



# edesia

bulletin  
february 11, 2013

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Progress Made  
Results  
Upcoming

Week 4

MET: Expert Interviews

MHCI: Field Study, Surveys



# progress made

## Expert Interviews

Subject matter experts (SMEs) are valuable because they understand the domain in much greater depth than do HCI researchers. Experts can provide researchers with both concrete information and abstract insights developed through years of experience. As a result, it is generally very beneficial to conduct interviews with experts in order to benefit from their greater understanding and expertise.



MET team spent this past week preparing and conducting expert interviews for waiters who work at restaurants. We wanted to have insight to what type of information customers what to know about the food and the culture. From these insights we want to understand the most frequently asked questions. It was also interesting for us to learn about the efforts restaurants make to combine the ambience, the food, and the service to provide a unique experience.



# results

## Field Research

The following visualizations are from three field studies. The first is a pilot study of restaurant goers with key phrases being part of an affinity diagramming session.

The second visualization is from an in-the-wild traveler survey targeting tourists who were in Madeira as part of their vacation.

The last visualization outlines an ethnic dining study conducted with 11 students. These results summarize pre-dinner survey. We will complete the post-dinner survey this week.



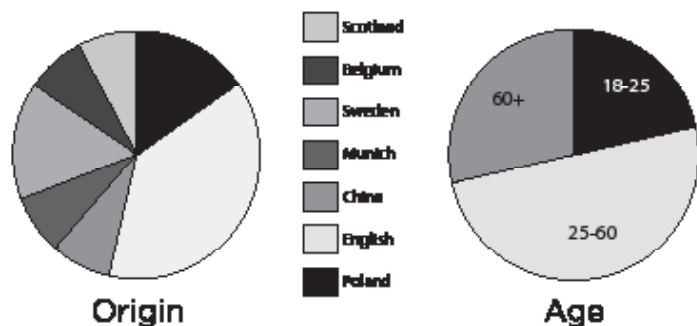
## Pilot - Restaurant Goers

A	B	C	D	E
More people like, choose, and frequent a restaurant based on food.	In addition, people also care about ambience, location, and service.	People are curious about their food.	People choose familiar restaurants where they can be comfortable.	People use different factors to judge authenticity.
1.1	1.1	1.4	1.3, 1.5	1.2, 1.7

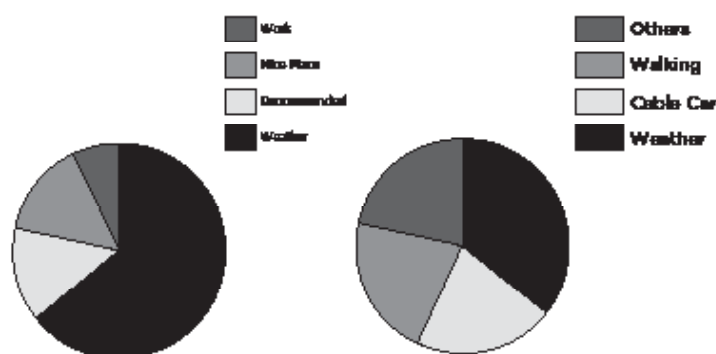
Pilot Study - Restaurant goers

Number of participants: 14  
Time period: 1 day - Weather: Good

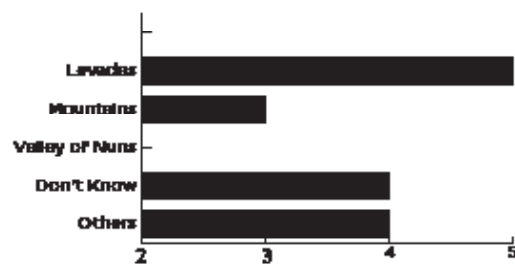
### Demographics



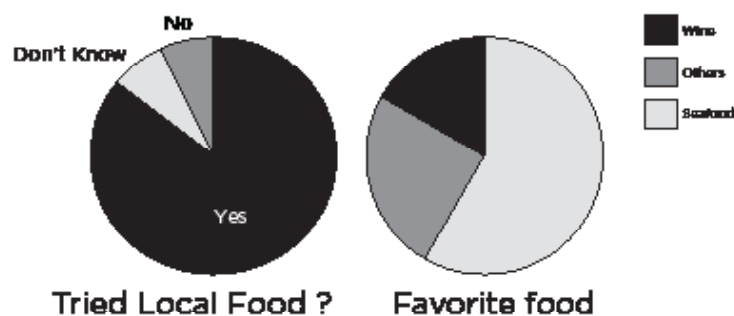
Primary Mode of Travel: Flight (93%)  
First-Timers: 71.4%



### Attractions



### Food



Only 21.4% of people remembered the name of the last restaurant  
71.4% said they were not interested in learning about the food

### Tourist Survey

## Taj Mahal Indian Restaurant Experiences

Not at All Familiar



Somewhat Familiar



Very Familiar



What do you expect the atmosphere to be like?

"Different flavors" "Exotic" "Warm, bright colors"

"Smells like curry" "Inviting, warm" "High end" "Indian waiter"

"Nice" "Semi formal" "Fancy" "Orangish" "Kitschy Indian decorations" "Indian decor"

What do you expect to discover?

"New flavors" "Learn about Indian culture"

"Good food" "Learn more about India"

"Good food" "Nothing" "Indian spices"

Do you expect an authentic Indian experience?

Yes! "I hope so"

"No" "Not really" "Probably for tourists"

"It will be good if it is" "No, too expensive" "No expectations" "Maybe"

What do you consider an authentic Indian experience?

"Spicy food" "Exotic Indian clothes" "Indian music" "Food eaten with hands" "Hindi"

"Curry with nan" "Indian menu" "Indian waiter" "Indians in the restaurant"

"Regional selections based on background of chef" "Place filled with families and screaming children" "Good food" "Hole-in-the-wall and cheap or expensive and fancy" "Indian owner" "Indian decor" "Indian languages"

In retrospect...

"I liked discovering the Mango lassi"

"I like the warm colors (the oranges and reds) and also the smell of spices when I came in"

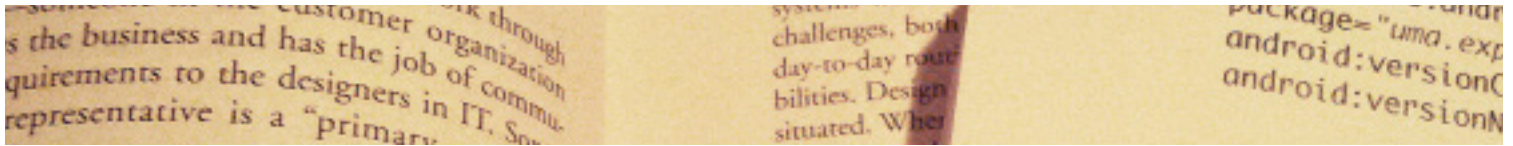
"I was expecting some strong flavors; spicy food; A lot of red food; and hearing people speaking hindi (this last part didn't happen)"

### Restaurant Survey



# upcoming

## Literature Review



MHCI is currently executing a parallel deliverable: a literature review. Literature reviews help us situate our study within the body of existing research about Eat & Travel's core competencies: visit, learn, and taste. We've chosen tourism, culture, and themed restaurants to be our focus areas for the literature review.

### TOURISM

There is a rich body of literature within the tourism and hospitality field. We want to understand why people travel. Understanding what gives a tourist satisfaction, which factors affect the memorable nature of their travel experiences, and understanding tourist emotional responses will provide further insight into "the trip."

### THEMED RESTAURANTS

Themed restaurants are one of the most powerful modes for people to feel as though they have been transported to another culture. Since the concept of the Eat & Travel restaurant does not yet exist, studying themed restaurants is one way to understand how the immersive culinary culture experience is actually being achieved today.

### CULTURAL EXPERIENCE

Eat and Travel's focus is to provide a cultural addendum to the activity of eating at a restaurant. It can be better understood and implemented by reviewing scientific literature on the subjects of cognitive psychology pertaining to travel and answering the question, "What does it mean to experience a culture?"