



# AMBI

vibe before you arrive.

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# VALUE PROPOSITION

Most people find menus  
intuitive, but they **struggle**  
to identify the vibe, or  
ambience, of a restaurant



With Ambi, you'll never  
have to guess again.  
Vibe before you arrive.

# AMBI OVERVIEW

With Ambi, you have the power to...

## Discover New Vibes

Find what and where is trending near you

## Experience the Atmosphere

Through videos, photos, and restaurant-themed mood boards

## Plan an Itinerary

Take control of your schedule. Plan around peak hours or go when it's the most lively.

## Never Miss a Move

Know exactly what each venue has to offer, and whether it's popping!

# VALUES IN DESIGN

# ENCODED VALUES

## Inclusion

Users should **feel at home** wherever they go and be provided with all the diverse options nearby.

## Intuitiveness

The ambience of a restaurant should be **easily decipherable** and users should be able to easily create and browse through content.

## Trust

The app should **build customer trust** through authentic reviews from real people that offer genuine insights and experiences.

# VALUE DESIGN FEATURES

# INCLUSION

## Discovery page

- Users are invited to explore a variety of restaurant vibes/cuisines through their Discovery feed
- Users can save those that match their style

## Restaurant theme page

- Users know exactly what they're walking into through restaurant theme songs and mood boards!
- Users can learn the dress code through stylish bitmojis and be prepared for any dining experience.

Never be surprised.

# INTUITIVENESS

## **Location-based discovery**

- Easily measure your distance to the restaurant and cater your selection to restaurants nearby

## **Navigation**

- We utilize few tabs and use familiar icons and interfaces that align with design conventions for easy learnability

## **Personalization**

- Users can toggle filters to narrow down the selection of their discovery page to fit a certain mood, vibe, cuisine, occasion, etc

# TRUST

## **Customer-driven content**

- All content is from real users showcasing their authentic experiences
- Customers may also scan their receipt to mark themselves as Verified Customers

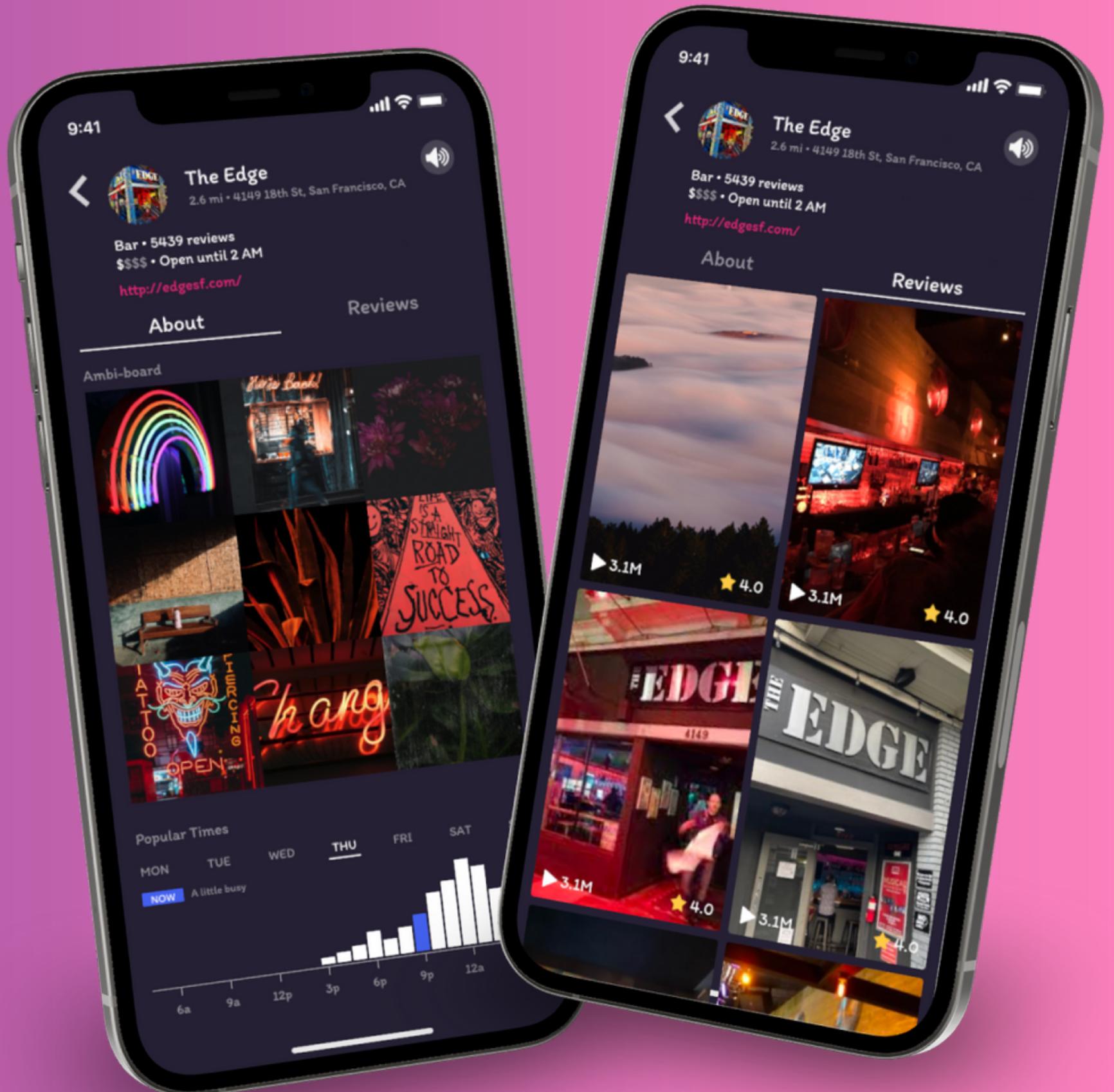
## **Complete transparency**

- Videos feature the restaurant location, time-of-day, and posting user
- Users have complete freedom over what they post, good or bad

# TASKS

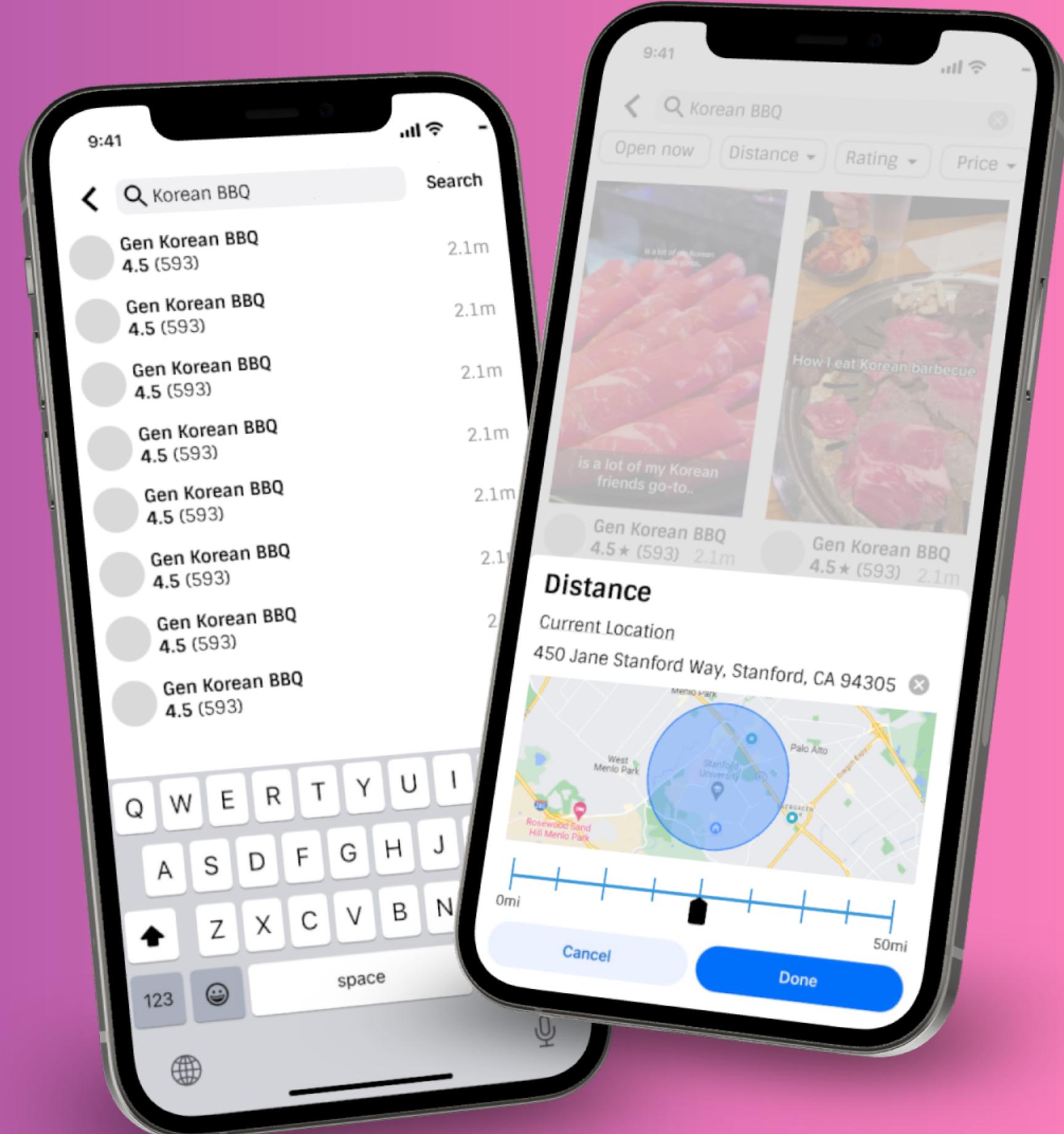
# SIMPLE

Viewing more information  
about a restaurant



# MODERATE

Searching & discovering  
new restaurants



# COMPLEX

Creating content that  
captures the ambience  
of a restaurant



# USABILITY GOALS & KEY MEASUREMENTS

# USABILITY GOALS & KEY MEASUREMENTS



## rationale

users should be able to post video reviews quickly and easily

## key measurement

how many mistaps the users had (< 2 ideally)



## rationale

navigating restaurant home pages should be enjoyable and helpful

## key measurement

how long the user spent exploring the restaurant home page

# PROGRESS TOWARDS USABILITY GOALS



- User's home page is split into 'Disco' and 'Following' for easy navigation
- The create feature is readily accessible for the user to engage with at multiple points in the user flow
- Video reviews are easily navigated through swiping
- Restaurant landing pages capture the ambience with fun, novel mediums including a moodboard, background music, etc

# INTERFACE REVISIONS

# MAJOR DESIGN CHANGE #1

## Feedback:

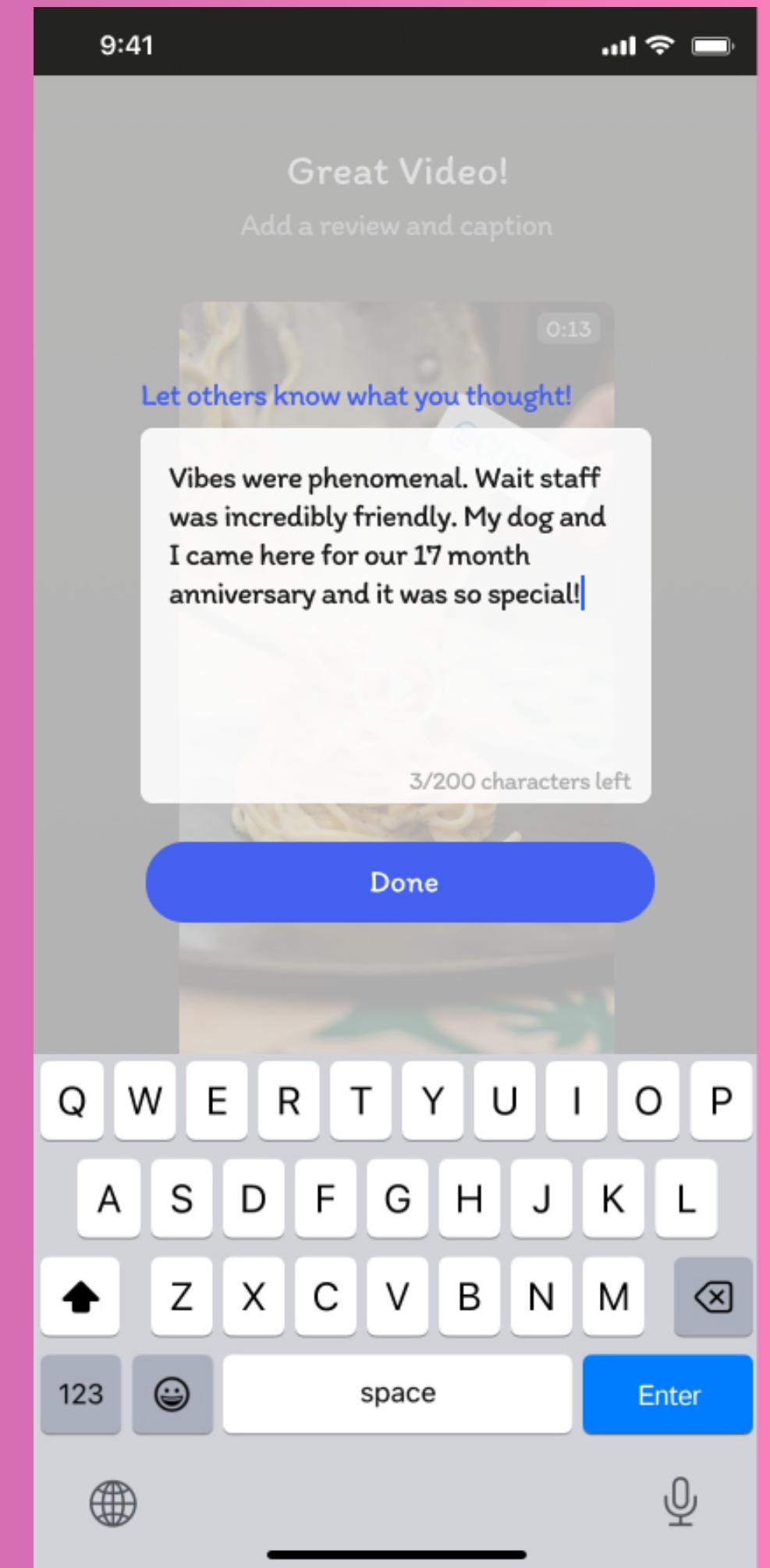
“I don’t like when reviews are too long... it’s too much to read and not always the most helpful.”

## Change:

1. Add a character limit to reviews
2. Only display full reviews on the home page if users choose to expand the caption section

## Rationale:

1. Too many words on one screen was overwhelming, users hit a sensory overload
2. Displaying too much text on a page clutters the screen, and takes away from other features
3. Wanted to emphasize conciseness



# MAJOR DESIGN CHANGE #2

## Feedback:

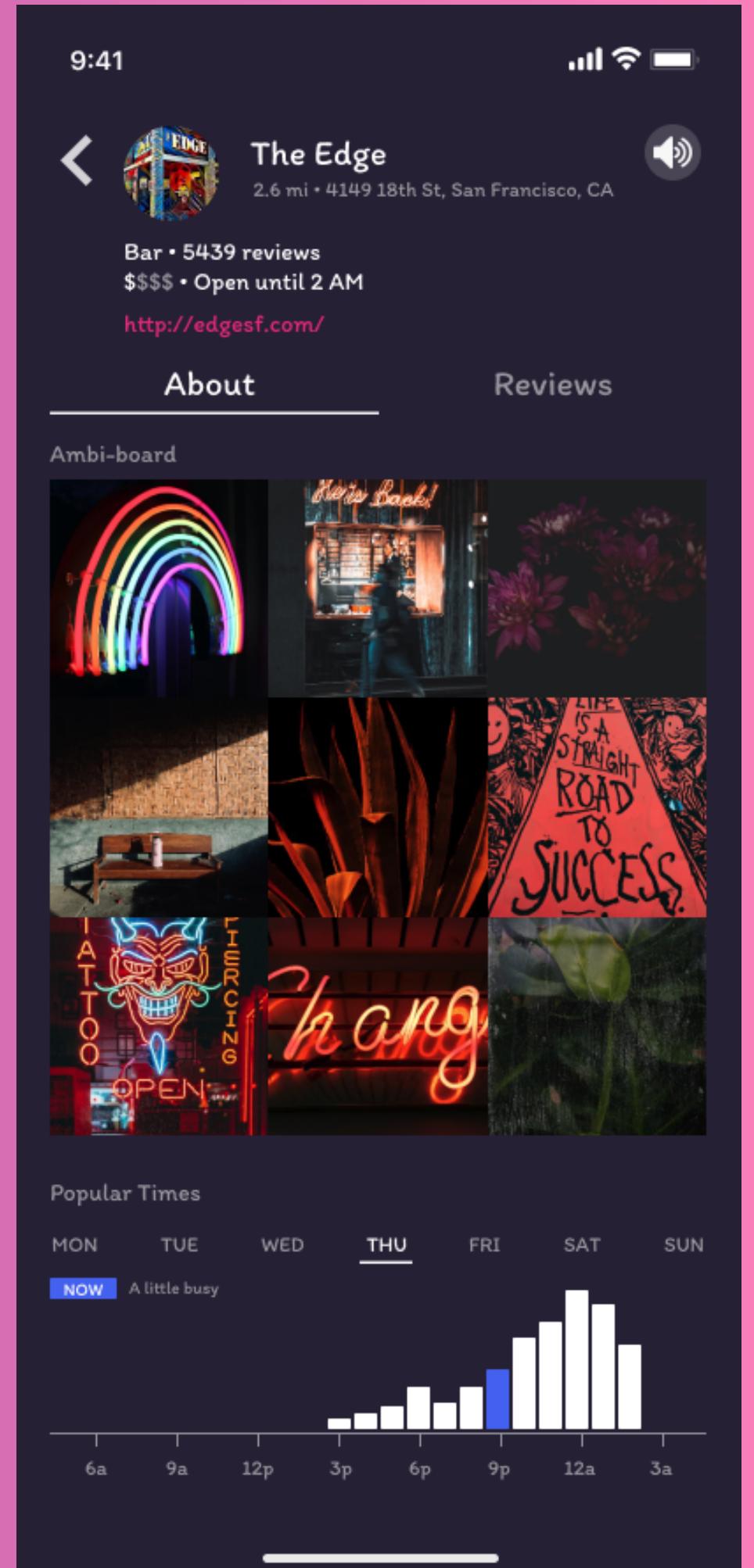
“Are there ways other than just videos that capture the ambience?”

## Change:

1. Separate restaurant landing page into two tabs: About and Reviews
2. Include moodboard, popular times, wordcloud, and fit inspo
3. Videos populate the Reviews tab

## Rationale:

1. Videos may not fully capture everything about a restaurant's ambience and takes longer to sift through
2. Components in the About page provide a quick glance overview of the restaurant through fun mediums, including a moodboard, how people would dress, and peak visiting hours that would help a user gauge what the atmosphere would be like



# MAJOR DESIGN CHANGE #3

## Feedback:

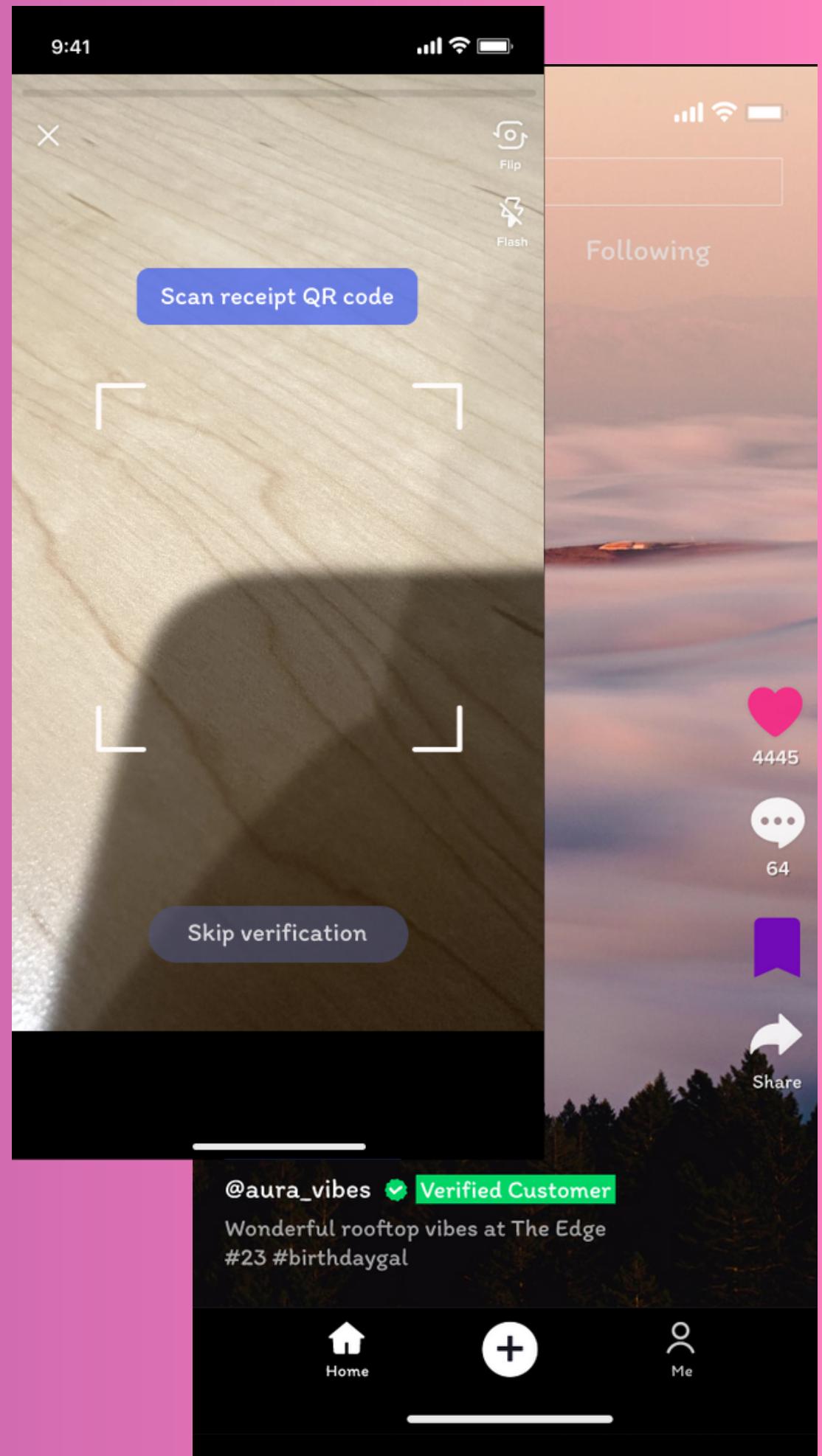
“How do you plan on preventing spam reviewing?”

## Change:

1. Introduce a QR code scanner to verify real customers
2. Prioritize videos with a higher like and view count on restaurant home pages

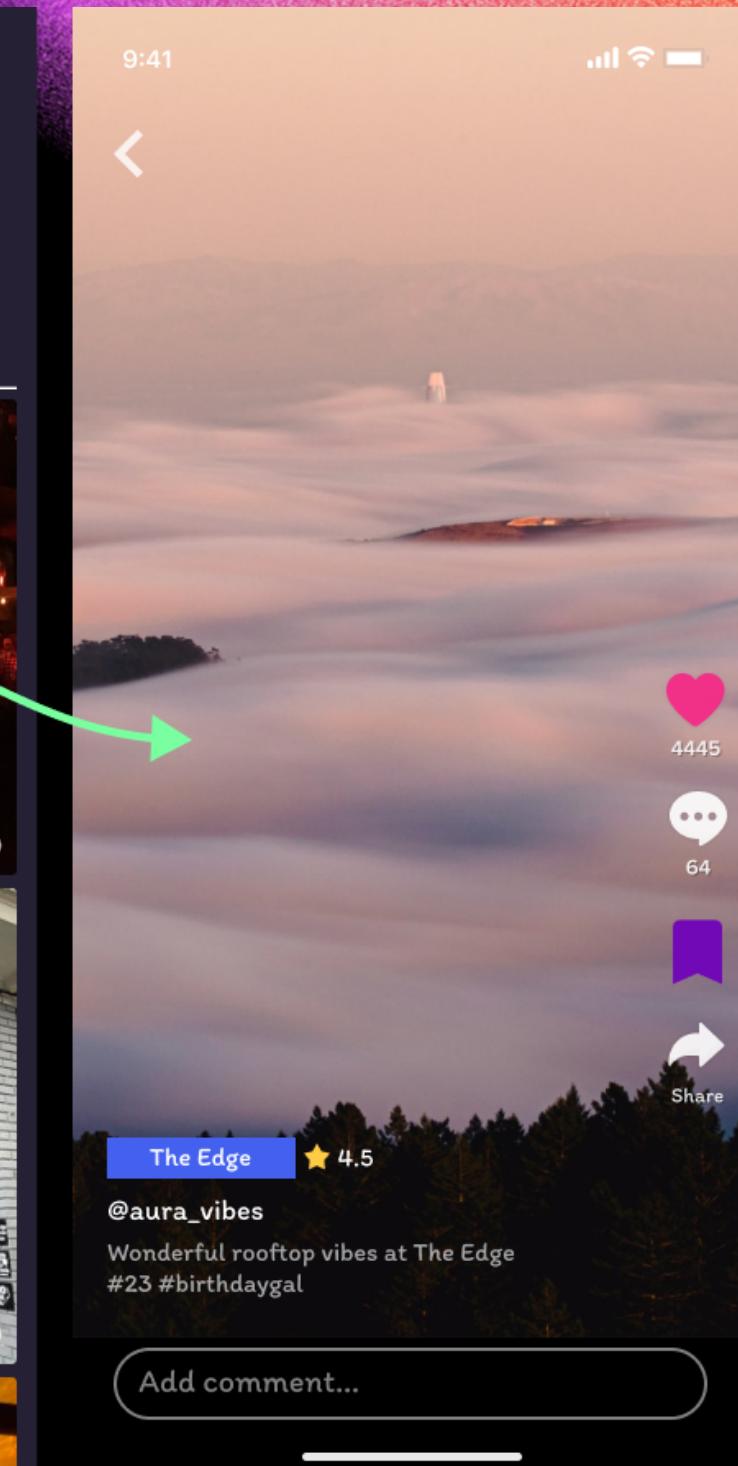
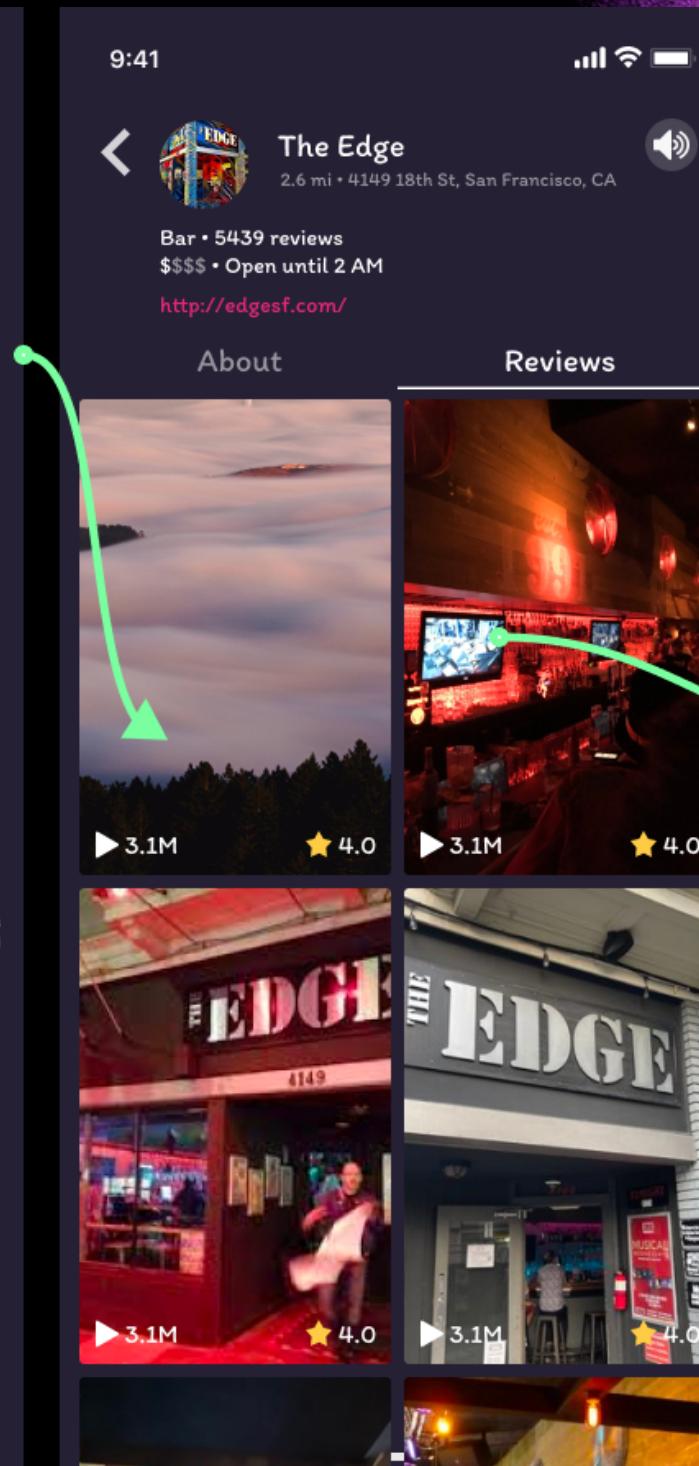
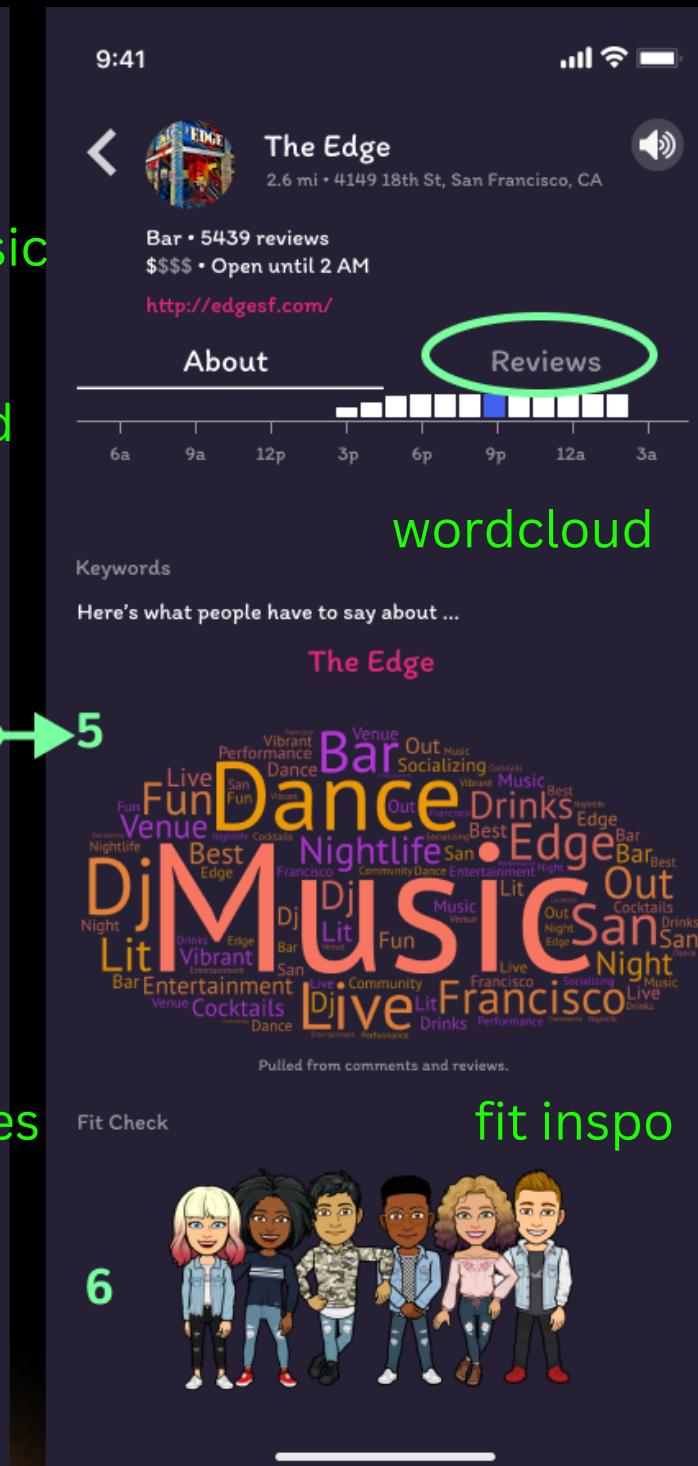
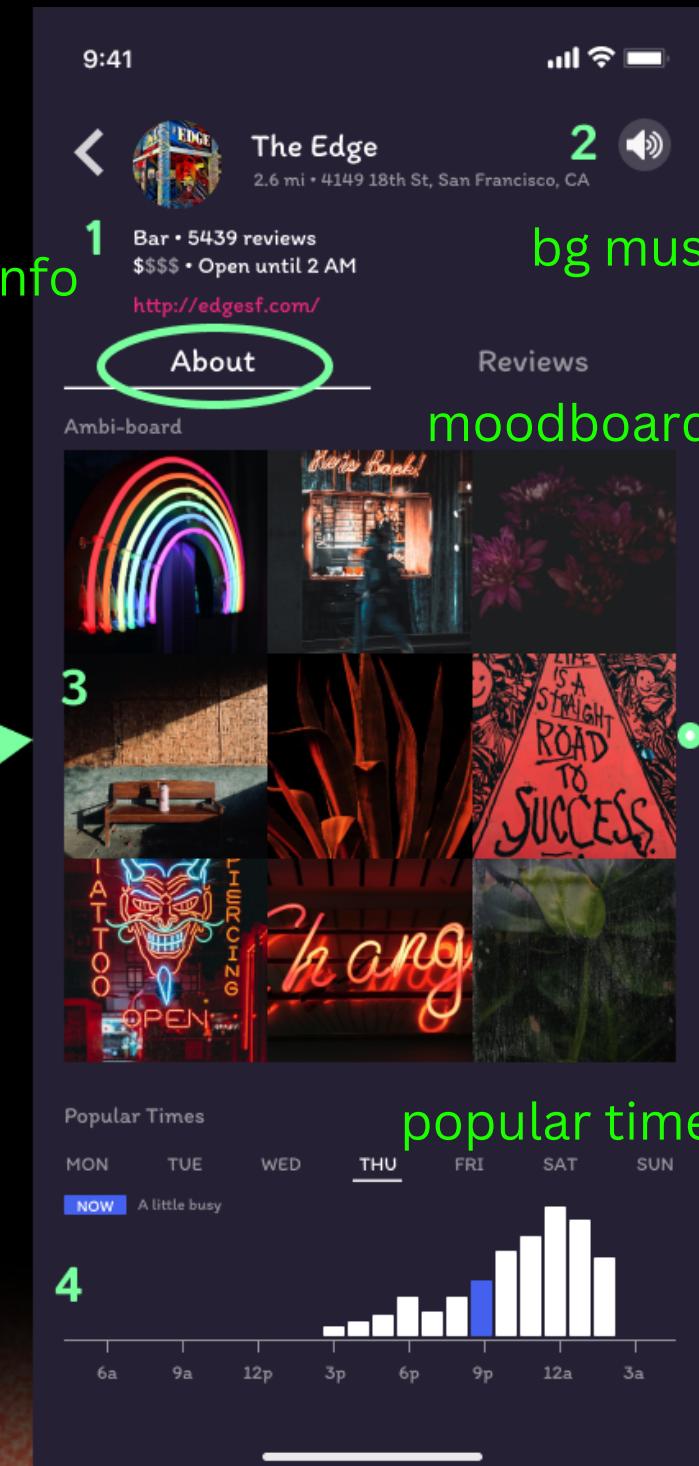
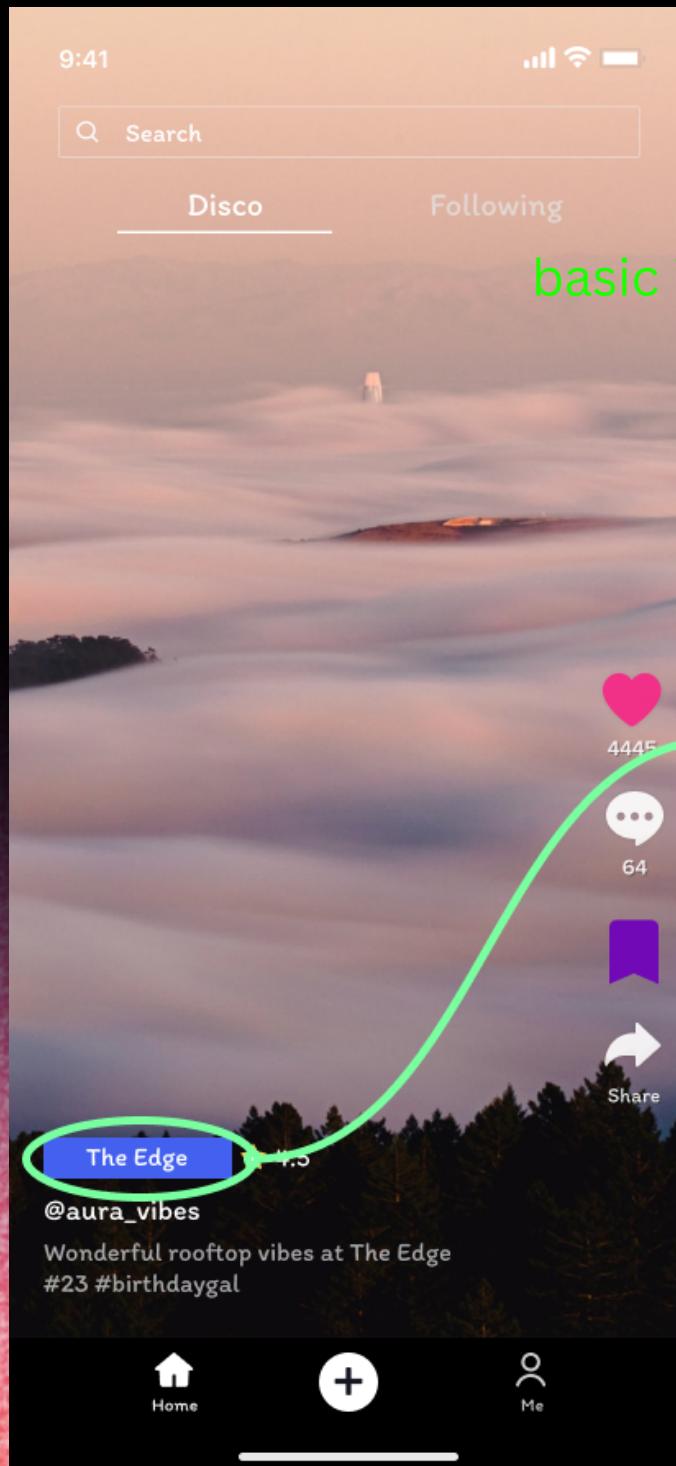
## Rationale:

1. Scanning QR codes is easy and intuitive, and flows well into the content publishing flow
2. Having a ‘Verified Customer’ tag allows users to increase the visibility of their videos
3. Users who visit a restaurant’s home page are more inclined to click on the top-most videos first



# MED-FI TASK FLOWS

# SIMPLE TASK



Tap restaurant location tag

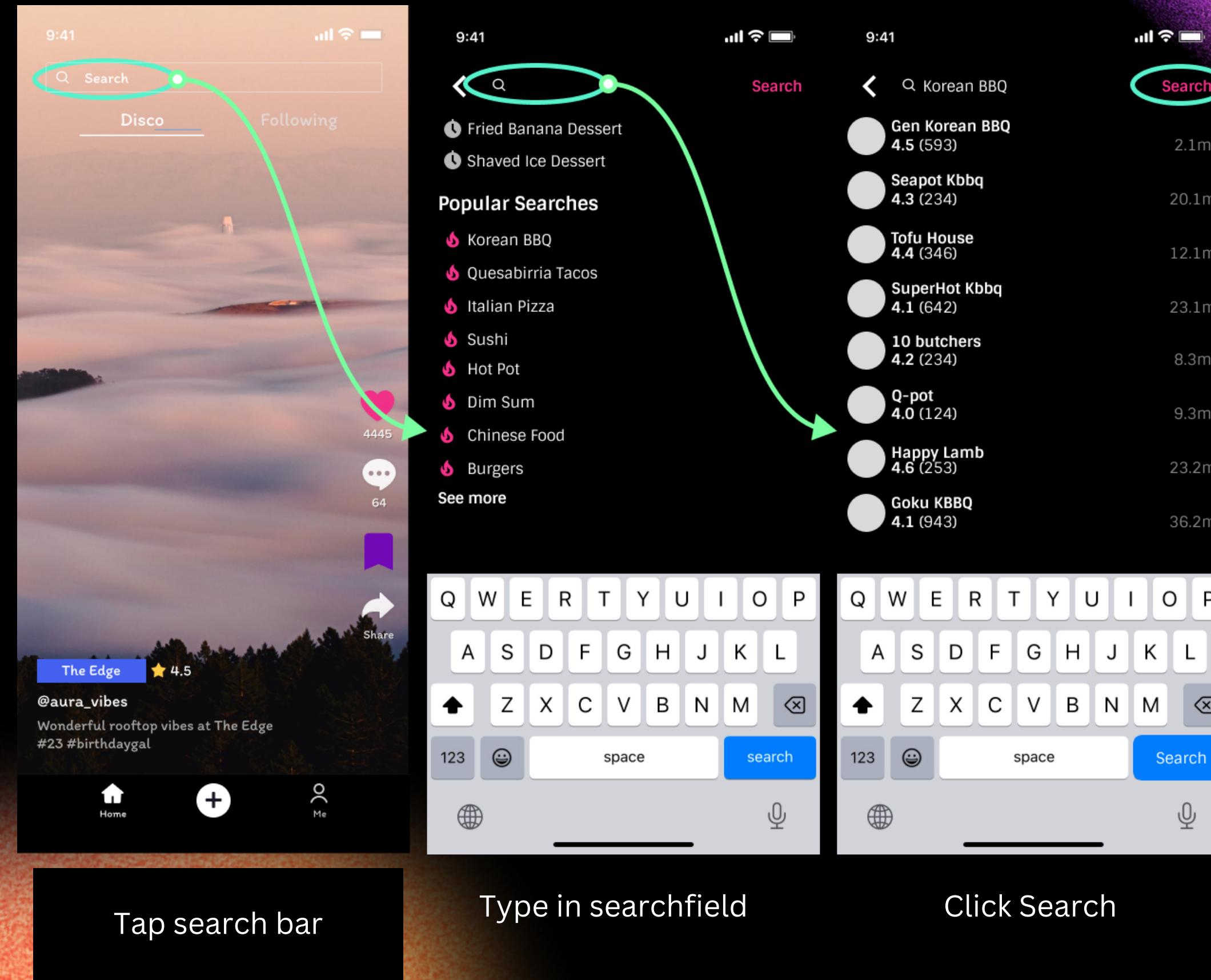
Restaurant landing page by default opens to About tab

Vertical scroll to view more About info

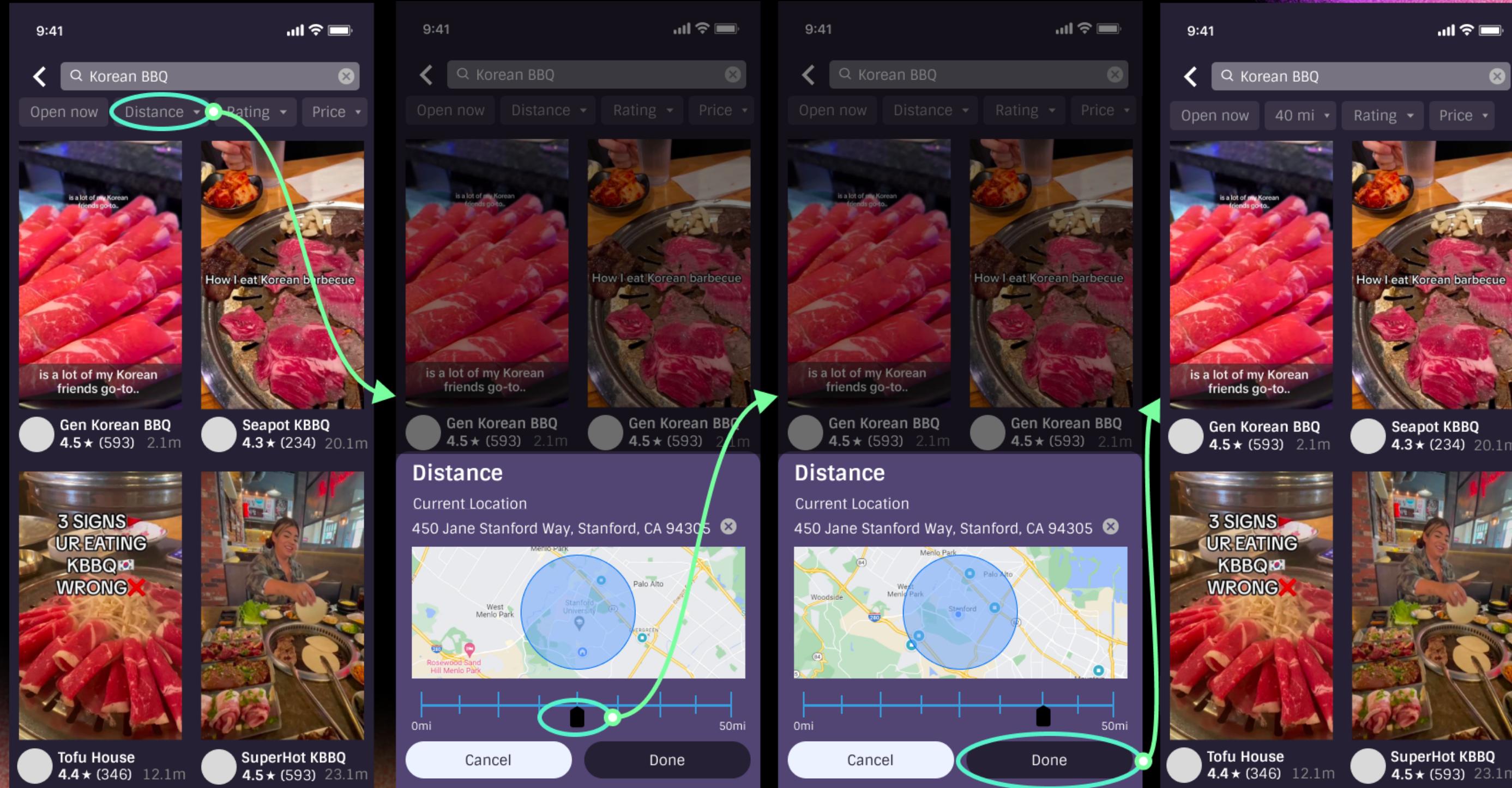
Tap Reviews to view video content

Tap video to open and view video

# MODERATE TASK



# MODERATE TASK



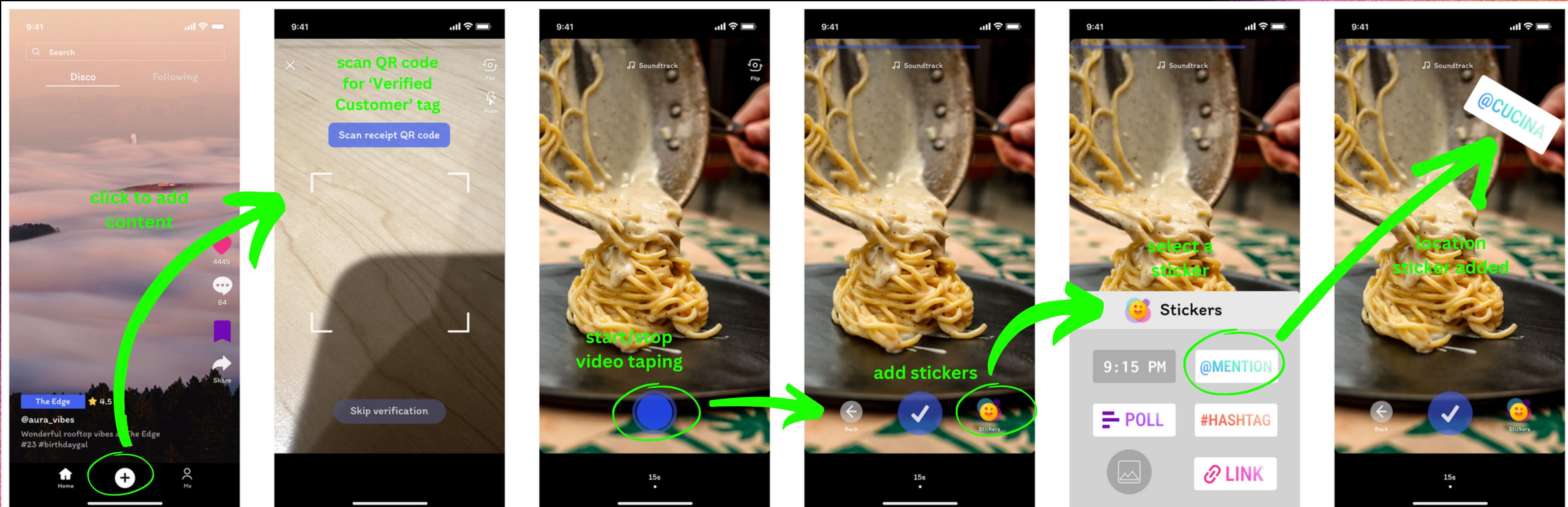
Click filters to narrow results (ex: distance)

Slide scroll to adjust distance radius

Click done

View updated results

# COMPLEX TASK

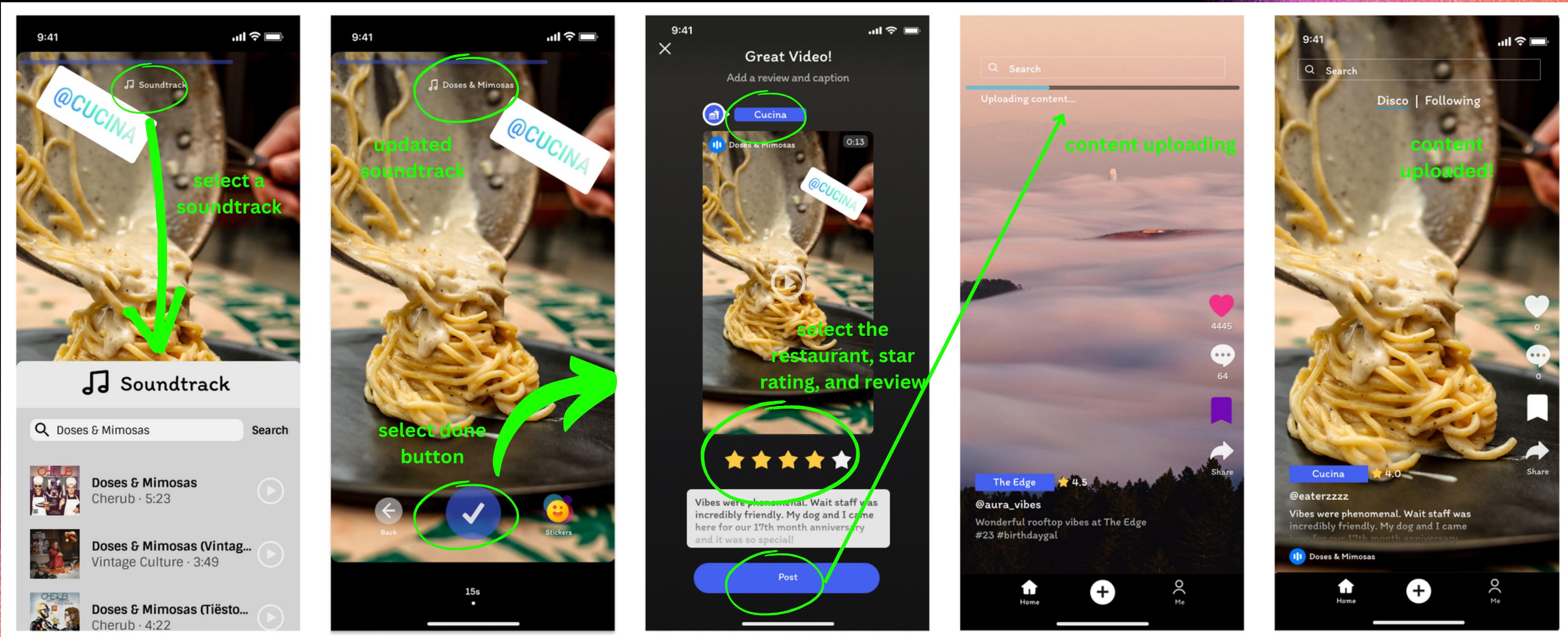


Post new content from  
the disco / following  
page

Optional scan receipt  
to build credibility with  
the tag

add stickers to  
complete the video  
even more

# COMPLEX TASK



Search for songs that  
match the vibe

View your content on  
your updated home  
page

# PROTOTYPE IMPLEMENTATION

# DESIGN AND PROTOTYPING TOOLS

When drawing our initial sketches, we chose to use **Notability**

## Pros:

- Familiar and intuitive user interface
- Supports various pen strokes and color palettes
- Provides helpful shapes and templates

## Cons:

- Missing layering system, edits to a region impact all features of that region
- Page sizes are limited
- Not intended for art (like Procreate might be)



# DESIGN AND PROTOTYPING TOOLS

When designing mockups and prototyping, we used Figma

## Pros:

- Collaboration and real-time editing
- Pre-made device frames with accurate dimensions
- Prototyping capability to resemble user interaction
- Components and autolayout to ensure consistency and reusability

## Cons:

- Difficult to gauge accessibility
- Learning curve for using the software



# LIMITATIONS AND TRADEOFFS

What weren't we able to model through our prototypes?

- Can't simulate recording your video through the app
- Can't simulate scanning QR code to apply verified tag on post
- Can't show how your homepage dynamically changes to match your preferences
- Can't add music to restaurant landing page

# WIZARD-OF-OZ FEATURES

What features were automated and simulated?

- Automatic ‘Disco’ page arranged based on location
- Filters are magically applied after being selected
- ‘Disco’ page never runs out of content to display
- Search algorithm and QR code scanner magically work correctly

# HARD-CODED FEATURES

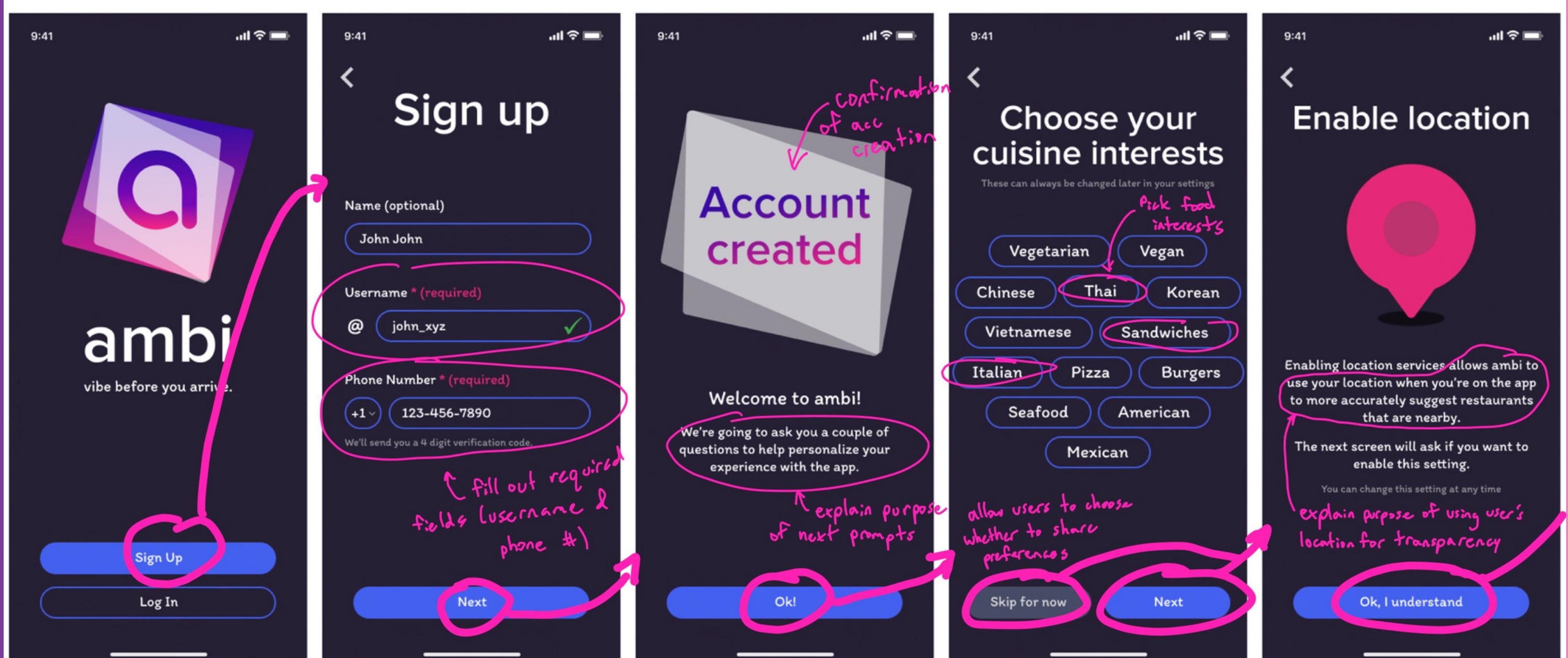
- No registered restaurants yet
  - Manually designed restaurant landing pages and info
- Video customization
  - Hard-coded user actions when posting a video
  - No way to know how users would personalize their videos
- Discovery page
  - Designed our own example posts

# APPENDIX

# Figma Med-Fi Prototype Links

[Prototype link](#)  
[Design file link](#)

# ADDITIONAL TASK FLOW - ONBOARDING



Start page

Sign up page  
(omitted - verification code sent to phone #)

Acc created

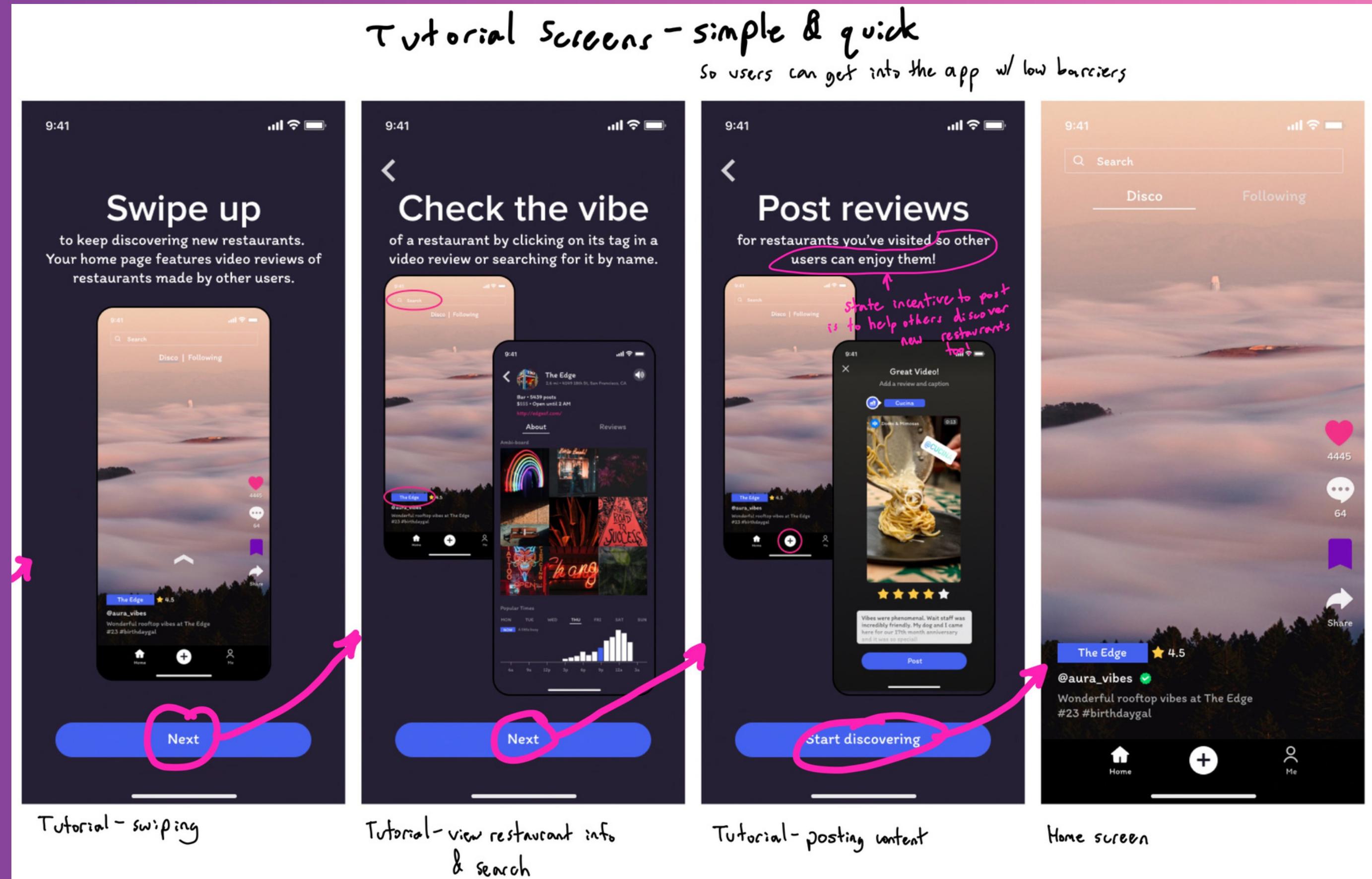
Choose food interests

Enable location services  
(omitted - iOS enable location services pop-up)

# ADDITIONAL TASK FLOW - ONBOARDING

Tutorial Screens - simple & quick

So users can get into the app w/ low barriers

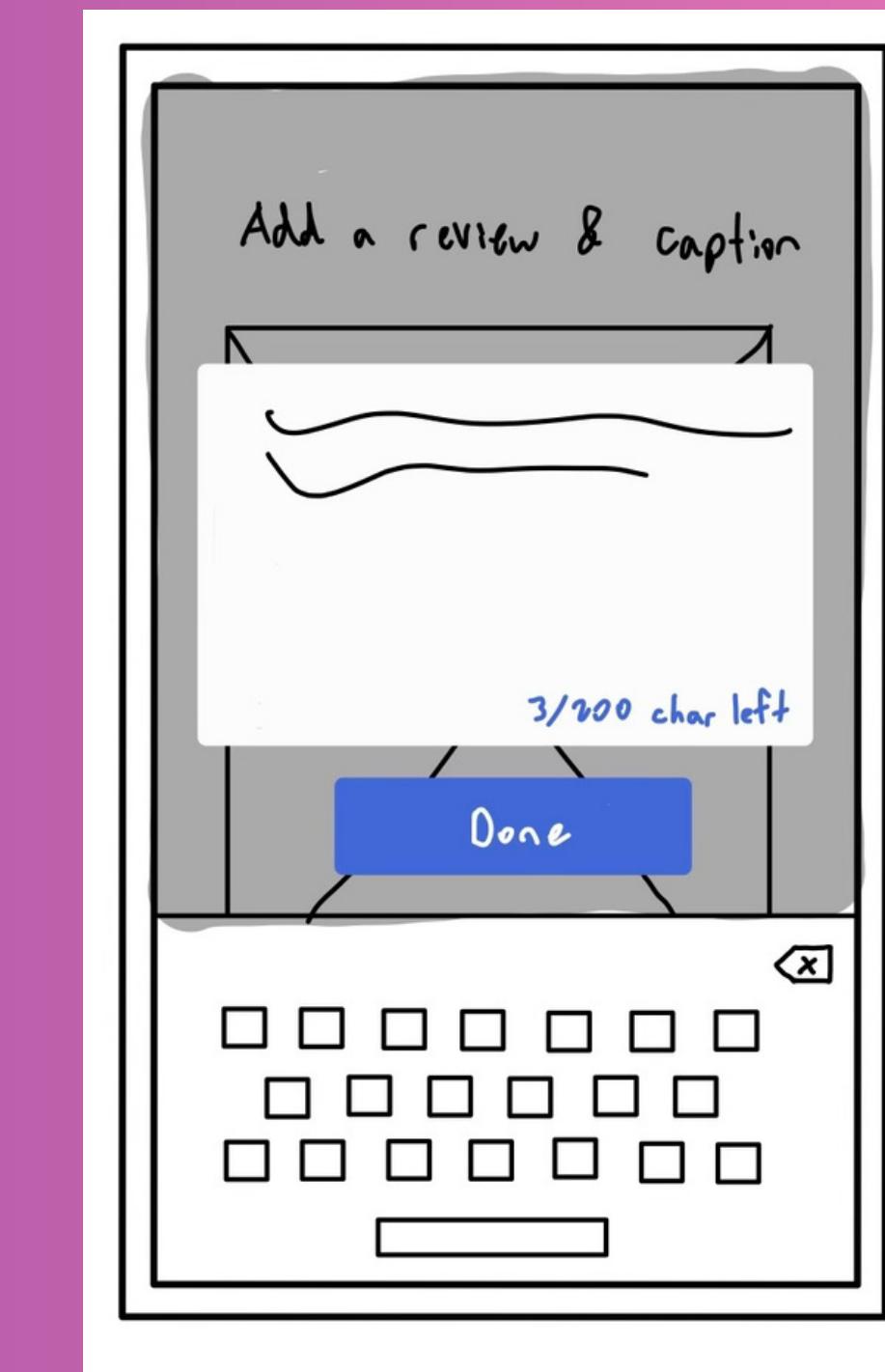


# MAJOR DESIGN CHANGE #1 SKETCHES

Before

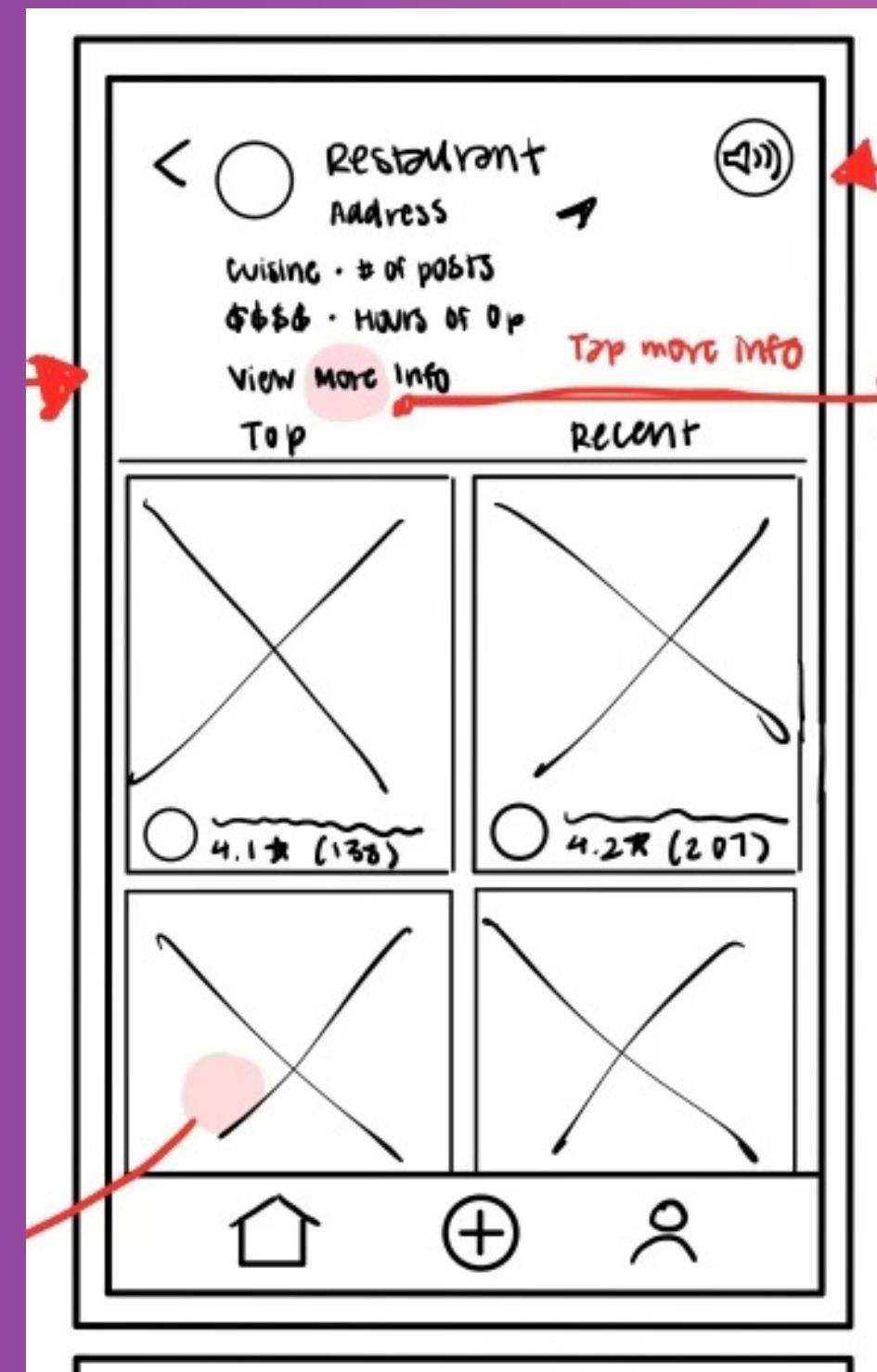


After

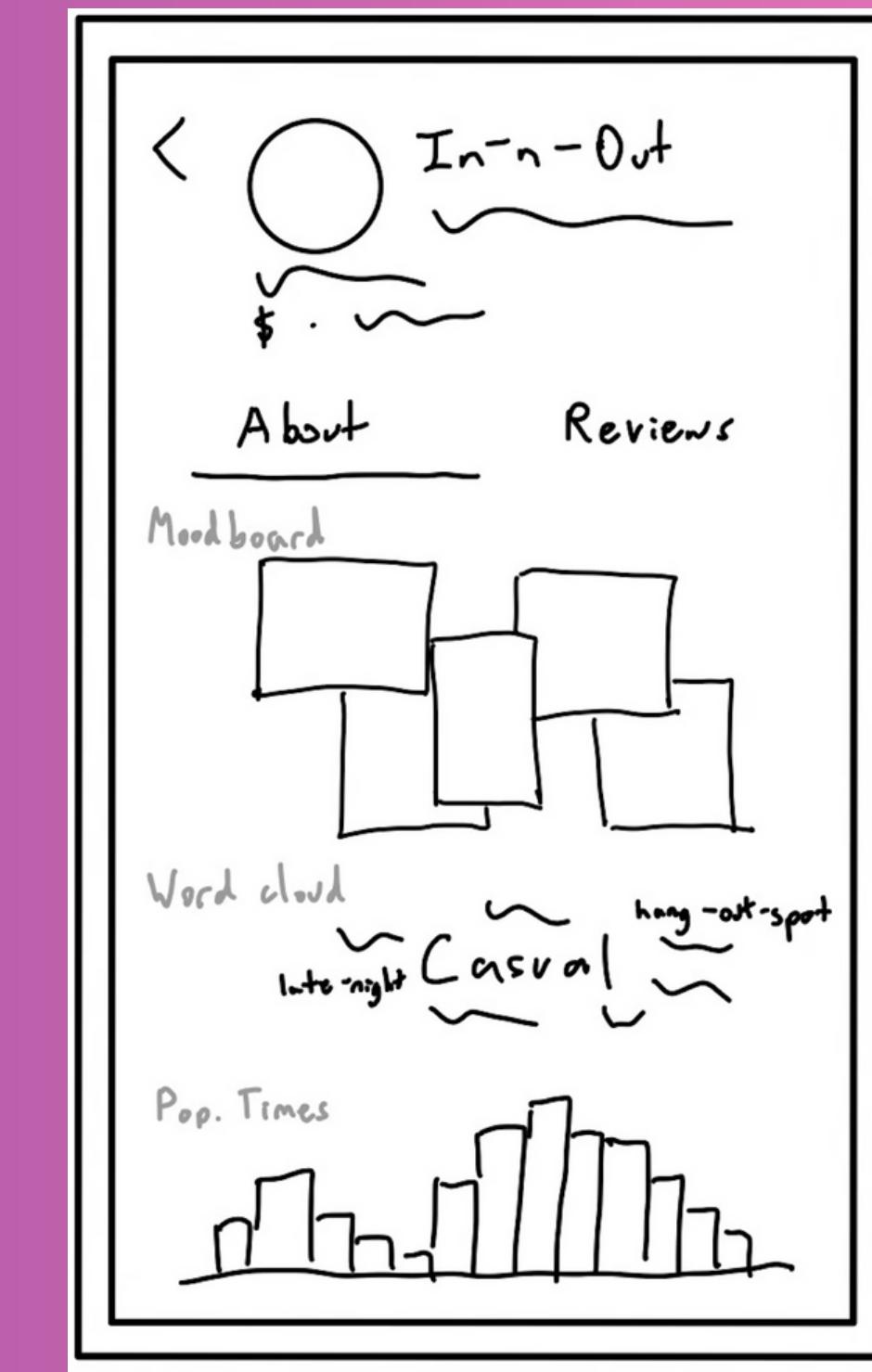


# MAJOR DESIGN CHANGE #2 SKETCHES

Before



After



# MAJOR DESIGN CHANGE #3 SKETCHES

Before



After

