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Design 157

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Comparative Anaysis

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<div align="center">Comparative Analysis: Where to Eat? vs. Urbanspoon</div>

Urbanspoon, is an app which allows the user to quickly find local restaurants with reviews from costumers, restaurant info, and browse menus. Furthermore you can find different photos of the menu items for 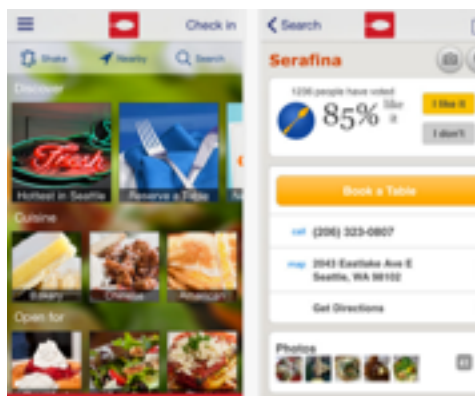a better understanding of their service. Urbanspoon, however is generally used for finding different restaurants in a area you might not be as familiar with, and The app utilizes a strong color scheme, yellow and blue, which are used throughout the app, creating clear visual hierarchy. Additionally, you are able to scroll through the "filter" tab, which allows for effective user interaction. Here you can sort by location, cuisine, and price. Overall the layout is simple, clean and clear, which allows the app to be successful and widely used by the public.

Where to Eat? app is specifically designed for the iPhone, which immediately narrows its audience. The app displays the nearest places to eat while allowing you to customize your cuisine choices and your search. Furthermore, the interface allow the user to simply shake their phone to bring up where they should eat based on the answers they selected. The design of the app is very very simple, with a bright color scheme of yellow, orange, and red. Using pictograms, the app attempts to make the information simpler, however, because the pictograms aren't that clear, the information

becomes confusing. Also the typeface, an red outlined font, doesn't seem fitting, nor is that clear to read.

Compared to Where to Eat?, Urbanspoon presents information regarding restaurants locations and choices is a much clearer, organized way. The graphic approach is simple, with just the name and a picture of spoon, allowing the user to easily recall the brand. Furthermore, the users scroll through information in Urbanspoon, which helps get more exact information regarding their preferences, compared to Where To Eat? which only allows the users to tap. Ultimately however, both Urbanspoon and Where to Eat? successfully condenses a ton of information and data and condenses it to be easily understood and manipulated by the users to allow them to find great restaurants near them.

UrbanSpoon   Where to Eat?