

# GLUTAID

## Elevator Pitch

Glutaid is an easy to use gps application that allows gluten intolerant users to pinpoint restaurants that offer gluten free menus. It's designed to be easy to use from the get go, in case you're in a pinch to grab some food, but don't want to risk committing to a restaurant that doesn't cater to your specific needs.

## Document Assumptions

- People who are gluten intolerant are frustrated with hard to find gluten menu options
- People will expect map directions after finding a restaurant using Glutaid
- People who need gluten free options don't have a lot going in their favor when it comes to gluten free menu items

## Problem Statements

- Identify what users want when they first open the app
- Identify how users want to filter what type of restaurants they want to see
- Identify the expectations of a user once they find a restaurant they want to dine at
- Identify how important it is that a user can trust the information they find on the app
- Identify the concerns of a user when first using the app, and if they will use it as their new form of gluten free targeting
- Identify the menu descriptions and details a user would like to see once they find menu options

## Survey Design

- Are you gluten intolerant?
- How often do you go out to eat?
- What are you looking for in an app that finds gluten free menu items?
- What are some frustrations when it comes to finding gluten free menu options?
- Describe your typical experience when at a restaurant for the first time and needing to find a gluten free menu
- Would you rather have a list of gluten free menus when you open the app, or a map with all of the locations that offer it instead?
- On a scale of 1-10, how likely are you to use a gluten free menu that you've found on Glutaid?
- Would you pay for a service like Glutaid?

## **Analysis / Results**

The main thing that was discovered, is that a majority of participants are not gluten intolerant, which is somewhat expected. This application is more catered to a specific group of people, so general polls won't be as helpful. A lot of people noted that they've never seen advertising for gluten free assistance, and agreed that it was definitely something that would be frustrating to find if you're gluten intolerant. A lot of people also noted they wanted to be able to block out all other options that weren't gluten free. The majority also agreed that a map design with pinpoints of restaurants was a much better user experience compared to a list of restaurants. One also suggested using both views. Another noteworthy thing is that everybody voted that they wouldn't pay for a service like glutaid, they'd rather have a free service. I believe that I did in fact address my problem statement correctly. Users want an easy to use map interface, and they want it to be free.

Are you Gluten Intolerant?

6 responses

