HungryGoWhere Google Glass App

High Level Overview
January 12, 2014

Executive Summary

- **There are [2] ways a user can access and use the HungryGoWhere app on Google Glass: By voice activation or by touch activation.**

  1. **Voice activated navigation** would appeal to those who know what type of restaurant they would like to go to and can freely search for it. E.g., “Cheap sandwich shops” or “Mediterranean Tapas”

  2. **Touch activated navigation** would appeal to those who want to search through a pre-set list of options for a restaurants. The user may be in a noisy location so touch navigation would be more accurate. E.g., “Highest rated” or “Cheap eats”

- **There are [2] ways HungryGoWhere can highlight or advertise restaurants:**

  1. **Restaurant Deals** (Noted by green ribbon on the restaurant card): Restaurants that have flash deals (50% off appetizers or buy one get one free meal) will be categorized as having a temporary deal. These can be found by (a) using a voice activated search query with the word ‘deals‘ in it. E.g., “Lunch *deals* nearby” or (b) tapping on the “Today’s restaurant deals” card on the main menu list.

  2. **Featured Restaurants** (Noted by red ribbon on the restaurant card): HungryGoWhere already features restaurants both on their website and their mobile app each month. The same selection of restaurants will be highlighted in red to encourage restaurant discovery. After downloading the HGW app, users will receive a daily card that will feature a restaurant. This card can also be pinned to the user’s timeline and updated daily. Users can opt out of this notification on Glass if they choose.

Slides are categorized by color:

Voice Activated Screenshots

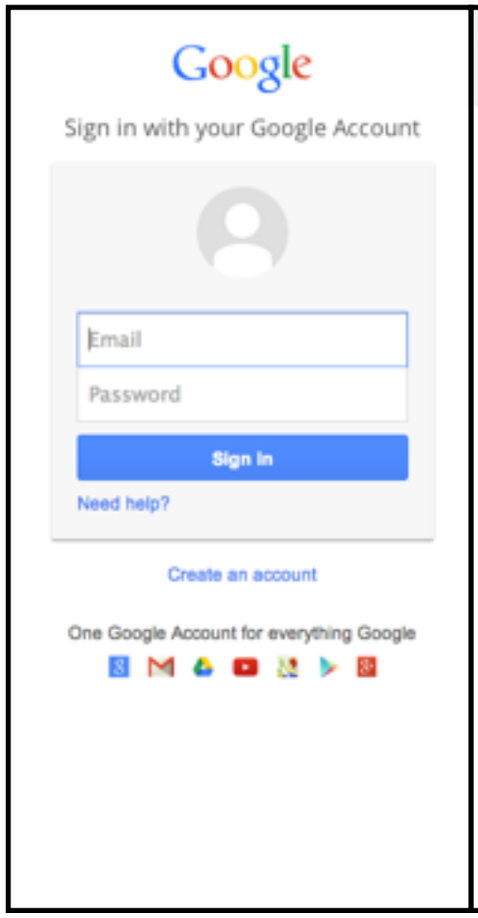
Touch Activated Screenshots

Voice Activated &
Touch Activated Screenshots

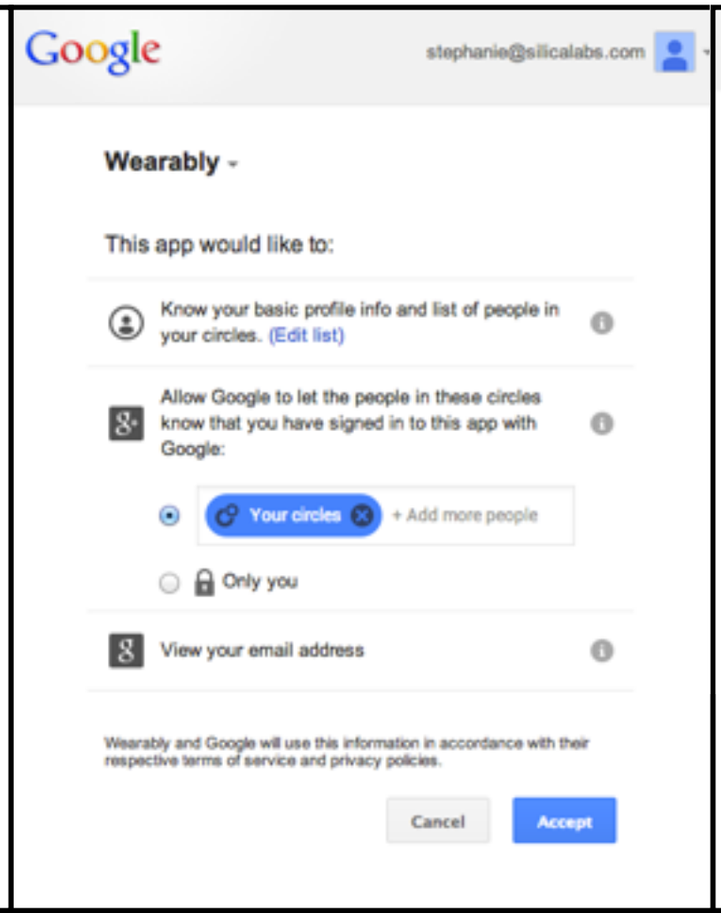
Voice & Touch Activated View

Install HungryGoWhere on Google Glass

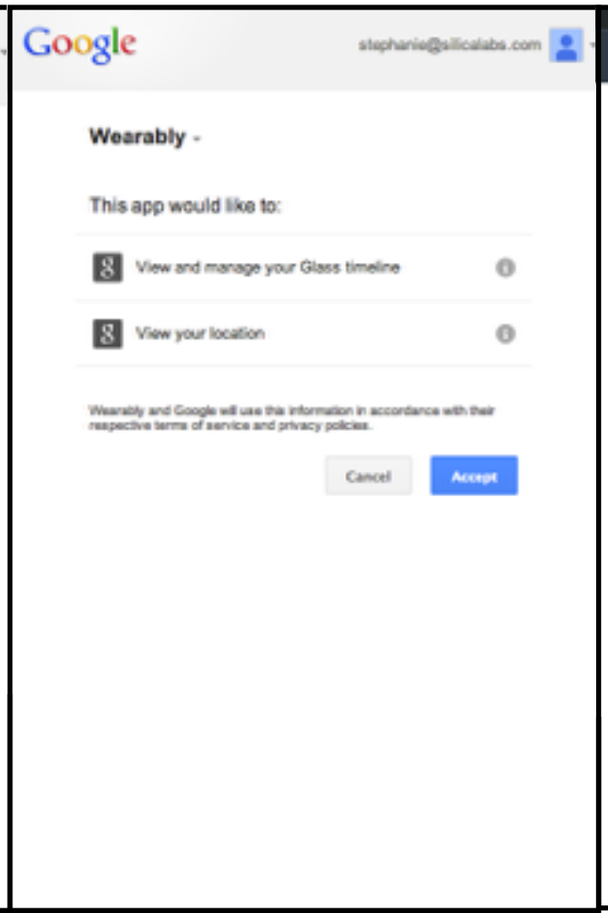
1. Users will be directed to a link to install HGW on their device



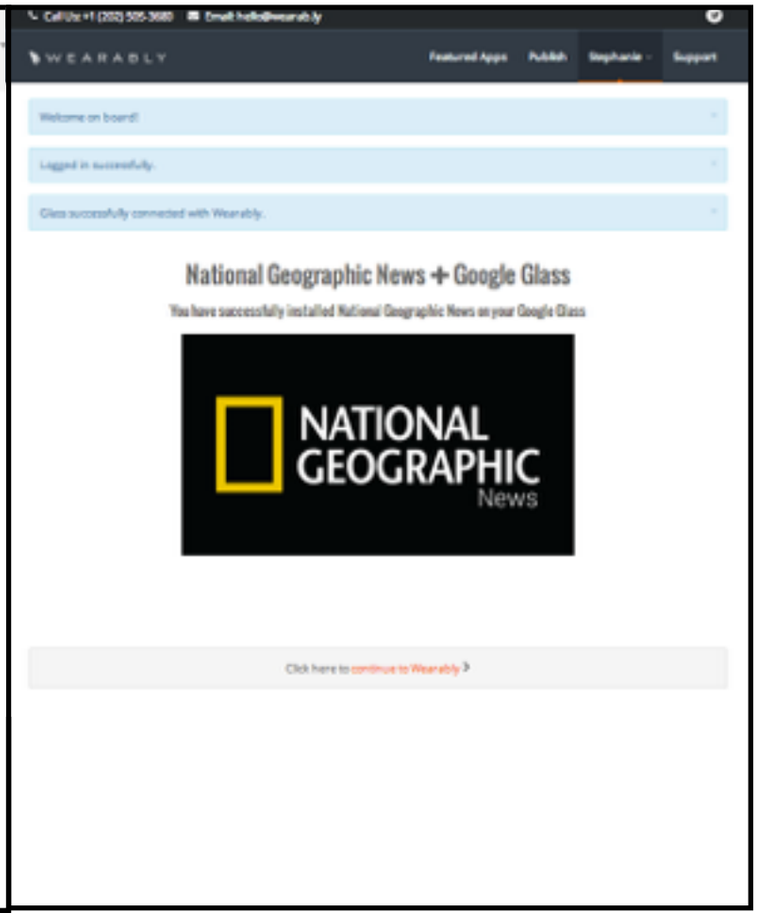
2. Sign in with your Google+ Account



3. Accept app permissions



4. Accept app permissions

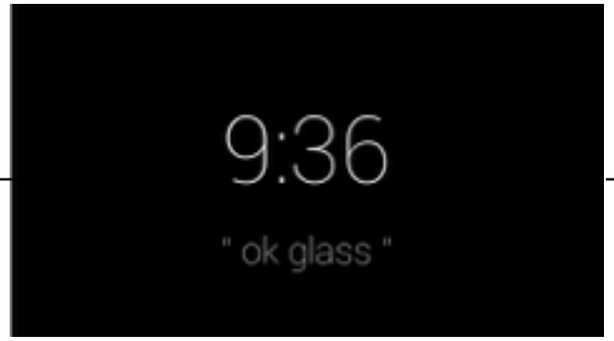


5. HGW App confirmation page

*Note: The exact list of permissions is TBD but there will be a screen requesting for permissions. We will at least ask for access to your profile and email and Glass and will define better once we talk to the HGW tech team. Images above are from an example app we previously made.

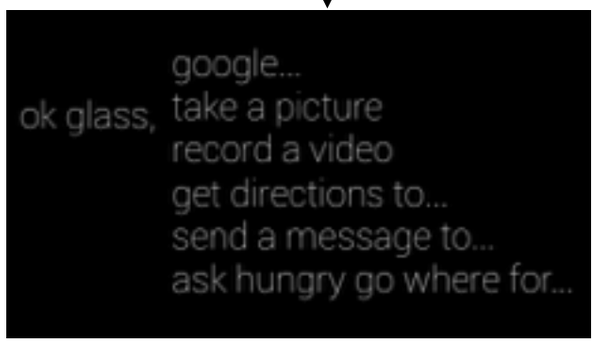
Once installed, there are 2 ways to open the app:

Voice Activated Screenshots



Touch Activated Screenshots

1



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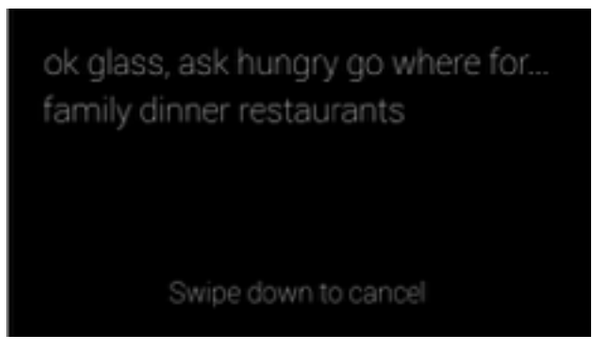

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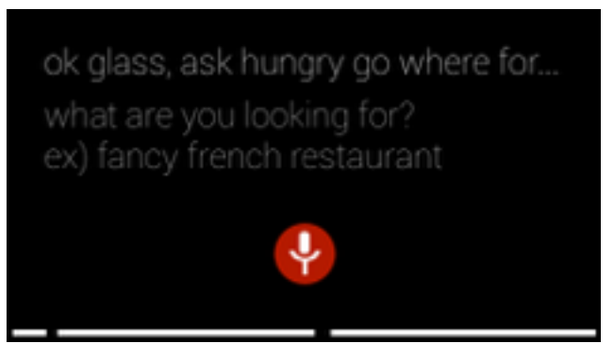

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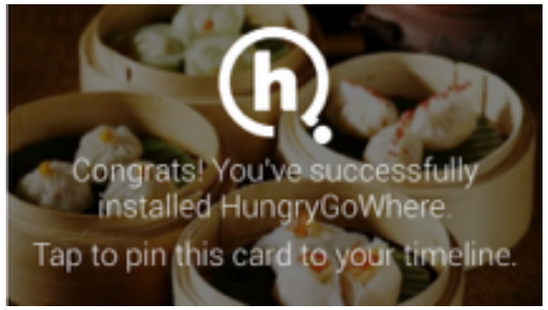
1



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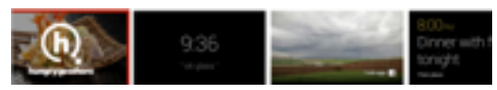


3

OR

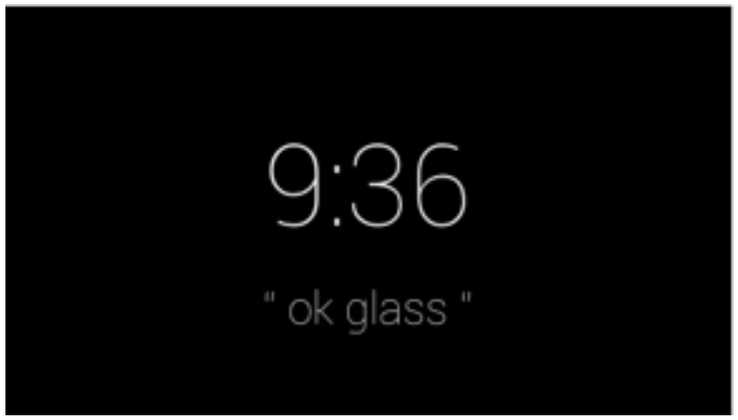
Swipe & tap to search by:
- Nearest restaurant
- Highest rated nearby
- Cheap eats nearby
- Today's deals
- Restaurant shaker

Voice Activated Screenshots

Here, the user freely chooses a way to search for restaurants.
E.g., “Cheap sandwich shops” or “Mediterranean Tapas”

Voice Command View

Step 1: Open HungryGoWhere app



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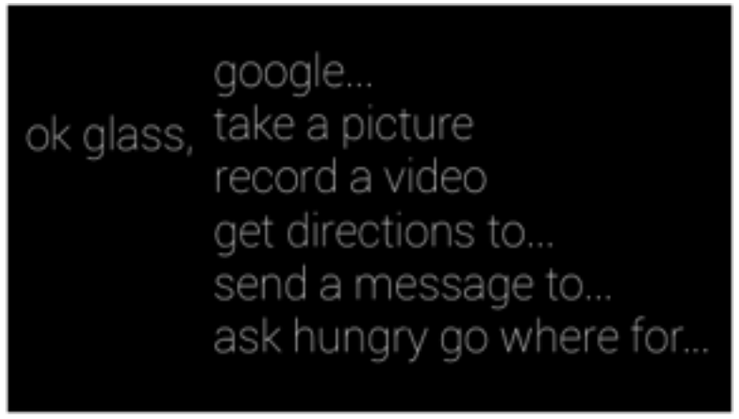

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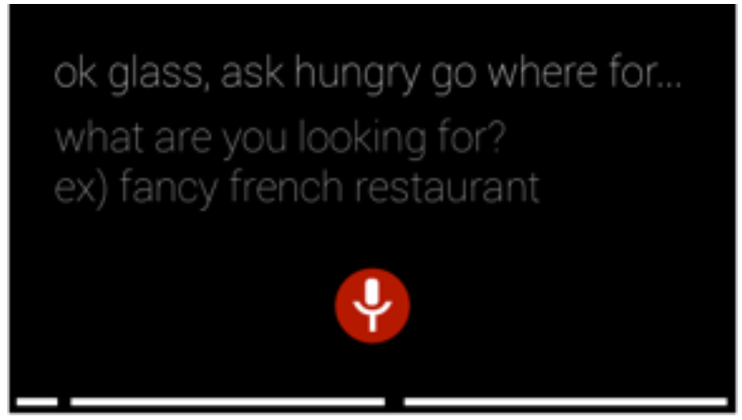

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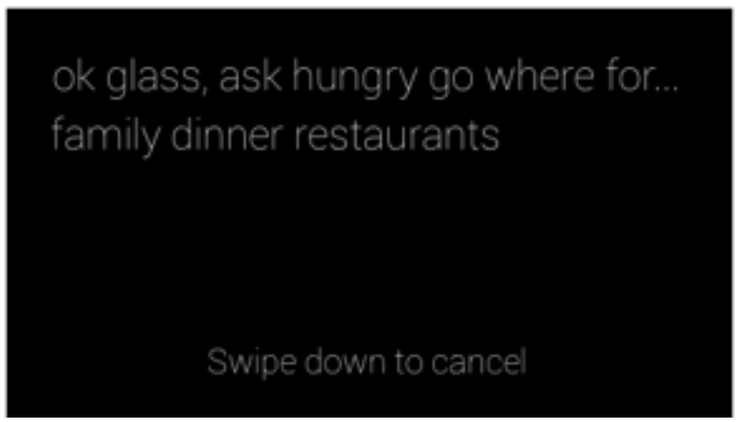

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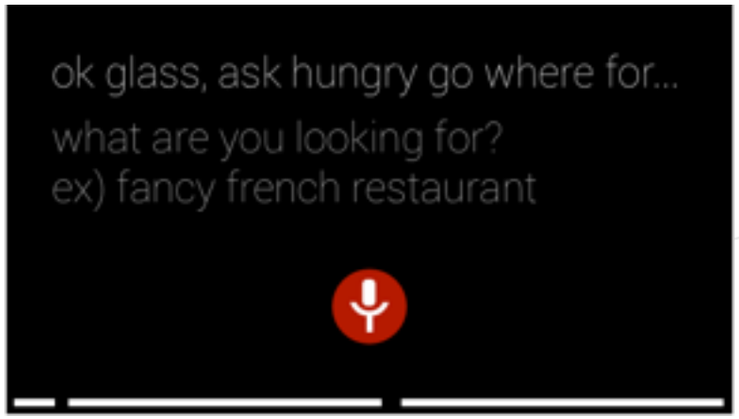
5

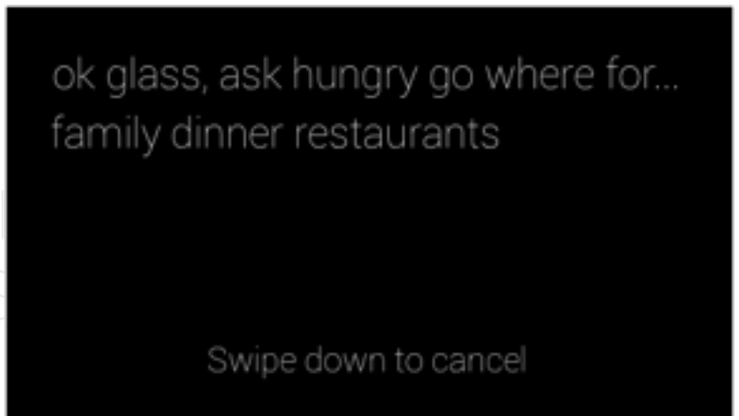
6

Voice Command View

2. Explore restaurant options



1



2

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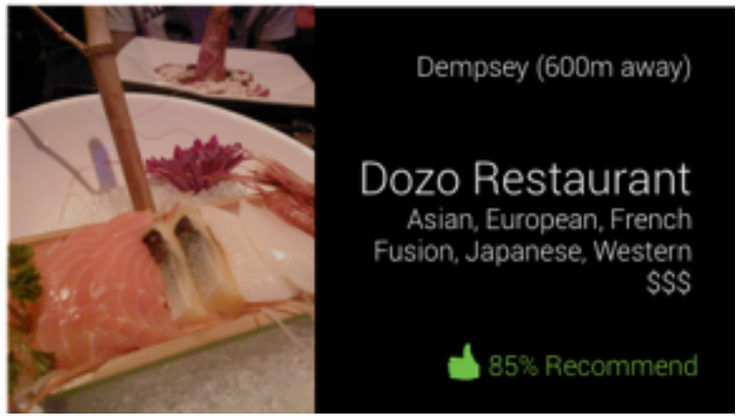
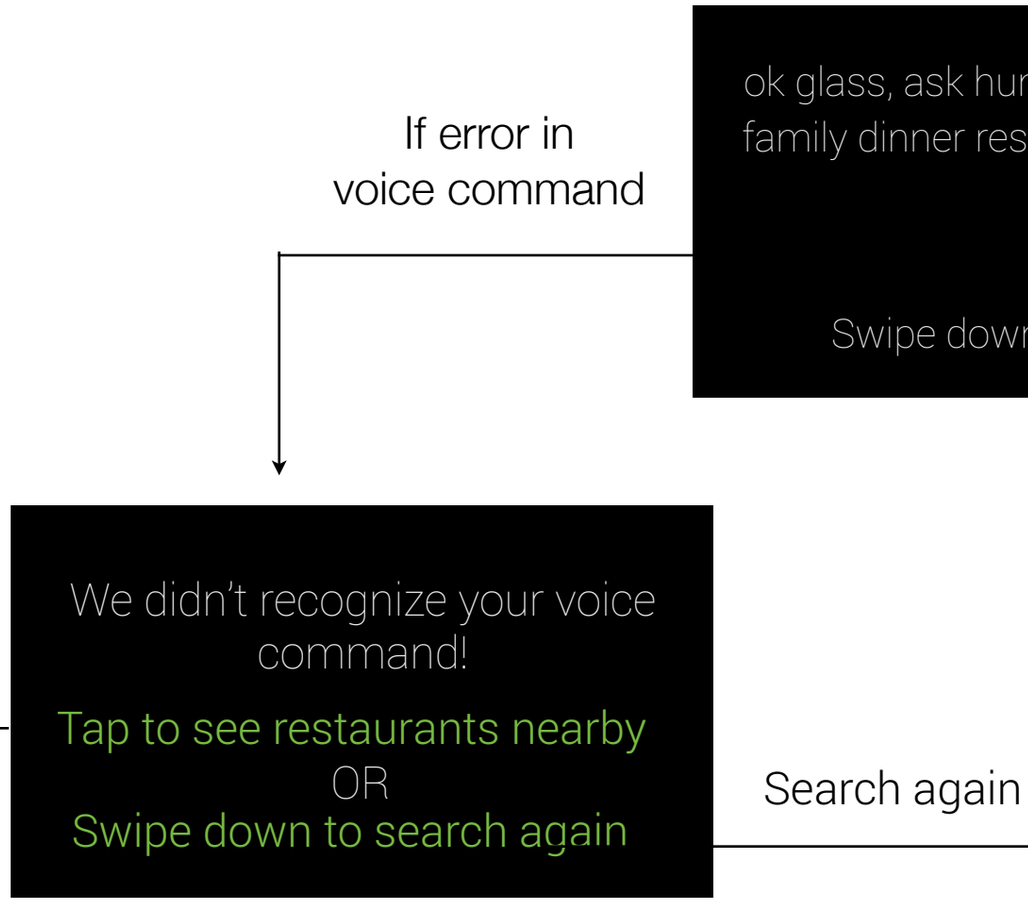


5

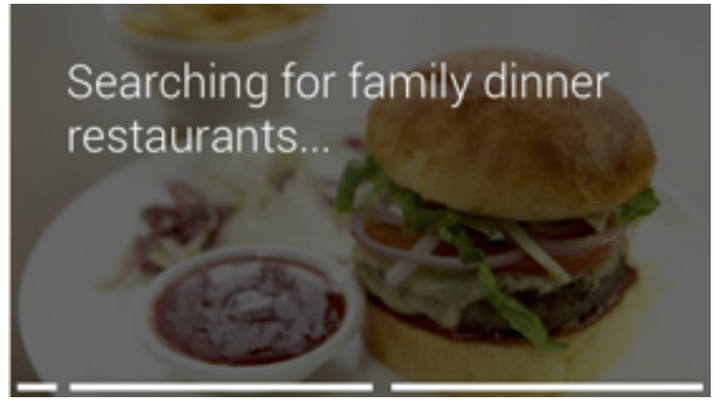
“Mediterranean tapas”
“Bottomless brunch deals nearby”
“Coffee shops with wifi”
“Family dinner restaurants”

With the voice activated search, users have the freedom to search for any type of restaurant based on cuisine, budget, ambiance, etc. We will test different use cases with users to see if the group of keywords people say matches the ideal result. Winson will engage with the internal user research/user insights team once the app is in beta. Examples of types of searches are above.

Step 1.5: If error in voice command



See restaurants nearby

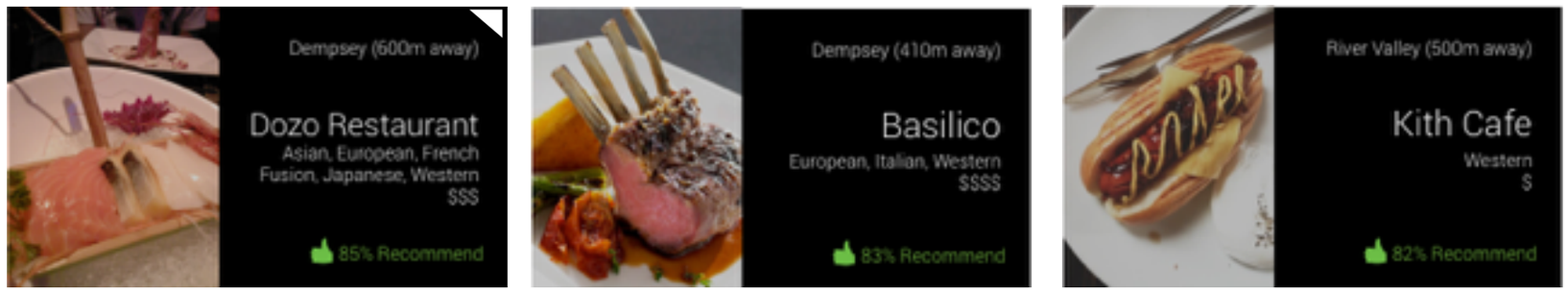


Voice Command View

Step 2: Choose a restaurant

For a restaurant search, users will get a bundle of 9 restaurant cards, the 10th card will allow them to tap to see more results.

Swipe through options



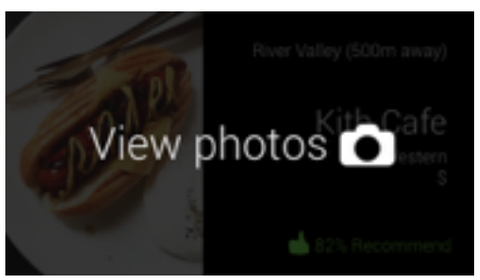
Tap to select

Voice Command View

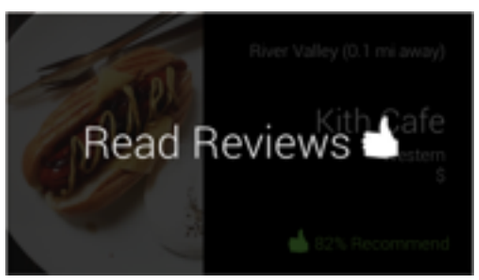
Step 3: Options after choosing a restaurant

Tap

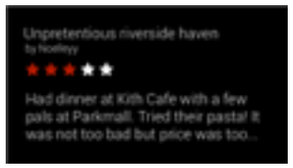
Swipe → Swipe → Swipe → Swipe

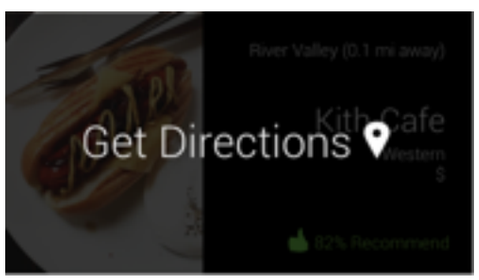


Tap

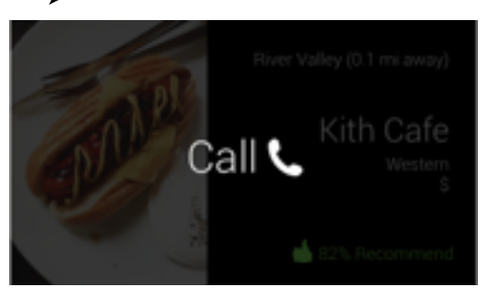


Tap

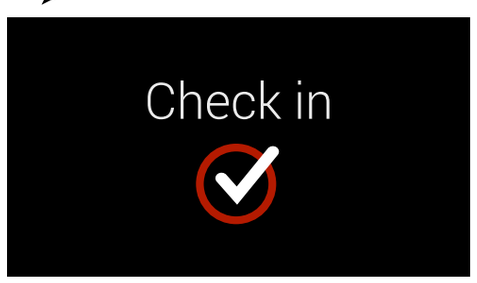




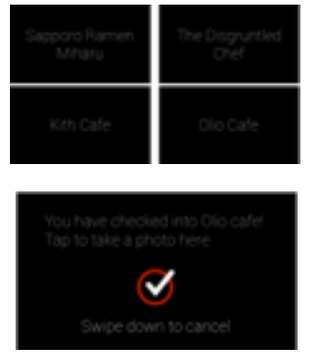
Tap



Tap



Tap

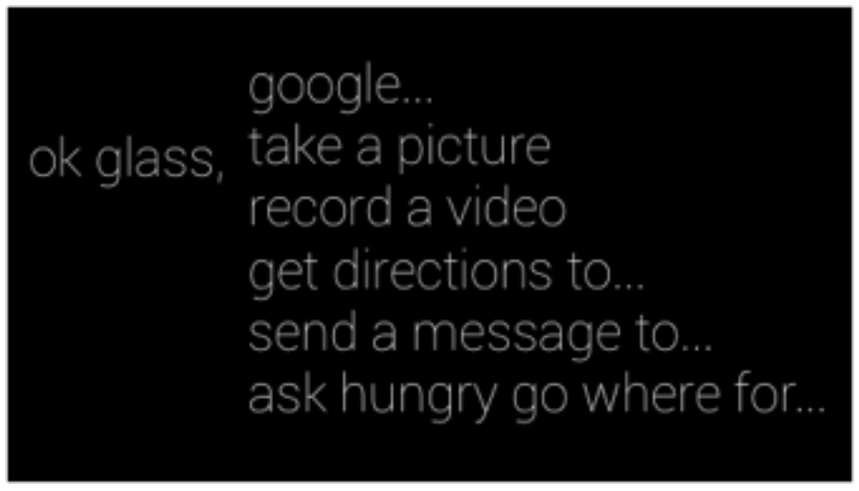


Voice Command View

*Accessing Restaurant Deals

1

2



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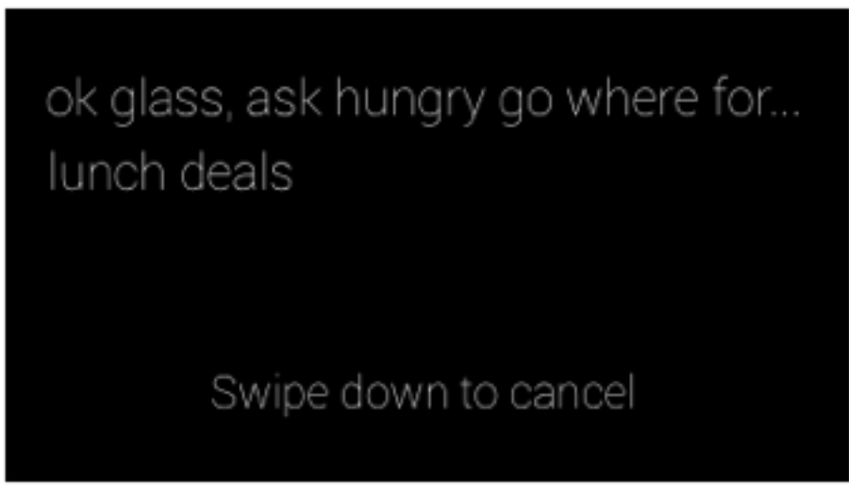


4

*We will need to include this in the initial app instructions/tutorial to inform users of this option. Examples include: today's deals, restaurant deals, etc.

Note: By searching for today's deals nearby, the HGW Glassware will automatically filter and display cards for 9 restaurants that are featuring deals and are within walking distance. The 10th card will show a card that will allow users to tap and display 9 more option cards if necessary.

Touch Activated Screenshots

Here, the user is given a list of pre-set options to search for a restaurant.
E.g., “Search for highest rated restaurants” or “Search for cheap eats nearby”

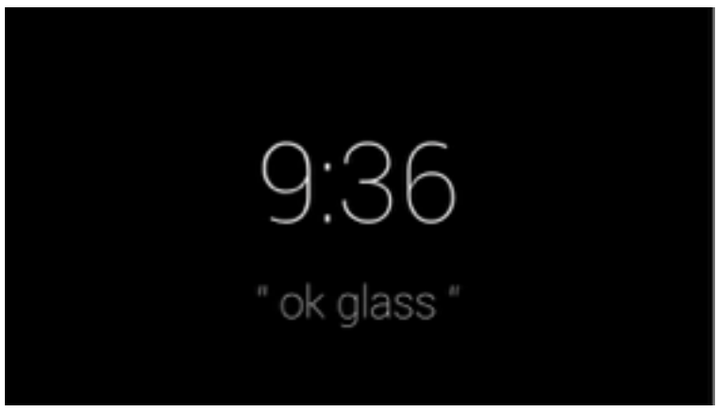
Touch Activated View

Step 1: Pin app on timeline

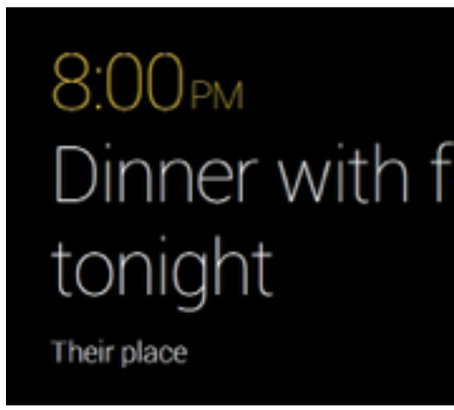
1. Once installed, a confirmation card will be sent to the user's Glass device.

Pinned card

Home screen



Changing timeline of cards throughout the day



2. After tapping the confirmation card, users have the option to pin the HGW timeline card, which permanently displays the timeline card to the left of the main clock card. Users can unpin the card as well, by using the same menu item.

Touch Activated View

Step 2: Explore restaurant options

Tap

Swipe

Swipe

Swipe

Check in

Option A

Search for nearest restaurants

Option B

Search by highest rated nearby

Option C

Search for cheap eats nearby

Option D

Search for today's deals nearby

Option E

Restaurant Shaker

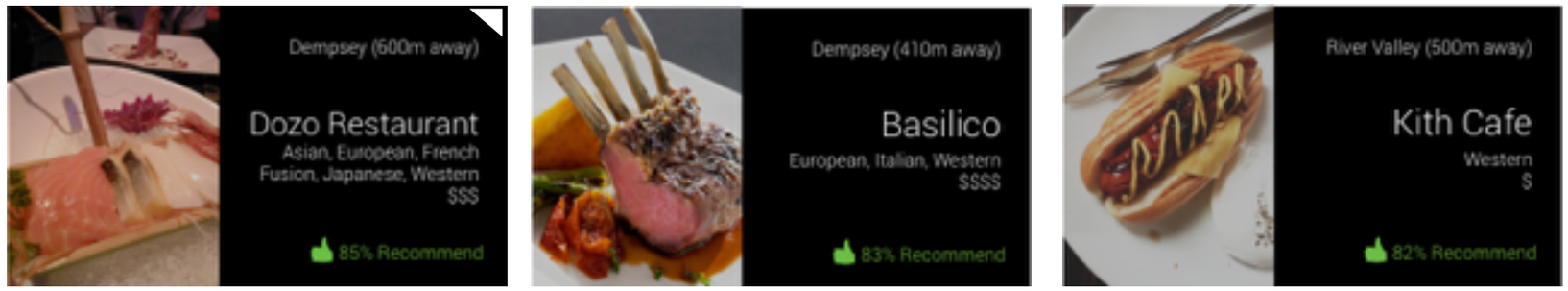
Option F

Touch Activated View

Step 3: Choose a restaurant

For a restaurant search or after tapping on nearest restaurant, highest rated or cheap eats, users will get a bundle of 9 restaurant cards, the 10th card will allow them to tap to see more results.

Swipe through options



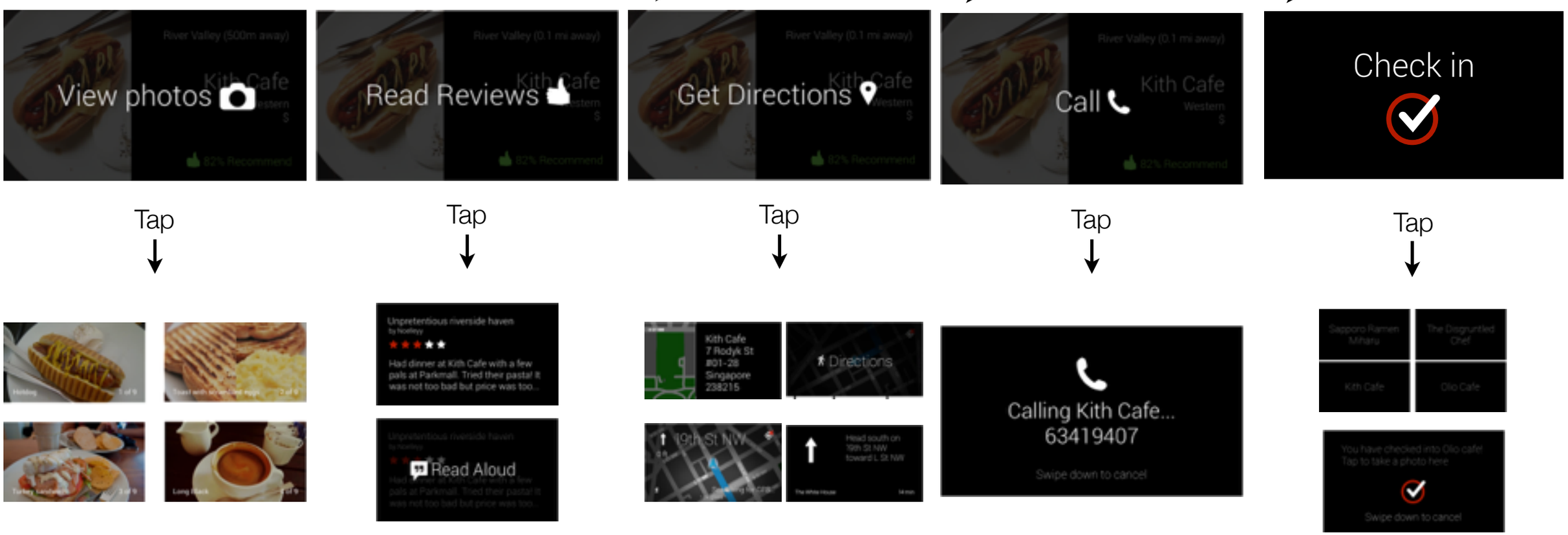
Tap to select

Touch Activated View

Step 4: Options after choosing a restaurant

Tap

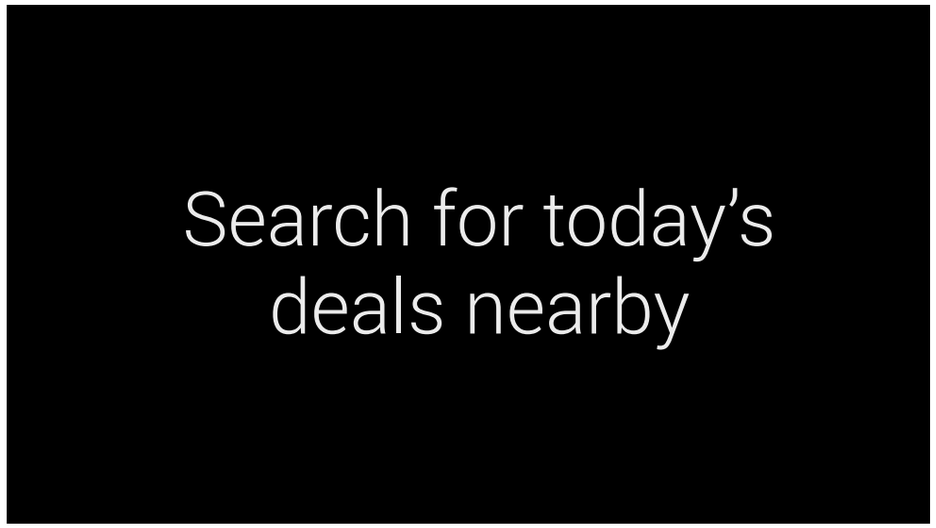
Swipe → Swipe → Swipe → Swipe



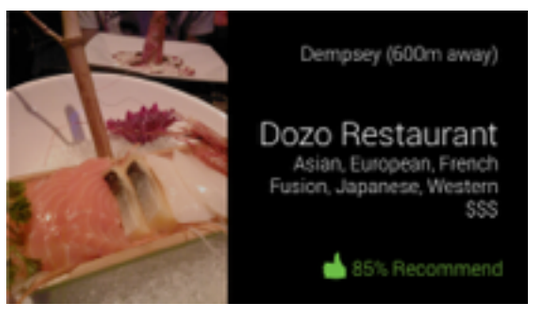
Touch Activated View

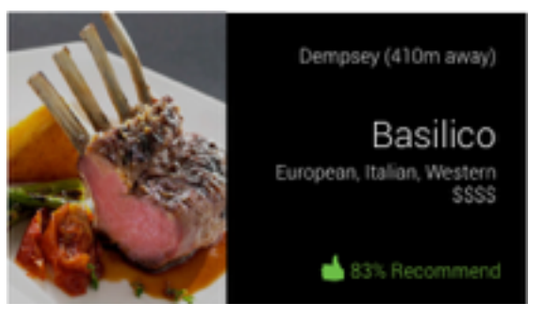
*Accessing Restaurant Deals

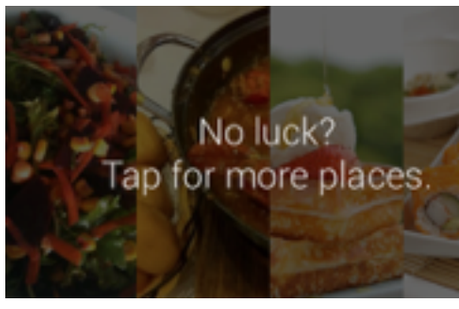
Choose from main menu options



Swipe through options



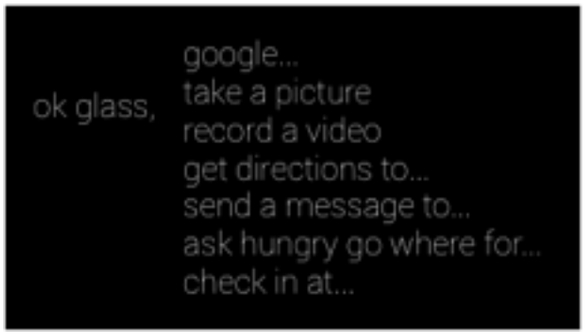




*Unlike accessing restaurant deals from the touch method, users see the option to "Search for today's deals nearby" in the app.

Checking in (voice activation vs. touch activation)

1

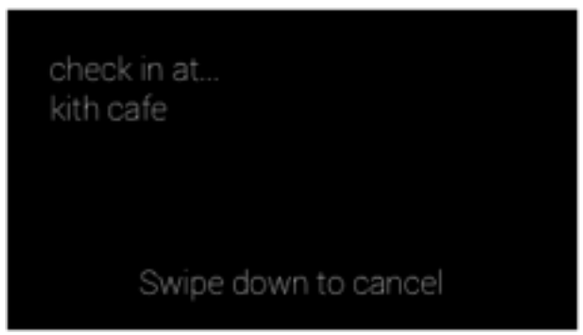


"Ok Glass, check in at..."

2

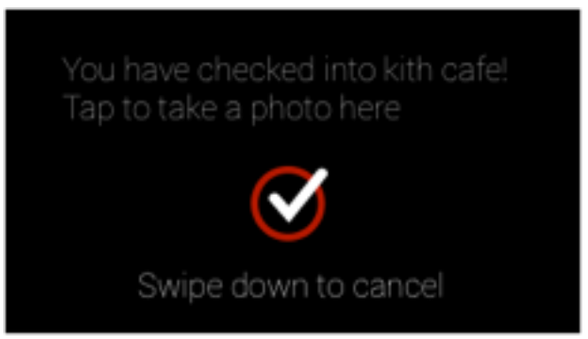
Bundle of restaurants cards that are nearby to choose from

3



User chooses "Kith Cafe"

4

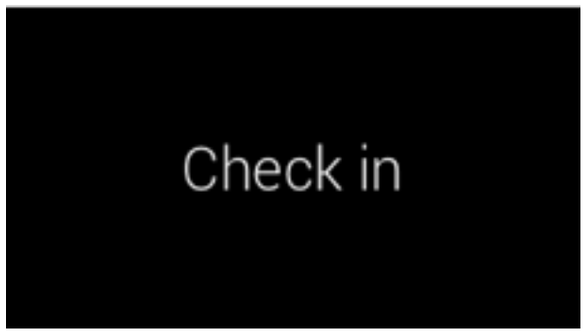


Checked in

1

Pinned card on left of timeline

2

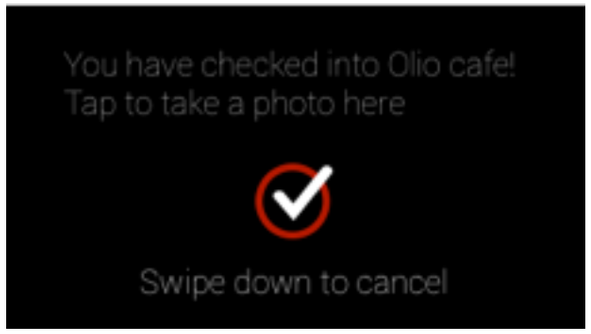


First swipe option

3

Bundle of restaurants cards that are nearby to choose from

4



Checked in

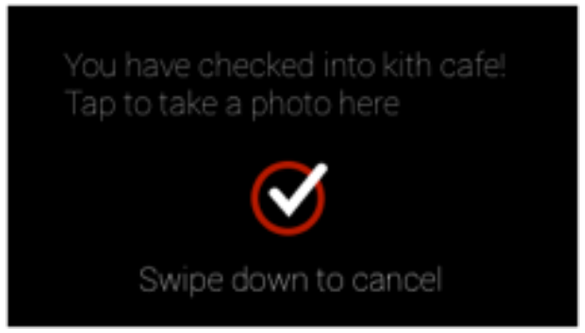
Voice Activated &
Touch Activated Screenshots

For the following screenshots, the voice and touch methods do not differ.

Voice & Touch Activated View

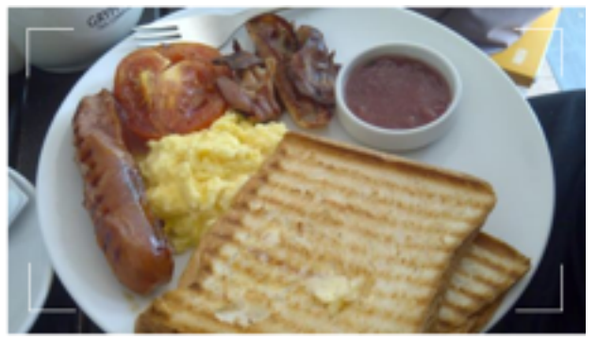
Taking photos (checked in vs. not checked in)

1



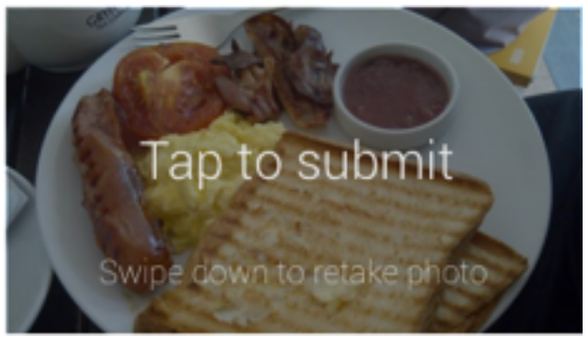
After checking in user will get prompt to take a picture

2



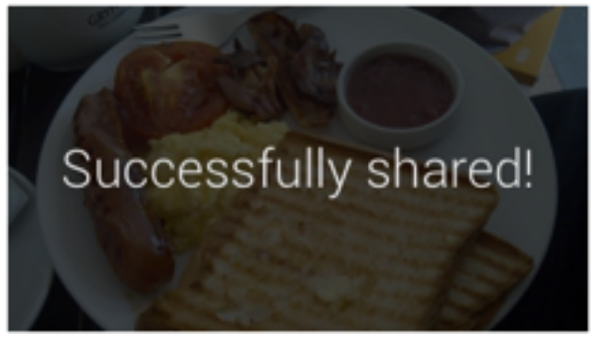
Camera opens on Glass

3



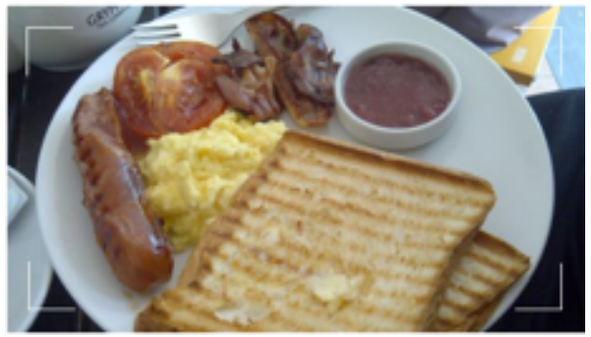
Tap to submit photo

4



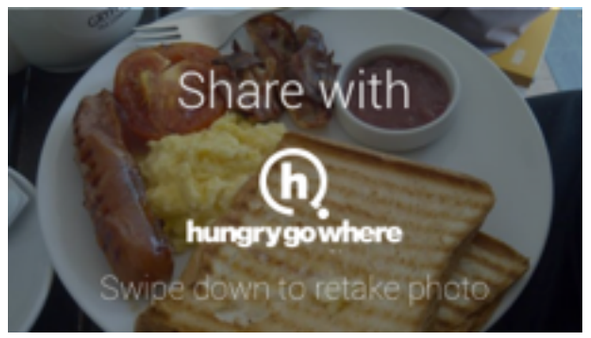
Successfully shared photo

1



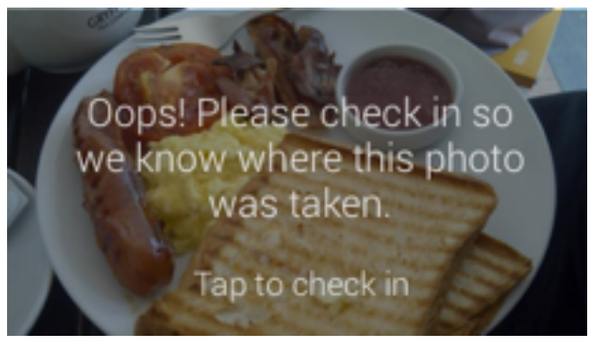
Turn on Glass to take a picture without opening HGW first

2



Tap to share to HungryGoWhere (Here, users may have different apps they can share pictures to.)

3



Card prompts user to check in before sharing photo

4

Beginning of check in process

Voice & Touch Activated View

Restaurant rating notification

2 hours after checking in, users will get a prompt to rate their experience

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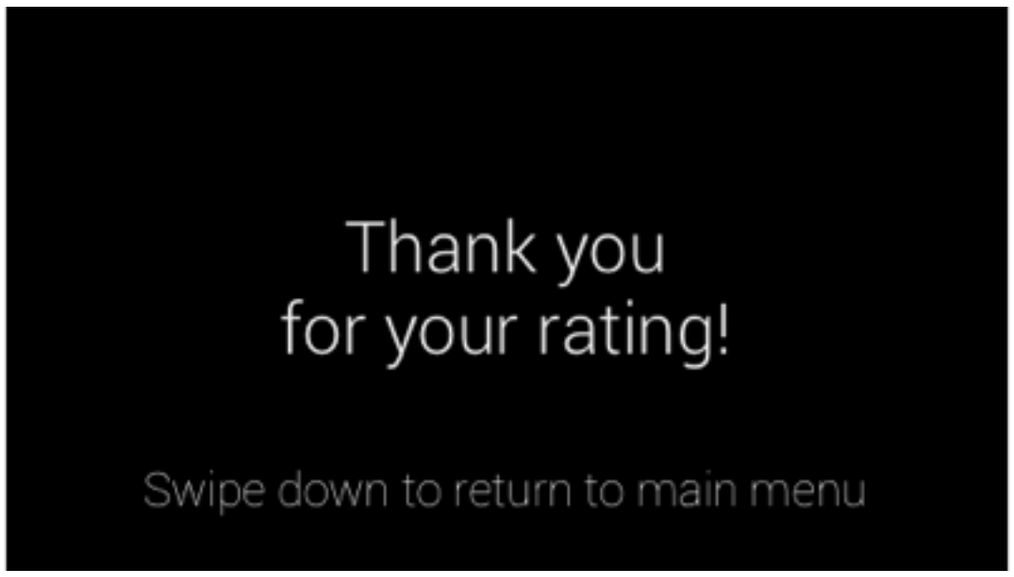
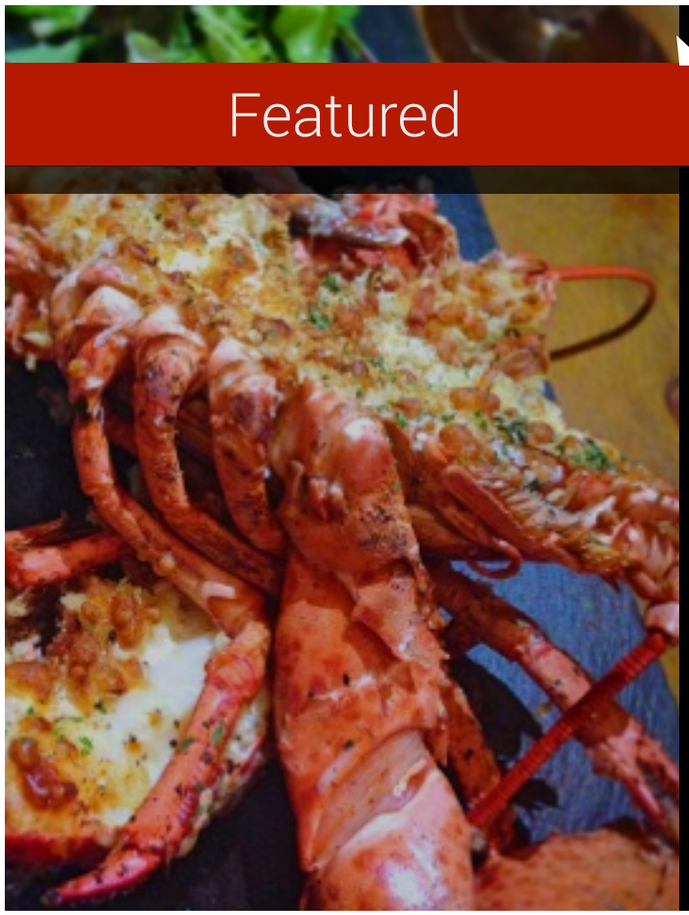


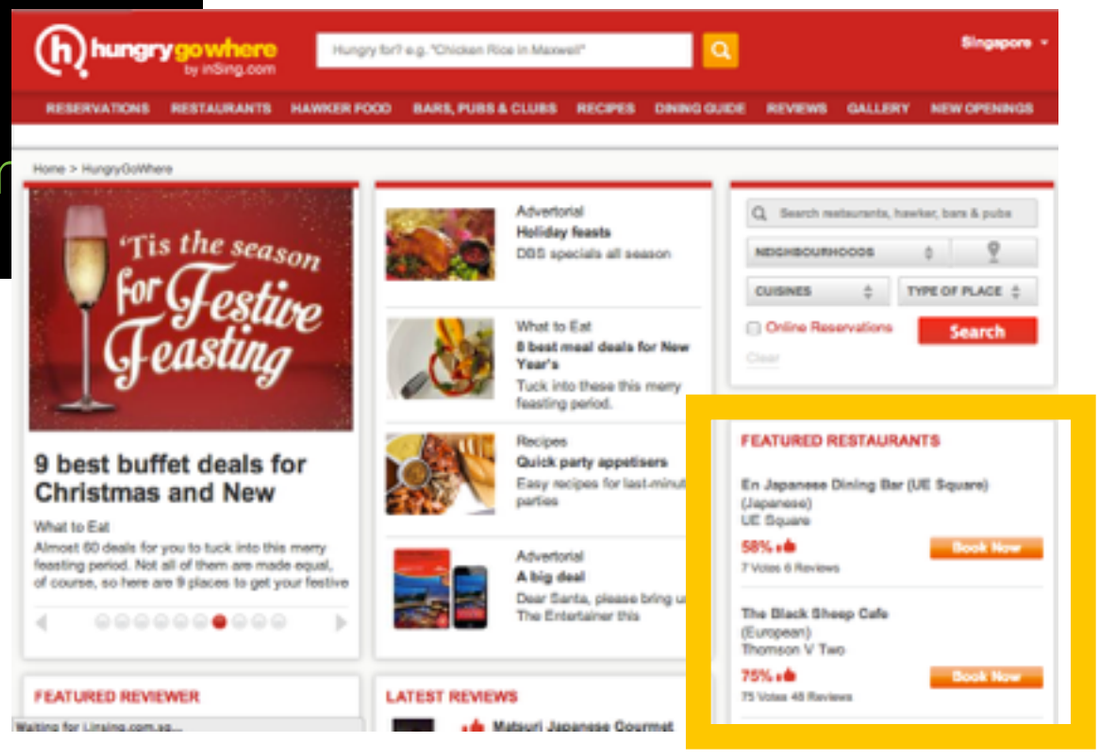
Voice & Touch Activated View

Daily Featured Restaurant Card



Each month, HGW features restaurants both on their website and their mobile app. HGW will be able to feature restaurants on Google Glass.

Upon downloading the HGW app, users will begin to receive (1) card of a featured restaurant sent to their Google Glass timeline per day.



Voice & Touch Activated View

Featured restaurant options

We will provide a simple web interface for the user to change the settings easily.

For example, glass.hungrygowhere.com could be the site to both install the app and change your settings.

Tap

Swipe

Swipe

View card

Tap

Pin Card

Tap

Featured card will update daily on the left side of the user's timeline

Tap to unsubscribe from featured restaurants

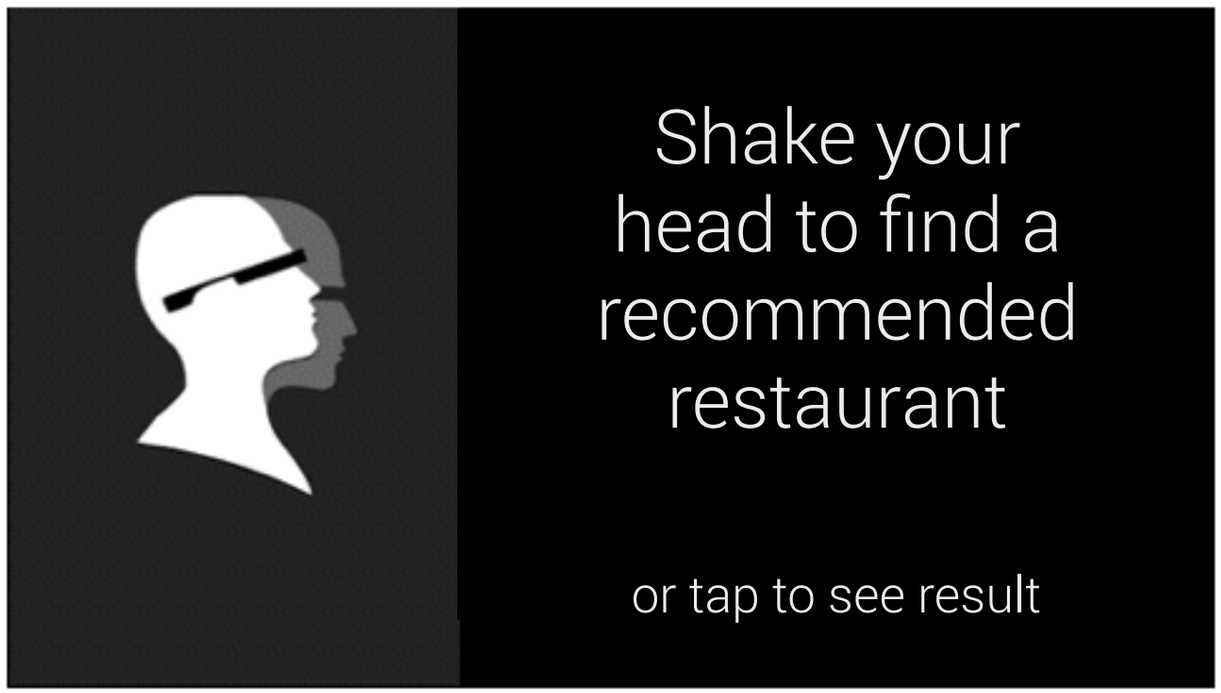
Tap

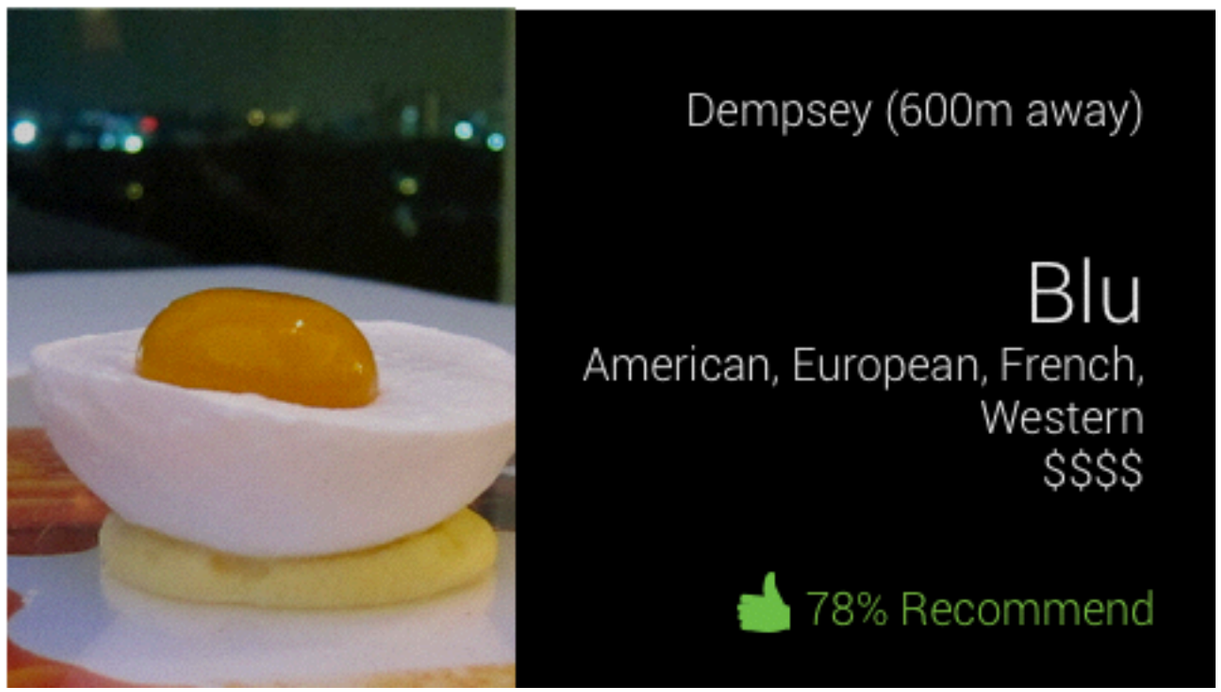
You have been successfully unsubscribed!

To re-subscribe access your settings online.

Voice & Touch Activated View

Restaurant shaker





Note: The restaurant shaker tool is meant to appeal to those who seek a spur-of-the-moment decision similar to flipping a coin. Users who choose this option are willing to take a chance. The results will be filtered based on (1) a user's location and (2) a user's previous Google Glass + HGW searches in terms of budget, occasion, cuisine, ambiance, etc. The card presented will always be within walking distance. If a user wants to filter their search, they will need to use the main HGW search method.

Example: If you usually go to inexpensive sandwich shops, using Glass, you will get a card for a similar restaurant nearby.