

How does Gen Z discover?

Cinq Research Findings

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Key Findings

- 1.** It's difficult to discover new restaurants, but it's not a huge pain point.
- 2.** Current restaurant discovery solutions are clunky and outdated.
- 3.** Finding a place to eat in a large group is inefficient. People have different taste preferences / allergies. There is also no indicator on seat limits at restaurants.
- 4.** Users would like to see a map to visually represent the restaurants around them.
- 5.** Users prefer restaurants recommended by friends or through word of mouth.
- 6.** Users need restaurant review breakdown, and they prioritize price, taste, ambiance, then service to help them make informed decisions.

8 Gen Z & Young Millennials

1 Week | 9/20/21 - 9/26/21

- Reaching and recruiting target audience: Gen Z and young Millennials who are foodies
- Asked broad questions – When was the last meal you had with friends?
- Asked users to share their screen to find a Japanese restaurant on Yelp
- Tested Cinq prototype with Japanese restaurants
- A/B test: Which experience did you like more? Cinq or Yelp?

Research Participants



Isabel, 25

Cinq



Eyvonne, 23

Yelp



Tim, 23

Cinq



Junhe, 23

Cinq



Sydney, 20

Both



Gabrielle, 23

Both



Jessica, 22

Both



Gary, 21

Cinq

- Participants are located in SF/Bay Area
- Participants are GenZ/Millennial (ages 21-25)
- A/B testing between Yelp and Cinq

Target Audience

Persona I



Sophie Smith

The SF Diner

“

My friends and I were on the street in North Beach and just saw what looks good as we were walking. We were just wandering and saw a restaurant with cool arched windows, an indoor and outdoor kind of vibe, and decided to give it a try.

”

Background

Sophie works full-time in tech sales and lives in the SF, Bay Area. During her free time, she is very passionate about food and enjoys documenting her new experiences on social media.

Goals and Ambitions

- Find new restaurants
- Discover unique experiences
- Share positive experiences with friends + community

Frustrations

- Struggles with discovering new restaurants
- Finds Yelp difficult to use and sometimes not the most informative tool
- Difficulty coordinating big group dining

Tools Used

- Yelp
- Instagram
- Eater
- Pinterest

Research Objective

- Understand how people currently discover where to eat and map out their existing experience with user flows, so that we can gather pain points.
- See how long users take to make a decision on where to eat comparing their existing experience and our new experience.
- Have users experience our prototype and see what their desired top 3 features are to discover new restaurants.

Target Audience:

(At least 3 people to give you similar statements and reactions)

Food bloggers / Quality content creators (Yelp Elite, Instagram, TikTok, Youtube, etc.)

Gen Z high school/college students (16-23 year olds) in the US

Discovery questions:

- What is the hardest part about doing the things that you're trying to do / achieve / solve?
How do you currently attempt to solve that problem?
- Tell me about the last time that you encountered this problem
- Why was this hard?
- What, if anything, have you done to try to solve this problem?
- What don't you love about the solution that you've already tried?

Interview Script

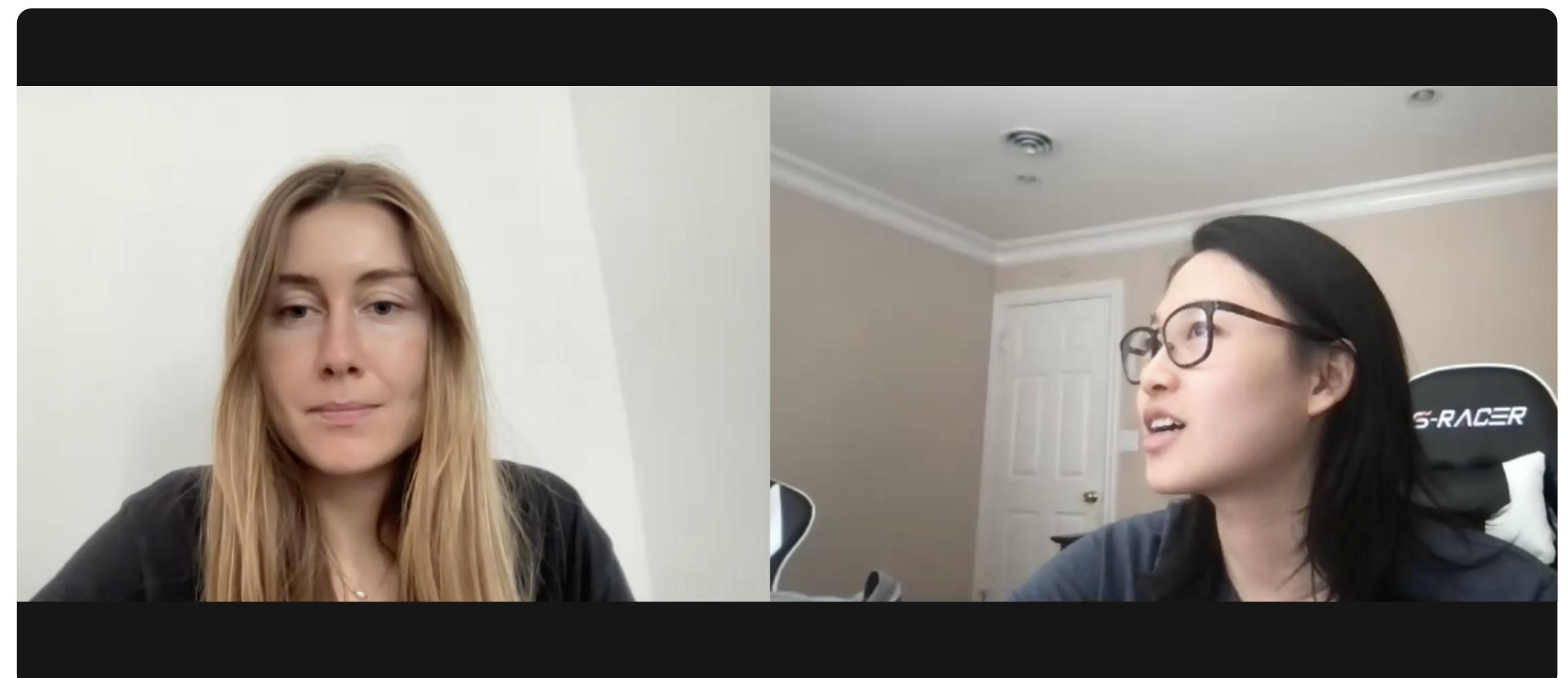
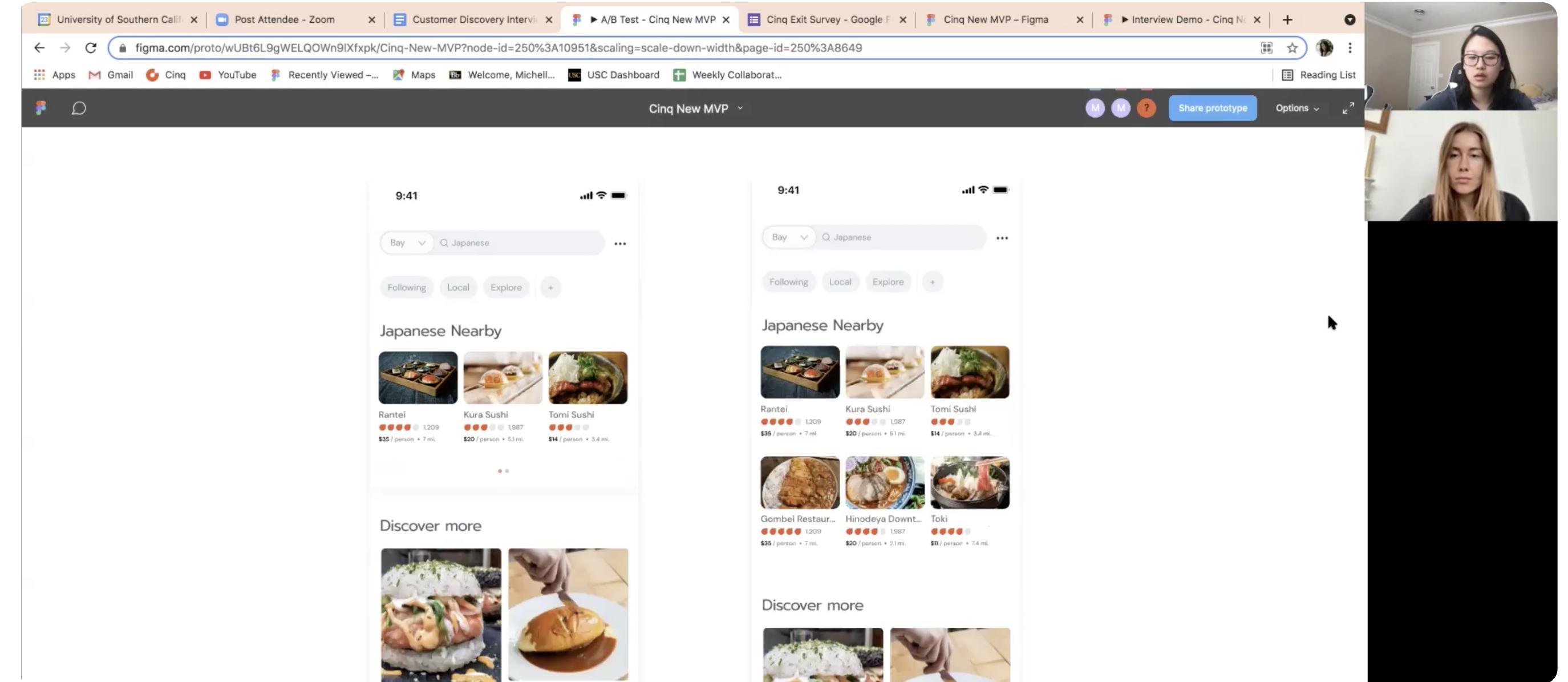
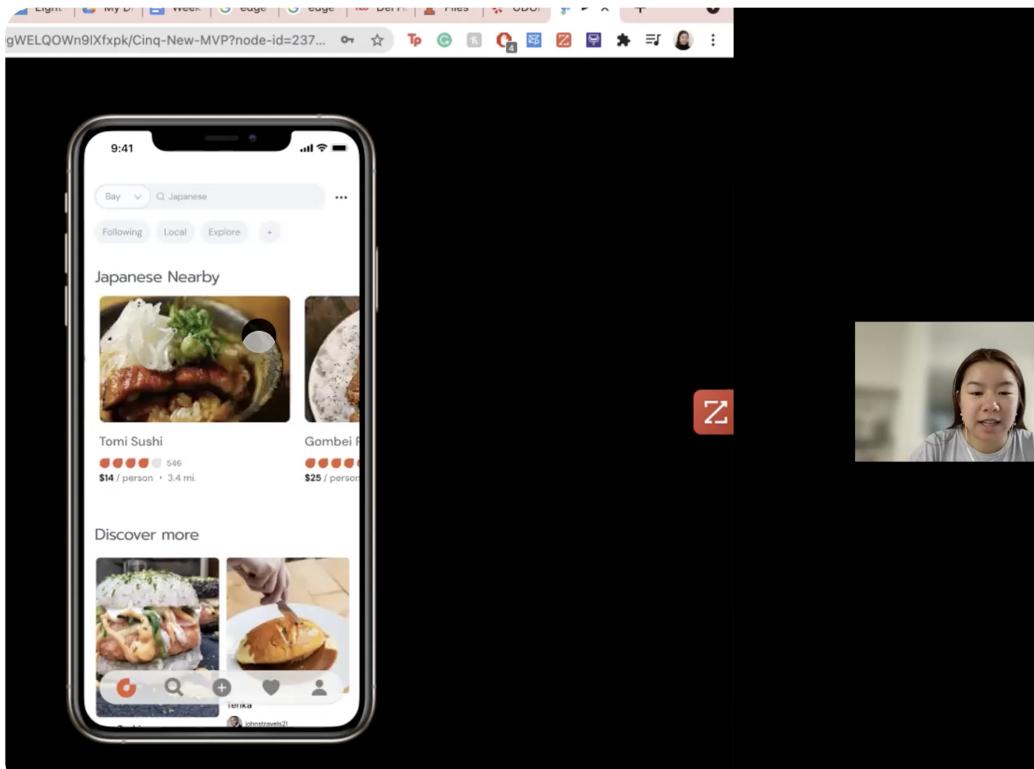
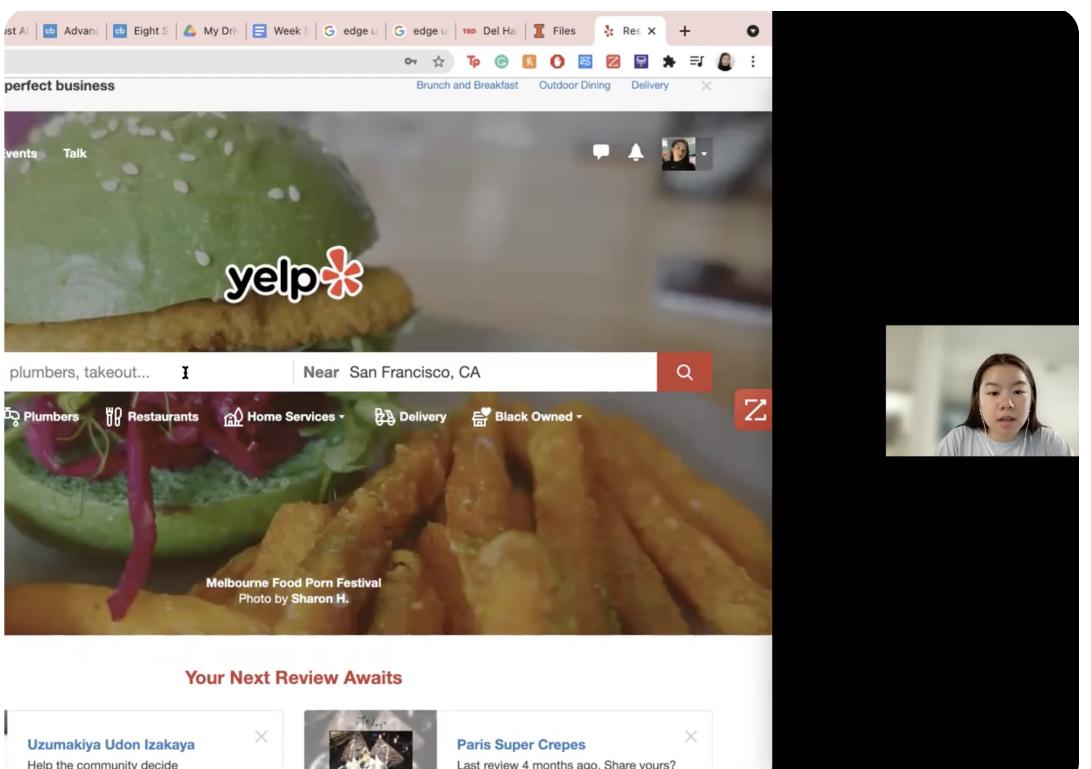
Intro (3-5 min):

- Hey, how's your day?
- Where are you located and what are you up to today?
- Cool, so thank you for taking the time to meet with us today. We are just investigating how people discover new food and restaurants.
- Do you mind if I record this meeting?
- Thank you! Without further ado, let's get started!

(5-8 min - loosen up) Intro:

- So what was the last meal you had with friends?
- How did you guys decide to pick that restaurant? What are some deciding factors?
- Do you guys have difficulty finding a new place to eat? And typically how long does it

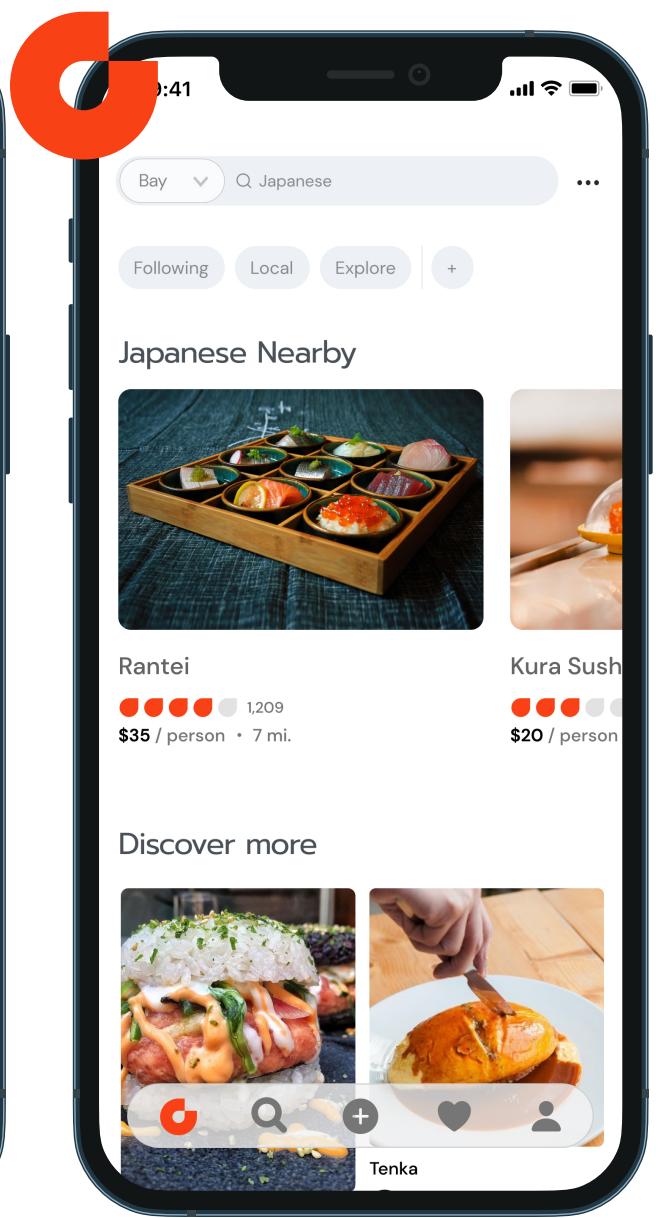
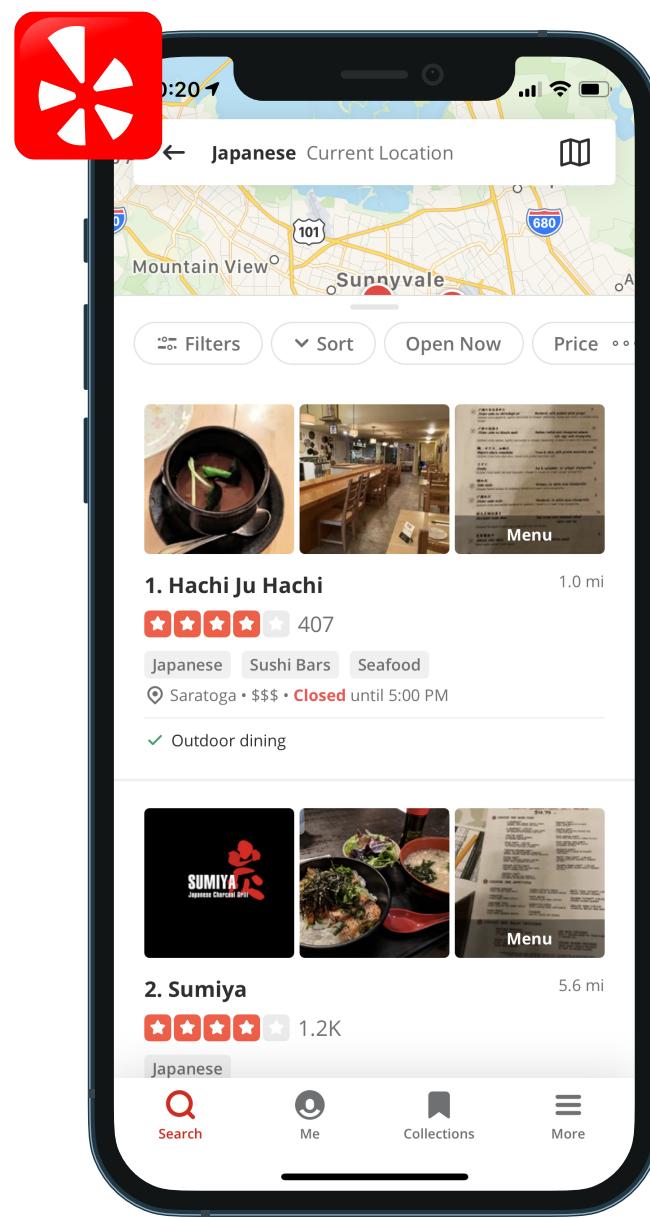
[Link To Research Guide](#)



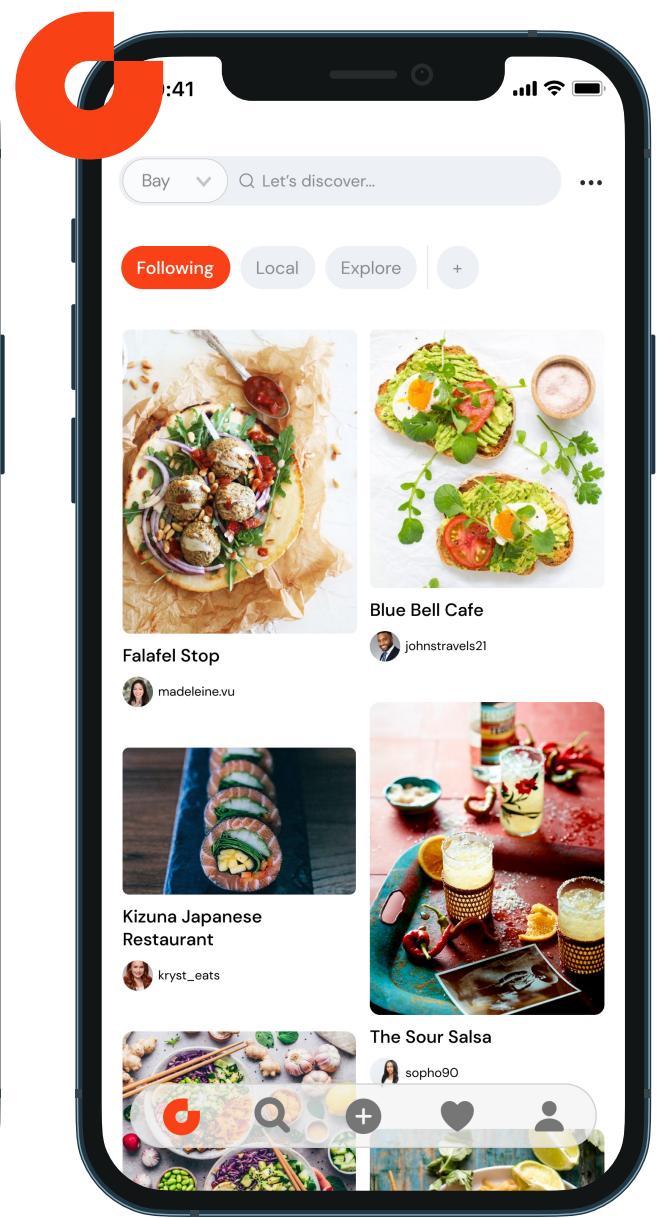
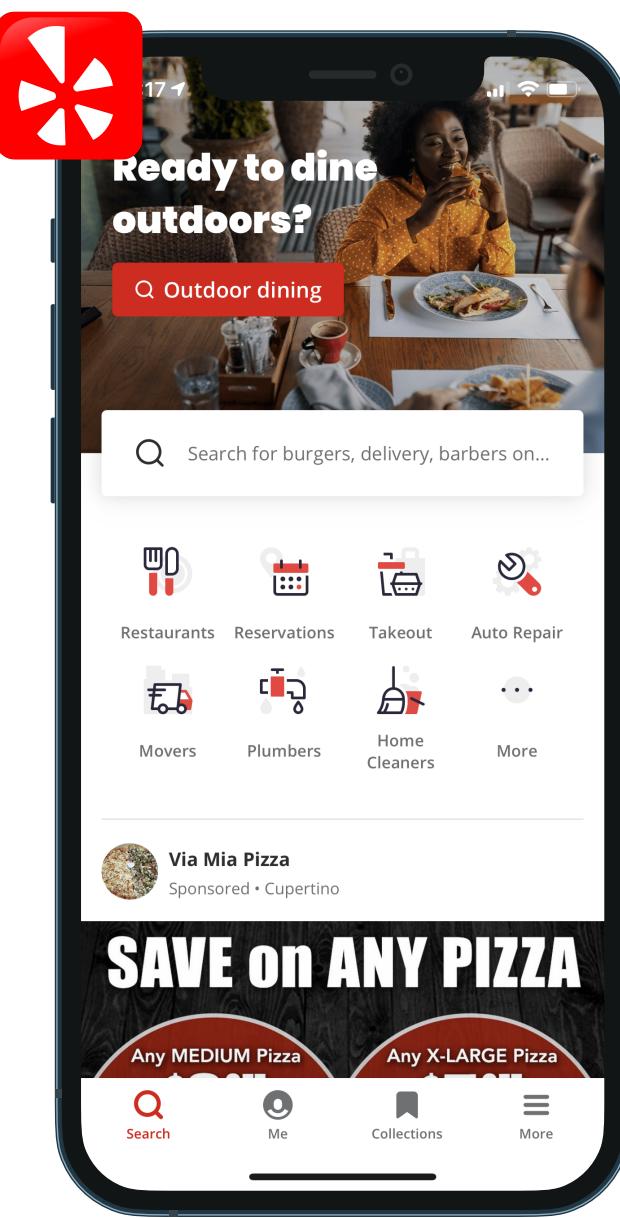
UX Research Photos

A/B Testing Screens

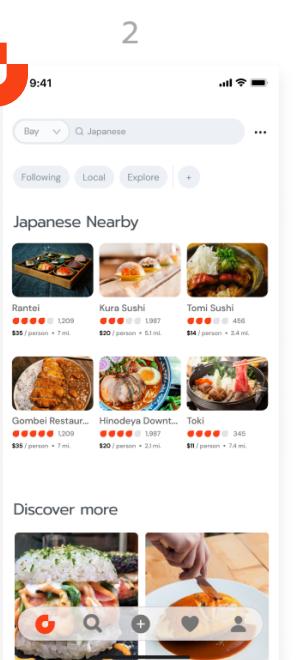
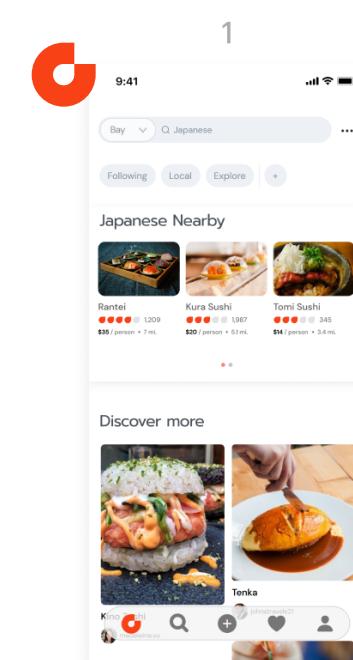
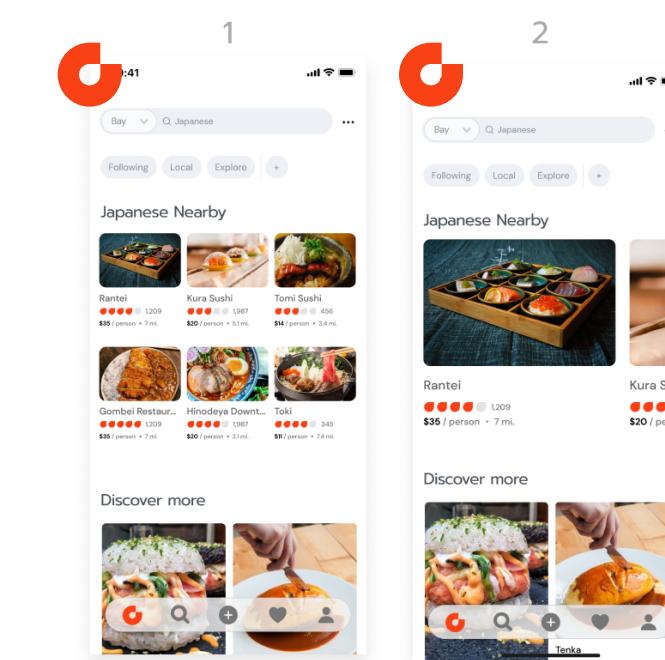
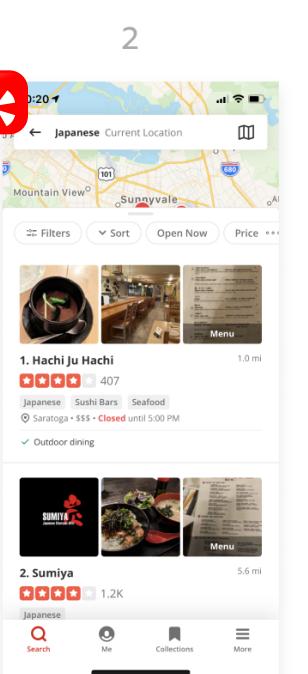
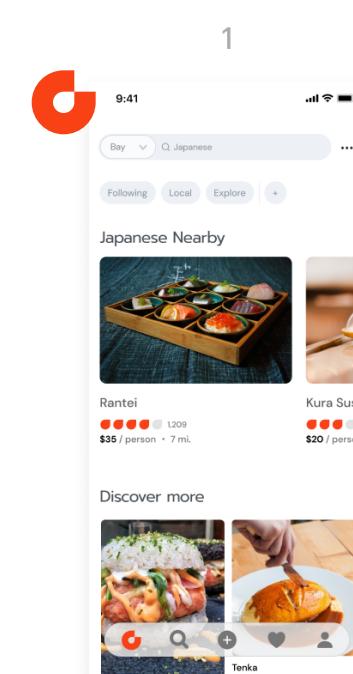
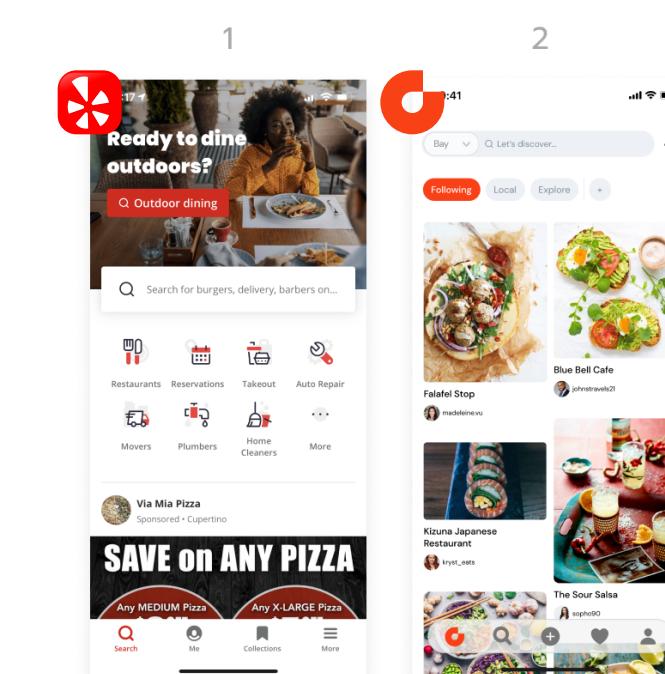
Pick a Japanese restaurant:



How was your experience?

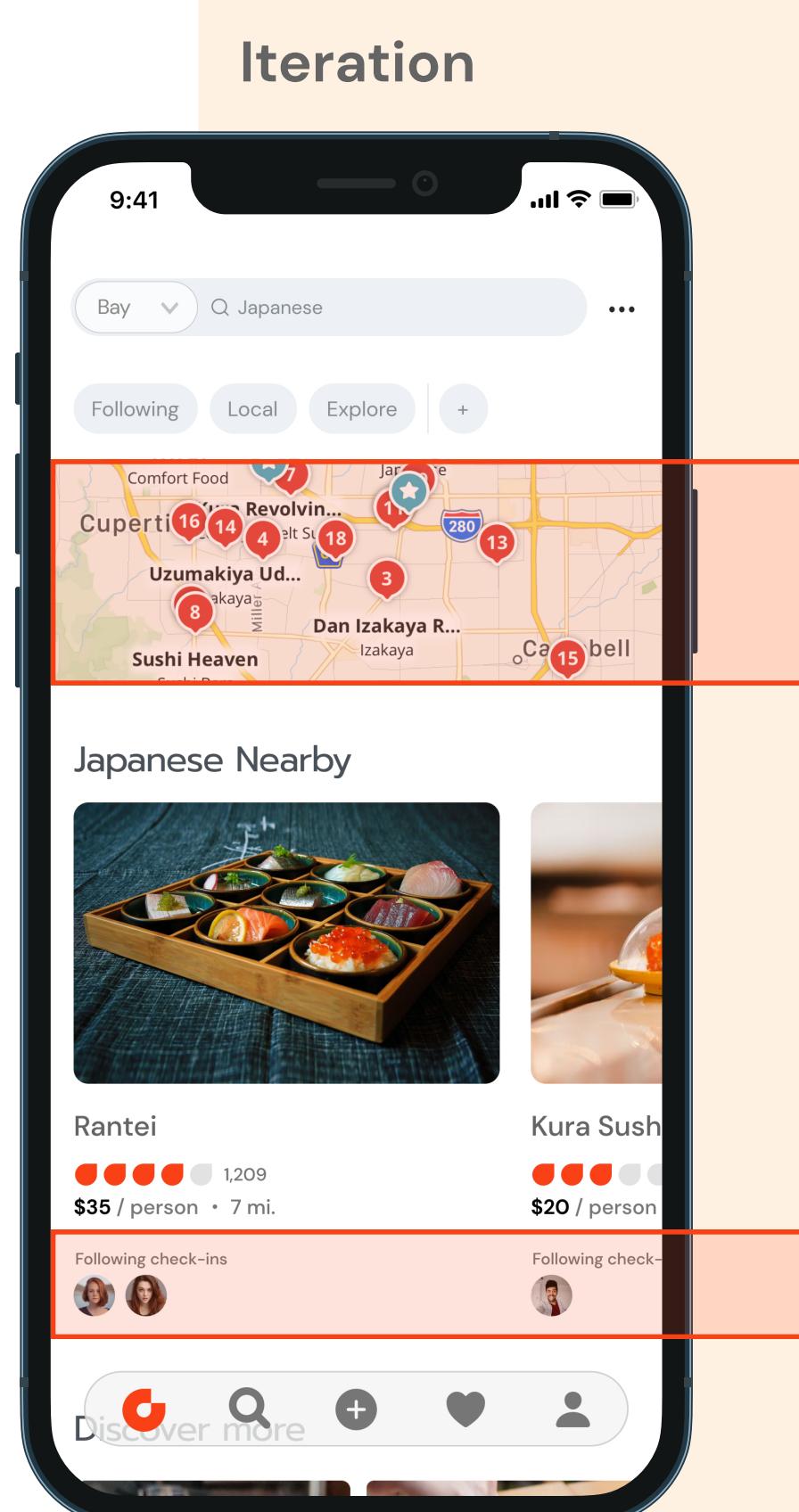
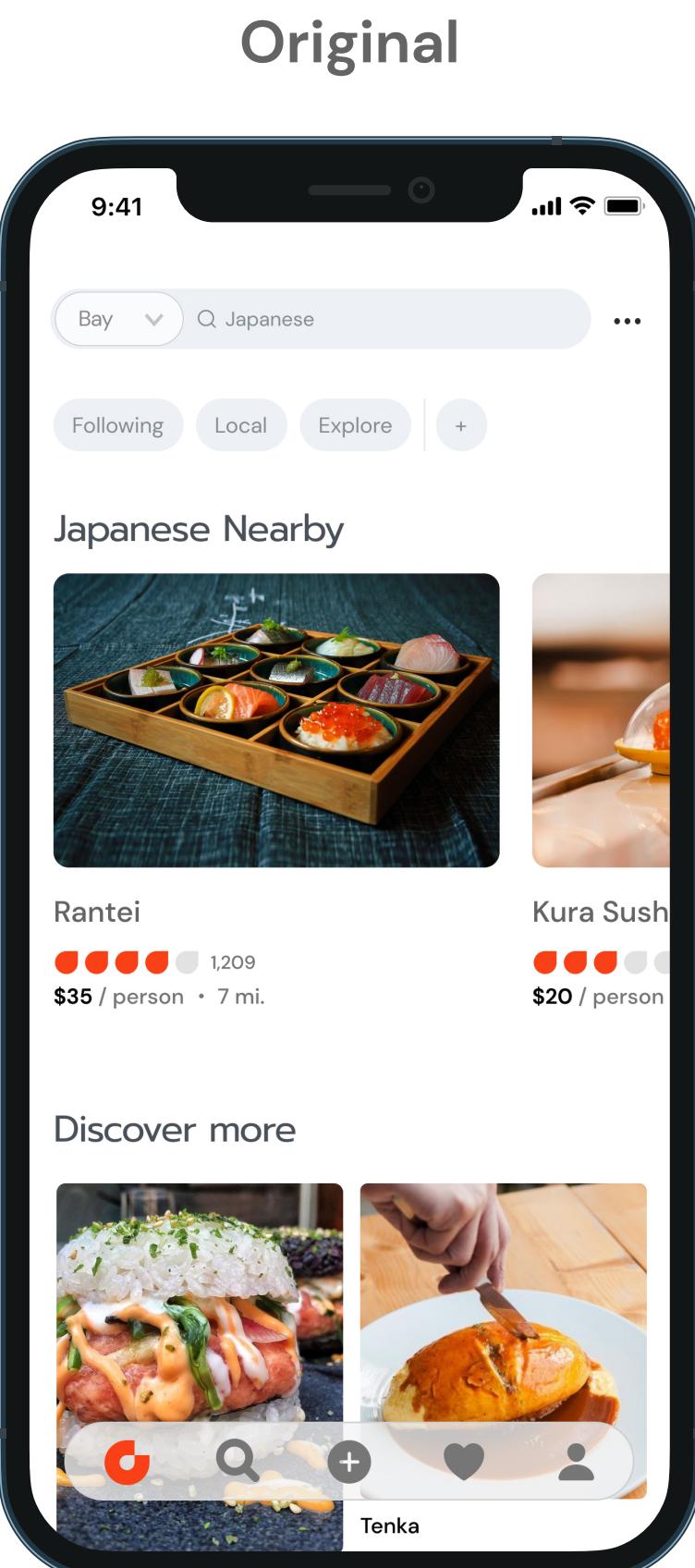


Which Screen do you prefer and why?



[FIGMA PROTOTYPE LINK](#)

Research Finding



- See a visual map in relationship to my current location.

- See where my friends and family have checked into.

Key Quote From The Research



"I like how [Cinq] is more intuition and gut feeling, like if I were able to scroll on Instagram. Doesn't feel like I'm overwhelmed by a 1, 2, 3, 4 list. This feels more fluid."

-Isabel, 25

Food blogger & Sales in tech.

A/B Testing Results

Cinq

50%

Yelp

12.5%

Both

37.5%

Source: A/B Testing Notes

Key Quote From The Research



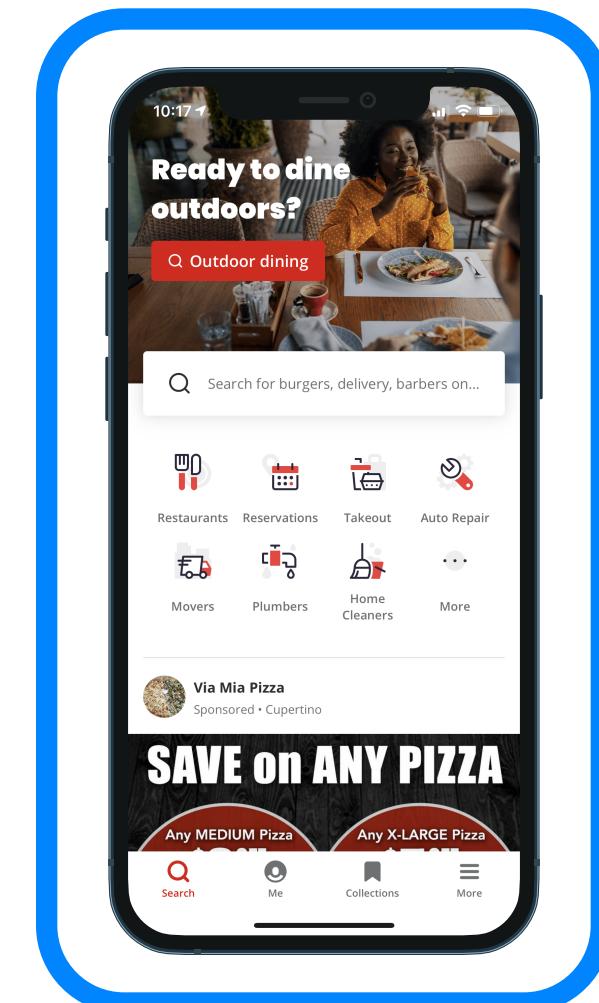
"I still prefer Yelp's because I'm more use to how Yelp works. However, I would use [Cinq] to discover new restaurants."

-Eyvonne, 23
Engineer

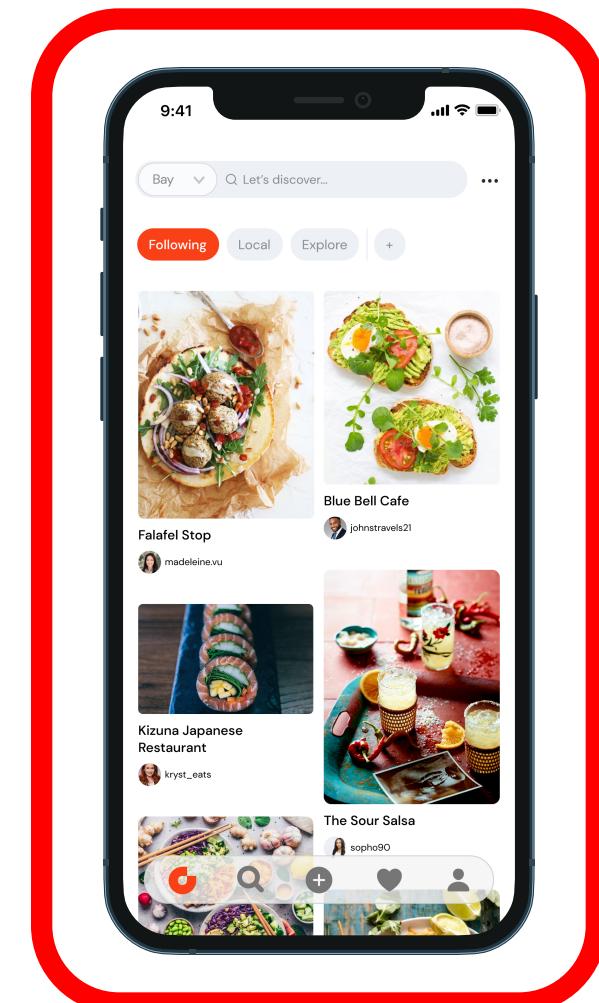
Users Who Preferred Yelp Or Both

- Already super familiar with Yelp.
- They see Cinq and Yelp serving two different functions

To be informed

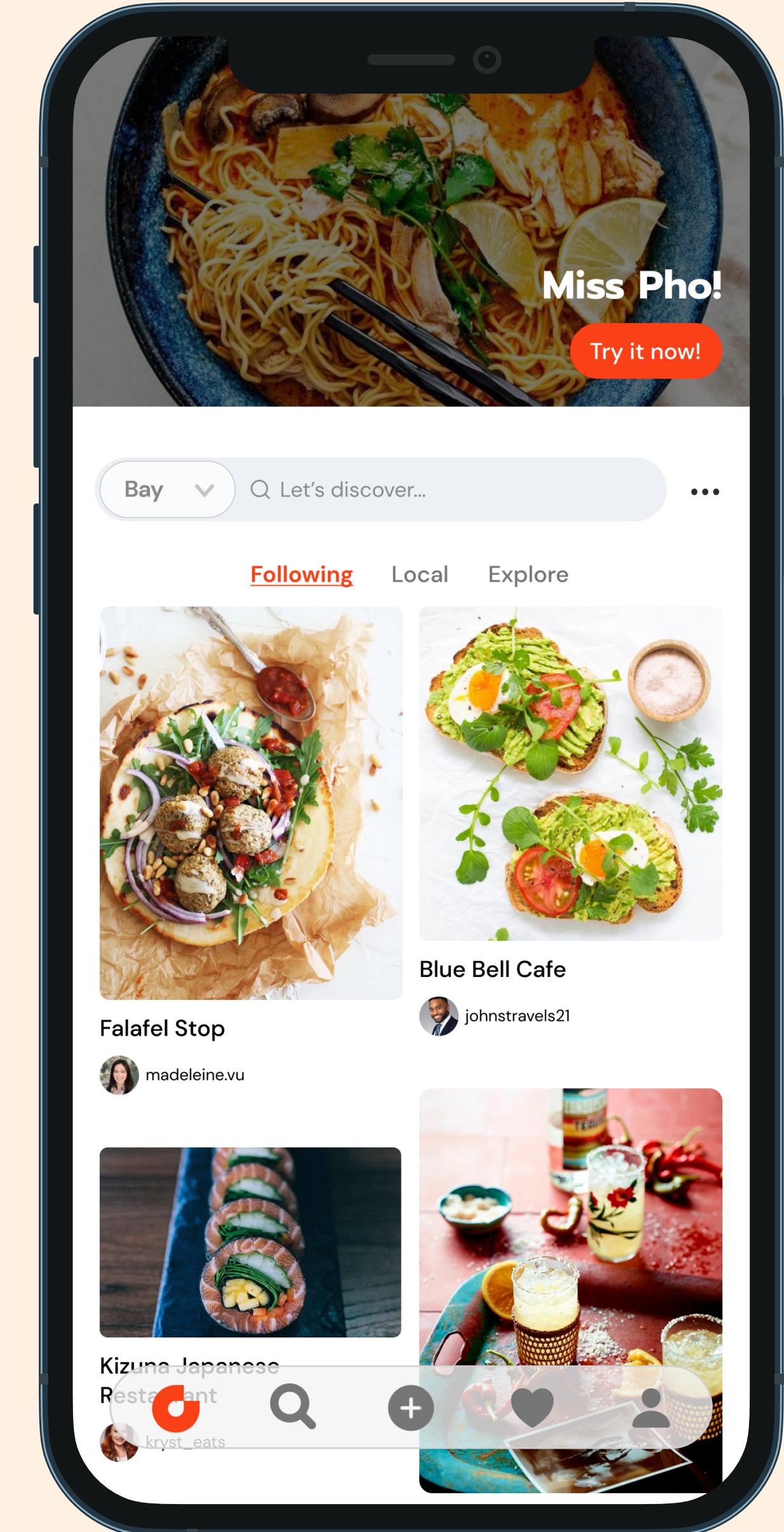


To discover



Concept Of Future Work

- Prioritizing unique experiences on our platform: authentic mom & pop shops, viral foods, etc.
- Talk to restaurant owners to gather their pain points and understand how they want to market themselves.
- Plan a product roadmap and solidify product requirement and features for MVP.



Work In Progress



Thank You

[Link To Research Notes](#)