User Profile

For Food Rating App

★★★★★

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PlateRate
rate what you ate

Walnut St. Kitchen
at Montclair, NJ

share

My Review: ★★★★☆

Such a clean and beautiful restaurant, amazing food, and great service!! Every plate was presented beautifully and tasted delicious!

Edit review

More Reviews:

Manzo
Marlboro, CT

The Bosphorus
Allentown, NY

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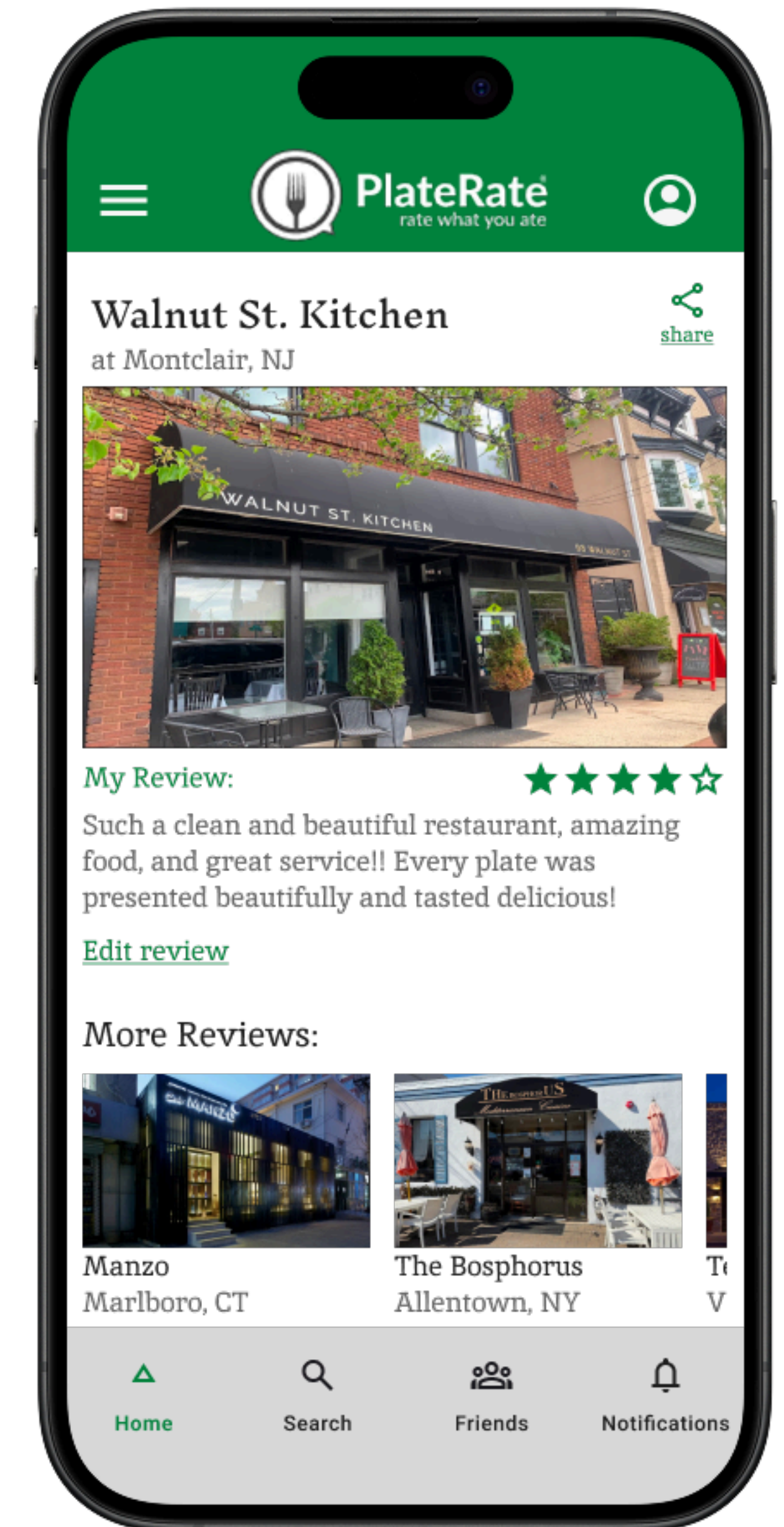
Project Overview

This UX project focused on enhancing the user experience for the **Platerate app — a food rating platform** where users can rate individual menu items and entire restaurants.

The objective was to introduce a **User Profile Section** where users can view and manage their ratings in one place, as well as introduce social features to increase **user engagement and retention.**

The Problem

The Platerate app had the following challenges:

- **No user-specific review page:** All ratings were tied to individual restaurant pages, and there was no way for users to see all their reviews in one place.

- **Lack of social features:** While food rating is inherently social, there were no options to share reviews with friends or see their reviews, which could drive engagement.

- Users were unable to track or revisit their food experiences in a meaningful way, which led to **low retention**.

The Goal

- **Increase user retention** by creating a **centralised section** where users can view all their reviews for restaurants and menu items.

- **Add sharing functionality** to encourage users to share their food experiences with friends and family, thereby driving higher engagement.

Research and Insights

- **User Behavior:** It was found that users were more likely to engage with the app if they could **share their experiences with friends and family**. The absence of social elements (like profiles or sharing) made the app feel isolated and disconnected.

- **App Usage:** Users were seeking a **convenient way to view their reviews** and feel more connected to the food community.

- **Social Influence:** The **concept of a food diary** — where users could share their reviews, food photos, and experiences — was highly appealing, especially if it could be shared with their social circle.
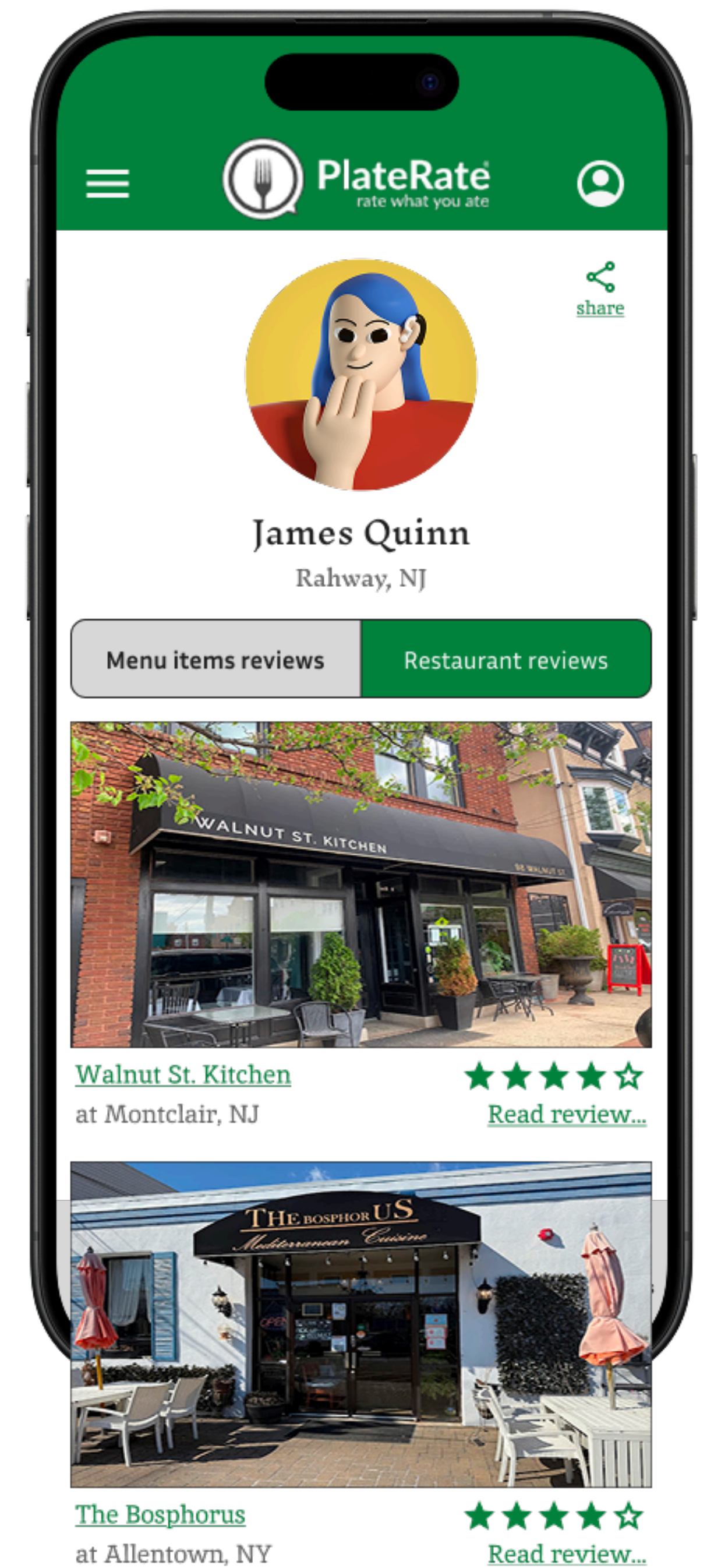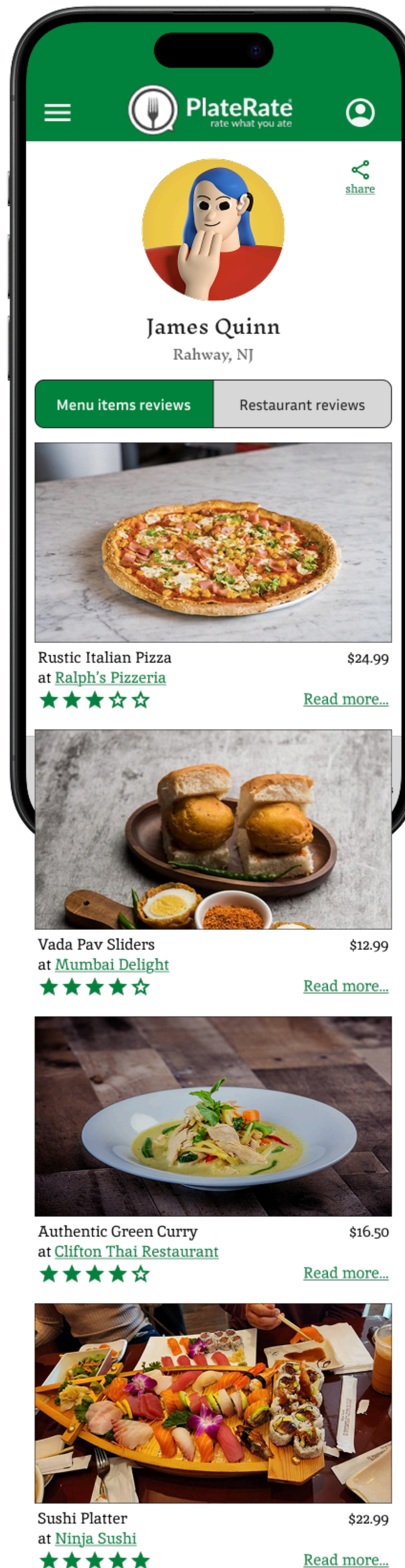
Key features

1. **Profile Overview:** Displays a summary of the user's ratings, including both restaurant and menu item reviews.

2. **Shareable Profile:** Users can easily share their entire profile or individual reviews with their social network.
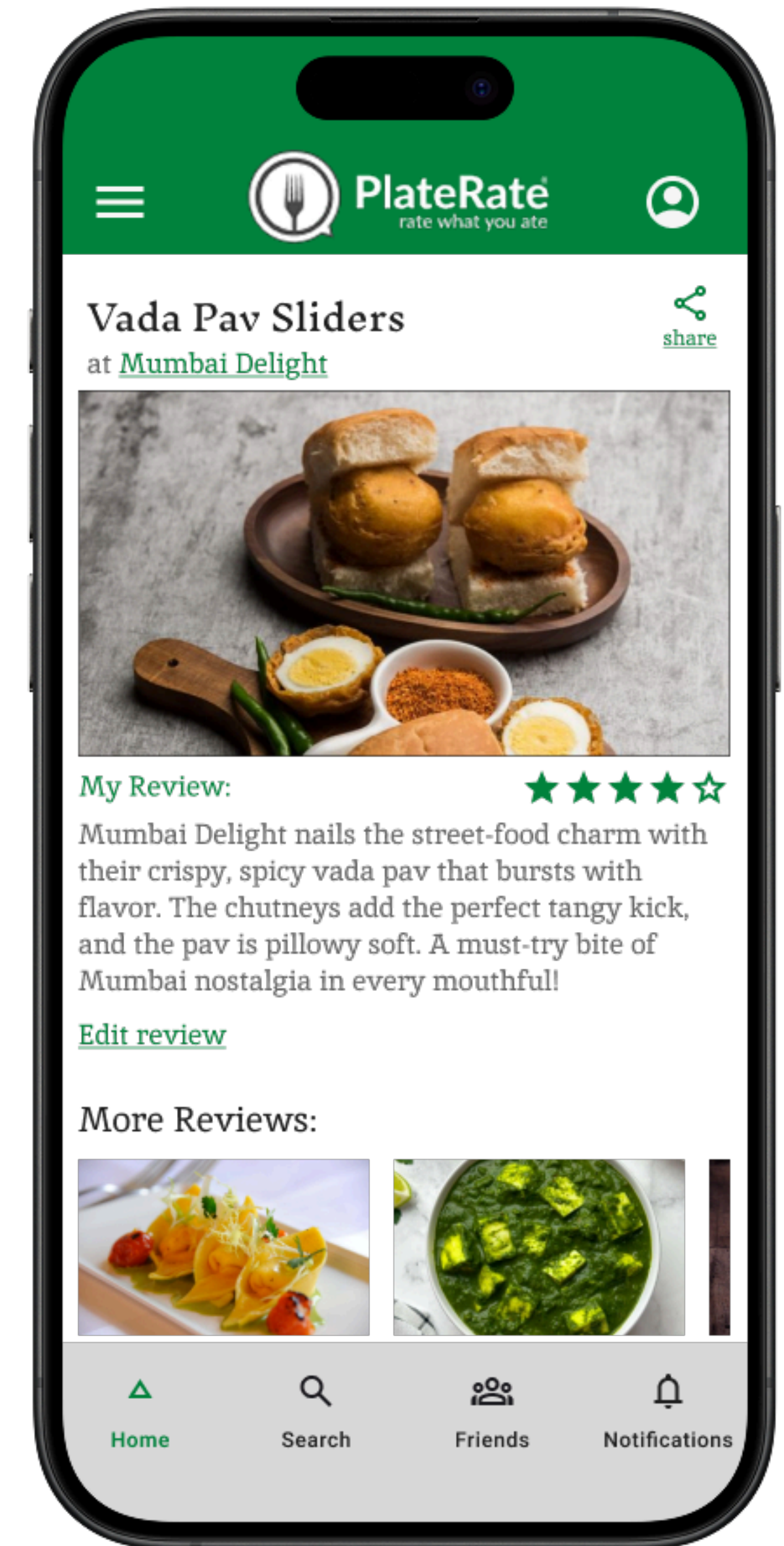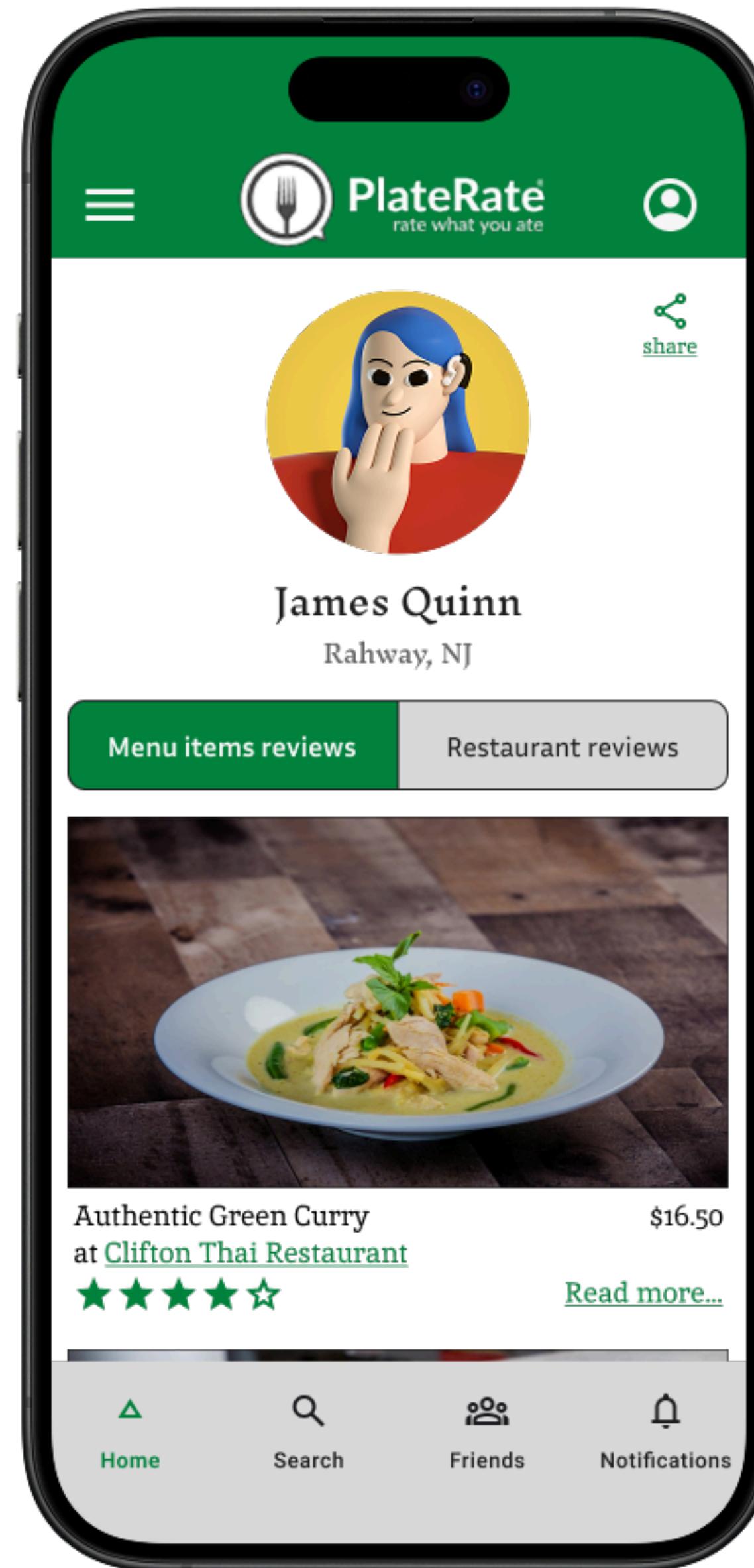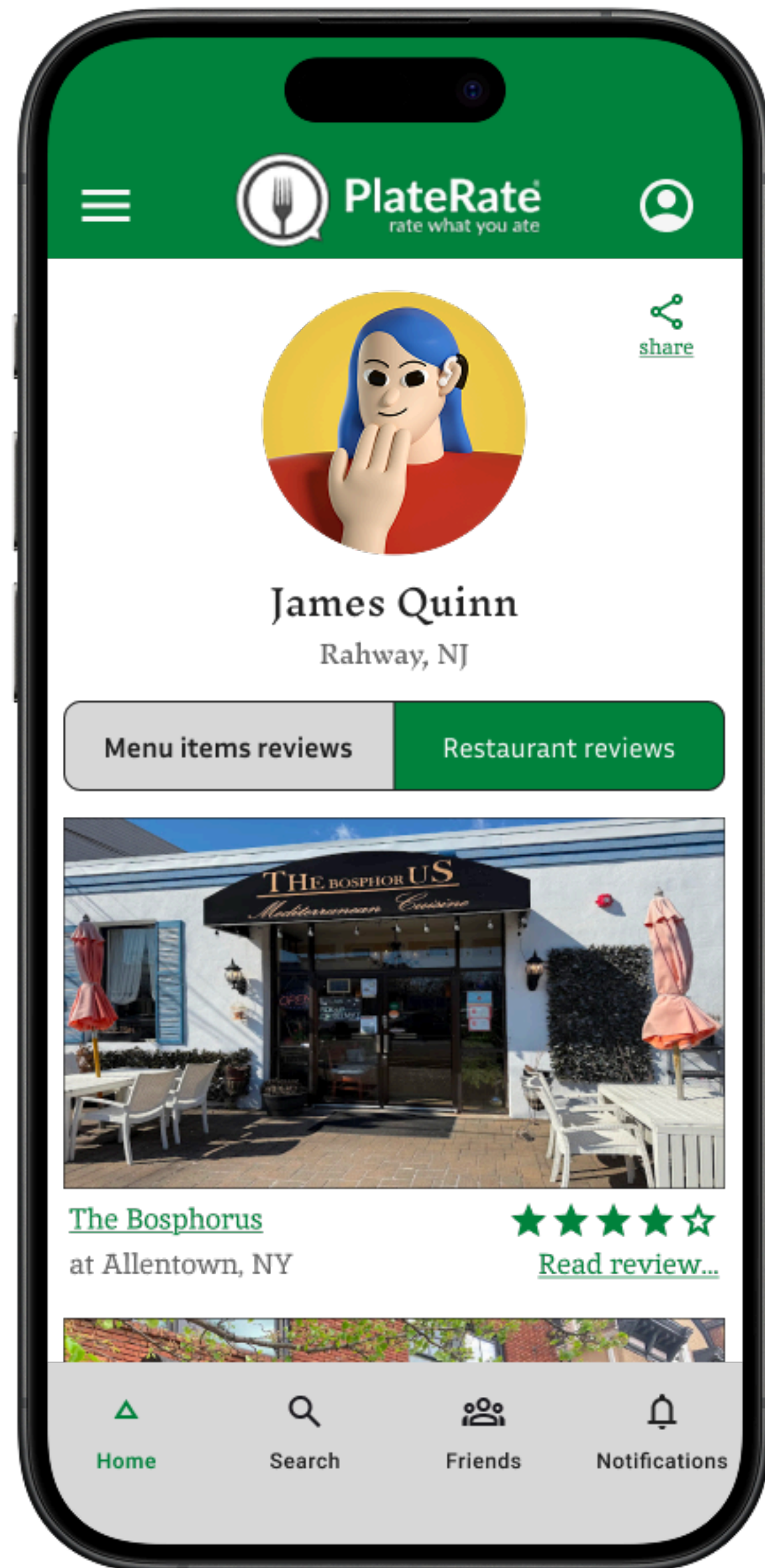
Key features

3. **Review Highlights:** Displays top-rated or favorite dishes to give users a quick overview of their preferences.

4. **Activity Feed:** Shows a chronological feed of the user's recent reviews, making it easier to revisit old favorites.

Expected Results

- **Increase in user retention** due to the added social aspects and the ability to track food experiences.

- **Higher user engagement** as users would now feel more connected to the app through sharing features.

- **Growth in app activity** with more social interactions and reviews.

Conclusion

The addition of a **User Profile Section** and **social sharing features** not only provides users with an easy way to track and revisit their reviews, but also fosters a social environment that increases engagement and retention in the app.

By positioning the app as a **food diary** that users can share with their friends, Platerate became more of a community-driven experience, which helped build deeper connections and loyalty with its users.