

Research Plan Report

Pizza rating digital product (Pizza Police)

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 its 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

- [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 specified food type reviews?

Method

1. The researcher will use the interview script as a guide and ask follow-up questions based on answers from the users.
2. Survey with 11 questions with a multiple choice answers and comments section.

Recruiting

- A. Interview questions with 5 volunteers recruited from trusted users.
- B. We use surveys to collect data from at least 8 foodies.

A. Screening Questions for interview

Do you check online ratings and reviews before going to a restaurant or order take away?

- Yes
- No (Screened out)

Script

Introduction

My name is [name]. Thank you very much for participating in this study. I am currently working on a project related to rating pizzas depending on the pizza type rather than on the restaurant. I would love to learn more about your experience with searching and checking ratings and reviews on similar digital products. This interview will take about 10 minutes. If you want to leave the session or take a break at any point, please let me know. Do you have any questions before we start?

Questions

1. [Behaviours] which platform do you prefer to search for your pizza restaurant?
2. [Behaviours] How do you interact with existing digital products?
3. [Preference] Which is your favourite platform? Why?
4. [Preference] How do you feel about specified food type reviews?
5. [Needs] Do you think you'll use a website with specific pizza types reviews?
6. [Needs] What is essential for reviewing pizza by type website?
7. [Needs] What features would you like to have?
8. [suggestions] Anything you'd like to add?

B. Survey

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/>)

Questions

- How often do you check online ratings & reviews of restaurants you plan to visit?
 1. Always
 2. Sometimes
 3. Rarely
- When was the last you've checked for an online restaurant review? [For follow up questions]
- Which digital platform did you use?
 1. Desktop
 2. Mobile app
 3. Mobile web
- Which App/Website did you use? [Which website/apps users prefer]
- How easy was it to use?
- Did you ever try to search where is your favourite dish best served?
 1. Yes [Was it easy to find? How did you search]
 2. No
- Will it be useful if there was a platform where you can search where is your favourite dish is best served?
 1. Yes [why?]
 2. No [Why?]
- Did you write an online review or rate restaurant before?
 1. Yes [Next question]
 2. No [Find reasons]
- When was the last time you left a restaurant review?
 1. Last week
 2. Last month
 3. Last year
- Which website/App did you use? How easy was it?
- Would you find it interesting to leave a review for the specific dish you had?

