

Author: Denine Del Balso
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Advisor: Dr. David Robins

ABSTRACT

CraveSpot, an up-and-coming website and mobile app service catering to restaurants and restaurant goers is currently in development. CraveSpot's development team includes web developers and graphic designers, but absent from this contingent is an information architecture or usability engineer. I was therefore introduced into the team to assist with the planning, research, architecting and user testing of the conceptual and tangible content of CraveSpot. The tasks involved with this process included: researching mobile statistics, performing a competitive analyses (comparing CraveSpot's content and architectural components to competitors), generating ideas for social networking content, discovering blogs/sites to gather ideas and content for CraveSpot's future Twitter and Facebook pages, planning a labeling scheme for the pricing plan, paper prototyping web screenshots, and creating an outline for a sales pitch. The project began during the nascent planning stages of the site's inception and culminated during the concluding stages of its development. Unfortunately, due to unforeseen occurrences, progress on CraveSpot had to be suspended. The final product is therefore not yet in operation and the outcome of the work at hand has yet to be consummated.

ORGANIZING CRAVESPOT- ARCHITECTING AN E-MOBILE SITE

A Master's Research Project Report submitted to the
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by

Denine Del Balso

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Master's Research Project by
Denine Del Balso
B.A., Kent State University, 2002
M.L.I.S., Kent State University, 2004
M.S., IAKM, Kent State University, 2011

Approved by

Master's Research Project Advisor: Pat Walsh

Date: 5/1/2012

IAKM Academic Advisor: Dr. David Robins

Date: 5/1/2012

IAKM Program Director:

Date:

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INTRODUCTION

The web development team at Blackbird Interactive was in the beginning stages of brainstorming and developing a platform for restaurants to create mobile websites and a mobile app service for restaurant goers, during the nascent stage of my final masters project. My information architecture expertise was requested for this particular undertaking since it was a new venture for Blackbird in which organizational and research skills were a necessity. With this project they were looking forward to having the freedom to design their own product from scratch and build it into their own creation, unlike their usual web design jobs in which clients impose parameters on their creativity. Much forethought, brainstorming, research and organization had to be put into place before such an undertaking. My goals coming into this project were to experiment with and implement the various methods and deliverables I learned to create during my college curriculum and emulate them in a real world setting. I fulfilled this goal through my constructions of a competitive analysis and through the user testing which I conducted. These deliverables were two information architecture and user experience methods I suggested would be an asset in the preliminary stages of the conception of this project. The competitive analysis would be beneficial in assessing the competition and pinpointing the strengths and weaknesses of their interface and their organization, navigation and labeling schemes. I then set out to conduct this analysis, and through it I was able to proffer suggestions for the design of the CraveSpot website. In the same manner the user testing provided multiple suggestions and insight into the usability of sample screenshots designed to mimic several CraveSpot web pages. The development team also requested further research into mobile website statistics, ideas for social media content and the creation of an outline for a sales pitch. These projects allowed me to implement my library science skills as well, through intense research and methodical information gathering, organizing and retrieval. Through effective communication, an organizational strategy, and a judicious attention to detail, the final deliverables were well received and the final project goals were realized.

LITERATURE REVIEW

Discovering and gathering mobile statistics is a necessary element of research that goes into the marketing of the CraveSpot product. These statistics impel potential CraveSpot clients to capitalize on the m-commerce trend, as well as inform them of the relevance of mobile marketing. By researching these statistics, I was able to provide the CraveSpot development team with reliable data, which will be able to be utilized and promoted on their website.

This research led me to discover that there are currently over 4 billion people worldwide using mobile phones vs. 1.1 billion using computers ("Mobile statistics,"). Revered Web design author and mobile design pioneer, Luke Wroblewski makes a powerful case for concentrating more on mobile design over desktop design. He states that, "Everyday 1 million mobile touch devices are put into consumers hands. If you do not design for this audience you're missing a million people a day (Wroblewski)." Currently, Americans are already spending an average of 2.7 hours a day on the mobile Internet ("New study shows,"). With the increasing trend towards smartphones in the mobile market, demand for mobile websites is expected to exceed PC accessible websites sometime in 2011 ("Messaging to Play a Dominant Role," 2010). In a poll conducted by Brandanywhere and Luth, 1,000 consumers were asked whether a brand's mobile-readiness affected purchasing decisions. "One in two consumers would give that preference based on whether the retailer has a mobile site (Smith, 2010)." Restaurant owners can no longer afford to provide their customers with solely a desktop website. They are going to need to ensure that their restaurants website is also converted to the mobile platform due to, as the statistics show, the consumers demand for efficient access to mobile sites.

Albeit an unsafe practice, a recent survey has found that 19% of drivers browse the web while behind the wheel (Constantinescu, 2011). These drivers are going to be looking for restaurant information in the quickest and easiest way possible, so as not to further endanger themselves and others. This will not be possible if

they have to zoom in and out, wait for loading time, and squint to find the information available on a website not designed to be mobile friendly. In addition to the convenience and portability mobile device's offer to people who are driving, walking down the street, in the bathroom, etc., mobile devices can also greatly augment the user's experience with more than what a desktop can offer. The mobile experience is a more comprehensive experience, which incorporates not only the web, but a camera, a gyroscope, GPS and voice (Myers, 2011).

Coupons are a popular marketing tool which restaurant owners implement to increase clientele and build awareness of their services. For restaurants, coupons out-performed direct mail and in-store promotions combined ("Messaging to play," 2010). BIGresearch surveyed 23,234 people and found that coupons influenced 53 percent of all restaurant purchases ("More shoppers are," 2011). Mobile couponing is another feature which restaurant owners would be wise to invest in. Mobile coupon redemption itself is 10 times that of traditional coupons (CrossLink Media, 2011). For digital coupons, 77% of redemption volume is incremental, versus 68% for print coupons. Digital coupons are attracting more new buyers than print coupons by a margin of 35% ("Digital & traditional,"). After these statistics were presented to the development team, they were incorporated into the prototype of the homepage of the Cravespot website.

PROJECT DESIGN

SALES PITCH OUTLINE

I was asked to create the following outline for a sales pitch for CraveSpot to the Willoughby Chamber of Commerce, keeping the following points in mind:

- take an interactive approach, combining the pitch with screen shots and audience participation
- generate awareness of the value of the product to the city
- demonstrate the current appearance of the product and then reveal the potential of the future product

Step 1: Introduction. Ask audience to take out their phones. Inquire who has a smartphone/phone with web browsing capabilities. If some audience members do not have a smart phone, ask them if they know someone who does (resounding YES!!!). Mention statistic that Nielsen estimates that by the end of 2011 one out of two U.S. citizens will have a smartphone. Ask audience to enter in website of local restaurant on phone (choose restaurant which doesn't have a mobile friendly site). Meanwhile, you can demonstrate on your phone what this restaurant's site looks like for those who don't have smartphones. Then do quick demo of the 4 or 5 step process involved in making this restaurant's mobile site with CraveSpot.

Step 2: Explain what the company does. Make this short and sweet. Give a brief introduction of what Blackbird Interactive does and how Cravespot fits in with the vision of the company's present and future.

Step 3: Describe customer pain you are alleviating (THE PROBLEM). Discuss who the ideal customer is (local restaurant owners). Describe how they are faring without you (give example of being in the car on a cellphone to get information about a restaurant, but having issues getting to that information due to the sites font being too small-too large-flash wont work-navigation cumbersome-

lengthy page loads etc., give statistical information on cellphones and how more people have them than computers, also give statistical information on how often people browse the web on mobile phones, etc.,). Describe what their customer's pain is costing them (customer irritation, customer loss, revenue loss, missed marketing opportunity, a chance to get a leg up on the competition).

Step 4 Describe how you will solve this problem (SOLUTION)

Describe why your solution is a must have (go into ease of use for restaurant customers and marketing opportunity for restaurants). Discuss how the solution is FREE (restaurants will get their problem alleviated for free-this includes their own mobile site). Talk about how this free service can be upgraded for a cost (mention the advantages and statistics related to mobile couponing). Pontificate the benefits that the restaurant owners who utilize CraveSpot will receive, compared to those restaurant owners who do not. Discuss the added benefit the services will bring to restaurant customers and the community as a whole.

Step 5 Why Now? (HISTORY AND EVOLUTION) Talk about how now is the time to be innovative and jump on the mobile trend because it will have staying power (give statistics).

Step 6 Competition Give examples of other companies who are offering these services and demonstrate how CraveSpot is unique. Discuss where CraveSpot fits in (price, quality, convenience, brand). Reiterate what this service offers that others don't.

Step 7 Product (DETAILED DESCRIPTION) Show website, screenshots, show restaurant's end and customer's end of service, demo, discuss Willoughby signage and how it would benefit the city, the restaurants, and the customers.

Step 8 Team (FOUNDERS & MANAGEMENT) Introduce the team, their key strengths, and the roles they will play in this undertaking, as well as any investors. It is okay here to mention any needs from the city/community.

LABELING SCHEME SUGGESTIONS

A labeling scheme must be created for the purpose of differentiating the price plan proposals. I was asked to brainstorm some ideas for this content and decided on the following:

Basic/Premium/Pro

Starter/Basic/Premium

Basic/Premium/Ultimate

It is important that the user can make the distinction between each level in the pricing hierarchy. The final decision on which scheme to use is as yet determined.

IDEAS FOR SOCIAL MEDIA CONTENT

While conducting the competitive analyses, I observed links to social media included in each and every company's website. This led me to determine that social media was definitely relevant content that needed to be incorporated into the infrastructure of the site. It's persistent appearance in each site also persuaded me of its relevancy as a marketing tool. I therefore composed a list of topics which would be pertinent to touch upon in CraveSpot's social media posts before and after CraveSpot's launch. These topics include the following:

- Mobile phone statistics
- Mobile phone news
- Mobile phone trends
- Subscribing restaurant's specials
- Subscribing restaurant's events
- Welcome announcement for new restaurants that join CraveSpot
- Any mention of press for CraveSpot or subscribing restaurant
- Restaurant feedback about CraveSpot

- Links to local food blogs
- Restaurant weeks or food events in the area
- Publish links to restaurant/mobile phone related humor, for example:
 - o <http://gizmodo.com/#!5512636/worlds-remotest-restaurant-only-reachable-via-scariest-walking-path-ever>
 - o [http://www.engadget.com/2010/04/04/robot-waiters-serve-food-and-dance-moves-in-thailand-secretly-p/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+weblogsi-nc/engadget+\(Engadget](http://www.engadget.com/2010/04/04/robot-waiters-serve-food-and-dance-moves-in-thailand-secretly-p/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed:+weblogsi-nc/engadget+(Engadget)

Before the launch of CraveSpot it is important for prospective clients to anticipate it's arrival by creating a buzz. The following discussion points provide ideas for the kind of content the company can begin to publish through its social media outlets:

- Describe the services and features CraveSpot will offer
- Implore restaurant owners to examine what their current website looks like on their mobile phone
- Highlight FREE services CraveSpot will offer
- Provide mobile phone trends and statistics to get businesses thinking more about mobile marketing
- Discuss technology trends in the restaurant field

BLOGS/SITES TO GATHER INFORMATION FROM

The links to the following blogs and sites will serve as a pathfinder for CraveSpot's social media manager. They will make it much easier and faster to locate pertinent and interesting content for the social media outlets. These links were carefully researched and selected based on their relevant content.

- Local Food Blogs
 - o <http://clevelandfoodie.com/>
 - o <http://thechubbycook.com/>
 - o <http://clevelandelicious.com/>
- Restaurant Blogs
 - o <http://eater.com/>

- <http://food-ethics.com/>
- <http://blog.etundra.com/>
- Restaurant Marketing Sites
 - <http://www.michaelhartzell.com/restaurant-marketing-ideas-blog/>
 - <http://stuff4restaurants.com/blog2/>
 - <http://www.restaurantmarketingblog.com/>
- Mobile Blogs
 - <http://www.tipb.com/>
 - <http://androidandme.com/>
 - <http://www.phonedog.com/posts/>
- Competitors Blogs/Facebook
 - <http://www.mobistro.com/Blog.aspx>
 - <http://www.chompstack.com/blog/>
 - <http://www.facebook.com/mobilehunger>

COMPETITIVE ANALYSIS

A two part competitive analysis was conducted to compare and contrast the architectural components and features of competing companies which offer mobile sites for restaurants. This analysis provided the CraveSpot team with a simple snapshot of the techniques, features and ideas these other companies have implemented. It also provided them with the insights necessary to determine how they want to proceed with CraveSpot's site design and structure.

Recommendations for CraveSpot based on results of the analysis:

Footer Navigation:

- A contact link must be included on either the global or the footer navigation
- Contact information needs to include address, e-mail, and a telephone number
- A link to Privacy Policy on the footer navigation
- A link to Terms of Service on the footer navigation
- A link to Press on the footer navigation is optional but would serve as a valuable marketing tool
- A link to Site Feedback/Suggestions on the footer navigation would provide a positive customer support experience

- Links to any blogs or social media tools could be included on the footer navigation for customers to connect with the company and keep abreast of news, events, updates, etc.
- A fat footer which can accommodate not only the previous elements mentioned, but also links to Flickr thumbnails, snapshots and about info of the CraveSpot crew, news, logos of current clients, RSS feeds, etc.

Global Navigation:

- Simple, conventional terminology should be utilized on the global navigation to provide a familiar, intuitive, browsing/searching experience
- Regardless if the labeling terminology is 'Plans', 'Learn More', or '10 Reasons', some type of similar labeling should be included on the global navigation so that potential customers can quickly locate information about the company's plan options, pricing information, how the service works, why the service should be chosen, features, etc.
- Pricing needs to be included as either a link on the global navigation or needs to be included within the 'Plans' or 'Learn More' content. A major determinate in the potential users interest in the service is related to the pricing, therefore this information must be prominently displayed and easy to navigate to
- A link to Clients or Customers

Homepage Content

- Homepage should not be overly text heavy. If text is cumbersome it can be bullet-pointed
- A link to the customer login should be included in the upper corner of the homepage so customers can easily and quickly access their account information
- Mobile statistics included on the homepage would be a good marketing tool to persuade potential customers that mobile sites and services are relevant, and in demand
- A demo of CraveSpot's services in action (displayed on the image of a cellphone) located on the homepage would be an excellent visual demonstration of the features CraveSpot offers
- All of the important content on the homepage should be listed without having to scroll down
- The basic who, what and why of the company should be able to be ascertained by the homepage alone

Features

- CraveSpot's must-have features include (these features were included in at least three out of the four competitors product): control panel, mobile detection and redirection, cross platforms, custom branding, menu, coupons, reservations, photo galleries and social media integration
- Competitive pricing
- Mobile site conversion timeframe should have at least a 24 hour turnover to remain competitive
- Mobile simulators are excellent demonstrative and marketing tools that need to be considered
- Additional features to be considered include events, promotions, specials, OneClick Calling, trial period, links to services such as OpenTable, Yelp, UrbanSpoon, etc.

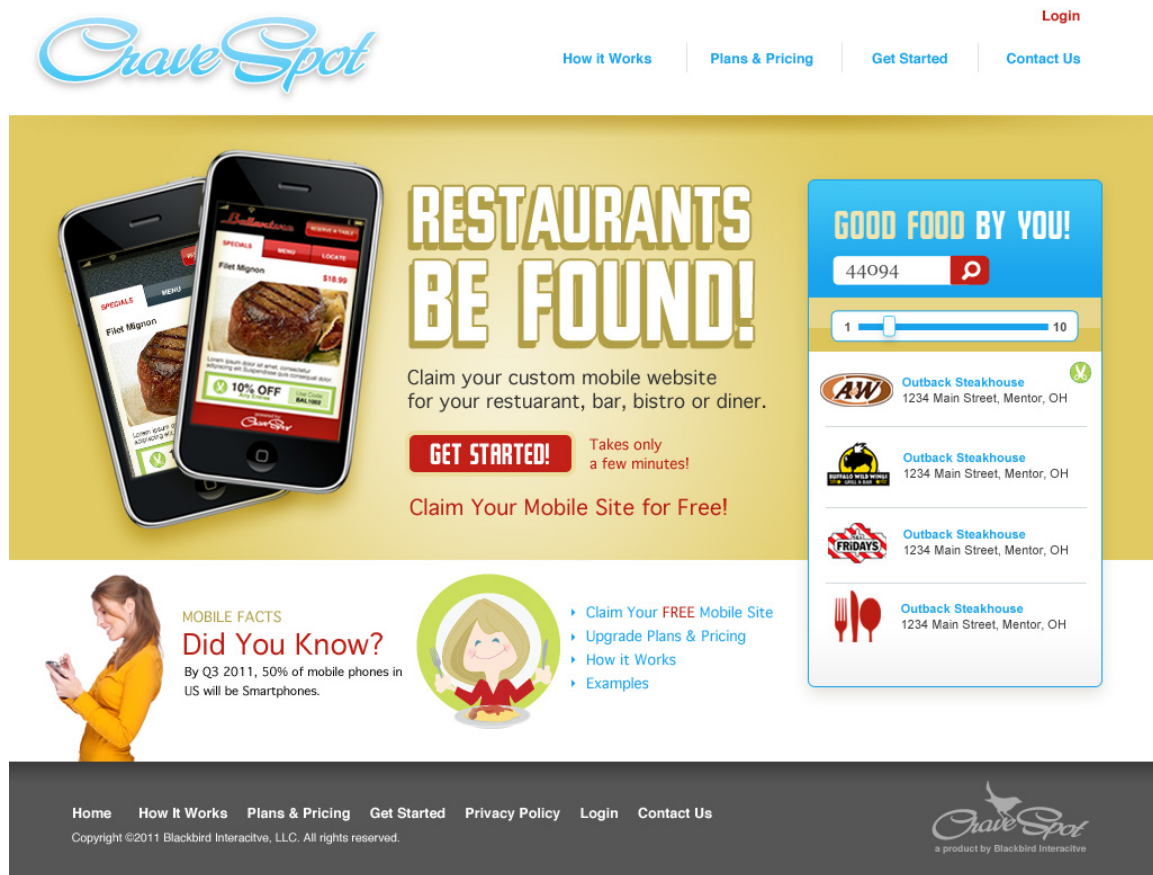
USER TESTING

The CraveSpot team implored me to acquire some feedback from a few friends and colleagues on the design and usability of the site. Individual user testing and paper prototyping were the methods chosen to receive direct feedback on the design and usability of the interface for CraveSpot. These methods allow the designers and developers a quick way to incorporate necessary changes to the product before it's go live date. Due to ever changing deadlines and time constraints, as well as my lack of proficiency in the tools needed to create more detailed mockups, paper prototyping seemed to be an appropriate solution for user testing. By evaluating users needs, questions and behaviors, modifications could be made on the spot. User behavior, in regards to these methods, provides designers and developers with a new awareness of users habits and search strategies in regards to their site. This questionnaire was created before the user testing to incorporate questions of navigation, organization, labeling and branding to ensure a more user-friendly site.

RESULTS

Questionnaire:

FIGURE 2



From examining this homepage, what various services do you feel this site offers? Please be specific.

User Tester 1: I don't understand. Is this an app or a mobile website I would be setting up? It's a mobile website which is an app right? The phone makes me think automatically of an app not just a mobile website.

User Tester 2: I think I can locate a restaurant near me. I think if I own a restaurant I can create a custom mobile website for it.

User Tester 3: It offers advertising through a website for your particular restaurant of similar or diverse natures.

User Tester 4: An app for a cellphone about eating.

User Tester 5: Locating restaurants. Is this for people with restaurants or looking for restaurants?

I then explain the following to user testers: This is the home page of CraveSpot. CraveSpot is a service which allows restaurant owners to create a custom mobile website for their restaurant, bar or bistro. It also provides restaurant goers with the opportunity to locate restaurant's locally from their mobile phone.

After I explained to you the services this site offers, what changes or improvements would you make on the homepage to better intuitively illustrate to viewers what CraveSpot's services include?

User Tester 1: Make a large mobile website banner and emphasize mobile website more.

User Tester 2: I would like to see how it works from the homepage. A very simple explanation of what it is on the homepage. A brief, two sentence explanation of what exactly it (CraveSpot) is.

User Tester 3: Make it clear the images of cellphones are not baking pans.

User Tester 4: I don't get 'Restaurants Be Found.' The 'Get Started,' link makes it look like I have to take a survey first to get anything. I don't like the logo with the blue and gold color transition. It looks like a generic Signature font I can find on my computer.

User Tester 5: This makes me think it's mostly for the restaurant and less for me to find the website. Because it says 'Claim your Mobile

Site for Free,' it doesn't make me think it's for people looking for restaurants. It's restaurants looking for people.

Who do you think the intended audience is for this website?

User Tester 1: Younger, 20's to 40's, tech savvy people.

User Tester 2: Restaurant owners and eaters.

User Tester 3: People who can afford to go out to eat and restaurant owners who want to advertise or create their mobile site.

User Tester 4: People with cellphones who like to go out to eat. It seems like they just offer chain restaurants.

User Tester 5: People way smarter than me. People with phones. People smarter than I am.

Please give me your initial impressions on the layout of this page and what you think of the colors, fonts, graphics, photos, etc.?

User Tester 1: I don't like the graphic of the lady, everything on the page has a cartoony look to it and she doesn't fit in. I don't see anything that is hard to read or hard to find because of the fonts. Color scheme is fine.

User Tester 2: I like it. I think it is aesthetically pleasing. It's readable. It's simple. Its not loaded with too much information.

User Tester 3: I think it's very clear and easy to read. The colors related to food are good (gold, brown and greens- like the color of meat and veggies). Layout is good. Very easy to read yet it is chock full of info.

User Tester 4: I like the photo of the image on a phone so you know it's for people with cellphones that use app type services. I would assume it has an app associated with it.

User Tester 5: Too many fonts are used. It's distracting. I don't think you have to change the font for every single thing.
If you just came across this website and wanted to learn more about it what would you click on first?

User Tester 1: Probably click 'Get Started' first and then if it took you to a place to where you actually had to sign up I would go back and click on 'How it Works.'

User Tester 2: 'How it Works'

User Tester 3: 'Get Started'

User Tester 4: 'Plans and Pricing' and the first paragraph of 'How it Works.'

User Tester 5: I might click on the zip code to see if there's any good food or food I thought looked good.

**From this homepage where would you go to:
Begin the process of creating your customized site?**

User Tester 1: Click on the red 'Get Started' button to create customized site.

User Tester 2: 'Get Started'

User Tester 3: 'Get Started'

User Tester 4: I would probably enter the zip code.

User Tester 5: 'Get Started'

**From this homepage where would you go to:
Sign-in (acting as if you are already a member of this service)?**

User Tester 1: Click the 'Log-in' button in the top right hand corner.

User Tester 2: I would probably click on 'Log-in.'

User Tester 3: 'Log-in'

User Tester 4: 'Log-in'

User Tester 5: I guess 'Log-in' at the bottom.

**From this homepage where would you go to:
Learn about the process of how to go about creating your own
customized mobile site?**

User Tester 1: 'How it Works'

User Tester 2: 'How it Works.' Maybe 'Plans and Pricing.'

User Tester 3: 'Get Started' or 'Claim your Mobile Site for Free.'
Either or. Do all roads lead to Rome? I don't know. Exploration is fun!

User Tester 4: 'How it Works'

User Tester 5: 'How it Works'

**From this homepage where would you go to:
Locate visuals of other restaurants mobile sites who subscribe
to this service?**

User Tester 1: 'Plans and Pricing'

User Tester 2: 'Examples'

User Tester 3: Probably one of the images located on the right hand
side that is in front of the Outback Steakhouse

User Tester 4: Maybe 'Examples.'

User Tester 5: Maybe 'Plans and Pricing.'

**From this homepage where would you go to:
Leave visitor feedback?**

User Tester 1: Probably 'Contact Us.'

User Tester 2: 'Contact Us'

User Tester 3: 'Contact Us'

User Tester 4: I wouldn't do that. I never leave feedback. I don't even know why I would want to. I would download the app and if I liked it I would continue to use it and if not I would continue to use Yelp.

User Tester 5: 'Contact Us'

If you were the website developer, is there anything you would do to improve this homepage to make it more user friendly?

User Tester 1: I wouldn't put an extra login on the bottom of the page because I don't think of it being down there. The designer went overboard with the repetitive links on the top of the homepage and on the bottom. I'm thrown off by the image on the right with the zip code search. Am I supposed to enter my zip code and look for restaurants through this? This is weird to me because the main content that catches your eye is focusing on restaurant owners and how they should go about creating a mobile site. I'm so confused on who the intended audience is. I don't think that part with the zip code search should be on the homepage. The designer should wait for the next page to give an example of how restaurant goers can search for restaurants. It would make more sense that way.

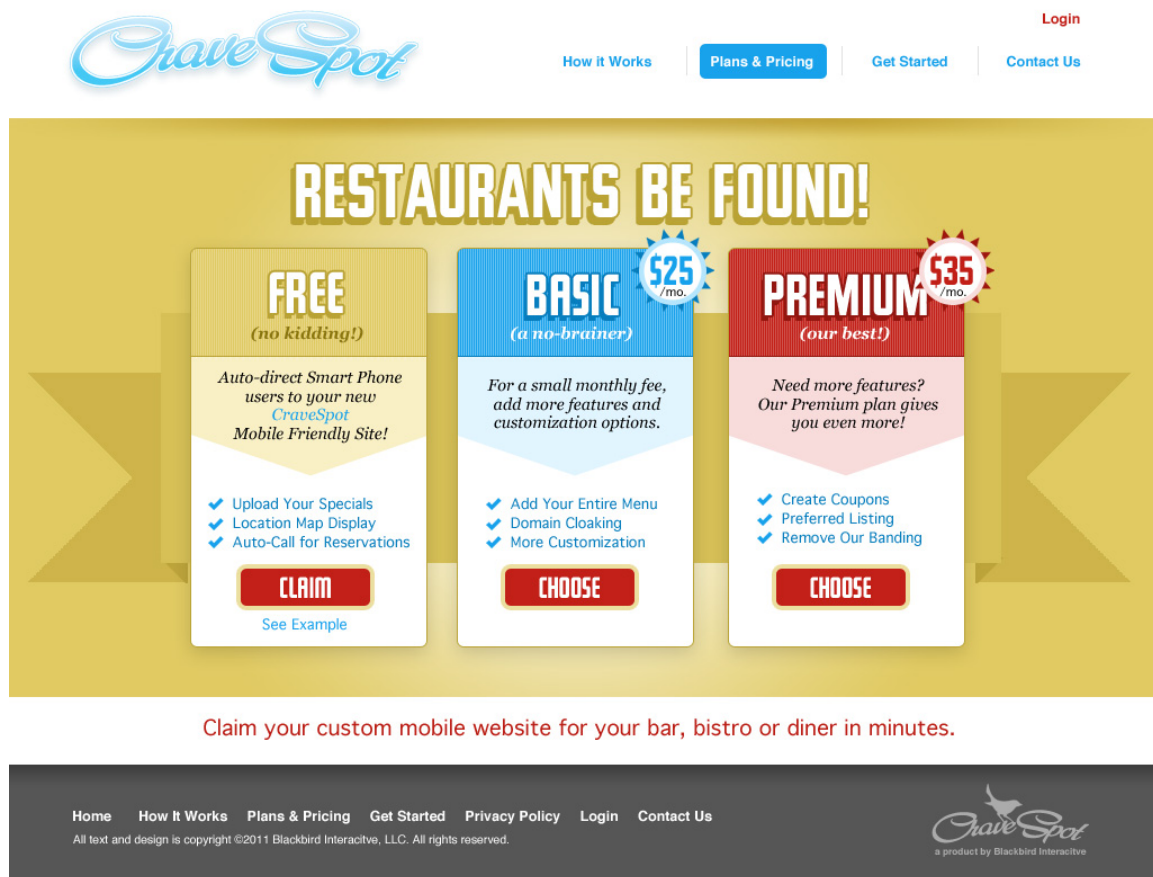
User Tester 2: Looks good to me. I would fix some spelling errors and put a better explanation of their services on the homepage.

User Tester 3: Make the images of phones look more like phones. Probably not.

User Tester 4: I don't like the blue against the white. I can't read it.

User Tester 5: If I saw this site I would delete it and go somewhere else. I kinda hate gold.

FIGURE 3



Which pricing plan would you choose if you wanted to ensure dominant placement in the users search results?

User Tester 1: Go with 'Premium' to ensure

User Tester 2: 'Premium'

User Tester 3: 'Premium'

User Tester 4: 'Premium'

User Tester 5: I would just go to free. I wouldn't want to pay for any of these services. I wouldn't even go to use a menu on an app like that because I prefer to go to the website and look for them on there.

What would you expect to be able to get with the free pricing plan? Do you understand exactly what each of these services are?

User Tester 1: I would expect to be getting a mobile friendly website so consumers can locate my restaurant. I would expect consumers would be able to check out what's on special. Does autocall mean people can make reservations online?

User Tester 2: Upload my specials. Display a map of my location and I can autocall for reservations. I assume autocall makes reservations without me having to make a phone call.

User Tester 3: Not much.

User Tester 4: With autocall you probably click within the app and it makes the reservation for you. It probably connects you right to the restaurant's phone number or it could be an online reservation system.

User Tester 5: I think I know what those are.

What would you expect to be able to get with the basic pricing plan? Do you understand exactly what each of these services are?

User Tester 1: Consumers can check out your menu. I don't know what domain cloaking means. I'm also assuming consumers can get everything that comes along with the free pricing plan. Where it says more customization it means more customization in what? Since I would probably already have a website for my restaurant, this service would just be making my site into a smaller version of it so it could fit on a mobile phone screen right?

User Tester 2: I have no idea what domain cloaking is. What does more customization include?

User Tester 3: I don't know what domain cloaking is.

User Tester 4: I can add my menu. I don't know what domain cloaking is.

User Tester 5: I don't know what domain cloaking is. I guess I would like to know what more customization entails. I would pick it because I like that the entire menu can be viewed.

What would you expect to be able to get with the premium pricing plan? Do you understand exactly what each of these services are?

User Tester 1: Consumers can print out my coupons. I don't understand preferred listing? Is CraveSpot going to advertise my website? Is CraveSpot just for restaurant owners or for consumers who want to find it too? I don't understand remove branding. Why would you want to remove your brand?

User Tester 2: Create digital coupon. Make a preferred listing (meaning make it easier to find I assume). Remove our branding (meaning take off the creators brand name- remove CraveSpot's branding).

User Tester 3: I would expect to get preferred placement (perhaps my restaurant would be one of the first ones to pop up when I go on my mobile phone). More bang for my buck.

User Tester 4: I don't know what remove our branding means. After I explained it: I don't think its worth the extra money. Preferred listing is good and coupons are always good if they work.

User Tester 5: I can create coupons for my restaurant. Hopefully I don't have to print them out. Preferred listing of your restaurant would show up top on the search. Probably have highlights that showcase the restaurant. Removing the branding probably doesn't make it look like some CraveSpot sponsored thing. Probably no CraveSpot ads.

DISCUSSION

SUMMARY OF USER TESTING RESPONSES

- The image on the right (the text box that includes the zip code and Outback Steakhouse listings) proved to be a setback for the intention of its illustrative purpose. Some user testers thought it was an interactive element of the site which allowed website users the ability to enter the zip code and get instant results of local restaurants near them when in fact it was meant to be a static example of Cravespot's user end restaurant location service.
- The most intuitive aspects of the homepage were the log-in link, the contact link and the get started link. Log-in and contact us links are both fundamental elements in most websites and are labeled according to preconceived notions of their purposes. Get Started although not as frequently implemented still accurately and intuitively conveys the notion of where you would go to begin the process of creating your personalized mobile site.
- There were multiple responses to where on the homepage the user testers would click on first if they were interested in learning more about Cravespot. This could be because of the individual user testers interest in differing aspects of the service or it could be because of ambiguous labeling.
- User testers definitely found the labeling to be ambiguous when it came to locating examples of visuals of other restaurant's mobile sites who subscribe to CraveSpot. These examples needs to be sought out in a much more navigationally, organizationally and labeling friendly way.
- When it came to the pricing plan there were several services offered (autocall, remove branding, preferred listing and domain cloaking) which the user testers did not understand the meaning of. This needs to taken into consideration for less web savvy restaurant owners who will also find this vocabulary unclear. Autocall was also thought by some user testers to be a reservation service either

through their computers or through their mobile phone, when in fact it is an instant option to call the restaurant. If this vocabulary is unclear to user testers it might be just as unclear to restaurant owners who might be less likely to upgrade to pay subscriptions if they are unaware of what the services are.

- A few user testers were also interested in what the option of 'more customization' actually included. Perhaps some of these additional customization details could be listed to give consumers an instant idea of what they would be looking forward to. It also may be beneficial to give a more detailed explanation of the features of each plan with a rollover popup window or similar feature.
- There was mixed feedback on the font and color choices on the homepage. Further user testing would need to be carried out to gain a clearer picture of user preferences. Perhaps various color schemes and varying font options could be displayed to user testers to gain a clearer consensus on the most favorable visual aesthetic layout.
- The most interesting aspect of the user testing for me was the variety of ways in which just a handful of people responded to the questions, as well as their range of layout and design preferences. I found the biggest confusion for users was in understanding the specifics of the services being offered through CraveSpot. It became apparent early on in the testing that users were unsure if this service was mobile site or app related. Multiple users subscribed to the train of thought that the service CraveSpot provided was the creation of restaurant apps, as opposed to mobile websites for restaurants. I also got the impression they didn't really understand the difference between the two. Additionally, it was also unclear to users whether the focus of the homepage was directed at restaurant owners or their customers who are looking to locate local restaurants. User testers consistently felt that if the web developers could simply and clearly illustrate the purpose of CraveSpot and the services offered the site would become more user friendly. This is very useful feedback since website visitors often leave a website if it's not quickly and easily understood.

CONCLUSION

The deliverables produced through this project for the web development team at Blackbird Interactive were well received and were implemented during the web site development process. Several of the mobile site statistics which were researched and assembled in the beginning stages of the project were included on CraveSpot's homepage to be used as a marketing tool to inform potential customers of the increased demand for mobile sites from an increasing population of smart phone users. The competitive analysis which was conducted was thoroughly reviewed to determine which aspects of the competitor's sites would be beneficial to apply to the design of the CraveSpot site, in addition to which architecture and design errors these sites executed that would be advantageous to avoid. Suggestions given by user testers were taken into consideration on the redesign of the CraveSpot homepage and the Plans & Pricing webpage. Social media content ideas are to be employed in future postings on Facebook, Twitter, and various other social media outlets. Finally, the labeling scheme suggestions were valuable and ultimately executed in the redesign of the Plans & Pricing webpage. Through this assortment of methods, a better understanding and further knowledge of the principles behind architecting a site were developed through the interaction between the needs and insight of the development team and the research and execution of information architecture methods.

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APPENDICES

COMPETITIVE ANALYSIS: FIGURE 1 & 2

Competitive Analysis

	DESCRIPTION	COST	CONTROL PANEL	MOBILE DETECTION & REDIRECTION	CROSS PLATFORMS	TIMEFRAME	CUSTOM BRANDING	MOBILE PREVIEW (SIMULATOR)	SEARCH OPTIMIZATION	MENU	COUPONS	RESERVATIONS	REVIEWS	PHOTO GALLERIES	SOCIAL MEDIA INTEGRATION	ADDED FEATURES	MARKETING CONTENT
MOBISTRO	Creates mobile websites for restaurants	Restaurant Self Service (managed by restaurant) Load initial content- \$0.00, Monthly cost (one location)- \$19.00 a month, Multiple locations- \$9.99 per location MoBistro Premium Service (managed by Mobistro) Load initial content- \$74.99, Monthly cost (one location)- \$34.99 a month, Multiple locations- \$14.99 per location	Yes	Yes	Compatible with over 2,500 mobile devices	Roughly 72 hours, unless rush order is needed	Yes	Yes (http://m.mobistro.com/)	Google Analytics	Yes	Yes	Yes	Yes	Yes	Yes	External Links (UrbanSpoon, Yelp), Events, Specials, One touch dialing, Trial period free for 30 days with no credit card required	Are you willing to give up one in ten potential customers just because your website is not compatible with a mobile device? You simply can't afford to ignore this growing segment of your customer-base. Get started by signing up, loading content and promoting. It is only a matter of time before virtually all food establishments launch mobile websites. Isn't it time for you to get a leg up on your competition?
CHOMPSTACK	Creates and manages mobile websites	Basic plan is \$15/month Standard plan is \$30/month Premium plan is \$60/month Pro plan is \$120/month	Yes	Yes	Supports thousands of devices	Up within the day	Yes	Yes	Site analytics tools are only available with upgraded plans	Yes	?	Yes	Yes	Yes	Yes	External Links (OpenTable, Yelp), Specials, Promotions, Events, OneClick calling	The number of smartphones sold in 2010 is projected to be larger than the number of laptops and netbooks combined, which means the number of people looking up your restaurant on their phones is constantly growing and soon more people will discover your restaurant on their phones than on laptops and desktops! Can you afford to ignore such a huge segment of the market? Gain the advantage over your competition. Increase revenues by drawing more customers to your restaurant through your mobile website.
MOBILEHUNGER	Converts restaurant menus into an iPhone website	FREE (revenue model will consist of a monthly fee to the restaurant, upgrades like domain hosting, removal of all Mobile Hunger Branding, data entry, Open Table affiliate, etc...	Yes	Yes	iPhone only	Under 30 minutes	Yes	No	Basic mobile analytics	Yes	Yes	Yes	Yes	Yes	Yes	Customizable food borne illness disclaimer?!	On-the-Go users, A.K.A. mobile users, looking for restaurants only want to know what's on the menu and where you are located. Reach customers who use apps like, Open Table, Urban Spoon, Four Square, Gowalla, Yelp, and more. Start using Mobile Hunger today and eat your competition for lunch. They will still be posting their menu as a PDF. That is so 1990s.
POCKETDINER	Creates mobile restaurant websites	Small (1-4 locations) 19 pounds a month, Medium (5-14 locations) 74 pounds a month flat rate, Chain (14+ locations)-prices available on request	Yes	Yes	Works on all phones	?	Yes	No	You can install your own tracking code, such as Google Analytics	Yes	Yes	Yes	?	Yes	Yes	Events, Promotions, Free upgrades	There's no doubt within the industry that mobile browsing is going to be a pretty big deal over the next few years, so by getting involved early you'll be a real trend-setter and show your customers (and competitors) that you're both innovative and cutting edge.

Competitive Analysis

	GLOBAL NAVIGATION	FOOTER NAVIGATION	HOMEPAGE CONTENT	OVERALL
MOBISTRO	<p>HOME</p> <p>PLANS & PRICING (simple, to the point)</p> <p>LEARN MORE (overarching term that encompasses mobistro's services, how it works and why customers choose it over the competition)</p> <p>GALLERY (future idea, give visual examples of current customers, this could also be called clients)</p> <p>BLOG (future idea, mobile related, restaurant related industry news)</p> <p>CONTACT US (a must)</p>	<p>CONTACT US (a must, leads to same link on global navigation)</p> <p>SITE FEEDBACK (interesting idea, suggestion box is comprised of tabs of suggested ideas, accepted ideas, and completed ideas)</p> <p>TERMS OF SERVICE (essential)</p> <p>PRIVACY POLICY (essential)</p>	<p>IMAGE (cellphone with mobile site displayed, examples of restaurant site before it was converted and after, multiple screenshots of various mobile features)</p> <p>BOTTOM CONTENT (links to Case Studies/links to How It Works/ links to Why Mobile- all those links lead back to information included under the LEARN MORE link on the global navigation bar, links to MoBistro's presence on social networking sites, small slideshow of clients)</p> <p>TOP RIGHT CONTENT (login link)</p>	<p>Well designed site, content rich, strong searchability, unambiguous labeling scheme</p>
CHOMPSTACK	<p>LEARN MORE (this section explains why customers choose their services, I was expecting that information, in addition to features, but features were buried in text, and not all were included, bulletpoints would provide more visual cohesion)</p> <p>GET A QUOTE (simple and to the point, would be beneficial to potential customer to include some idea of a price range)</p> <p>CONTACT (a must)</p> <p>BLOG</p> <p>LOG IN (usually located above the global navigation, but the global navigation is too high up on the page)</p>	<p>Broken down into three categories:</p> <p>COMPANY</p> <ul style="list-style-type: none"> • CONTACT (leads to global navigation 'Contact,' which lights up) • BLOG (leads to global navigation 'Blog,' which lights up, repetitive and unnecessary) • TERMS OF SERVICE • PRIVACY POLICY • PRESS <p>PRODUCT</p> <ul style="list-style-type: none"> • LEARN MORE (leads to global navigation contact, which lights up) • GET A QUOTE • LOG IN <p>PARTNERS</p> <ul style="list-style-type: none"> • RESELLERS • RESELLER LOGIN <p>FAT FOOTER</p>	<p>Too much information on homepage, shouldn't have to scroll down that much</p> <p>IMAGE (cellphone images of what Chompsack has to offer along with brief description and link to 'Learn More' which is also included on the global navigation bar)</p> <p>MIDDLE CONTENT (Chompsack clients- four logos of companies, click on logos for examples of what their mobile site would look like. Good idea.)</p> <ul style="list-style-type: none"> - Three columns/ Three rows of features-organized in information overload mode. Should be stripped down. No cohesion - Feed from blog on homepage. Unnecessary. Leave out. - 'Did You Know?' box, great supplement to 'Learn More' section, quick mobile marketing facts - Latest Tweets: I would either rid of this entirely or add it on to some sort of social media section., content on website should be current and informative enough that tweets aren't necessary 	<p>Could use some work. Homepage could be stripped down into only the most relevant content. Too content heavy. Could use utility navigation for the login section. The 'Learn More' section could be utilized more effectively to include all of the features in an easier-to-read fashion. Overly repetitive footer navigation bar links.</p>
MOBILEHUNGER	<p>HOW IT WORKS (features three screenshots illustrating how to create a menu using Mobile Hunger, unfortunately the screenshots are too small and the details are illegible)</p> <p>WHY USE MOBILE HUNGER (fun comic, facts on mobile users- although there are no links to sources and some of the facts are questionable, features would be more appropriately listed under this heading)</p> <p>WHO IS USING MH (should be consistency with language-either MH or Mobile Hunger, not both, they listed a wide variety of clients-good marketing)</p> <p>START NOW (this link is only available on the homepage for some reason, should be static on global navigation bar)</p> <p>CONTACT (no telephone number or address listed, just a message box)</p>	<p>Capitalization of letters on the global navigation links and footer navigation links is not consistent, placement of links on both bars doesn't match up, most bottom navigation links are just redundancies of global navigation links, no privacy policy?</p> <p>HOME (redundant on the homepage)</p> <p>HOW IT WORKS (leads to global navigation 'How it Works')</p> <p>WHY USE MOBILE HUNGER (leads to global navigation 'Why use Mobile Hunger')</p> <p>WHO IS USING MH (leads to global navigation 'Who is Using MH')</p> <p>CONTACT (leads to global navigation 'Contact')</p> <p>TWITTER (social networking links on footer navigation are a nice addition)</p> <p>FACEBOOK (social networking links on footer navigation are a nice addition)</p> <p>TERMS OF SERVICE</p>	<p>Untraditional layout- but fun, fonts, color scheme and language are looking to attract a younger demographic, some of the colors of the text are hard to read against the background, some of the fonts appear unprofessional, noticed a grammatical error also which takes away from the users trust of the product, almost no scrolling on homepage is a plus</p> <p>UTILITY NAVIGATION (located in an untraditional place, but it still works) IMAGE (cellphone-examples of mobile sites that act as a slideshow along with brief description of the service offered and link to 'How it Works' which is also included on the global navigation bar)</p>	<p>Fun design idea. Went outside of the box/against tradition with content placement but it worked! Definitely needs color/background/font redesign. Very difficult to read text. Grammatical errors. Telephone contact and/or address is needed.</p>

POCKETDINER	<p>HOME</p> <p>FEATURES (comprehensive list of features, the white font can be difficult to read against the dark background)</p> <p>10 REASONS (like this numbered list idea of features, mobile facts and statistics and incentives)</p> <p>PLANS & SIGNUP (lists plan options and prices, provides users with a link to sign up for a plan, provides U.S. users the option to check out U.S. prices, the small white font is hard to read on the red background, FAQ's are listed here but could be hard to locate under this label)</p> <p>CONTACT (all the required contact information, in addition to a message form, typing in the required phone number into the message form won't work with a U.S. number so message wont send)</p>	<p>TERMS & CONDITIONS</p> <p>No real bottom navigation. More of a big bottom space of content that remains static throughout the entire site, includes recent tweets, mobile statistics(lists sources, flash), some screenshots, clients (small sampling of 6), fan quotes, no Privacy Policy listed</p> <p>FAT FOOTER</p>	<p>IMAGE (cellphone-video demo of pocketdiner once you press play on the cellphone screen)</p> <p>'Key Features' are listed which is a nice touch, link to demo, link to 'Plans & Signup,' all the important content on the homepage is listed without having to scroll</p>	<p>Attractive design. Effective use of color.</p>
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