

James Kim  
DES157

## Needfinding

Subject:

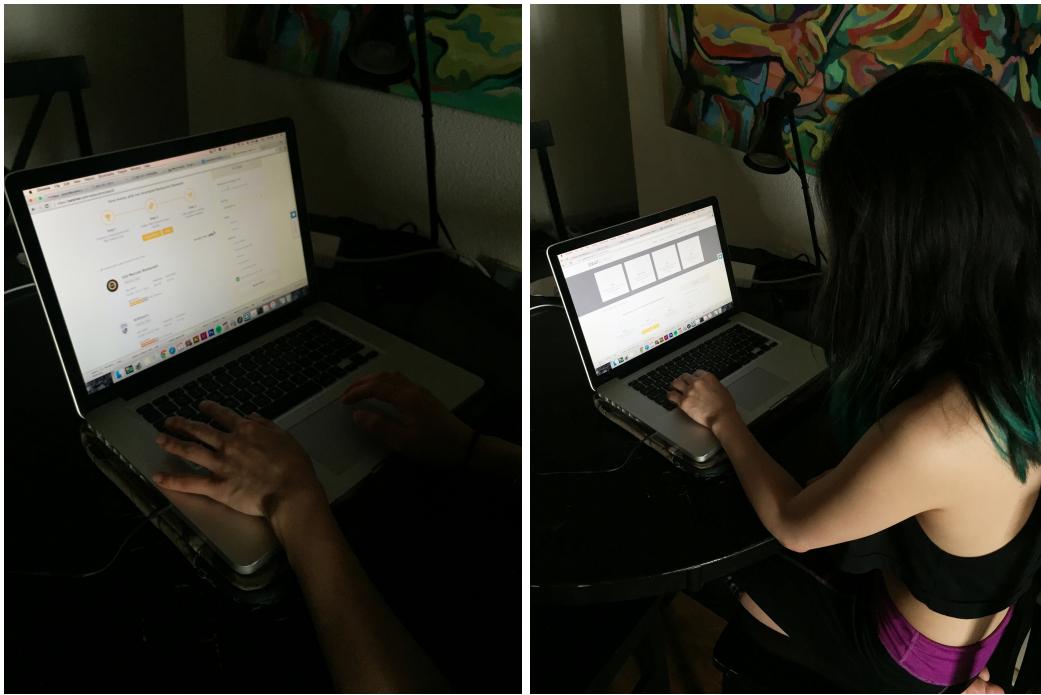
Soyoung Bae, 24 years old, female

Notes:

- likes the fact that EatStreet immediately provides a small selection of the most popular options after inputting her address in the restaurant search bar
- finds the filter bar to be extremely useful
- likes that essential information, like store hours and estimated delivery time, is located right below the restaurant name
- thinks the menu page could use more color blocking to help differentiate the categories and make the information more legible
- thinks the menu options need photos to entice her to actually order and spend her money something

10 User Needs:

1. Needs color blocking visual cues.
2. Good use of negative space.
3. Strong typographic hierarchy.
4. Filters optimize searches and save time.
5. Organized categories within the navigation system.
6. A good balance between iconography/graphics and content. Illustrative graphics should always serve a purpose and not add clutter and noise.
7. Keep the home screen interface clean and simple! The goal is to design the app to look approachable, not intimidating.
8. Photography is essential when describing products the user will spend money on.
9. Needs simple and direct language
10. Design for fat fingers!



EATSTREET

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Back to Sacramento Restaurants

524 Mexican Restaurant

524 12th Street Sacramento CA, 95814

★ ★ ★ ★ ★ yelp

Open Today: 11:00am - 8:30pm | Delivery Est: 60 - 120 min | Delivery Min: \$200.00 | Delivery Cost: \$5.99 + 4% of Total

Menu Hours & Info Reviews (142)

Search Menu Items

CAMPUS SPECIAL

Campus Special is now powered by EatStreet  
Click items to start your order!

EatStreet Rewards

Order 7 more times from any restaurant to earn a \$3 reward!

XXXXXX

YOUR ORDER  
524 Mexican Restaurant

Item	Price
Subtotal	\$0.00

Delivery Takeout Unavailable

POPULAR ITEMS

Bean & Cheese Dip with Chips \$6.75

A 524 favorite. Served with fresh tortilla chips.

Nachos \$9.95

Fresh tortilla chips with melted jack cheese, beans and tomatoes. Topped with guacamole, sour cream and pico de gallo. Add chicken, carne asada or carnitas for an additional charge.