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GLUTAID

Document Assumptions

Problem Statements

Survey Design

Analysis / Results

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.

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