COMSW 4170 – USER INTERFACE DESIGN

Proposed Design Concept

Final Project: Tag Team

Team SAMM

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Class of Users

The class of users that we wish to target with our optimized Yelp application regards young urban professionals, ranging from 25 to 30 years old. Being recent graduates with above average disposable income or graduate students specializing in their field, they can afford to stay at the cutting edge of technology. These users tend to spend a lot of their free time exploring new venues in their neighborhoods such as restaurants, bars, nightclubs, cafes, and concert halls. It is typical for this class of users to have significant exposure to new technology and to be comfortable exploring many of the features of application.

Persona detailed description

Persona 1 - Meg

Meet Meg. Meg is more than just a rookie consultant at Deloitte (one of the most prestigious consulting firms in the world). After graduating from Columbia Business School three years ago, Meg has risen among the ranks of the most talented business consultants in Wall Street.

Although having above-average computer usage skills, Meg is certainly not a professional. She can dazzle you with a PowerPoint or a scripted-out-the-wazoo Excel spreadsheet but when it comes to her knowledge of Internet applications, she's an intermediate user at best. This lack of dedication to learning the ins and outs of web programs is justifiable: Meg is too busy with her crazy work schedule to get into the nitty-gritty settings of her web applications; Meg wants the most information using the least amount of effort. Time is money in Wall Street!

Persona 2 - Jim

Meet Jim. Jim is a Columbia University MSc student in Computer Science. Tech savvy and Internet guru, Jim has no trouble using Internet based applications. YelpMark (our application) is certainly Jim's favorite, helping him explore new venues in New York City and amaze his friends.

For him, when it comes to using any kind of application, he tries to explore and understand all of the applications features and functionality so that he is capable of taking full advantage of what it is has to offer. He is an advanced user.

User Scenarios

Scenario A - Meg

Luckily for Meg, this weekend is her big chance to seal the deal of a lifetime. Deloitte is brokering a huge merger between two Japanese electronics super-giants, Sony and Panasonic. It has been left up to her discretion where to take these two high-power CEOs out to dinner. All Meg knows is that she has to find the best meal Deloitte can afford in order to cement this colossal merger.

Now that Meg has to find a restaurant in San Francisco she has decided to bookmark a number of restaurants that her clients may potentially enjoy for their meeting. Before taking her flight Meg opens up her laptop using the airports WiFi and browses to the homepage of the application. When the application loads a message appears asking Meg if the application can use her current location. Meg clicks yes.

From the homepage, the application sets her default location to New York City. Meg selects the location drop down menu from the navigation bar and sets it to San Francisco. Meg types *"restaurants"* into the search box and clicks the search button. The search results are populated both into a map that displays in the center panel of the page and a list view of the results appears on the right hand side. The search results to the right are sorted by categories including Restaurants, Bars, Nightlife, Cafes, etc. Meg clicks *"Restaurants"* and an accordion expands and displays a list of Restaurant results sorted alphabetically. At the top of the search results there are several filters. Meg clicks the check box next to filter by price range high to low. The results reorder and Meg selects several restaurants that she thinks may appeal to her client.

When Meg arrives in San Francisco she reopens the application her bookmarks load both into the map that appears in the center of the screen and into a bookmark panel on the left side of the screen. She sees her own location on the map and can the bookmarks are ordered by proximity to her location in the left panel. Now that she knows what restaurants are nearby she selects the closest restaurant and books a reservation. Megan brings up the restaurant information, calls the restaurant and books a reservation.

Scenario B - Jim

This time Jim totally forgot to make reservations for dinner with his girlfriend. To make things even worse, his User Interface Design assignment is due tomorrow so he doesn't have enough time to go around to find a restaurant. Without a second thought, he navigates to YelpMark, where he can search for restaurants near him, bookmark them and finally ask his girlfriend what she prefers. Because his girlfriend is also student, they enjoy eating at moderately priced Italian restaurants or Mexican food.

Once the application loads, a message appears asking Jim if the application can use his current location. Jim clicks yes.

Now that the location has been correctly identified, Jim being proficient on how search works types *"Italian OR Mexican"* to get results near him containing both search terms.

The search results are now populated both into a map that displays in the center panel of the page and a list view of the results appears on the right hand side. Since Jim has been using the application for quite a long time he has already stored some bookmarks that appearing on the map as well and in a list view on left hand side. Jim goes through the restaurants closer to him with his girlfriend and finally decides to make reservations for one that was already on his bookmarks. He clicks on the restaurant pushpin that brings up the restaurant information, calls the restaurant and makes the reservation giving him ample time to finish his assignment.