



edesia

bulletin

march 11, 2013

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Week 8

MET: Storyboarding

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MET - updates

Personas and Scenarios


MET Team's focus was on development of personas and scenarios in order to analyse the concept from different points of perspective. For this the team came up with four scenarios that would illustrate the kind of "journeys" within the context of an Eat & Travel (E&T) restaurant.

Keeping in mind a wide range of audience of that E&T might target, we came up with 4 personas that could serve as examples. We also came up with various scenarios involving tourists, couples or even a local family with kids wanting to "experience" Japan. This allowed us to have a better understanding of how our concept might engage a variety of audiences.


Apart from that, we are also working on *system architecture* and the technical specifications of the concept.




Notes
Donald Anderson 63 years Old
Lives in New York
University Professor of Art History and History.
He taught history at Cornell and is the author of a couple of books in history. Currently he is retired from teaching but he is often invited to give lectures at Universities around the world. Donald is famous for his writing and research.




Notes
Janice Anderson 58 years Old
Lives in New York
She is a professional dancer and choreographer. She graduated from the French Conservatory of Dance. Janice is not married.



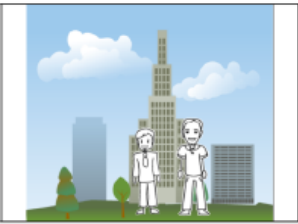
Notes
Janice and Donald are a couple and have been married for 30 years now. Donald came to New York to study and then he stayed. Janice always wanted to travel and now she has the chance to do so with her husband. They hope to have a trip to Japan soon.




Notes
Diogo (25 years)
Diogo studied abroad and met people from different cultures. There he was introduced to new kind of food and that increased his curiosity about the food of other cultures. Now whenever he gets the chance he tries to learn new recipes from other countries.



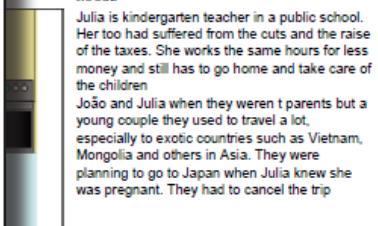
Notes
Paulo (50 years)
Paulo used to work in a big company and he had to travel in business. He acquired the taste to travel, and he has been in many countries, such as Brazil, Italy, Germany, England and many more. He feels very fortunate that his job allows him to travel and see the world but at the same time feels sad because he cannot share these experiences with his friends.



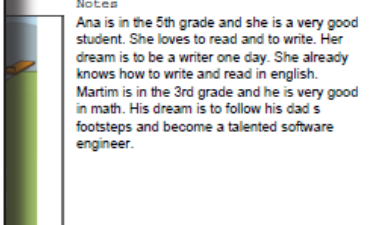
Notes
Diogo and Paulo work in the same company in fact Paulo is the CEO of the start-up game studio company and has a background in management and Diogo is the most recent employer. He is a designer.



Notes
João is a Software Engineer that works in the game industry. He was making a good salary that provided him and his family a stable life, but because of the financial crisis, his company made some cuts in the wages to reduce costs.



Notes
Julia is kindergarten teacher in a public school. Her too had suffered from the cuts and the raise of the taxes. She works the same hours for less money and still has to go home and take care of the children.
João and Julia when they weren't parents but a young couple they used to travel a lot, especially to exotic countries such as Vietnam, Mongolia and others in Asia. They were planning to go to Japan when Julia knew she was pregnant. They had to cancel the trip.



Notes
Ana is in the 5th grade and she is a very good student. She loves to read and to write. Her dream is to be a writer one day. She already knows how to write and read in English.
Martin is in the 3rd grade and he is very good in math. His dream is to follow his dad's footsteps and become a talented software engineer.



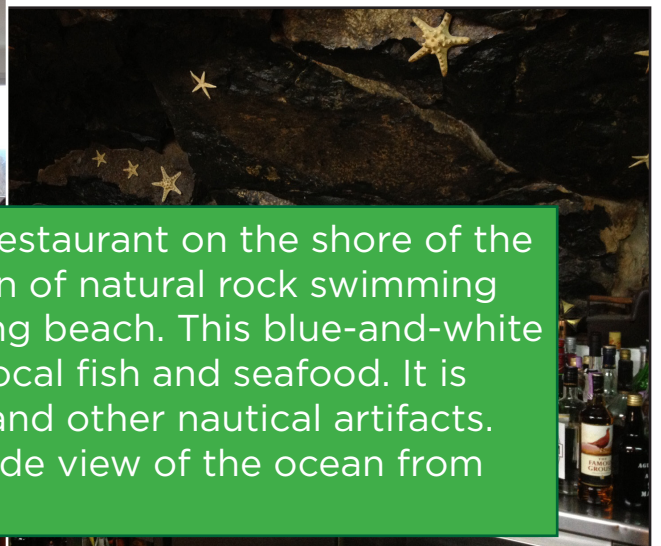
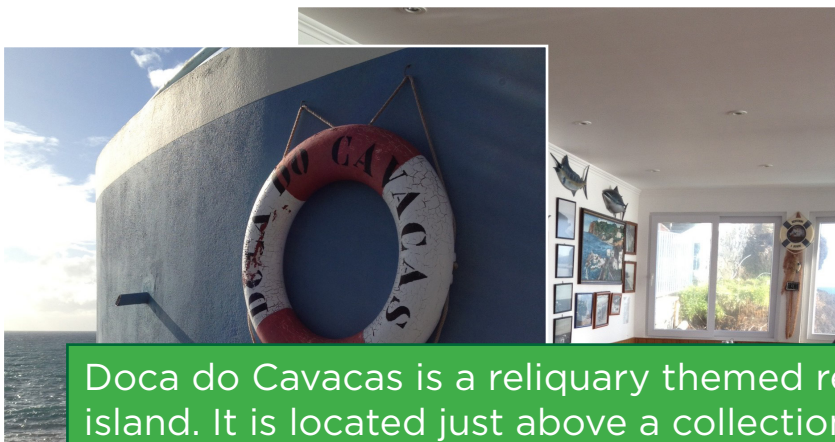
MHCI - updates

Observations

The MHCI team conducted observations in restaurants to gain insights into the dining experience. The team focused on themes that these venues employ to supplement their catering service.



Included in our observation of themed restaurants was a parodic themed restaurant. It was interesting to see how the golf, beer, sports absorbed into every aspect yet somehow touches of Madeira culture infiltrated the atmosphere. There were Portuguese flags, embroidery, and festively colored island pottery.

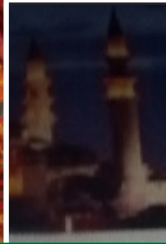


Doca do Cavacas is a reliquary themed restaurant on the shore of the island. It is located just above a collection of natural rock swimming pools, and a rock cave that leads to a long beach. This blue-and-white colored restaurant offers a selection of local fish and seafood. It is decorated throughout with nets, boats, and other nautical artifacts. Diners both inside and outside have a wide view of the ocean from their tables.

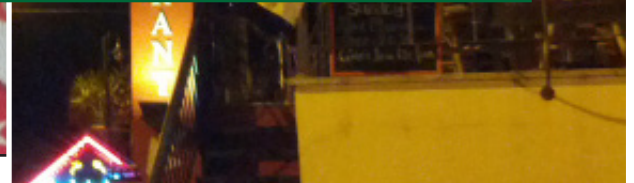
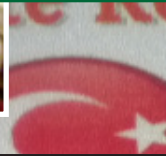


MHCI - updates

Observations



Istanbul Restaurant claims to be the first Turkish restaurant in Funchal and tries to provide an ambience with hookahs, colorful ornamented tablecloths and Turkish music. The restaurant has a certain dissonance with a mix of modern elements and seemingly authentic cultural artifacts.



Upcoming

MHCI will continue observation studies with tourist activities outside of restaurants. We want to learn more about tourists' expectations, the structure of group tours, and the structure of information. We will study several different forms of group tours including bus, taxi, and self-guided tours.

We have also started expert interviews with restaurant owners and will continue with them as possible.