在香港寻找好吃餐厅的两种方式：

1. OpenRice
2. 问朋友

问题

* OpenRice推荐的餐厅不好吃
* 人们并不喜欢OpenRice?
* 在OpenRice写点评，需要等待moderate，不知道要等多久
* 如果是负面评价，被屏蔽

Foodbulous想：寻找一种新的方式 A new way of discovery

打开app--看到朋友推荐的餐厅

Foodbulous功能：

1. personal resaurants database（个性化推荐，搜索结果与朋友推荐相关）
2. authentic reviews by friends
3. no fake news

reviews sorted by sophiscated algorithms (facebook related)

closer relationships, more relevant

Social connection:

1. connect with your friends (you can share the database)
2. follow popular foodies
3. followed by like-minded foodies

OpenRice v. Foodubulous

Ads v. Friend’s recommendation

试吃运动，hotels

overseas cities are also ok

instagram for food

like/dislike

Problems:

* Total mass: put every idea in the it -- developed by internship staff (6)

K: focus on 1/2 ideas and make it very good

* doing a twitter way, limit related link

K: bad ideas

K: short ideas on instagram, not here

What can do:

* What are the most valuable functions?
* Easy to use, you don’t have to think about it

餐厅数据库来源：目前和OpenRice一样，名称、地点，foodquare API, 政府执照

Google form，餐厅可以填表，经过审批

数据：

* 用户很少，不活跃
* 广告：除了不做餐厅广告，做其他任何广告，比如credit cards, 厨具
* 没有用户数据，甚至没有email，无法联系用户。未来：收集email，如果fb没有email会要求他们填写
* facebook和whatsapp：20s 不太使用whatsapp。25-45岁都会使用。年龄较大的使用whatsapp。

我们要做什么：

* UX/UI redesign
  + 工具：Marvela
* 解释背后的原理和原因

Another presentation

1. Reaserch & analysis
   1. competitive analysis
   2. value proposition
2. Persona of potential users
   1. target users
   2. what they want and need
   3. frustration! painpoints!
3. User research
4. user journey map
   1. coming back to your app
   2. each stage matches a pinpoint to solve
   3. objective: 1)get your users; 2)retain the users
5. Feature planning
   1. what features we should do according to the analysis
   2. plan and roll up
   3. what ia the most demanding?
6. Wireframing
   1. Marvel app -- easier one
   2. each page: interactions
   3. objective:
7. User interface
   1. simple interface will be good
8. Interactive Mockup
9. Specification for programmers
   1. they just follow the expectations
10. Usability review
    1. redo
    2. focus group
    3. A/B test
    4. track on each button and find the problems
    5. come back after reading the analytics

Define each scenario

让用户成为KOL

试吃活动，邀请KOL，Foodbulous会为活动买单；与主厨对话（食物背后的价值，不只为了钱）