

MenYou

Needfinding Report



Meet the Team!



Joseph Ngo



‘24

Fox Lake, IL

Faith Zhang



‘24

San Diego, CA

Kaitlin Peng



‘24

Naperville, IL

Melissa Lee

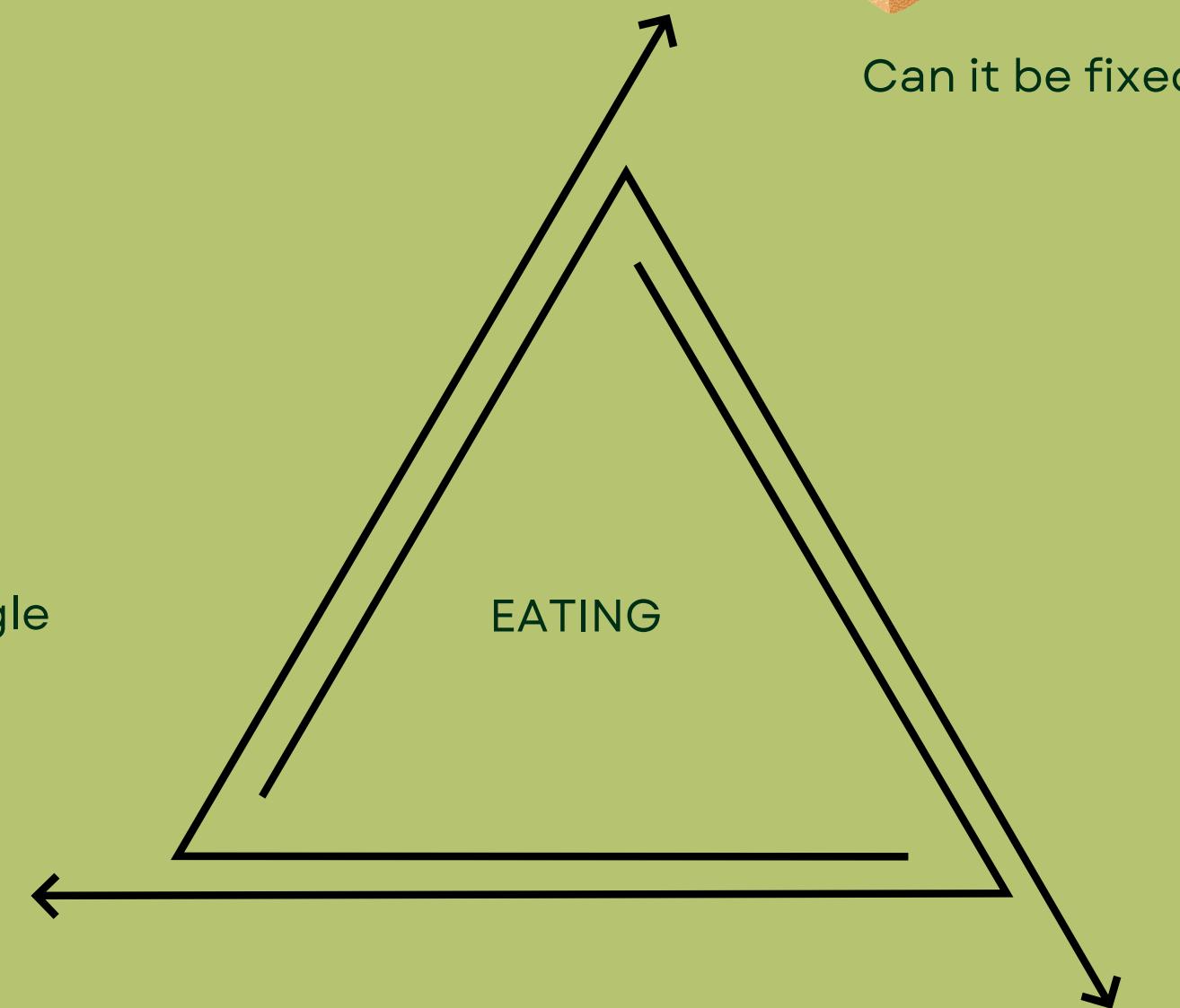


‘24

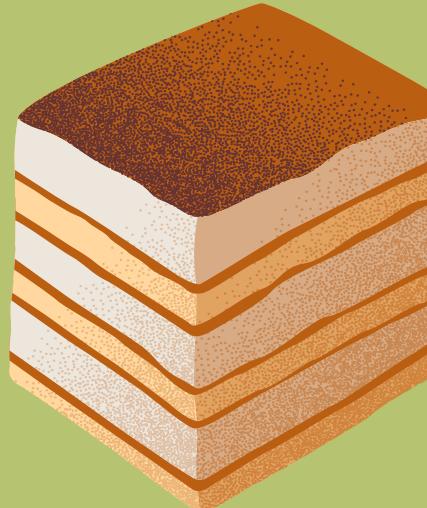
Sunnyvale, CA

Domain Selection

what is an everyday struggle
we face?



is this a universal experience?



Can it be fixed?



Looking for Participants

Everyday people

Diversity

**Those with allergies / dietary
restrictions**

Who We Spoke to

Ophny / Jenna



Couple
52 y/o, 51 y/o
Palo Alto, CA

Jason



Student
21 y/o
Cupertino, CA

Gustavo



Gott's Roadside
Assistant General
Manager

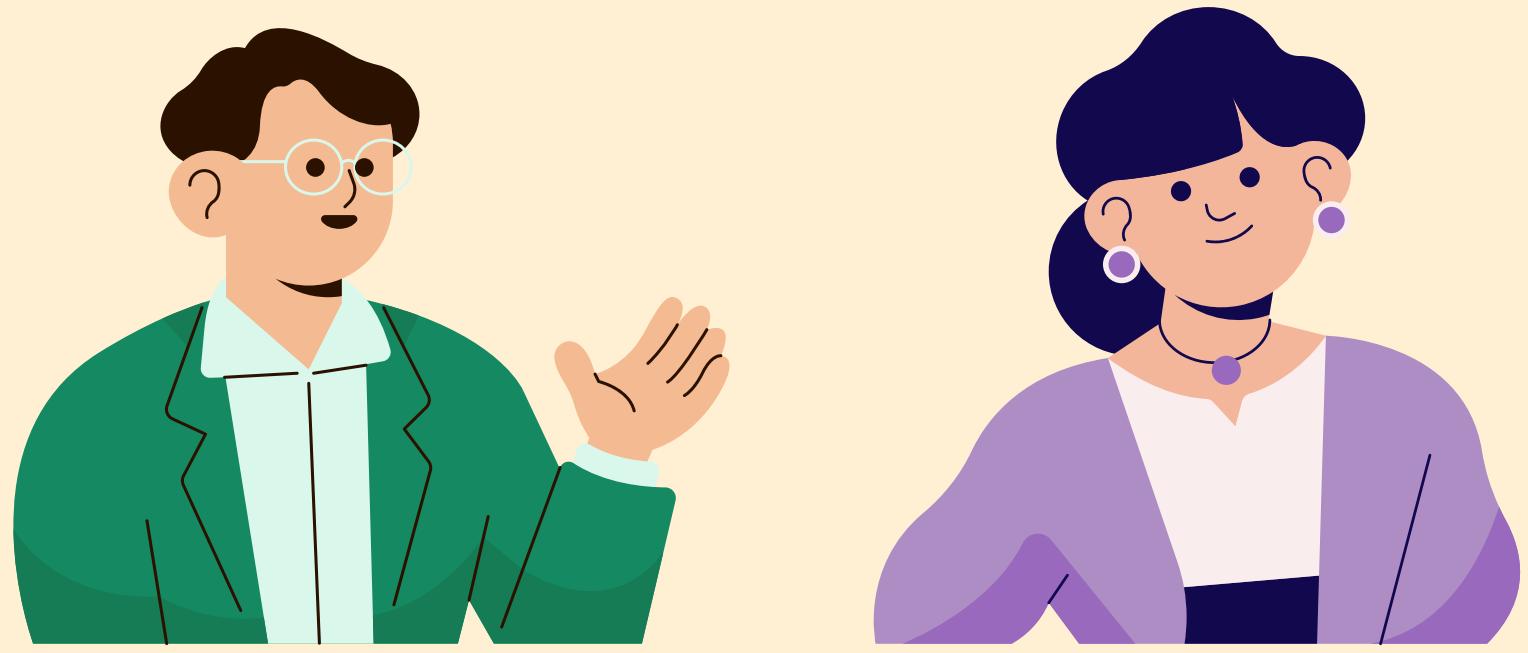
Guiding Questions

Everyday People

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | Can you walk me through a typical dining experience? |
| <input checked="" type="checkbox"/> | How do you currently discover and decide on specific dishes to order when dining out? |
| <input checked="" type="checkbox"/> | How do you go about deciding where to eat and what to order? |
| <input checked="" type="checkbox"/> | How do images of food contribute to your decision-making process? |
| <input checked="" type="checkbox"/> | Do you have any dietary preferences or restrictions? How do these impact your dining choices? |
| <input checked="" type="checkbox"/> | What would make your ordering experience even better? |



Interviewer: Faith
Notetaker: Melissa
Tools: Otter.ai (transcription)



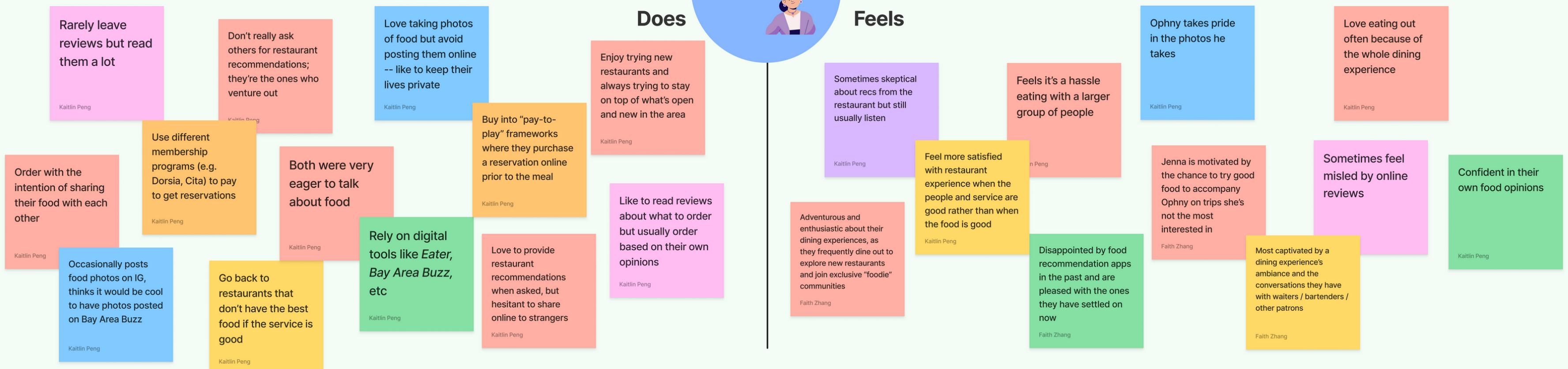
“So you can read reviews
and reviews... but it's a
crapshoot”

Ophny / Jenna

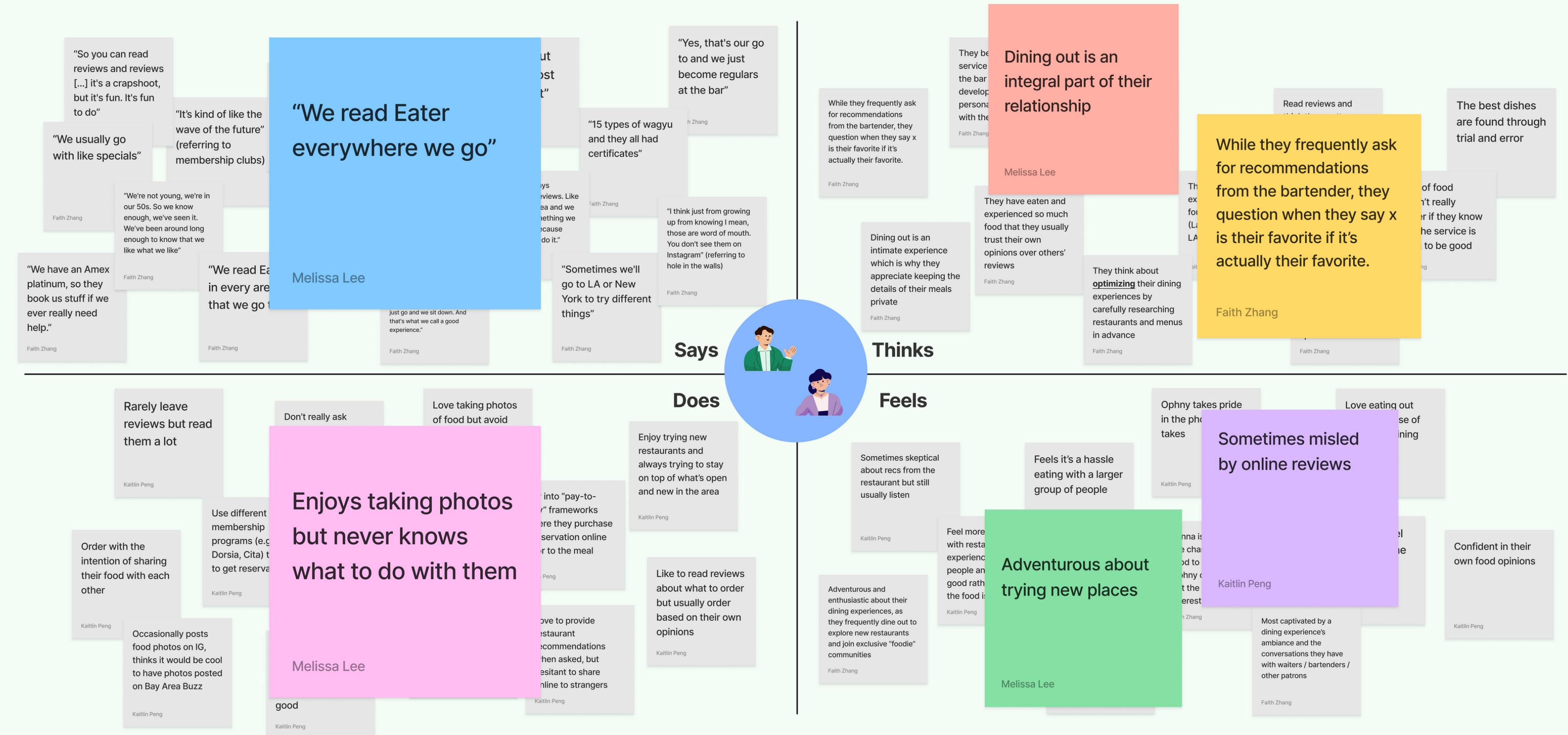
“Foodies” | 40 min. in
person interview at
Town and Country



Ophny + Jenna



Ophny + Jenna



insights

Food enthusiasts are picky about what they choose from a menu, and even more selective about the tools they use to help them decide.

need

People need a way to easily combine restaurant recommendations, fan favorites, and personal preferences all into one.

insights

Restaurant recommendations are valued, but customers may sometimes be skeptical of the bias and intent behind the recommendation.

need

People want to receive personalized expert recommendations in a transparent and objective manner.



Jason

Stanford student with many allergies | 40 min. in person interview at Tresidder

“If I tend to not eat a lot from a restaurant, it just becomes less memorable”



Jason



Jason



insights

People with dietary restrictions may want to explore unfamiliar foods but can be **uncomfortable confronting** a waiter about their dietary needs.

need

People want to feel **confident** exploring new foods and be able to easily access information about the menu items.

insights

Pictures and visuals play a large role in a customer's **decision-making** process when selecting a menu item.

need

People want to make **informed choices** that will guarantee **satisfaction** with their menu choices.

Guiding Questions

Domain Expert

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | How do you go about designing your menu? |
| <input checked="" type="checkbox"/> | What are the most common factors that customers consider when selecting items from your menu? |
| <input checked="" type="checkbox"/> | Can you walk me through a typical customer ordering experience? |
| <input checked="" type="checkbox"/> | How does your restaurant process customer feedback? |
| <input checked="" type="checkbox"/> | In what ways do you think the customer order experience could be improved? |



Interviewer: Joe
Notetaker: Kaitlin
Tools: Otter.ai (transcription)



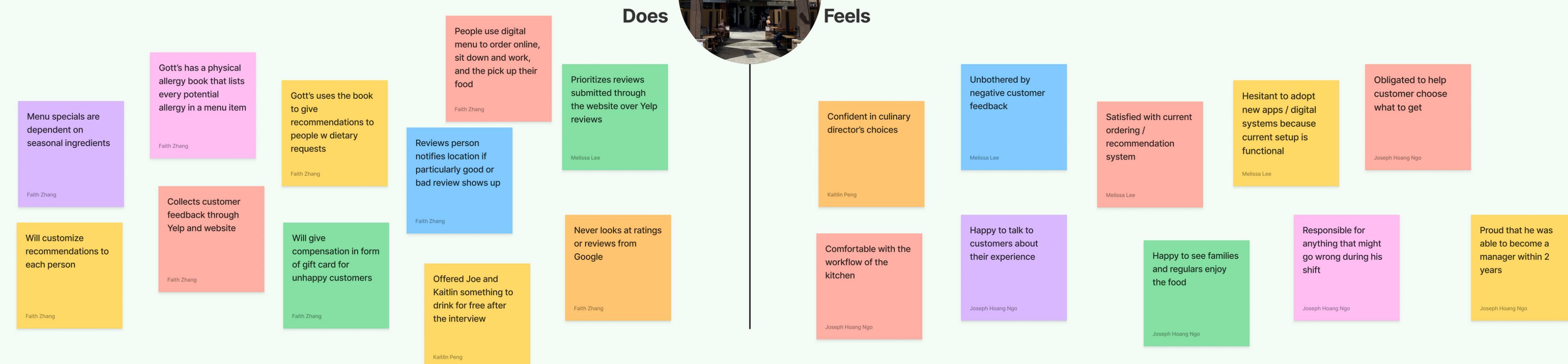
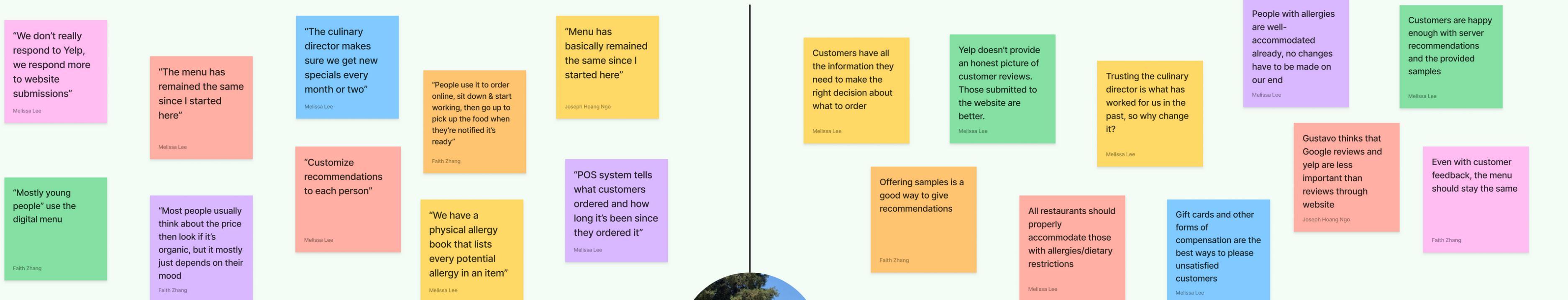
“Most people usually think about the price then look if it’s organic”

Gustavo

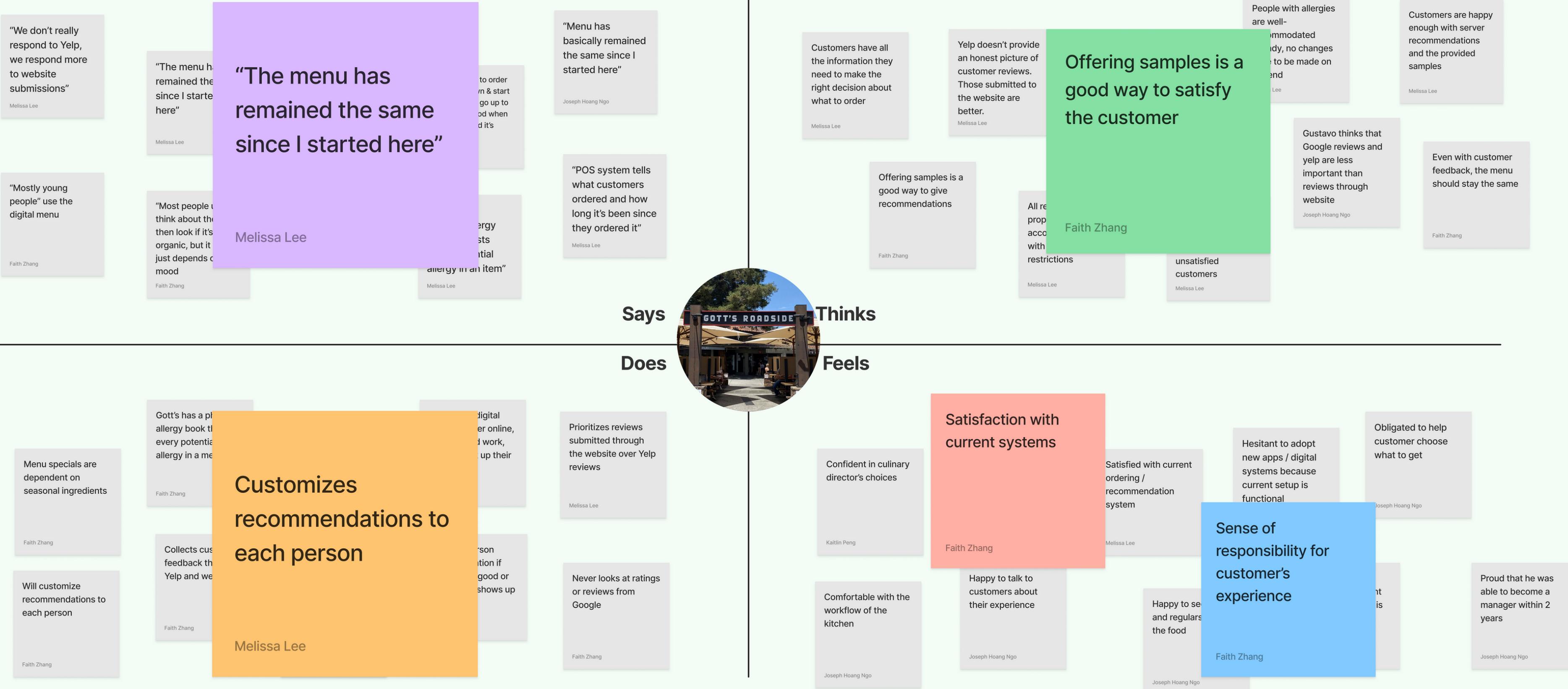
Assistant General Manager |
30 min. in person interview at
Gott's Roadside



Gustavo



Gustavo



insights

People in the food service industry feel a strong sense of responsibility for the customer's experience.

need

Workers want comprehensive guidelines and feedback to ensure positive customer experiences.

Key Learnings



Selective Decision-Making

Customers often weight a multitude of different factors when making their menu choices.

Transparency

Discovery + Exploration

Dining is an

Experience

that is shaped by more than just the quality or taste of the food.

Personalization

Digital Influence



Next Steps

- Continue interviewing a diverse range of people
- Continue analyzing and synthesizing interview data
- Narrow down problem domain within dining experiences
- Define specific problem statements

**Thank
You!**



Appendix

(Additional Picture Artifacts)

Ophny + Jenna



Environment of interview

Gott's Menu



Environment of interview

Gustavo

