

**CSC 642 HCI Summer 2019**  
**Focus Group Report**

**“Seated”**

*A Simple connection between Customers and Restaurants. Provides up to date real time wait time for customers and simple feedback to the restaurant owner without being overly complex.*

**Team 07**

**Adam Tremarche**

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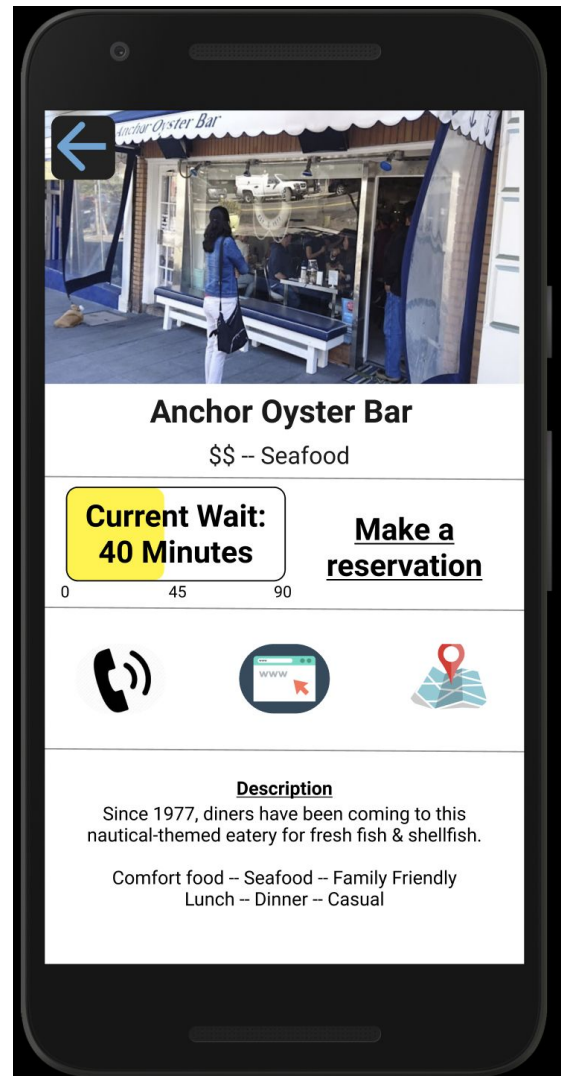
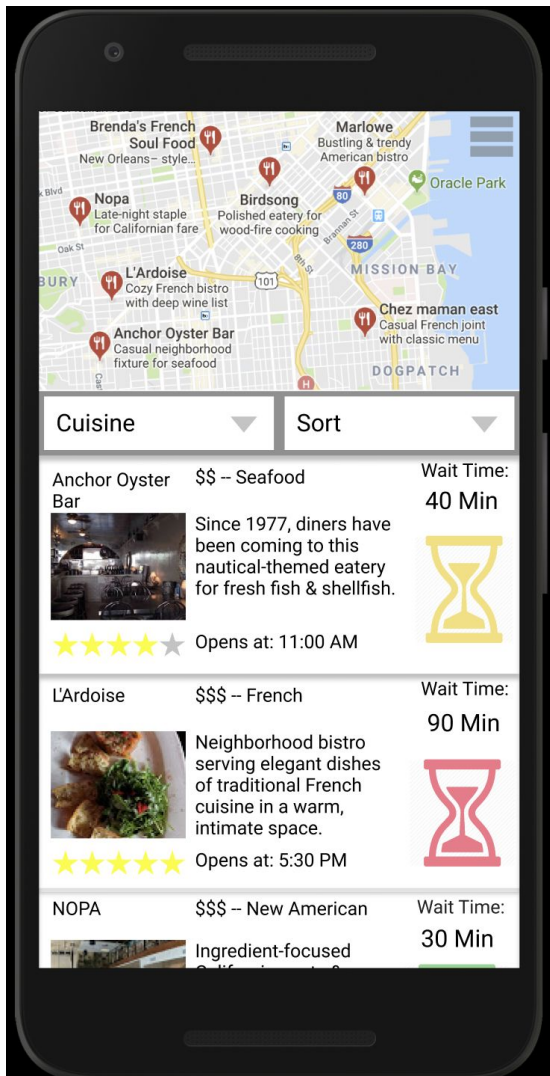
**Katthak Shah**

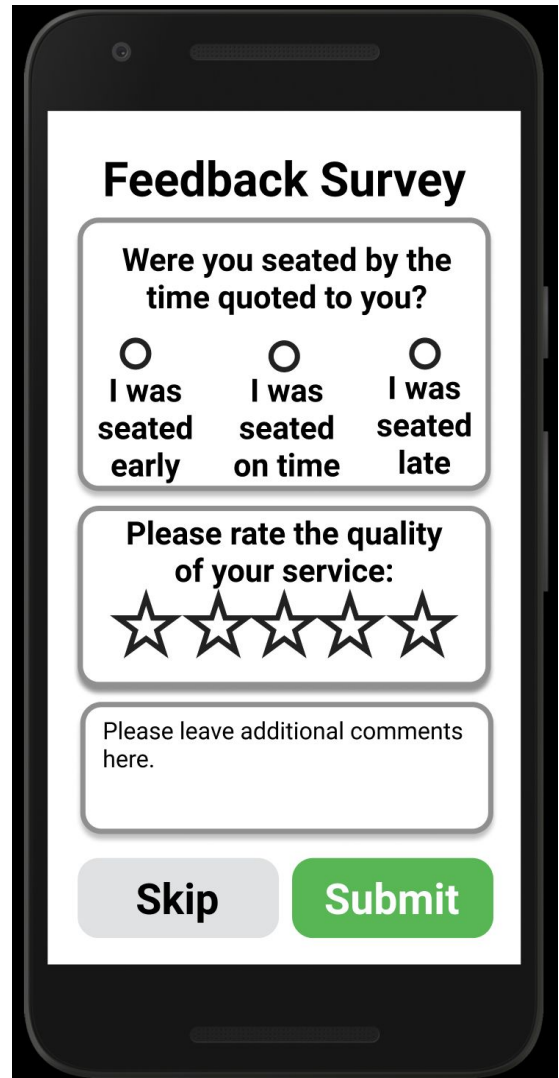
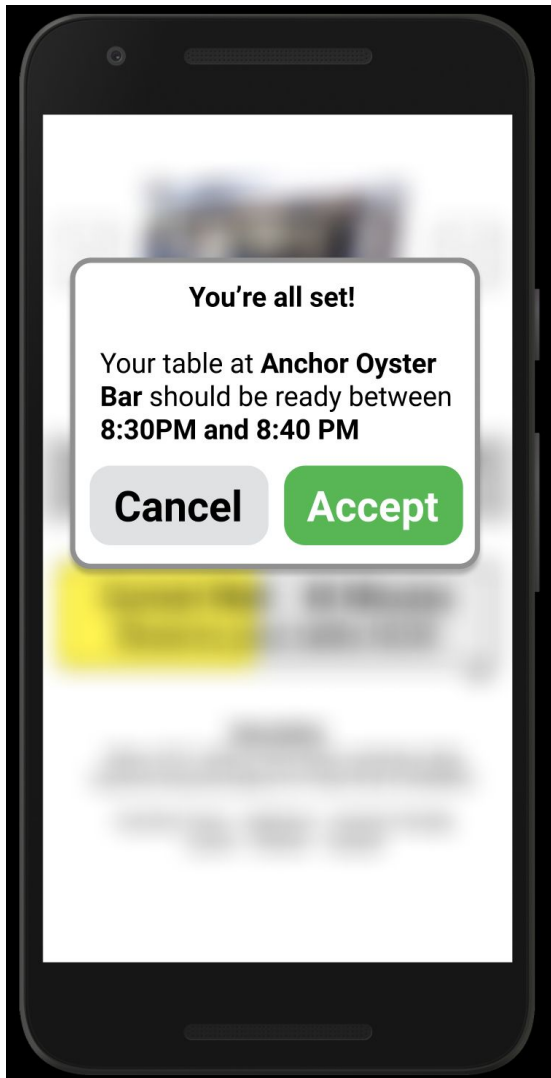
**Jon Julian**

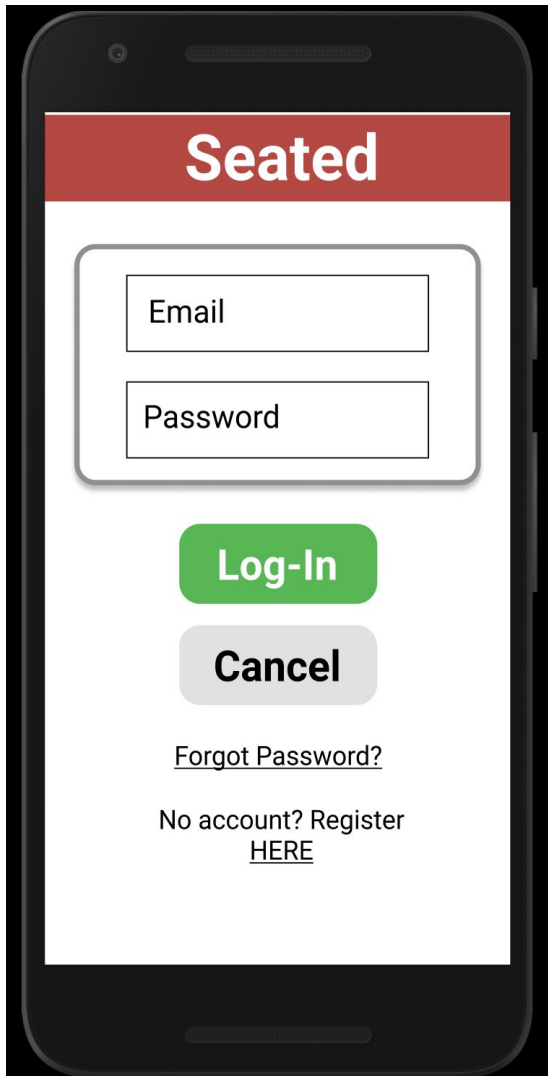
**Submitted for Review: 8/3/19**

Prototype:

End User:







A mobile app login screen titled "Seated" in a red header. It features a rounded rectangle containing two input fields: "Email" and "Password". Below this is a green "Log-In" button and a grey "Cancel" button. At the bottom, there is a link for "Forgot Password?" and a registration prompt "No account? Register HERE".

**Seated**

Email

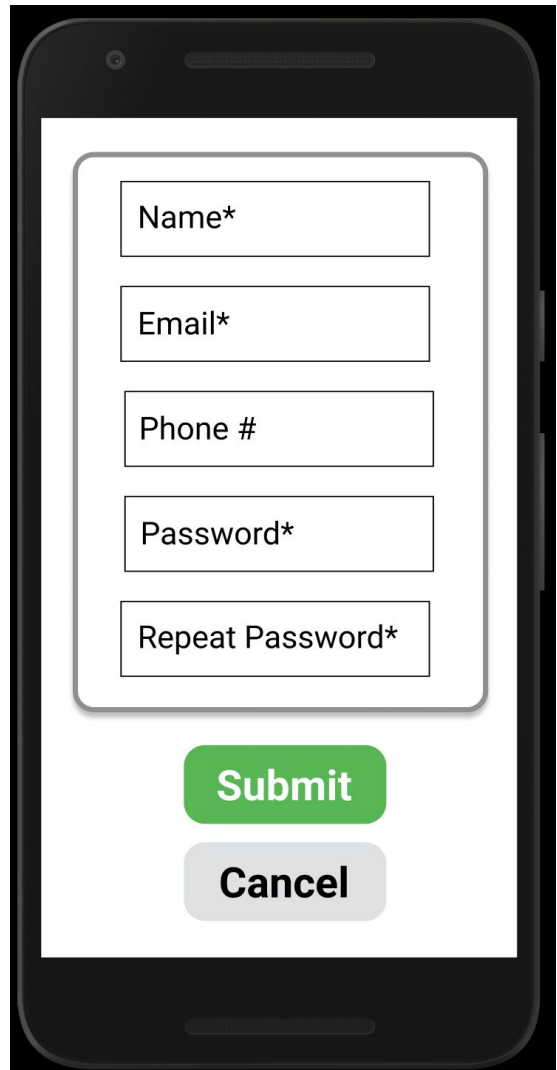
Password

**Log-In**

**Cancel**

[Forgot Password?](#)

No account? Register [HERE](#)



A mobile app registration screen. It features a rounded rectangle containing five input fields: "Name\*", "Email\*", "Phone #", "Password\*", and "Repeat Password\*". Below this is a green "Submit" button and a grey "Cancel" button.

Name\*

Email\*

Phone #

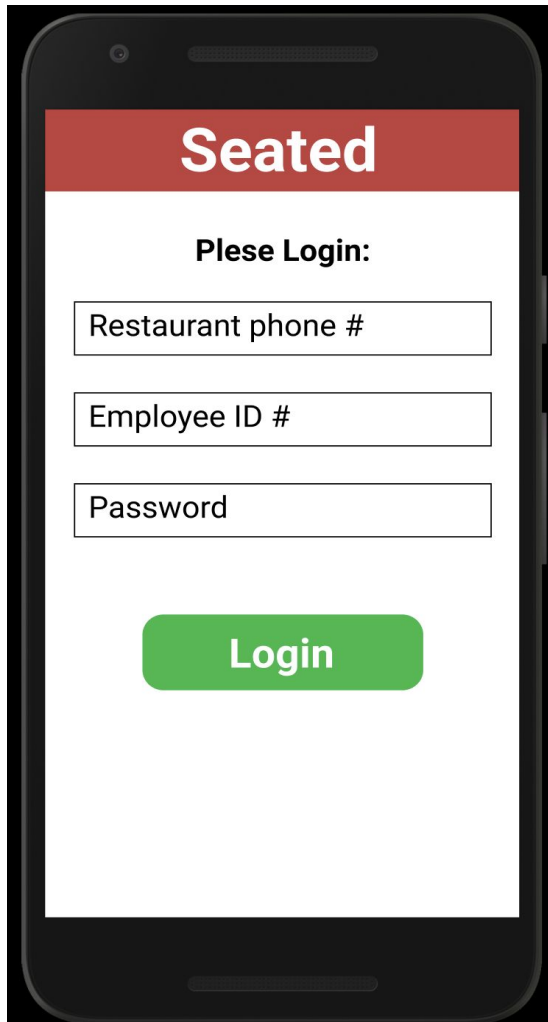
Password\*

Repeat Password\*

**Submit**

**Cancel**

Host:



The image shows a smartphone screen with a dark background. At the top, there is a red header bar with the word "Seated" in white. Below the header, the text "Plese Login:" is displayed. There are three input fields: "Restaurant phone #", "Employee ID #", and "Password". Below these fields is a green button with the text "Login".

**Seated**

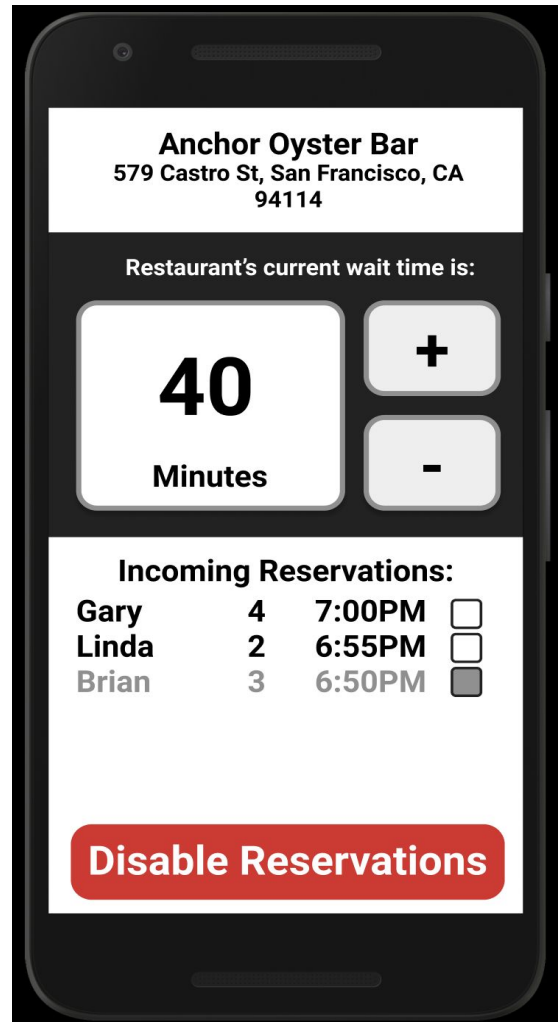
**Plese Login:**

Restaurant phone #

Employee ID #

Password

**Login**



The image shows a smartphone screen with a dark background. At the top, there is a white header bar with the text "Anchor Oyster Bar" and "579 Castro St, San Francisco, CA 94114". Below the header, the text "Restaurant's current wait time is:" is displayed. There is a large white box with the number "40" and the word "Minutes" below it. To the right of the box are two buttons: a "+" button and a "-" button. Below these elements is a white box with the text "Incoming Reservations:". Inside this box is a table with three rows: Gary (4, 7:00PM), Linda (2, 6:55PM), and Brian (3, 6:50PM). Each row has a checkbox to the right of the time. Below the table is a red button with the text "Disable Reservations".

**Anchor Oyster Bar**  
579 Castro St, San Francisco, CA 94114

Restaurant's current wait time is:

**40**  
Minutes

**+**

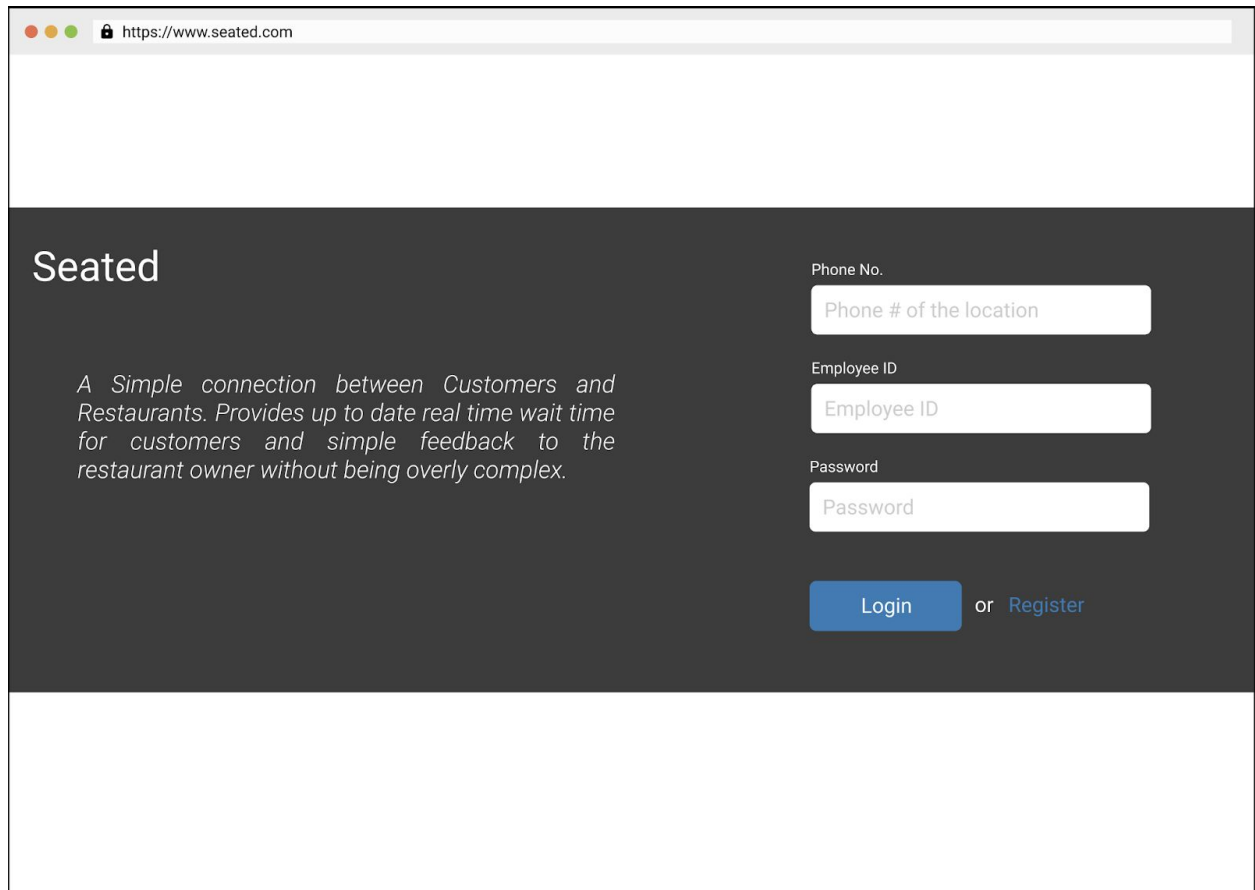
**-**

**Incoming Reservations:**

|       |   |        |                                     |
|-------|---|--------|-------------------------------------|
| Gary  | 4 | 7:00PM | <input type="checkbox"/>            |
| Linda | 2 | 6:55PM | <input type="checkbox"/>            |
| Brian | 3 | 6:50PM | <input checked="" type="checkbox"/> |

**Disable Reservations**

## Restaurant Manager:



A screenshot of a web browser displaying the login page for 'Seated'. The browser's address bar shows 'https://www.seated.com'. The page has a dark grey background with white text. On the left, the word 'Seated' is in a large font, followed by a paragraph: 'A Simple connection between Customers and Restaurants. Provides up to date real time wait time for customers and simple feedback to the restaurant owner without being overly complex.' On the right, there are three input fields labeled 'Phone No.', 'Employee ID', and 'Password'. The 'Phone No.' field contains the placeholder text 'Phone # of the location'. Below these fields is a blue 'Login' button, followed by the text 'or' and a blue 'Register' link.

https://www.seated.com

# Seated

*A Simple connection between Customers and Restaurants. Provides up to date real time wait time for customers and simple feedback to the restaurant owner without being overly complex.*

Phone No.  
Phone # of the location

Employee ID  
Employee ID

Password  
Password

Login or Register



## Seated

### Registration

*All fields are required.*

Invitation Code

Pre-Generated Phone No.

Name

Email Address

Password

Repeat Password

☐ I agree to the [Terms of Service](#)

Cancel

Register



Anchor Oyster Bar  
SF, 94114

Welcome, Andrew

Dashboard

Reviews

Feedback

Employee  
Management

Employees

16

New Feedback



43 Unread  
Feedback

Current Rating

60%

Current Wait Time  
20 Mins

Activities

| # | Name          | Party Size | Check-in Time    |
|---|---------------|------------|------------------|
| 1 | Katthak Shah  | 4          | 07-20-2019 12:40 |
| 2 | Harsham Patel | 4          | 07-21-2019 11:40 |
| 3 | Soham Patel   | 5          | 07-22-2019 10:40 |
| 4 | Venish Patel  | 5          | 07-22-2019 10:40 |
| 5 | Vishal Patel  | 5          | 07-22-2019 10:40 |
| 6 | Mahesh Patel  | 5          | 07-22-2019 10:40 |





Anchor Oyster Bar  
SF, 94114

Dashboard

Reviews

Feedback

Employee  
Management

| Name ▼         | Date            |
|----------------|-----------------|
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
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| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |
| Adam Tremarche | 23-07-2019 9:00 |

Customer Name:

Adam Tremarche

Time Seated:

On Time

Quality of Service Score:



Comments:

I had a wonderful time! What a great atmosphere, and the service was very accommodating.

Send Email Response

Show Phone Number



Anchor Oyster Bar  
SF, 94114

Dashboard

Reviews

Feedback

Employee  
Management

### Employee List

Edit

| Name ▼  | ID #    | Type     | Last Login       |
|---------|---------|----------|------------------|
| Katthak | 224-121 | Host     | 29-03-2019 12:30 |
| Harsham | 224-122 | Host - 1 | 29-03-2019 12:30 |
| Vishal  | 224-123 | Host - 2 | 29-03-2019 12:30 |
| Venish  | 224-124 | Host - 3 | 29-03-2019 12:30 |
| Soham   | 224-125 | Host - 4 | 29-03-2019 12:30 |
| Maithri | 224-126 | Host - 5 | 29-03-2019 12:30 |
| Rajesh  | 224-127 | Host - 6 | 29-03-2019 12:30 |
| Mahesh  | 224-128 | Host - 7 | 29-03-2019 12:30 |
| Suresh  | 224-129 | Host - 8 | 29-03-2019 12:30 |
| Mukesh  | 224-130 | Host - 9 | 29-03-2019 12:30 |

Showing 1 to 10 of 57 entries

< < 1 2 3 > >

# Focus Group Report

Participants: (Group 8)

- Mubarak Akinbola
- Jiannan Lu
- Matthew Ridenour

Setting:

- HSS 285, 7/31 12:30 pm

21  
7 31 19

## Focus Group Notes w/ Group 8

- Wait important? Yes.
- + Do restaurants opt in? Yes.
- + Live Updates. Yes.
- + Good Emphasis on wait (hour/glass)
- + Dislike reservation confusion
- ✓ + How ~~do~~ can the user cancel/Modify a reservation?
- + employee ID login? switch to email...
- + User Experience vs. wait time acc focus
- ✓ + uncomfortable with user info on manager side (phone/email)
- + times irrelevant on MGMT page
- + color needs work + default sort, shortest wait
- + flow is good! not too complicated, Easy.  
~~But~~ feedback easy.

## Summary:

Our session started with Jon asking our participants what they tend to think about when they are going out to eat. He asked them to think about what concerns they have when selecting a restaurant when eating out on a busy Friday evening. Our group listed their concerns: “what type of food do we want? How much will it cost?” and, as we hoped to hear, “How long is the wait?” Hearing this question, we moved into showing our participants our solution to this problem.

We began by showing them the Figma prototype of our End User application, allowing them to click through the screens and explore the feature set we have provided. Some questions came up: “Do the restaurants opt into the program?”, “How are the live updates of wait times handled?”, and it was fulfilling to be able to show how we had considered so many details of the process of delivering live wait times and reservations. Our group really liked the hourglass icon we had selected to represent each restaurant’s current wait time. Jiannan was quite impressed how we were able to highlight our focus around wait times by featuring this icon. Mubarak made a good critique during this phase as well. While looking at the make reservation feature, he asked, “If someone makes a reservation, but cannot keep to their plan, how do they cancel it?” We had not considered this, and we added this feature to our potential priority two features to consider in the near future. Another good point brought up regarded our sorting system of listed restaurants. In them asking us what the default

method of sorting the restaurants was we realized we had not considered it prior. To resolve this, we decided that we would default to sorting by shortest to longest wait and this seemed to satisfy the group.

Next we showed them the Employee/Host side of the application, which is a pretty tiny client so there wasn't really too much discussion of it. They agreed with us that the restaurant employee who needs to work at the desk should not be required to use anything which is too complex or time consuming. Jiannan seemed a little confused about the Disable Reservations button, but after being explained what its purpose was, he agreed that it was useful and understandable.

On the Management client, our focus group testers were mostly satisfied, but a few little issues were pointed out to us. One simple fix we need to make is on the manager login page. Here we ask for an Employee ID, but on the registration form there is no line for entering or generating one, so it was unclear where this ID could come from. One major criticism we received during this portion of the review pertained to the Feedback section of the management client. In this section, the manager can ask for the phone number of a reviewer. Our intention here was to allow the managers a chance to reach out to their clientele to clarify an ambiguous review or attempt to correct a customer service error, but our focus group found this a little unsettling that the user's phone number would be exposed like this.

All in all, our group was very impressed with our product, specifically the way in which each side flows into and compliments each other. They found the user side

uncomplicated and easy to use, and the feedback systems simple to understand. In our general wrap up the only negative criticism which came out was that our design could use some color consistency and some general graphic polishing, but other than that they were clearly satisfied with our design.

Our focus group was a rousing success. We received some key insight into some overlooked opportunities, but mostly we got to see how well our product was received by those who are unfamiliar with its development.

## Next Steps:

As we didn't really receive very much detrimental feedback from the group it is safe to say that our main focus going forward will be to minimize the clutter on the main mobile screen. Katthak was able to show our prototype to a close friend which confirmed what we have already suspected to be true, overcrowding on the main mobile page. To fix this we will be limiting the number of characters in the description to approximately 70. This will allow us to space out the information on the page which will alleviate some of the confusion on the main mobile user interface.

Taking into account the feedback that we gathered from our focus group we are going to be adjusting the information gathered on the restaurant sign up form. As stated there was ambiguity on the employee ID which is used in the sign-in on the host/hostess application. The purpose of this was to ensure that if an employee worked at different restaurants which may use this application we wanted to ensure that their email was not tied up in registering for the application. As it stands now each employee in most establishments are assigned an employee ID to interact with their other systems. The intent here was to allow these ID's to be carried over and used universally in the restaurants space. We will be providing more in-depth explanations to the restaurant managers/owners during their sign up process to fill these gaps.

The second concern which came about in this focus group is the release of a customer's phone number. There are multiple ways in which we can combat the fear of



improper use of this information. For one customers are not required to use their phone number during the set-up of their account. This information is a purely opt-in engagement with the restaurant. Users will have a place in which they will select yes or no to releasing their phone numbers to the restaurants to have issues resolved. This information will be a mandatory field when signing up. This will ensure to the user they have a clearly defined choice with the release of this information. Going forward a priority 2 function may be to add some functionality to the survey in which if the rating is below a threshold and the user is not currently releasing this information, we can prompt the user if they would like to have this matter resolved and prompt them to release their phone number on a situational basis.

The only other feedback we received from the focus group was our color palate. As of now a majority of our screens are grey with a touch of red throughout the pages. This is one area we have had a difficult time narrowing down the best choice in terms of design. This is the only feed back one of the members had, which made it very clear that we are on the right path to creating a useful and potentially viral app. We will be working in the coming weeks to nail down our design/color scheme to make this application as aesthetically pleasing as it is useful in hopes to solve the problem that has been around for decades.