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| HCI - COMP 171 |
| Assignment 4 |
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**Paper Prototype**

**Video Demo**

<http://www.youtube.com/watch?v=8T-GI9v3ToM>

**Product Description**

Resturant locator is a web application which focusses on restaurant customers. This application helps customers find a nearby restaurant easily and effortlessly. It also allows customer to look through the restaurant menu, photos, reviews, directions and make reservations. The concept behind Restaurant Locator is to provide a unified interface where customer can look through all the information about a restaurant and can then make his selection. The main functionalities of this system are ***Cusine Selection*** (click/touch cuisine from the home page), ***List Restaurants*** (list all the nearby restaurants according to user’s search location), ***Read/Write Reviews*** (users have the option to view previous customers reviews and also write their own review), ***View Menu*** (this function allows user to check restaurants menu), ***Reservation*** (this provides user with the option to reserve a table) and ***Get Directions*** (allows user to get directions to the restaurant without navigating to any other application).

**Rationale:**

Everyone likes eating outside but finding a good restaurant is a tedious task. Most people do this task with the help of search engines like Google, Bing etc. This requires user to search for a restaurant and then check links of each restaurant one-by-one. If the user intends to read reviews, check menu, make reservation or get directions he has to go different sites for each task. Amount of effort to do this research spoils customer’s interest even before going to a restaurant.

The Restaurant Locator web application aims to solve this problem by providing a unified interface for performing all the operations associated to visiting a restaurant. It helps the customer to find the restaurant of their choice easily and also saving their time at the same time. Restaurant Locator also allows the customer to read/write reviews, check menu/photos, get directions all within one single application. The interface of this application is very simple and user friendly allowing anyone with basic reading and writing skills to search a nearby restaurant of their choice.

When the user opens the Restaurant Locator application it provides user a screen to select a cuisine of his choice. Once the user selects the cuisine he needs to type location in which he wants to search the restaurant. On selecting a restuarnt from the search results the user has the option to check menu, read/write reviews and get directions. Once the customer decides on a restaurant he just needs to enter his address and he can get directions to the restaurant. Another feature that this application provides is to reserve a table without the need to call a restaurant. The user is also provided with a reservation confirmation email.

I hope Restaurant Locator makes finding and going to a restaurant a joyful experience.

**Usability testing**

**Scenario Tasks:**

Following tasks were performed by the user:

1. **Search a Restaurant and Reserve a Table:** User selects Thai Cuisine from the homepage and then performs a search for restaurants in Boston. He then selects one restaurant from the list and reads the reviews and menu. He decides to go back and look at other restaurants menu and reviews. He likes the second restaurant and reserves a table at the second restaurant.
2. **Add Reviews:** User had been to a restaurant and decides to write a review. User navigates to Restaurant Locator page and selects Chinese Cuisine from the homepage and then performs a search for restaurants in Boston. He then selects that particular restaurant from the list and navigates to review tab. He then clicks Add Review button and writes and submits a review about the restaurant.
3. **Get Directions:** User navigates to Restaurant Locator page and selects Mexican Cuisine from the homepage and then performs a search for restaurants in Boston. He then selects one restaurant from the list and checks details about the restaurant and clicks on Directions tab to get directions to restaurant.

**Usability problems found after User Testing**

**Cuisine selection box**: Once the customer selected cuisine from the home page the cuisine type is auto filled in the cuisine type (What are you looking for?) text box on the search screen. But if the customer wishes to change the cuisine type they need to go back to the home page to select another cuisine.

What are you looking for? Where?

Thai

Search

Where?

Resolution: Based on user feedback, I will replace the textbox by a drop down list box, which lists all the cuisines that the system has. This will allow the customer to easily select cuisine types without going to the home page.

What are you looking for? Where?

Thai

Search

Where?

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| --- |
| American |
| Chinese |
| Indian |
| Italian |
| Mexican |

**User confusion:** Sometimes user clicks/touches on the label of the cuisine type (Ex: American, Mexican etc) instead of the cuisine image, as a result cuisine types were not selected.

Resolution: I will add a pop-up asking user to click on the cuisine image.

**Back to result button:** Once the user performs a search there was no option to go back to search results page without pressing the browser back button.

Resolution: I have added a Back to Search Results button on the restaurant details page so that user can easily navigate back to the search results page.

**Cancel Reservation:** No option to cancel a reservation after user had made a reservation.

Resolution: I will add a cancel reservation button on the reservation tab using which a user can cancel an existing reservation using the confirmation number.

**Analysis of evaluation**

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| **Issue Number** | **Screen** | **Severity** | **Description** | **Response(will change in future design)** |
| 1 | Home screen | Major | No proper definition for the customer action. | Add a note for selecting cuisine in the next level design |
| 2 | Home screen | Minor | Where to click (label/image) for selecting a cuisine is confusing | Will show a pop-up message to tell user where to click if a user performs an invalid click |
| 3 | Search Screen | Major | Customers have no other option to change cuisine type without going back to home page. | Will change the text box to drop down list listing all the available cuisines |
| 4 | Search Screen | Major | No auto-suggested locations supported | Will implement an option to auto suggest locations based on users entry.  Ex: If user enter “Med” in location box system will suggest “Medford” |
| 5 | Restaurant Details Screen | Minor | No other option to go search result page without using the browser back button. | Will add a back button in the restaurant details screen to go back to the search result screen. |
| 6 | Restaurant Details Screen | Minor | No option to know the most popular dish in the restaurant | Will try to include this in future release |
| 7 | Menu screen | Minor | Currently all menu items are arranged one below another and there is no option to view menu items under appropriate categories (Ex: Appetizer, Main Course, Dessert, etc) | Will separate out the menu items under Appetizer, Deserts, Main Course etc tabs |
| 8 | Review Screen | Major | No option for sorting the reviews(Ex: old, new) | Will create a list box for sorting the reviews |
| 9 | Reservation Screen | Minor | No calendar option for selecting date. | Will address in future release |
| 10 | Reservation Screen | Major | No option for canceling reservation | Will add a cancel reservation button on the reservation tab using which a user can cancel an existing reservation using the confirmation number |
| 11 | Reservation Screen | Minor | Does not give a feedback when a wrong data is entered (Ex: invalid phone or email) | Will add Pop-up error message for invalid email/phone format |
| 12 | All screen | Major | No option to go to home page without using browser back | Add a home button on all pages except home page |
| 13 | Restaurant Details Screen | Cosmetic | No visual difference between “Review”, “Photo” and “Menu” tabs is confusing | Plan to give different colors to tabs to make it easy for user to distinguish |
| 14 | Restaurant Details Screen | Minor | No options for viewing current offers or discounts going on in a restaurant | Will implement a Special Offers/Discount promo |

**Successes:**

Overall the system got a good feedback from the user, some of the functionalities they really liked were:

Cuisine selection: Cuisine images on homepage provide a better visual impact than typing text.

Get Direction: In order to get directions to a restaurant user does not have to enter the restaurant’s address, they only need to enter their starting address and the system provides directions to the restaurant.

Reservation: This functionality allows user to make reservations without needing to call the restaurant. Also the system provides a reservation confirmation email.

Check menu and Reviews: Menu and Review tab help customer make an impression about the restaurant.