

Yelp Redesign

Role: Designer and Researcher

Project time: 4 weeks

Completed for Human Computer Interaction course

Main Objective:

This project's objective was to select a product/service providing entity then identify, modify, and redesign a few existing features to enhance the interactive experience for users. Our team chose Yelp and evaluated some features which consisted of the visuals of the homepage, search results page, sample result page, and delivery page.

Research:

As a team we were all users of Yelp, so we were all pretty familiar with the layout. We decided to do some comparative research with competitors like Foursquare and Grubhub. From our research, we found that Foursquare had a really appealing homepage compared to Yelp – so this was something the team wanted to extract and embed in our redesign.

Personas:

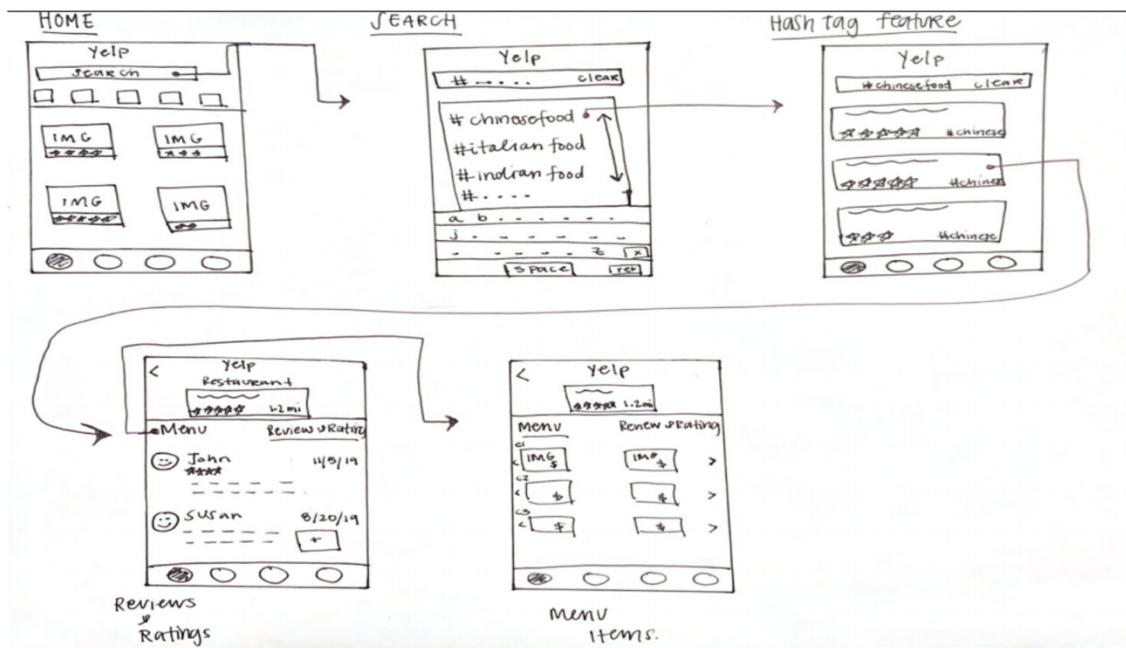
George, an energetic and busy 22-year old engineering student at Saint John's University, doesn't have a lot of time for cooking a meal or going out somewhere to grab one. But he prefers to order food delivery from restaurants that are rated highly on the Yelp app by the customers. George wants to use a reliable app/service to order his food, that is well known publicly and has a high number of customer ratings and reviews.



Martin, another energetic yet busy 35-year old computer salesman who works at an IT firm, works almost more than 9 hours on regular working days. Martin's only educational qualification is a high school passing diploma. Due to food allergies that Martin has been suffering from since he was a kid, he cannot just eat from any restaurant. For him, it is important that he orders food from places that offer special dietary services for special customer needs. Martin only gets a 40 minute break for lunch, where he cannot go out to find suitable restaurants to fulfil his special dietary needs. Hence, he needs a reliable app/service to order his food a little in advance (to save delivery time), that is well known publicly and has a high number of customer ratings and reviews for restaurants that can cater special customer needs.



Paper Prototyping!

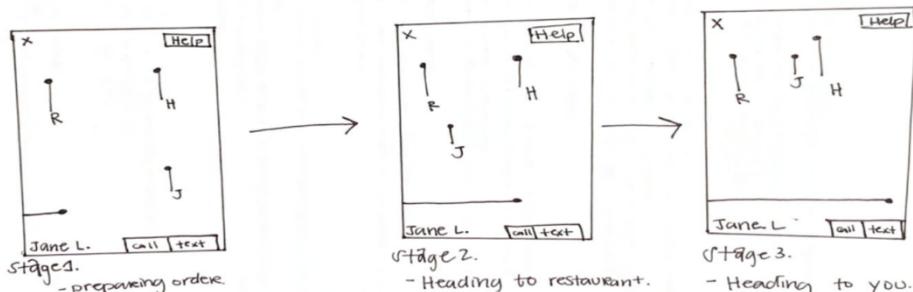


Delivery {Stages 1-3}

\downarrow_R = Restaurant location

\downarrow_H = User's home

\downarrow_J = Jane {Yelper}, current location



So, what has changed?

1. Search – now the user is able to search using # to quickly access something like #happyhour or #yummy #italian
2. Delivery – live status (Preparing your order, Yelper heading to store, Heading to you)
3. Results – When viewing squares for food items we wanted the user to straight up be able to see the price rather than wondering. View ingredients as well + toggle tab between reviews and results

Usability Metrics – what's being tested and how

Table 2: Represents the variables that are being tested and how it will be tested

Variables	Measuring Method
<i>Learnability</i>	-Measure errors committed by each user -With fewer errors, it will show that the user is able to learn and adjust with the application easily.
<i>Effectiveness</i>	-Measuring how often the user uses the hashtag feature vs. just the regular search - Measure the number of times the user uses the option to view their delivery status live -Measure the ratio of users that use the options to check menu pricing and ingredients and see how effective it is.
<i>Efficiency</i>	-Measure the time it takes to complete a search using a hashtag vs. a regular search -Measure the time it takes to find certain pricing and ingredients for specific food items.
<i>Memorability</i>	-Measure how long it takes for a non-unique user to finish their search; is it above or below the average time compared to other users -If the non-unique user takes about the same time as an average user than the application has achieved the memorability feature.

User Testing – With the paper prototype we conducted user testing (10 users) and found that:

Which category below includes your age?

10 responses

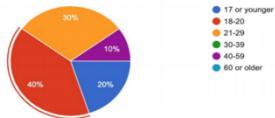


Figure 7. Age Groups

How often do you use Yelp?

10 responses



- 70 - 80% ‘Very Satisfied’ with new features

How would you rate the function of our new hashtag (#) search feature?

10 responses

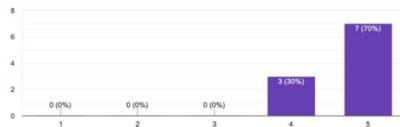


Figure 9. Hashtag feature rating

How would you rate the new overall look of the Main Screen?

10 responses

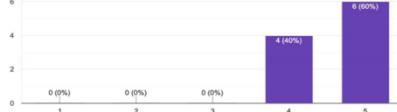


Figure 10. Main Screen redesign rating

How would you rate the idea of our new Delivery feature?

10 responses

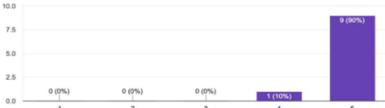


Figure 11. Delivery feature rating

How do you like the overall app design?

10 responses

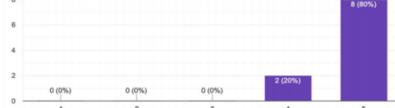


Figure 12. Overall app rating

User Requirements

1. Search action committed by the user will allow the user to search with hashtags
2. Orders placed by users through Yelp will allow users to -
 - a. View live order status and track their orders while out for delivery
 - b. View menus and pricing across all products and services
 - c. View ingredients on food items at certain places

Final Redesign

Popular Food

- Grilled Salmon: 4.9 stars (200) | \$29.00
- Pasta: 4.9 stars (300) | \$75.00

Best Food

Home Near By Cart Account

What would you like to eat?

Find a food or Restaurant

Cancel Search Clear

#yummy

Zip Code

#italianfood
#argentianfood
#brazilianfood
#mexicanfood
#indianfood
#fishandchips
#afghanifood

Pizza Hut
4.9 ★★★★☆ (256k)
Pizza Grilled Veggie
3.2 mi Away

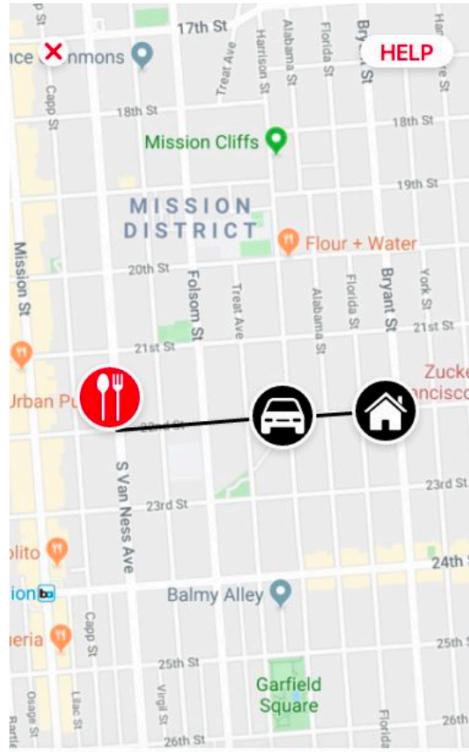
Menu Items **Review & Rating**

Tess Tickles April 4, 2019
The food at Pizza Hut is amazing. Everyone else already said everything about the food so there isn't much to add. It really is what everyone says.

Ben Dover January 23, 2019
The pizza is the best here! I bring all of my girlfriends here.

Dixie Normous November 17, 2018
The veggie salad is the cheapest anywhere in the area. I really love their dressing.

Home Near By Cart Account



Preparing Order

Urban Putt | 7:56 PM arrival

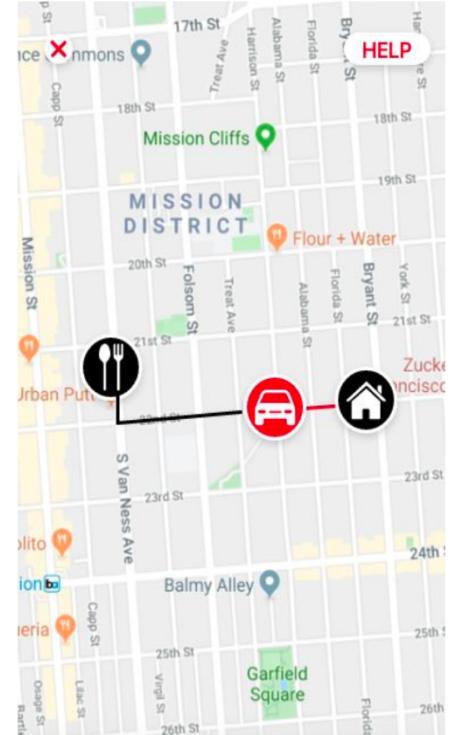
Mye Ho
Your Yelp



Heading to Restaurant

Urban Putt | 7:56 PM arrival

Mye Ho
Your Yelp



Heading to You

Urban Putt | 7:56 PM arrival

Mye Ho
Your Yelp



Challenges

- Time
- Not being to interview outsiders (we interviewed friends and classmates)