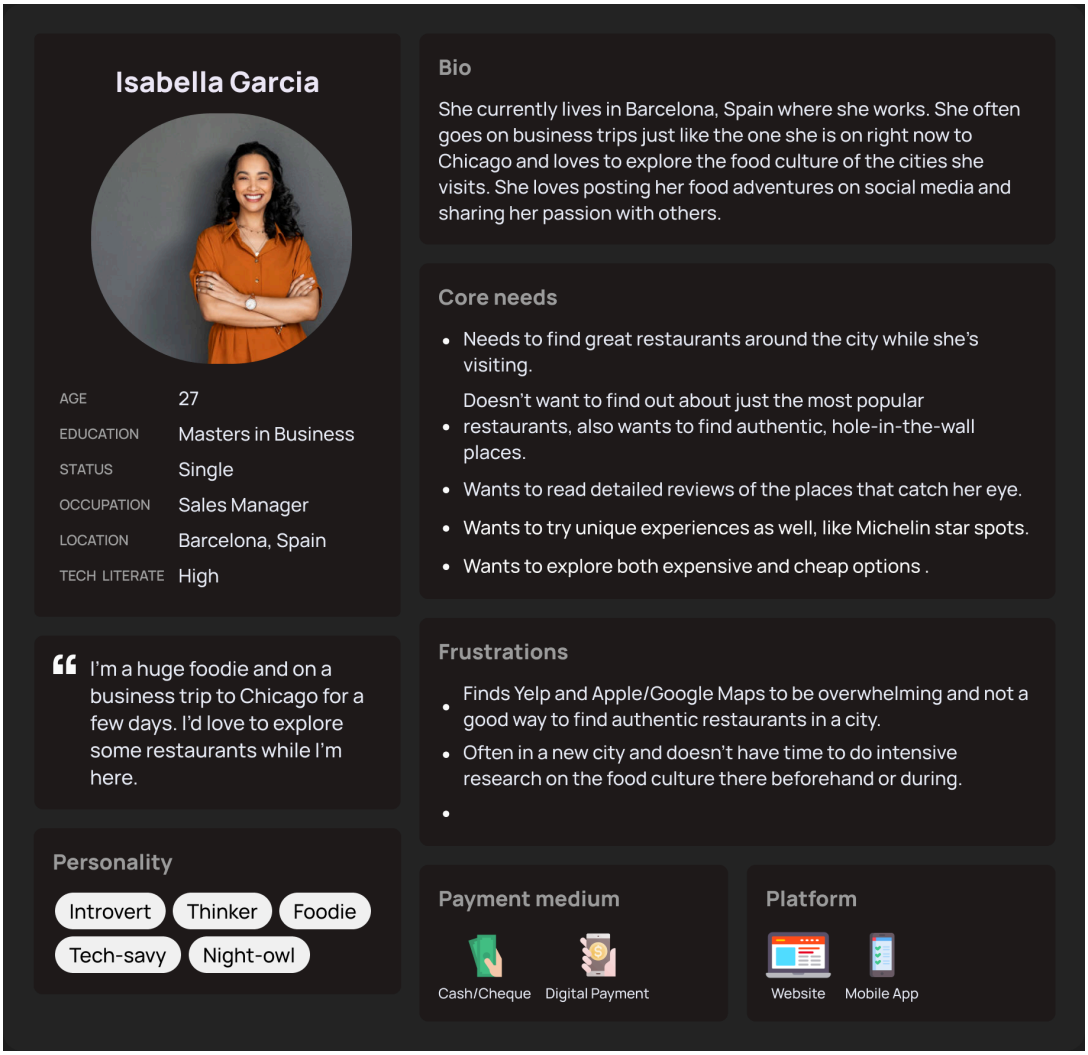
DEV-1 Project Pitch and Specification of MVP

Dev Team 11: Shelby Wilson, Dominick Dellecave, and Matthew Garvey

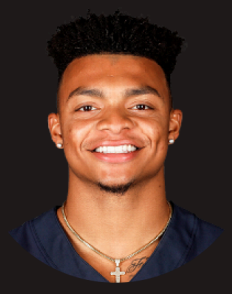
Personas:

Jayden is a very busy individual with being a full-time student and having a part-time job, so he will benefit from the rapid swiping feature we will implement in our application. He also lives in a big city with thousands of restaurants, so he needs a way to search quickly. He will also benefit from our tagging system which will allow him to avoid chains and ghost kitchens and focus on family-owned locations. He will also benefit from the mile-radius configurations since he has already visited most restaurants near his apartment. Since he will most likely be traveling to many restaurants, he will benefit from the list/review system that will remind him of his favorites.



Isabella will benefit from our application's overall simplicity, because we will have less complexity than applications like Yelp and Google. Users will not search for restaurants using a keyboard, they will swipe rapidly through options. She will also love the configurable tagging system for restaurant preferences because she can tailor her suggestions to Michelin star restaurants one day and hole-in-the-wall restaurants another day. She will be able to experience a wide range of restaurants during her business trip. Isabella is also a successful business woman, so she usually spends most of her time on her computer. Our mobile solution will feel less like work and more like a fun experience that she can perform on the go.

Justin Lawn



AGE	25
EDUCATION	Bachelors of Science in Human Ecology
STATUS	Single
OCCUPATION	NFL Football Player
LOCATION	Pittsburgh, PA
TECH LITERATE	High

> I have a big appetite for fresh foods, and love to fill my off days with it

Personality

Introvert · Thinker · Spender · Tech-savy

Bio

Justin loves the game of football. From his time in college he's gotten a healthy amount of expendable income he can spend on his off days. However, he is now just moving to Pittsburgh and has yet to learn of the local gems.

Core needs

- Has very little bearings of the city, and needs to be informed of the most notable locations
- Do not discriminate. Justin wants any price, any style, and any country's food.
- Food is first, not looking for any sort of "experience" or something that is performative.

Frustrations

- The immediate area around where he lives within Pittsburgh feels limited or "samey", and he feels as if he is missing out on the neighborhoods in the surrounding area
- His friends on the team all seem to gravitate toward upscale places that are all a similar cuisine, and relying on word of mouth has not led him to any substantial discoveries
- The internet move of searching "food near me" or "*type of food* near me" rarely ever manifests in a good outcome

Payment medium

Cash/Cheque · Digital Payment

Platform

Website · Mobile App

Justin will love our application because it will allow him to find the most popular spots in Pittsburgh. He will greatly benefit from our mile radius feature since he wants to explore options both near and far. He doesn't seem to trust others' opinions, so he will love the personal review sections of our application. Once our application matches him with a place he loves, he will be able to keep track of his favorite meal and wonderful experience. Since he is a football player and spends most of his time outdoors, he will also benefit from our application being mobile versus web-based. Although he uses a computer daily for work and social media management, he prefers the simplicity of his phone for simple tasks like searching for food. He is frustrated with the current state of searching "food near me" and will benefit from the ability to rapidly swipe through unique suggestions while at practice or events.

Responding to User Consultants:

Our consultants offered very thorough feedback during the consultant user session. One key problem they pointed out was that our app might add to the time it takes to search for new food places rather than shorten it. They believe this because we do not have the restaurant menu incorporated into the application. This is a fair concern, however, we feel that the assertion that people "already do this on Google" is not quite as fair. We feel that in most cases where people go to Google to look for a menu of a dining experience, they already know where they are going. Our app's goal is to accelerate the process of finding WHERE a user is going. Thus, as a compromise, we will offer scans of the locations menu in the "More Info" screen that can be accessed when swiping up on the home screen, and they will be able to find the menu when a restaurant is in their lists. The user simply has to click on the restaurant in a list, and the app will take them to an info screen that includes the menu. This way we are offering the users the opportunity to get that additional information if they desire, but we do not slow down the flow of swiping left and right. Ultimately, users that would like to see the menu are realistically going to take longer to make their decision regardless of mode, so the intention would be that the ease of access for the menu would accelerate their search, while we facilitate their location search with our swiping interface.

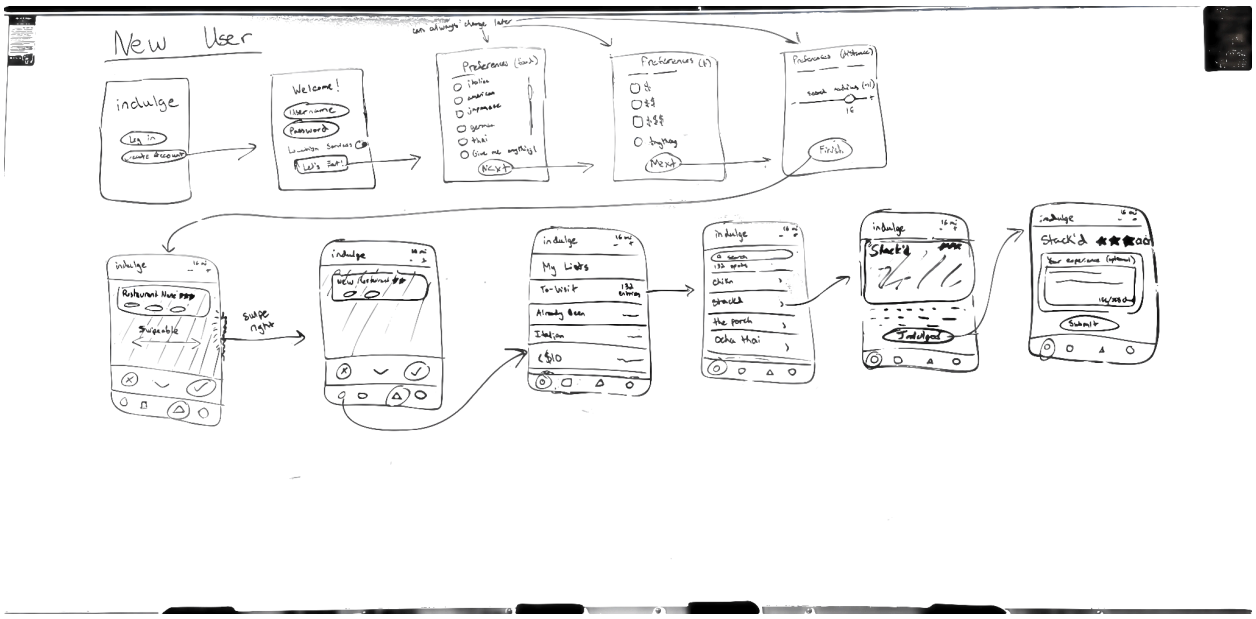
Another thing they pointed out was that we should include a rating of the restaurant in our application. However, this is already included in our application. Because our consultants missed this, we will make the rating icons more obvious in our implementation. When users swipe through restaurants, they will see a global star rating out of 5 for each restaurant (in a perfect scenario, this would be pulled from an API like *Yelp Knowledge*, but our MVP will have fake data). This will be presented on each restaurant's page above the tags like "Chinese" and "Vegan". When users write personal reviews for restaurants, they can use the same five star system to rate their personal opinion of the restaurants.

We will reject the feedback to account for discounts at eating establishments, as we are already going to allow users to pick their price preferences. Discounts themselves would be a much more niche use case, that we do not feel we need to adhere to. Ultimately, we want to meet people's budget concerns,

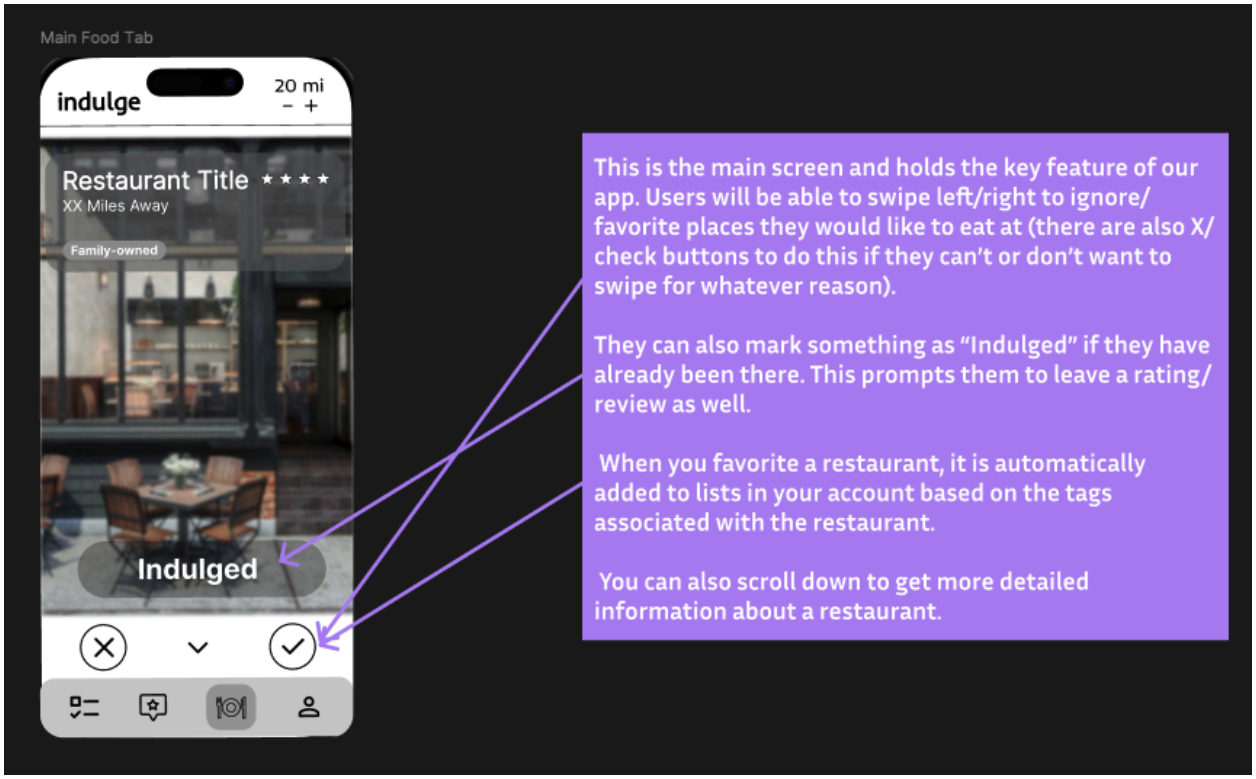
but discounts usually create a false sense of affordability. A user might want to restrict themself to not spend more than $10, but if they saw something for $20 was on sale for 40% off, they might be inclined to get it even if the net total of $12 is out of the price range. Ultimately, we feel that discounts in and off themselves are not something that would reasonably accelerate a search for restaurants if we are already going to be pushing people towards places in their budget range.

Another consultant suggested that we add an option for users to add restaurants to the application that are not currently available. This is an interesting idea that we did not consider before, however we may have to brainstorm the proper way to include this in our application. We will plan to add this feature, but the submissions made by users may require personal reviews or some algorithm that prevents them from adding restaurants that already exist or do not align with our application's goals. We will add some simple verification system in the MVP (simply checking if the restaurant is one of the famous chains or already exists in our database). We may then further expand this verification system later.

Storyboard:

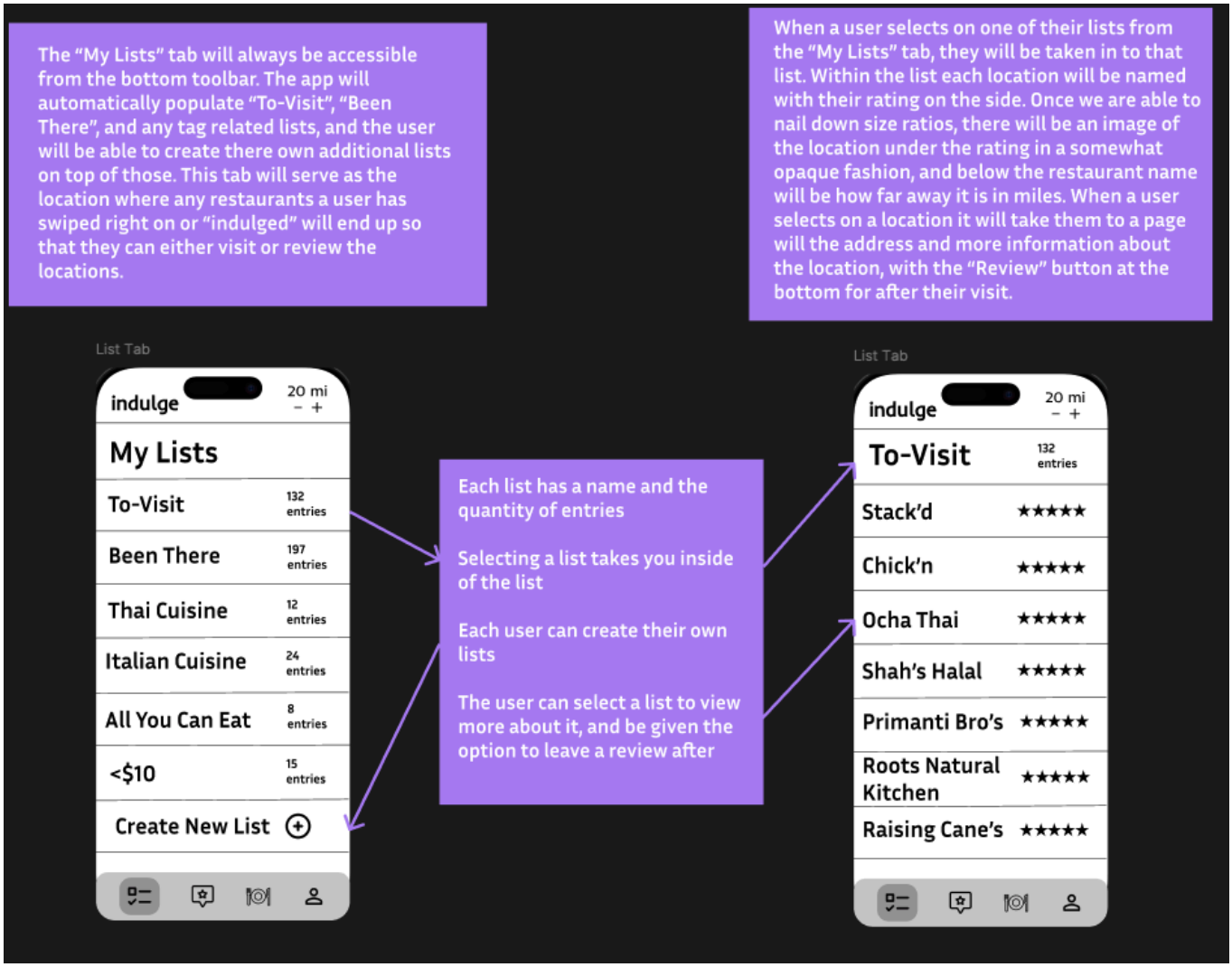

New User
indulge
Log in
Create Account
Welcome!
Username
Password
Let's Eat!
Preferences (cont.)
Next
Preferences (1$)
Next
Preferences (Ambience)
Finish
Swipe right
My Lists
To-Visit
Already Been
Stack'd
Submit

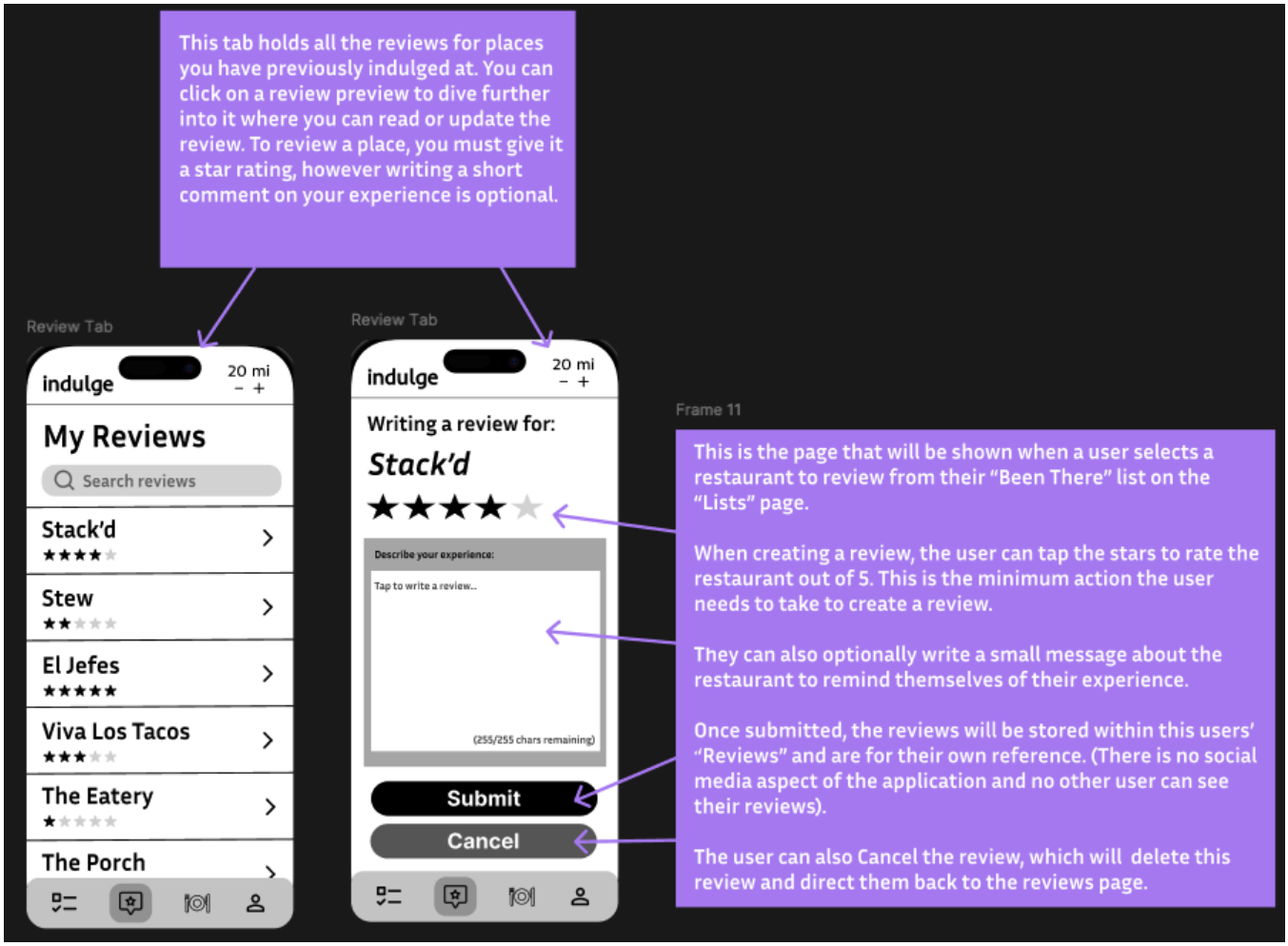
Wireframes:

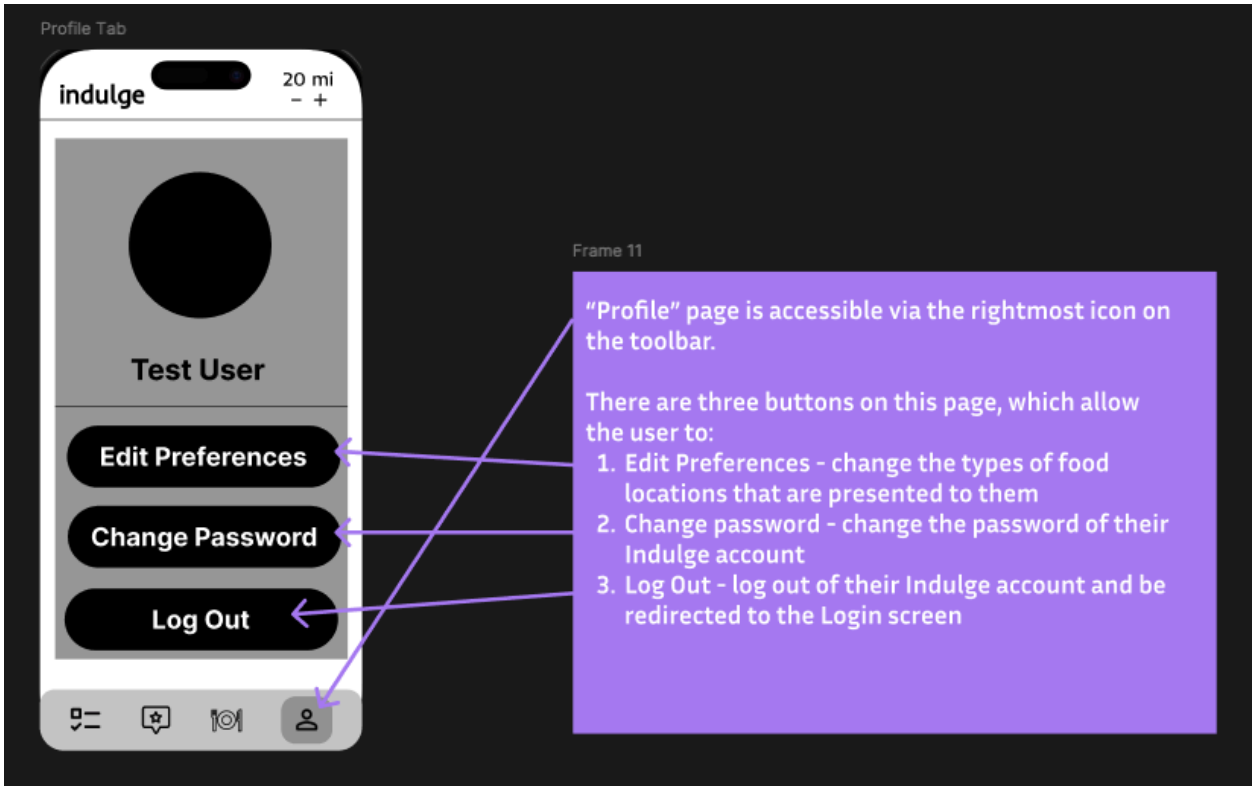

Main Food Tab
indulge
20 mi
Restaurant Title
XX Miles Away
Family-owned
Indulged
This is the main screen and holds the key feature of our app. Users will be able to swipe left/right to ignore/ favorite places they would like to eat at (there are also X/ check buttons to do this if they can't or don't want to swipe for whatever reason).
They can also mark something as "Indulged" if they have already been there. This prompts them to leave a rating/ review as well.
When you favorite a restaurant, it is automatically added to lists in your account based on the tags associated with the restaurant.
You can also scroll down to get more detailed information about a restaurant.

The "My Lists" tab will always be accessible from the bottom toolbar. The app will automatically populate "To-Visit", "Been There", and any tag related lists, and the user will be able to create there own additional lists on top of those. This tab will serve as the location where any restaurants a user has swiped right on or "indulged" will end up so that they can either visit or review the locations.

When a user selects on one of their lists from the "My Lists" tab, they will be taken in to that list. Within the list each location will be named with their rating on the side. Once we are able to nail down size ratios, there will be an image of the location under the rating in a somewhat opaque fashion, and below the restaurant name will be how far away it is in miles. When a user selects on a location it will take them to a page will the address and more information about the location, with the "Review" button at the bottom for after their visit.




This tab holds all the reviews for places you have previously indulged at. You can click on a review preview to dive further into it where you can read or update the review. To review a place, you must give it a star rating, however writing a short comment on your experience is optional.
Review Tab
indulge
20 mi
My Reviews
Search reviews
Stack'd
Stew
El Jefes
Viva Los Tacos
The Eatery
The Porch
Review Tab
indulge
20 mi
Writing a review for:
Stack'd
Describe your experience:
Tap to write a review...
(255/255 chars remaining)
Submit
Cancel
Frame 11
This is the page that will be shown when a user selects a restaurant to review from their "Been There" list on the "Lists" page.
When creating a review, the user can tap the stars to rate the restaurant out of 5. This is the minimum action the user needs to take to create a review.
They can also optionally write a small message about the restaurant to remind themselves of their experience.
Once submitted, the reviews will be stored within this users' "Reviews" and are for their own reference. (There is no social media aspect of the application and no other user can see their reviews).
The user can also Cancel the review, which will delete this review and direct them back to the reviews page.


Profile Tab
indulge
20 mi
Test User
Edit Preferences
Change Password
Log Out
Frame 11
"Profile" page is accessible via the rightmost icon on the toolbar.
There are three buttons on this page, which allow the user to:
1. Edit Preferences - change the types of food locations that are presented to them
2. Change password - change the password of their Indulge account
3. Log Out - log out of their Indulge account and be redirected to the Login screen