Research Results Report
Pizza rating digital product
(Pizza Police)

04.01.2020

Executive Summary

Background
Online reviews have been becoming an ever-more-common part of consumers' purchasing decisions. The best advert for a product or a service is it's positive reviews and feedback.
Our team is interested in creating a digital product (desktop or mobile app) for specifically rating pizza types in restaurants. By using our digital product customers will easily be able to find the best restaurants around them that serves their favourite pizza type. Our platform will be easy and straightforward to be used by customers, and a great way to promote best pizzas locally according to type.

Research Goal
Our team wants to learn about how customers use digital tools to search for their favourite restaurants and understand if searching where is their favourite specific dish served locally will influence them in their restaurant choice.

1. Design a simple, intuitive and functional desktop interface.
2. Learn more about the customers search preferences and discover new ways to create the best reviewing experience.

Research Questions

Research Questions
- [Needs] What is essential for reviewing pizza by type website?
  - What are its features?
- [Behaviours] which platform do they prefer to search for their pizza restaurant?
  - How do they interact with existing digital products?
- Do users really need a specific pizza reviews Website?
  - How do users feel about specific food dish\type reviews?

Participants

Recruiting

- 8 participants
  We'll be using smart survey to create eleven questions survey sending the survey link by email to at least 8 foodies. (https://app.smartsurvey.co.uk/)

Participants

- 8 Adults (18 and over)

Survey Key finding

The significant **user behaviors** found within survey are:
1) **75%** of the participants **always** check online ratings & reviews of restaurants before they plan to visit.
2) **75%** of the participants use **Mobile Web** to check reviews and while remaining **25%** use mobile **Apps**.
   - Digital platforms used by participants were Google, Trip Advisor & Facebook pages.
3) **62.5%** tried to search where their favorite dish best served.
   - Searched where the best burgers and coffees served.
4) **62.5%** left a review online before.
   - "Google/Tripadvisor but love Google more since this is always done after a Google Maps search".

The significant **user needs** found within this survey are:
1) **100%** of the participants find it useful if there is a digital platform where they can search where their favorite dish is served.
2) **62.5%** said that they would like to leave a review specifically for a dish they had.
   - "Yes. To be specific as much as I can to give and honest review based on what I really experienced".
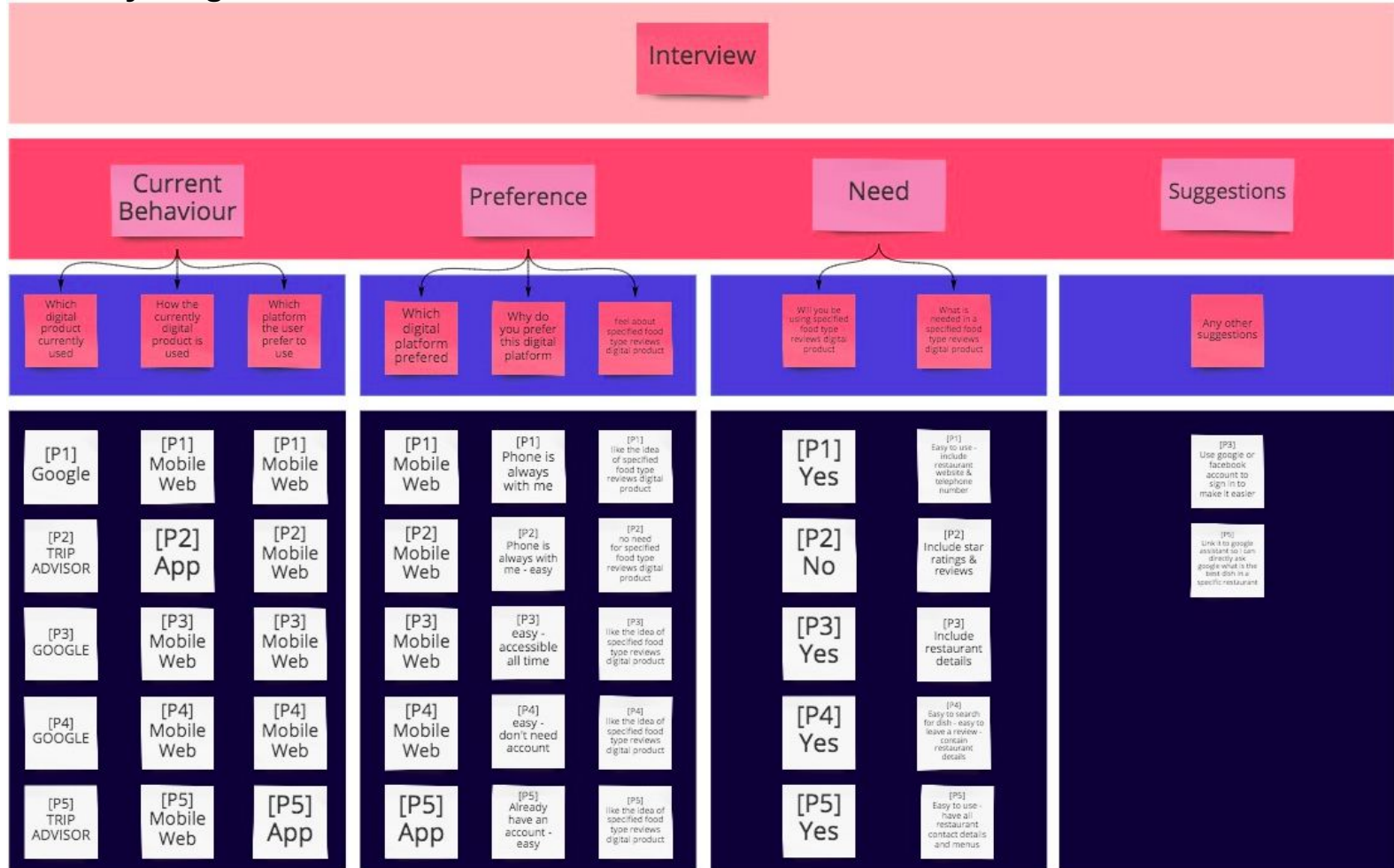   - "Yes, for people who looks for this specific dish".

Interview Key finding

The significant **user behaviors** found within the interview are:
1) **60%** of participants use **Google** to search for restaurants before they try.
2) **80%** of participants currently use **Mobile Web** to search for restaurants.

The significant **user needs** found within the interview are:
1) **80%** of participants prefer using **Mobile Web** to search and check for restaurant reviews.
   ○ "My phone is always with me so it's easy & accessible at all times".
2) **80%** say they would use a digital platform where they can search where their favorite dish is served.
3) Here are some of the participants responses when asked what is needed a digital platform where they can search where their favorite dish:
   ○ "Make sure it's easy to use and provide all restaurant contact details and menus".
   ○ "Would love to have star ratings for quick review & detailed reviews to more more about the dishes".
   ○ "My phone is always with me so it's easy & accessible at all times".
   ○ "Use google or facebook account to sign in to make it easier for users".
   ○ "Link it to google assistant so i can directly ask google what is the best dish in a specific restaurant".

Affinity Diagram

Interview

Current Behaviour	Preference	Need	Suggestions

Current Behaviour
- Which digital product currently used
- How the currently digital product is used
- Which platform the user prefer to use

Preference
- Which digital platform prefered
- Why do you prefer this digital platform
- feel about specified food type reviews digital product

Need
- Will you be using specified food type reviews digital product
- What is needed in a specified food type reviews digital product

Suggestions
- Any other suggestions

Current Behaviour			Preference			Need		Suggestions
[P1] Google	[P1] Mobile Web	[P1] Mobile Web	[P1] Mobile Web	[P1] Phone is always with me	[P1] like the idea of specified food type reviews digital product	[P1] Yes	[P1] Easy to use - include restaurant website & telephone number	[P3] Use google or facebook account to sign in to make it easier
[P2] TRIP ADVISOR	[P2] App	[P2] Mobile Web	[P2] Mobile Web	[P2] Phone is always with me - easy	[P2] no need for specified food type reviews digital product	[P2] No	[P2] Include star ratings & reviews	[P5] Link it to google assistant so i can directly ask google what is the best dish in a specific restaurant
[P3] GOOGLE	[P3] Mobile Web	[P3] Mobile Web	[P3] Mobile Web	[P3] easy - accessible all time	[P3] like the idea of specified food type reviews digital product	[P3] Yes	[P3] Include restaurant details	
[P4] GOOGLE	[P4] Mobile Web	[P4] Mobile Web	[P4] Mobile Web	[P4] easy - don't need account	[P4] like the idea of specified food type reviews digital product	[P4] Yes	[P4] Easy to search for dish - easy to leave a review - contain restaurant details	
[P5] TRIP ADVISOR	[P5] Mobile Web	[P5] App	[P5] App	[P5] Already have an account - easy	[P5] like the idea of specified food type reviews digital product	[P5] Yes	[P5] Easy to use - have all restaurant contact details and menus	

Next Steps/Recommendations

These findings have helped me conclude the following:

1) There is a gap in the market for more specified reviews that is based on dishes within the restaurants.
2) Best way to present this digital solution is through a Mobile Web site.
3) Use google or facebook account to sign in to make it easier for users.
4) Try to make it simple and as straightforward as possible for users to search\review a dish.