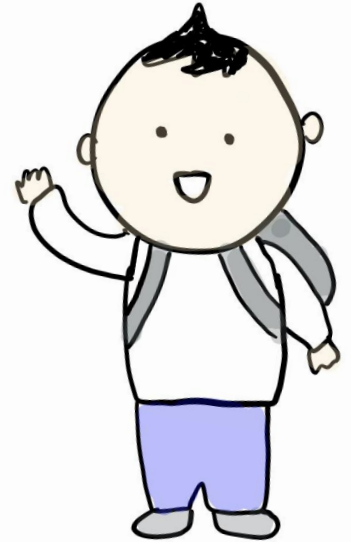


Redesigning The UCSD App Dining Section



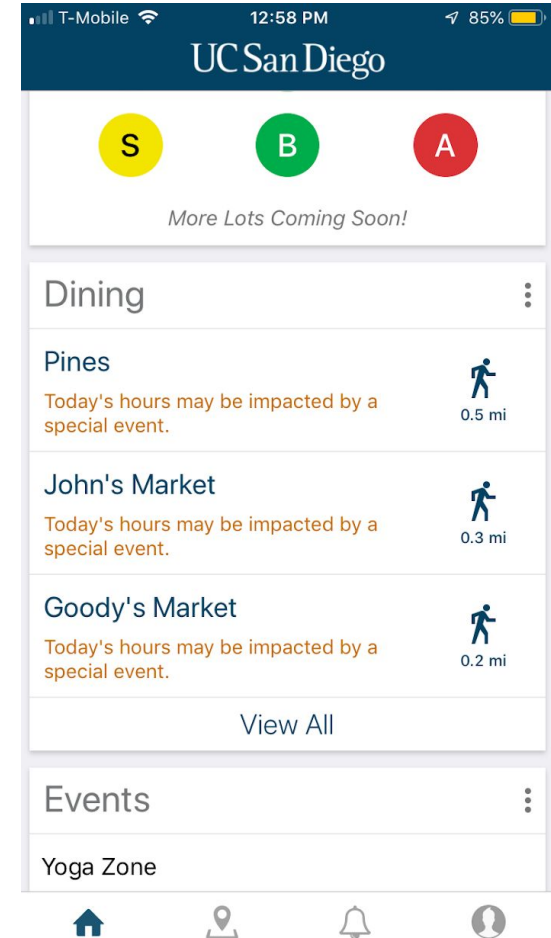
EN-YU CHEN
JAMIE SHI
PATRICIA ARAIZA
SARA MEI-YUEN WANG
APURWA SHUKLA
FIONA WONG

Introduction



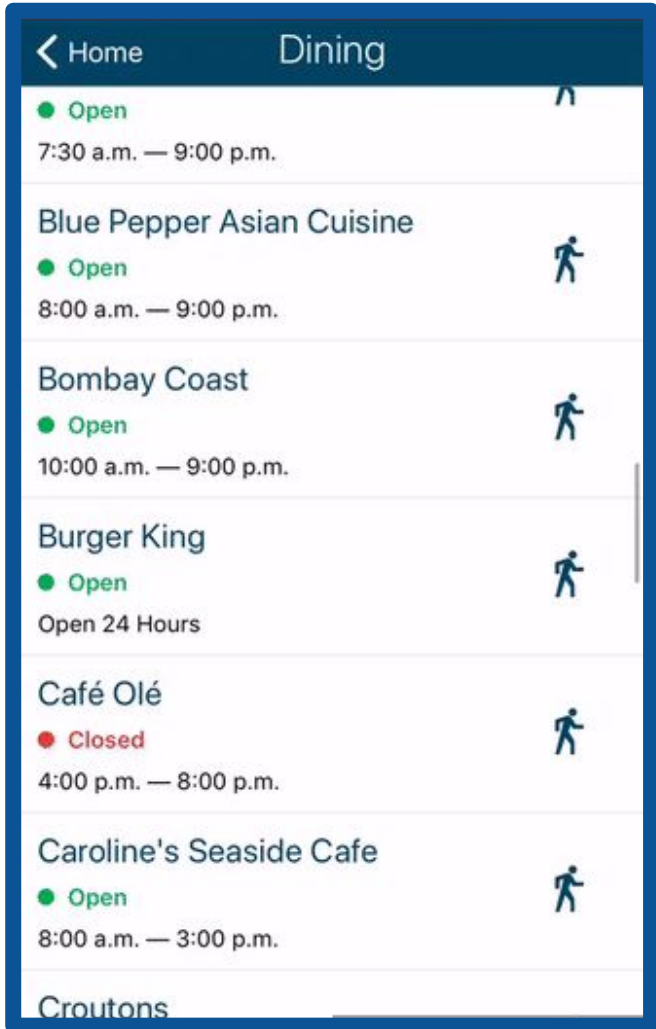


- **UC San Diego Mobile App**
 - Location-based mobile app that displays UCSD information like shuttle arrival times, dining areas, parking spot availability, and current events
 - Available on iOS and Android
- We are redesigning the **dining section**, specifically for iOS system.
- Targeted at UCSD students, faculty



Problem Statement





Core Problems

Hard to Navigate

- **No search bar:** A lot of work, tedious to scroll endlessly to look for what someone wants
- **No filtering:** Cannot filter the search

Disorganized

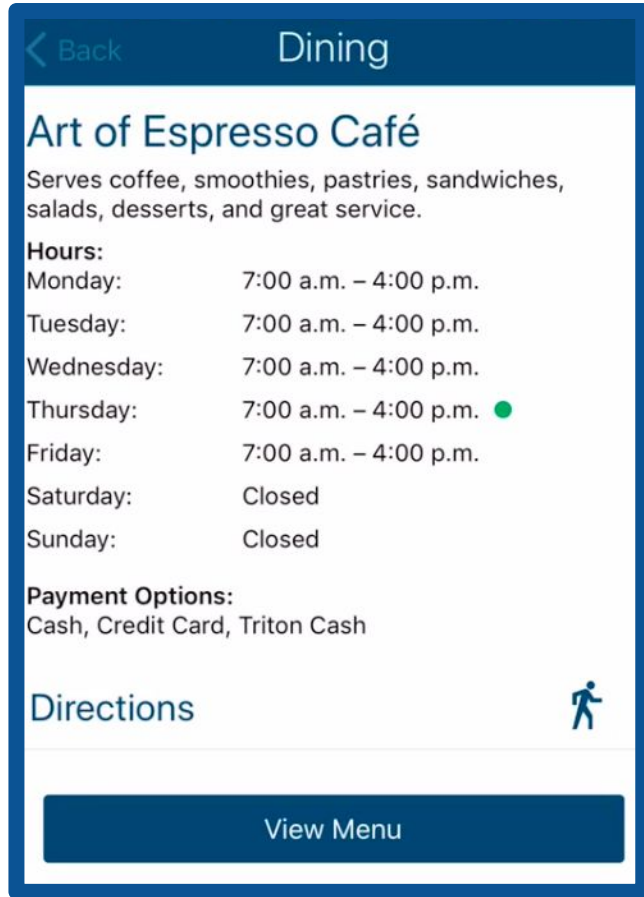
- **Unordered:** No apparent order, information is scattered (e.g. not ordered alphabetically or by distance)
- **Not categorized:** No visual difference between dining hall, market, restaurant, coffee place or something else

Lack of Differentiation

- **No comparison** on the prices: Impossible to determine what's cheap and expensive
- **Users unsure** of what type of food is served at each establishment

=> **Not a user-friendly interface**

Where do the problems originate?



Interface - not user friendly, plain and boring

Organization - no sorting of anything

Too Much Text - cluttered information

Minimal Visual Aids

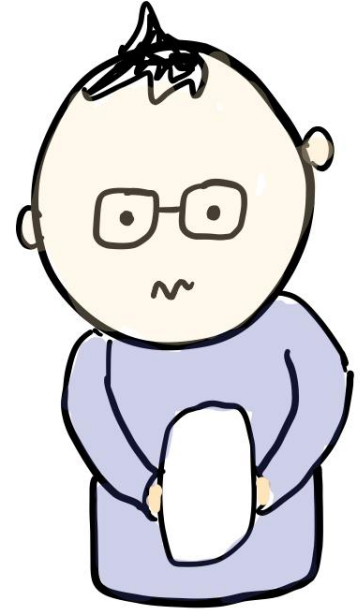
Confusing Design



Why are these problems significant?

Hard to Navigate	<ul style="list-style-type: none">● Too time-consuming: busy college students want convenience● Confusing, so not very useful
Disorganized	<ul style="list-style-type: none">● May have wanted to eat at a different type of establishment (e.g. wanted dining hall, not a restaurant)
Lack of Differentiation	<ul style="list-style-type: none">● Not sure if the type of food served is the one people actually wanted● The price of the food in the location they selected may be more expensive than they expected

Data Gathering



Interview / Observation Methodology

- Random sampling of people at UCSD and off-campus
- Used the **master-apprentice model** to understand their eating habits
- As they were doing the tasks, we questioned the interviewees about the choices they made in order to **understand their reasoning**
- **Screen recorded** the participants' performing

Analysis



Data Analysis

56%

(10/18 users)



**have used the
UCSD app**

Only 17%, or 3/18, have ever
used the dining section

67%

(12/18 users)

**thought there was an
issue with the lack of
differentiation**



100%

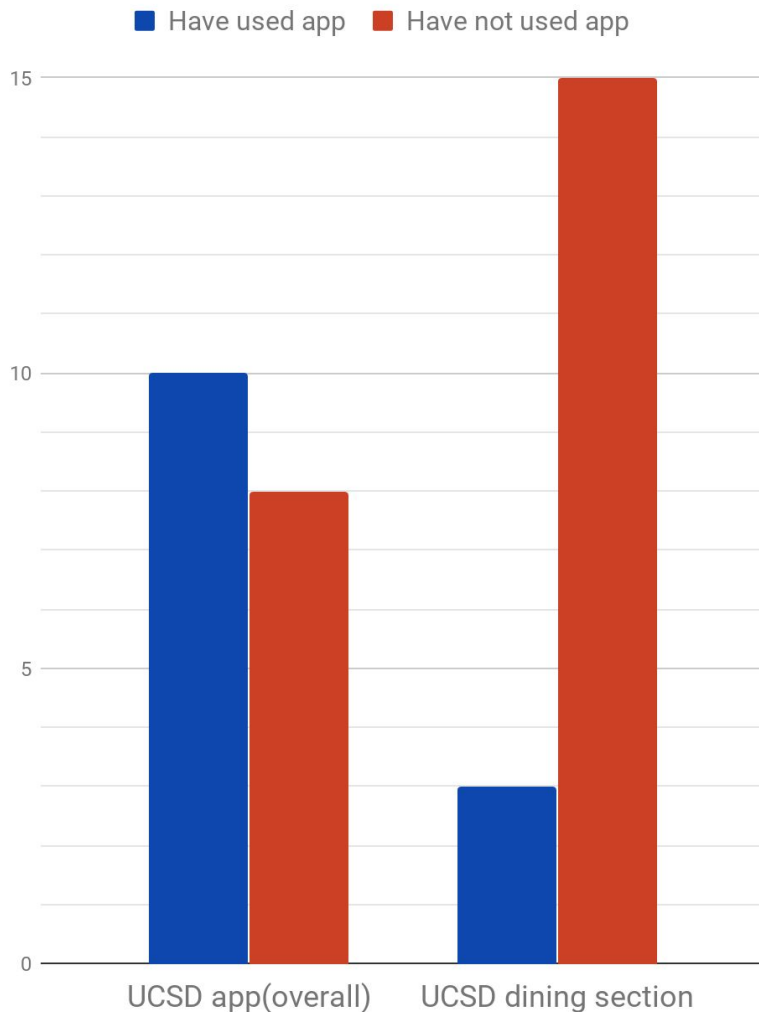
(18/18 users)

**had trouble
navigating the app**

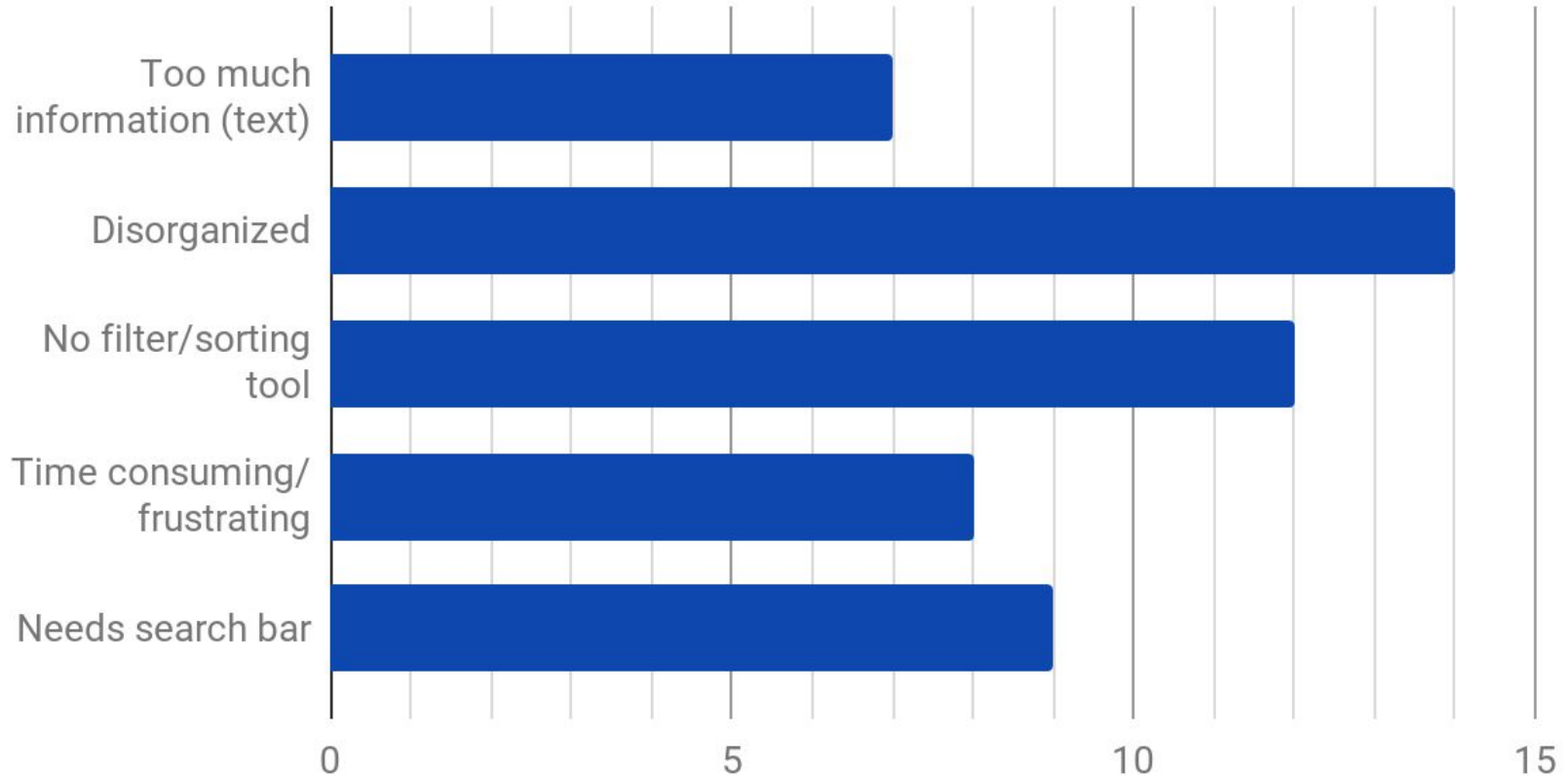
Attributed to the lack of
order of the dining
listings

UCSD app usage

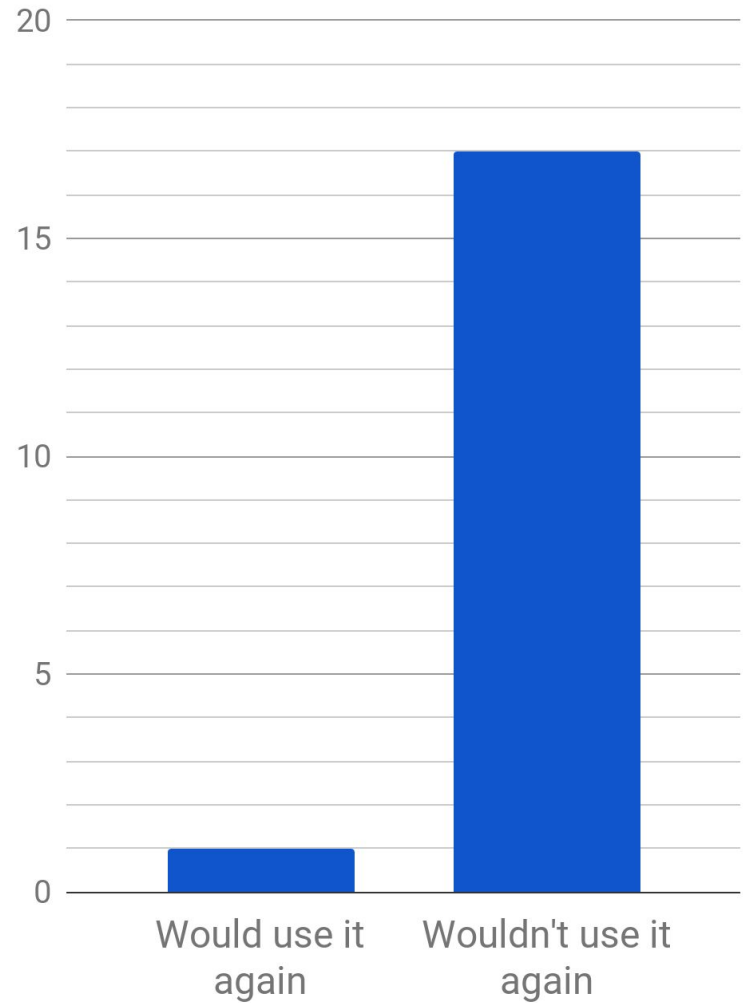
Overall vs. Dining section

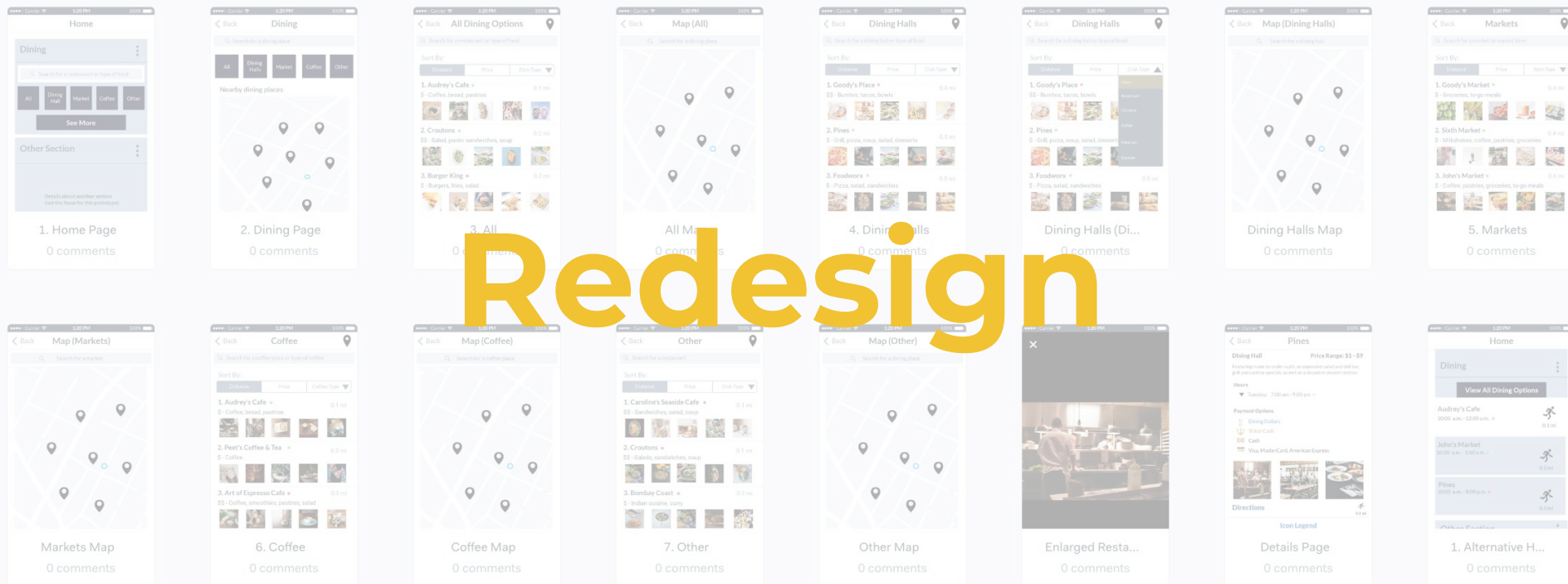


User Feedback



**Would you
use it
again?**





Redesign: Justifications

8/18 interviewees explicitly noted **lack of search bar**

→ Added search bar

12/18 interviewees explicitly noted **lack of filter options**

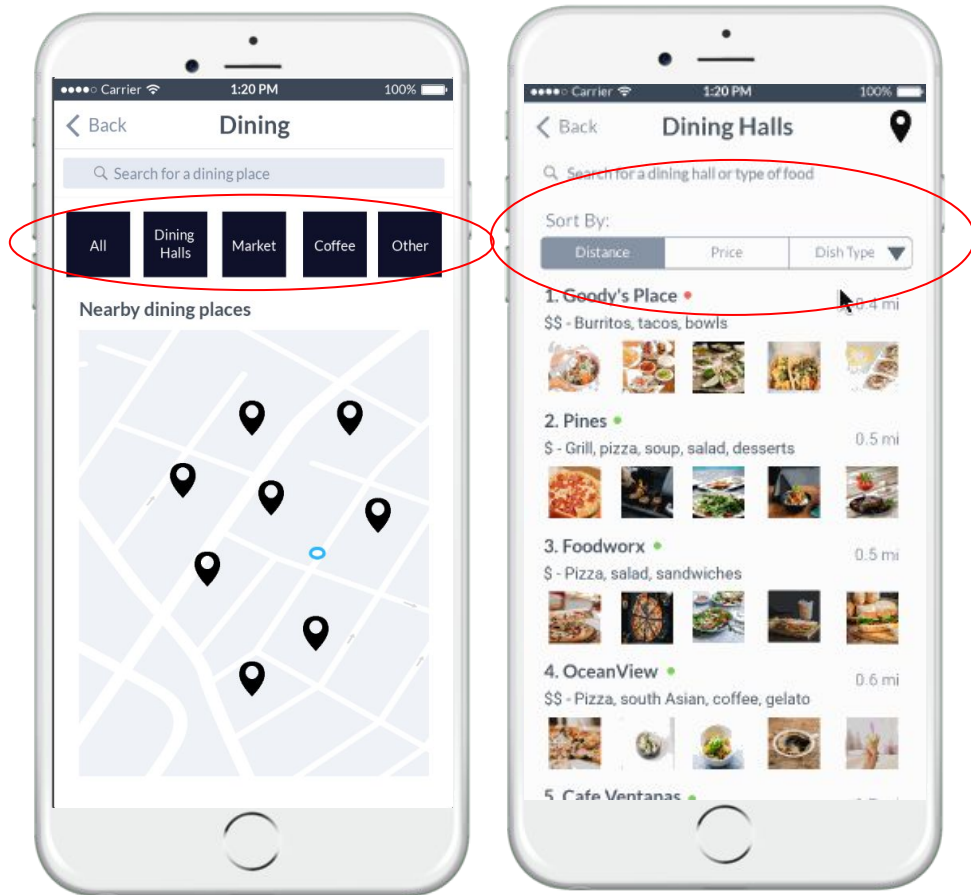
→ Added filter by restaurant type

14/18 interviewees complained about **lack of ordering**

→ Added option to sort by distance, price, dish type

7/18 interviewees emphasized use of **more pictures**

→ Added image previews



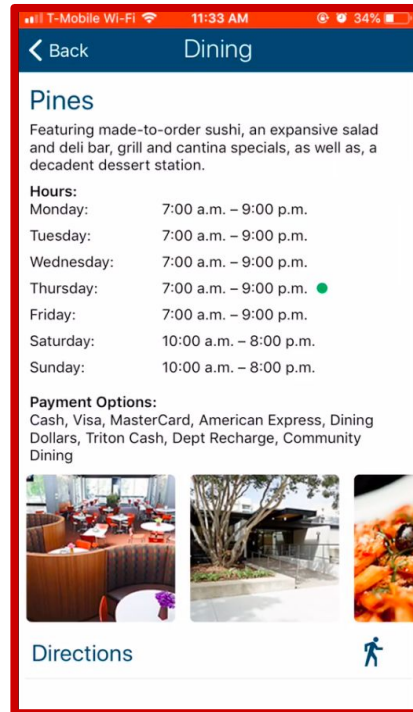
Redesign: Justifications

Information for **Hours** and **Payment** methods was **cluttered** (too much text)

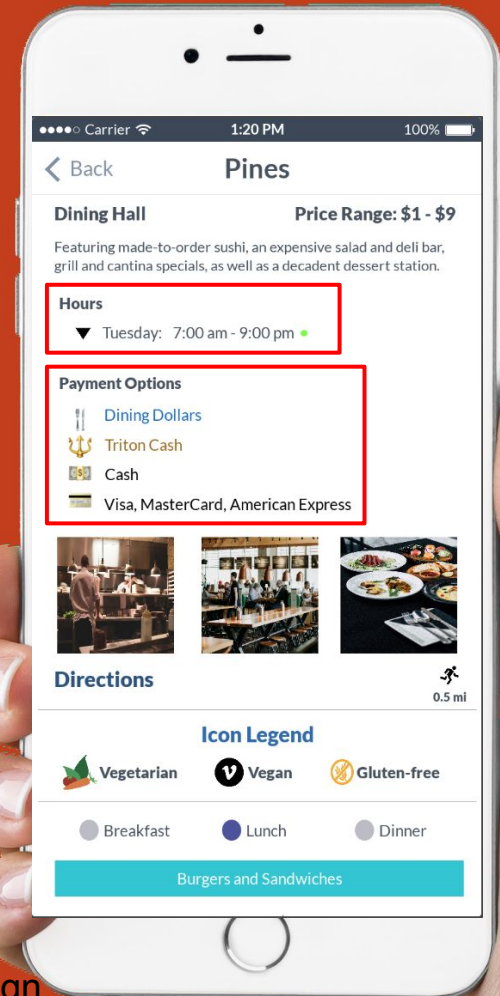
→ Added icons and color coded payment options

→ Only show current day opening hours

(user can click to expand and see other days' opening hours)



Original



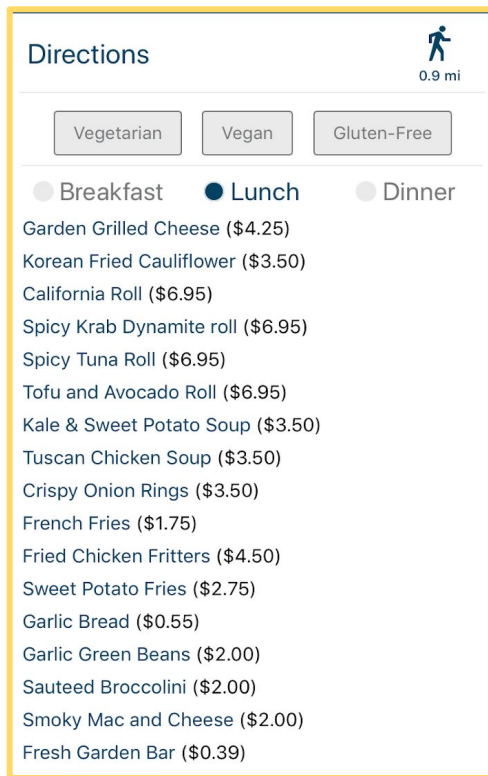
Redesign

Redesign: Justifications

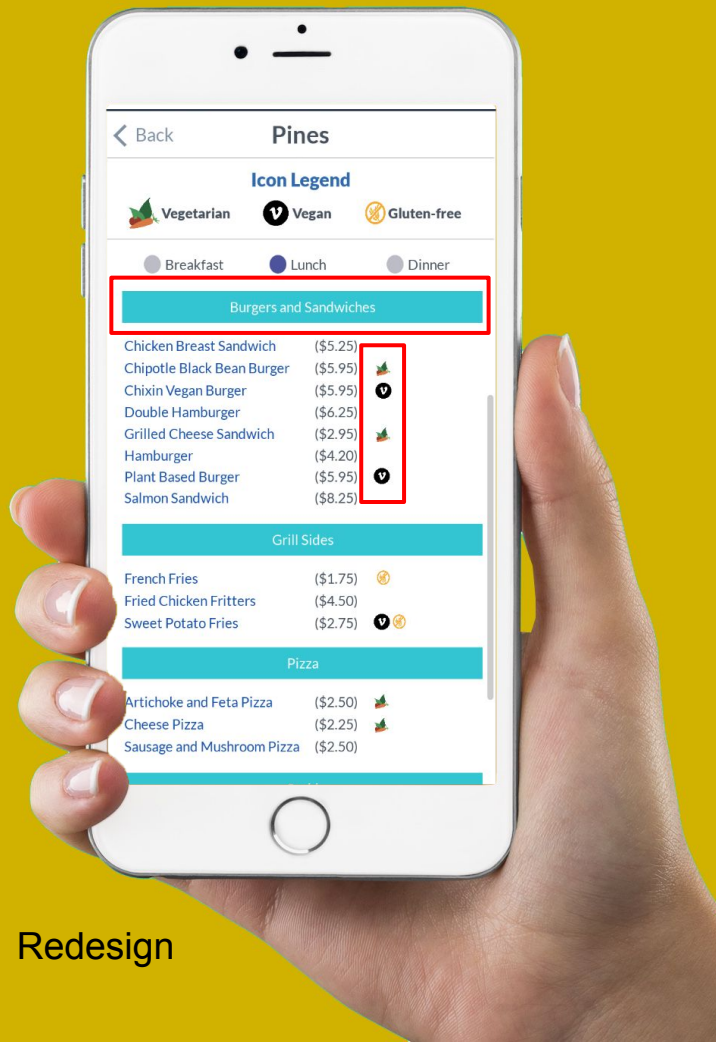
Items cluttered **without clear categorization**

→ Added icons

→ Categorized dishes to different sections



Original

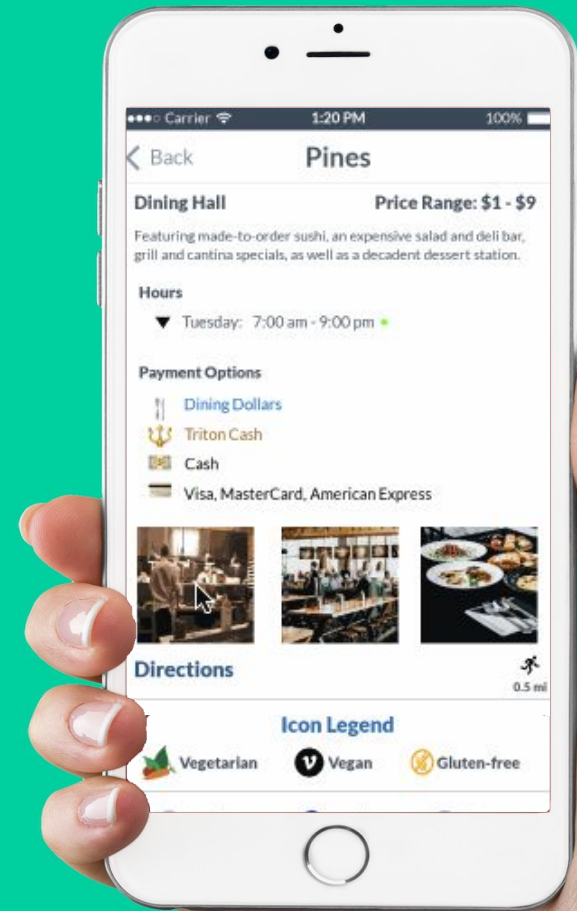


Redesign

Redesign: Justifications

6/18 interviewees tapped a photo, with the **false mental model (rule-based mistake)** of having an enlarged version of the photo pop up.

→ Made images on detail page tappable



Redesign: Trade-offs

Detail: specifics about the dining option (menu, opening hours, payment methods, etc.)

Organization: cohesiveness and clarity of app layout

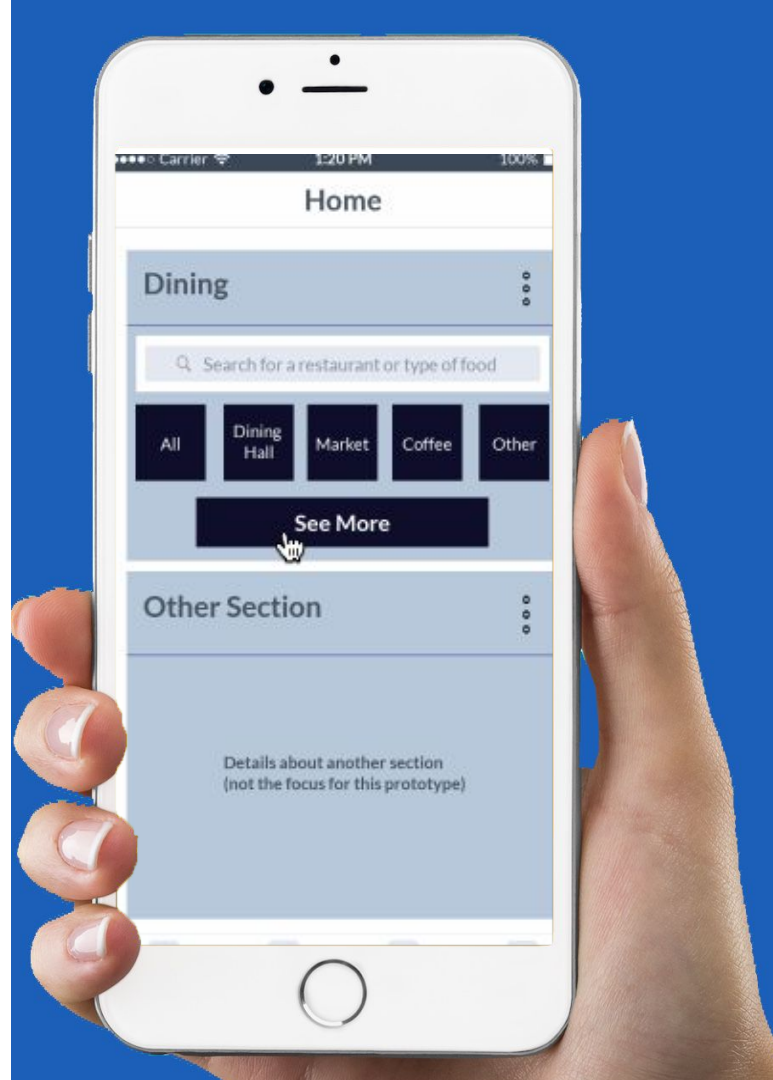
Visual Aesthetics: the ease in which users view and navigate the app based on colors, icons, etc.

Detail vs. Organization

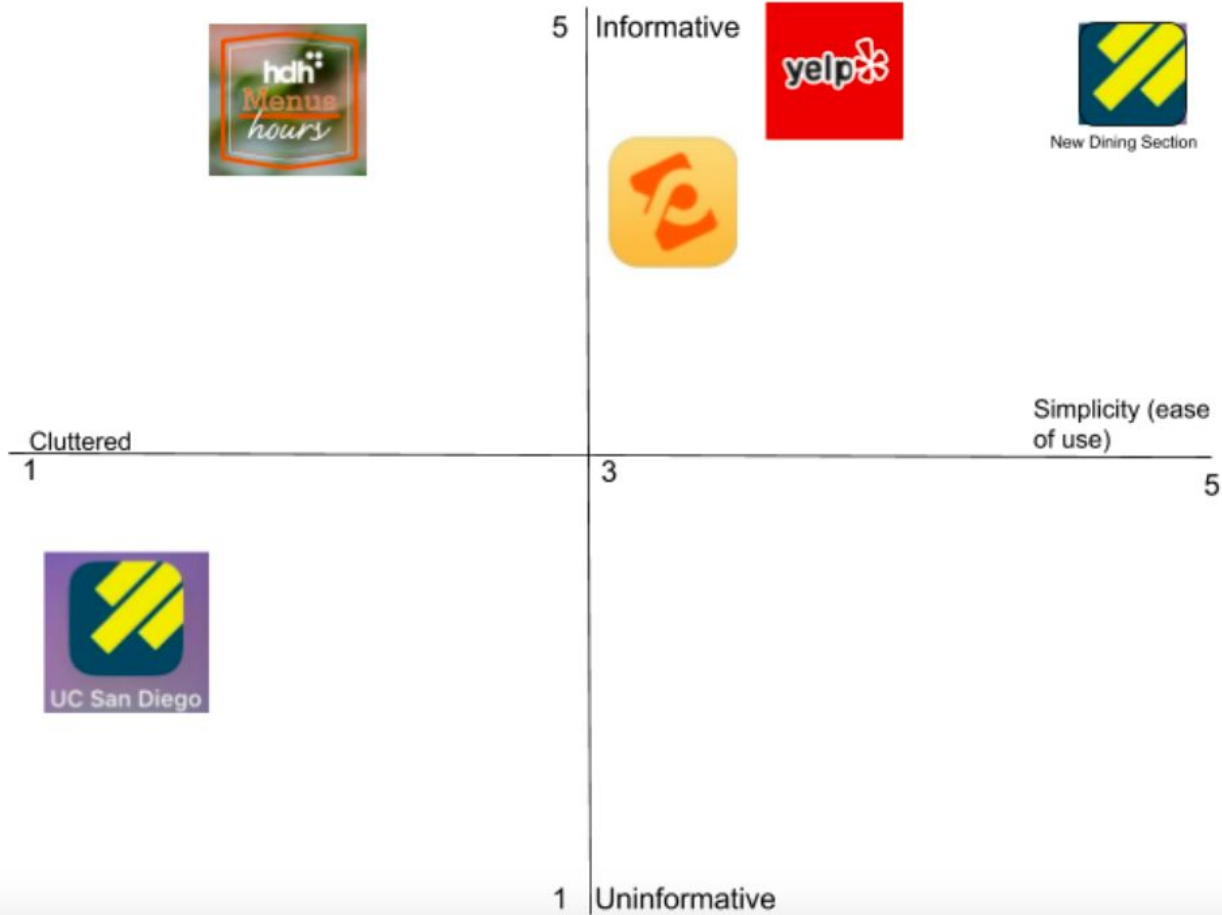
- Want to have sufficient information for users, but organized in a way that promotes ease of use
- The balance between detail and organization

Detail vs. Visual Aesthetics

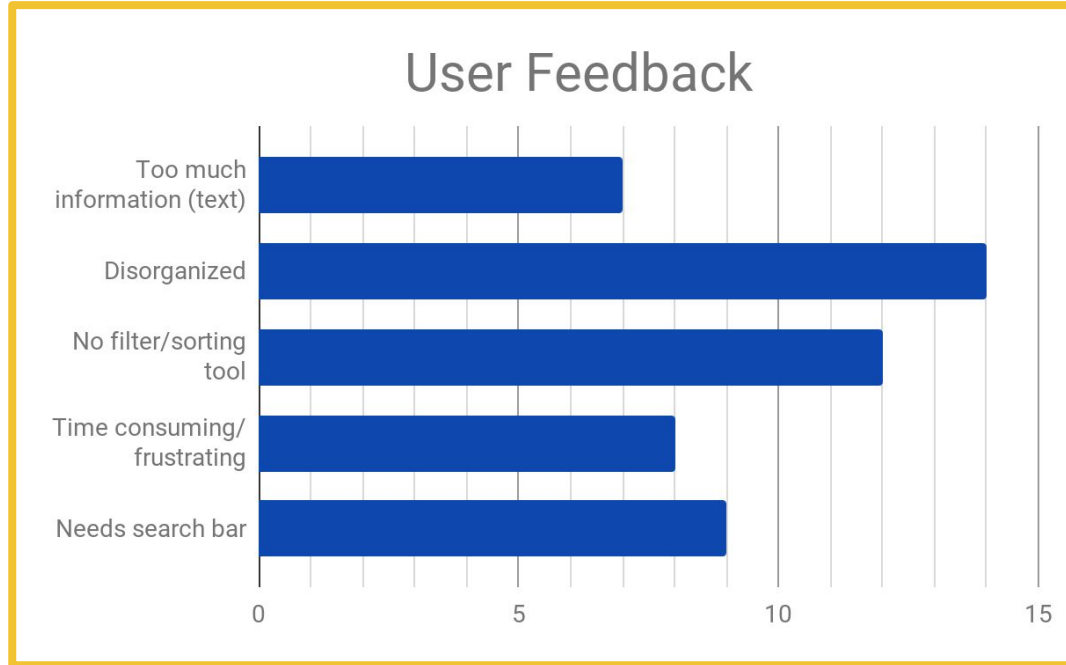
- Don't want the app to be cluttered with information
- Avoid having too many features as to not overwhelm the user
 - Example. Color coding the dining hall and restaurant → too busy / cluttered



Design Space



Define the Problem space

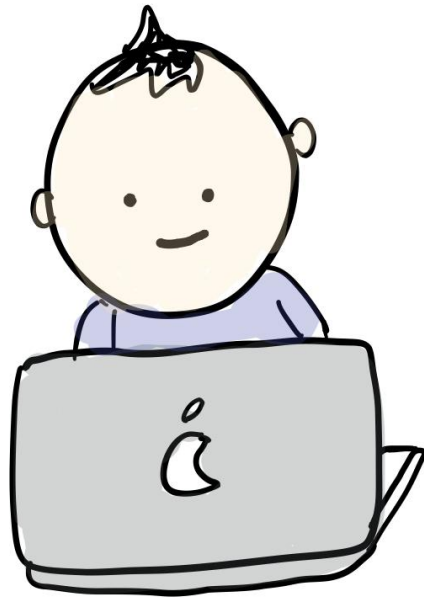


The features we added and improved upon depended on the responses of our interviewees; we adjusted our design to better fit their needs.

Ex: Focused heavily on improving organization: how the dining information is displayed

→ Result: color-coding keywords, reducing amount of text, categorizing info

Conclusion



Conclusion

Takeaways

1. Have a good balance between visual elements and information
2. Make app more user friendly so people want to use it in their everyday life

Next Steps

Add a “**Favorites**” option into the application, so people can save their favorite places as a list

Submit our project to UCSD and make them change their interface :)

THANK YOU!

