

Lemony Grass

Company: Lemongrass Plates

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Introduction

Through conducting interviews with 10 participants, our team was able to identify three significant user types within the UCSD community: **past customers**, **potential customers** and **UCSD staff members**. From these conversations, we were able to extract specific user needs to be implemented in the redesign of the Lemongrass website. By examining and analyzing the features of the current website, we were able to establish a priority list that better represents the user's' demands. Below are the results and interpretation of our interviews.

Survey Summary + Analysis

General Questions

1. How often do you eat out? What types of food/restaurants do you eat out at?

COLLEGE STUDENT #1: Once every 2 weeks. Don't really have a preference when eating out, but I tend to go to places near campus, like Chipotle, In-n-Out, ramen at Convoy

COLLEGE STUDENT #2: Usually once every three weeks. I prefer Asian style food.

COLLEGE STUDENT #3: Once a day (including PC). Usually Asian style food. I don't go out that often because I'm busy.

COLLEGE STUDENT #4: I eat out more than I cook. I prefer restaurants that give big enough portions to split - like Thai food. I usually gravitate towards Asian food.

COLLEGE STUDENT #5: Few times a month. Usually fast food. Asian or American cuisine.

COLLEGE STUDENT #6: Twice a week. I normally go for Japanese food.

COLLEGE STUDENT #7: Twice a week. Usually Asian food, like rice, or Mexican food. I'd try more exotic food if it was available.

COLLEGE STUDENT #8: I eat out every two days. Sometimes every day. I don't have a particular restaurant that I like to go out to eat at. I'm open to all foods. Except for salad.

STAFF #1: Maybe once a week. Usually ethnic restaurants that offer interesting food that I can't cook for myself.

STAFF #2: I typically eat out 3-4 times a week. It's usually Chinese food on Convoy.

Summary + Analysis

Many college students go out to eat quite frequently, like twice a week or more. Others rarely do; probably preferring to cook for themselves instead. As for staff members, it seems to differ as well. From this, we can gather that how often college students go out to eat varies from person to person. Most college students seem to prefer Asian food as that is a common reply in many answers. As for staff, it seems to depend on the person, as their tastes vary.

2. When choosing a new restaurant to try out, what are some factors you consider?

COLLEGE STUDENT #2: I would consider the type of food, menu prices, Yelp opinions and would go on the restaurant website as well.

COLLEGE STUDENT #3: Rating, popularity, number of reviews (usually on Yelp). I also look at pictures of the food.

COLLEGE STUDENT #4: The quality of the food, friend's suggestions, Yelp reviews, and ambience. But usually other people decide which restaurant to go to because I'm not picky. My friends decide by also looking up Yelp reviews or by recommendation.

COLLEGE STUDENT #5: How clean it looks, the interior, Yelp reviews, types of food it serves, prices, recommendations from others.

COLLEGE STUDENT #6: Friends' recommendations. Interior design of place and how it makes me feel.

COLLEGE STUDENT #7: Prices, Yelp reviews, how the setting is (prefer casual over fancy -- if it's ghetto, I don't care as much). I care more about what other people have told me and I go for food around the same price anyways, so reviews are more important.

COLLEGE STUDENT #8: I consider the distance, price, reviews, and my cravings. My decision is heavily influenced by my cravings and distance and less by the price.

STAFF #1: I always look at the price point. Also, I check if they have interesting food, whether labor goes it to making the dish, and if the food is nicely prepared. The menu is definitely the most important as I look for ideally authentic flavors and non-generic dishes of food that I haven't had before. I also try not to have too much fat and carbs in my diet, so dishes that aren't too heavy. Appearance and pictures of food is also important.

STAFF #2: If I'm eating alone, I eat whatever I'm used to eating. If I'm with other people, I eat what they want to eat.

Summary • Analysis

Price and reviews seem to be the universal factors that people consider when deciding to go to a new restaurant. Other factors that are also considered include: the quality of the food the restaurant serves and its setting/ambience. From this we learned that the customer's decision to eat a restaurant is heavily dependent upon the restaurant's pricing and the reviews they receive. Therefore, to address these needs, the menu on the website will include prices of the items. There will also be pictures of the food and restaurant interior since they are also important factors in this decision-making process.

3. Do you have a current go-to restaurant? Why do you like your current go-to restaurant? **a. Do you always order the same items? Why or why not?**

COLLEGE STUDENT #1: Not really, just the places near campus I mentioned earlier.

COLLEGE STUDENT #2: Don't have a go-to restaurant. Will return to a restaurant if the food is good, price affordable and convenient. I usually order the same things at restaurants.

COLLEGE STUDENT #3: Not really for off-campus. TapEx on campus, since grilled chicken is my favorite. Usually order same thing at TapEx since I know I like it.

COLLEGE STUDENT #4: It would have to be either Chinese or Vietnamese food on Convoy. I'm Vietnamese so I know what I want and I usually stick with the things I know I will like.

COLLEGE STUDENT #5: Has a go-to restaurant back in SF (Kevin's Noodle House). It's quick, tasty and cheap. I order the same thing because I know I like it. It's familiar and since I know it tastes good, I'm not wasting money.

COLLEGE STUDENT #6: I do have a go-to Japanese restaurant, but I forgot the name. I like it since the food is consistently good. I don't order the same thing since I like trying new things.

COLLEGE STUDENT #7: Always go to different places for off-campus, since I don't have a car so I have to depend on other people. Usually it's random Mexican places and Convoy.

COLLEGE STUDENT #8: I order the same items because I don't like changes. Before going to a restaurant I already know what I want. If it's subpar then I won't go there again.

STAFF #1: I have go-to places for different cuisines: Mediterranean, Persian, Chinese, Korean, Indian, etc. I take my kids to get pho at Convoy. I don't usually order the same items (except for pho), since I like to mix it up.

STAFF #2: I don't really have a go-to restaurant because there are so many Chinese food places at Convoy.

Summary • Analysis

Many students don't have a go-to restaurant. This can mean that many of them like to experiment and try out different places when going out to eat. The ones that do have a go-to place, go back because the food is good and they know it's good. This is also the reason why most college students like ordering the same items that they know are good because it's familiar and won't be a waste of money. As for staff, depending on the person, they may want to experiment with different dishes or stick with what they know and like. Overall, from this, we can

see that since many students stick with what they like, the first impression of the dish has to be good in order for them to return and eat again at the restaurant.

4. How often do you eat at PC? What about on-campus in general (like Hi Thai, etc)? Which places do you tend to choose to eat at on-campus? Why those?

COLLEGE STUDENT #1: I usually don't eat on campus, unless I have something to do during lunch time. I don't have class until after 2pm, so I just eat before coming to school. I'll have on-campus food for dinner if I'm on campus at that time. Usually Lemongrass or Santorini. Rubio's on Taco Tuesdays.

COLLEGE STUDENT #3: Probably once a day. TapEx since the waiting time is quick (5 min usually) and they have the grilled chicken.

COLLEGE STUDENT #4: When I eat on-campus, it is either Subway or Panda Express because the portions are big enough to split - e.g. Footlong. I like to go to Panda Express because they have veggies so it makes me feel better/healthier. I always get the orange chicken from Panda Express because it's my favorite.

COLLEGE STUDENT #5: Very rarely eat at PC or on-campus in general. On the rare occasion I do, I go to TapEx, HiThai and Santorini. I've eaten there before and I know I like it.

COLLEGE STUDENT #6: When I eat at PC, it's either Santorini or TapEx. It's better food personally and I get more for my money.

COLLEGE STUDENT #7: Once a week. Usually go to TapEx, since it's not as bad as everything else in PC. They have cheap snacks and stays open super late. I don't usually order a drink. Instead, I get one of the combos. I like the chicken more than pork. I've only tried those 2 since becoming non-vegetarian.

COLLEGE STUDENT #8: I eat at PC every other day - Starbucks and Lemongrass mainly. Lemongrass is really good and I haven't gotten sick of it yet. It's new, tastes good and is a more authentic Asian food than the other places in PC. Don't go to the other places in PC because the service sucks and food is not authentic. I eat at the dining halls about two times a week just because I have dining dollars.

STAFF #1: Used to go to PC periodically. Not so much anymore. I would go to the Loft more, since they have a better ambiance, and I can sit down. There are no issues. If I were to go to PC, I'd go to Rubio's since I can customize my order.

STAFF #2: I eat at Panda Express because it's fast and easy. Staff need to eat lunch quickly. I also tend to work and eat at the same time, so I need it to be fast. I've been eating Panda Express for along time - from when I was still teaching in Ohio (there was a Panda Express just on the edge of campus). I stick with the same items because i tried them all before and it's easier to order the same thing.

Summary • Analysis

Many college students do eat at PC. Those who tend to not eat there probably bring their own lunch from home, or have eaten at home and just come to school for classes afterwards. Not many college students chose Lemongrass as their go-to at PC. Instead, many students go to TapEx, Santorini, or Panda Express. For staff as well, it's Rubio's or Panda Express. It seems the main reason people choose something else over Lemongrass is because they want their food quickly and bigger portions for what they're paying. For staff, they're busy and need food quick, and Lemongrass usually requires a wait. Overall, wait time and portion size seem to be the main issues. For those that did choose Lemongrass, they prefer it because they offer authentic food and it tastes better than a lot of other places at PC.

5. Have you heard of Lemongrass? If so, how?

COLLEGE STUDENT #1: Heard about it from when they were at the Farmer's Market. Also heard about their long lines and good reputation.

COLLEGE STUDENT #2: Heard of the business but have never eaten there before. I was aware that before they were a vendor at the Farmer's Market before opening in PC.

COLLEGE STUDENT #3: Heard about it when they announced they were going to open soon, putting up their banner.

COLLEGE STUDENT #4: Yes, heard about them when they were at the Farmer's Market.

COLLEGE STUDENT #5: Heard about it from when they were at the Farmer's Market.

COLLEGE STUDENT #6: Yes, seen them at the Farmer's Market.

COLLEGE STUDENT #7: Seen them at Farmer's Market, but didn't try since line was long and I was still a vegetarian at that time and they didn't have veggie options then. I've seen them at PC.

COLLEGE STUDENT #8: Yes, heard about them through word of mouth. It was recommended to me. I ate their food at the Farmer's Market and have been a fangirl ever since.

STAFF #1: Seen them at Farmer's Market, but didn't know it was in PC.

STAFF #2: Only heard of it when someone told me.

Summary • Analysis

Most students and staff have heard about Lemongrass since they were a popular vendor at the Farmer's Market. Despite their long lines, they have maintained a good reputation and have accumulated many loyal customers.

User Specific Questions

1. Have you ever been to/eaten at Lemongrass? How often do you eat there?

COLLEGE STUDENT #1: Yes, I tried it for the first time at the Farmer's Market when I was a first-year. I usually eat there or Santorini when I eat on campus.

COLLEGE STUDENT #2: No, have never eaten there before.

COLLEGE STUDENT #3: Ate there twice last quarter. Didn't go back.

COLLEGE STUDENT #4: Yes, been there once at the Farmer's Market and twice when they were in PC.

COLLEGE STUDENT #5: Never eaten there.

COLLEGE STUDENT #6: Yes, been there twice at PC (Didn't go at Farmer's Market). First time was super busy, but I stayed in line since I heard it was really good. Second time wasn't as busy, but I went since someone else wanted to go. I haven't gone back.

COLLEGE STUDENT #7: Yes, I've had it 4-5 times since they opened in PC.

COLLEGE STUDENT #8: Yes, at least a couple times a week.

STAFF #1: Never eaten there.

STAFF #2: I've eaten there 3-4 times before. I go with my wife because she likes it.

Summary • Analysis

Most students have eaten at Lemongrass but are not frequent customers. Since opening at Price Center, students have eaten there only a couple of times. Staff members eat there even less frequently than students. However, there are students who are on the extreme end of this spectrum - eating there repeatedly throughout the week. From this, the website will serve as an important platform in gaining more loyal customers. The website will inform students and staff members about the business and the high quality food it offers.

Past Customers

2. Why do you eat there so frequently/infrequently?

COLLEGE STUDENT #3: I decided not to go back because of waiting time, portions and price (expensive in comparison to TapEx).

COLLEGE STUDENT #4: The first time I went at PC was the first week they opened. It was a bad experience because the Pad Thai ran out so I ordered the red curry. It was a super long wait, about 40 minutes but it felt like an hour. I didn't even feel hungry anymore. Then they told me they ran out of the red curry so I ended up getting the grilled plate. They also had bigger portions at the Farmer's Market.

COLLEGE STUDENT #6: I didn't go back because of the small portions.

COLLEGE STUDENT #7: I eat there less because they're not open as late as other places (I usually go to PC at 11-12 at night). Also I never eat at PC during lunch (3 times a quarter). I usually eat at the dining halls for lunch or cook.

COLLEGE STUDENT #8: They used to be at the Farmer's Market so I would only get to eat their food once a week. But even now that they opened in PC, I haven't gotten sick of it yet.

STAFF #2: I like the food there. It is well-cooked and there's different types of food but it just seems slow. I don't want to wait. It's good for people who are health-conscious but if they aren't and just want the taste they can just go to Panda (like me).

Summary + Analysis

Many customers that tried Lemongrass haven't gone back because of the small portion sizes. The ones who do go frequently eat there go back because they enjoy the food. Staff members wouldn't like to wait around in long lines since they are busy people, so they tend to not eat there as often. From this, we can see that wait time and portion sizes are still one of the main issues with customers. Everyone wants to get their food quickly and want more food for their money.

3. What time of day do you usually find yourself going?

COLLEGE STUDENT #1: It depends if I'm on campus during that time. If I am on-campus at lunch, then lunch time.

COLLEGE STUDENT #3: Both times I went was for dinner.

COLLEGE STUDENT #4: Lunch break - around 2pm. I haven't stayed on campus late enough to go there for dinner.

COLLEGE STUDENT #6: Went both times during lunch.

COLLEGE STUDENT #8: Usually go during 5pm and sometimes for lunch. The portions are big enough to split for both lunch and dinner.

STAFF #2: I usually go there during lunch, not dinner.

Summary + Analysis

The majority of students go to Lemongrass during lunch, with a few also going there during dinner. Since most busy students will have classes throughout the day, most students will purchase Lemongrass at lunch if they eat out in Price Center. Later at night, most students have returned home, so there are less students that go out for Lemongrass for dinner.

4. Do you always order the same items?

COLLEGE STUDENT #1: Yes, either the grilled chicken plate or pad thai.

COLLEGE STUDENT #3: Yeah, the chicken plate.

COLLEGE STUDENT #4: My go-to order is the grilled chicken place. I tried the curry but I didn't like it because I don't like coconut curry.

COLLEGE STUDENT #6: Yeah, the grilled plate with beef.

COLLEGE STUDENT #8: Yes, the grilled chicken plate with peanut sauce. I tried the red curry, salmon, and Pad Thai. Sometimes it would change depending on my mood but usually I go with chicken because it doesn't take as long to cook as salmon.

Summary + Analysis

Everyone's go-to order seems to be the grilled chicken plate (or some variation of it). A few people like the pad thai. Since the grilled chicken plate was their main dish at the Farmer's Market, it's unsurprising that many students would keep ordering it at PC. It's what they're known for and what students talk about when they mention Lemongrass.

Potential Customers

1. If you have never been to Lemongrass, why not?

COLLEGE STUDENT #2: I don't go out to eat very often. When I do, I prefer other places or recommendations from friends - and they don't recommend Lemongrass typically.

COLLEGE STUDENT #5: Heard it was expensive for small portions.

STAFF #1: Farmer's Market was an inconvenient time, and I didn't like to wait and there was always a long line. Nothing looked especially healthy/desirable at the Farmer's Market, so I assumed everything there was more fast food.

Summary + Analysis

Most potential student customers do not go to Lemongrass because they have heard that the portions or prices of the food. Others just do not go out to eat by habit, and others were not able to find a fitting time to visit Lemongrass. From this feedback, one of our goals is to make the website appealing in order to draw in more customers, showing them that they should try it out and see what they think, now that it is in Price Center.

2. What would make you want to go there/more likely to go?

COLLEGE STUDENT #5: If the prices were more affordable for college students. Maybe also if they offered samples.

STAFF #1: If the location offered food that is not typical, and if the atmosphere of the place was good.

Summary + Analysis

In general, if the prices were lower, and if Lemongrass provided a good atmosphere, more people will go. Although we will be unable to change anything about the prices, as long as Lemongrass maintains its current natural feeling, and the website conveys the same feeling, it will make potential customers more likely to go.

3. Would you want to go try Lemongrass based on their website?

COLLEGE STUDENT #5: I don't think so, but I already do still want to try it someday, since I've heard good reviews.

STAFF #1: I would try it since I like Thai food and that's what they offer based on their menu.

Summary + Analysis

There was mixed feedback from the users, who said they would or would not go based on the website. From this feedback, format of the website should be improved to be more appealing.

Website-Based Questions (lemongrassplates.com)

1. What prompts you to visit a restaurant's website?

COLLEGE STUDENT #5: When I want to look up their menu and prices.

COLLEGE STUDENT #6: When I want to see their menu.

COLLEGE STUDENT #8: When I have never to the restaurant and I want to know their prices, location and photos of food.

STAFF #1:

Summary + Analysis

Usually when people visit a restaurant's website, they want to see their menu, prices, location and nice photos of the food that's offered at the restaurant. This is standard information that needs to be provided at any restaurant's website. Since this is what people look for, we need to present this information in a way that's fun, visually appealing, but also easy to use.

2. When you go to a restaurant's website, what do you look for?

COLLEGE STUDENT #2: For restaurant websites, there must be a menu. Prices are optional but highly encouraged. Pictures of the food or the restaurant. It's also good to have the location, address, and store locator (if applicable).

COLLEGE STUDENT #5: Menu, prices, hours.

COLLEGE STUDENT #6: Pictures of the food, menu, hours.

COLLEGE STUDENT #8: I look for the prices.

STAFF #2: If it is up to date. I also look at the design of the website and if it is presenting what is unique about the restaurant.

Summary + Analysis

Student and staff members agree that the menu, prices, store hours, and pictures of food are all necessary features to a restaurant's website. We will use this knowledge by including all of these properties on the re-designed website. The design of the website has to communicate the business' brand well. To accomplish this, the home page of the website has to be interesting to capture the attention of the user while maintaining simplistic. It is also important that the information on the website must be accurate so that the website remains relevant and informative. An out-of-date website detracts a user from visiting the website again and lowers the reputation of the business.

3. Did you know Lemongrass had a website?

COLLEGE STUDENT #1: Yeah.

COLLEGE STUDENT #2: No, I was not aware they had a website

COLLEGE STUDENT #4: Didn't know they had a website until you mentioned it in class.

COLLEGE STUDENT #5: Didn't know that, never had a reason to look it up.

COLLEGE STUDENT #6: No, I didn't know about it.

COLLEGE STUDENT #7: They probably have a website.

COLLEGE STUDENT #8: Yes, because the post-its on their restaurant says you can order online but I haven't been on it.

STAFF #1: No.

STAFF #2: No, I didn't know that.

Summary + Analysis

Very few people are aware that Lemongrass has a website. Of the few that did, they said they saw something at their restaurant that was discussing about ordering online. Since many people don't know about the site, an option would be to further advertise it at the restaurant and include social media links on the site to further connect the business with its customers.

4. If so, have you been on it? Why?

COLLEGE STUDENT #1: Checked it out, but I don't remember what it looks like.

COLLEGE STUDENT #4: Checked it out briefly after I found out about it because I was curious.

COLLEGE STUDENT #8: No.

Summary + Analysis

If they have heard of the site, students may check it out once since it is intriguing and they've never been on it. But since there may not necessarily be a need to use the site to get their food, people don't usually go on the website.

5. If you haven't been on the website, why not? What would you make you want to use it?

a. What are you looking for from the website?

COLLEGE STUDENT #3: I feel like the website wouldn't have much use. More focused on the web app. What would convince me to use the site was if the ordering were done on the site itself.

COLLEGE STUDENT #5: Never had a reason to find the site. I would only use it for menu and hours.

COLLEGE STUDENT #6: Never needed to use it.

STAFF #2: I haven't had a need to use it.

Summary + Analysis

Students currently do not find the website to be purposeful and therefore do not use it. Therefore, a goal of the re-design would be to create a purpose for the website. One user suggested that online ordering be on the website rather than a third-party website. There should be some form of incentive from the website to persuade people to visit it more.

6. What was your first impression of the website? What did you click?

COLLEGE STUDENT #1: It isn't too modern. Interested in the menu and prices.

COLLEGE STUDENT #2: The website was mostly green - a soothing color. It was odd that the pictures of the food were stuck.

COLLEGE STUDENT #3: Font of the website doesn't look good. "Farm fresh plates" looks weird. Pictures are anchored. First clicked the Order Now. Redundant to have 2 of the same buttons going to the same place.

COLLEGE STUDENT #4: It is not made for our generation (teens - 20s), not targeting us. I just feels informative. Not going to read the description.

COLLEGE STUDENT #5: Not visually appealing to look at. Don't like the green background (don't like the shade -- seems old).

COLLEGE STUDENT #6: Doesn't look clean enough. Doesn't catch my attention. Navbar could look better. Pictures on the side stays there. Too many words on the home page. Clicked on menu first.

COLLEGE STUDENT #7: It isn't very aesthetically pleasing. Pictures don't scroll with page.

COLLEGE STUDENT #8: It has a clean design but also kind of bland.

STAFF #1: Homepage is heavy with words. I don't want the pictures to stay in the same place. Hours are a waste of space, since Mon-Thurs has the same hours.

STAFF #2: It looks up to date.

Summary • Analysis

Most people did not have a good first impression of the website. Many didn't think it was visually appealing and had comments about how to make it better. The students didn't feel like it was made for our generation and that it wasn't modern enough. Many complained about the description on the homepage and how that was too text-heavy, as well as the pictures that stayed in the same position. From this, we can gather that we need to update the website so that it looks more youthful and geared towards college students. We should also remove the text-heavy description on the homepage and fix the picture issue.

7. What did you like about the website? What did you find useful?

COLLEGE STUDENT #1: I like how they include the prices so you know exactly what you're going to pay.

COLLEGE STUDENT #2:

Home page: The order online is catchy. The hours are easy to understand and even though they were on the bottom of the page it wasn't a problem.

Webapp: Overall, it is nice.

Menu: Layout is nice and clean. Can clearly see the different options and prices. It is easy to understand.

Contact: Pretty good layout

COLLEGE STUDENT #3: I like the freshness of the color and the photos are convincing. The menu is useful and nice, but doesn't feel like something that is easily updated.

COLLEGE STUDENT #4: Like that it is informative and the website uses the colors of Lemongrass.

COLLEGE STUDENT #5: Logo stands out. The hours are useful and the menu is easy to read. Nice that they consider their customers' thoughts (with the Contact Us -- but I would rather use Yelp)

COLLEGE STUDENT #6: I like the logo.

COLLEGE STUDENT #7: It has all the necessary/important information: the hours and menu.

COLLEGE STUDENT #8: I like how Google maps is integrated on the Directions page.

STAFF #2: The menu is useful and easy to read.

Summary • Analysis

Most students agree that the website is clean and fresh. The logo is a significant attribute to the current website as is what students recognize and associate to the Lemongrass brand. To maintain this impression, the re-design will be using a similar color scheme as the current site. A simple layout will still be used so that the information on the website is not hard on the eyes and is easily communicated to the user. Photos will be incorporated onto the website so that site remains interesting to the user. The vibrant colors of the pictures will provide a good contrast to the neutral color scheme of the website. Including pictures also varies the type of information given on the website. As a result, the user will have a more dynamic experience using the website. The website should revolve around the logo since it can be utilized as a tool to reinforce the business' brand and to advertise it as well because of its uniqueness.

8. What would you change? What would improve it?

COLLEGE STUDENT #1: Would appreciate more pictures. On the home page, I care more about the hours rather than the description. Make it clear if they do catering. For directions, it'd be more useful to have a map of PC.

COLLEGE STUDENT #2:

Home page: The paragraph on the is out of place and there is no heading. The paragraph had too many words so I did not read it.

Webapp: Strange how it only takes up half the window.

Menu: Has more items than the webapp. Categories are inconsistent.

Directions: Paragraph is hard to navigate and is not clear. It should separate into lines. I did not go to the bottom to read the paragraphs about the business. The interesting information should have been advertised more loudly.

COLLEGE STUDENT #3: Could be improved aesthetically. Improve the order first kind of website.

COLLEGE STUDENT #4: Hours are at the bottom - it should be more emphasized. Menu is confusing. The first time I didn't know what the grilled plate was called. I thought the signature plates were their signature dish. Also, the symbols are not explicit (e.g. GF). Don't need directions since we're here. Wouldn't use the comments page on the website. If I were to give them comments, I would just go on Yelp. Wouldn't use the ordering button because she never plans when she goes to PC. The pictures should also be labeled - don't know what picture corresponds to which item on the menu.

COLLEGE STUDENT #5: I feel like the site is messy overall. I don't like the fonts (doesn't make it seem professional). Picture stays when scrolling which is weird. I want the site to look cleaner/neater overall. Also for the menu, I want to have pictures when hovering over specific dishes.

COLLEGE STUDENT #6: I want more pictures/larger pictures on the menu rather than so much text. Another logo on the menu page is weird. I also want better pictures.

COLLEGE STUDENT #7: I want it to look cleaner.

COLLEGE STUDENT #8: I don't like the color scheme, it's too bland. I also didn't notice the Order Now button.

STAFF #1: Need to make the site responsive. For the menu, I want more images of food. I don't need the text to be so big. I want to have images connected to the food. Also, I want to know that they're cooking with natural ingredients. They're not communicating their brand.

STAFF #2: There is too much text on the Home page. No one would read it. Move the text to another tab - "About Us". The pictures don't move as you scroll. Maybe have pictures when hovering over a dish.

Summary + Analysis

Many people want more pictures and have offered suggestions on how to improve the menu. They want pictures associated with each dish. Also, the hours are an important feature of the site, so it should be moved up. They also want to remove the text-heavy description and possibly place it in another page. Taking all the suggestions into consideration, we should make the site cleaner and more aesthetically pleasing to the eye, as well as include more photos for the food. We need to move the important features to where users can easily see/find them and take out/move the not as important details that are distracting to the users.

9. Did you know they had an app? Would you use the app now that you know about it?

COLLEGE STUDENT #1: Heard of an app and have it. Easier to order from them now, since if I see a line, I can order now and come back later. Especially since if they have a long line, other places will also have a long line, so I might as well just order on the app.

COLLEGE STUDENT #2: Found out they have an app when I was looking on the website.

COLLEGE STUDENT #4: Only knew of the app because I saw the paper on the counter when ordering food there. I would only download the app if it was super busy but the second time I went it wasn't busy.

COLLEGE STUDENT #5: Didn't know they have an app. Seems like a cool idea. May consider using it if I ever ate there.

COLLEGE STUDENT #6: Didn't know about the app. I wouldn't use it since I don't really go to Lemongrass anymore.

COLLEGE STUDENT #8: Didn't know they have an app.

STAFF #2: I would use the app now that I have heard about it.

Summary • Analysis

Some people knew about the app, but others didn't. Some would consider using it since they prefer not waiting in long lines. However, unless they tend to go there a lot, the app will probably not be enough to get non-frequent users to come more frequently. Since not many people know about the app, we should advertise it more on the website since it is a unique feature that the other places at PC don't offer. Many students and staff members are busy and don't enjoy waiting in long lines, and this seems to be a way to solve that issue, so we should include it somewhere on the site.

User Survey Questions

General Questions

1. How often do you eat out? What types of food/restaurants do you eat out at?
2. When choosing a new restaurant to try out, what are some factors you consider?
3. Do you have a current go-to restaurant? Why do you like your current go-to restaurant?
 - a. Do you always order the same items? Why or why not?
4. How often do you eat at PC? What about on-campus in general (like Hi Thai, etc)? Which places do you tend to choose to eat at on-campus? Why those?
5. Have you heard of Lemongrass? If so, how?

User Specific Questions

1. Have you ever been to/eaten at Lemongrass? How often do you eat there?

Past Customers

2. Why do you eat there so frequently/infrequently?
3. What time of day do you usually find yourself going?
4. Do you always order the same items?

Potential Customers

4. If you have never been to Lemongrass, why not?
5. What would make you want to go there/more likely to go?
6. Would you want to go try Lemongrass based on their website?

Website-Based Questions (lemongrassplates.com)

1. What prompts you to visit a restaurant's website?
2. When you go to a restaurant's website, what do you look for?
3. Did you know Lemongrass had a website?
4. If so, have you been on it? Why?
5. If you haven't been on the website, why not? What would you make you want to use it?
 - a. What are you looking for from the website?

6. What was your first impression of the website? What did you click?
7. What did you like about the website? What did you find useful?
8. What would you change? What would improve it?
9. Did you know they had an app? Would you use the app now that you know about it?

Personas



JOEY JIM JOHNSON

BASIC INFO:

- 22 Years Old
- Full time UCSD Student
- Lives off campus
- VP Internal of Student Orgs
- Old Customer

OBJECTIVES:

- Find open/close time easily
- See current menu content
- Check prices of food
- See images of food

CURRENT WEBSITE FRUSTRATIONS:

- Quantity of text on Home page
- Fixed image while scrolling
- Not mobile friendly

DESIGN IMPLEMENTATIONS:

- Reorganize information to be succinct and clear
- Make website mobile friendly and responsive
- Add gallery of food images
- Updateable content on the website

Joey has been a closely involved VP Internal for his student org from the start of freshman year. He is known among his friends for being busy. As a result, he plans things ahead of time, and makes frequent use of his phone to check schedules, events, information, and make plans. Lunch time is important, and getting information quickly on his phone is important. He tried to use Lemongrass's old website to check for information and see what was on the menu, but the website proved to be frustrating to use, and the images of the food were too small and there were not enough. He is open to trying many different options of food, and used to order occasionally at Lemongrass, but as the menu changes and updates, it has become harder to navigate and check what's on the menu. If the website were redesigned to have its contents clearly organized, mobile friendly, and updated, he would most likely return to eating at Lemongrass.



ISABELLE BELK

BASIC INFO:

- 20 years old
- Full-time UCSD student
- Lives off-campus
- No car
- Non-current customer

OBJECTIVES:

- See what dishes they offer + price
- To find out their hours of operation
- Find nutritional information
- Check if catering is an option

CURRENT WEBSITE FRUSTRATIONS:

- Photos on menu are too small
- Not enough photos to see what the dishes actually look like
- Not sure if the dishes are healthier
- Had to scroll all the way to the bottom to find the hours
- Unsure about catering options

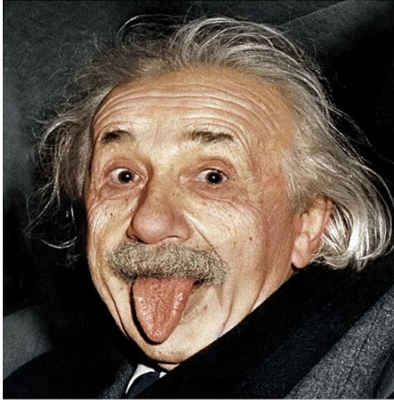
DESIGN IMPLEMENTATIONS:

- Include a photo when hovering over the dish's name
- Include large photos
- Emphasize the use of non-frozen and natural ingredients. Possibly include nutrition facts.
- Move hours up/to a place where users can find it easily
- Make it clear if catering is an option

Isabelle Belk is currently a third-year undergraduate student at UCSD studying Human Biology, as well as the social chair of her sorority. She lives off-campus and takes the bus or shuttle to get to campus everyday. Her roommates and sorority sisters have cars and they occasionally go out to Convoy to eat dinner. They enjoy trying different places, but lean towards Asian cuisines.

This quarter, she has long 4-hour lab classes and stays at school for intramural sorority sports. By the time she's done, it's already late into the evening, and she is tired and hungry. Since she has to bring her bulky lab textbooks and laptop to school, she doesn't usually pack additional food, since it'd be too heavy to carry. She usually goes to eat at Panda Express since the food is fast and tastes good, but lately she's been feeling that the food is too heavy. Her New Year's resolution was to try and eat cleaner, but she finds it difficult to do so at school, so she's trying to find a new place to eat on-campus that offers healthier, but still tasty, options.

If possible, she's also on the lookout for catering options for her sorority's event that's coming up, as many people have told her that they're sick of the Subway sandwiches they constantly have.



PROFESSOR EINSTEIN

BASIC INFO:

- 67 years old
- Full-time physics professor
- Lives off-campus

OBJECTIVES:

- See what food are offered since he has wants to expand his palate
- See the prices of the food
- Wants to know the ambience/setting of the restaurant

CURRENT WEBSITE FRUSTRATIONS:

- There is too much text & the font size is too small
- Getting old so it's more difficult to read things on the site
- Finding the exact location of the restaurant

DESIGN IMPLEMENTATIONS:

- Have a menu with prices - make sure that the text is big and organized in a clear manner
- Have labeled pictures of the dishes
- Provide a list of the most popular dishes at the restaurant

Professor Einstein has been teaching physics at UCSD for over 30 years. He is a favorite among the UCSD student population. He has always been very picky about his food and does not like to try new things. Usually during lunch, he would stay in his office working on his theories. However, he has decided to turn over a new leaf since it's the new year and wants to expand his food palate. After talking to some of his students in office hours, he found out that a Thai restaurant opened up on campus not too long ago. Since he is not at all familiar with Thai cuisine and the culture of eating on campus in general, he wonders if there would be any guidance for him online. He hopes that the website will provide him with enough information to learn about what the restaurant offers and fuel his new found desire to be adventurous with his food choices.

Use Case Table

<u>Use Cases</u>	<u>Frequency in User Scenario</u>	<u># of Personas these Apply to</u>
Check location	Low	1
Check hours of operation	Medium	3
Get directions to the restaurant	Low	1
See what is on the menu	High	3
Look at pictures of menu items	High	3
Find prices of menu items	High	3
Find reviews on the items	High	2
Find contact information	Low	3
Check which items are most popular	Medium	1
Check nutrition facts	Low	3
See the interior of the restaurant	Medium	1
See how clean the restaurant is	Medium	1
Place an order online	Low	1
Check if catering is an option	Low	1
See discount specials	Low	2

Features/Functionality Table

<u>Feature</u>	<u>Client</u>	<u>Persona</u>
Map of location	X	Staff
Interactive gallery of images	X	Past customer, Potential customer, Staff
Categorized menu	X	Past customer, Potential customer, Staff
Description of menu items		Past customer, Potential customer, Staff
Contact information	X	Past Customer, Staff
Restaurant hours	X	Past Customer, Potential customer
Picture of restaurant		Past Customer, Staff
Social media links		Past Customer
Order online		Staff
Nutritional facts	X	Past Customer, Potential customer, Staff
Mobile friendly	X	Past Customer, Potential customer, Staff