



VIRTUAL

PROJECT PROPOSAL

DESCRIPTION

Victual is a concept design for an app based on user input for people with dietary restrictions. It is designed to make it easier for users to find places they can eat based on accurate information that is relevant to their circumstance.

THE PROBLEM

Everyone loves going out to eat, but it's not easy to maintain a diet or follow health restrictions while doing so.

THE SOLUTION

An app that will save your specific nutritional needs and find only the restaurants and menu items that fit your dietary goals.

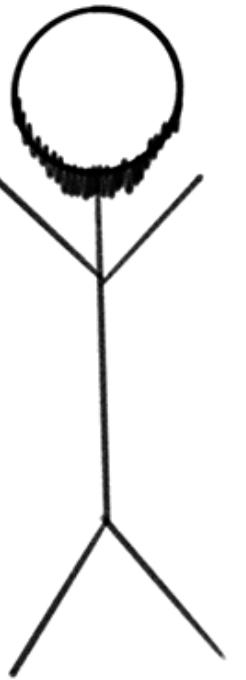
UX HYPOTHESIS

We believe that an app based on user input for people with dietary restrictions will make it easier for them to find places they can eat based on more accurate and relevant information.

PROTO PERSONA

Based on connections with local community organizers, our proto persona is a way to visualize what our demographic might be, before we do any research. This way, once our research is done, we can compare our proto persona with our user persona. This gives us the best view of who our users are.

Wan Juleo



Likes:

- Likes working out and weightlifting
- Clean food
- Picky about how things are done
- Knowing what he's eating
- Eating on the go

Demographics:

- 33
- "Keto Warrior"
- Gluten free
- Master Welder
- Very technical
- Travels for work sometimes

Needs:

- Find places to eat near work and gym
- Suggestions for new places in new areas
- Wants a variety of food that meets his diet
- Recommendations from trustworthy sources

USER JOURNEY MAP

This exercise shows why our proto user might need to use the app, and how it could help her reach her goals.

UX Scenario

1

Allis doesn't want to cook or clean tonight. She thinks it'd be fun to go out with some friends and get some dinner, maybe some drinks. She wants to find a place that suits all her friends.

Goals

To find a place that suits all of the diet needs of her friend group, has a lot of options for them, and won't cost too much.

The Experience

2

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- The graph illustrates the user's emotional journey through nine numbered steps:
- 1 Allis is almost out of work and hungry.
 - 2 She decides to go with some friends for some food!
 - 3 No one wants to go because of diets.
 - 4 She remembers her () app!
 - 5 And finds a bunch of places for her diet needs.
 - 6 The online menus look really old....
 - 7 But then she sees the brand new posts from other users' about new items that fit her needs!
 - 8 Sends friends all the options.
 - 9 Friends are happy with their options and decide to go out! They get to eat healthy while going out! 😊

The Opportunities

3

Real time updates would allow people to see parking updates and wait times for certain places.

Diet specific tags would allow people on trendy diets/ well-known diets to search for menus that give them a lot of options.

Eventually, there could be a calorie counting section, where specific

COMPETITOR ANALYSIS

After reviewing, we found a niche for our app, specializing in keeping a personalized diet profile that makes it faster to filter through restaurants and menus, and shows only places that will offer a wide variety of options, catered to you.

our Value Prop Goes Here	Feature Analysis	Competitive Advantage	Customer Reviews	General Notes	Questions/Notes to Team
DIRECT COMPETITORS					
Google	Shows (in order) location, website, overall rating, genre, description, address, hours, phone #. They tell you everything about the location, and if your questions aren't answered there, they provide the website, socials, and contact info.	Everyone knows who google is, and google maps is the default for finding what's around you. User base is massive. They provide enough information to satisfy pretty much any question you could have.	No way to review the system that hosts the reviews. It exists. It's the best. Hard to beat.	Can be somewhat unresponsive. UI can be blurry due to scaling issues and bloated with too much info. Has the best information, but not the best design.	Material design is fantastic but google maps doesn't do the best job with it. Could expand on that.
Yelp	Shows the majority of the information google does, in a different workflow. Much stronger emphasis on reviews, menus, and photos of the food and location (google lacks in the photography dept significantly)	Yelp is widely used, but carries a bit of a stuck up or arrogant stigma. A large user base and brand make Yelp a dangerous competitor.	4.2/5 most complaints are about bugs and accessibility issues, or the app just not performing as it should	Better design than Google Maps but still outdated. No use in copying them, many people wish there was a better alternative to Yelp as it is	Why is Yelp so successful when many of their users don't enjoy using their tools? Brand name? Familiarity? Or maybe the borderline monopoly?
Open Table	Home page asks for date, time, number of people, and city. Mostly used for reservations	Very popular website that already has lots of customer traffic when trying to find restaurants.	Bad reviews because Open Table has a very high track record of canceling users' reservations and users do not know until they get to the restaurant. Customers are very embarrassed	Reservations is the base line of the entire website.	Reservations could be a good application to add to our app later in development
Zomato	A good website that allows users to search for restaurants through a wide variety of filters	Zomato already has a very large library of restaurants across the entire world that are very organized and has great UX. Also has the ability to deliver food.	Reviews of the delivery service is very bad. I have only found maybe one good review for the delivery service.	A very good website for categorizing restaurants	Delivery service could be a good option for later applications to add.
INDIRECT COMPETITORS					
Social Media: Instagram, Facebook, etc	Offers pictures and social interaction with people you know and trust. Has the option to also tag the restaurant, chef, location, etc.	It's well established and already a popular way for people to spend their time.	Facebook: Has relatively positive reviews until recently when users are commenting on bigs, lagging videos, and the advertisements. A lot of people don't like the politics of it. Instagram: Many long-term users, a lot who love the app. Only complaints about bugs and managing several accounts.	Very popular and well-used, not just for food.	A lot of people mentioned liking photos in their interviews, maybe an option to share pics on Instagram later?
Magazines and Advertising	Most popular magazines feature new and upcoming restaurants, as well as new dishes and events that are happening locally. Advertising in local magazines puts an emphasis on the Chefs and the food in a way that a lot of social media doesn't.	Very popular among an older generation with money to spend, has the eye of a lot of 'foodies' that will then post to Instagram or social media	N/A	A big focus for restaurants and chefs are magazines; they list a ton of menu options and have well-known food critics with food restrictions, etc.	A lot of the time menus change and the reviews are inaccurate, so our app would be good to check after the magazines

RESEARCH METHODOLOGY

IN PERSON INTERVIEWS

We conducted 5 in-person interviews, with users aged 18-65, who eat out at least twice a week.

IMPORTANT NOTES

After conducting and analyzing user interviews, we noticed several common habits:

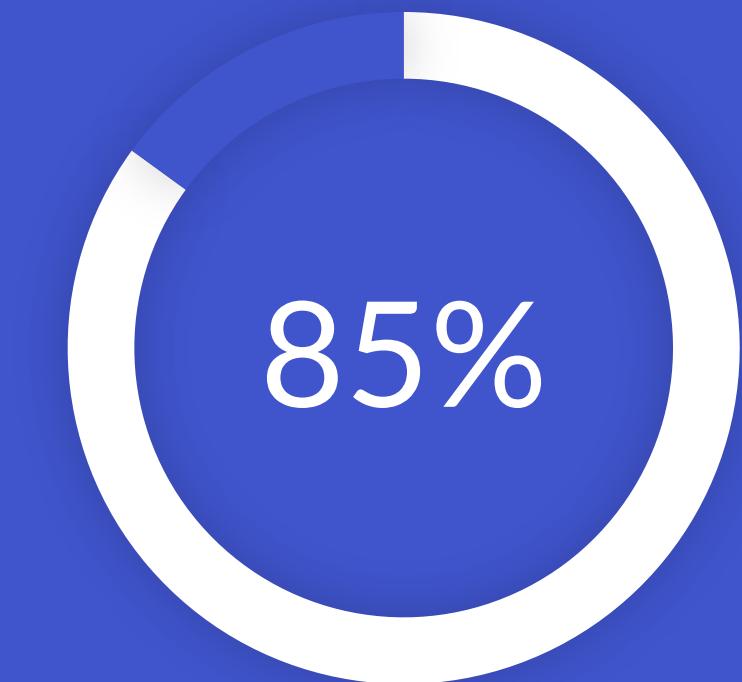
- People tend to eat at least once a week, and some eating out 3 or more times a week.
- Favorite places tend to be convenient and consistent, with a variety of food.
- There are generally 1 or 2 options for people with restrictions, the issue is finding a place with more than just 1 or 2 options.
- A lot of people like to try new things and use a variety of ways to find new locations.
- Many people are annoyed with reviews and/or menus that are old and outdated.
- The majority of people would eat healthier if it were easy to find a place that fits their diet.

Based on these factors, we moved forward with an diet and health based app that would allow people to find new places that would fit into their nutritional needs.

RESEARCH



Restrictions and health concerns affect 50% of our participants, but it wasn't a huge factor when choosing where to go to eat.



85% of participants would eat healthier if there was an easy way to find places that cater to their diets.

INTERVIEW QUESTIONS

<https://docs.google.com/document/d/1yP-fsGeu7UTOCDuKsdY-7FKkQYyLW9seO9GyZ9AFGJ0/edit?usp=sharing>

SURVEY QUESTIONS

https://docs.google.com/document/d/1wOOvgwkVNTD1T_ugmrlt8vpQO89Qm_IlyM0qPMIWgH0/edit?usp=sharing

SURVEY RESPONSES

https://docs.google.com/forms/d/1rawXrqHTc0J_oqvR3cW0luglWevYdvKFM8TIZUGZ_ds/edit?usp=sharing

PROBLEM STATEMENT

Our app was designed to help users find places to dine out while maintaining their health goals and budget. User research conveyed that most people would eat healthier if they could find places that offer a wide variety of food that would fit into their diet and price range. Our application would address this problem by allowing users to post experiences that pertain to their individual health requirements/choices in real time. The initial focus will be making a platform where users can create profiles to view their personalized options as well as post live updates.

USER PERSONA



Allis Jones

Age: 32

Location: Atlanta, GA

Single

Hairdresser, 45K/annual

Bio: Allis has lived in Atlanta for a few years now and has just started a new job at a new salon. She doesn't know the area well, but enjoys trying new places. She's only allergic to peanuts but also likes to follow a strict diet for personal reasons. Outside of work, she enjoys shopping with her friends and casual hiking. She is also a huge Atlanta Falcons fan, and goes in with friends for season tickets.

Traits:

- Hardworking
- Money-conscious
- Social
- Sarcastic
- Fun kind of crazy

Goals:

- To have a great time with friends on her days off.
- To remain considerate of her friends food restrictions and her own.
- Try as many new places as she can.
- Remain on budget.

Frustrations:

- Inaccurate menus online or in reviews.
- Traffic and parking
- Waiting a long time for a table.
- Finding places that fit everyone's dietary restrictions (have many options, not just one or two).

Favorite Apps:



Influences:

- Eater magazine
- Friends/Clients
- Atlanta Magazine
- Instagram

BRAINSTORMING FUNCTIONALITY

MUST HAVE

- Map Based Search Platform
- Health & Diet Based Search
- Real Time, User Based Updates

SHOULD HAVE

- Camera & Photo Access
- Health Profile
- Apple Health Compatibility

WOULD HAVE

- Delivery Service
- Reservation Applications
- Traffic/Wait Times
- Follow Others' Diets

COULD HAVE

- Menu Calorie Counts
- Menu Change Alerts
- Blog Posts

STORYBOARD

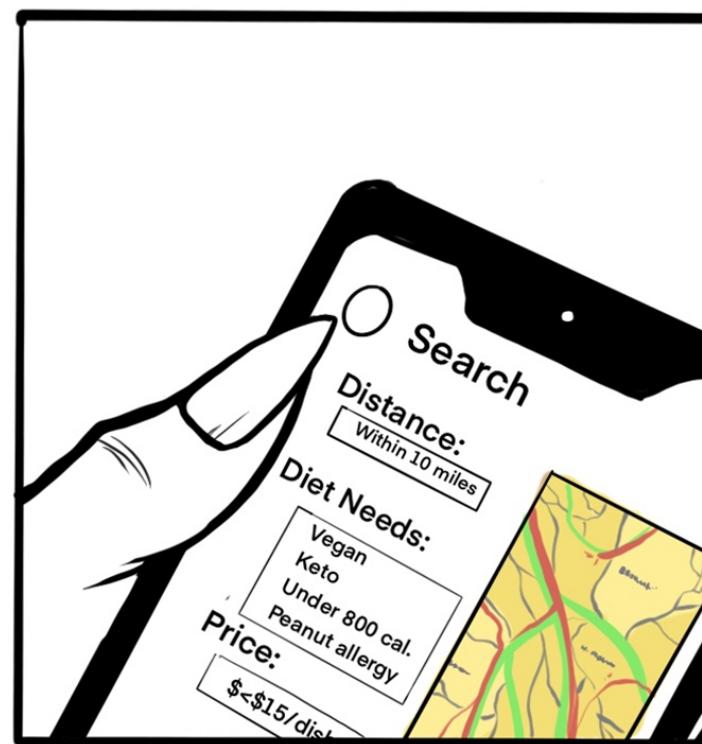
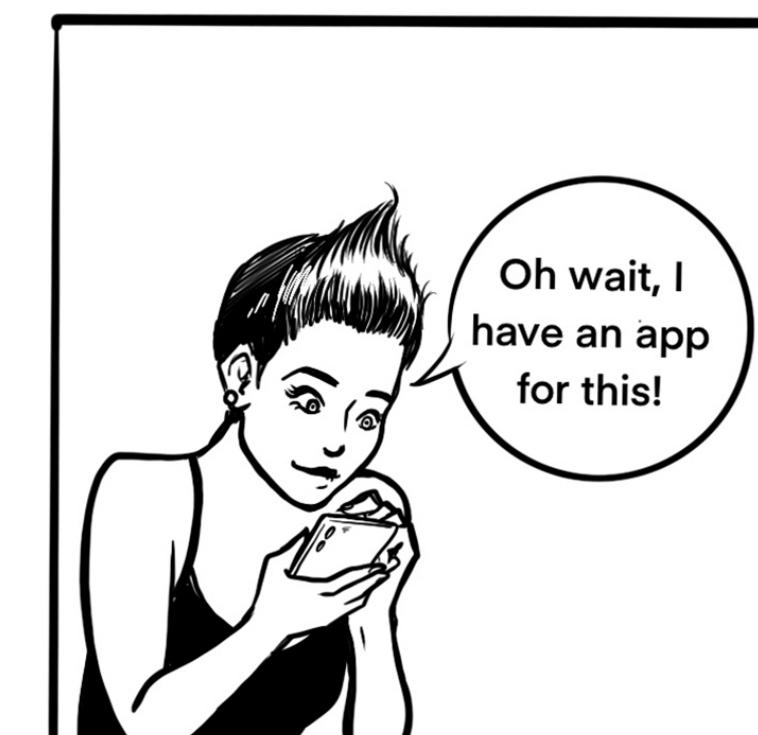
1. Allis is almost out of work and wants to go out with friends after, since she really doesn't want to cook.



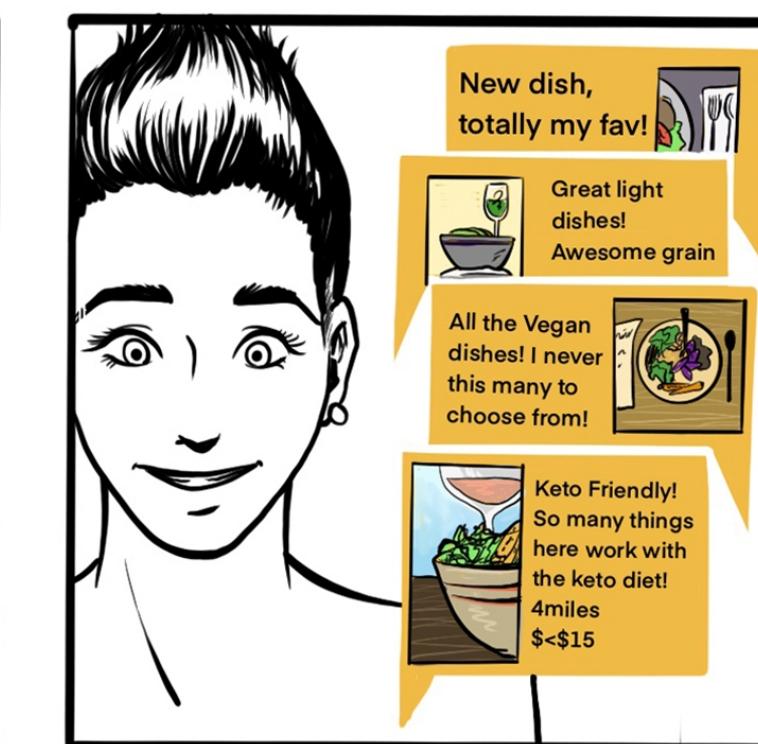
2. Allis's friends are all diets, for personal and health reasons. None want to be tempted to break them or eat out.



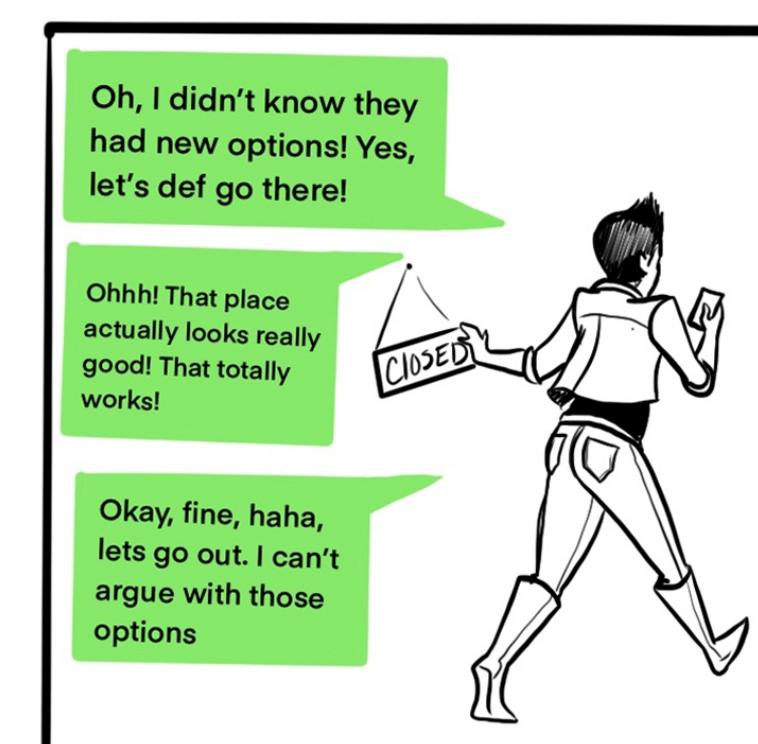
3. BUT... Allis herself has been doing the same and uses her () App to find places to eat that make it easy to follow her diet.



4. She simply adjusts her parameters to include her friends, as well as location and price range.

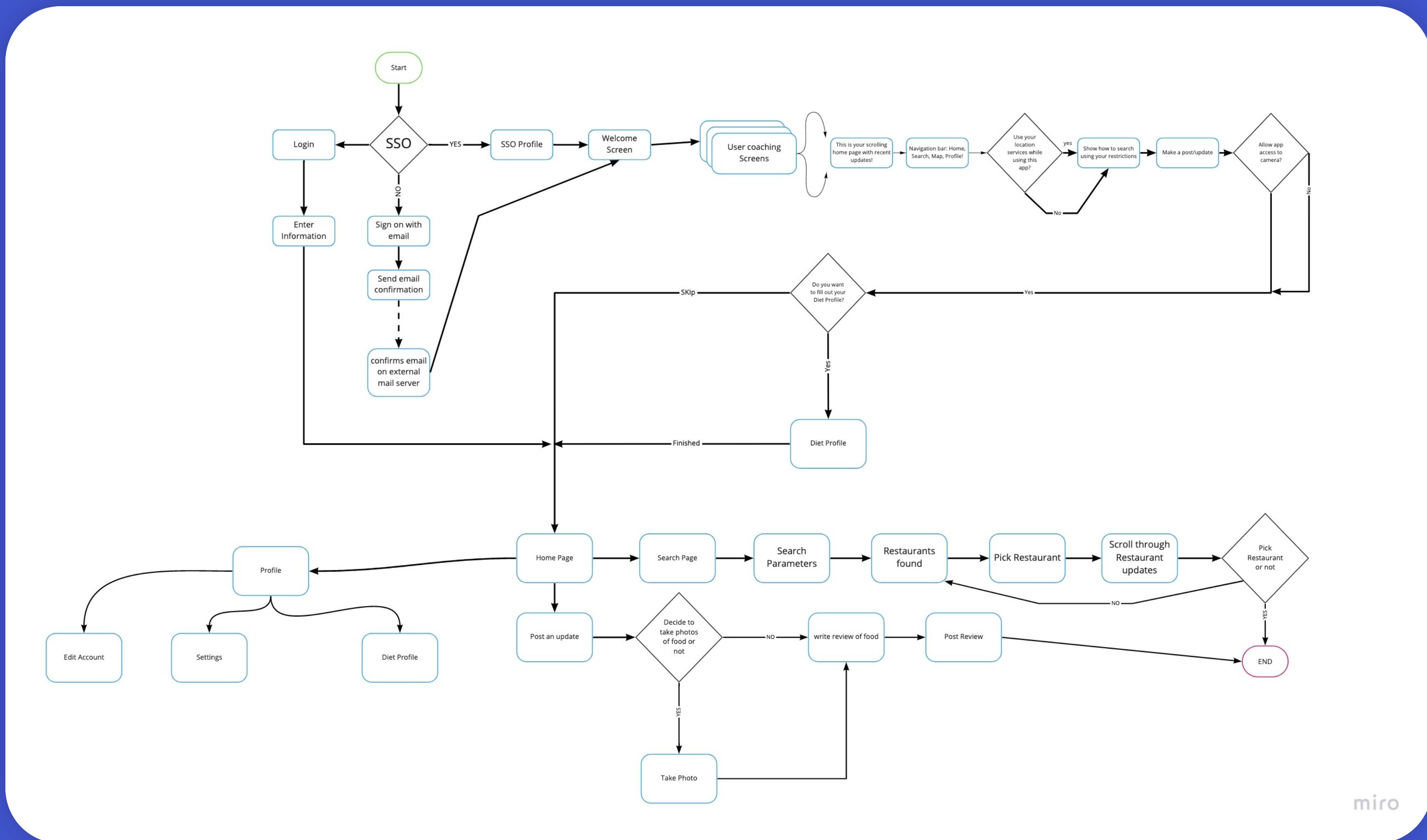


5. And she gets a ton of options, as well as updates to menus that include new dishes others would recommend, as well as updates on parking and wait times.

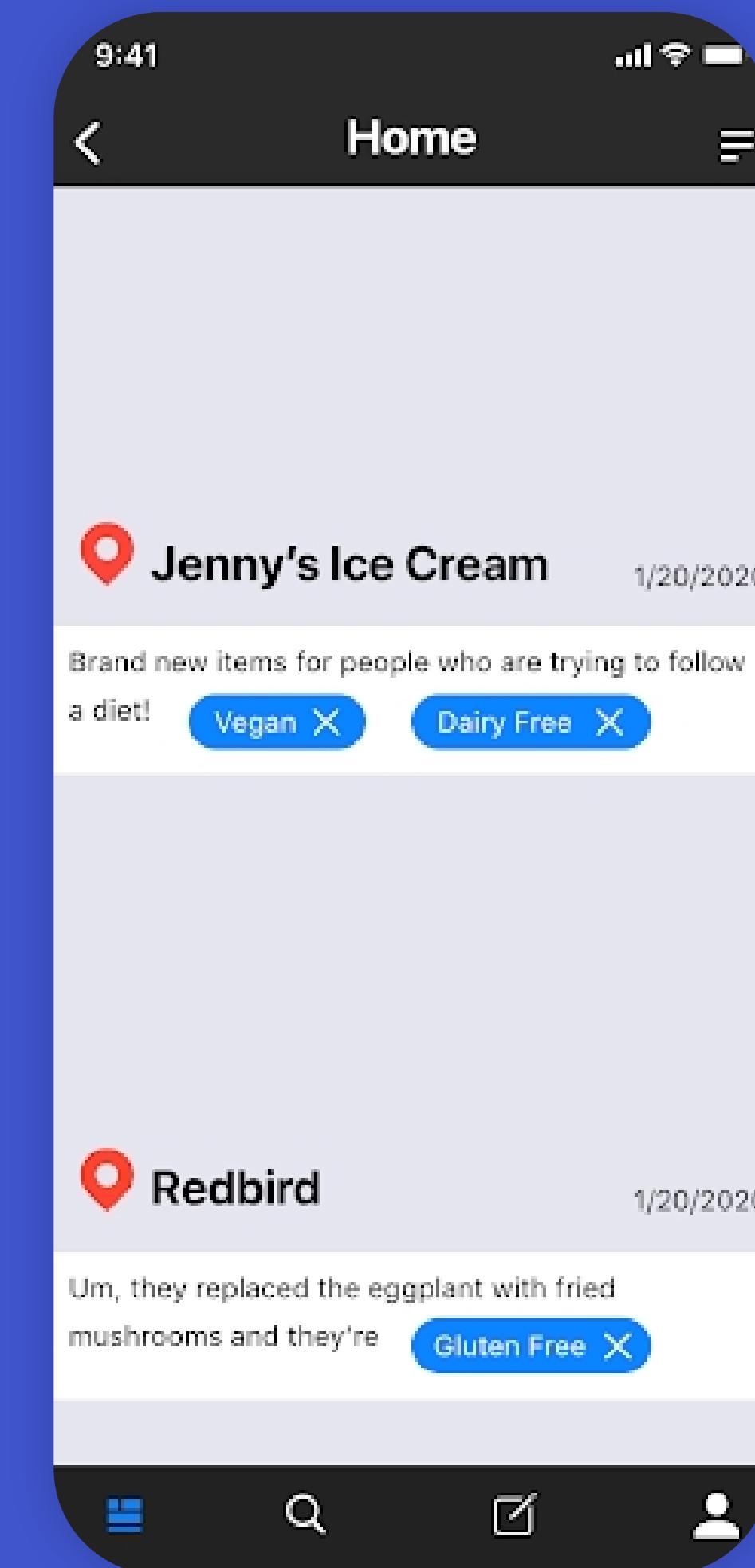
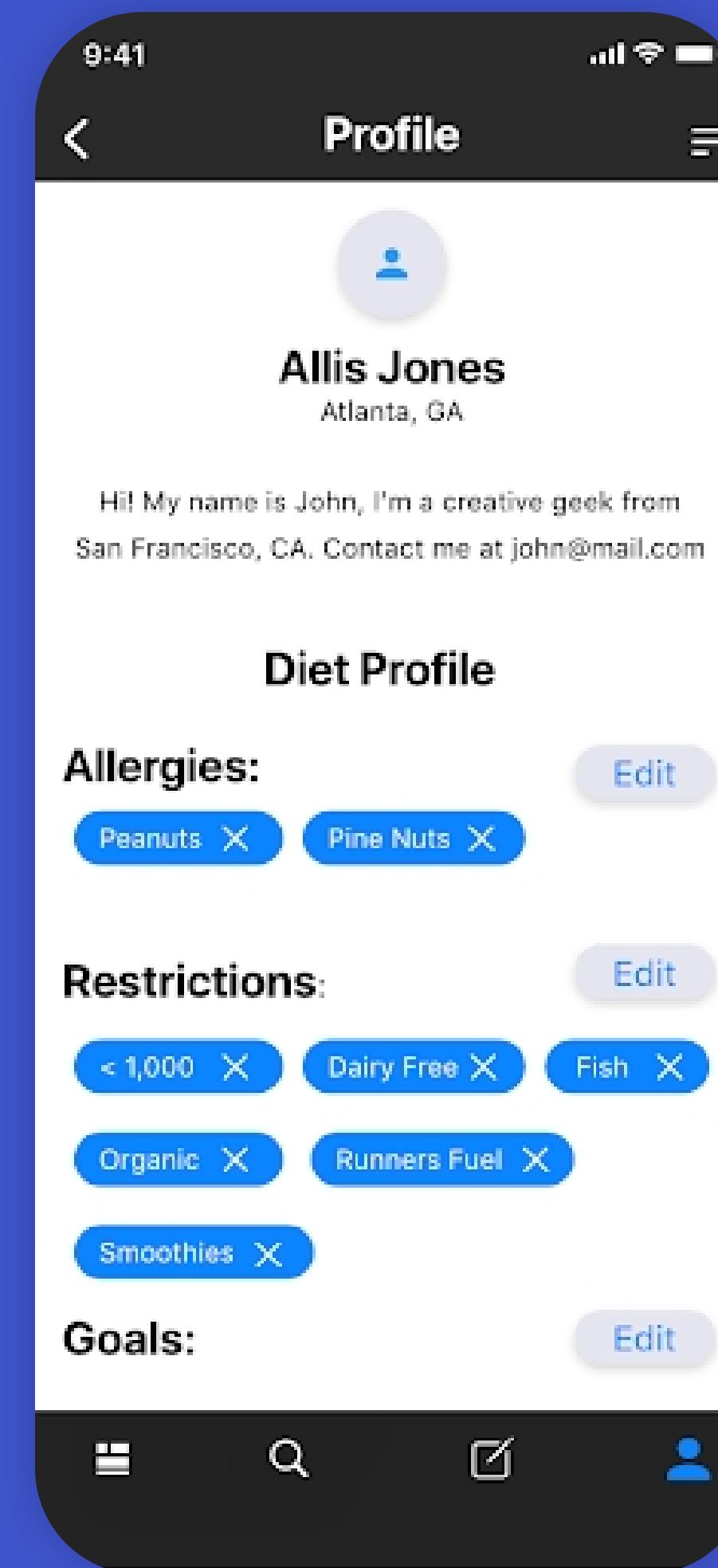
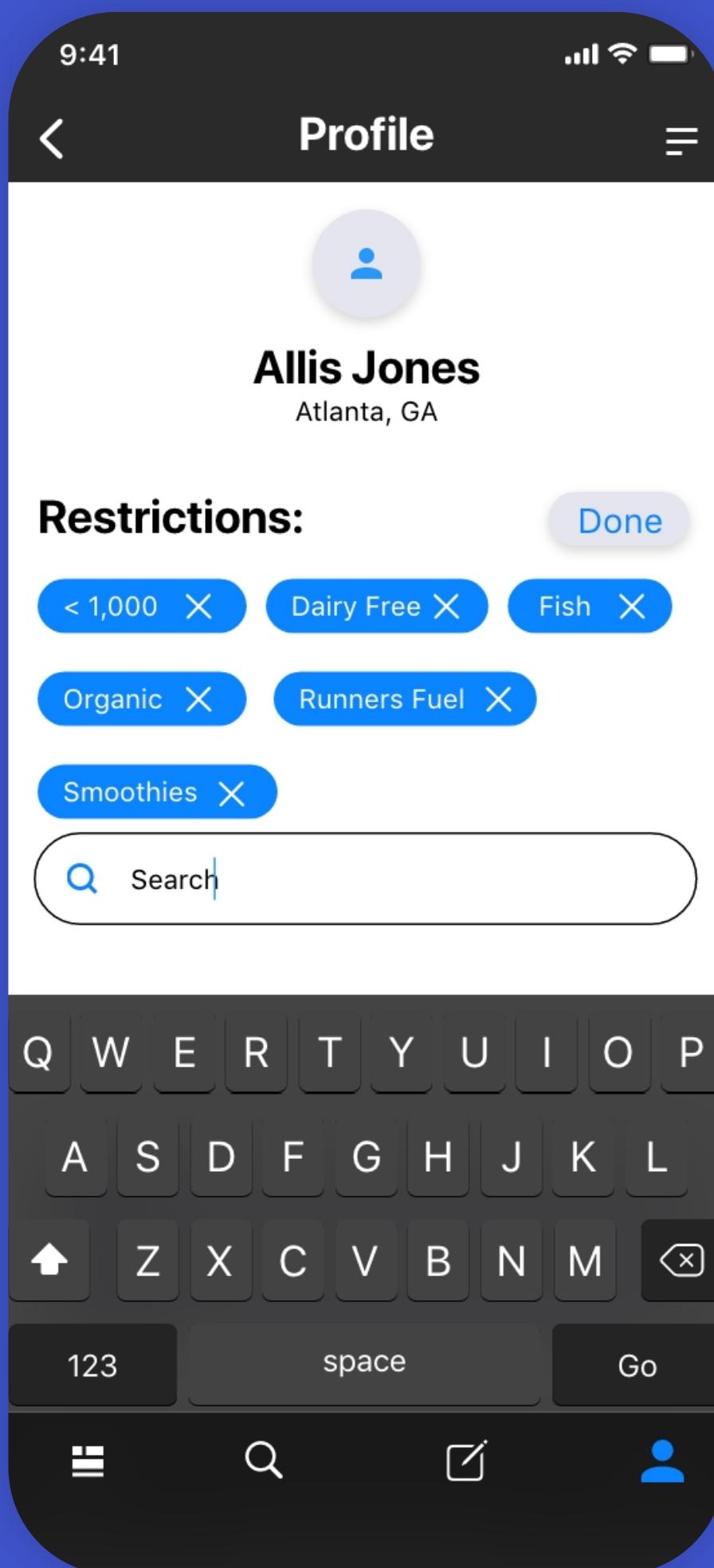


6. Allis sends her options and her friends all agree to go out, as they'd be able to follow their diets and have a lot of options to do so.

USER FLOW



LO-FI

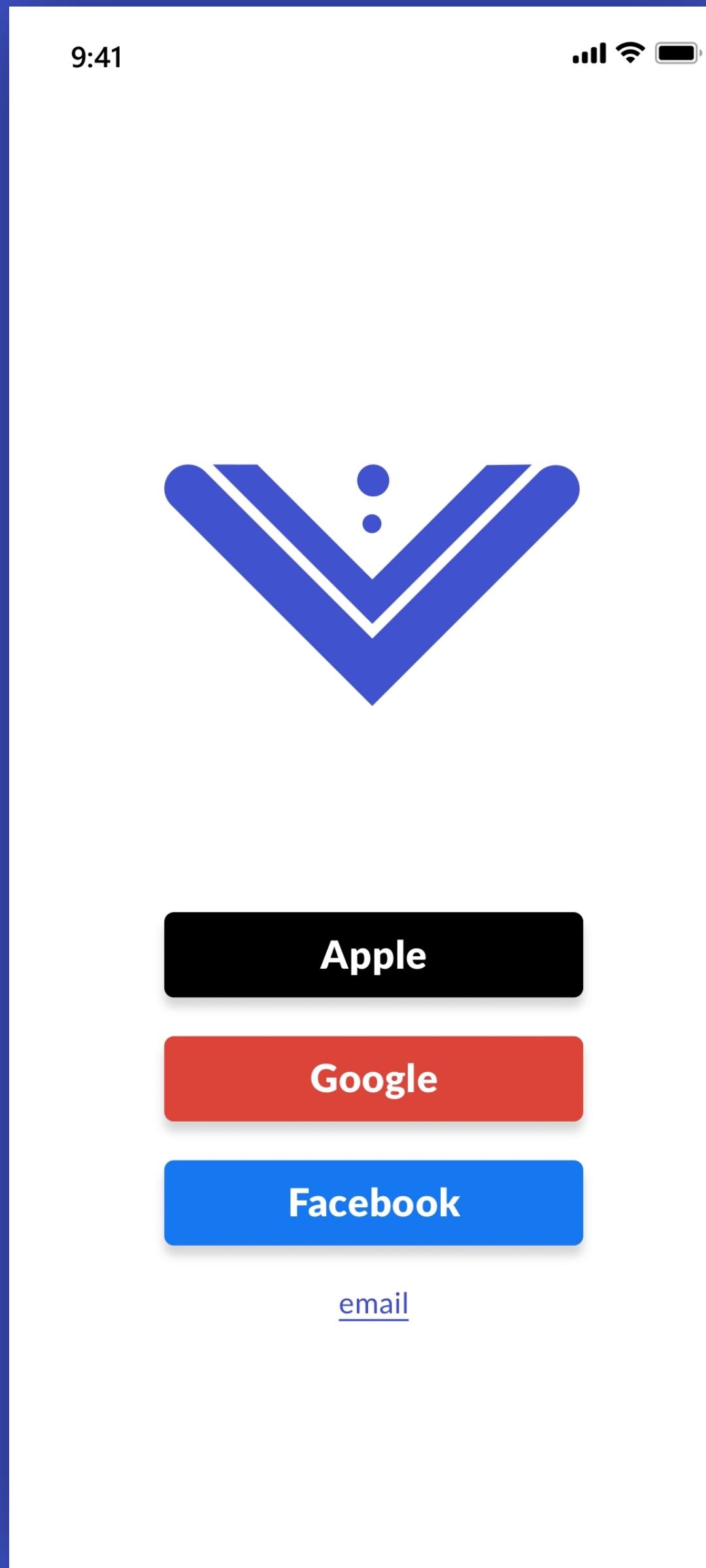


ITERATION BASED ON TESTING

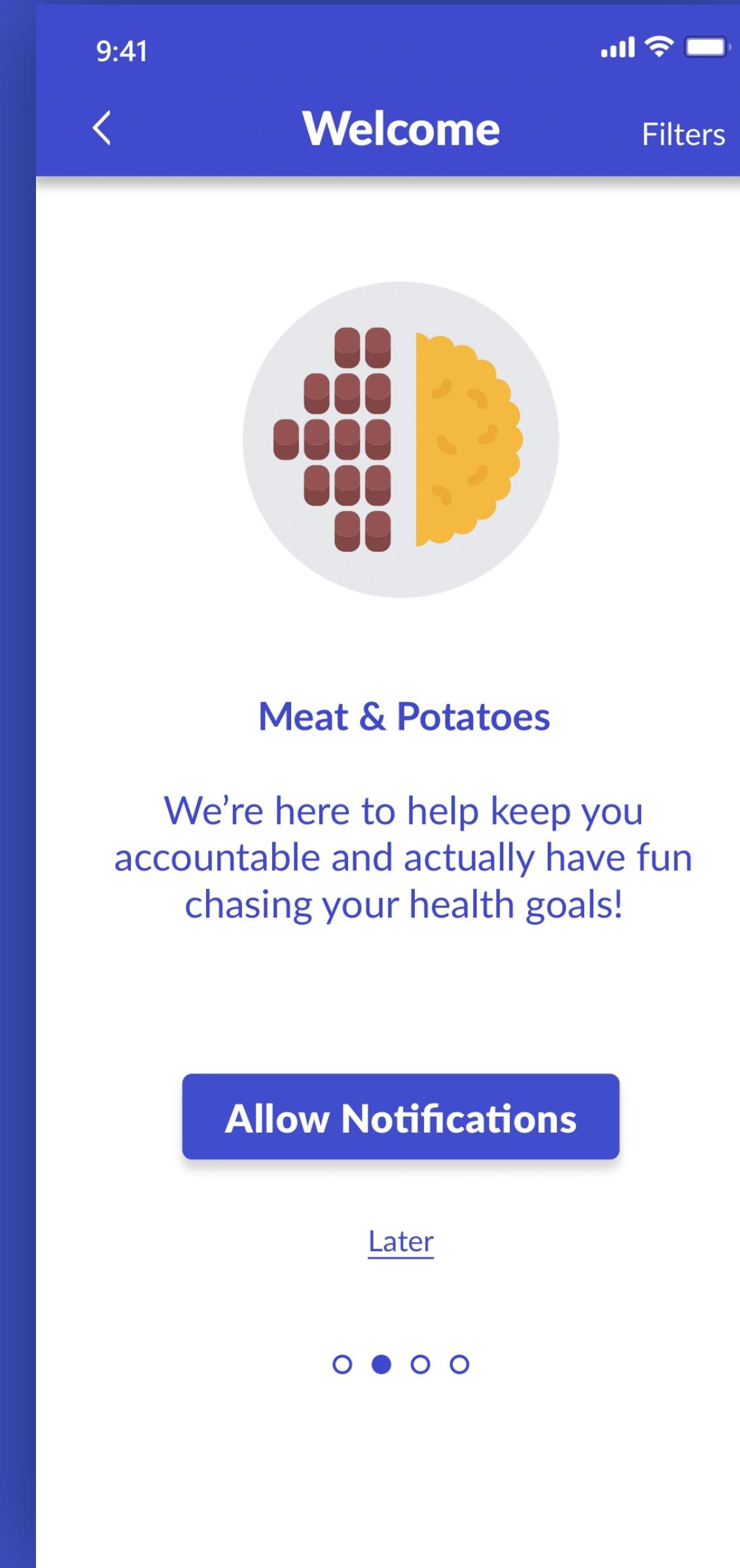
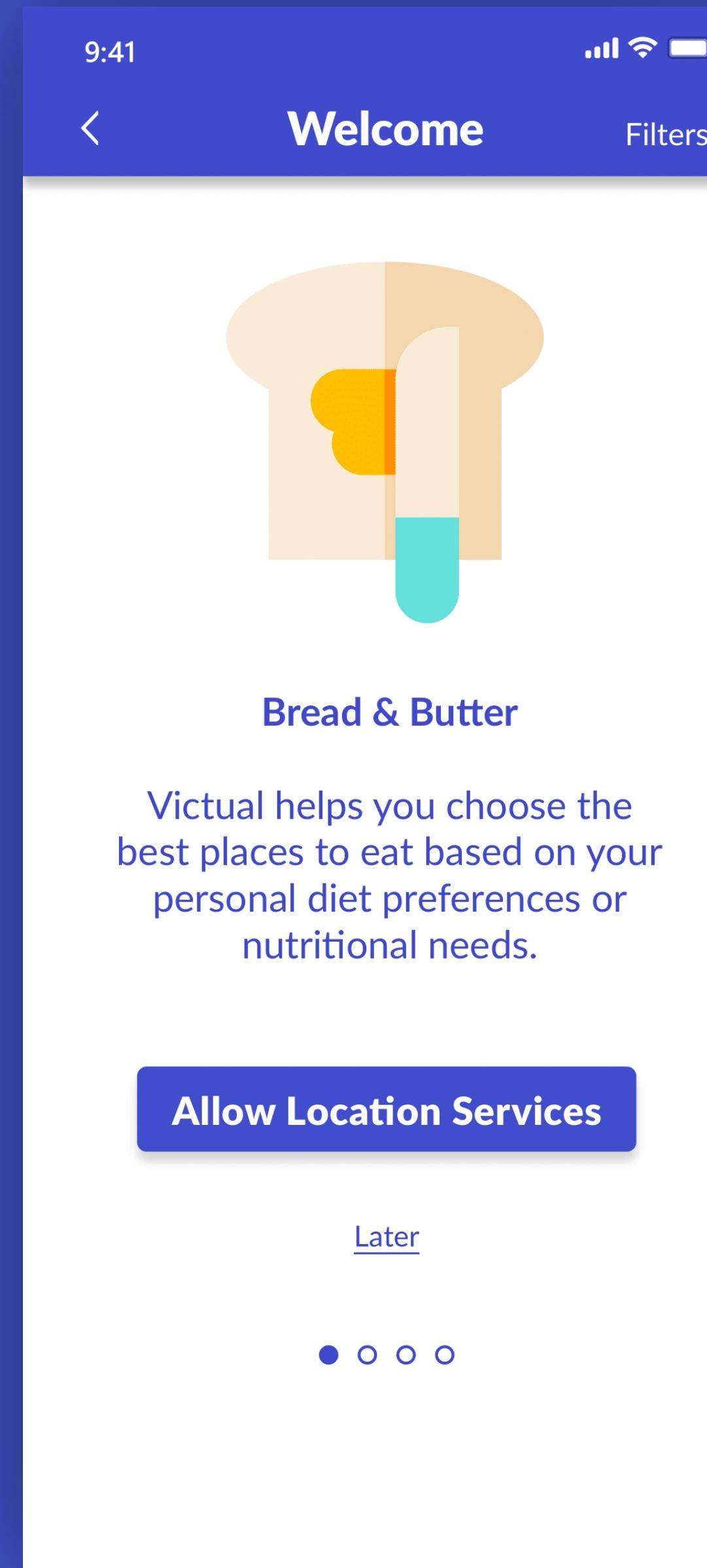
During our research we found a few things that needs to be changed from the original lo-fi prototype:

- Generating suggestions when typing was confusing.
- Some icons on the navigation bar were misleading and needed to be more obvious.
- We had to put more information about the restaurants on the page
- We changed the top right icon to say 'Filters' so it was more obvious they existed.

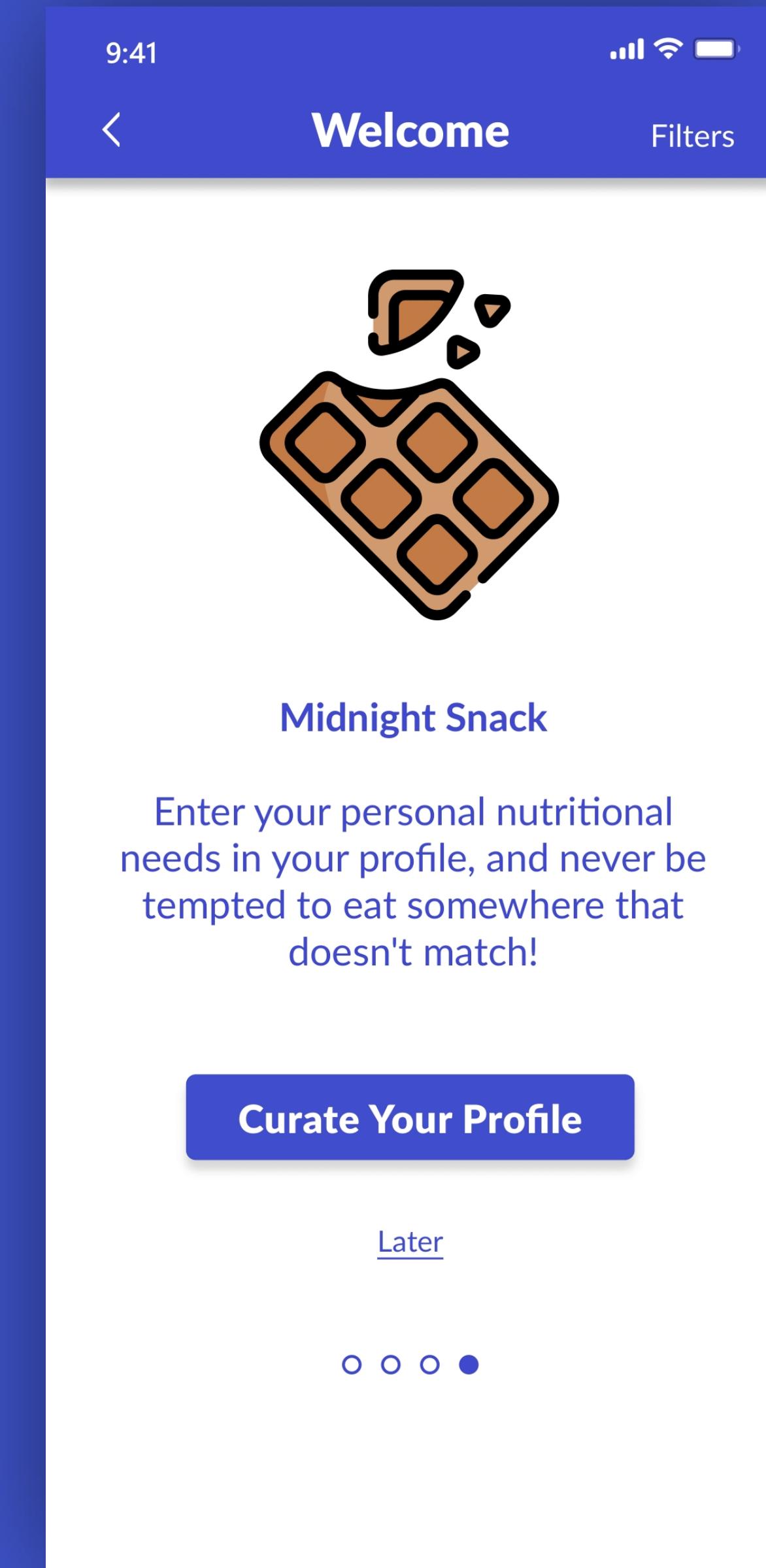
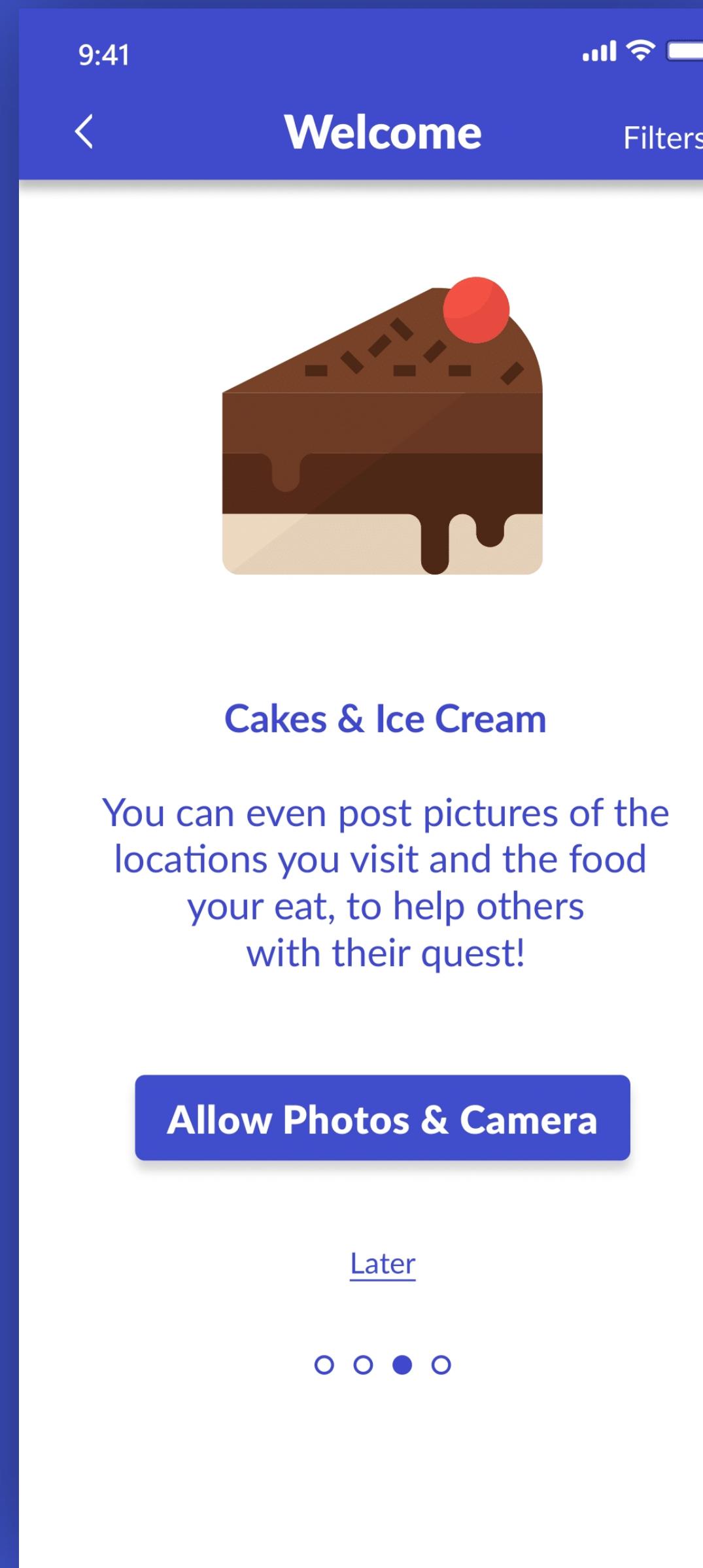
PROTOTYPE



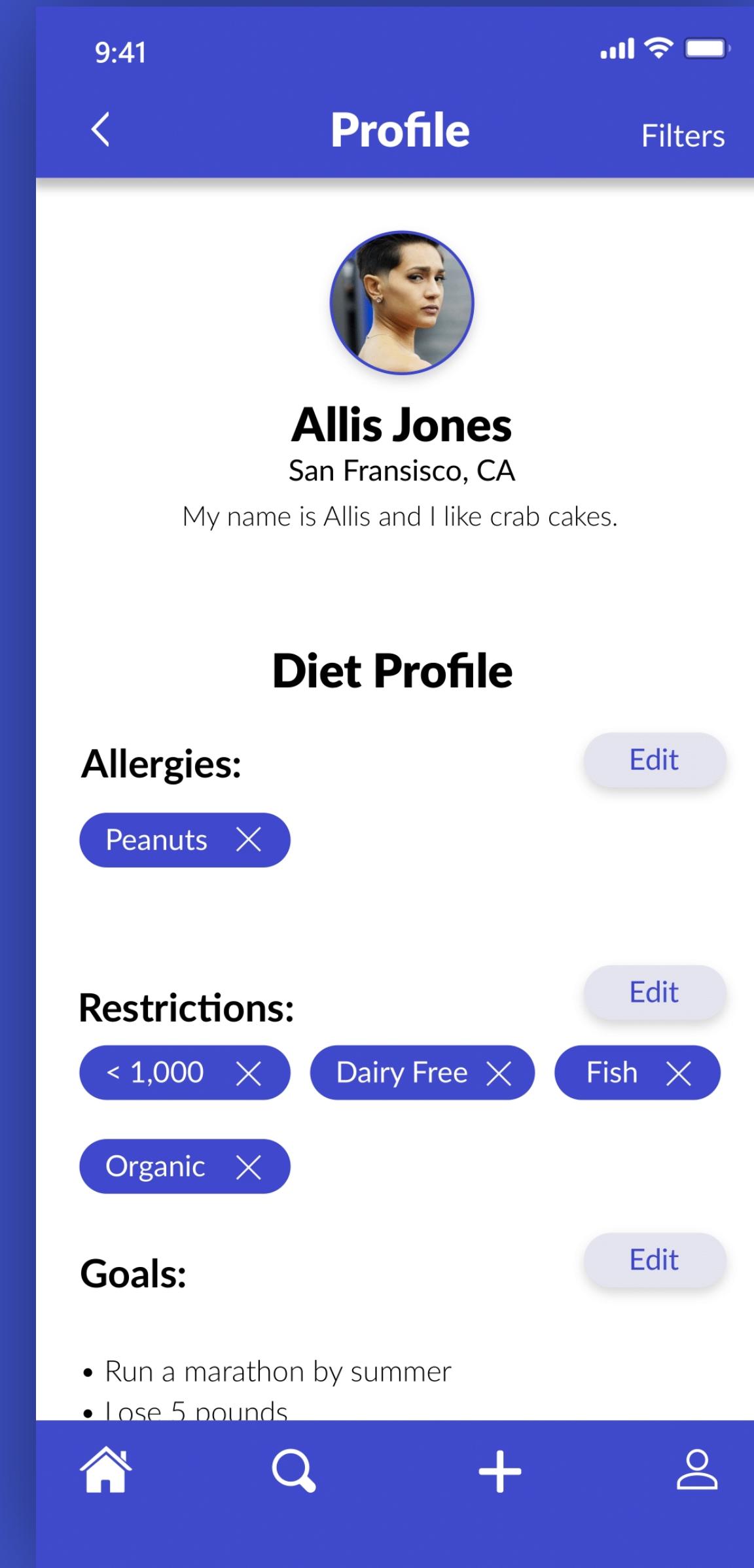
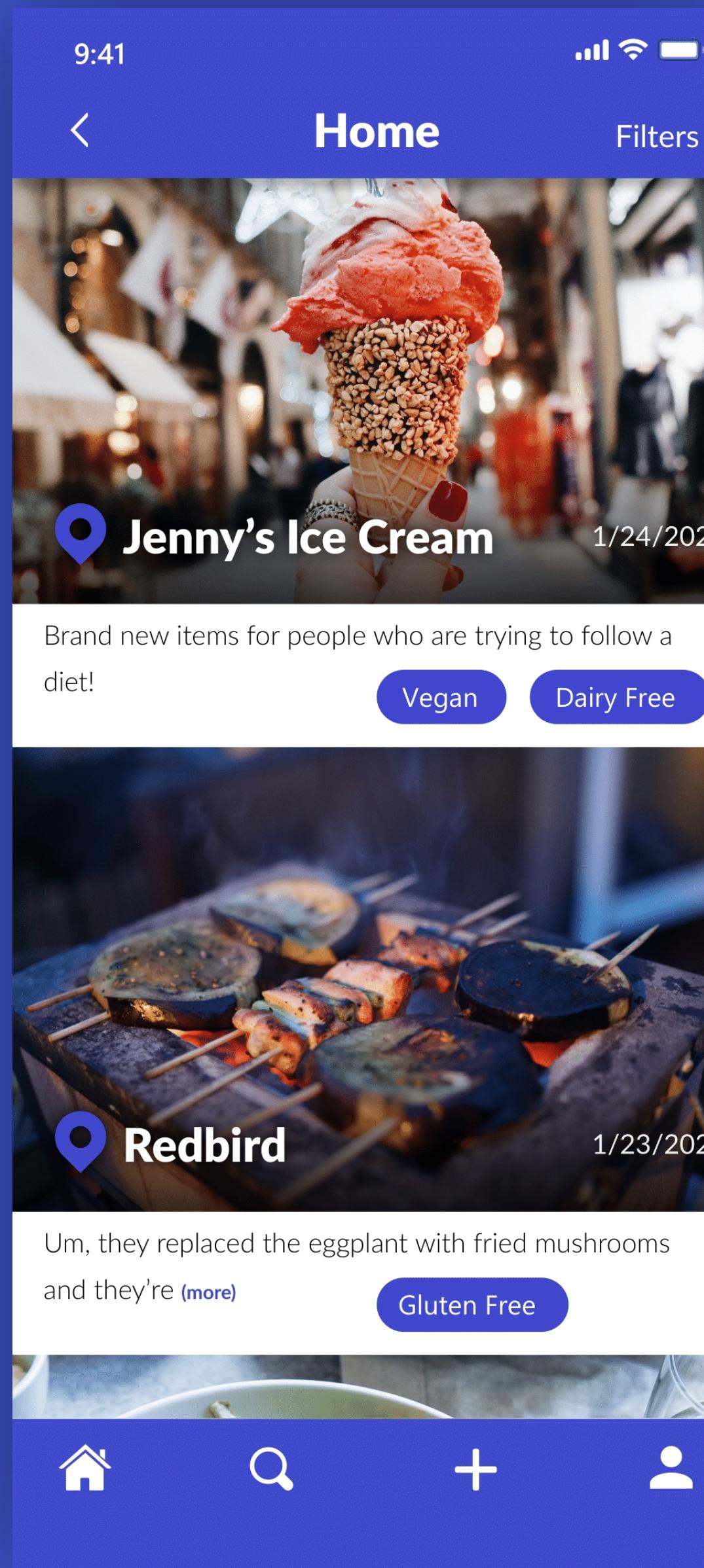
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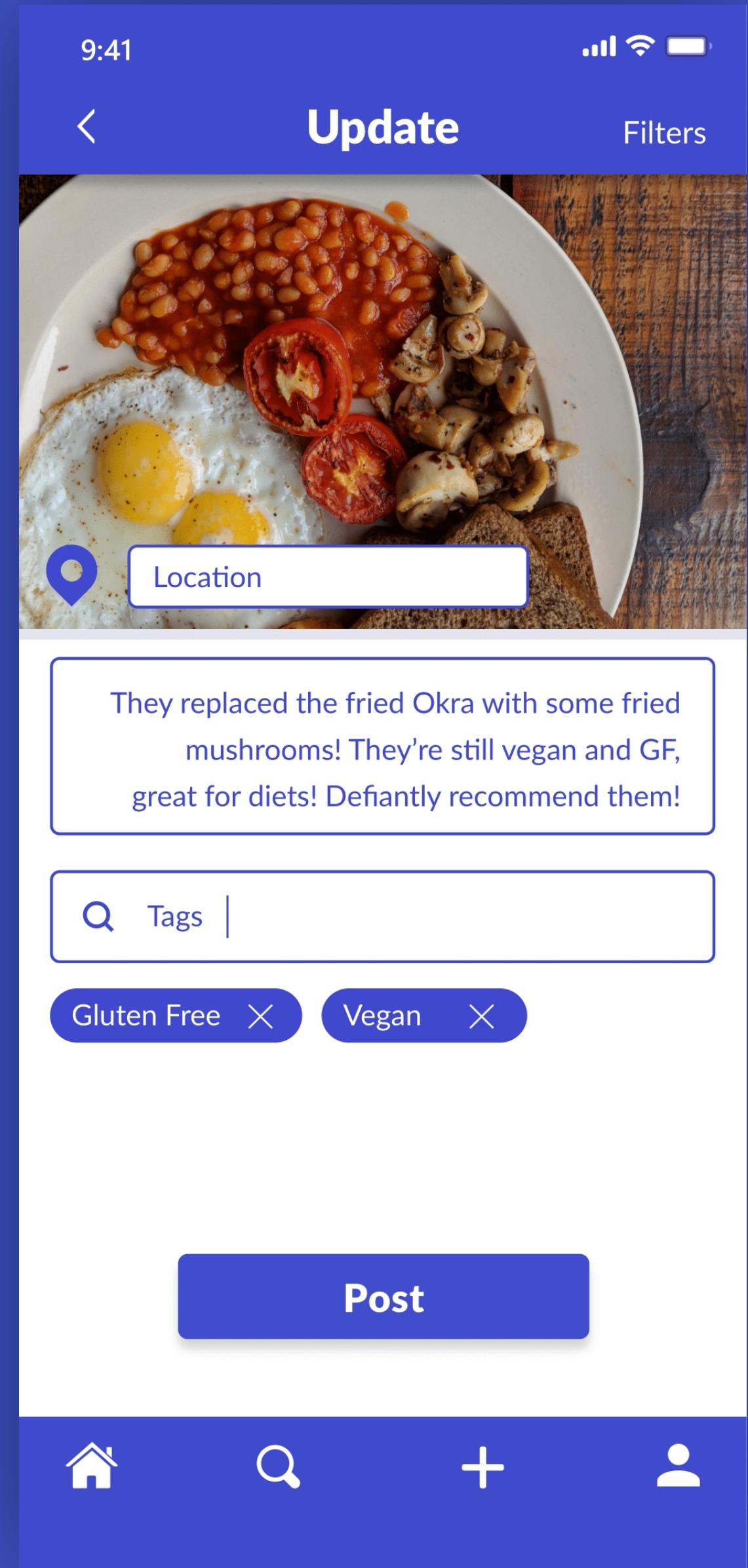
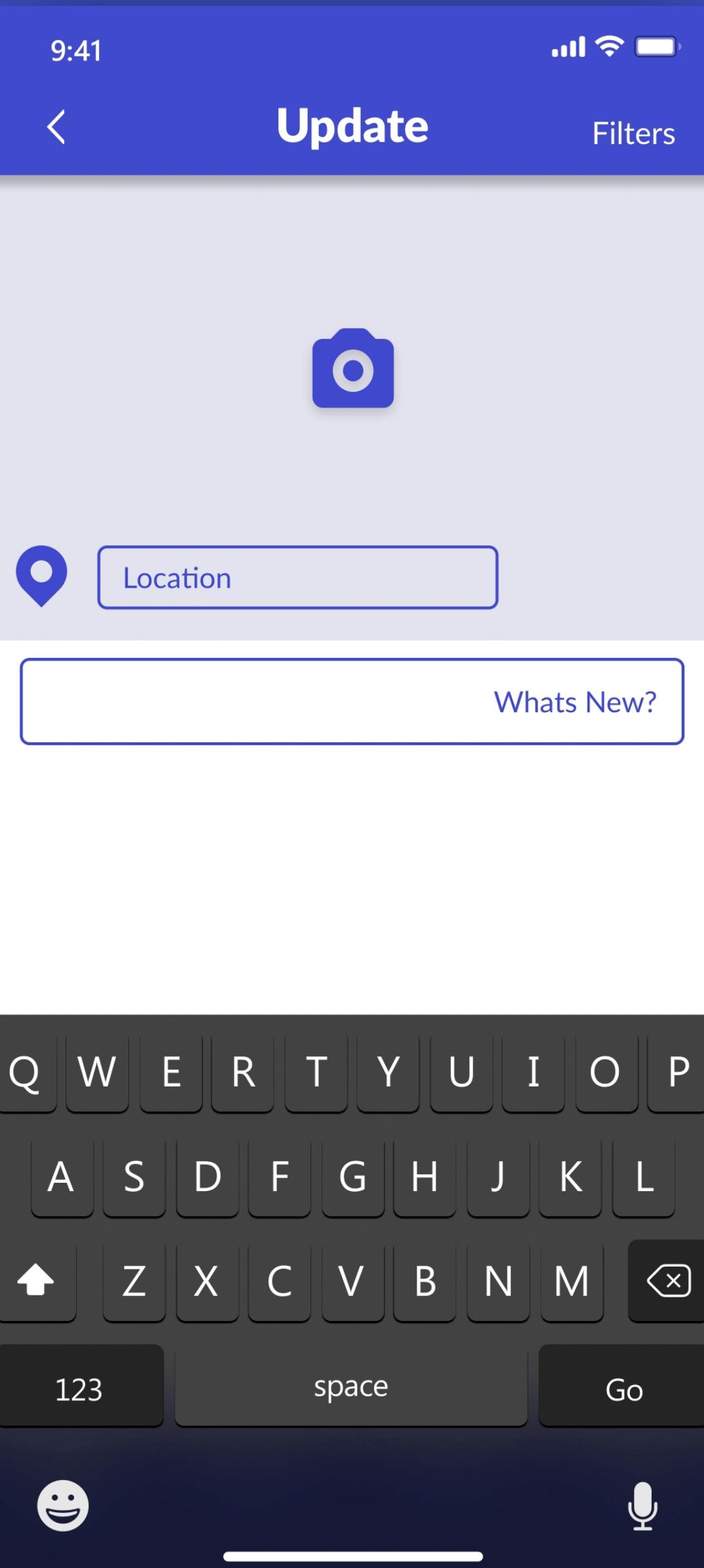
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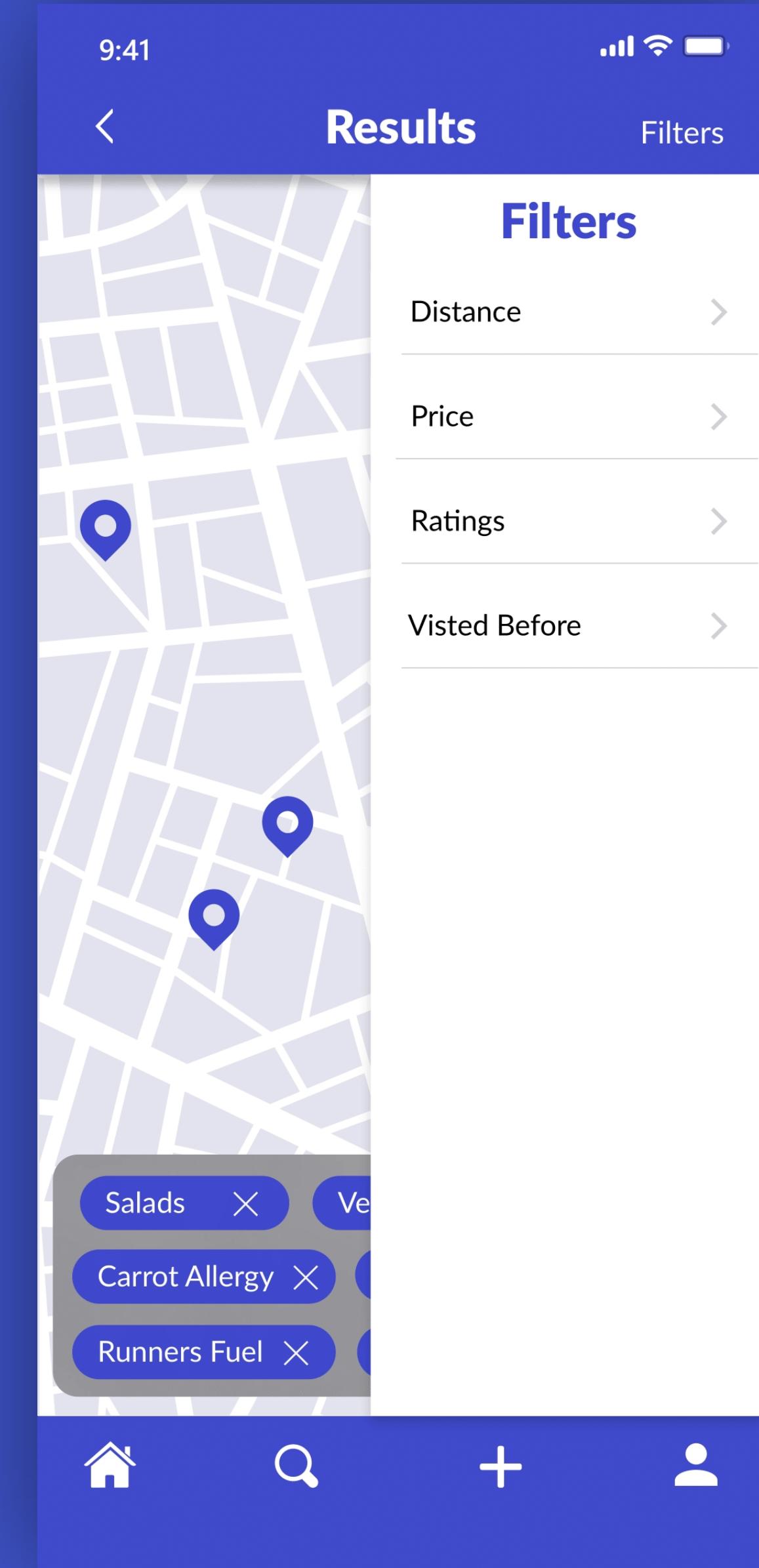
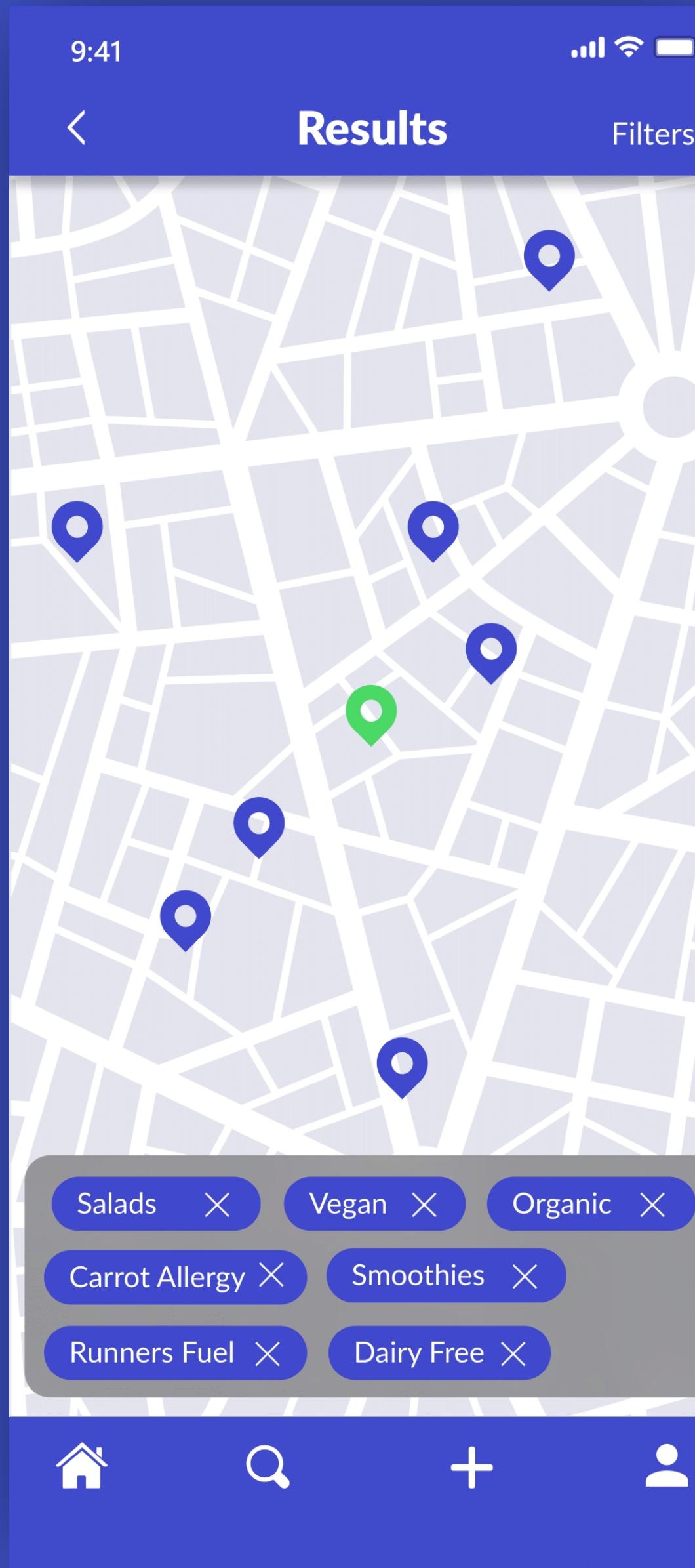
PROTOTYPE



PROTOTYPE



PROTOTYPE



REFLECTIONS

We started with tracking health outbreaks, but then found that our research pointed us to a very different product; helping users eat out more healthily.

Victual has great potential, but secondary interviews based on our iterated prototype would have helped provide a better direction in terms of what users would need in this app.

We found that working in groups and researching with different perspectives provided a much larger scoop of information to create and iterate our prototype, but everyone had a different solution for the problems. In the end, we had a prototype that worked well and had a positive success rate for our primary tasks.

In conclusion, Victual would fill a niche in the world of restaurant-search apps, and given more time and research, would become a viable solution to user's desires to eat healthier while eating out.