



Grapevine

Services you'll love backed by people you trust.

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Target Audience

Grapevine is designed for people who care about the quality of their services and value their friends' opinions. It's especially beneficial for young adults navigating significant life changes, such as relocating to a new city, graduating from college, or mastering personal health and financial responsibilities. Often, this demographic is not only needing important services for the first time, but they also have extensive social networks. Moreover, we're concentrating on an American audience, recognizing the unique cultural nuances in social recommendation practices in the U.S.

Our decision to focus on this audience stemmed from a widespread challenge: finding quality service providers. The unreliability of public online reviews, which are often inaccurate, misleading, or not customized to individual preferences, exacerbates this issue. Our preliminary testing with prototypes revealed a consistent preference across various demographics for trusted recommendations from friends and family (or their connections) over anonymous online reviews when choosing services. This pattern was true even when online reviews for a business were abundant and positive.

How to Use

Our prototype is a React Native mobile application built on Expo. This project targets the iOS platforms. We used Apple's XCode Simulator to test the app on various screen sizes as we developed it.

Installation Instructions

1. Download the Expo Go app on your mobile device. [[Link](#)]
2. Download the project repository on Github through your preferred method (Click the green "Code" button in the top right corner to see all download options) [[Link](#)]
3. Open terminal to navigate to the project folder's location
4. Once inside the project repository, run **npm install** to install all dependencies
5. Run **npm start** to start the app. A QR code will load in your terminal window.
6. Use your phone camera to scan the QR code
7. Tap the pop up notification that appears after you scan the code. This will redirect you to the Grapevine app.

Once Installed

1. Create a new account/Log in to your account
2. Try our three task flows
 - a. Find a recommended service (simple)

- b. Create a recommendation for a service (moderate)
- c. Request a recommendation for a service among your network (hard)

Limitations

Unfortunately, our app may not support all of the functionality that we want it to. For instance, when users write and post their own recommendations, the system does not actually recognize how to only show the user's post among the visibility level they specified (e.g. immediate friends only). Similarly, when I send out a request to my entire extended network, the app is not functionally doing anything on that front.

Additionally, our app does not actually add new information to business profiles; if the main user were to write the 9th recommendation for Mr. Cool Mechanic, this data would not persist onto Mr. Mechanic's page. Our app also does not support the Cancel/Create and Cancel/Resend actions within the inbox tab beyond an interface response. Further action would be necessary on the backend to effectively communicate incoming and outgoing requests for service recommendations.

Lastly, our app does not currently contain a profile page for the user. In a completed version, this page would be essential, as it is where individuals can add friends, edit their past recommendations, browse through saved posts, and more. These limitations are mainly due to time and technical constraints. We also felt that these fully-fleshed out functions weren't necessary in terms of demonstrating how our 3 task flows work.

Wizard of Oz

In this prototype, the user is magically given a network of 1st, 2nd, and 3rd degree friends who have written recommendations in the past. A real user would need to manually add their friends and everyone would need to manually add service recommendations. We felt that the process of adding friends wasn't directly related to any of our task flows. Additionally, having friends who have already recommended services/written reviews allows us to demonstrate a more comprehensive functionality of the app.

Hard-Coded

All business profiles, friend recommendations, and incoming/outgoing requests are hard coded. This is meant to give the Hi-Fi users a solid idea of what the app would look like in use. These additionally require extensive data storage, filtering, and communication systems on the backend, which we have not yet fleshed out. For instance, names like "Chelsea Cho" and the reviews that she has written are just fabricated by us to demonstrate what the real app could look like.