style="list-style-type: none"> I could easily share options with friends. I would recommend this app to friends. Clicks: <ul style="list-style-type: none"> User selected share. 	<ul style="list-style-type: none"> Share comparison list with friends Follow other people View friends recommendation on
Low Fidelity Evaluations <ul style="list-style-type: none"> <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." Initial Research Interviews <ul style="list-style-type: none"> 4 mentioned 'word-of-mouth' as part of decision process 	I want to dine out at restaurants that have been recommended by word-of-mouth.	Survey Questions: <ul style="list-style-type: none"> It was clear friend's recommendations were available. It was clear how the recommendation system worked. Clicks: <ul style="list-style-type: none"> User looked at friends recommendations. 	<ul style="list-style-type: none"> Thumbs up and down system instead of star reviews. Friend recommendations are visible first, then others After visiting restaurant, nudged for recommendation
Low Fidelity Evaluations <ul style="list-style-type: none"> <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?" 	I want to re-visit restaurants that I enjoyed.	Survey Questions: <ul style="list-style-type: none"> I had no trouble finding places I had visited before. Clicks: <ul style="list-style-type: none"> User selects profile User selects history 	<ul style="list-style-type: none"> History of visited locations and recommendations in profile Save restaurants as to be viewed later
Low Fidelity Evaluations <ul style="list-style-type: none"> <i>Participant 1:</i> "I probably try new places at least once a week. I like to mix it up to find new favourites." Initial Research Interviews <ul style="list-style-type: none"> All respondents said they sometimes try new places. 	I want to find new places to eat out.	Survey Questions: <ul style="list-style-type: none"> I could easily find new places. Clicks: <ul style="list-style-type: none"> Number of places clicked 	<ul style="list-style-type: none"> History of visited places in profile Interactive map for exploration View saved restaurants on profile Main tabs
Initial Research Interviews: <ul style="list-style-type: none"> Cost was the third most important factor when deciding where to dine out 75% spend less than \$20 per meal 	I want to dine out in my budget.	Survey Questions: <ul style="list-style-type: none"> I was able to choose a place based on my budget. I had no trouble finding the prices on menu. Clicks: <ul style="list-style-type: none"> User clicked on filter to change price 	<ul style="list-style-type: none"> Option to filter by budget on menu and map pages Dropdown list of predefined budgets Menu has clear prices Easy access to deals Ability to change budget
Initial Research Interviews <ul style="list-style-type: none"> <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." Over 65% said it took at 20 minutes to make a decision and most said they wanted to spend less time. 	I want to decide where to dine out in less than 20 minutes.	Survey Questions: <ul style="list-style-type: none"> I was able to choose a place quicker than usual. Time: <ul style="list-style-type: none"> Total time from opening the app to choosing a restaurant to visit 	<ul style="list-style-type: none"> Process is broken down into manageable steps Flow of steps is clear Large actionable buttons Top and bottom navigation bars Max of 3 tabs per page
Initial Research Interviews <ul style="list-style-type: none"> <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." Reviews were the 5th most important and ratings the 8th when making decision. 67% of respondents said they never leave reviews, 25% sometimes and only 8% always 	I want support restaurants without having to leave long reviews.	Survey Questions: <ul style="list-style-type: none"> I could easily recommend a place after visiting. I would use this recommendation system. I would be happy to be nudged with the notification to recommend. Clicks: <ul style="list-style-type: none"> User chose yes or no 	<ul style="list-style-type: none"> Star and commented reviews are obsolete. Thumbs up and down system is used Users are asked to recommend after visiting place using nudging. Large buttons to make it easy to select Only 3 options to choose from