COMM 5961 Final Report
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1. Problem background

The topic of the website is TABEHONDAI which means "all you can eat" in Japanese. Recently, TABEHONDAI is becoming popular in Hong Kong especially among young people group because of the affordable prices and various choice of food. TABEHONDAI restaurant in Hong Kong mainly refers to Japanese cuisine, such as sushi, Japanese hotpot, and Japanese barbeque. However, with the tense competition in the catering industry, the concept of TABEHONDAI had applied to different types of cuisine, such as Korean food, dim sum, or hotpot. Some big enterprises are famous for TABEHONDAI restaurant for example, Kabu which provides Japanese Hotpot, barbeque, and vegetarian hotpot. But there still some small restaurant that are selling TABEHONDAI services. In Hong Kong, people mainly use OpenRice to search the restaurant information. When I was doing research, I found that OpenRice didn't provide a tag for TABEHONDAI restaurant. The restaurant was separated according to their cuisine type, district, and price. For people who wants to search TABEHONDAI restaurant information, they need to choose the cuisine type and filter out the restaurant which provide TABEHONDAI services by themselves. Therefore, I found out that Hong Kong is lacking a website that summarized all kinds of TABEHONDAI restaurant for people who are planning to go to a TABEHONDAI restaurant.

2. Requirements

Interview

In order to find out consumer's thought about TABEHONDAI restaurant. I had interviewed some young people as the identity of TABEHONDAI restaurant customer to find out their needs and their suggestion toward the websites. The interview questions are mainly related to their intention, frequency, personal habits, and dining time. I also ask them to compare the existing TABEHONDAI related website or app to find out the advantages and disadvantages of current competitors. The interview result shows that they hope the website could provide similar setting as OpenRice which separate the restaurant into different characteristics, allows users to post comment and list a popular restaurant ranking. Some of them also ask for reservation function on the website so that they can directly make appointment through the website instead of calling restaurant.

Persona

Through the interview, I had summarized the target persona of the website which is people who age between 15 to 45 who loves dining outside and is able to use website for restaurant information searching and make online appointment. The target persona should also be willing to try new cuisine and love gathering with friends. Since TABEHONDAI restaurant is usually for gathering purpose, so our target customer needs to be a person that frequently gather with friends or family.

Story Map

According to the target persona, I've designed the Story Map to demonstrate what people will do when they decided to go to a TABEHONDAI restaurant. Firstly, they would find a restaurant and shortlist some suitable restaurant. They would send the shortlisted restaurant to their friends or family for the final decision. During the consideration time, they would evaluate the location, price and the type of cuisine to select the restaurant. For the booking process, they will do it through website or OpenRice, but most of them would call the restaurant directly since not every restaurant in Hong Kong own their official website and OpenRice is not providing booking functions for small restaurant. They would find the restaurant address and consider the transportation route. Lastly, they will post their comment about the restaurant on social media. Some of them might also post it on OpenRice or Google Map to rate the restaurant. From the story map, it is obvious that my website needs to satisfy users' need in choosing restaurant, browsing restaurant information, making reservation, and giving comment.

3. Design

The design of my website aims to satisfy users' needs in choosing a TABEHONDAI restaurant. I have set up 放題專區 to separate TABEHONDAI restaurant into different characteristic. Users can search restaurant by choosing price, cuisine or region. When they click into each page, they can see the name, district, address and price per person of the restaurant. Users can make a direct call to the restaurant for more detail information and make appointment. Since not every restaurant in Hong Kong own their website and post their detail information online. It would be more effective for users to directly contact restaurant instead of relying on the information that provided by third party. Therefore, my website would provide the basic information of the restaurant and a reservation button for them to call the restaurant. Moreover, my website will also provide a rank list for users who want to know the popular TABEHONDAI restaurant in Hong Kong. I separate the rank list into monthly, yearly and

website recommend rank list. For rank list in monthly and yearly, the result would summarize users' recommendation from the post in forum. For website recommendation, it will be an advertisement part for restaurant who want to promote their fame. They can contact the email that post in the page for advertisement details. Since the OpenRice website contain so many advertisements that is irrelevant to the restaurant and was disturbing. Therefore, my website will summarize the advertisement part in one page which is more effective and user-friendly. The forum is designed for users to post their comment or suggestion about different restaurant. Users need to register before they make a post. They can edit or delete their post anytime. Since I observe that most of the Hong Kong people love joining Facebook group to communicate on a certain topic. In Facebook, there is a 香港自助餐及放題關注組 which for people to share the discount information and review. Therefore, my website will build an environment for users to communicate on the TABEHONDAI restaurant.

4. Evaluation

Usability & A/B Test

During the usability and A/B Test, I had prepared the Figma version website for 5 users to test user experience. The test shows that the website is user-friendly in choosing the restaurant, but the distribution of the website is messy. They suggest me to group the related navigation together and open the forum for all users. I had revised the final version based on their suggestion. According to the statistic provided by Google Analytics, most of the user click into the forum and button in the homepage which is set up for users to access to the main function of the website. They are interested in the rank list more than the restaurant information.

In the A/B Test, I had conducted a test on whether adding a word "Highlights" to capture users' attention for my main functions that introduced in the home page. The result shows that the second version is better, but the test is only conducted for one day, so I think the result might not be accurate.

Recommendations

Due to the limitation of coding skill, I think there are lots of improvement in my website. If the website wants to be sustainable, the information of the restaurant should always be the most updated one. It should also provide more attractive function to attract users, for example, connecting with the restaurant to introduce some discount that is exclusive for website users. Since my target audience of the website is the consumer, therefore more research and functions that related to the supplier (restaurant) is needed to maintain the sustainable development of the website.

Appendix

1. Boostrap theme: Clean Blog https://startbootstrap.com/theme/clean-blog

2. Figma prototypes:
   https://www.figma.com/file/tLYu9GbT740VzOpxWug4fi/%E6%94%BE%E9%A1%8C%E8%B3%87%E8%A8%8A%E7%B6%B2?node-id=13604%3A660

3. Data scraped from OpenRice:
   https://www.openrice.com/zh/hongkong/restaurants?what=放題
   From Page 1 to Page 11

4. Name of Google Analytics: TABEHONDAI-FINAL

5. Image reference: from Google (Image with authorization in business use):

   I. https://cdn.theculturetrip.com/wp-content/uploads/2019/06/hnd5kc.jpg

   II. korean-chicken-wings-gochujang-sauce-with-kimchi-pickled-radish_250927-493.jpg

   III. Tim_Ho_Wan_USA.0.jpg

   IV. traditional-japanese-sushi-arrangement-high-quality-beautiful-concept-photo.jpg

   V. 2017_11_13_35762_1510548782._large.jpg

   VI. 181114130138-korean-food-2620014201204004k-jeonju-bibimbap.jpg