

menü

LOW-FI PROTOTYPING

Presented by Melissa Lee
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Our Team



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Faith Zhang

Kaitlin Peng

Melissa Lee

Value proposition

PROBLEM

Customers struggle to
identify restaurant dishes that
both match their taste
preferences and fit their
dietary needs



SOLUTION

A one-stop app for customers to
discover new restaurant dishes
and leave helpful reviews for
others





Today, We'll be Discussing

1

**Exploring Various
Concept Sketches!**

2

**Selected Interface
& Rationale**

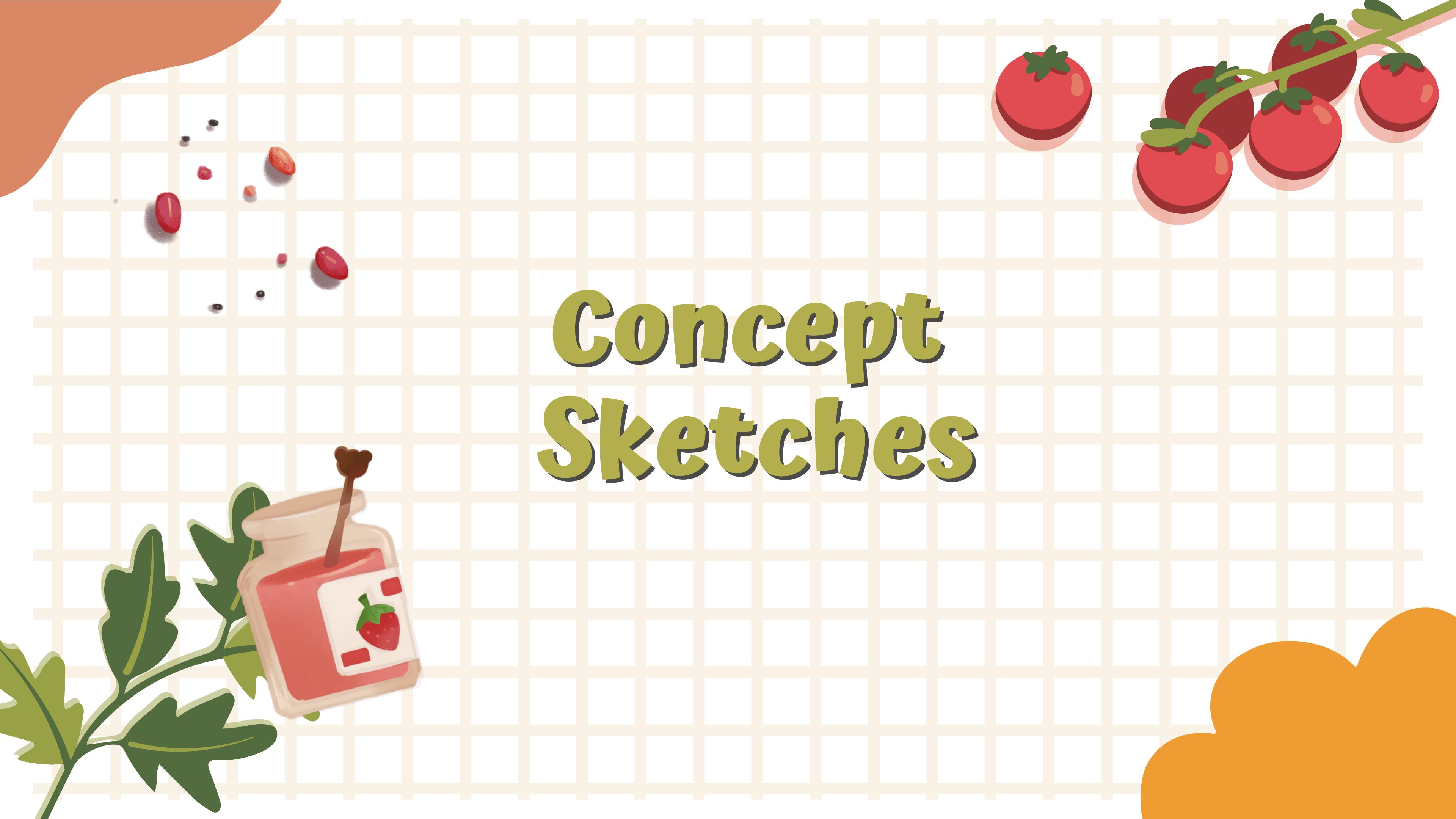
3

**Lo-Fidelity Prototype
& Testing Methodology**

4

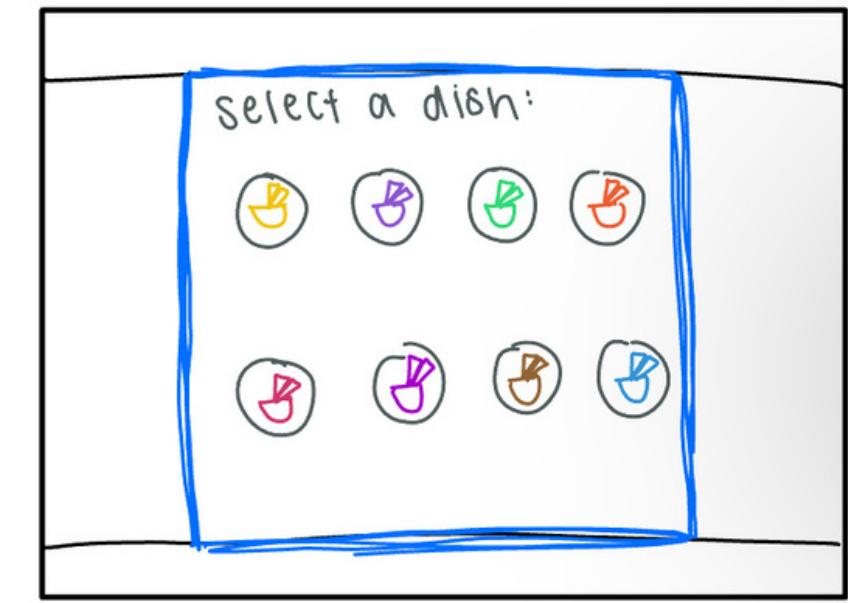
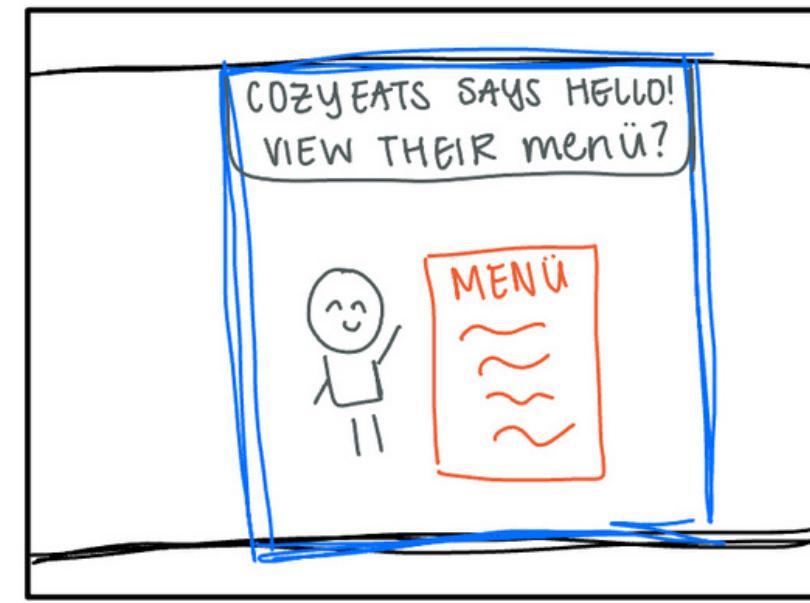
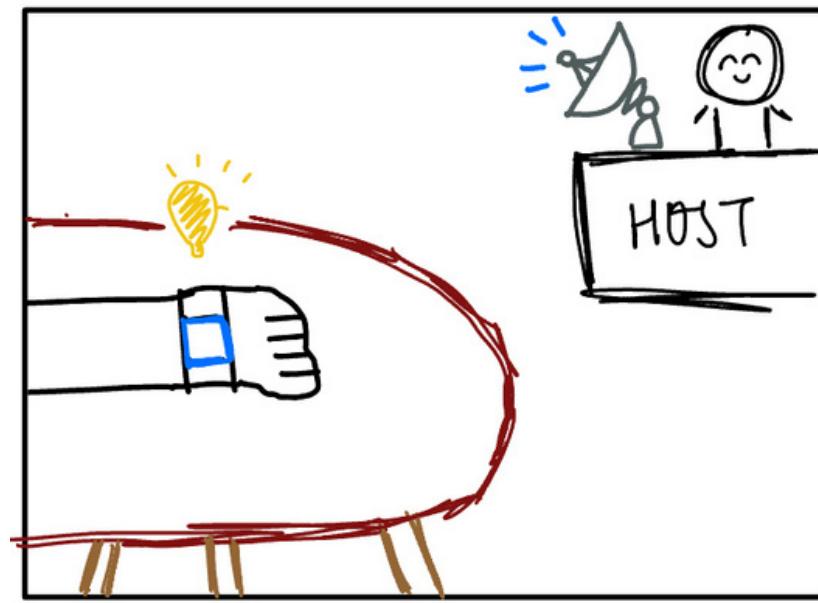
Results & Discussion

Concept sketches

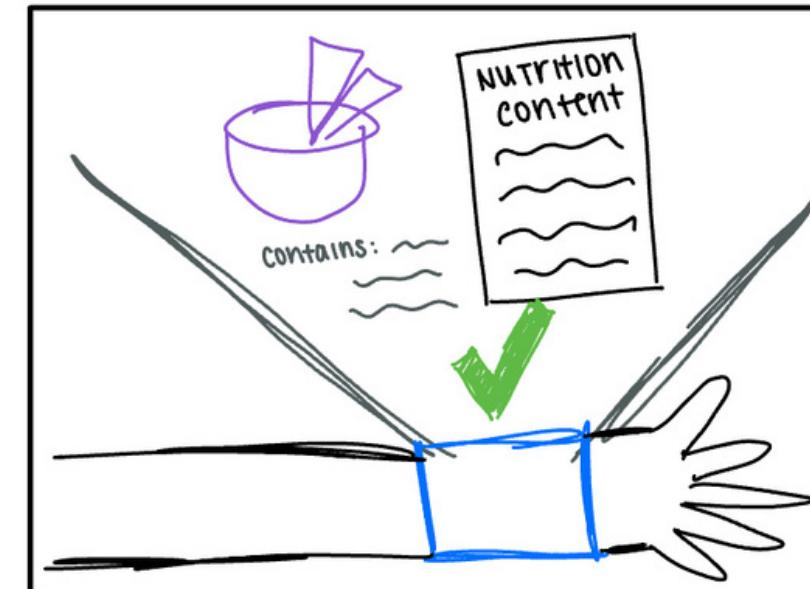
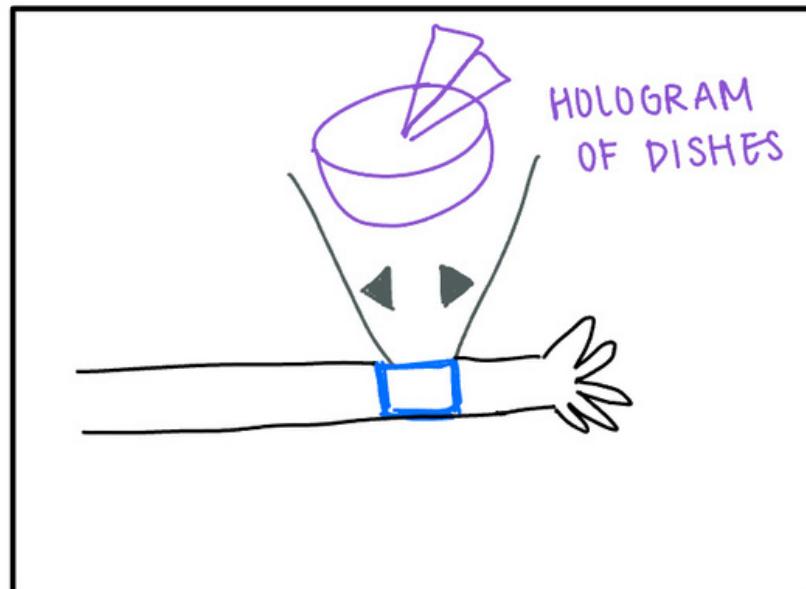


CONCEPT 1: APPLE WATCH X HOLOGRAM

Users receive a ping on the Apple watch from nearby restaurants

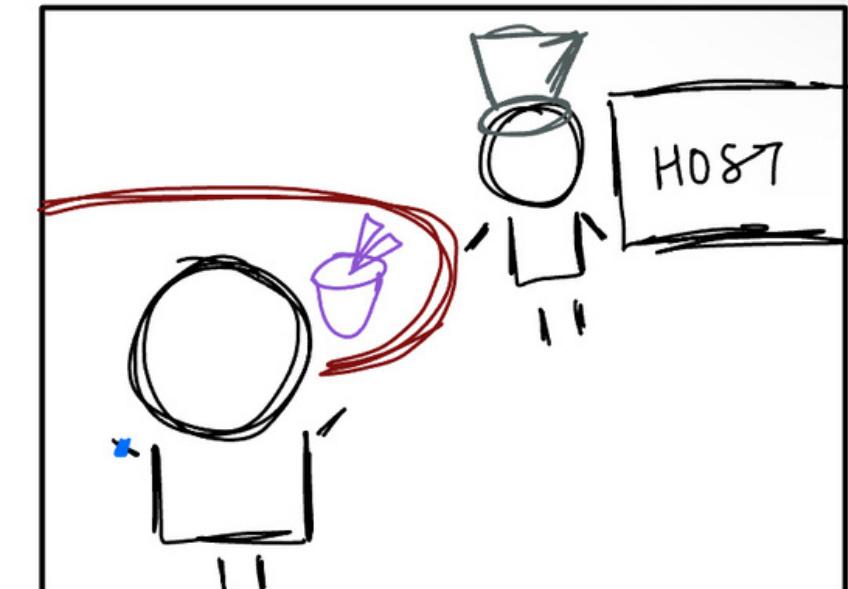


A hologram of popular dishes appears and users can swipe through choices

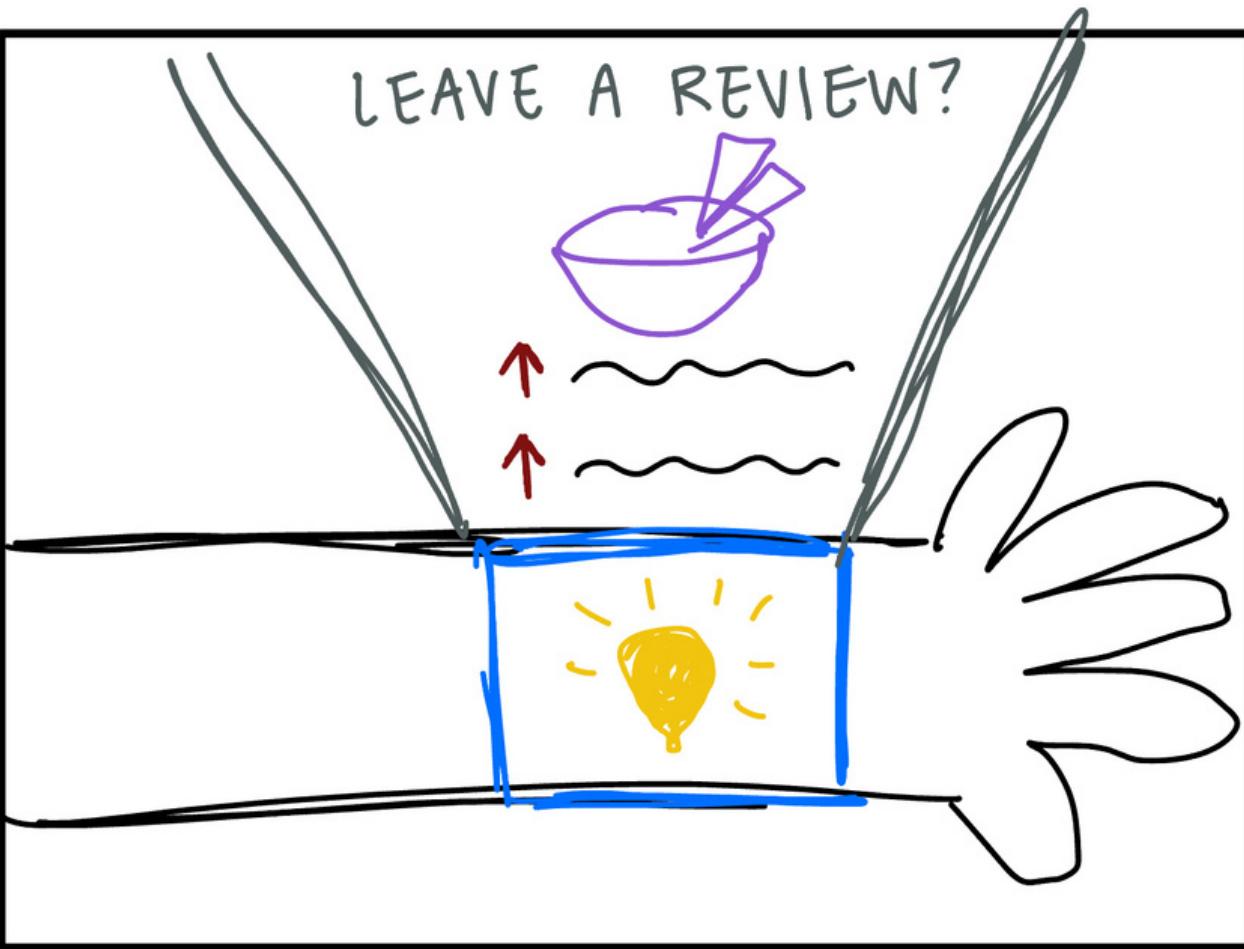


Users review the nutritional content of dishes

Restaurant is notified of customer order

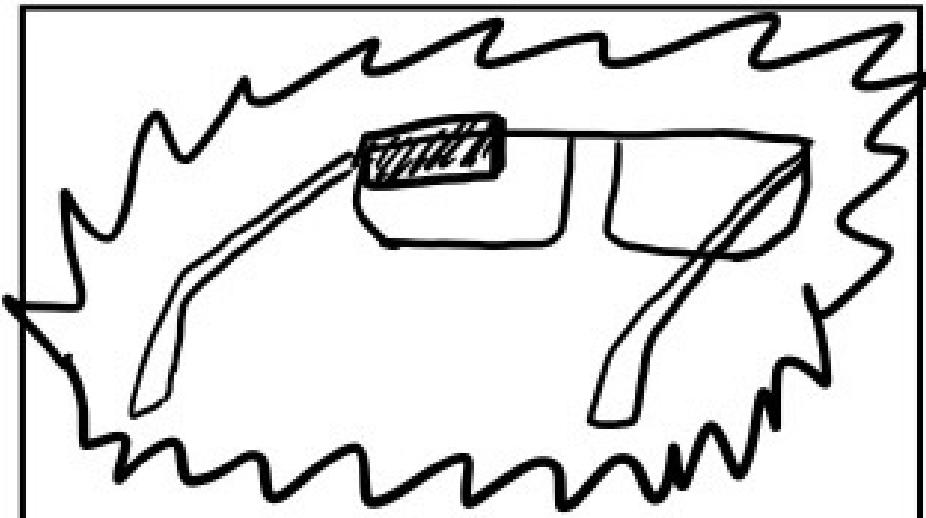


CONCEPT 1: APPLE WATCH X HOLOGRAM

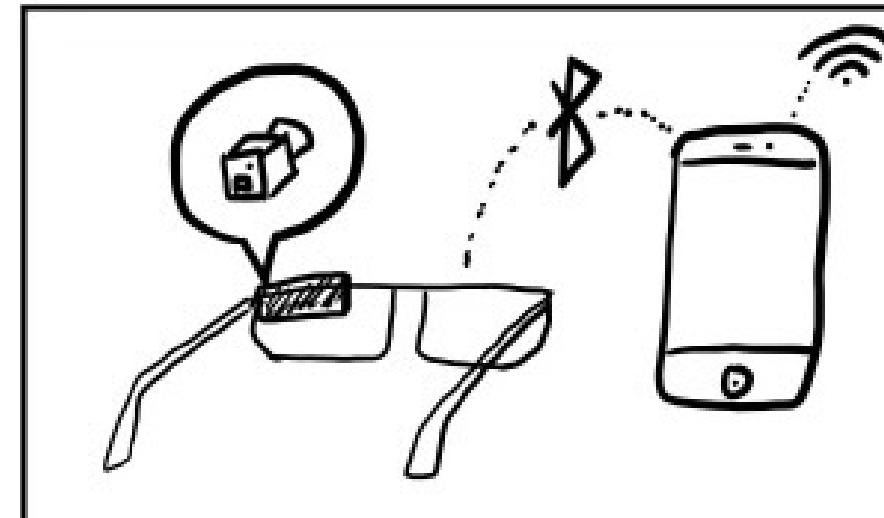


Customers are invited to
leave a review after
dining

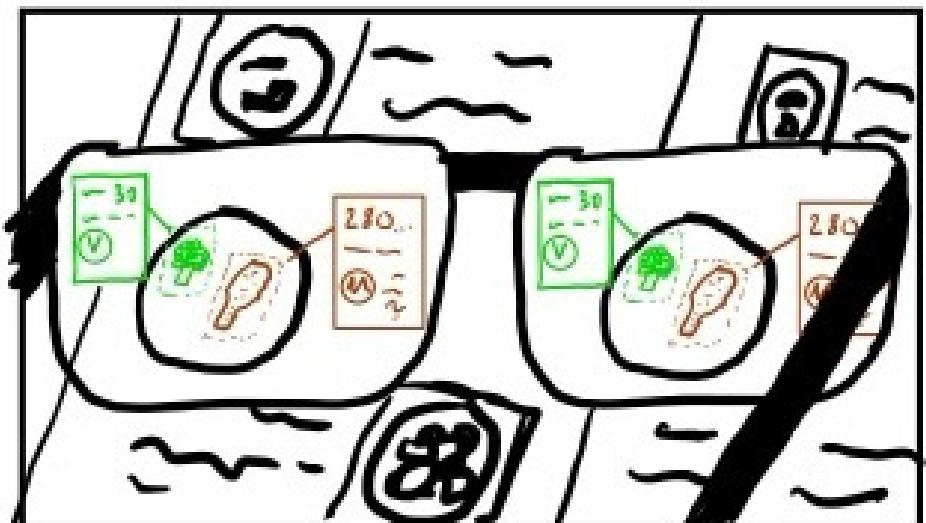
CONCEPT 2: GLASSES + COMPUTER VISION



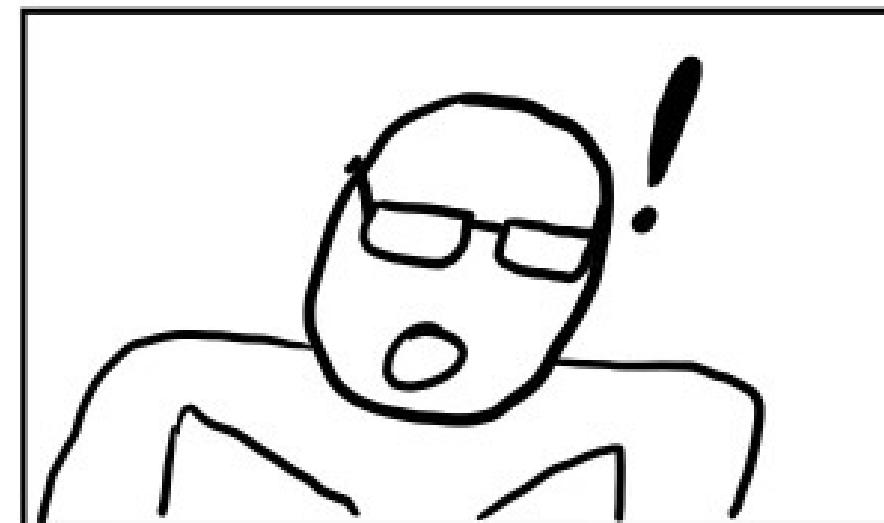
Glasses with Google Lens



Link the glasses to your
mobile device

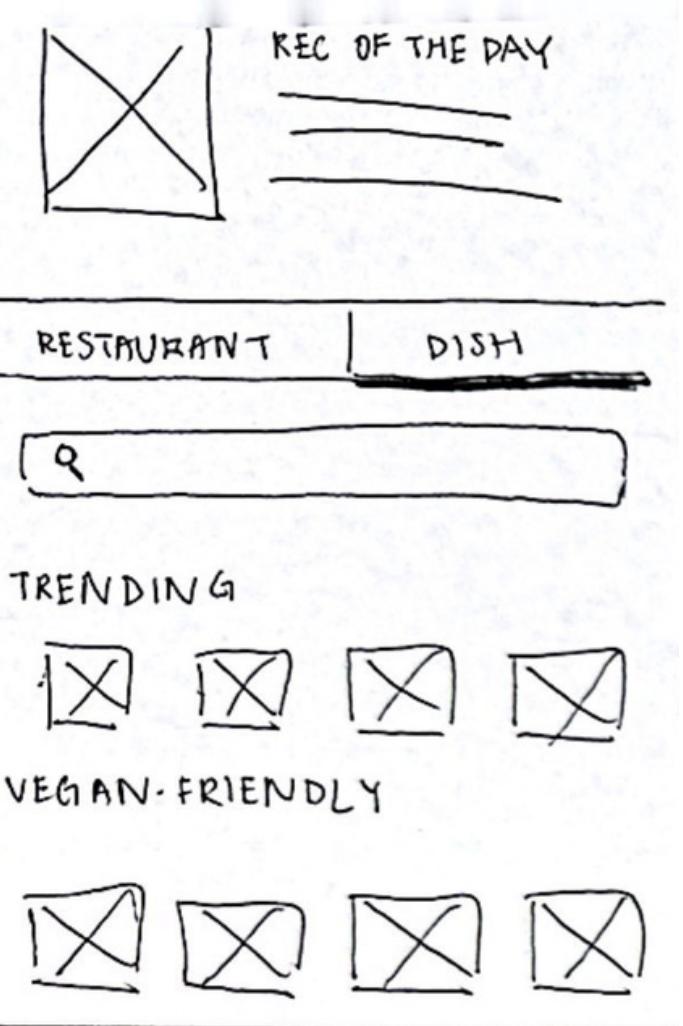


View a physical menu, see
the nutrition facts of dishes

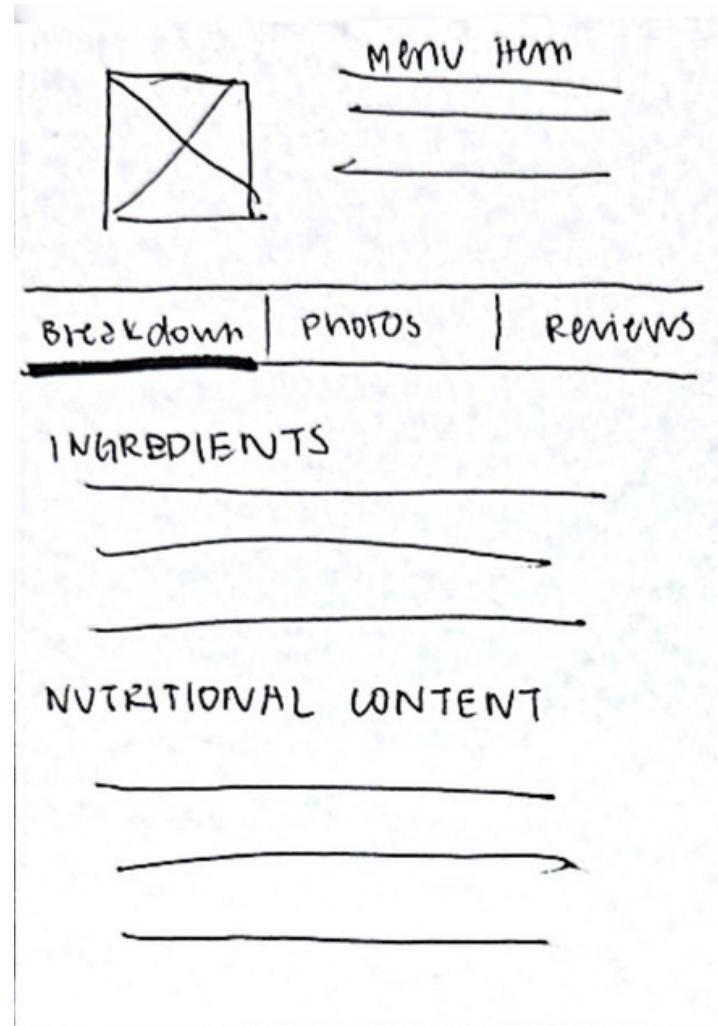


CONCEPT 3: MOBILE PHONE

Default home page + recommendations

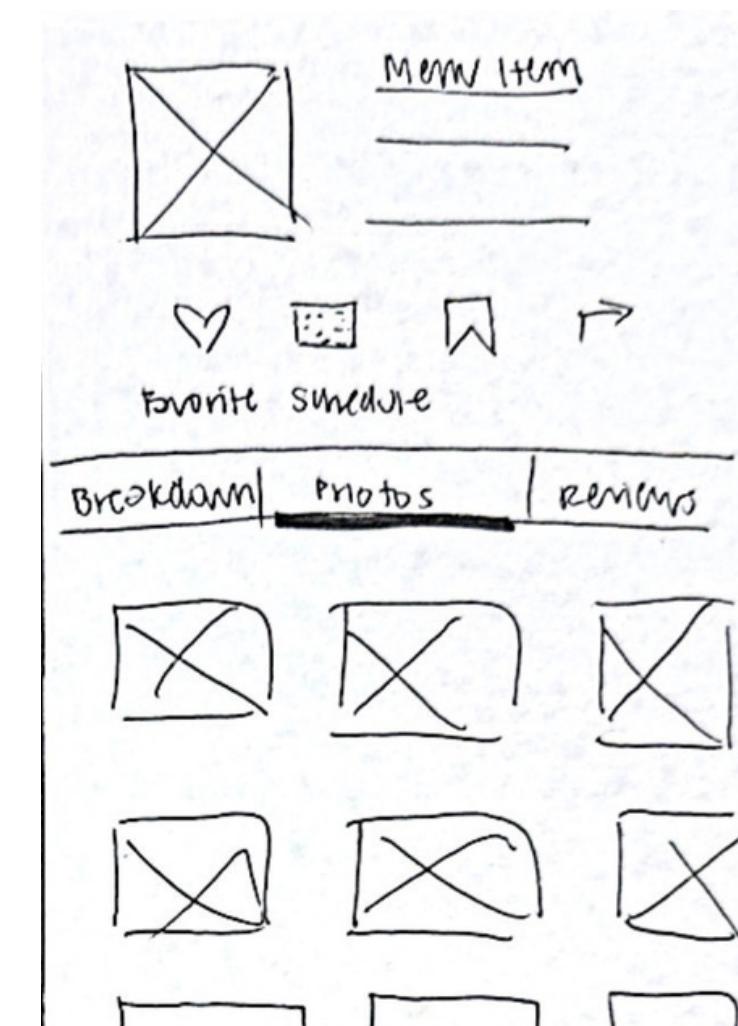


Search by restaurant or dish



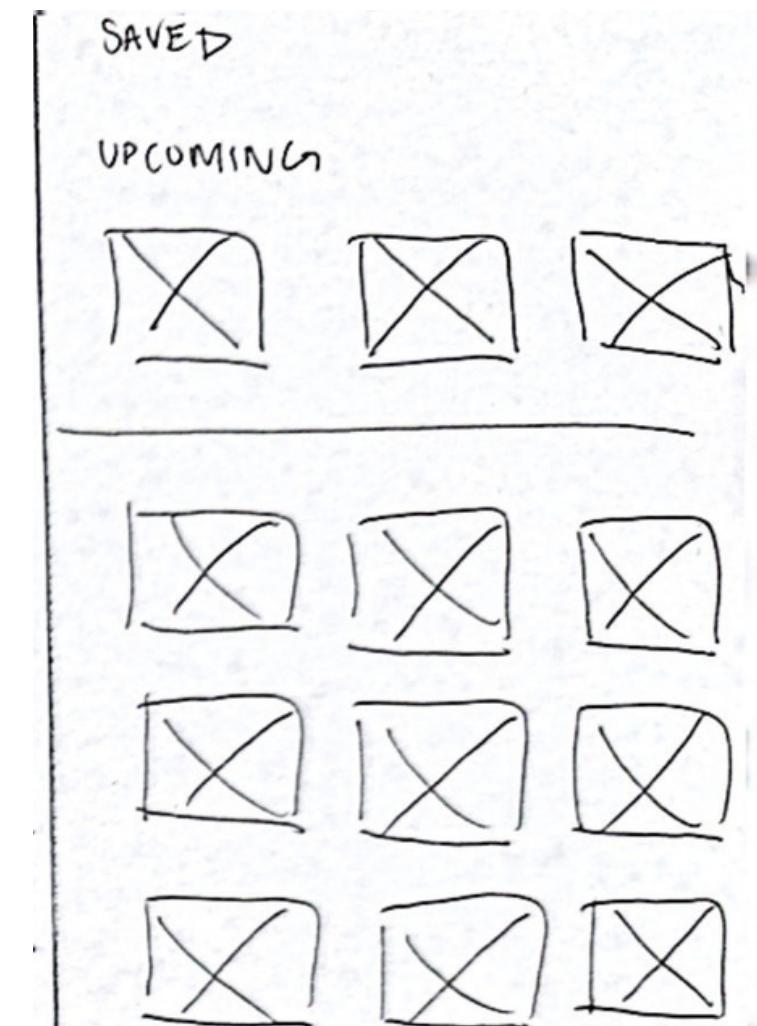
Menu item page with three tabs

Photos reviews page



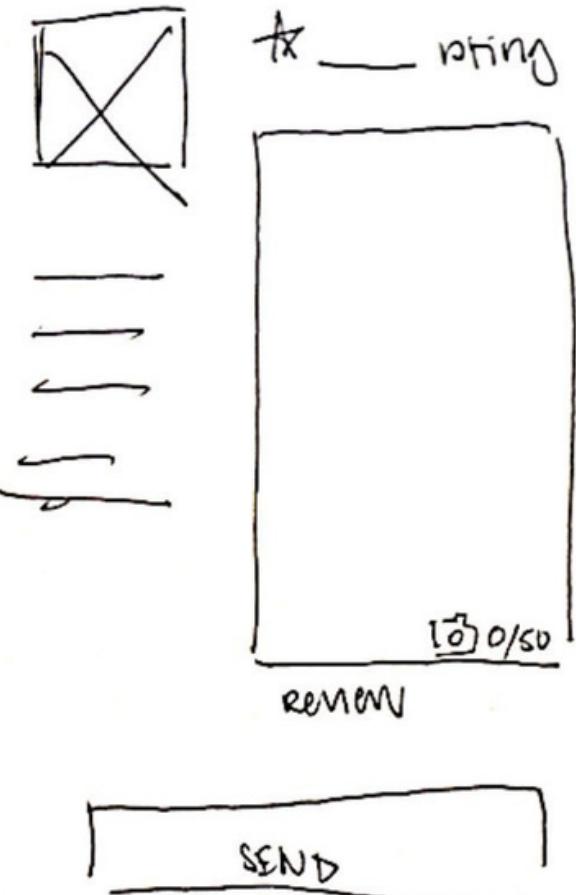
Like, share, save features

Saved dishes

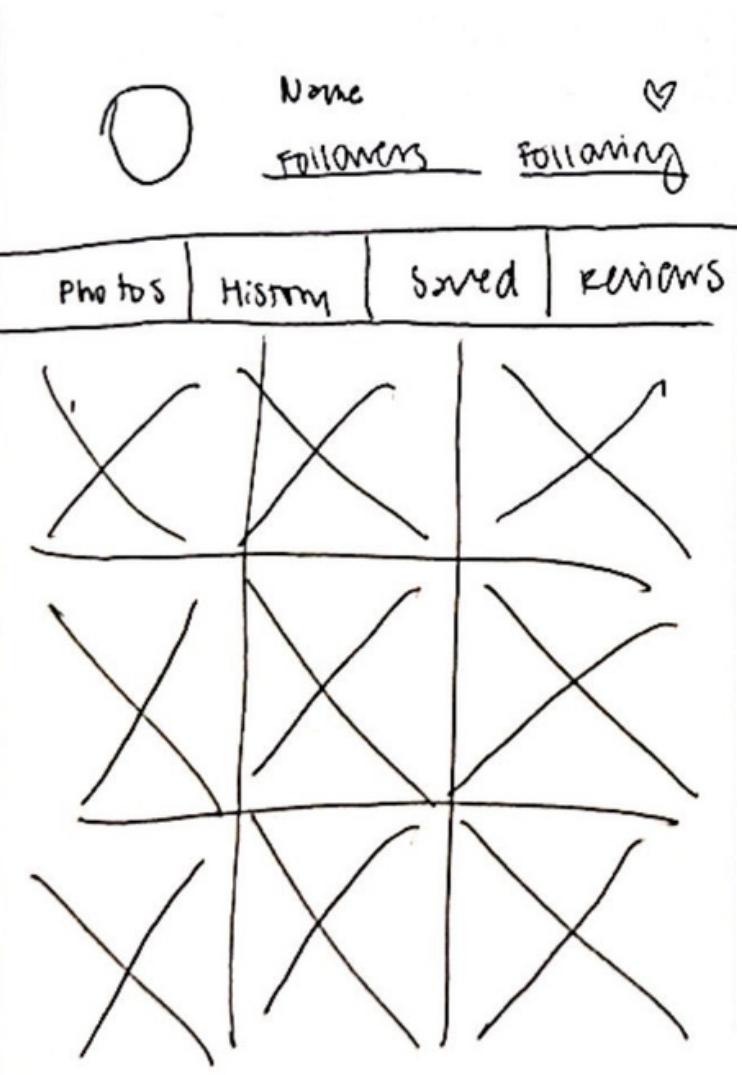


CONCEPT 3: MOBILE PHONE

Leaving a review

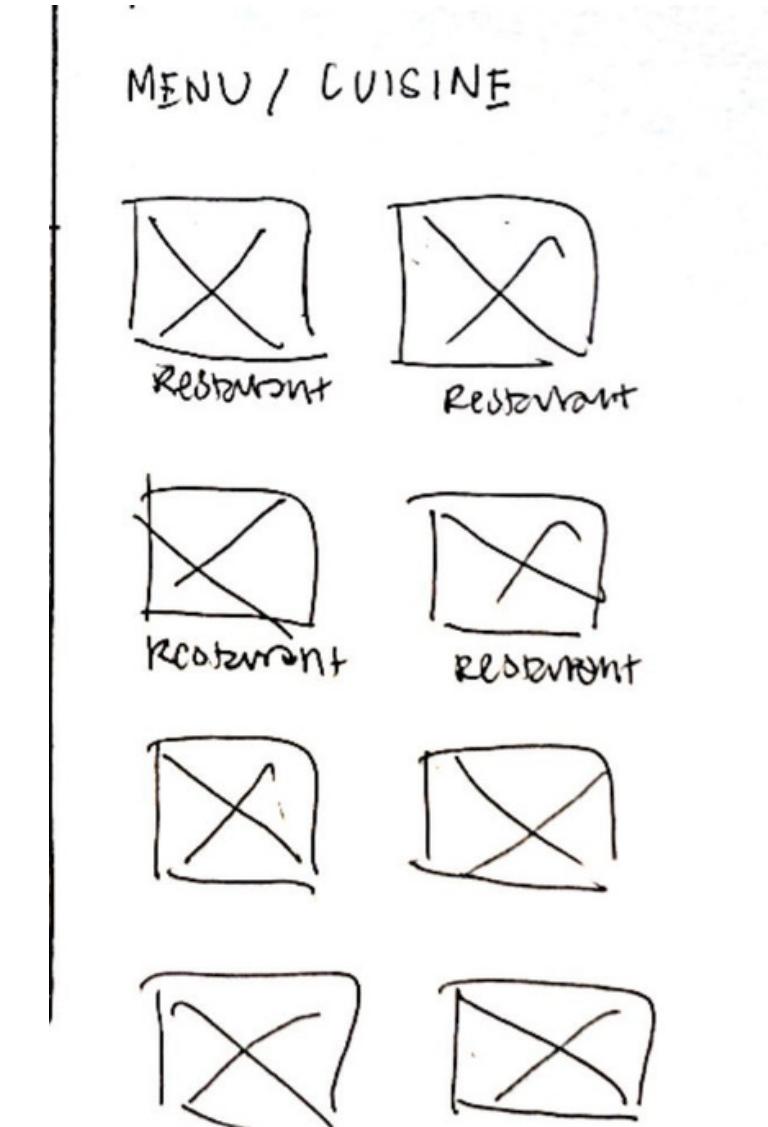


Profile page

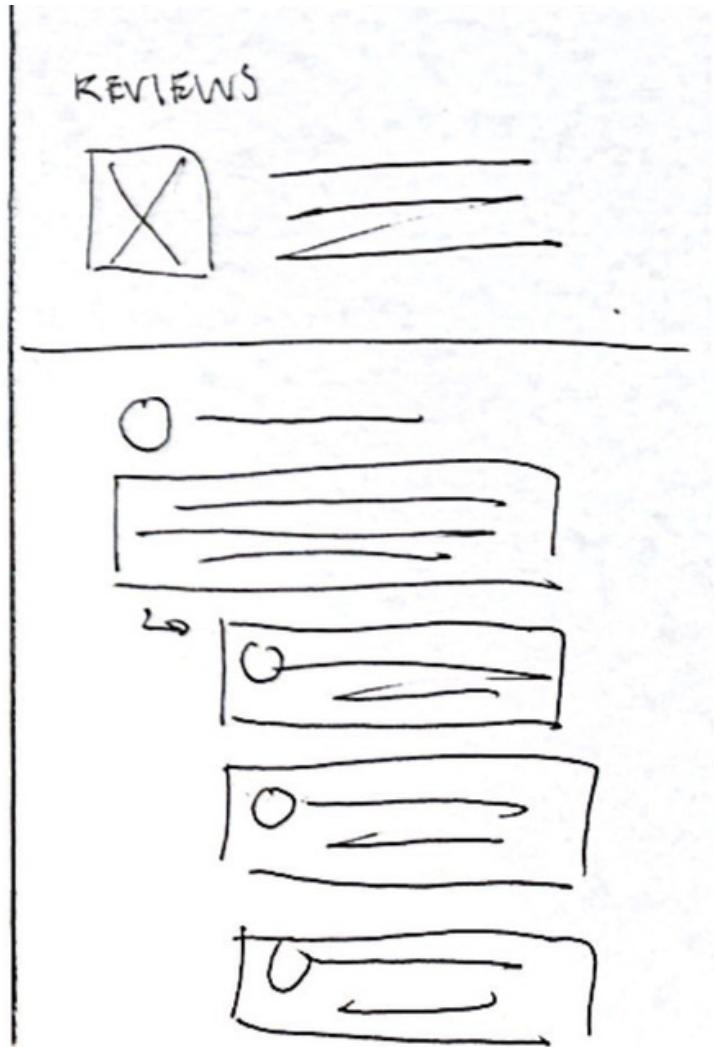


Photos and reviews
posted by you

After searching, list of
menus with that dish



Threads of reviews for a
particular dish

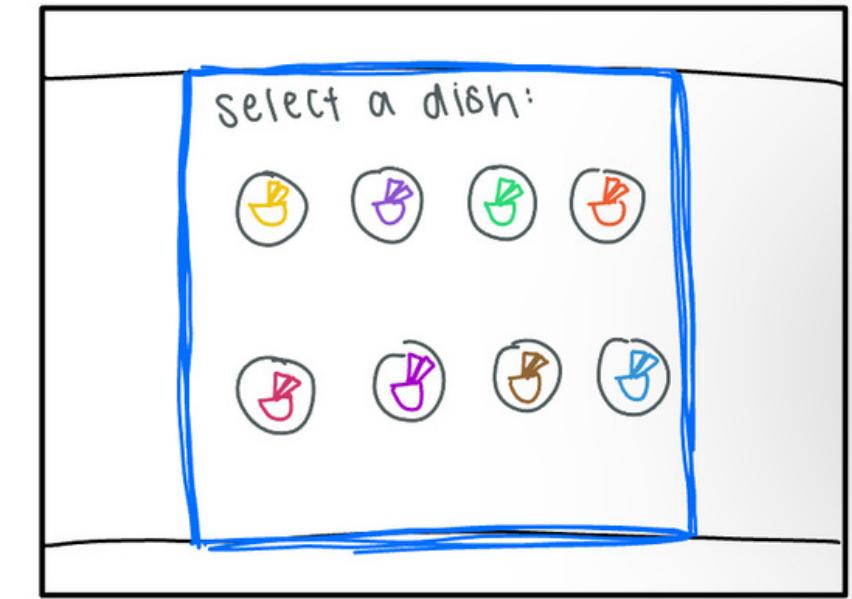
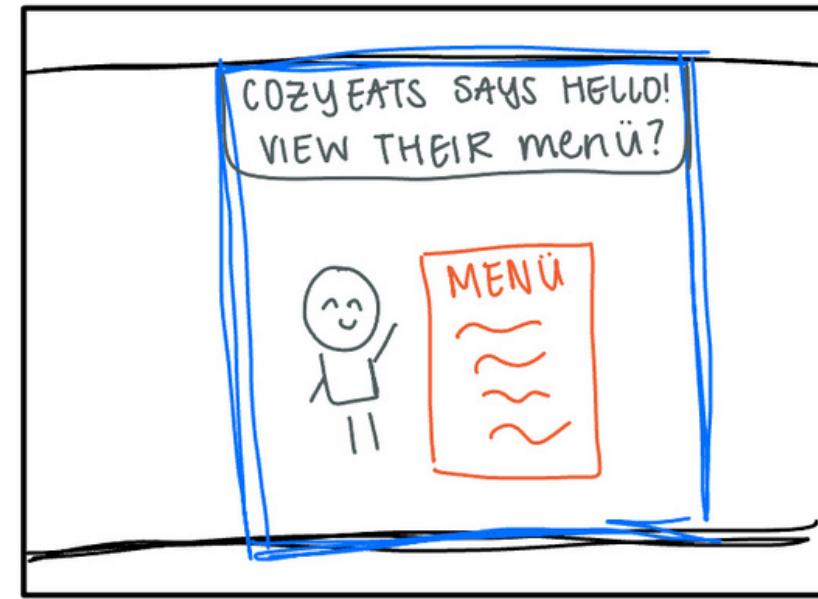
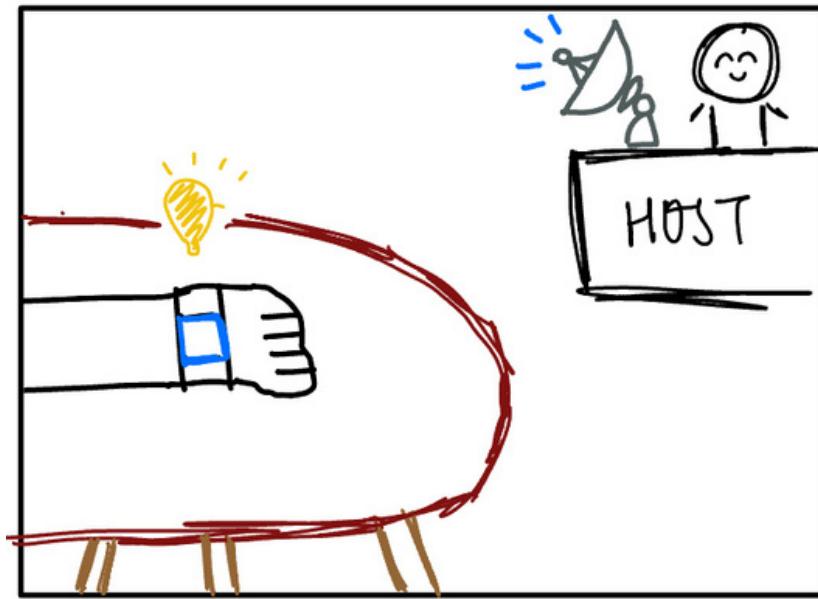


Top 2 Diverse Realizations

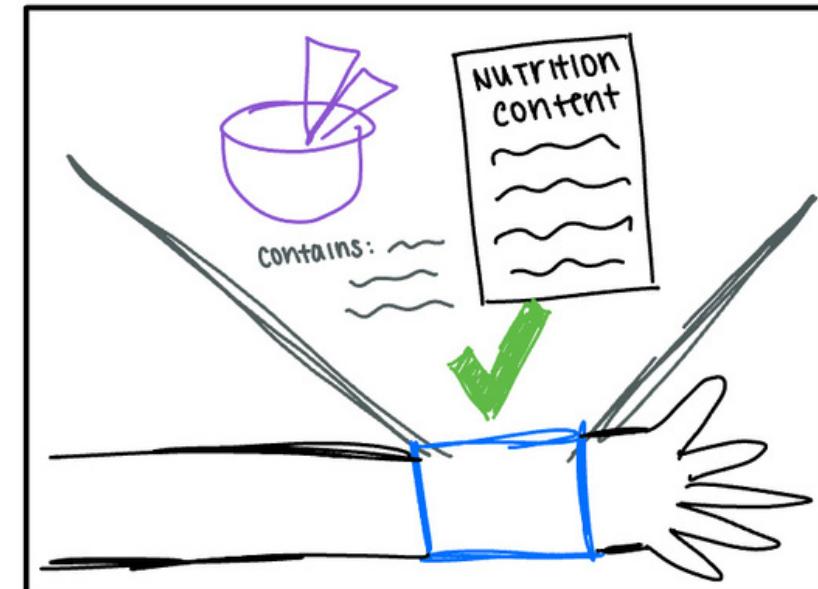
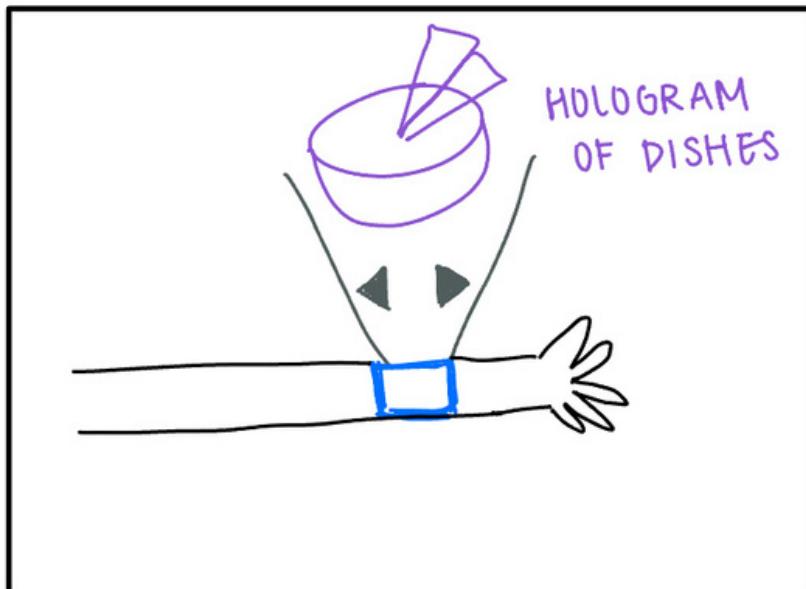


CONCEPT 1: APPLE WATCH X HOLOGRAM

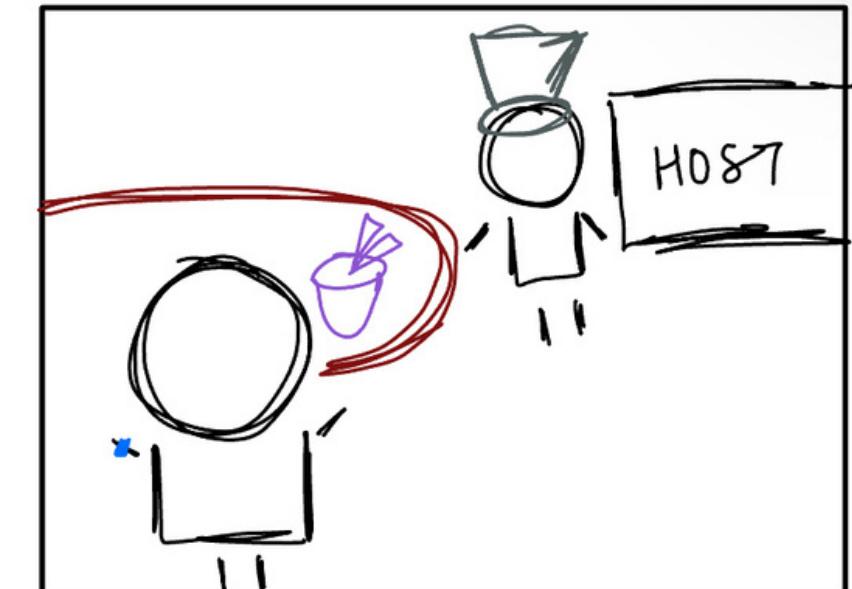
Users receive a ping on the Apple watch from nearby restaurants



A hologram of popular dishes appears and users can swipe through choices



Users review the nutritional content of dishes



Restaurant is notified of customer order

Pros / Cons

PROS

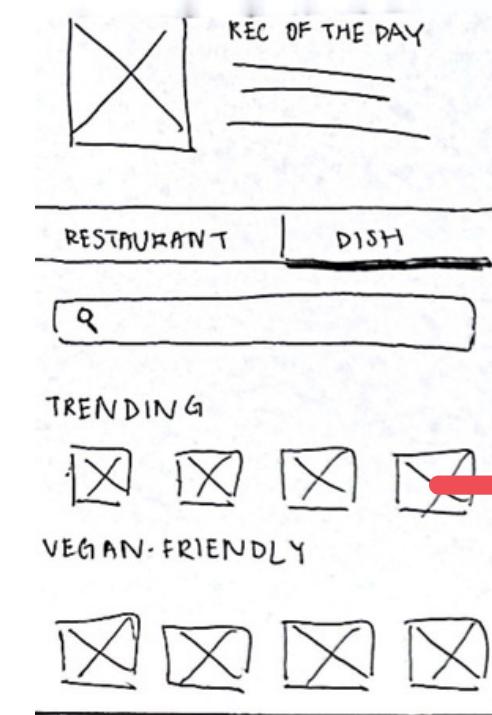
- **Novel medium** that enables 3D representations of dishes, allowing for immersive visuals
- **Convenient wearable device** can be worn at all times, during any occasion
- Restaurant discovery is **location-based**, enabling restaurants to automate communication with users

CONS

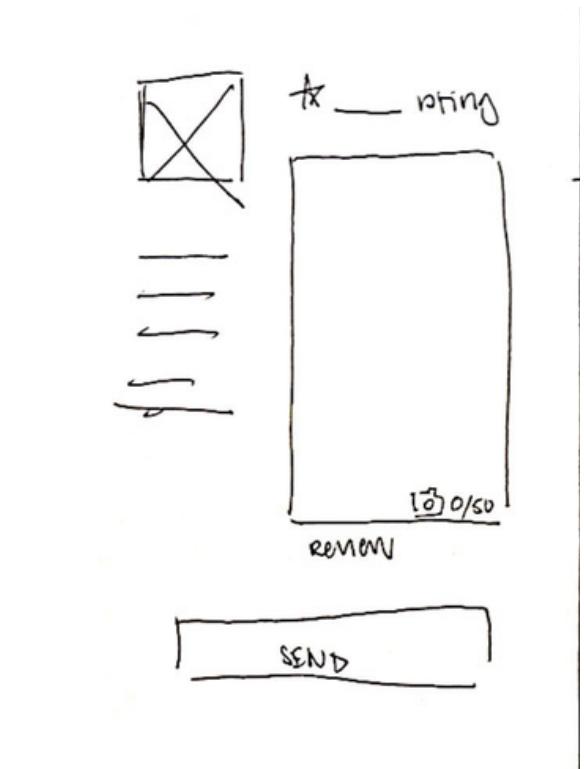
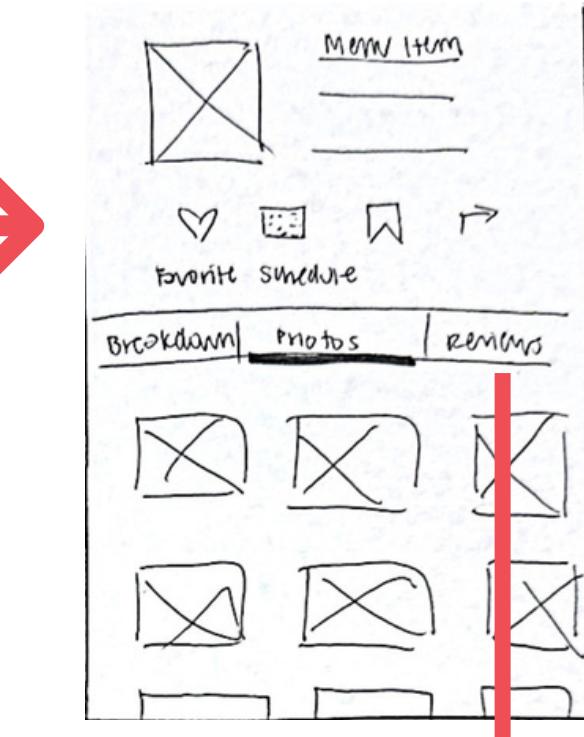
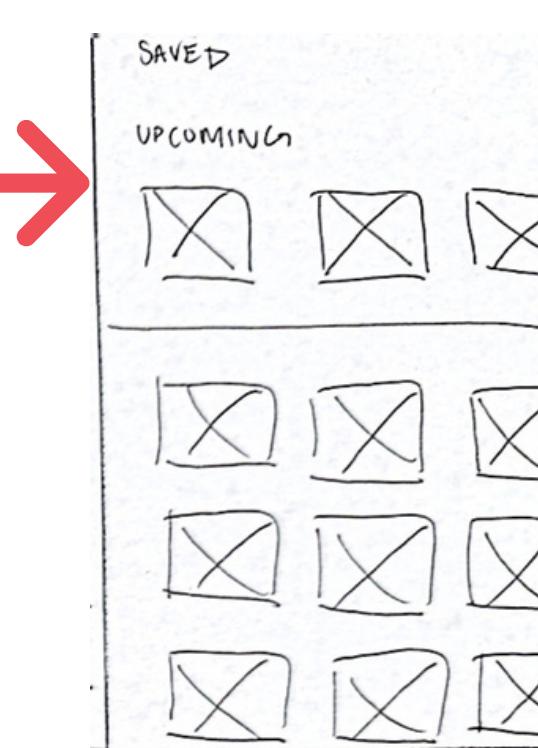
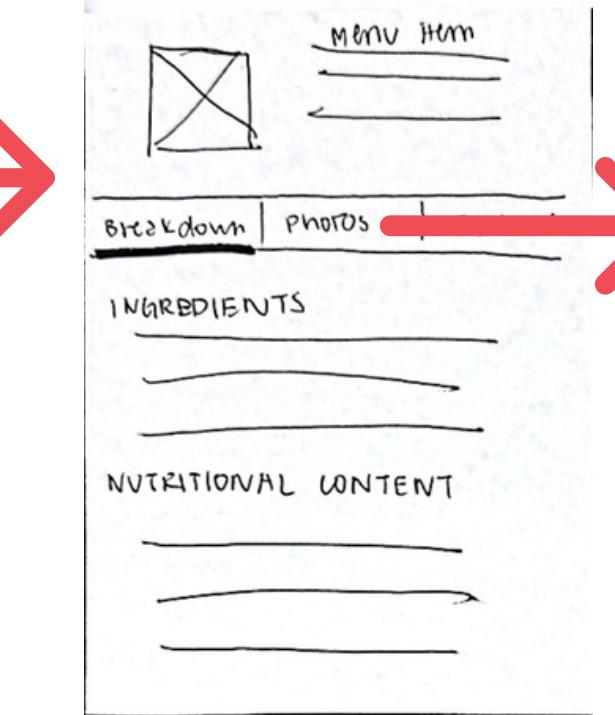
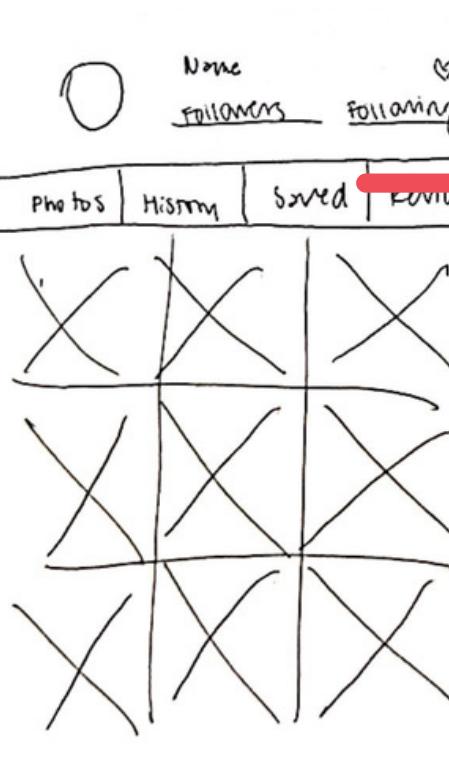
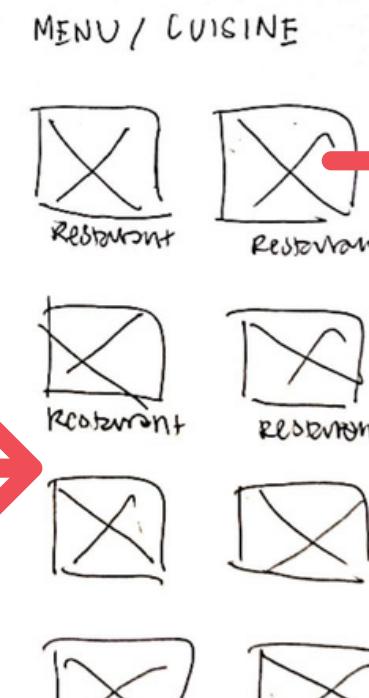
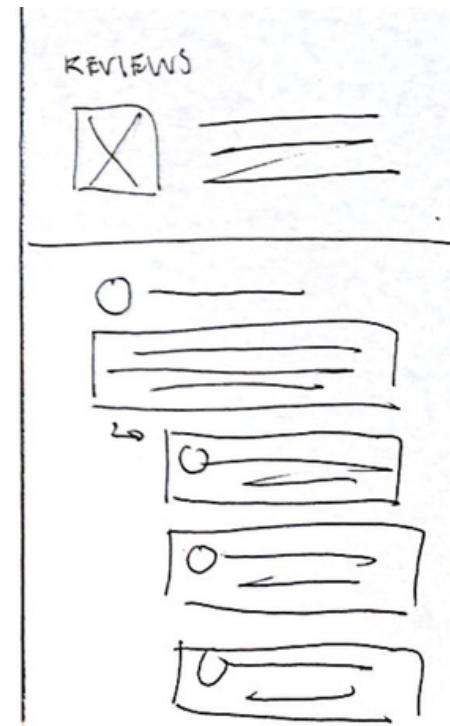
- Requires developing **technology** that has not been tried-and-tested in production environments yet
- **Immersive visuals can be distracting** and could cause public safety concerns
- **Content is limited** to what can fit on a watch screen or through a hologram, may be unfriendly towards visually-impaired users

CONCEPT 3: MOBILE PHONE

Users can search by restaurant or by dish



Users have a profile where they can upload photos of their food, as well as view their history and saved



Users click into a menu item and are able to view the ingredient breakdown, photos, and reviews

Upon leaving the restaurant, the user can scan their receipt to view which menu items they can leave reviews for

Pros / Cons

PROS

- Common device: almost everyone has a phone
- UI Familiarity: users are already accustom to interfacing with phone screens
- Camera & Internet: Phones have a built in camera & internet connections which are crucial to leaving/viewing reviews

CONS

- Users staring at their phones could take away from the dining experience
- Battery & wifi dependency
- Many phone UIs are cluttered, making it difficult for users to pinpoint important information

Selected Interface

Mobile Phone

Although the Apple Watch with a hologram component would be revolutionary, it is neither **realistic nor safe** given today's current limited knowledge about hologram technology.

Immersive visualizations may help draw the user in, but **can be dangerous** to nearby civilians.

To **increase the accessibility** of our service, we want to select a medium that most people can easily gain familiarity with. A mobile app is the perfect fit.

3 Task Flows

Simple

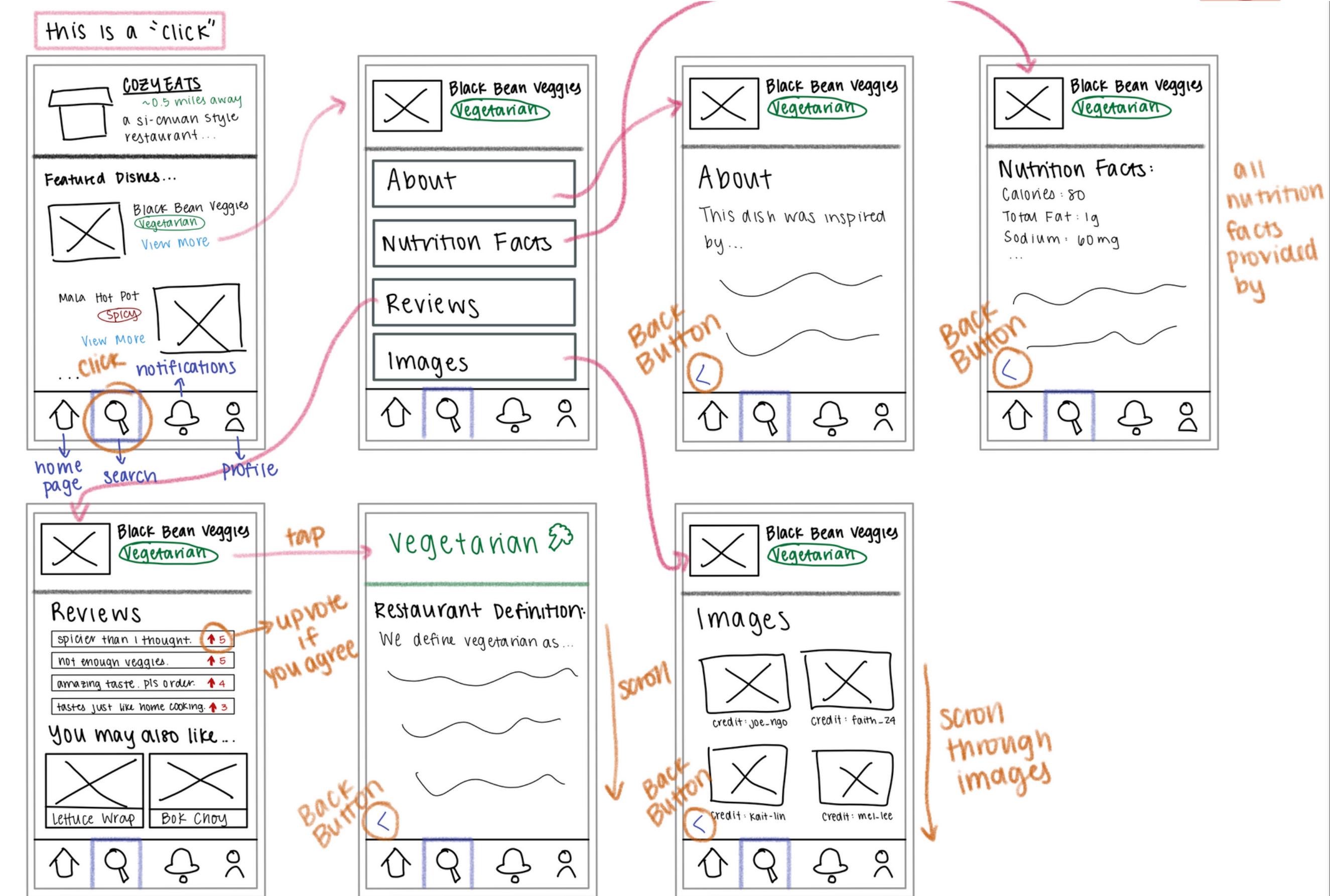
Moderate

Complex

SIMPLE

Customers can view more information about a particular dish.

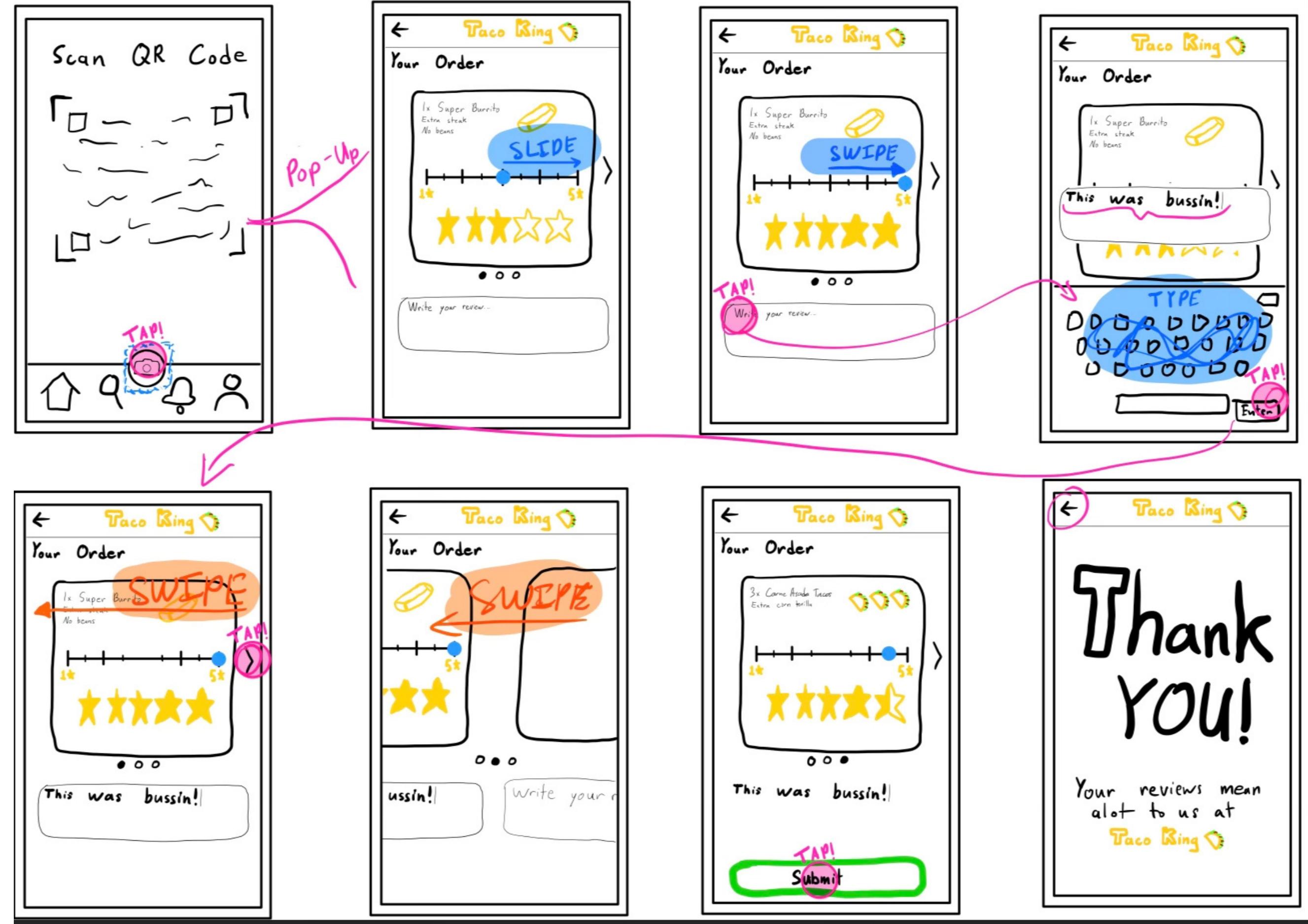
See appendix for more detailed sketches



MODERATE

Customers can provide **feedback** to the restaurant.

See appendix for more detailed sketches



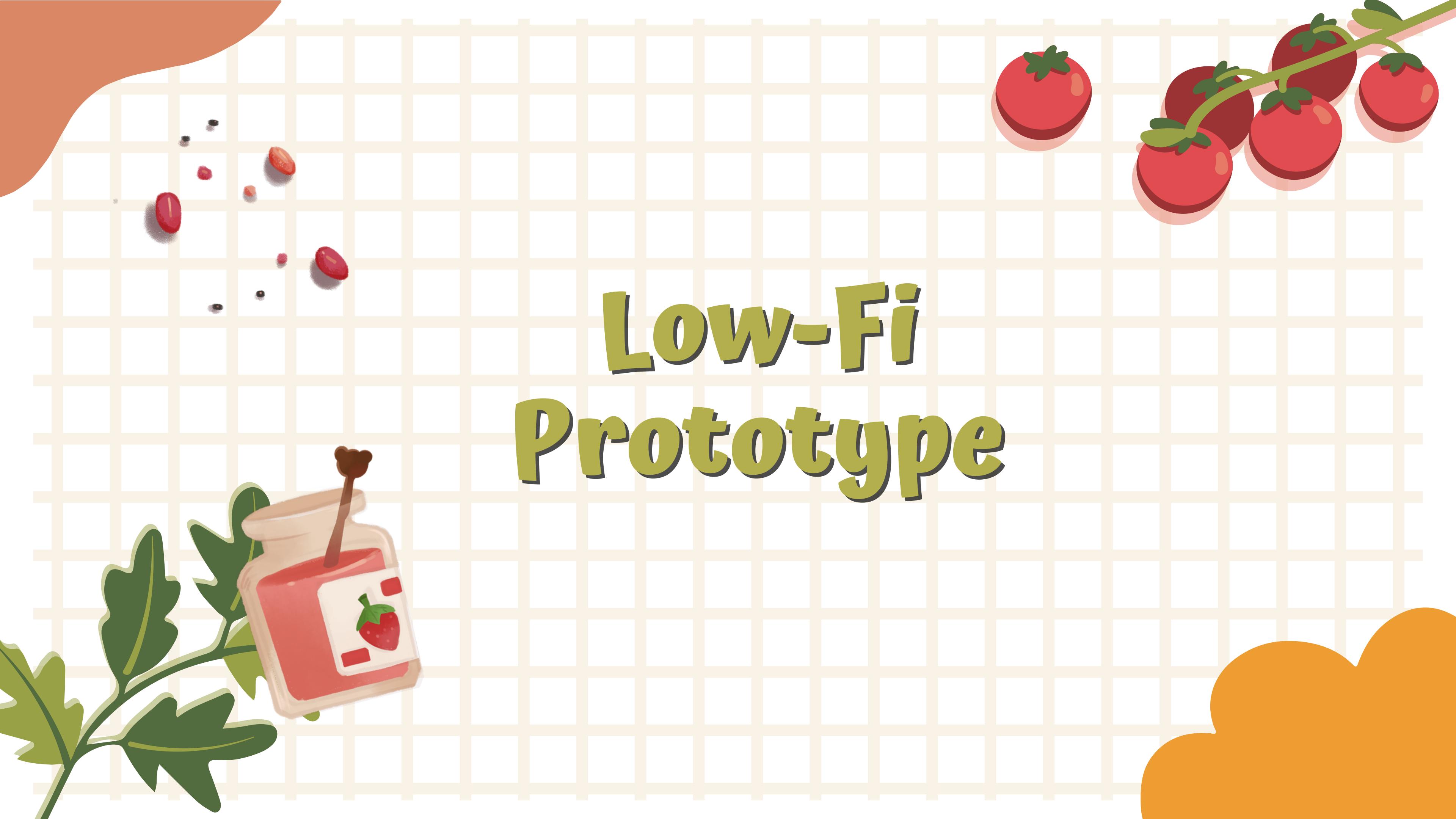
COMPLEX

Customers discover new dishes based on their **preferences**.

See appendix for more detailed sketches



Low-Fi Prototype





MAIN PIECES OF FUNCTIONALITY

Task 1 (complex) : Onboarding Quiz + Preferences

Task 2 (complex) : Search for a Specific Dish or Restaurant

Task 3 (simple) : View Dish Details & Information

Task 4 (moderate) : Scan a Receipt and Leave a Review

Testing Methodology







Procedure

1. Welcome the participant and provide an overview of what the low-fi prototype.
 - a. Emphasize the importance of **thinking aloud**.
2. Prompt participant to complete each of the 4 tasks.
 - a. Observe how many taps, what they are saying, any facial expressions.
3. Ask the user to reflect on the functionality of the app
 - a. Which functions were straight-forward and intuitive



ROLES

- Joe (Facilitator): Conducts the usability test.
- Faith (Computer): Manages the prototype and technical aspects.
- Kaitlin (Observer/Note-taker): Takes notes during the test.
- Melissa (Observer/Note-taker): Takes notes during the test.

PARTICIPANTS



Sarah

- GSB student
- Met through Arbuckle
- No compensation

Alex

- 3rd year Cal student
- Met through Melissa
- No compensation

Vince

- 4th year Stanford student
- Met through Joe
- No compensation

Tracy

- 25 year old
- Met through family friend
- No compensation



ENVIRONMENT & APPARATUS

A quiet environment, like a computer cluster or study room.

Preferably, sitting at a table (like at a restaurant)

We tested with a paper prototype, which was laid out on a table in front of our participants. Interactions were performed manually.



USABILITY GOALS & METRICS

Usability Goals:

- Efficient: user perform & complete tasks quickly
- Pleasing: user has a delightful & enlightening experience

Goals and Metrics:

Success:

- User was able to complete a task swiftly and without help
- User finds the interface intuitive, straightforward, and aesthetically designed

Error:

- User got stuck and / or needed to ask for help to complete a task
- User got lost or took an incorrect path when trying to complete a task
- User found the interface unintuitive, misleading, or unaesthetic

Testing Results



PROCESS DATA

All four participants:

- Were confused by the preferences screen and what the options were referring to
- Felt that while navigation was fairly intuitive, they wanted to be able to complete tasks in fewer taps
- Found many of the screens to be dense and overwhelming

PROCESS DATA

At least two participants:

- Were confused by the slider interaction for rating dishes on the reviews screen
- Did not feel that the “Recommended for you” section served any purpose
- Felt the onboarding and login process was too demanding



PROCESS DATA

One participant:

- Mistook the upvote feature for the rating of the dish
- Wished for visual confirmation that the menu items displayed conformed to their dietary restrictions and preferences
- Voiced their appreciation for the breakdown the menu item



OTHER OBSERVATIONS

Task 1 was fairly intuitive with the exception of the preferences page.

Task 2 was straightforward.

Task 3 was overwhelming, with all the information presented.

Task 4 produced mixed feelings in which participants were intrigued by the scan receipt feature but weren't inclined to leave reviews.

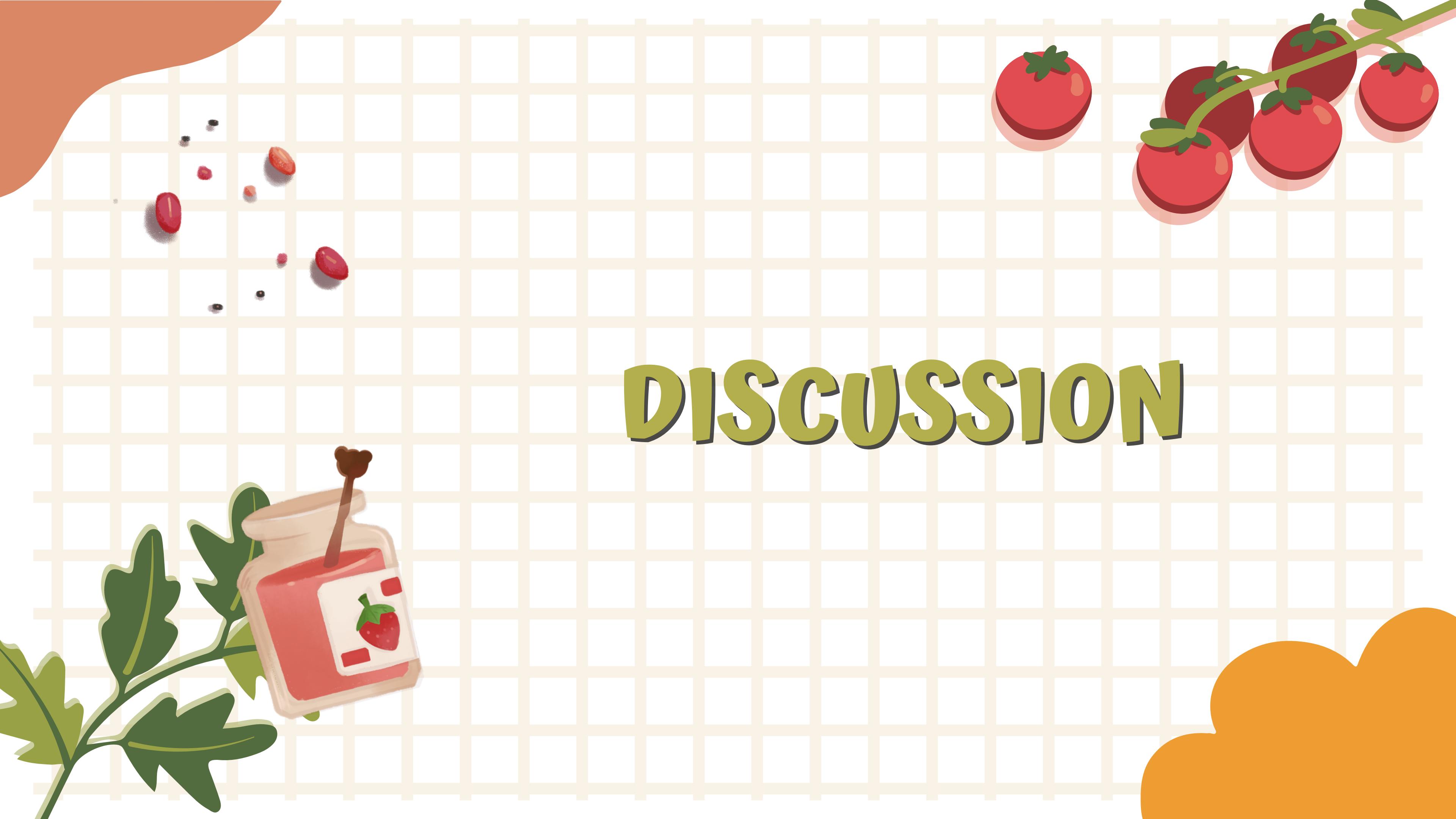


BOTTOM LINE DATA

Overall, we achieved our usability goals reasonably well.

- On preferences page, all participants took over a minute each to evaluate and understand the options
- On dish page, participants had a difficult time knowing where to navigate to next because of the number of options
- On average, participants ranked the prototype 7.5/10 for ease of use

DISCUSSION





IMPLICATIONS

- Having an elaborate preferences page is helpful, but maybe not necessary for onboarding steps
- Images make dish proportions and appearance easier to comprehend
- Providing details about dishes can provide some merit, but having too much can lead to information overload



CHANGES

- Limit preferences page to cuisines and allow users to specify dietary restrictions through filters
- Minimize content and buttons on pages and the number of screens required for each task
- Condense rating feature to a single slider with optional comments
- Prioritize images, reduce amount of text



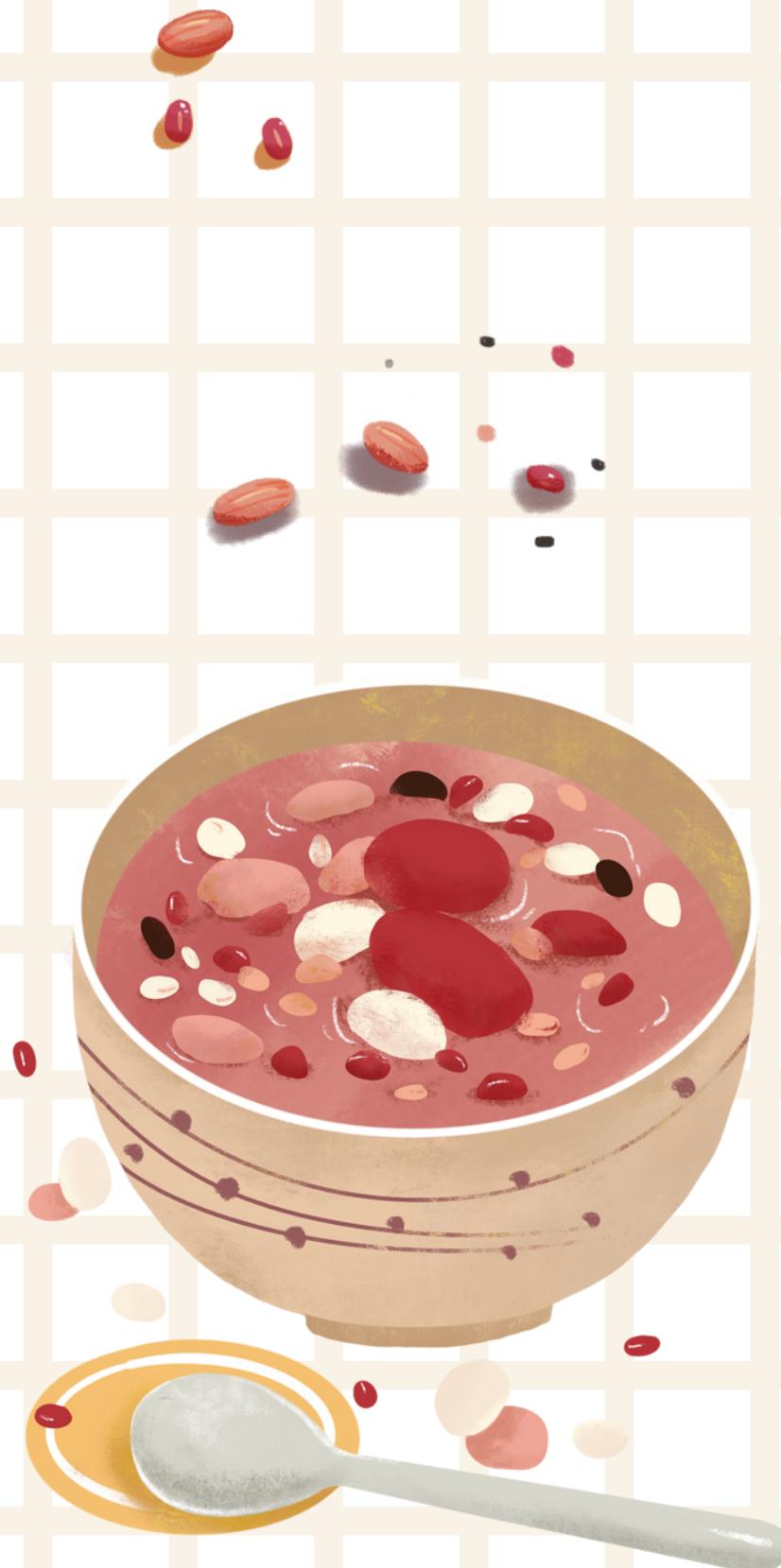
TESTING LIMITATIONS

- No data points tracking likelihood of users to use menü over alternatives like Yelp
- What emotions would users experience if they searched for a restaurant/dish that had zero reviews and images



THANKS!

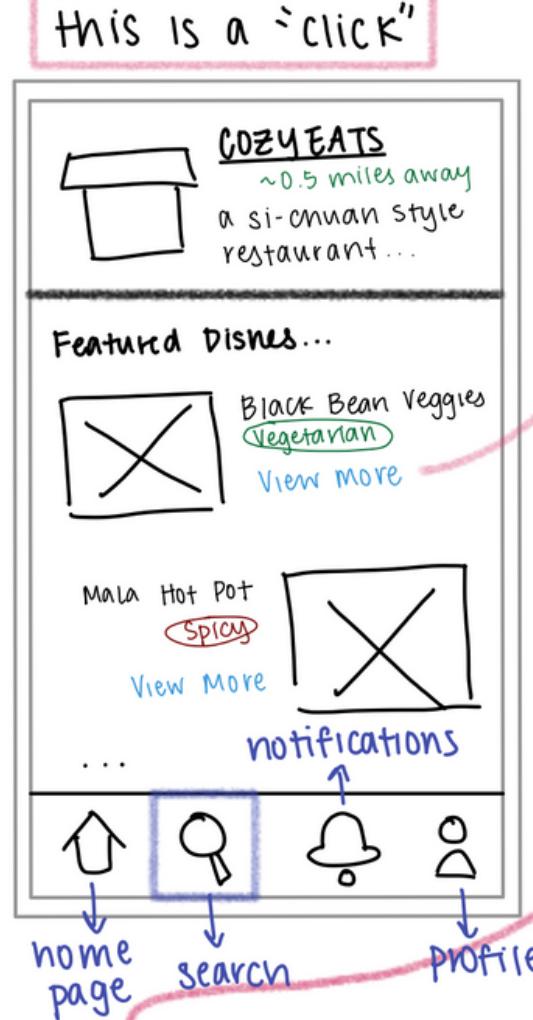
Questions?



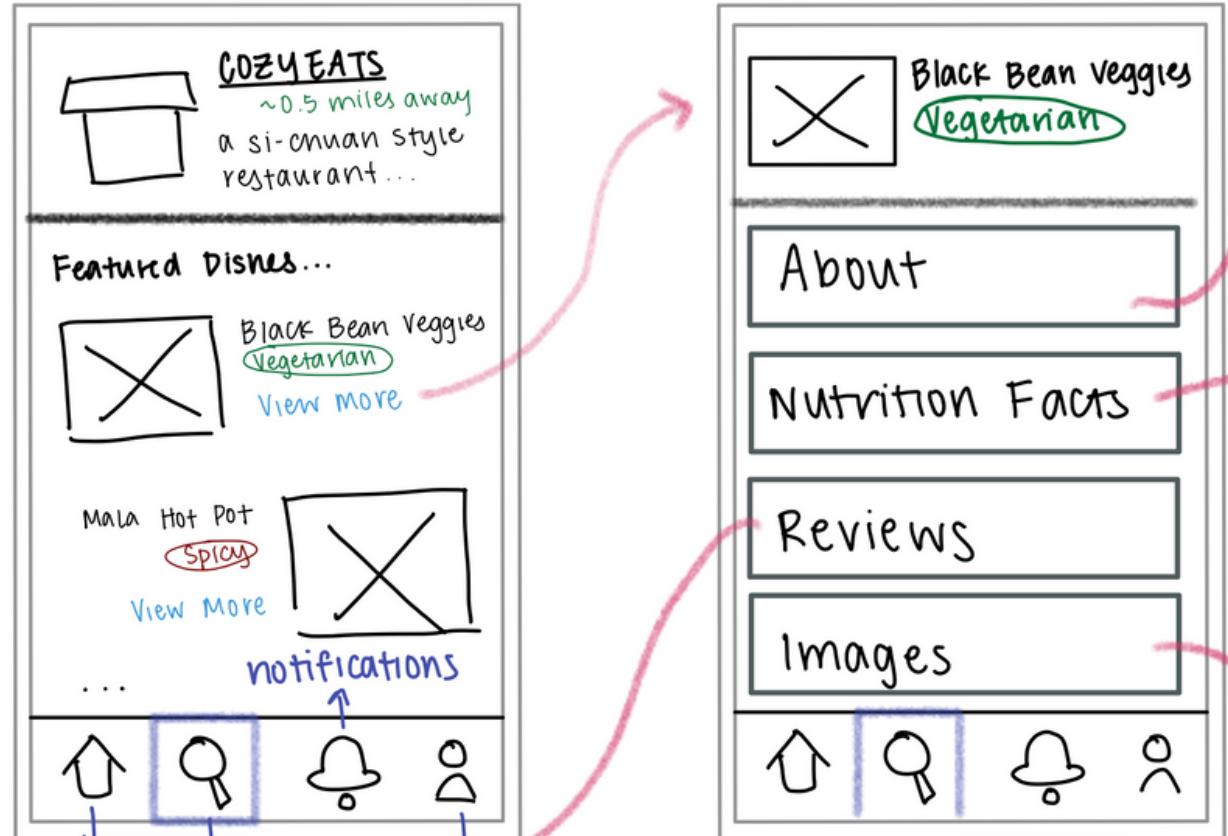
Appendix



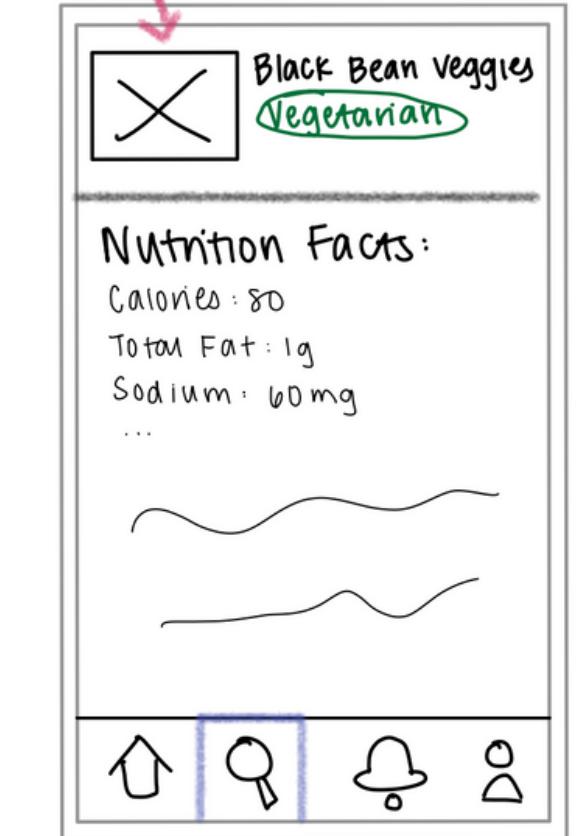
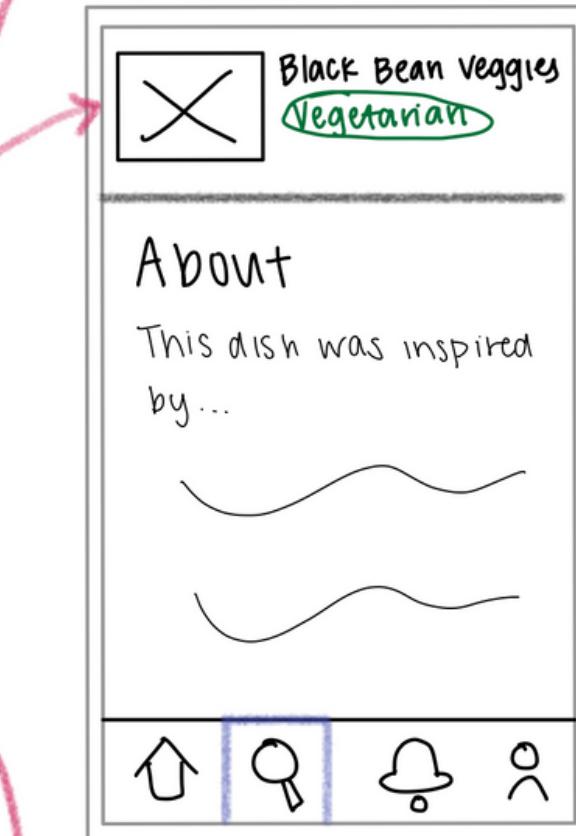
Every restaurant has their own home page



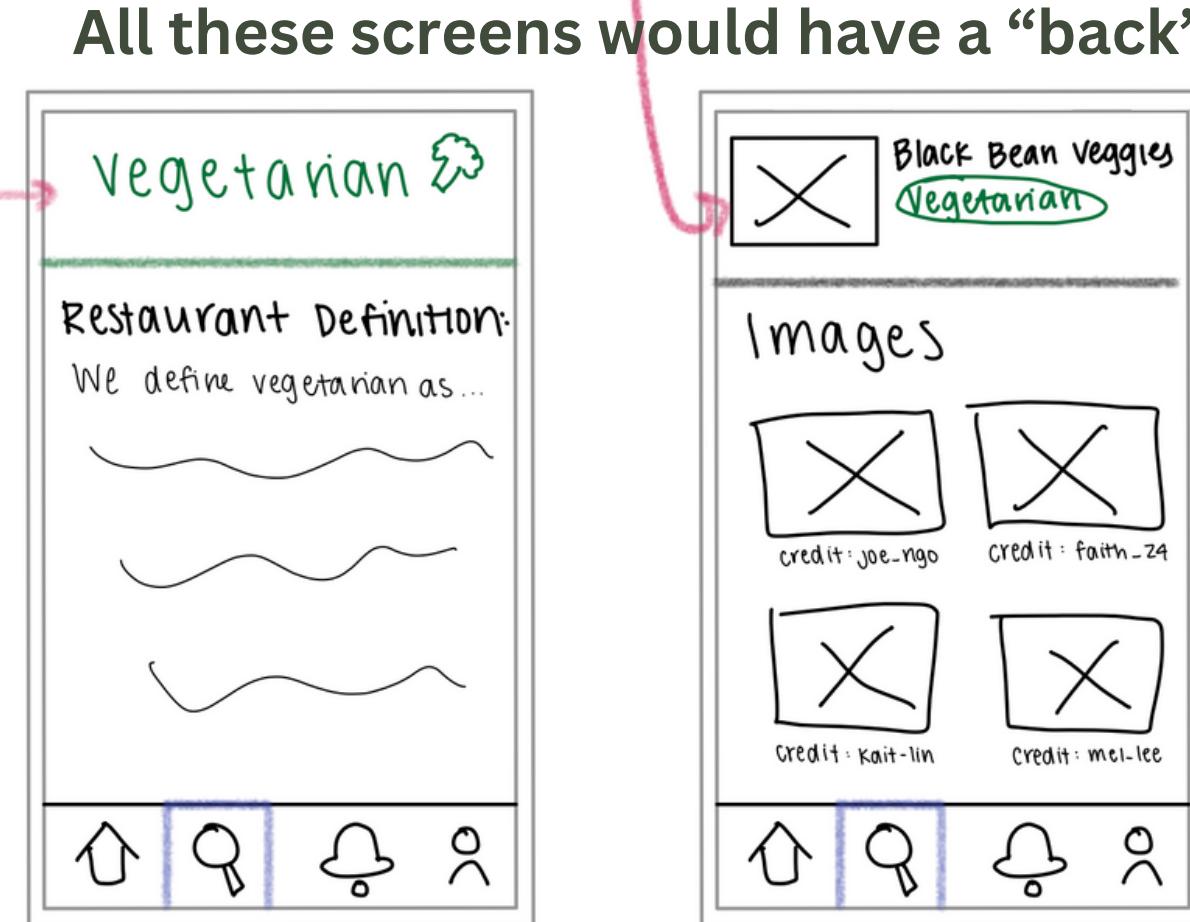
Users can scroll here



"About" tells you more about the origins of the dish



All nutrition facts provided by the restaurant are listed here



All images have profiles listed below them. Users can tap into profiles

Additional Pros/Cons

Apple Watch x Hologram

Pros:

- All information is readily available with the tap of a screen
- Enjoyable interface for users to play with
- Can capture portion size and proportions accurately
- Users can view visuals in any type of lighting environment

Cons:

- Apple watch technology does not currently have the capability to support holograms
- Some users may have difficulty understanding how to scroll
- Visuals can easily be overwhelming/unpleasant for the user

Additional Pros/Cons

Mobile Phone

Pros:

- Most applications are built for mobile phones, we can take inspiration from those we like
- Almost all users carry some form of mobile device
- Building an intial prototype on a phone will allow us to adapt our solution to other mediums in the future

Cons:

- Different brands of mobile phones exist, will need to build consistent interfaces for all
- Phones fit easily in pockets, but not as convenient as wearing a watch on your wrist
- There are many phone apps out there, how do we distinguish ourselves?

Testing Script

Demo the System UI clicks, taps, & scrolls.

Show the participant how to interact with the prototype at a high level (e.g., how to navigate, click buttons, or scroll).

Do not demonstrate specific tasks.

Task 1: Onboarding Quiz & Recommendations

Task Description: You've just downloaded the Menu app. Begin by completing the onboarding quiz to set your preferences & explore the home page.

Ask the participant to think aloud while they complete the quiz.

Ask the participant to think aloud when exploring the homepage, what pops out first.

Note any issues or confusion they encounter.

Task 2: Search for a Specific Dish

Task Description: You want to find a specific dish - "Spaghetti Carbonara." Search for it using the app's search functionality.

Encourage the participant to vocalize their thought process.

Note any challenges they face.



Testing Script

Task 3: View Dish Details

Task Description: Click on the "Spaghetti Carbonara" dish you found. Explore the details, including nutritional information, ratings, comments, and reviews.

Have the participant think aloud.

Document their experience and any issues they encounter.

Task 4: Scan a Receipt and Leave a Review

Task Description: You've just dined at a restaurant and received a receipt. Use the app's receipt scanning feature to get a list of ordered items. After that, leave a review for one of the items you ordered.

Encourage the participant to vocalize their thought process while performing both actions.

Note any challenges they face and their feedback on the process.

1. Thank the participants for their valuable feedback.
2. Ask if they have any final thoughts or suggestions.
3. Answer any questions they might have.

Post-test Procedure:

The observer/note-taker compiles a log of critical incidents, both positive and negative events during the test.

Prioritize incidents by assigning severity ratings (0 = no problem, 1 = cosmetic problem, 2 = minor usability problem, 3 = major usability problem, 4 = usability catastrophe).

Critical Incident Log

INCIDENT	SEVERITY
Took some time to complete preference sheet due to confusion with options	2
Was confused with customization on what three things she was selecting	3
Was able to easily search for a specific dish but found page overwhelming to look at	1
Was able to navigate to more ingredient and nutrition information on a dish but found it overwhelming to look at	1
Didn't notice you could upvote, thought it was their rating	2
Found the scan receipt feature intuitive and unique	0
Took wrong path when viewing dish details. Originally thought bulk of info was in "about" section.	3
Needed help rating the dish on the reviews screen; was confused by the slider interaction	2

Critical Incident Log

INCIDENT	SEVERITY
Took a while viewing food restrictions page	2
Confused by the “Pick 3” instructions on the preferences page on what it was referring to	3
Questioned why there was a search icon and a search bar	1
Wanted to see popular dishes on the home discovery pg but couldn’t	1
Wanted to verify if the menu items displayed conformed to his dietary restrictions	1
Tried to downvote but couldn’t; thought it would be more useful to categorize reviews as “People found this review helpful”	2
Confused why star rating was adjusted with a slider	1
Didn’t understand why the review text box popped up	1

Critical Incident Log - Vince Huang

INCIDENT	SEVERITY
Thought login screen required too much information, should be minimized	2
Was confused about the purpose of preferences page (was this preferences or restrictions?)	4
Thought about page was unnecessary, would rather just see images	2
Didn't want to leave a review, thought review screen was too much	2
Wanted information to be condensed into few pages and fewer taps	3
Was not as interested in food items than the ambiance and vibe	4
Found app to be useful for making informed dining decisions	0

Critical Incident Log - Tracy Ha

INCIDENT	SEVERITY
Thought login screen required too much information, requested to be anonymous	3
Found little purpose for the "Recommended to you" section	2
Search was intuitive but would have liked to see accompany star ratings	1
Disappointed by lack of reward system for leaving reviews	3
Leaving a custom review, star rating, and scale was too much. Just wanted to leave a star review	2
Was overwhelmed by the text, wanted to see more images	1

Testing Notes

<https://docs.google.com/document/d/1USHHtUBO5CeOoXb1SFZWTAo-lebNvuefTQi0dBAV8PI/edit?usp=sharing>