

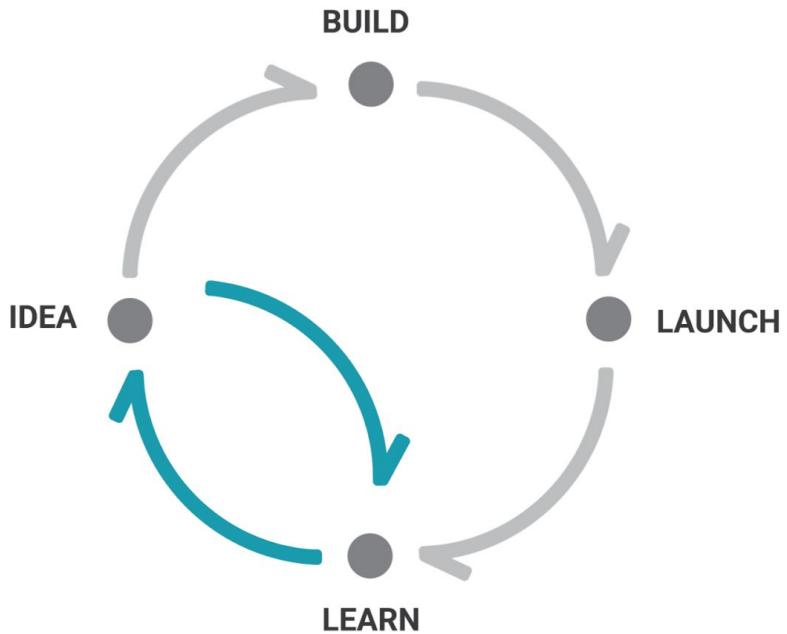
Diner Profile Sprint

April 2018, Q2

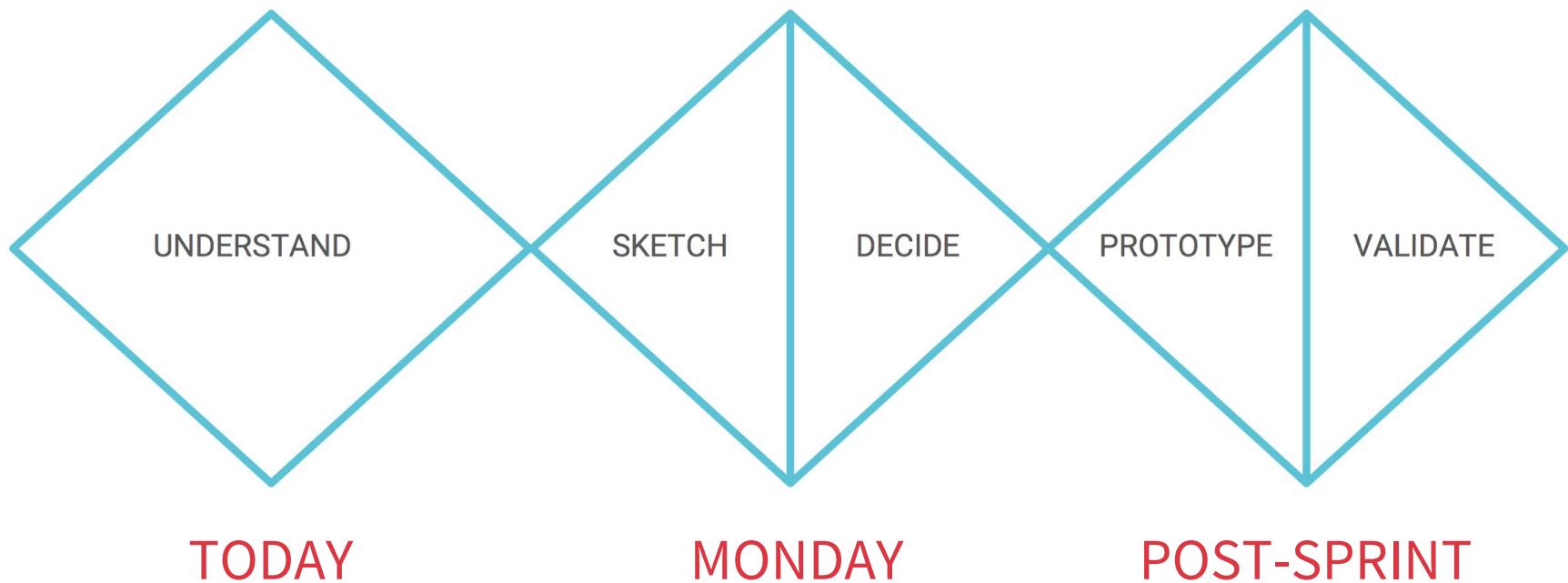


What is a Design Sprint?

A design sprint is a framework for answering critical business questions through design, prototyping, and testing ideas with users.



Framework to support divergent and convergent thinking



Day 1

Understand

What problem are we trying to solve?

We don't know enough about our users to personalize their experiences—both during their dining experience and in our product.

The Design Challenge:

Diners: Learn the right things about our users in order to personalize and improve their experiences, both in our product and at the restaurant through hospitality.

Restaurant: Help restaurants improve and personalize their dining experiences by knowing their diners better and being able to access necessary information about them.

“

We have a diner database of 50+ million diners from around the world, yet we know little to nothing about them. Of what we do know about them, this information isn't shared to the restaurants in a consistent manner.

[Sharing Diner Information w Restaurants | Product Brief](#)

“

Knowing the occasion a guest is coming in for will help FOH staff approach and connect in the appropriate manner. E.g. For a celebratory meal (promotion at work) they may be more festive and suggest cocktails, for a birthday, they may bring out cake, for a business meal, they may be less intrusive.

For special occasion meals, restaurants want to let their guests know that they acknowledge their special day and thank them for coming in for it.

[Guest Information Research](#)

“

Allergies are one of the few pieces of information that is universally considered a ‘need to have’. It is important for one reason: Restaurants don’t want to get their guests to get sick.

[Guest Information Research](#)

“

If we know that you like Pinot Noir, the sommelier come up to you and say, ‘Oh, Mr. St.Claire, I know that you drink Pinot Noir, and this is one of my favorite things I'm drinking right now. Would you like you to try it?’ I think that would go a long way.

Avenir

Lightning Talks

These will provide some background on the project

But first...

How Might We

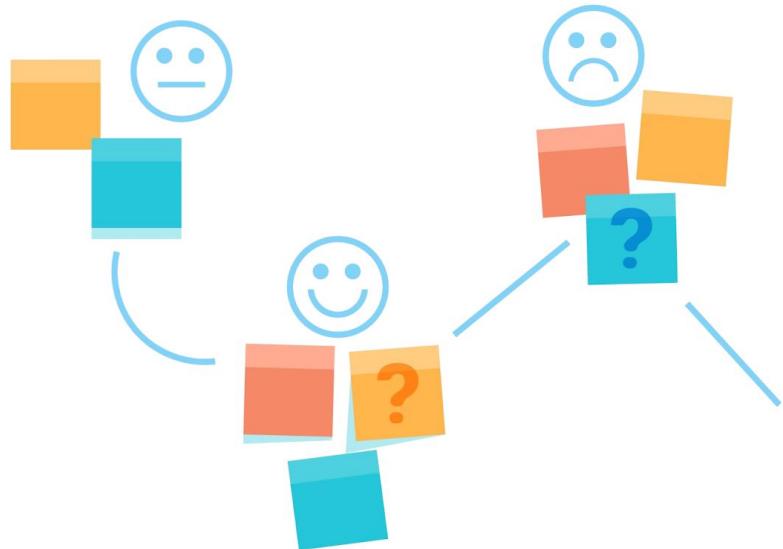
As you listen to the upcoming Lightning Talks, capture your ideas on post it notes

To do that we use a note taking method called **How Might We's.**

How: assumes opportunities exist.

Might: says we don't have to find something

We: is all about doing this together



Writing “How Might We”

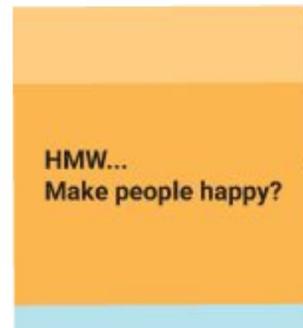
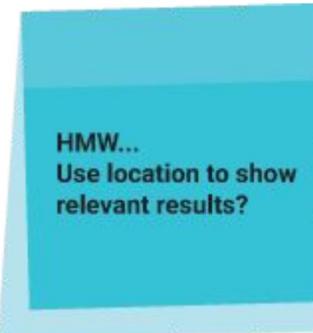
Write with a thick dark sharpie.

Be succinct.

One idea per sticky note.

Not too broad, and not too narrow.

If you don't write it down it can't be voted on.



Too broad



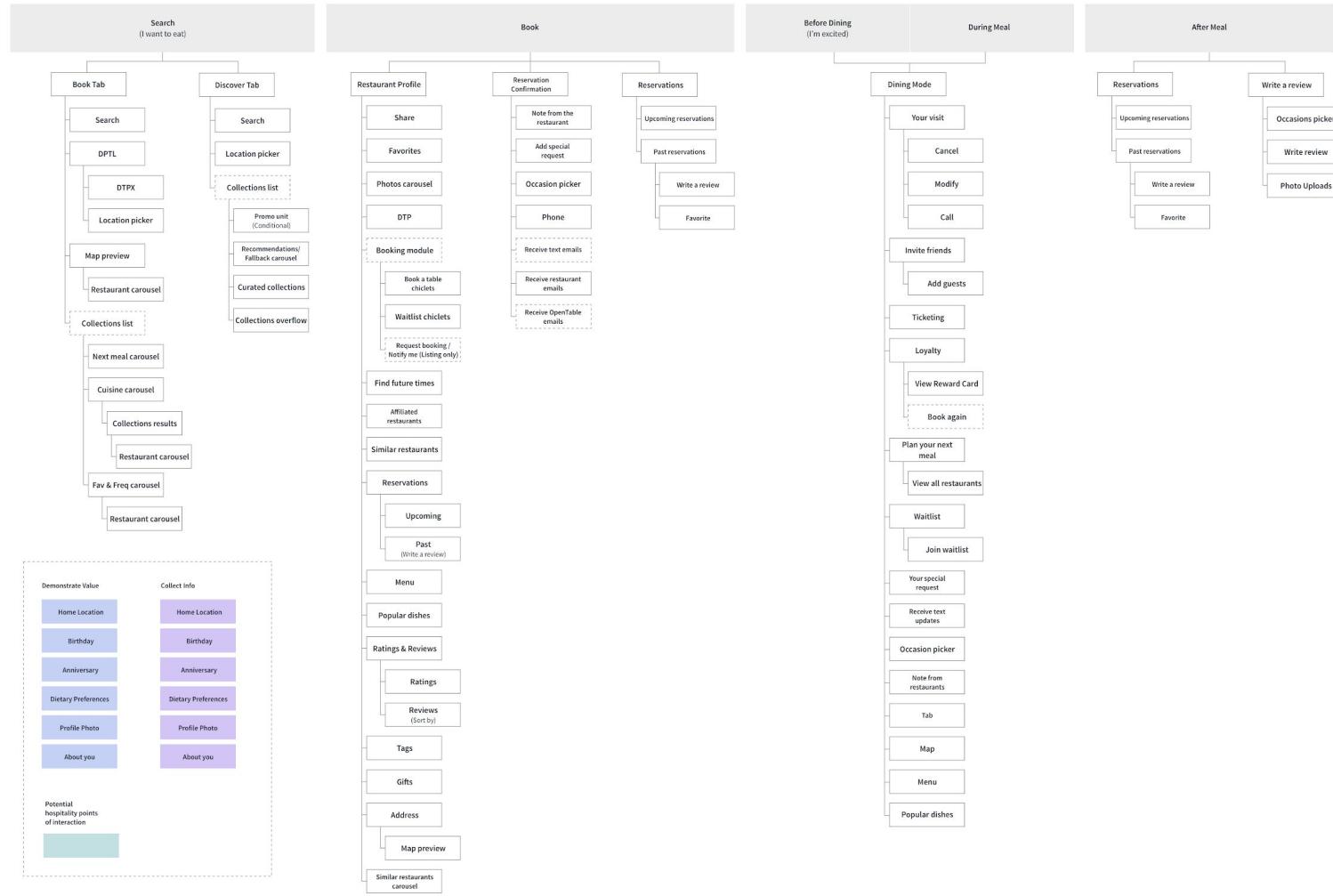
Too narrow

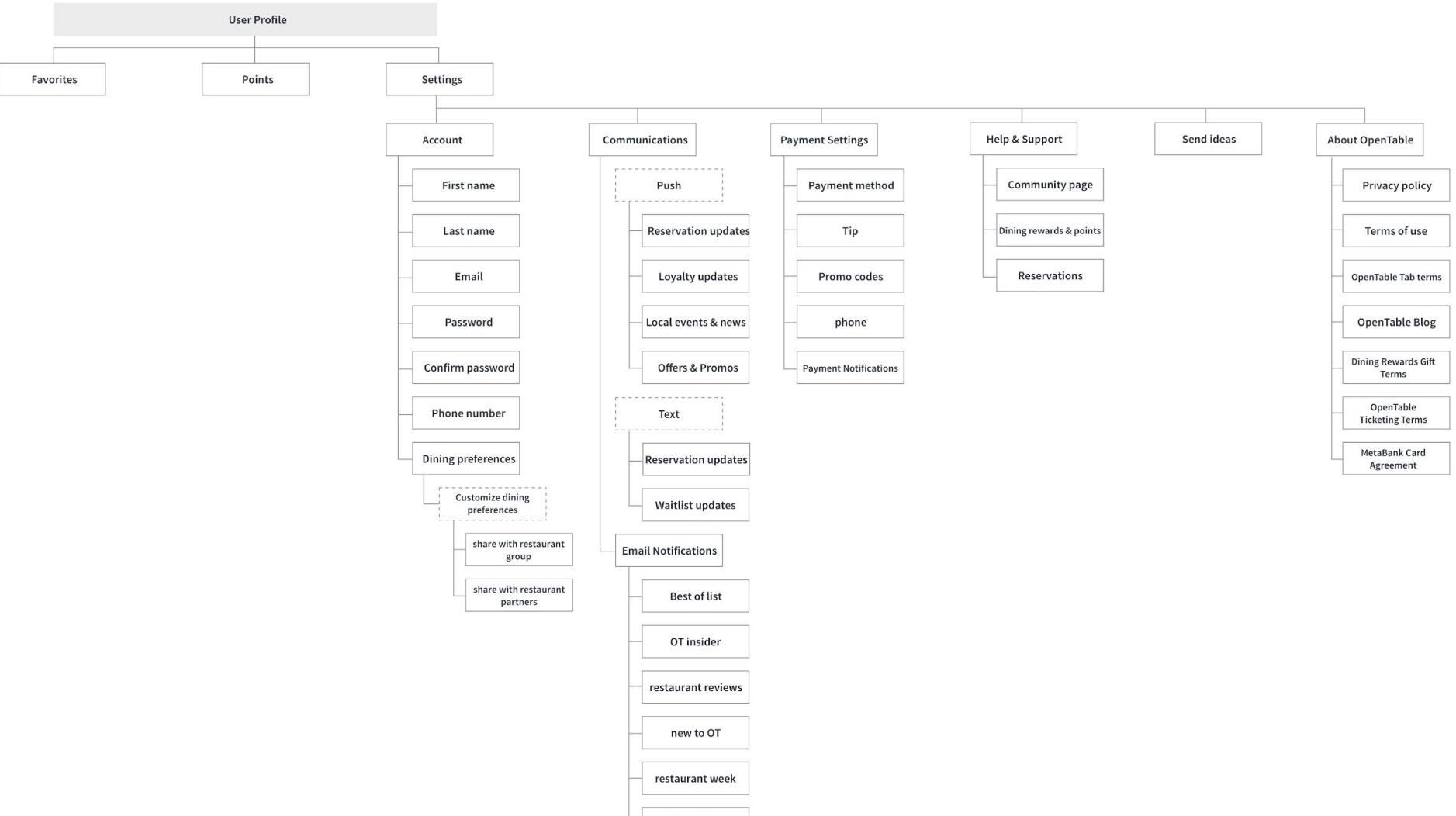
Lightning Talks

Product Brief Highlights

User Research Insights

Review Current User Journey





Competitive Analysis

How are other products getting this information from their users?

Day 2

Sketch & Decide

Agenda

1:00 - 2:00pm review & vote on HMWs

2:00 - 3:00pm datapoint exercise

3:00 - 5:00pm crazy 8's

Take some time to collect your thoughts:

- review white boards
- review HMW's
- review goals

Write a list of ideas that you think are compelling and want to draw out.

Today we will take 10 min.

Crazy 8's

Fold your paper into 8 rectangles. Sketch 1 idea in each rectangle rather than a storyboard.

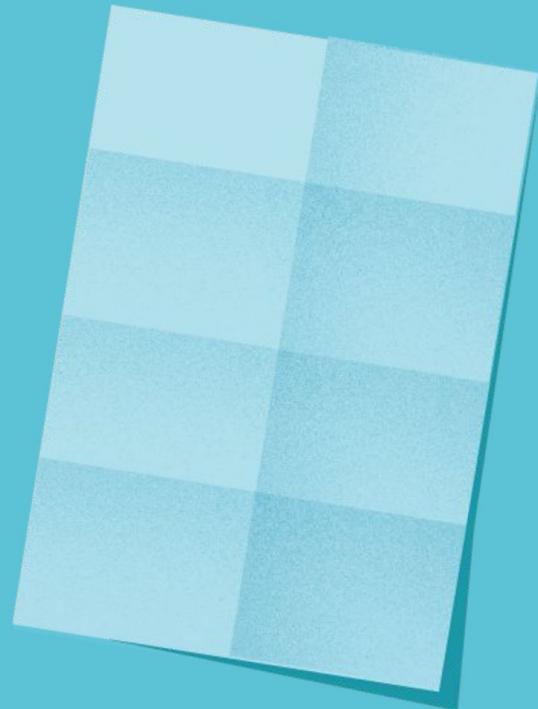
Go for quantity, don't worry about making these beautiful, these are just for yourself.

Try to get beyond your initial idea.

8 ideas in 8 min

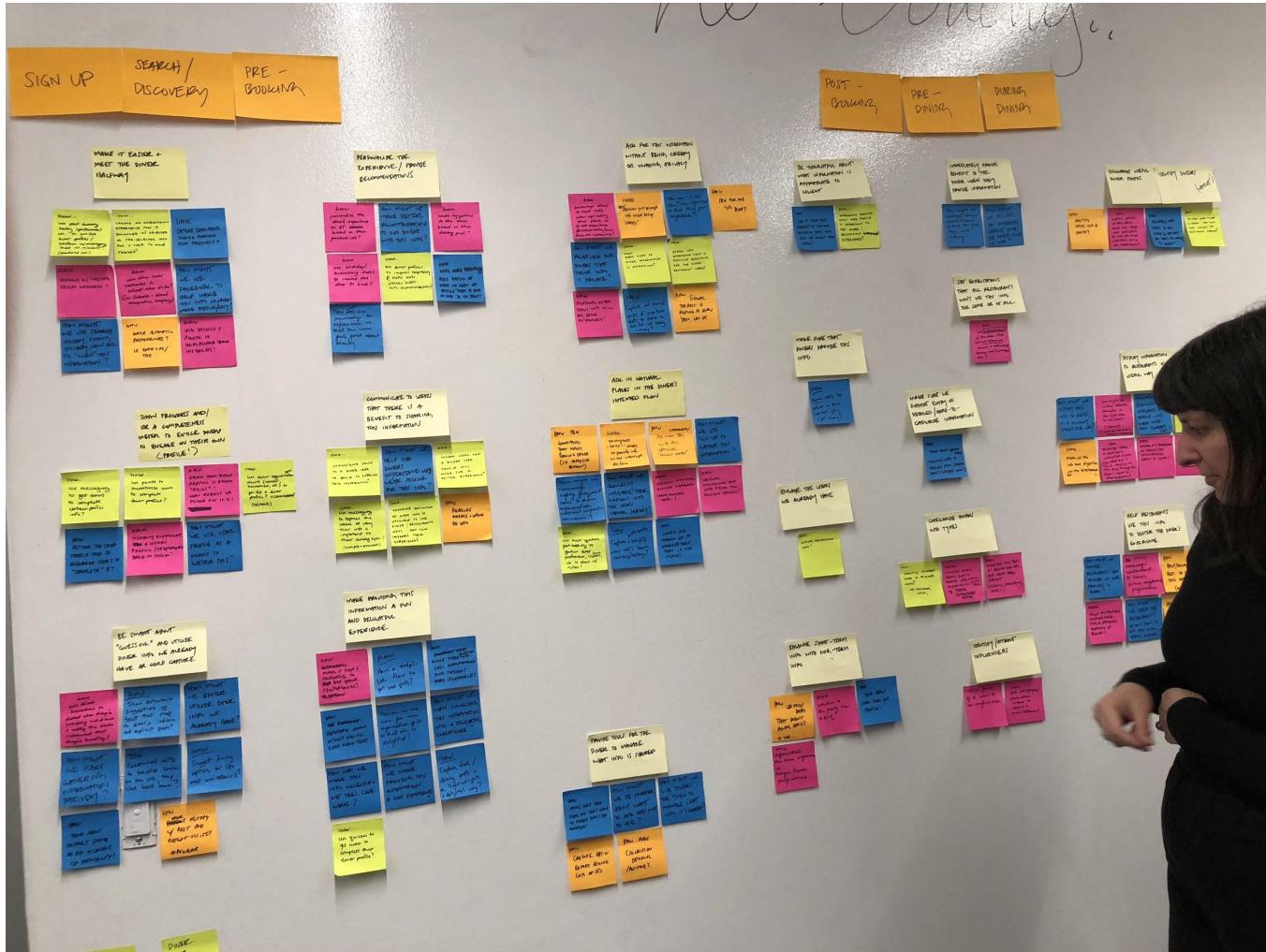


8 min.



Post Sprint

Prototype & Validate



Principles

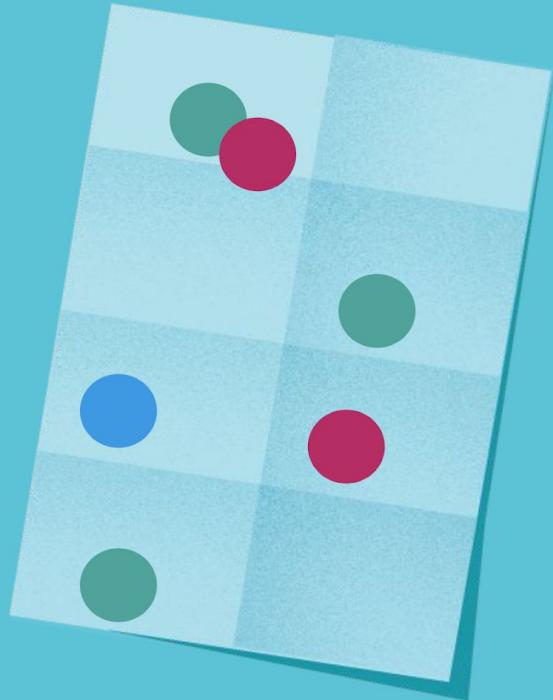
- How might we make it easier and meet the diner halfway
- How might we help restaurants use this information to better the diner experience
- How might we communicate to diners that there is a benefit and a value prop to sharing their information
- How might we make providing this information a fun and delightful experience
- How might we ask in natural places in the diner's intended flow

Principles

- How might we ask for this information without being creepy or invading privacy
- How might we be smart about “guessing” and utilize diner info we already have or could capture
- How might we personalize the experience and/or provide recommendations
- How might we leverage information that the restaurants already have about diners
- How might we encourage diners to keep their information up-to-date?

Share & Vote

Give each person 3 minutes to present their ideas. Then provide each person with 3 dots to vote on the sketches.



10 min.

How might we make it easier to meet the diner halfway

CUISINES

| | |
|---|---|
| X | V |
| | |
| | |
| | |
| | |

"TAP"

DONE

NAME

BONI

CONNECT TO SOCIAL NETWORK

YES NO

STORY RACING
A A A A A

A A A A A

A A A A A

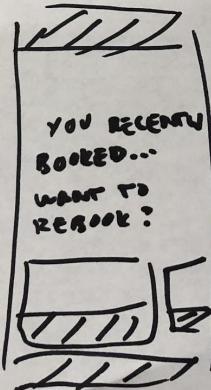
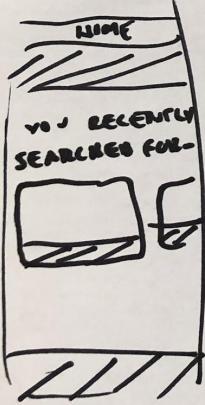
CUISINE

FAVORITE X

8 1 PEOPLE

IS THIS YOUR STANDARD PARTY SIZE

YAY! NAY



THANKS!

HOW WAS YOUR EXPERIENCE?

UPDATE PROFILE?



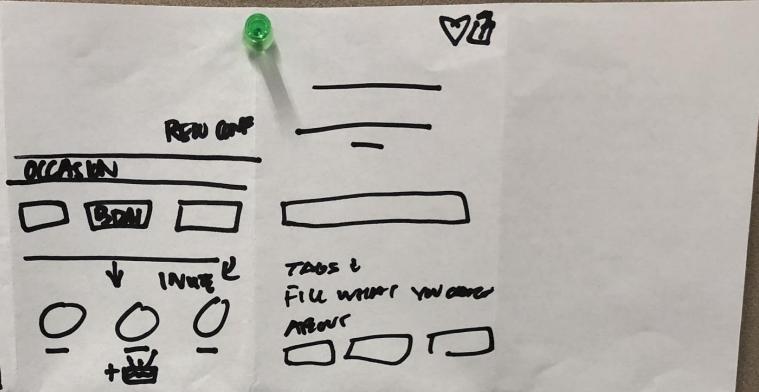
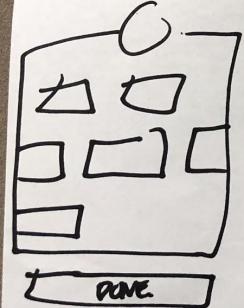
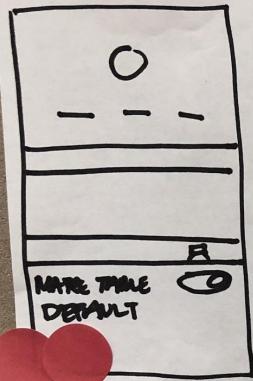
"I WANT TO BEEF UP YOUR PROFILE?"

... DON'T SHOW AGAIN

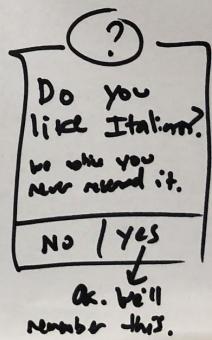
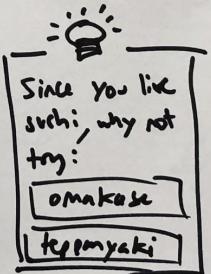
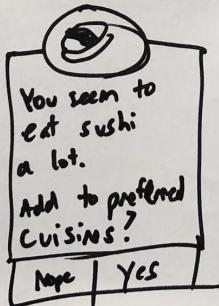
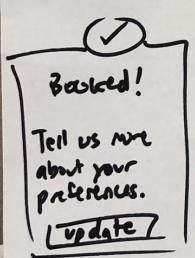
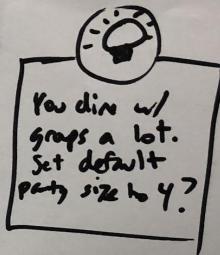
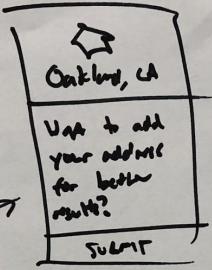
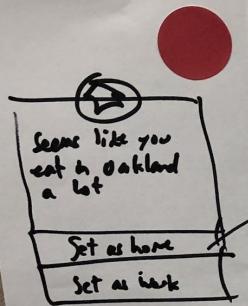
RECOMMEND

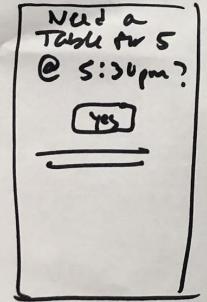
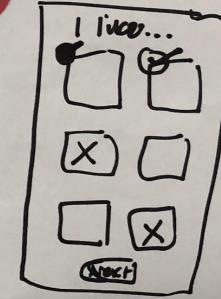
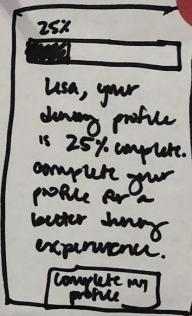
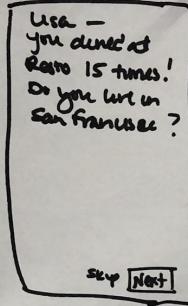
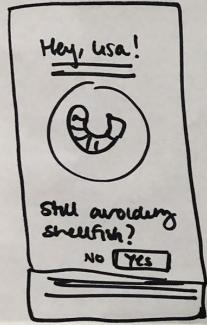
Bookmark

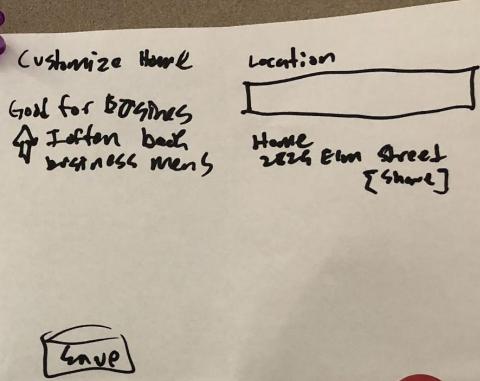
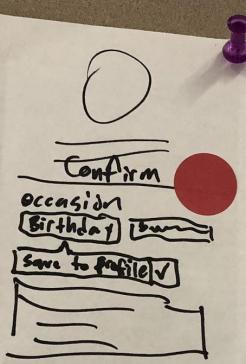
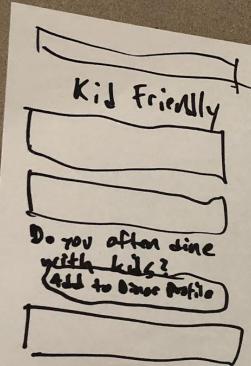
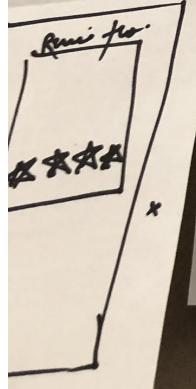
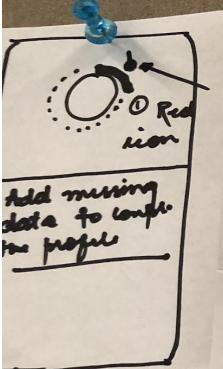
★ Leave Review



✓ 13







History
Bob's Bistro
↑ ↓ endorse/
tag outdoor

Listed in
Style entrance
+ Save to profile

Save
search
Query

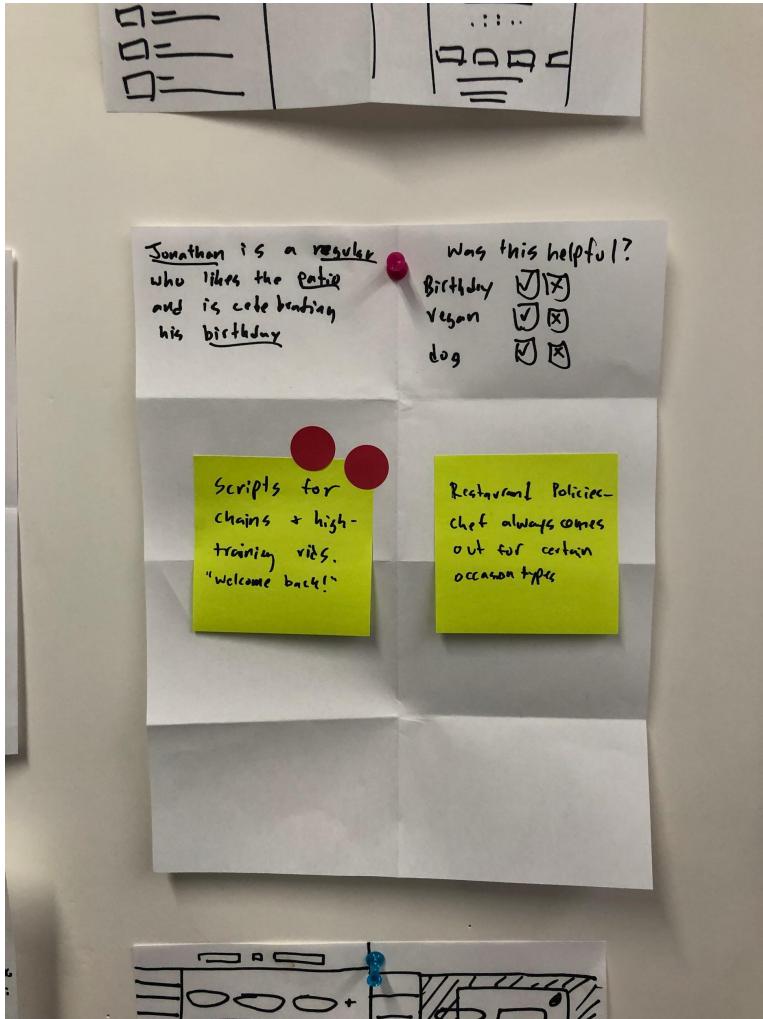
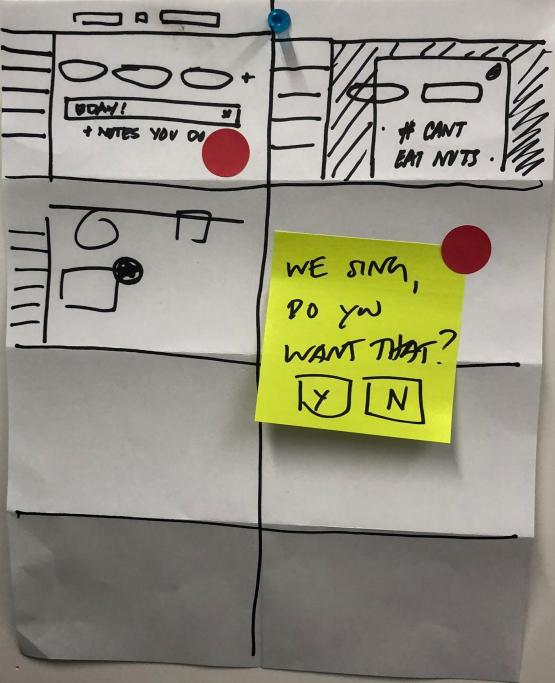
Adults (-+)
Kids (-+)
Dine (-+)

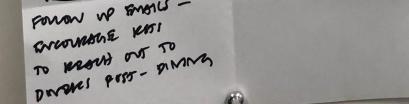
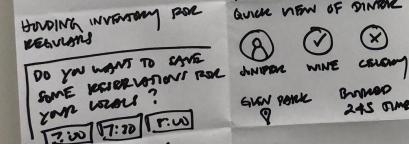
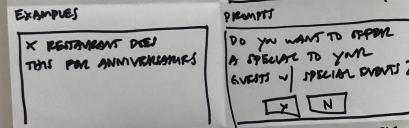
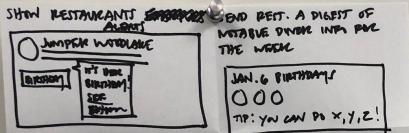
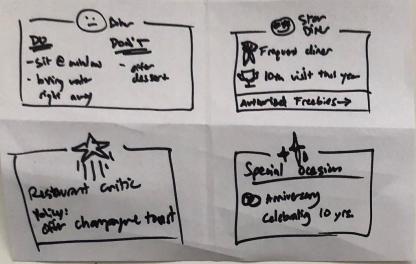
Pull keywords
from free
text notes

tell user that
the info will
show up on
the host's iPad

Divide out
kids on DTP

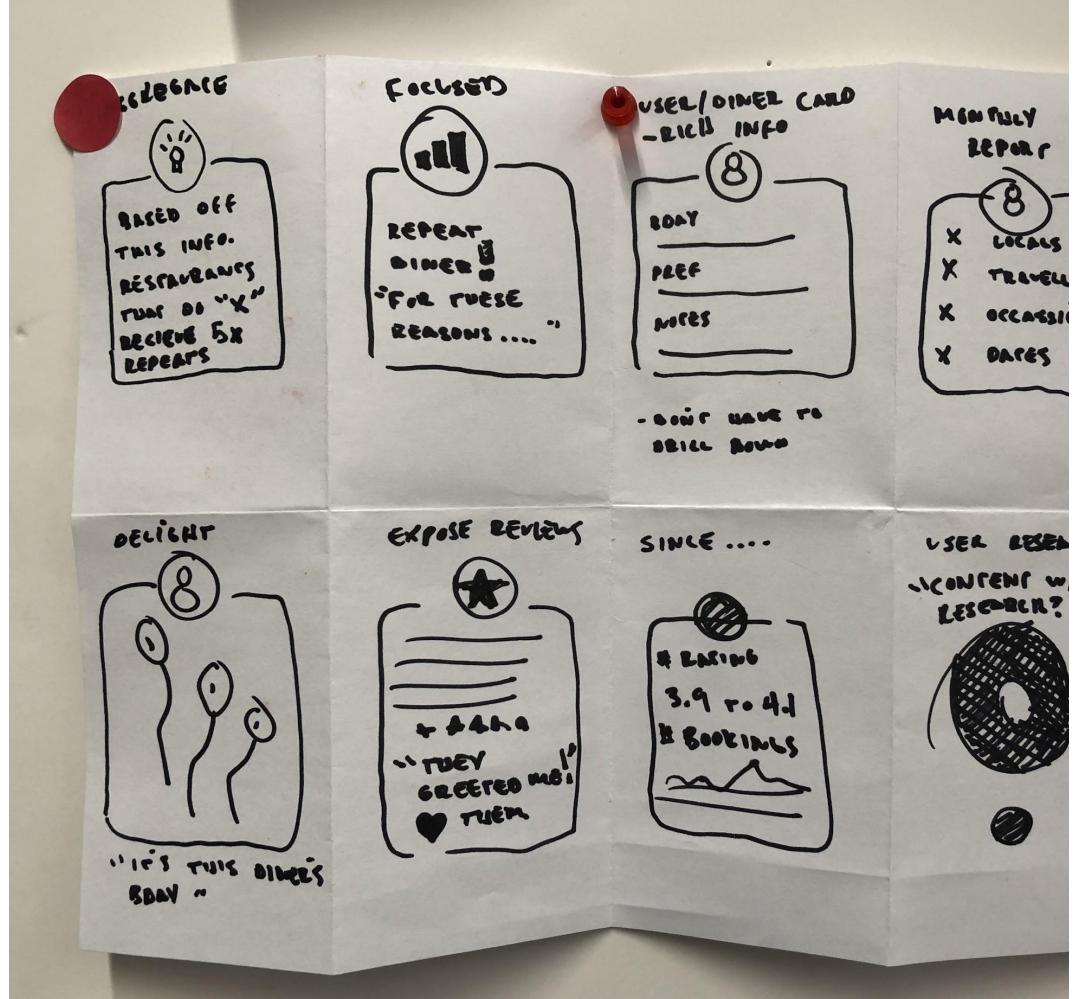
How might we help restaurants use this information to
better the diner experience





BET. CAN SAY THEY DON'T CARE ABOUT BIRTHDAYS!
BASE THIS ON \$\$\$ FOR BIRTHDAYS!

DO YOU WANT TO SPEND A SPECIALLY TO YOUR GUESTS? / SPECIAL EVENTS?
X N
COULD REST CONFIGURE WHAT THEY WANT TO KNOW?



Data Point Validation Exercise



HOME LOCATION

KNOW IF YOU'RE TRAVELING - GIVE THEM A SURPRISE!

KNOW IF THEY ARE TRAVELING - MAKE RECOMMENDATIONS FOR OTHER THINGS TO DO DURING THEIR STAY

KNOW IF THEY ARE LOCAL (MAKE THEM A REGULAR)

WRITE BDY CARD

HOW CAN A RESTAURANT USE THIS?

LOCAL REGULAR VS TRAVELER REGULAR

MIGRATE RESTAURANT TO YOU AS LOCAL

SPECIAL MENU FOR LOCALS

"LOCAL MENU" or, Local specialty recommendation

WHERE DO MOST OF MY BOOKERS LIVE?

GIVE LOCAL DISCOUNT

KNOW THAT YOU TRAVELED A MEDIUM DISTANCE AS A SPECIAL OCASION

RECOMMEND PLACES SIMILAR TO HOME WHILE TRAVELING

PREDICTABLE COVERS

8 DAY BACK REMINDER

GIVE POINTS

WHAT CAN WE DO IN THE PRODUCT WITH THIS INFO?

RESERVE YOU

WELCOME YOU WHEN YOU TRAVEL

SMART DIP

RESERVE YOU

WELCOME YOU WHEN YOU TRAVEL

INFO ON RESTAURANTS GIVING SPECIALS ON YOUR BIRTHDAYS

WE KNOW YOU TYPICALLY EAT NEAR HOME IN CERTAIN TIMES, SO RECOMMEND RESTAURANTS I HAVEN'T TOLD NEAR HOME

RECOMMEND PLACES LIKE LOCAL PLACES WHEN YOU ARE TRAVELING

SO YOU PLAN TO CELEBRATE BIRTHDAY IN A COUNTRY (STRONG & LOCAL)

MORE PLACES AROUND HOME → ONE LESS STEP

RECOMMEND MORE PLACES IN YOUR NEIGHBORHOOD

RECOMMEND PLACES NEARBY

WE KNOW HOW FAR YOU ARE WILLING TO TRAVEL

WHAT KIND OF TRANSPORTATION

WEATHER RECOMMEND

HOME LOCATION

KNOW IF THEY ARE TRAVELING - MAKE THEM A REGULAR

BIRTHDAY

WRITE BDY CARD

LET'S THE CUSTOMER - HIGHLIGHTED MOMENT - COMPLIMENTARY ITEM

FREE WINE

IN DINER

ANNIVERSARY

WRITE HAPPY ANNIVERSARY CARD

GIVE FREE DESERT, CHAMPAGNE DINERS

CHEER THE CUSTOMER

SAME AS BIRTHDAY

PRIZE BEAT IF YOU ARE

HAVING PARK POINTS OR A POINTS CARD THEN THEY RECEIVED AN OFFERED CASH BACK

LAUGH SAY CONGRATS, ETC. (DO IT LIKE?)

(online message)

TICKETED CELEBRATIONS

SHOW ROMANTIC REST. REC + REMINDER

WE ARE CELEBRATING THE OCCASION (ROMANTIC, ETC.)

WE ARE CELEBRATING THE OCCASION (ROMANTIC, ETC.)

IN-APL FUND + GIFT TRIP

SPECIAL TABLE (NICE PLACE)

REMINDER

BETTER RESO SUITE (PREMIUM)

PURCHASE ITEMS AHEAD TIME

ANNIVERSARY

WRITE
HAPPY
ANNIVERSARY
CARD

give
free
dessert/
champagne to
diners

Offer:
Free
meal /
drinks/
hand-set get
reservations

XPRAISE
IF YOU ARE
PAINT THEM A
PICTURE...
CHOOSE AN
OTHER CRAFT THING

PREDICTED
COVERS

CARD, SAY
CONGRATS,
ETC. (DO
PPL LIKE?)
(online emails)

TICKETED
EXPERIENCES

GIVE REC'S
TO BUY
FLOWERS +
WINE?

all fitting for
the occasion
(romantic etc.)

IN-APPE
FOMO +
GIFT TRIP

SPECIAL
TABLE?
(MORE PRIVATE)

REMINDER TO
BOOK ... MEN

NOTIFY (with
BOOKER) AH-
SAD OF TIME
+
RECCO'S BASED
ON PAST BOOKINGS

BESTFOR
RESO SUITS
(PREMIUM)

PURCHASE
ITEMS AHEAD OF
TIME

DIETARY PREFERENCES

don't kill
the diner

MAKE
MENU
RECOMMENDATION
BASED ON
PREFS.

EASILY FIND
DINER IN A
WAITING GROUND
@ THE BAR

RECOGNIZE
DATE/YEAR/
HERE

KNOW WHO
THE USER IS

DELIVER
SPECIAL
MENU TO THE
TABLE TWO
DINER ASKING

ANNOUNCE
MENU
BY SERVER

IDENTIFY
PERSON
RECOGNIZE
Diners right
away.

RECOGNIZE
YOU WHEN
YOU ARRIVE

SUGGEST
MENU ITEMS
FOR YOUR
PREFS

CREATE CUSTOMIZED
ON SUGGESTED
MENU OR FOOD
SELECTION/RECOMMENDATION

KNOW TO ASK
"ARE THERE
ANY DIETARY
RESTRICTIONS?"
AT THE TABLE

IDENTIFY
PEOPLE IN
PARTY AHEAD
OF TIME

SHOW
PRIORITY
INFO IN
BADGES/LABELS

RECOGNIZE
THE GUEST
WHEN THEY
ARRIVE

ACKNOWLEDGE
guests
(delight the
server)

HIGHLIGHT
REVIEW THAT
FIT PREFS

FILTER
REST.
HIGHLIGHT/CLK
NEW ITEMS

SHARING THE
CATER OR REC
POPULAR/RECOMMENDED
ITEMS TO MAKE
PREFERABLE

REVIEWS (YOURS)
HAVE MORE
AUTHORITY/
TRUSTWORTHINESS

Get summary
info
REMEMBER/
REMEMBER PAST

RECOGNIZE
BOOKER (DO
PPL ACCURACY
LWATT THIS?)

CALL OUT
RESTS WHICH
FIT PREFS
VISUALLY

MAKES
PROFILE
FEEL NICE
(COMPLETE...)

KNOW WHAT
OTHER FRIENDS
ARE ATTENDING

PURCHASE
ITEMS AHEAD OF
TIME

ALLOW YOU
TO BLOCK
UNWANTED RESTS.
THAT PERTINENT
YOU NEED

REC.
PLACES THAT
ARE VIBRANT,
EAT.

PROFILE
PRIDE

(INFLUENCER) ABOUT YOU

have influencer
do review or
do a write up
about resto.

KNOW IF
THEY ARE
GOING TO
COMMENT/
INFLUENCE
ABOUT THE
EXPERIENCE

TREAT NICELY
↓
FAVORABLE
MEETING?

RECOGNIZE
BOOKER (DO
ACCURACY
LWATT THIS?)

SHOW
SPECIAL
RECOS/CONTENT
ON A RESTO
(↑ UPFRONT)

SHOW
SPECIAL
RECOS/CONTENT
JUST FOR
INFLUENCERS

Food bloggers
famous off
can be shared
with other
diners

SHOW WHAT
HER FRIENDS
ARE ATTENDING

Incentivize
to contribute
influence
i.e. featured
in social media

SOCIAL
PROOF

Provide
more visibility
to influencers
on OT network

FOLLOW
INFLUENCER
DINING HISTORY

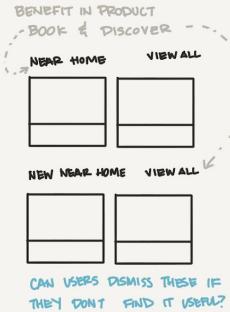
Initial explorations

HOME LOCATION

COLLECT -
IN LOCATION PICKER

DIRECT LOCATION
ADD HOME >
ADD WORK >
RECENT SEARCHES
OAKLAND, SAN FRANCISCO...

CAN WE SET RECENT SEARCHES AS FAV? OR DRAG INTO HOME?
CAN THEY GO INTO SETTINGS HERE?



HOSPITALITY MOMENT IN RESTAURANT

- SHOW IN GC → RECOMMEND LOCAL FAVORITES
GREET APPROPRIATELY
 - WORK W/ BRAND TO CREATE COLLATERAL?
→ "WELCOME[BACK] TO LA!"
 - CHECK → "SAFE TRAVELS"
- ↑
CAN THIS BE A TAG?
DINER TYPE

WHEN TRAVELING ...

WHAT IS THE THRESHOLD FOR TRAVELING?

DISCOVER TAB

LIST **LATENTS**
OBJ

WELCOME TO LA!

IS THERE A WAY TO PROMPT USERS TO UPDATE IF THEY MOVED?

FARGO
MORE IN
PATTI +
VUEBO

DINE LIKE A LOCAL **VIEW ALL**

HOW FAR DOES A PERSON TRAVEL TO GET THERE?
DOES IT SIGNIFY A SPECIAL OCCASION?

BOOK OR DISCOVER

REMINDS YOU OF HOME **VIEW ALL**



BIRTHDAY

COLLECT -
RESO CONFIRMATION SCREEN

WHAT'S THE OCCASION?



SPECIAL REQUEST //
HAPPY BDAY! HAVE ANY SPEC
IAL REQUESTS?

SHOULD THERE BE A SPECIAL
BIRTHDAY MODULE? OR TOO MUCH
BURDEN ON THE RESTAURANT?
CREATE A NEW MODULE
TO FILL OUT?
COULD THIS SCALE TO ADD
MORE "PROFILES"?

PINNED - COULD BE SUPER DISRUPTIVE



HOSPITALITY MOMENT -
IN PRODUCT



SHOULD IT BE DAY
OF? WEEK OF? BIRTH MONTH? BOTH?
GIVES USERS
TIME TO PLAN
FUN & DELIGHT?

"RESERVE A SPECIAL TABLE"
"WE SAVED YOU HOT TABLES"
"GOOD FOR GROUPS"
"PREMIUM
ACCESS?"



IN RESO CONFIRMATION PAGE



DON'T DO ANYTHING FOR
MY BDAY

DOES THIS SET UNREALISTIC
EXPECTATIONS THAT SOMETHING
WOULD HAPPEN OTHERWISE?
SHOULD WE ONLY SHOW THIS WHEN
RESTAURANTS SPECIFY ON GC?

HOSPITALITY MOMENTS
RESTAURANT

- COMPLIMENTARY FOOD
 - WINE
 - DESSERT
 - APPETIZERCAN PPL PICK?
- PARTNER w/ BRAND? ← OT BRANDING OR RESTAURANT?
 - BDAY NOTES (HANDWRITTEN SOMEHOW)FB MORE AUTHENTIC

CARD ON TABLE
TO PICK WHAT YOU
WANT & SEND TO
SERVER?

ANNIVERSARY

"SIGN IN FUN / WELCOME PRE"

COLLECT -
RESO CONFIRMATION SCREEN

WHAT'S THE OCCASION?



DO WE TREAT THIS THE SAME AS BIRTHDAY? DO WE WANT TO KNOW YEAR FOR BIRTHS SPECIALNESS?

SHOULD WE SPECIFY MENDING ANNIVERSARY?

IF A PERSON WE KNOW CELEBRATES TODAY CAN WE ASK THEM? DIRECT THEM TO SETTINGS?

POPOVER - COULD BE SUPER DISRUPTIVE



NAME POST BOOKING FLOW?

HOSPITALITY MOMENT -
IN PRODUCT



POPOVER? MOTION STUDY?
FUN & DELIGHT?

SHOULD IT BE DAY
OF? WEEK OF? []
BIRTH MONTH? []
BOTH?

→ GIVES USERS
TIME TO
PLAN

HOSPITALITY MOMENTS
RESTAURANT

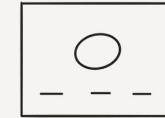
- COMPLIMENTARY FOOD
 - WINE
 - DESSERT
 - APPETIZER
- CARD ON TABLE
TO PICK WHAT YOU
WANT & SEND TO
SERVER?

- PARTNER W/ BRAND? ← OT BRANDING OR RESTAURANT?
 - NOTES (HANDWRITTEN SOMEHOW)
- IS MORE AUTHENTIC

SERVER SCRIPT? "CONGRATS"
"HAPPY ANNIVERSARY!"



IN RESO CONFIRMATION PAGE



IF GC SPECIFIES, CAN WE
HAVE BOOKER ADD THEIR
OWN SPECIAL NOTE WRITTEN
ON PRE-TEMPLATE NOTE

FREEFORM TEXT
TO ASK FOR SPECIAL
ARRANGEMENT.

CAN WE BUY FLOWERS OR STUFF?

→ INTEGRATION W/
FARM GIRL FLOWERS?

DIETARY PREFERENCES

COLLECT - SIGN UP FLOW/WELCOME TREE
BOOKING FLOW

SPECIAL REQUEST

SAVE AS PERM PREF? Y/N

WE CAN'T GUARANTEE REST WILL DO ANYTHING ABOUT IT... NEED COPY HELP!

CAN WE HAVE PRESELECTION BUCKETS?
CAN WE READ KEYWORDS?
→ THEN ASK USERS TO SPECIFY IF ITS PERMANENT?

POST BOOKING

YOU SAID YOU CAN'T EAT SHELLFISH.

SAVE AS PERM PREF?

Y/N

POPOVER?

SEARCH

VEGAN NO WHEAT

PREFERENCES FROM GL PORTED.

FREEFORM TEXT SEARCH ENABLED.

DO WE DO THIS MBDAY? WE THIS "TOP RATED"
SHOULD.

HOSPITALITY MOMENT -
IN PRODUCT

THE VEGAN OPTIONS ARE AMAZING...

VIEW LIST →

TOP PROMO UNIT ON WEB HIGHLIGHT REVIEWS W/ PREFERENCES?

BOOK / DISCOVER TAB

"BASED ON YOUR DIETARY PREF..."
"RECOMMENDED FOR YOU" ← SHOW GL BADGING HERE?



"HIGHLY RATED VEGAN!"

HOSPITALITY MOMENT -
IN RESTAURANT

- PREPARED MENU OPTION
→ KNOW TO ASK
- SERVER RECOMMENDATIONS
CALL TO CONFIRM

REST PROFILE

TAGS?

HIGHLIGHTS

REVIEWS

→ FILTER BY PREFERENCES
POPULAR DISHES
→ SURFACE TAGS + DISHES

PHOTOS

→ SHOW PHOTOS ON TOP CAROUSEL
→ WHEN WE START ADDING TAGS TO PHOTOS?! MABE?!

Voice of the User

Review past research and align on who we're designing for

Voice of the user

Who are your users?

- Do they have different behaviors?
- Do you describe them with personas? Or patterns?
- Are there multiple journeys through the product?

What is the end-to-end user experience?

- How do users arrive or begin?
- What are the entry points?
- What is the ideal or target path or flow?
- What are the key moments or touchpoints along the way?
- Is this a single or multi-session experience?
- How does the experience end?
- What are the exit points?
- How do we reach or serve users after they have finished?

Considerations

- We may be able to utilize data we already have, and/or could have the user confirm preferences we suspect
- May be able to get diner data from FB /IG
- Are users with “active” data more likely to engage?
- People dine differently based on occasions
- People like to talk about themselves
- We could build the diner’s data profile during sign up, later on in the experience, or both
- We could ask single questions in context, a series, or even a search engine
- Consider interruptive experiences in tandem with user-initiated profile building

User principles

- Only ask for information that we can utilize to create a better user experience
- When possible, leverage data we already have
- Let the user know why we want the information
- Don't prevent the user from a task (e.g. booking)