

# Vote 4

## **Basic Interaction Design** Project 2: Mobile Scenario Presentation

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# Meet Brian Anderson

*Indecisive 16 year-old*

- High school sophomore
- Lives in suburbs of Pittsburgh
- Annoying younger sister Jess, 8
- Recently inherited his dad's Jeep

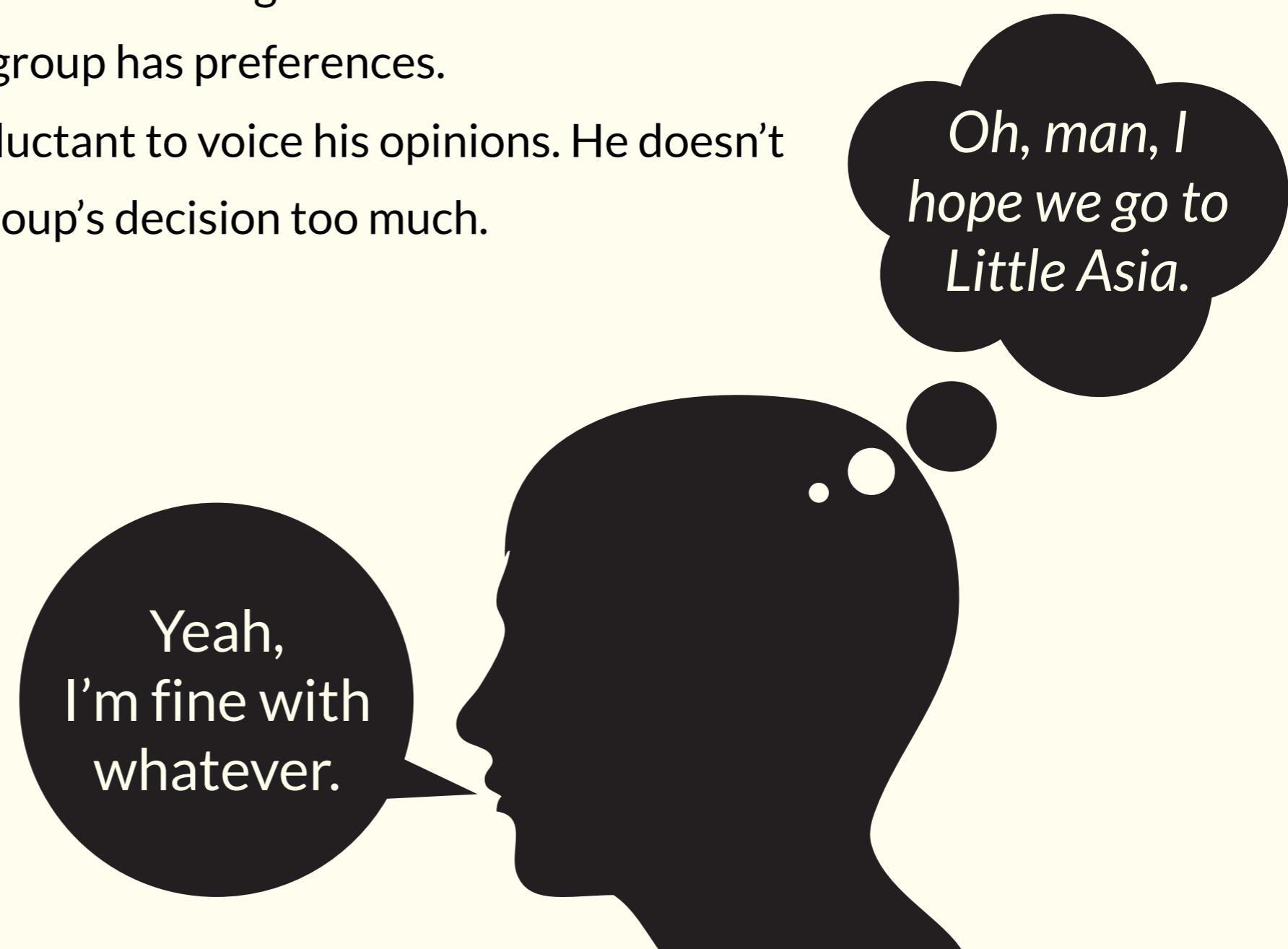
Interests:

Socializing, going to movies, video games, playing guitar, trying new things, Angry Birds



# The Problem

- Brian and his friends like to hang out and grab a meal together.
- They can never decide where to go.
- Each person in the group has preferences.
- Brian's often too reluctant to voice his opinions. He doesn't want to sway the group's decision too much.



# Brian's Goals

## End Goals

Make decisions when everyone is indecisive.

Consider everyone's choices and his own.

Don't feel overbearing or burdened by making the decision.

## Experience Goals

Wants an easy to use mobile app to help make decisions and communicate plans on the go.

## Life Goals

Wants to be able to spend the most time with his friends while maintaining good grades to get into a good college.

# Product Opportunity

## Vote 4

an interactive restaurant polling  
application for indecisive, but hungry  
groups

# Design Process

# Brian's Functionality Needs

Search and explore restaurant options

Provide a centralized voting system with restaurant options

Automatically communicate poll and results to friends

# Defining the Scenario

## Location

Where would Brian use this application?

## Time

When would Brian use this application?

## People

Who would Brian use this application with?

## Motivation

Why would Brian use this application?

# Interface Design

Market Research

The collage illustrates various interface designs for food-related mobile applications:

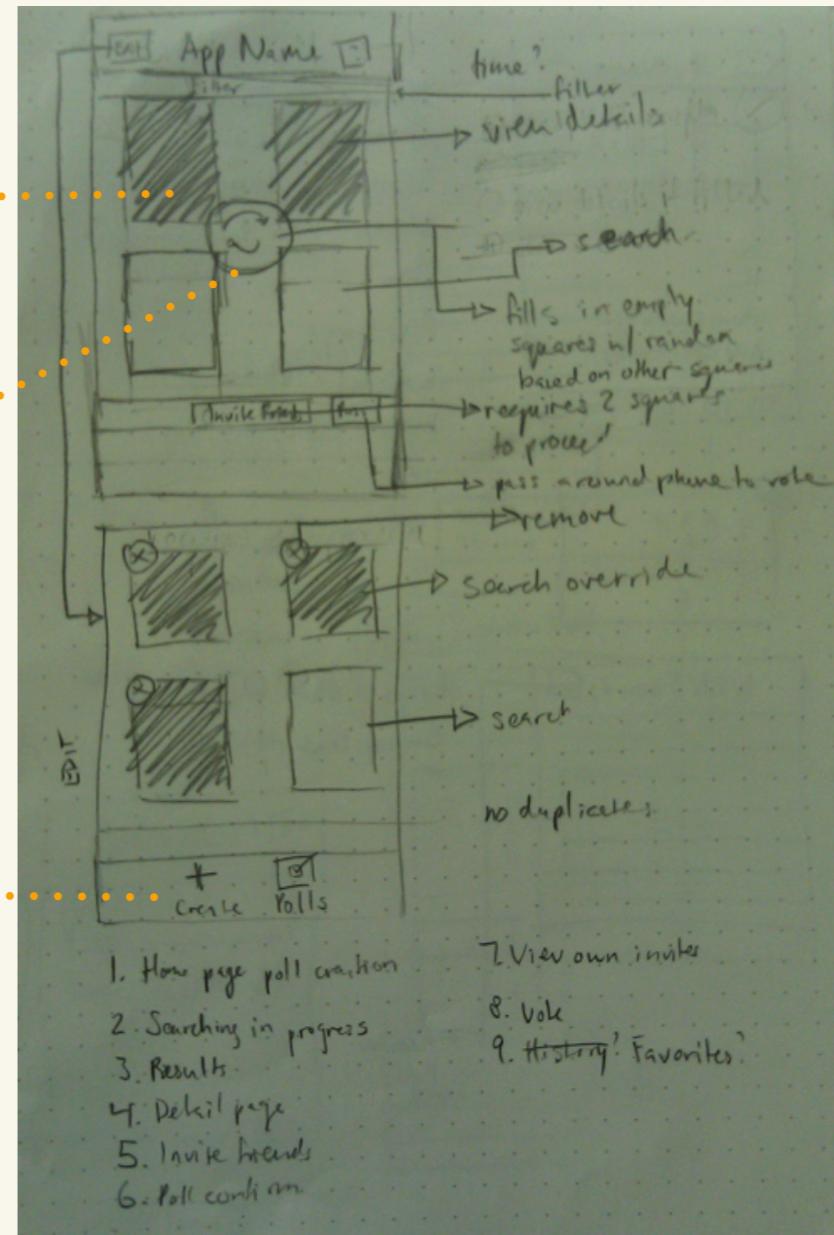
- Yelp (Left):** Shows a search bar with 'e.g. tacos, Max's' and a grid of icons for Nearby, About Me, Bookmarks, Feed, Check In, Friends, Talk, Recents, and Settings. Below is a news feed for 'San Francisco Mad Check-Ins: Alex P.'.
- Ironside (Top Center):** A restaurant profile for 'Ironside' at 680 2nd Street, San Francisco, CA. It includes a 'Reserve Online' button, a 'Flag' button, and a 'View Photos' button. A list of dishes is shown with images and details like ratings and reviews.
- Urbanspoon (Right):** A grid of restaurant categories and locations. Categories include Pacific Hei..., Hot Dogs, Indian, Indonesian, International, Italian, and others. Locations include Pacifica, Paio Alto, Potrero, Redwood..., and more.
- Foodspotting (Bottom Left):** A list of delis and grocery stores in San Francisco, such as Petite Deli, Gary Danko, Alamo Square Market & Deli, Ike's Place, Arizmendi Bakery, and Cheese Plus.
- Foodspotting (Bottom Center):** A search interface for 'Find sightings of a food or at a place'. It shows results for Bayside Market, Crossroads Cafe, and Delancey Street Restaurant, along with options to 'See more nearby places' and 'Find the best...'.
- Foursquare (Bottom Right):** A social feed showing check-ins and shout-outs. Recent posts include 'Brant W. @ [off the grid]' and 'Jennifer V. @ It's A Grind'. It also features sections for 'Last 3 Hours' and 'Yesterday'.

# Paper Wireframes

4 square design

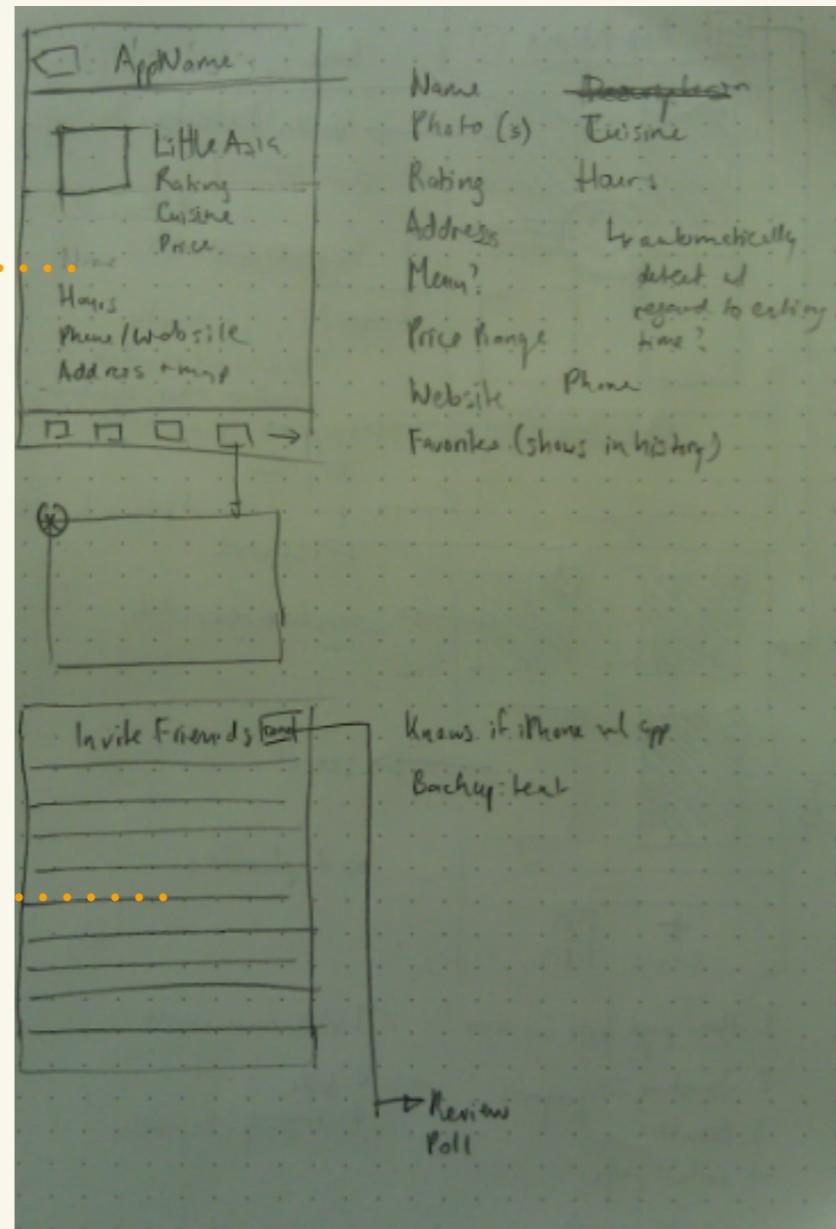
Randomize option

2 options bar



# Paper Wireframes

Restaurant Information



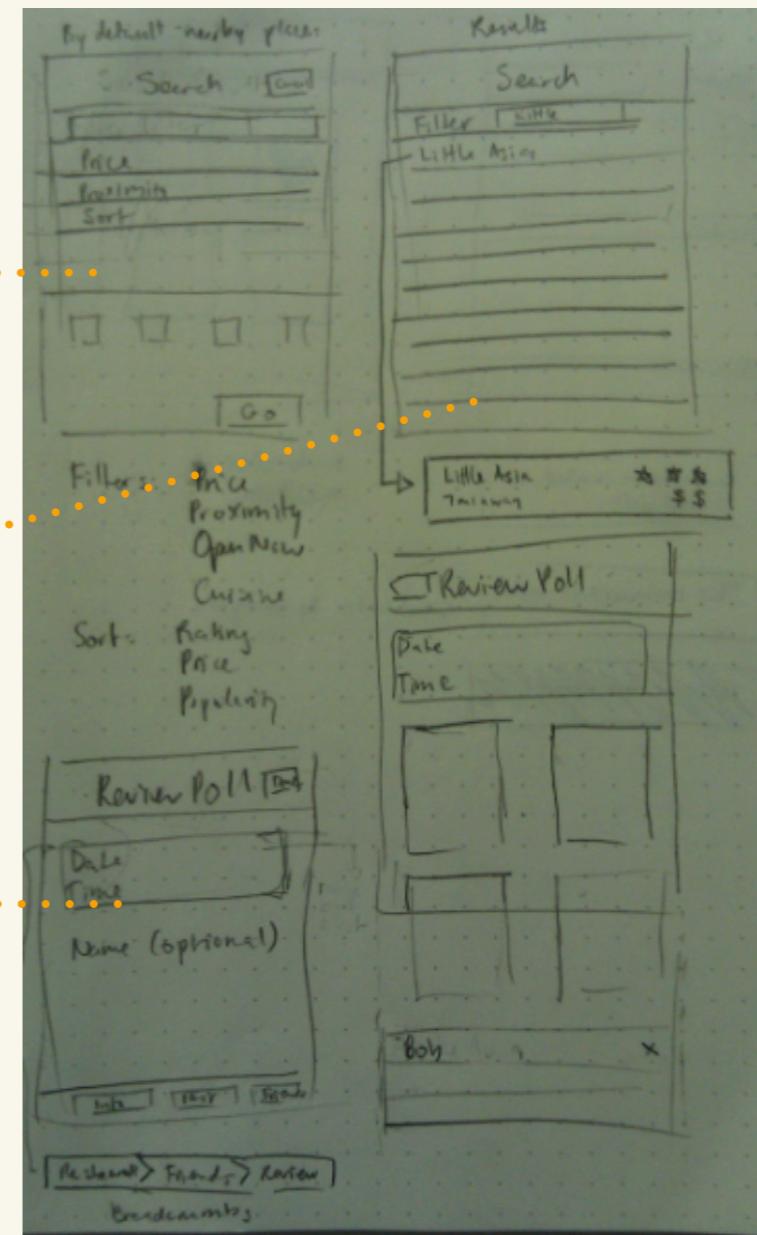
Invites Friends Page

# Paper Wireframes

Search Page

Search Results Page

Review Poll Page

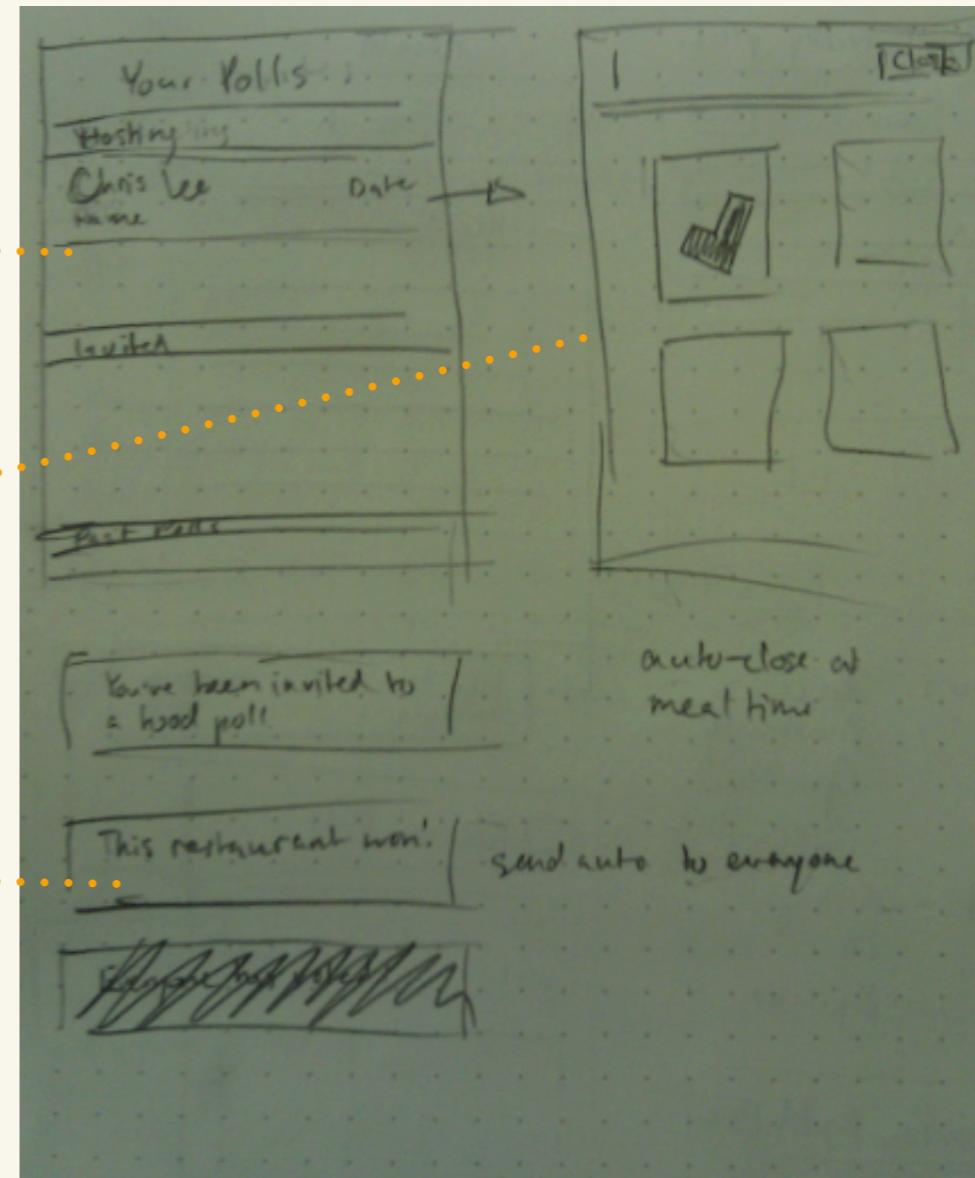


# Paper Wireframes

Your Polls

Vote Page

Push Pin Notifications



# Digital Wireframes



# Scenario

# A Celebratory Dinner

- Brian and his friends plan to have dinner at 6:30pm to celebrate finishing their midterms.
- It's already 3pm and no one has verified where they will be going.
- Brian is in the mood for Chinese food tonight and decides to contact his friends to see where they want to go.



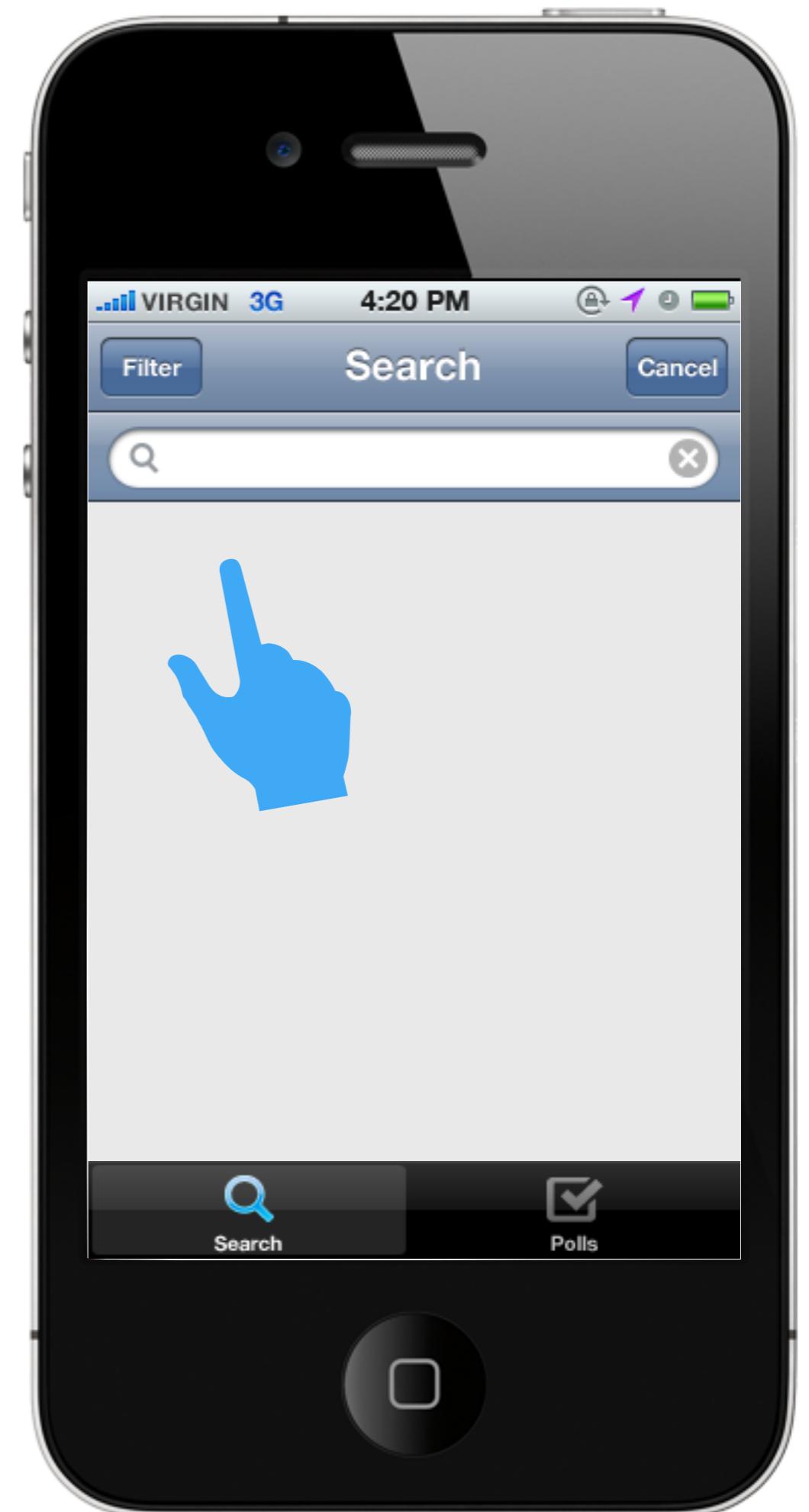
Brian opens Vote 4  
and starts his search.



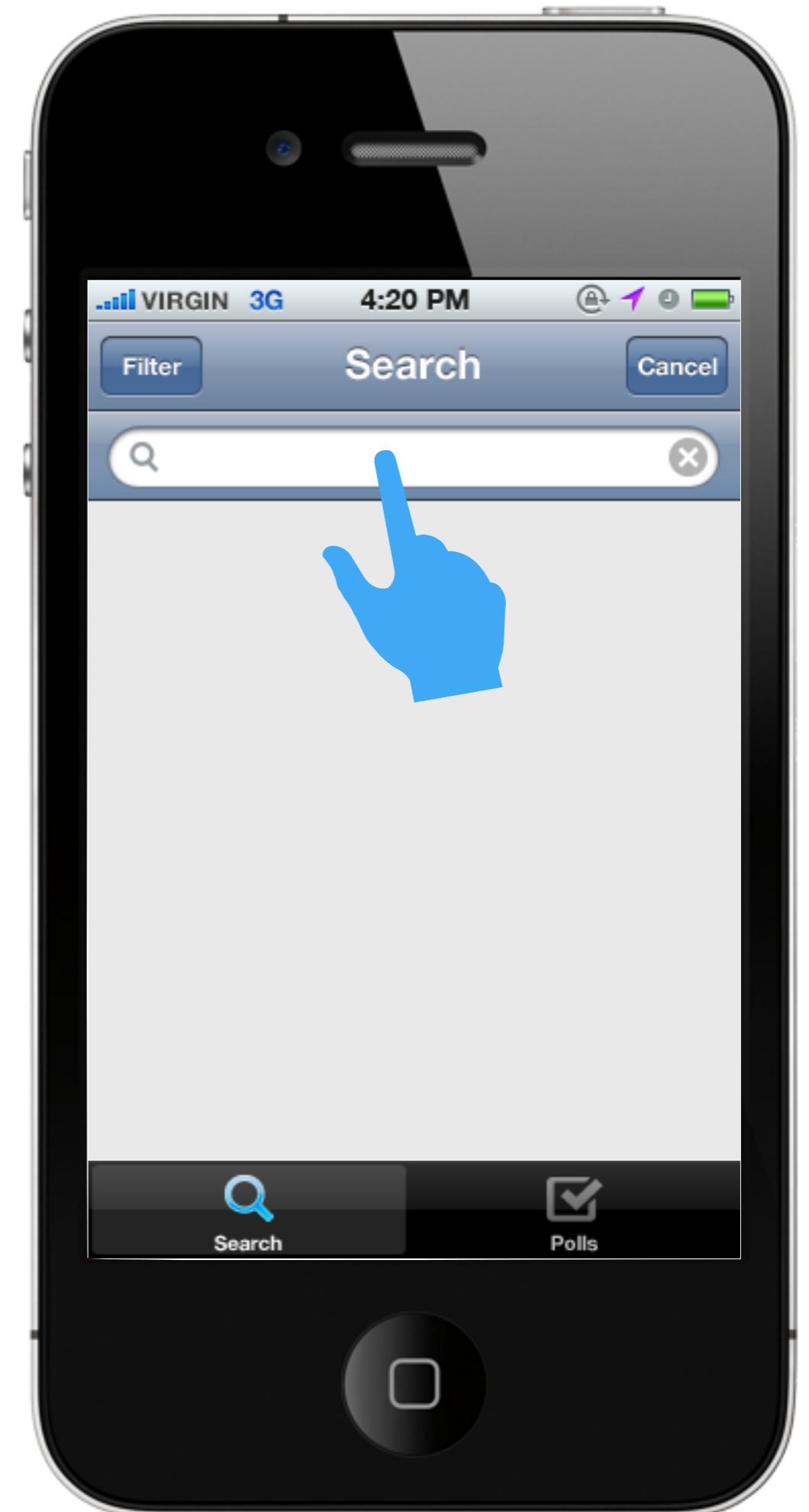
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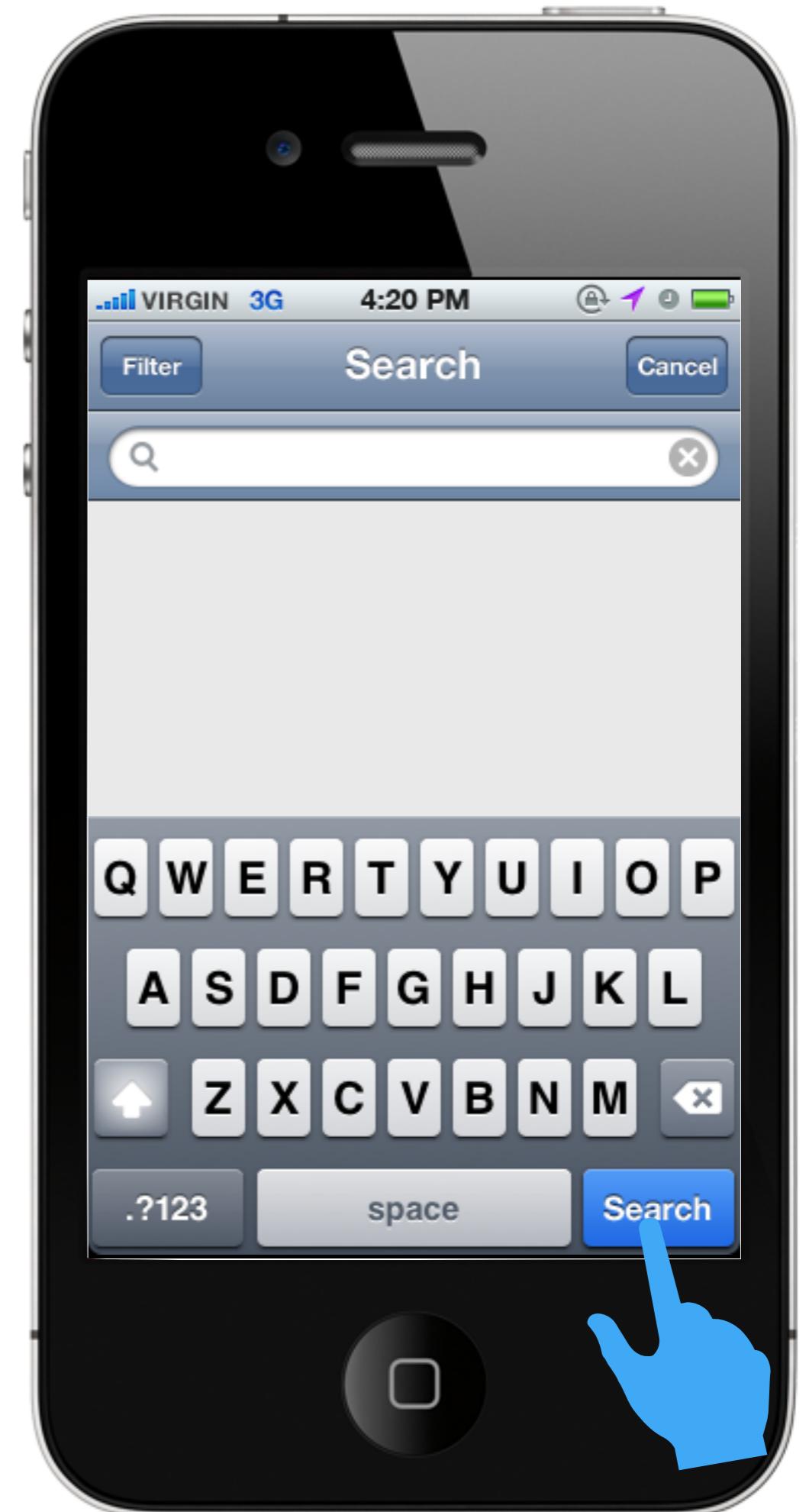
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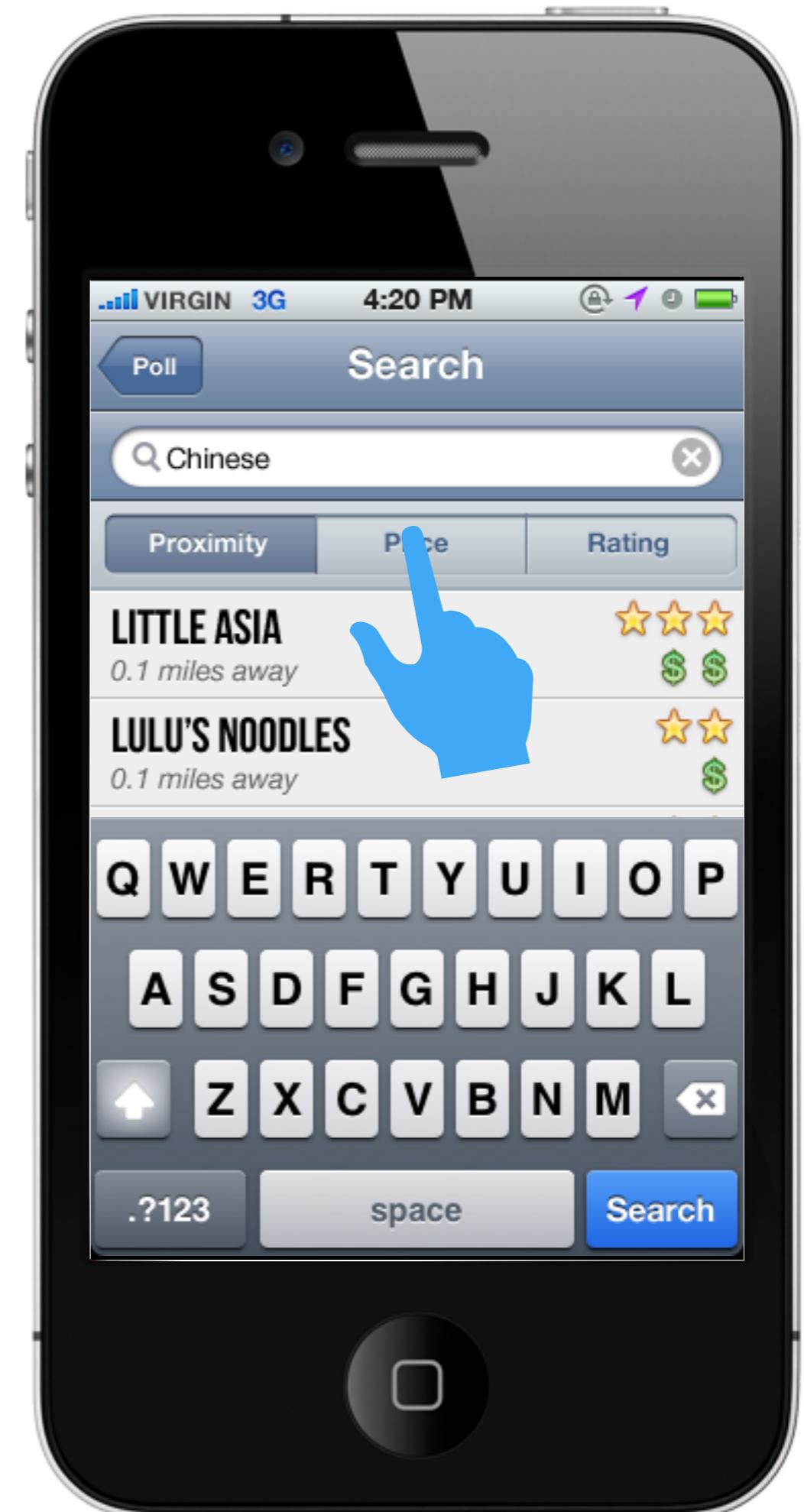
Brian searches for Chinese food.



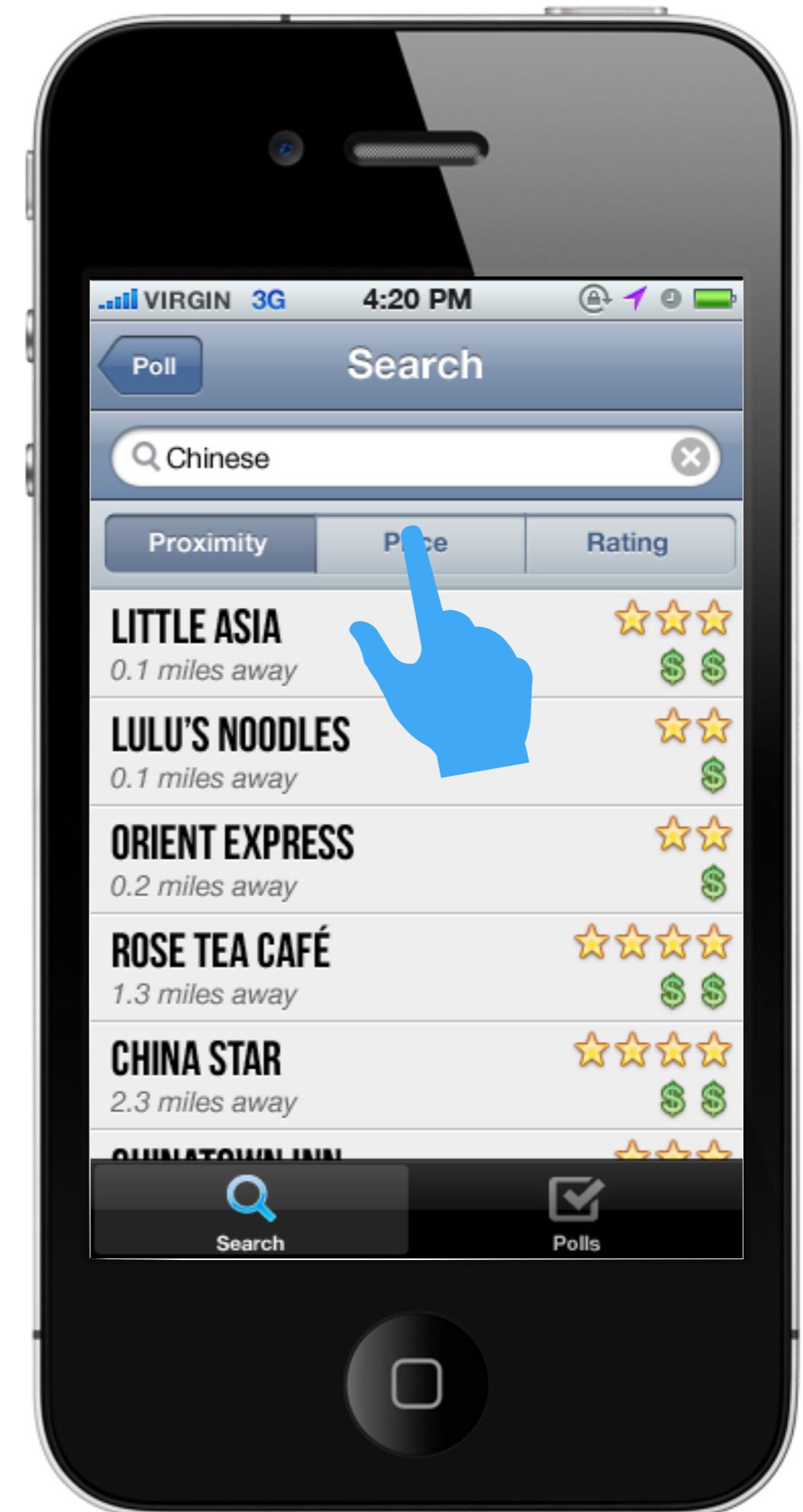
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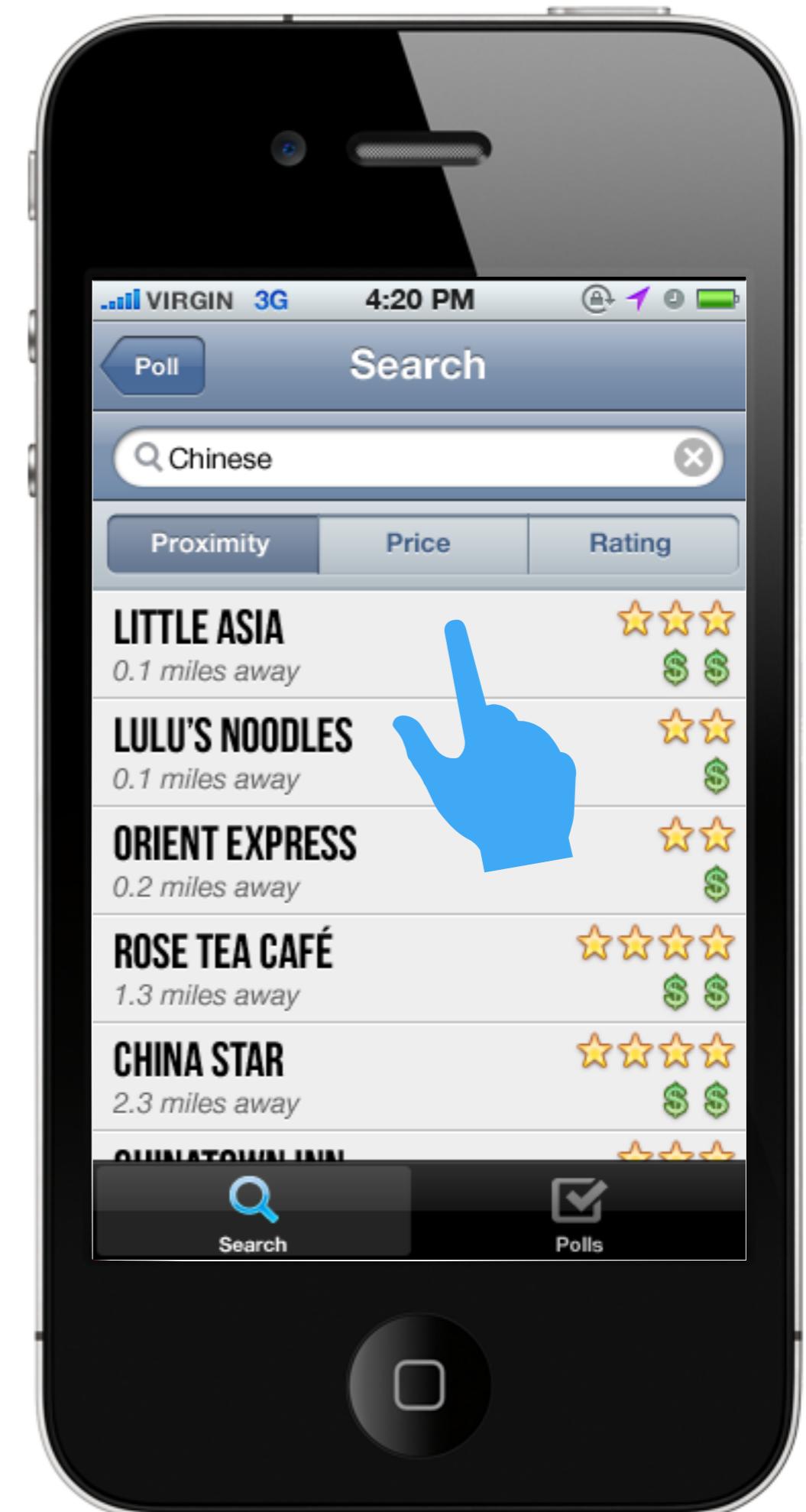
Brian taps Little Asia  
to learn more.



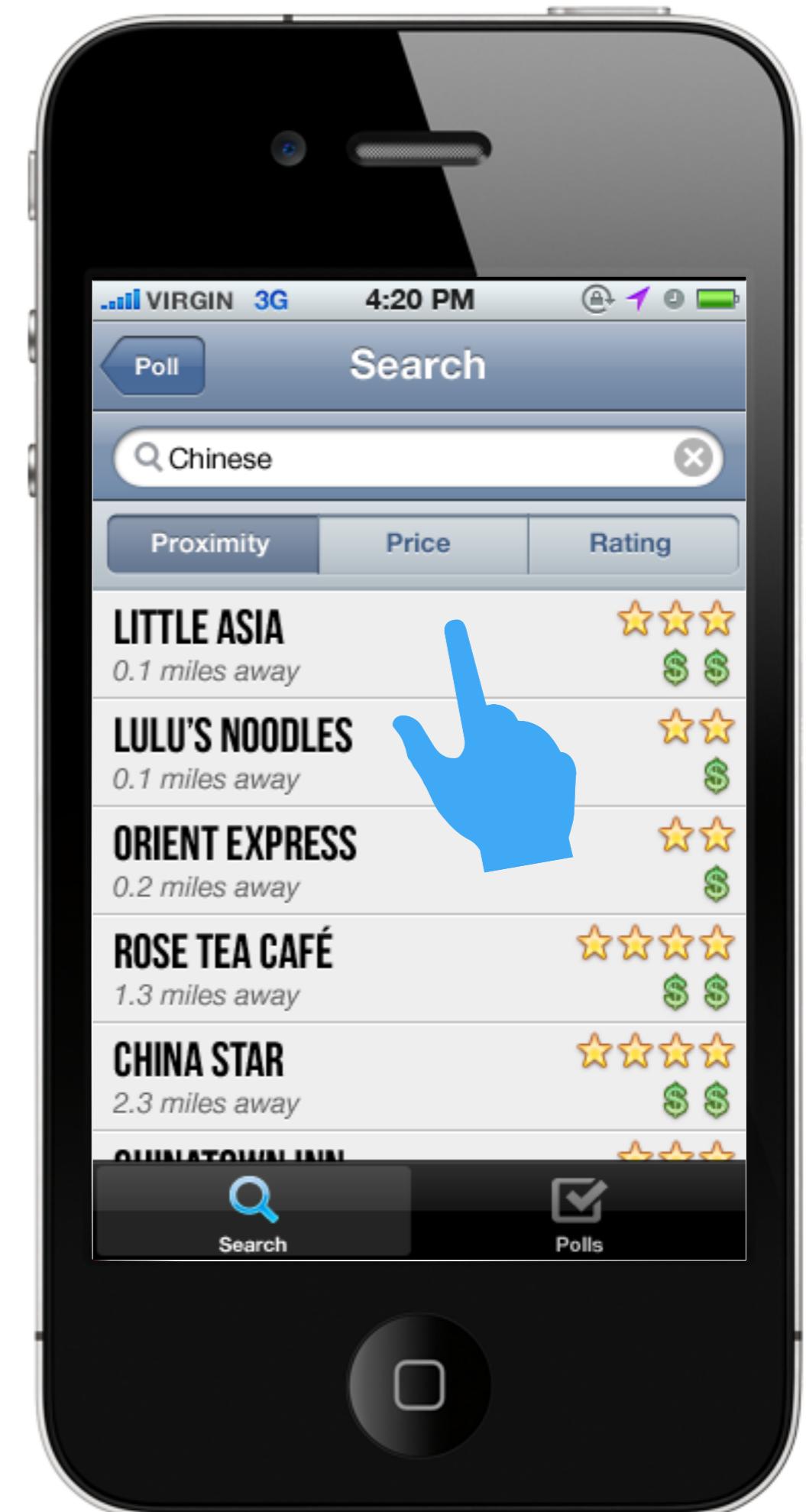
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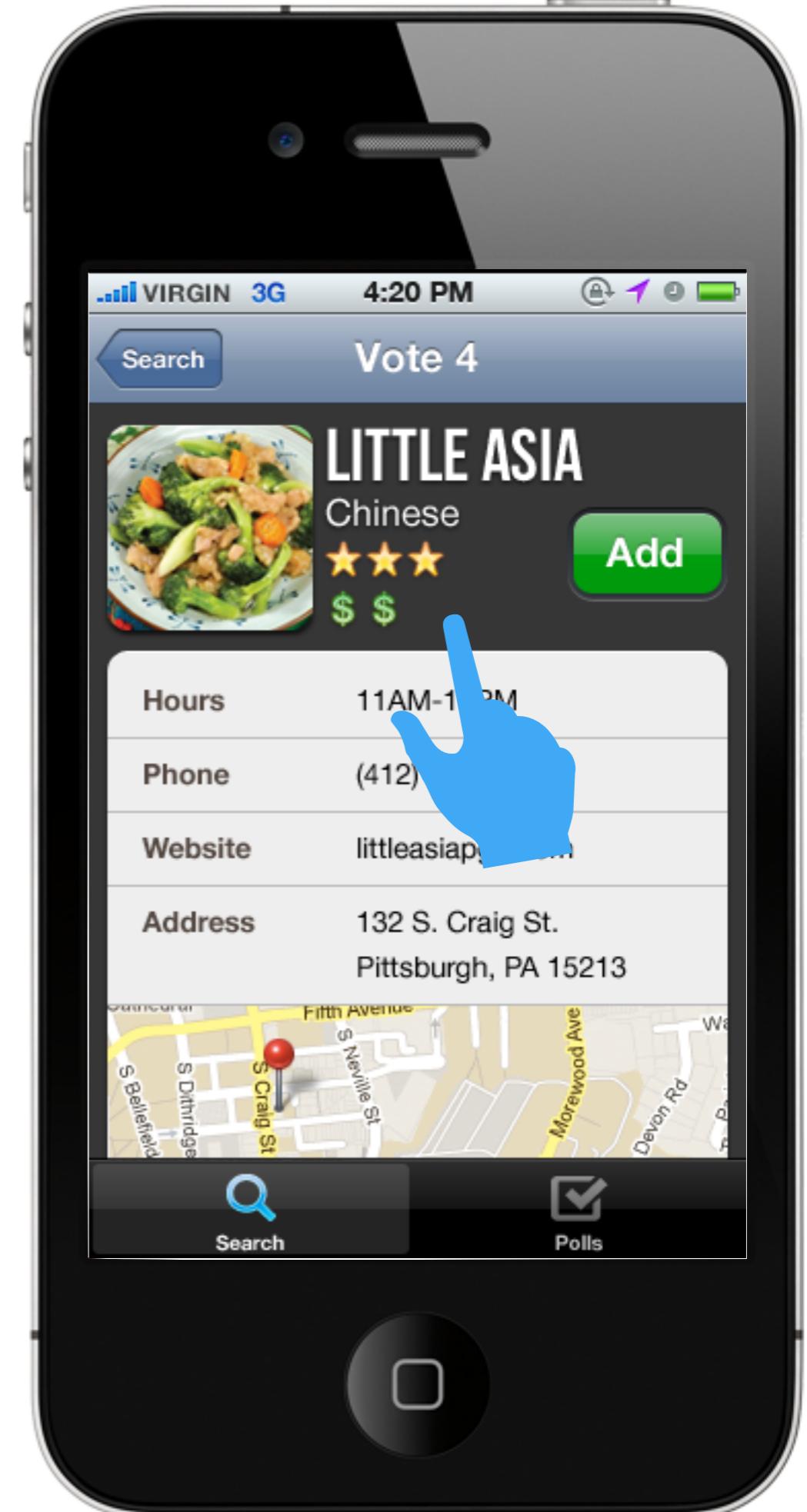
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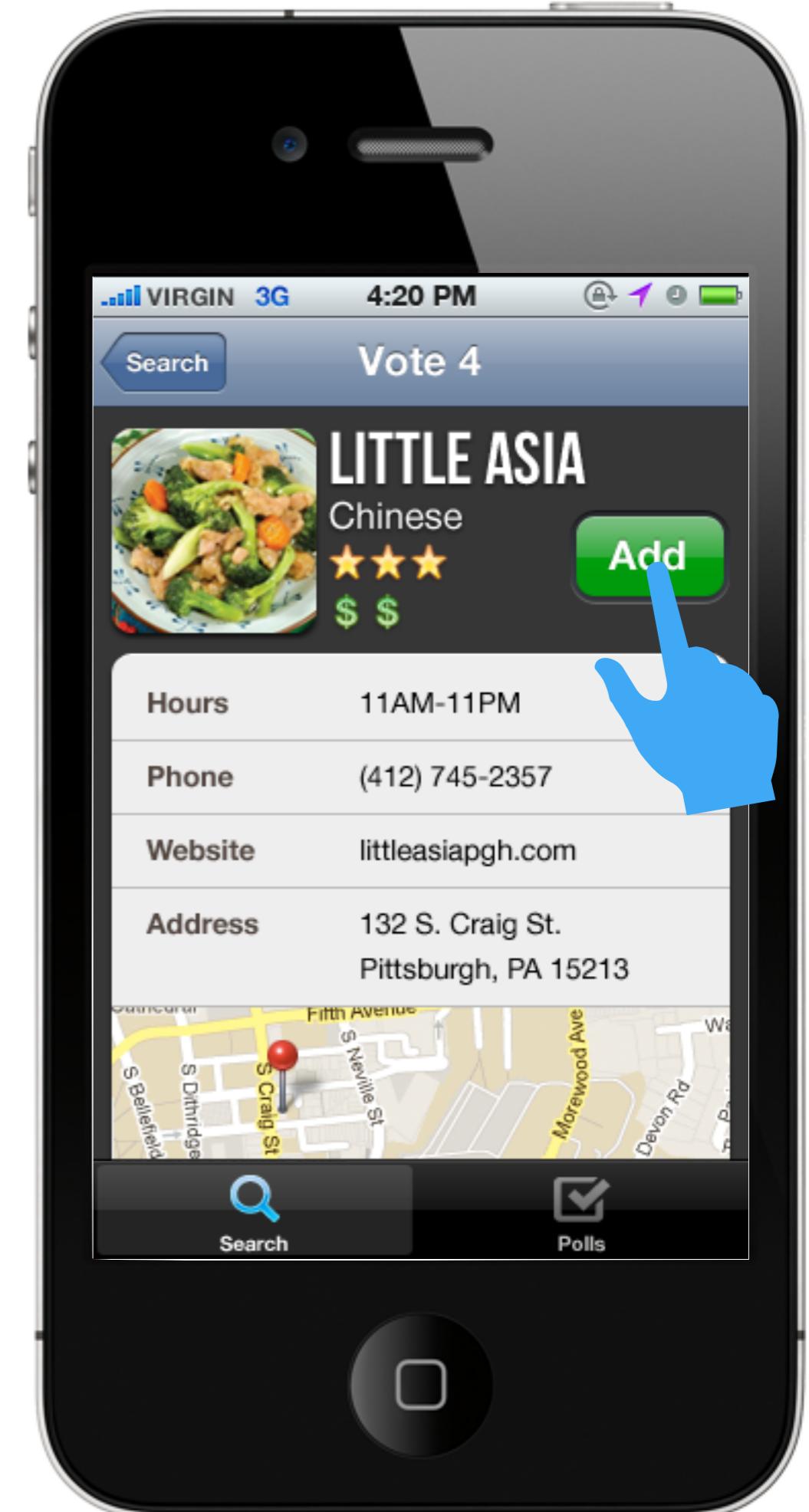
He decides to add Little Asia to the poll.



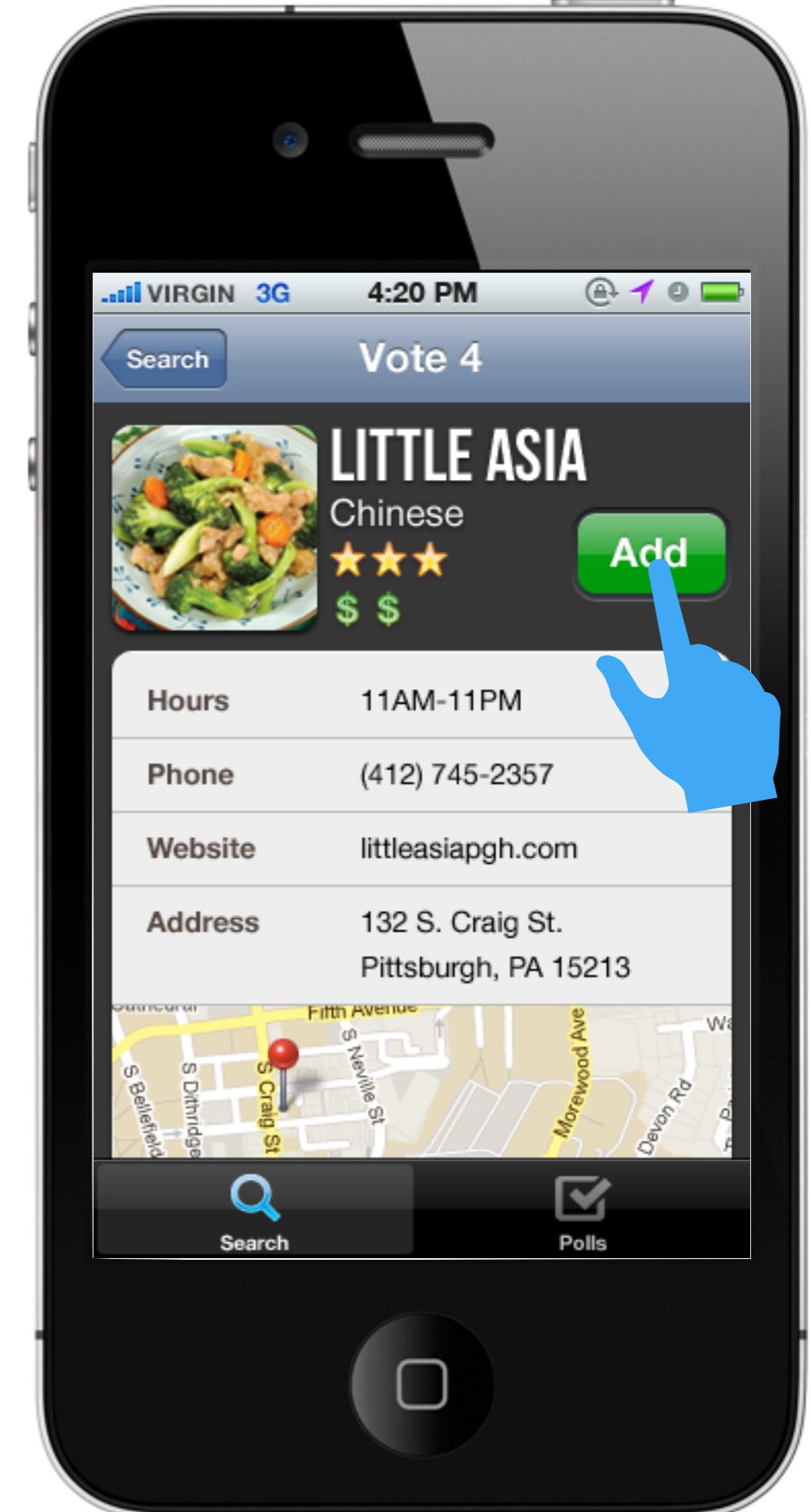
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The poll screen  
reflects the new  
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Brian uses the Randomize button to fill the other choices for the poll.



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Brian votes for Little Asia and then invites his friends to the poll.



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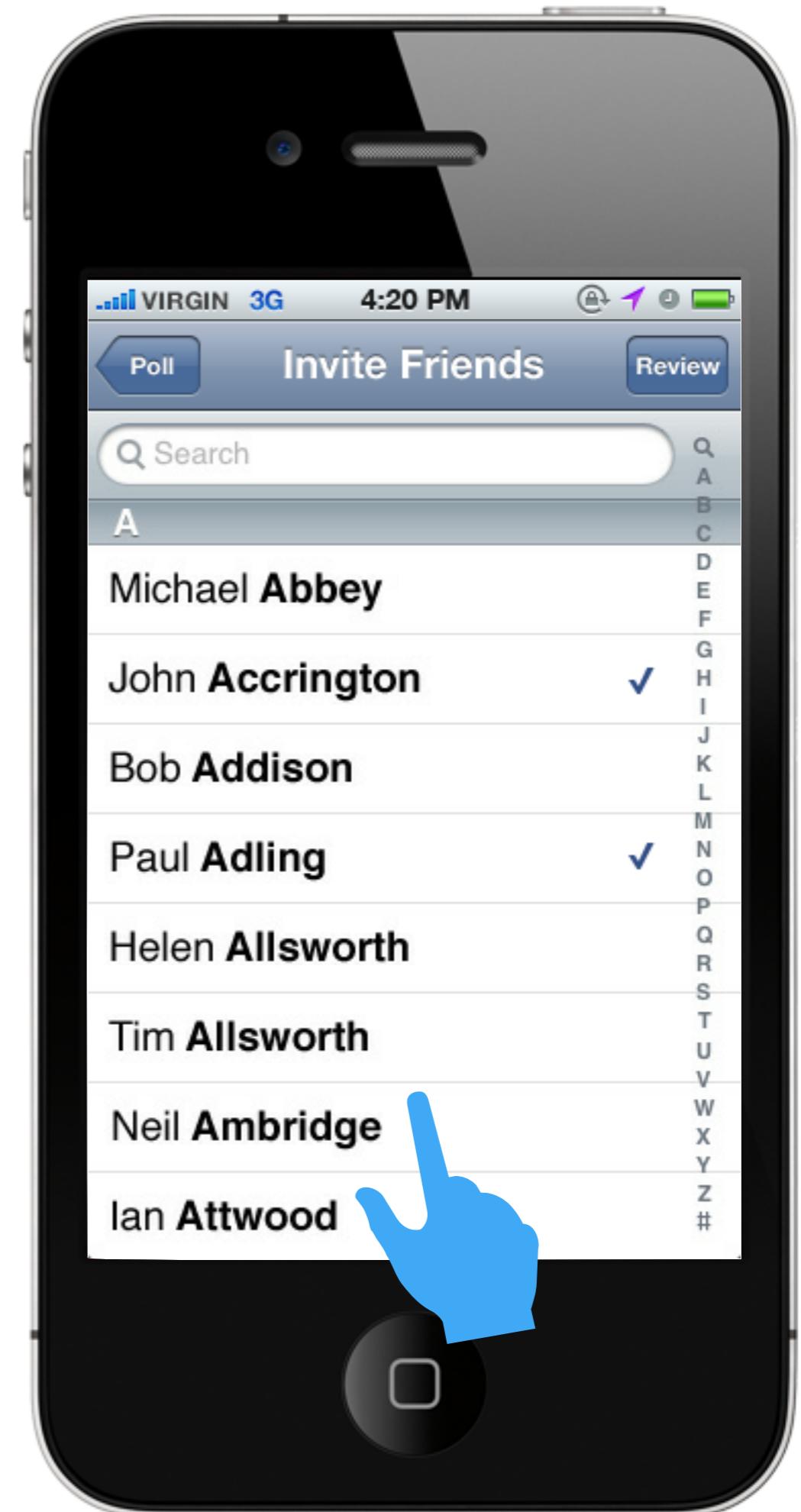
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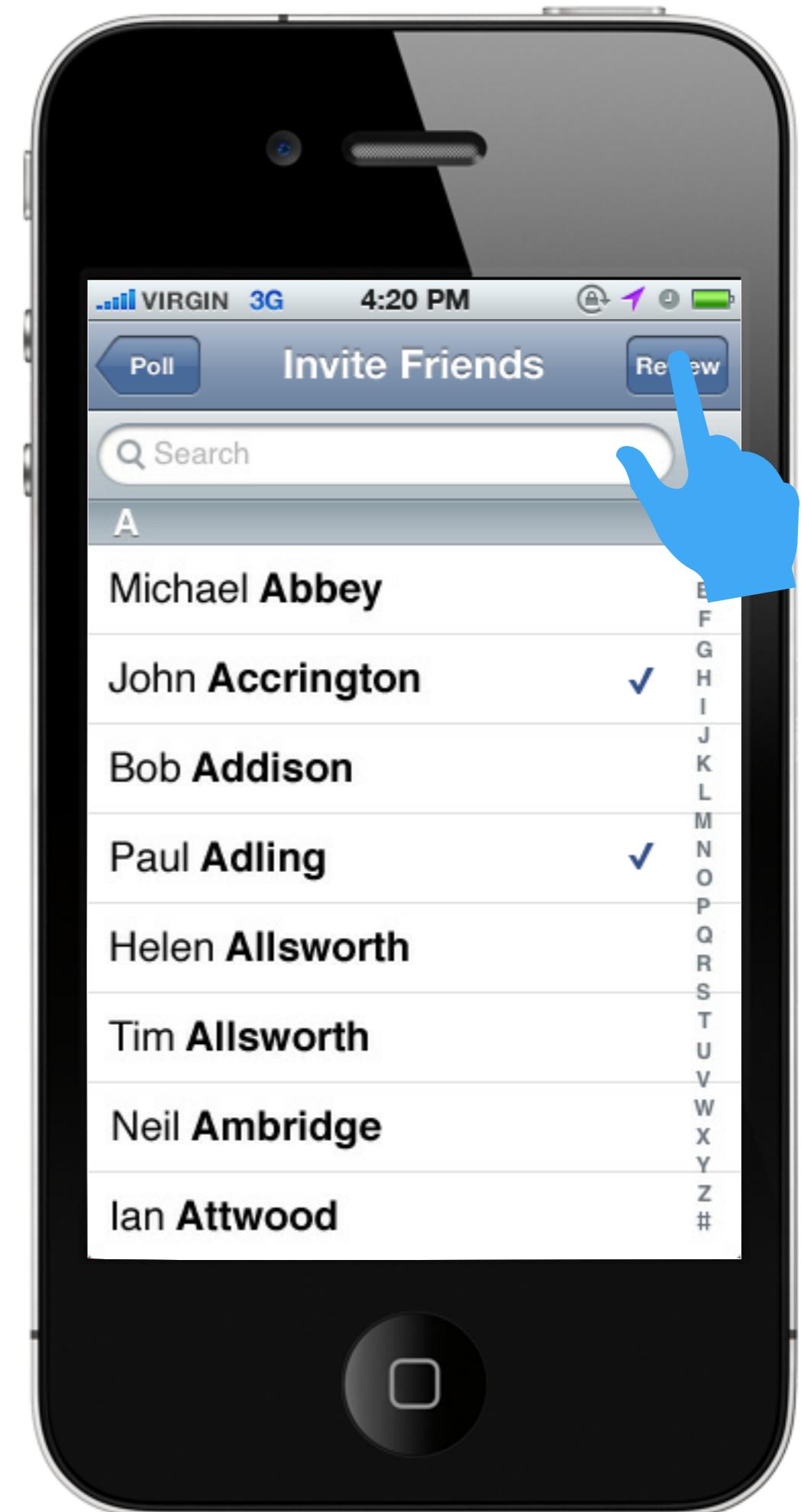
He selects the friends he wants to invite and is ready to review his poll.



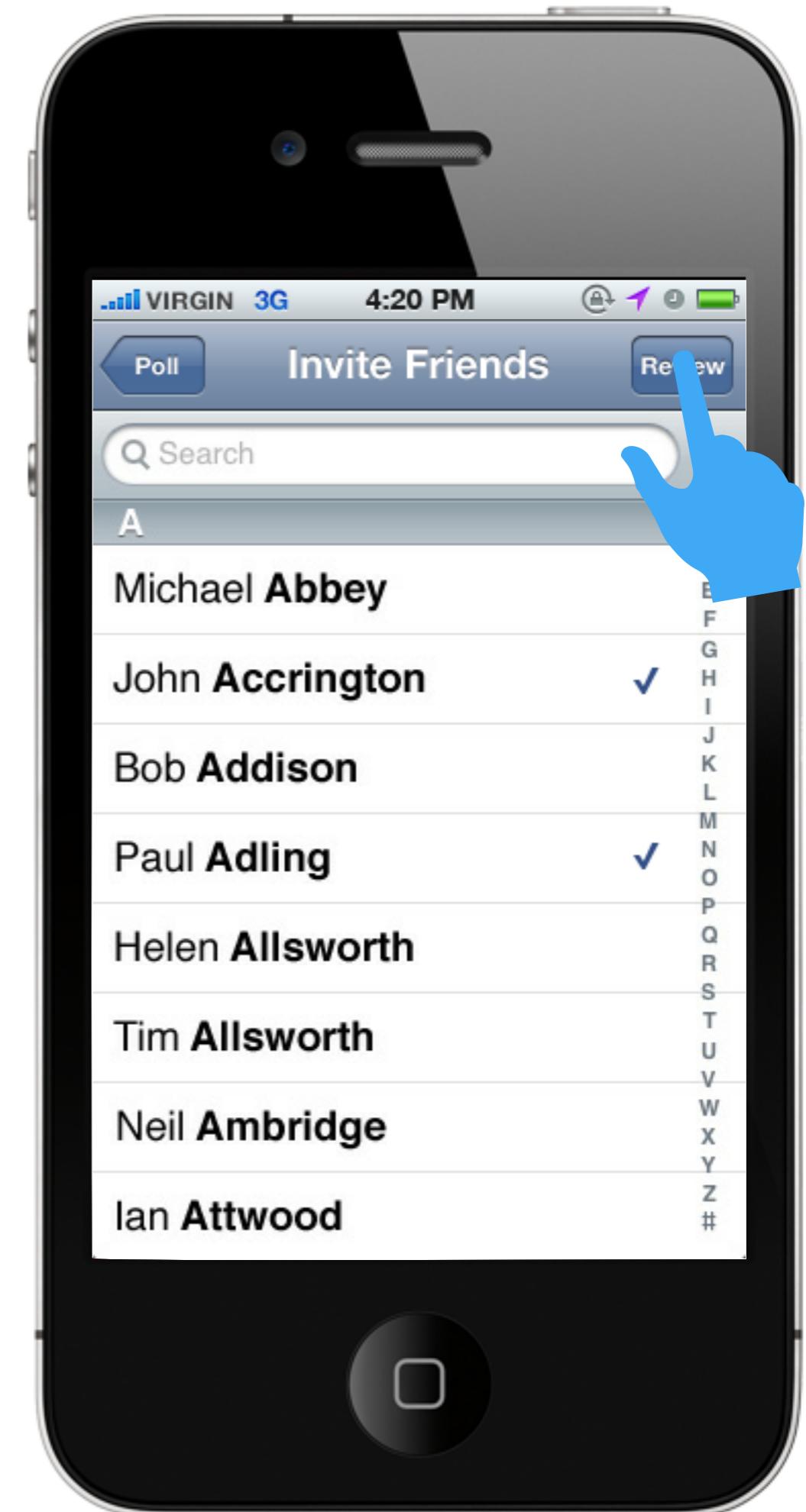
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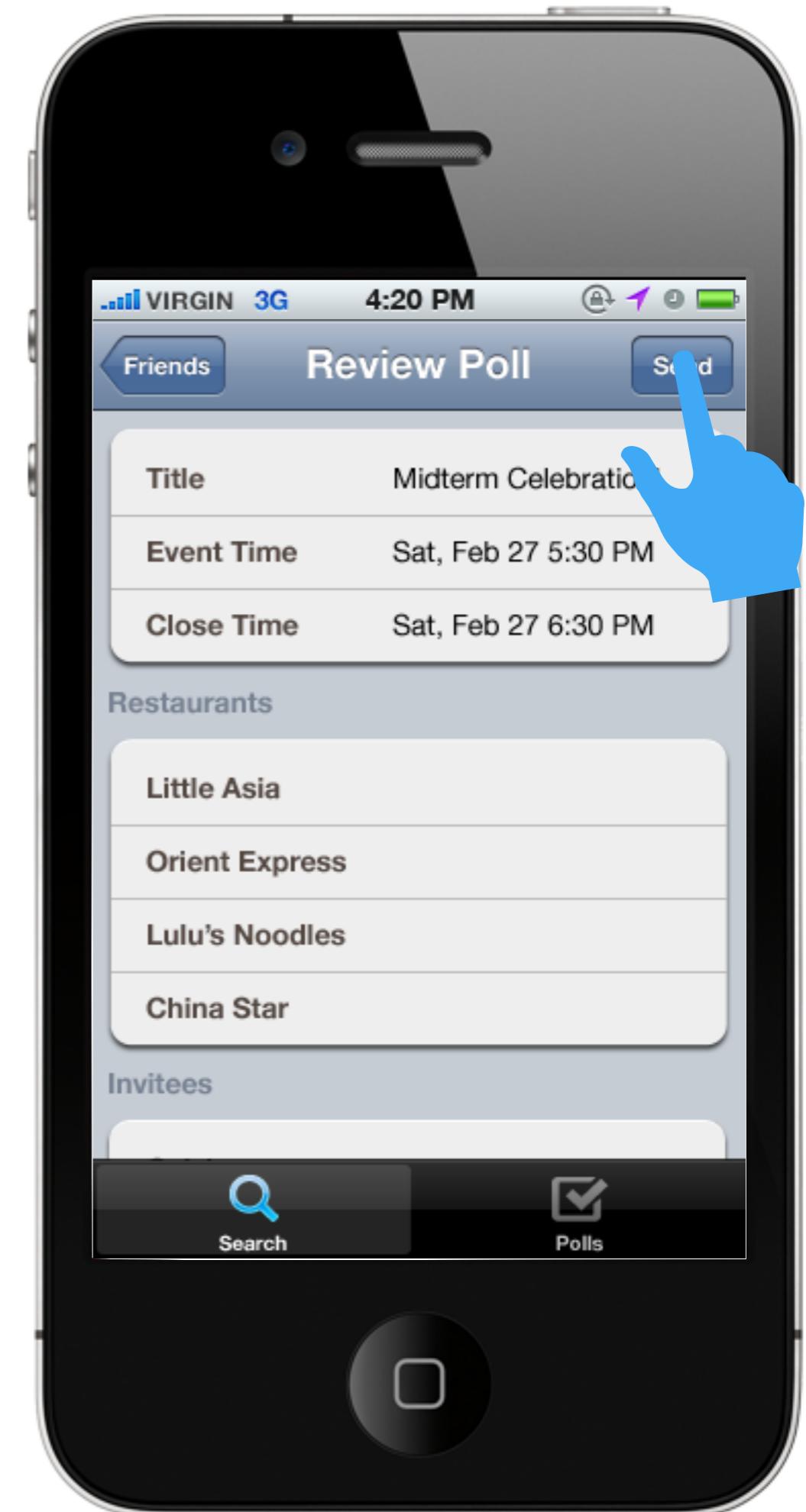
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After reviewing the details and adding the event information, he sends out the poll.



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Brian's friend gets a push notification about the poll.



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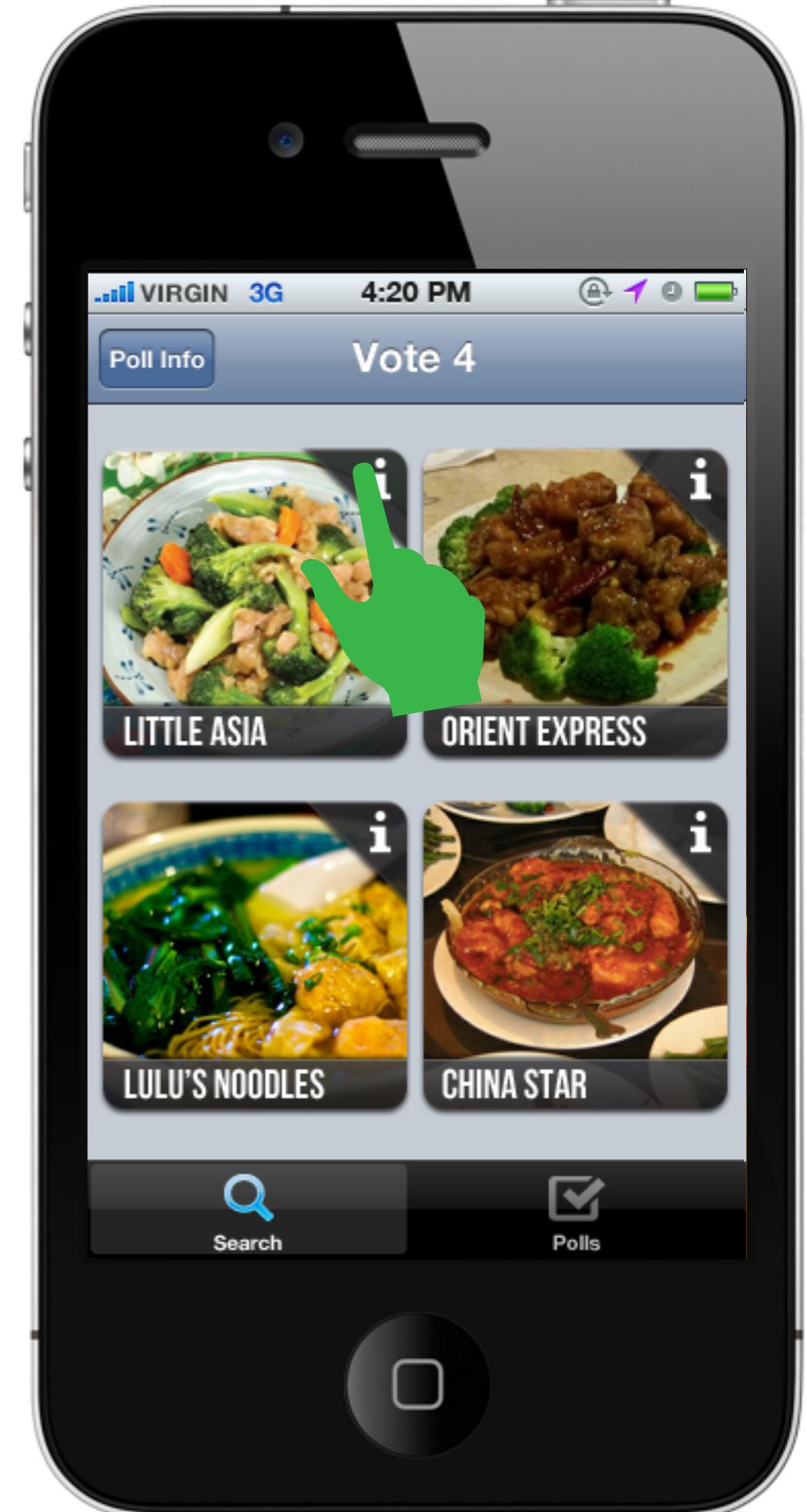
She taps Little Asia to find out more information about it.



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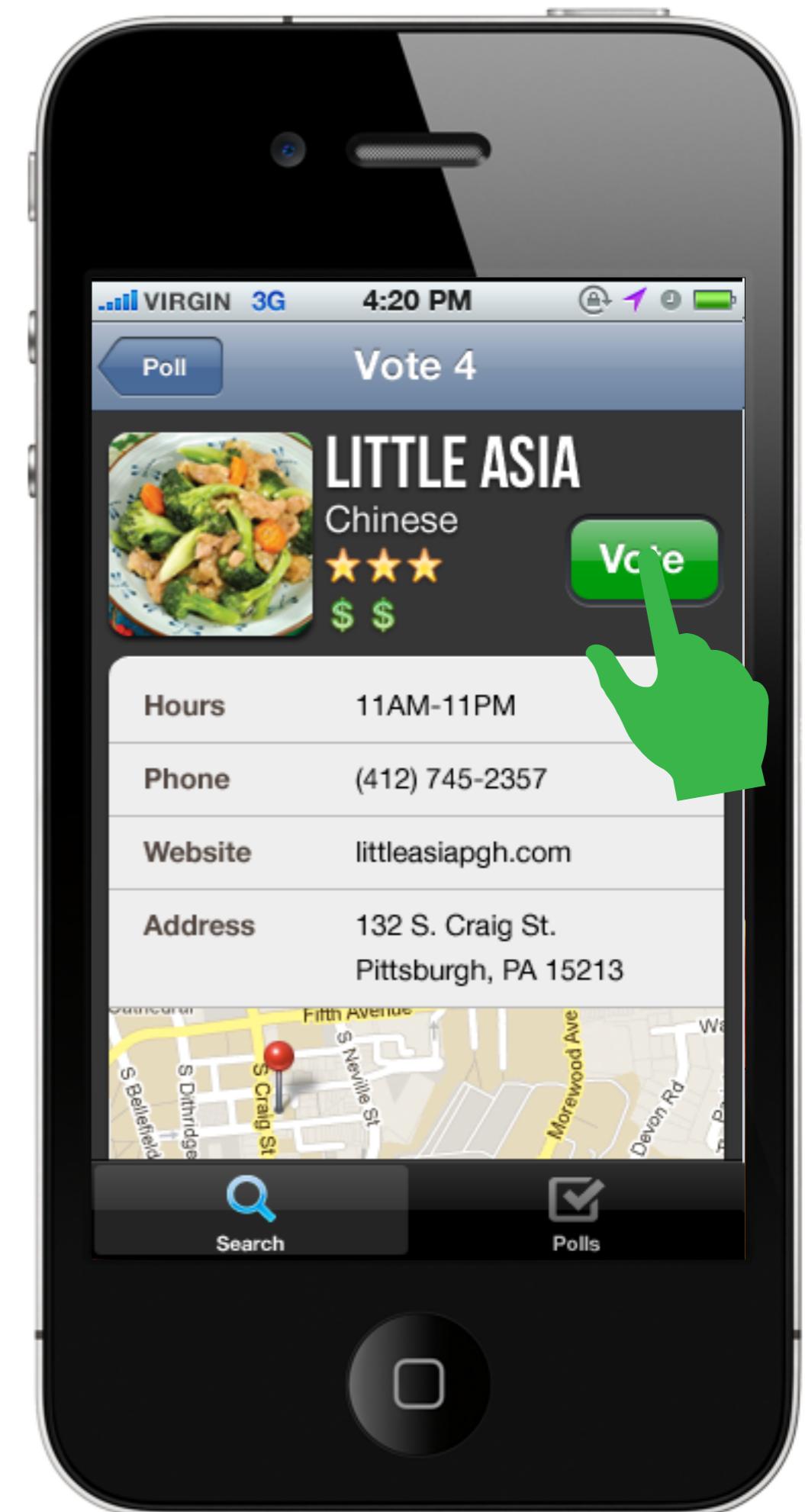
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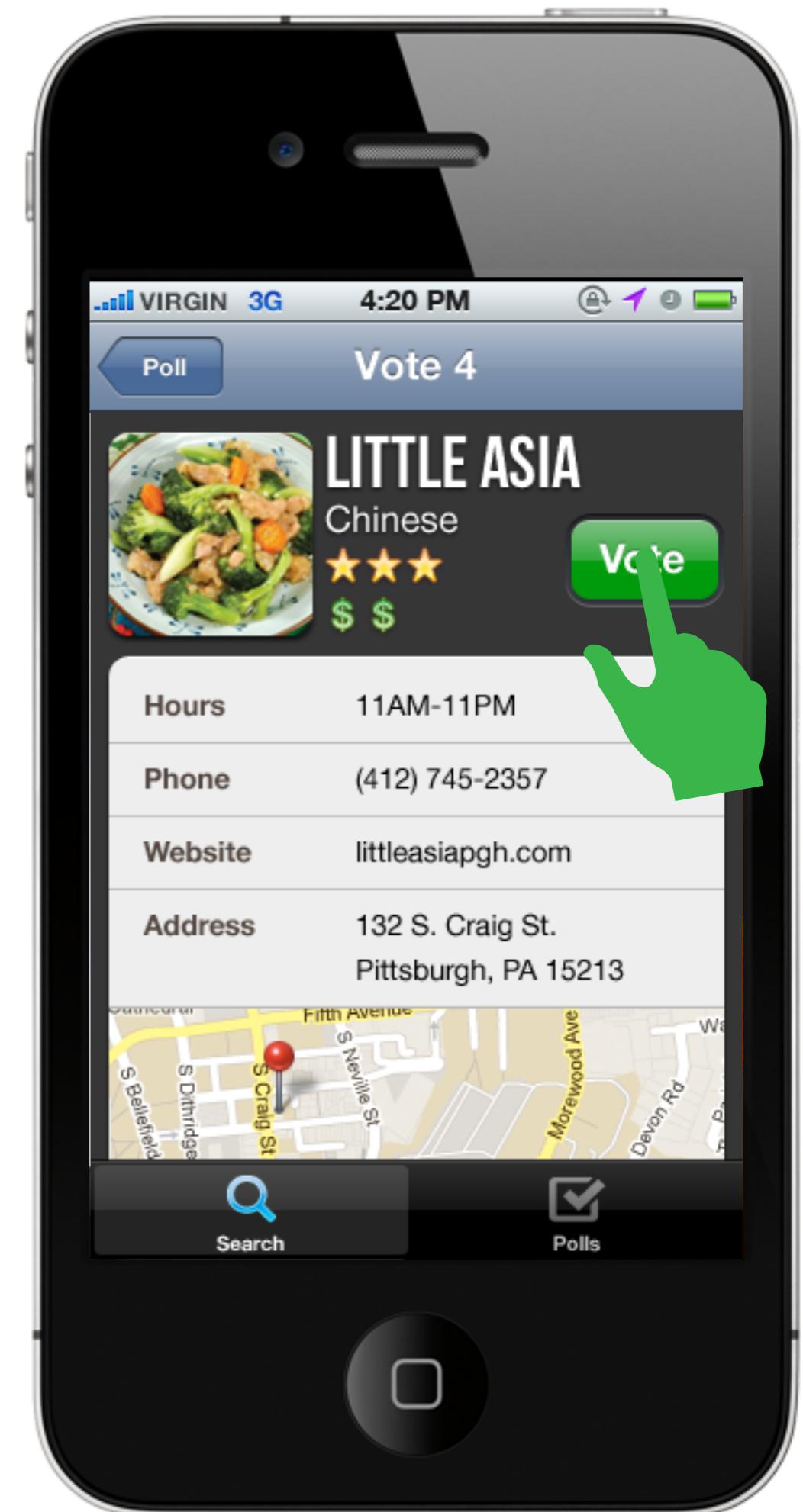
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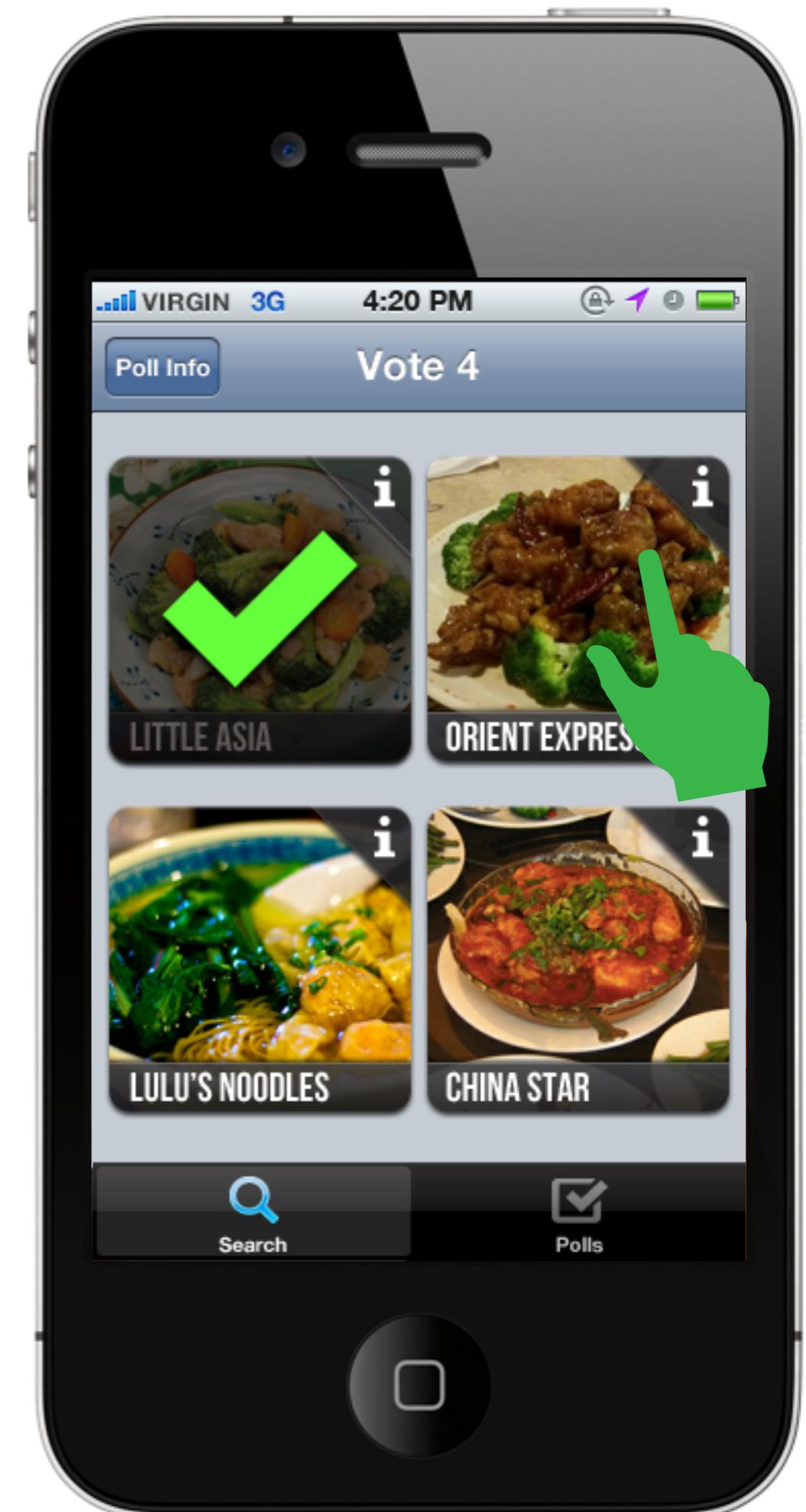
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# Thanks! Any questions?



**Vote 4** Chris Lee Christian Reyes Stephanie Yim