The Pitch:

Seat at the table is a community platform for Foodies local to your selected area that allows top recommendations, secret spots, and category cuisine to be recommended or randomly selected for you. When you can’t decide what to eat crowd source it with the experts.

Document Assumption:

-People can never decide where to go out to eat

-No one wants to read through long blog posts to discover new restaurants to try

-People like to be included in a community of like-minded people

Problem Statement:

-Identify the common reason people are undecisive when thinking of where to eat

-discover functions that will be useful for the users

-Identify traits of community platforms that people enjoy most

-Discover ways to connect people to local restaurants with out reading full blogs from users

-Identify how to attract initial user bass

-Explore the need for restaurants to attract more business through this interface

User Research Survey Link:

<https://docs.google.com/forms/d/e/1FAIpQLSfHiKEaHGINSAnfUOJEsULWdsHAm-2n-EIrLNQgXxD7j8zbbw/viewform?usp=sf_link>

Analysis & Reporting Results:

Chart, pie chart

Description automatically generatedChart, histogram

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1.

* Everyone likes to go out an eat at least occasionally
* Not as many people have a hard time trying to decide where to eat out. 30% have problems deciding on a restaurant, 15% do not, and roughly 53% sometimes have issues
* People seem interested in receiving help from other locals to get recommendations for new Place to try.

2. I figured that more people were frustrated trying to find a good restaurant to eat at, my fiancée and I can never make up our minds on where to go. We also frequently ask our friends for their recommendations. This is probably me inputting my own situational bias into the app.

3. Partially, I was able to identify a need through the survey for such a service but need to still work out what kinds of functions would be most beneficial for the app’s users. I would probably need to create several sequential surveys to acquire the remaining data.

3 Personas:

1)

Name: Hellen Hunt

Age: 42

Location: Salt Lake City, UT

Lifestyle: Active Hiker and community leader

Industry: CFO of local biotech company producing micro-surgery equipment

Bio: Often busy at work but likes to enjoy the finer things when time allows, she often allocates time to spend with her husband.

Life goals: Continue to advance her company in an environmentally sustainable way.

Favorite snack: Smoothie for quick on the go “snackcess”

A picture containing tree, outdoor, person, grass

Description automatically generated2)

Name: Will Muster

Age: 21

Location: Salt Lake City, UT

Lifestyle: College student, enjoys eating out when his limited budget allows

Industry: Maybe one day

Bio: Single but actively dating and frequents the same old restaurants. Often looks for good deals on food to avoid the usual cup o noodles. Enjoys video games.

Life goals: graduate undergrad and find a job he enjoys

Favorite snack: Pizza, but honestly anything but Cup O noodles

A person and person hugging

Description automatically generated with low confidence3)

Name: Lisa Hames

Age: 25

Location: Salt Lake City

Lifestyle: semi-active lifestyle, but no crazy sports

Industry: Sales and marketing for YouTube

Bio: Recently single mom that enjoys hanging out with her close friends on the weekends, going out to the bar, or doing activities like axe throwing or top golf.

Life goals: Provide a loving environment for her kids and further her mental health through yoga and meditation.

Favorite snack: Pretzels