User Goals

How will your users understand the content of the project?

There will be a variety of both icons, text, and pictures to help make the content both relevant and understandable.

How will your users understand the primary objectives?

Both the icons, text, and pictures will help make the primary objectives clear and understandable. I also plan to have a little animated guide and character which if clicked will provide additional information and instruction.

What content and features do your users need, and in what form do they need it?

The content needed are the different restaurant and deals available in Davis, and what potentially they can eat. The features they need are the ability to scan the information quickly and easily and input their necessary information which will consequently provide them with where they should go to dinner. They need this in the form of text and pictures.

How do your users think your interactive projects should work and what are their experience levels with the type of media you or your team is creating?

I think that they experience levels will be quite high. The app should ultimately be self explanatory with simple interactivity that doesn't require much pre-knowledge. Additionally, because the target audience is undergraduates they should be fairly adept with working a phone, or at least have the basic understanding.