

Zomato

Core Strengths

Zomato is an app that mixes social networks and food services, there is a Feed section inspired by Instagram where people can share pictures, make comments and receive likes.

Main Functionalities

Find Restaurant around you by using position, or find restaurant around specific place by typing an address, many categories of restaurant (for lunch, dinner, take-away...), for each restaurant clearly visible average price, menu phone number, average user rating and many pictures. If you have a Zomato account you can make pictures and share your experience on the fly to the Feed section.

Drawbacks

When you open the app it immediately asks to create an account, you can skip the registration screen but the skip button is hidden, this will let most users not try the app.

There is no possibility to make a reservation from the app, you have to call the restaurant.

Not many restaurants available, in small cities you won't find any place.

TheFork

Core Strengths

Really good interface it opens up and shows quickly the nearest restaurant he can find with average prices and type of food available (Italian, Chinese...), you can make a reservation in seconds, buttons are all in the right place.

Main Functionalities

Find Restaurant around you by using position, for each place shows TripAdvisor rating, pictures and a big reservation button.

Drawbacks

If you want to find a Restaurant in a specific place the interface is not so intuitive, you firstly have to specify the type of reservation and then it shows the places, it's a strange behaviour.

You can see restaurant on a map, but the map is really small

Yelp

Core Strengths

It's famous so has many restaurants in its DB, easy to search restaurant in a specific place, you can quickly see the position of the restaurant on a map.

Main Functionalities

Find restaurant near you or in a specific place, see menu, pictures, reviews, leave yourself a review.

Drawbacks

Annoying registration form when you open it, hard to skip, interface is functional but ugly, it looks old. Can't see the actual prices, you can have just the idea if a place is expensive or cheap €€€ = expensive € = cheap. You can't make a reservation from the app.

TripAdvisor

Core Strengths

The most famous app for booking everything, from hotel to flights and even restaurant, maybe has one of the widest choices.

Main Functionalities

Find Restaurants, hotel, flights, near you or in a specific place, make reservations, leave a review.

Drawbacks

It's an app born to help people organize travel, he can find restaurant and book tables but It's not his core function, people don't think to TripAdvisor like an app to find restaurants.

Restaurant Finder

Core Strengths

Wide choice, even in small cities, well chosen name

Main Functionalities

Find restaurants, café, takeaway, almost every place where you can eat something.

Drawbacks

Free version of the app is full of annoying adds even at full screen. (if you do not want adds you have to buy it) Interface is not so good it shows a long list of places where you can eat, but if you want to see images you have to open the details.

It's not possible to book from the app, you have to call the restaurant.

No prices visible.