**Part B: Sketches**

All sketches have a list of points underneath that describe what is in the sketches and how they relate to our brainstorming session.

How do these sketches relate to our user requirements?

Sketch 1:

This is a sketch of the first page the user will see. We wanted it to be very clean and easy to navigate with as little information as possible, while still being helpful and relevant. It just contains a search bar at the top and a list of nearby cuisines to choose from. The suggestions are important because we want the user to be able to get information on what restaurant to go to even if they don’t know what they’re in the mood for when the go to the site. The simplicity is evident immediately when the user navigates to the site because there’s only two options for them: click on a picture of food, or type in the food they want.

Sketch 2:

The second sketch shows what happens after the user has selected a type of food they want to eat, and after they have given their location. It lists all the nearby restaurants of that particular cuisine. We are still uncertain whether we will sort by location or price by default. Since price was an important requirement that we found in milestone 1, I have it sorted by price but we will try to find out more information with our second surveys. Again, a major priority is ease of use and simplicity, so we show as little information as possible on this screen. There is a list of restaurants each with their star rating, distance from the user, and a price rating denoted with # of dollar signs ranging from $ to $$$$. If the user wants to filter out certain restaurants, they can click on the top filtering options to get rid of the ones that don’t meet the criteria. If they want to sort, there is a sorting drop down in the upper right. Again, to make it simple, there really only a handful of options to do: expand a restaurant to get more info by clicking on it, filter using the buttons on top, or sort with a drop down option.

Sketch 3:

This is ideally the last screen that the user will see. It is what comes up after the user clicks on a restaurant to get more information. Once the user has all this information they will know if they want to eat there or not. We’re not totally clear on exactly what information needs to show up first (we will try to nail that down after more prototyping and interviews), but it’s very important that it is simple to use. This will probably be the hardest part of our project to make simplified because there is a lot of information to show. One option was that we show everything up front and let the user scroll down to what they see as relevant. Another option that was talked about was having tabs separate the information. In the sketch I show how it may look with everything upfront, including reviews and map information. The benefit of this is that the user can see at a glance if the restaurant is worth going to, but it comes with the risk of being too much information to process. A benefit of using tabs to separate the information is that it looks much cleaner, but it may require the user to dig through the page to find a particular bit of information, potentially adding unwanted steps in the process. If they like what they see at this point, they can leave for the restaurant and we have succeeded in our goal.