## 任务描述

Project 3 (Revamp of Foodbulous)

To help Innopage (https://www.innopage.com/) to revamp Foodbulous which includes its UX/UI, business model and marketing practice to acquire and retain more customers for a sustainable growth. Key considerations and takeaway include:

a) Understand the design concepts behind Foodbulous, how it works (UX/UI, technology and business model) and current operations (e.g. traffic and financials)

b) Study the competition and their UX/UI and business models to find out how well Foodbulous does in terms of positioning in the current restaurant finder app market

c) Redesign the UX/UI to address shortcomings of current design

d) Conduct usability study and A/B tests to find out

e) Analyse current marketing practice in targeting potential users/customers to adopt Foodbilous over the competitors

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All three projects require the teams to build a prototype or MVP to conduct customer discovery and validation (i.e. verifying product/market fit). Both qualitative and quantitative validations will be used to support the final report findings to be submitted to the project sponsor. The business model and its financial plan will be included in the final report as well. (edited)

Video:

* suggestions
* redesign UX/UI
* prototype

## 吐槽大会

用户、餐厅、食评的三角关系很乱

## 明天：

一、我们了解foodbulous到什么程度/我们能做什么？

1. 产品背景

（产品基本信息，包括上线时间、USP等）

2. 市场状况

（市场份额、用户分层、SWOT、用户痛点、竞品）

3. 相关报道

二、归纳App存在的问题

1. 关注时观看的顺序：食组-->餐厅-->频道下的食评（单线条？）
2. 频道分类逻辑不明确：公众>热门>关注中
3. 食评无互动（无法评论），无法删改——社交
4. 朋友的食评只出现在“关注中”，而不在“公众”

三、我们需要做到什么程度？

1. Prototype
2. Testing
3. Marketing

三、预备向甲方的提问

四、需要索取的数据

竞品：openrice, 大众点评，Foursquare, yelp