ambi

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link to prototype

target audience

ambi is designed to help all people discover new restaurants that fit the vibe, or ambience, that they are looking for. Through other users' reviews of a restaurant, people are able to identify a restaurant's vibe before going there.

design tools

We used Figma as the main design and wireframing tool for our medium-fidelity prototype as it allowed us to easily collaborate and test our prototype. Our prototype mimics a mobile application usable across all operating systems, though it was designed using the dimensions of an iPhone 14 Pro Max.

operating instructions

general info

- There's a predetermined set of buttons that you can interact with to navigate through the prototype and task flows. Clicking on an unmapped space on the screen will show the different options for what can be interacted with on the current page.
- On the left-hand side of the website, you'll see all of our prototype's task flows. Clicking on a specific one will allow you to jump straight to exploring it,

but in general starting at "Onboarding" will allow you to access every task flow. Our 3 main task flows are labeled with "SIMPLE", "MODERATE", and "COMPLEX" in the name.

- A back/exit button often appears at the top left corner of the screen that allows you to navigate back to previous screens.
- The prototype flow will often take you through all actions in a sequence, even the ones that are optional in the design of the app.

onboarding

- Log in
  - Clickable boxes to fill in your phone number and a verification code.
- Sign up
  - Clickable boxes to fill in your name (optional), username (required), phone number (required), a verification code (required), cuisine interests (optional), and allow location services (optional).
  - After account creation, go through a quick tutorial of the app.

navigation bar (bottom of screen)

- Home: leftmost tab.
- Post: middle tab.
- Profile: rightmost tab.

home screen

- Swipe up to see a new video review for a new restaurant, and swipe down to go back to the previous review.
  - *NOTE: only one swipe up/down is currently implemented in the prototype.*
- (At the top) An option to change between the "disco" and "following" homepage; "disco" shows posts from all users on the platform while "following" only shows posts from users you follow.
  - *NOTE: "following" is still under construction.*
- Tapping on a review's (blue) restaurant tag will bring you to the restaurant's landing page.
- Hovering over the green check mark next to some users' usernames shows the "Verified Customer" tag.
- (At the top) The search bar allows you to search for restaurants by name.

restaurant landing page

- Music that matches the restaurant's vibe plays on the landing page.
  - Click the speaker in the top right corner to mute/unmute it.
  - *NOTE: the actual music is not currently implemented.*
- Information about the restaurant at the top of the screen (name, location, hours, etc.).
- About page (left tab)
  - Ambi-board (aka moodboard) that conveys the vibe of the restaurant.
  - Popular times.
  - (Scroll down) Word cloud generated by synthesizing comments and reviews.
  - (Scroll down) Bitmojis that show what kind of outfits to wear to the restaurant.
- Reviews page (right tab)
  - Click on a review to see it in depth, similar to how they're displayed on the home page.

search

- Tapping on the search bar brings up the search page populated with suggested popular searches.
- While typing, the search will try to auto-complete the search and suggest restaurants that match.
- Once you hit search, a search results page will appear with a scrolling view of restaurant reels.
- Can then use the filters under the search bar to filter the results by open now, distance, rating, price, and cuisine.
  - *NOTE: only the distance filter is currently implemented.*

post

- First, asks you to scan the QR code on your receipt—scanning the QR code adds a "verified purchase" tag to your review.
  - *NOTE: scanning is not currently implemented—click skip verification to move on.*
- Use the blue recording button to take a video within the app, or upload a pre-existing video from your camera roll through the "Upload" button on the left of the recording button.

- After recording/uploading, add stickers (optional) using the rightmost button at the bottom of the screen, a soundtrack (optional) by tapping "Soundtrack" at the top of the screen, and/or press the blue checkmark to move on.
- On the final page, add a restaurant location (required) by tapping the search bar at the top, a star review (optional) by tapping the number of stars you want to give, and a text description (optional) by tapping the text box near the bottom of the screen.

profile
- At the top, you can view your name, profile picture, username, number of reviews, and the people you follow
- Tapping the gear in the top right corner brings you to your settings. There are also buttons under "Reviews" and "Following" to edit or share your profile.
  - *NOTE: these features are still under construction*
- My reviews (left tab) and saved reviews (right tab)
  - Click on a review to see it in depth.

limitations

The app doesn't support the simulation of recording your video within its interface. It lacks the capability to emulate the scanning of a QR code to apply a verified tag to your post. Furthermore, it is unable to illustrate the dynamic adaptation of your homepage to align with your personal preferences. Lastly, the app lacks the feature to include music on a restaurant's landing page.

wizard of oz techniques

The 'Disco' page effortlessly organizes itself according to your current location, providing a seamless and tailored experience. Filters you select are mysteriously applied as if by magic, ensuring your preferences are instantly reflected in the displayed content.

The 'Disco' page continuously offers an endless stream of content, ensuring you're always entertained without interruption. Its search algorithm and QR code scanner function flawlessly, effortlessly delivering the results you seek and smoothly decoding QR codes as if guided by enchantment.

hard-coded items

At present, there are no registered restaurants within the system. Therefore, restaurant landing pages and their corresponding information must be meticulously crafted by hand.

Customizing videos proves to be a meticulous process, necessitating hard-coded user actions for posting videos. Unfortunately, it remains uncertain how individual users might choose to personalize their video content.

For the Discovery page, we've taken it upon ourselves to craft illustrative example posts, paving the way for users to explore and engage with the platform.