



crave

**A restaurant discovery app for
those who crave the best of
what's around them right now.**



DISCOVERY



Problem Statement

Restaurant-goers need to access to an up-to-date list of the newest and top trending restaurants around them to satisfy their need to explore.

Project Goals

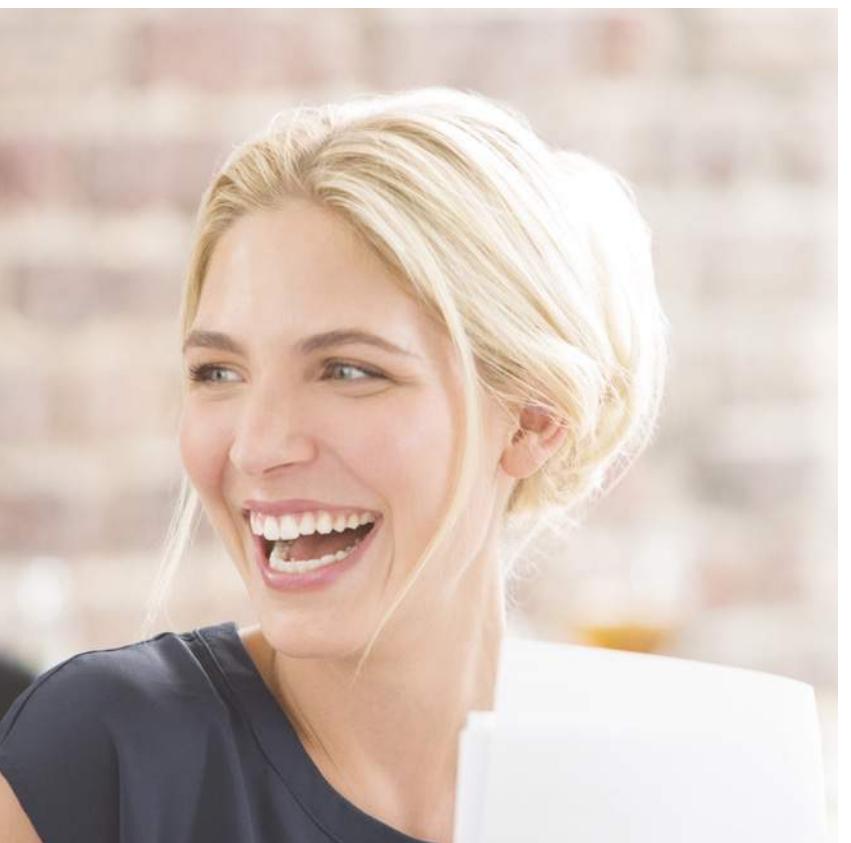
- 1. Access up-to-date information on restaurants in the area**
- 2. Discover the newest and top-trending places**
- 3. Let the user explore and experience great food**

User Research

DISCOVERY

	AGE	CITY	JOB	USE OF TECH?	SOCIAL MEDIA?	FURTHEST YOU TRAVEL	BUDGET	HOW DO YOU FIND FOOD?	WHAT DO YOU CARE ABOUT?	LIKE PHOTOS OF FOOD?
Molly	23	Royal Oak, MI	Teacher	Yes	Yes	20 miles	\$\$	Instagram	Price, Location, Cuisine	Yes
Anna	26	Washington, DC	Journalist	Yes	Yes	5 miles	\$\$\$	Yelp , Urbanspoon , OpenTable	Cuisine, Location, Trendiness	Yes
Evan	22	Washington, DC	Account Manager	Yes	Yes	3 miles	\$\$	Google, Thrillist DC, OpenTable	Cuisine, Price	Yes
Casey	23	New York, NY	Student	Yes	Yes	3 miles	\$	Google, Instagram	Trendiness, Price, Location	Yes
Robyn	22	San Francisco, CA	Designer	Yes	Yes	5 miles	\$\$	Yelp , Google, Foursquare	Cuisine, Price	Yes
Erik	21	Ann Arbor, MI	Student	Yes	No	15 miles	\$	Urbanspoon	Location, Price	Yes
Allie	24	Denver, CO	Student	Yes	Yes	10 miles	\$\$	Yelp	Trendiness, Location	Yes
Jacob	19	Savannah, GA	Student	Yes	No	2 miles	\$	Foursquare , Yelp	Price	No

Personas



Anna Dietrich

Journalist at
The Washington Post

26 years old

BIO

Anna is a young professional living and working in the city. She is constantly glued to her social media. She uses Instagram and Facebook as a way to find new restaurants to try.

GOALS AND NEEDS

To find a new and stimulating restaurant to try and to have the restaurant within walking distance from her apartment.

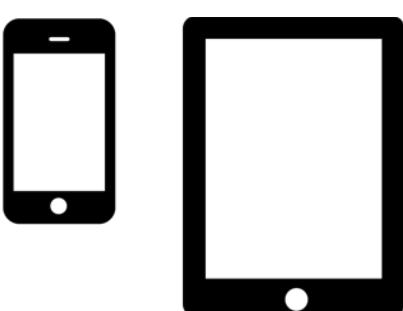
FRUSTRATIONS

Inability to quickly find nearby restaurants; inability to easily find restaurants online; and current food apps are clustered with too much information, so lately she's been relying on social media.

KEY CHARACTERISTICS

Wants to explore the city, but needs to be able to walk; wants to discover restaurants to try on her mobile device; describes herself as a foodie; and has a flexible schedule on the weekends.

DEVICES SHE USES



APPS SHE CURRENTLY USES





Evan Parker

Student at GW

22 years old

BIO

Evan is a student at GW. He is careful about expenses, especially since his friends always want to eat out. When him and his friends go, it's important to them to find trending restaurants. They want to keep up with the most popular restaurants in the city.

GOALS AND NEEDS

To find a favored restaurant to try, while keeping in his budget.

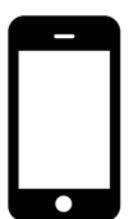
FRUSTRATIONS

Inability to quickly find popular restaurants; and inability to easily find restaurant price range.

KEY CHARACTERISTICS

Wants to discover restaurants to try on his mobile device; sticks to a budget; doesn't have a flexible schedule due to his classes; and he doesn't like social media.

DEVICES HE USES



APPS HE CURRENTLY USES



Competitors



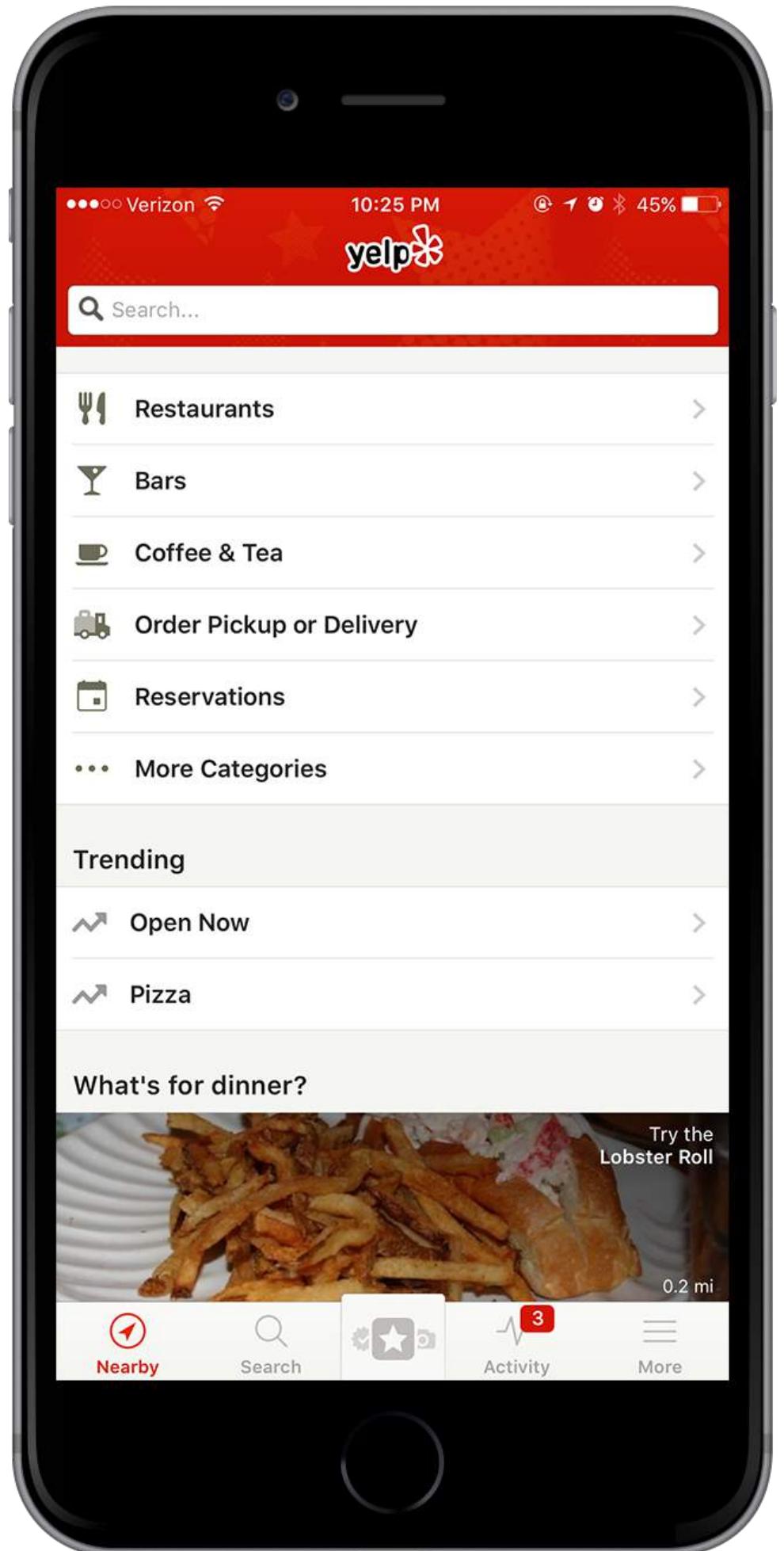
FOURSQUARE



urbanspoon



Google



Yelp

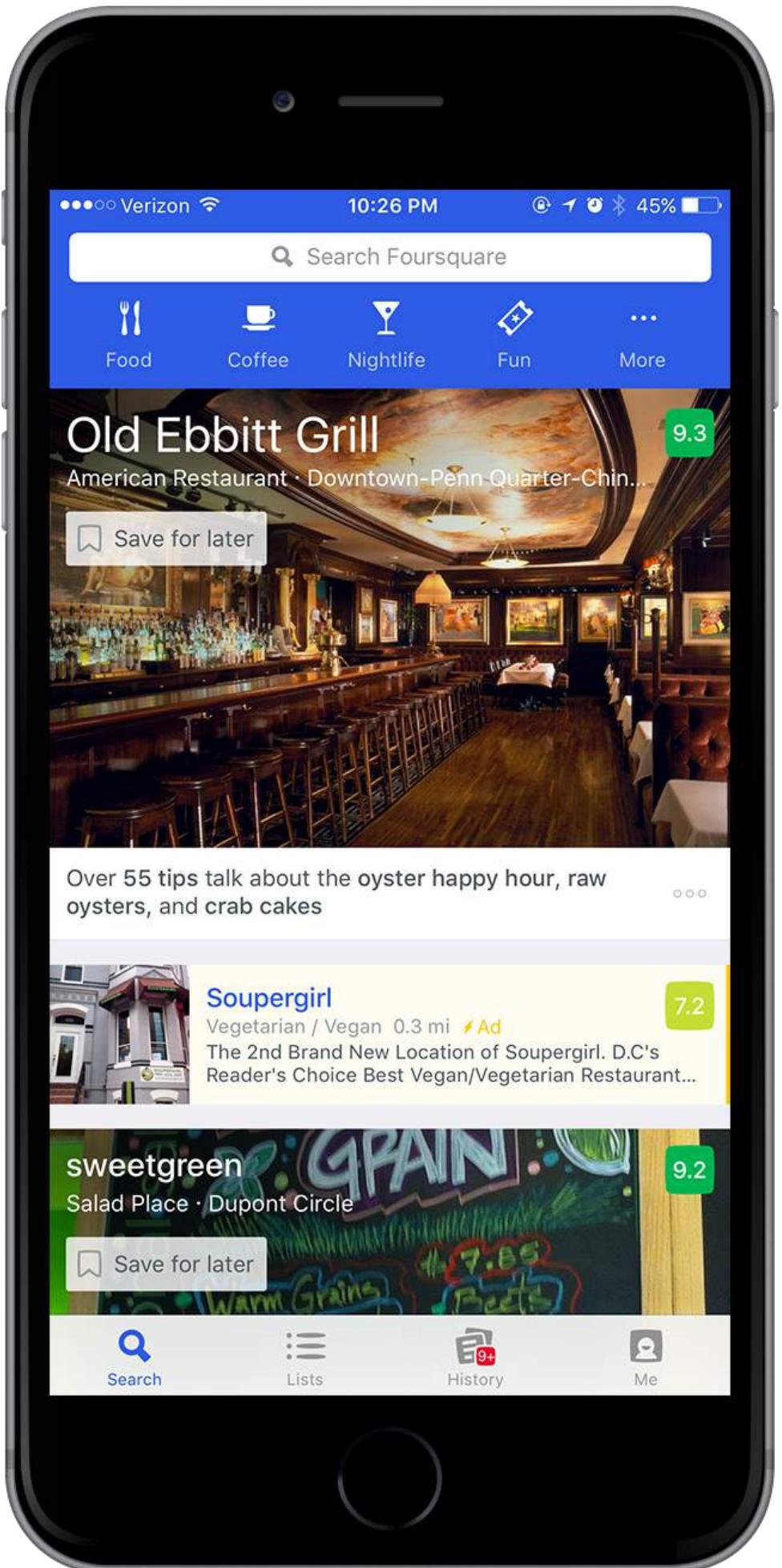
	YES OR NO?
NEED ACCOUNT?	NO
REVIEWS?	YES
PHOTOS?	YES
LOCATION?	YES
MAP?	YES
PRICE?	YES
COMMENTS?	YES
FILTER?	YES
TRENDING?	YES
FEED?	NO

Pros:

- Trustworthy
- Recognizable
- Good app experience
- Don't need an account
- Share photos
- Hot & New filter

Cons:

- The reviews
- Too clustered
- Too many ads
- Long form reviews



Foursquare

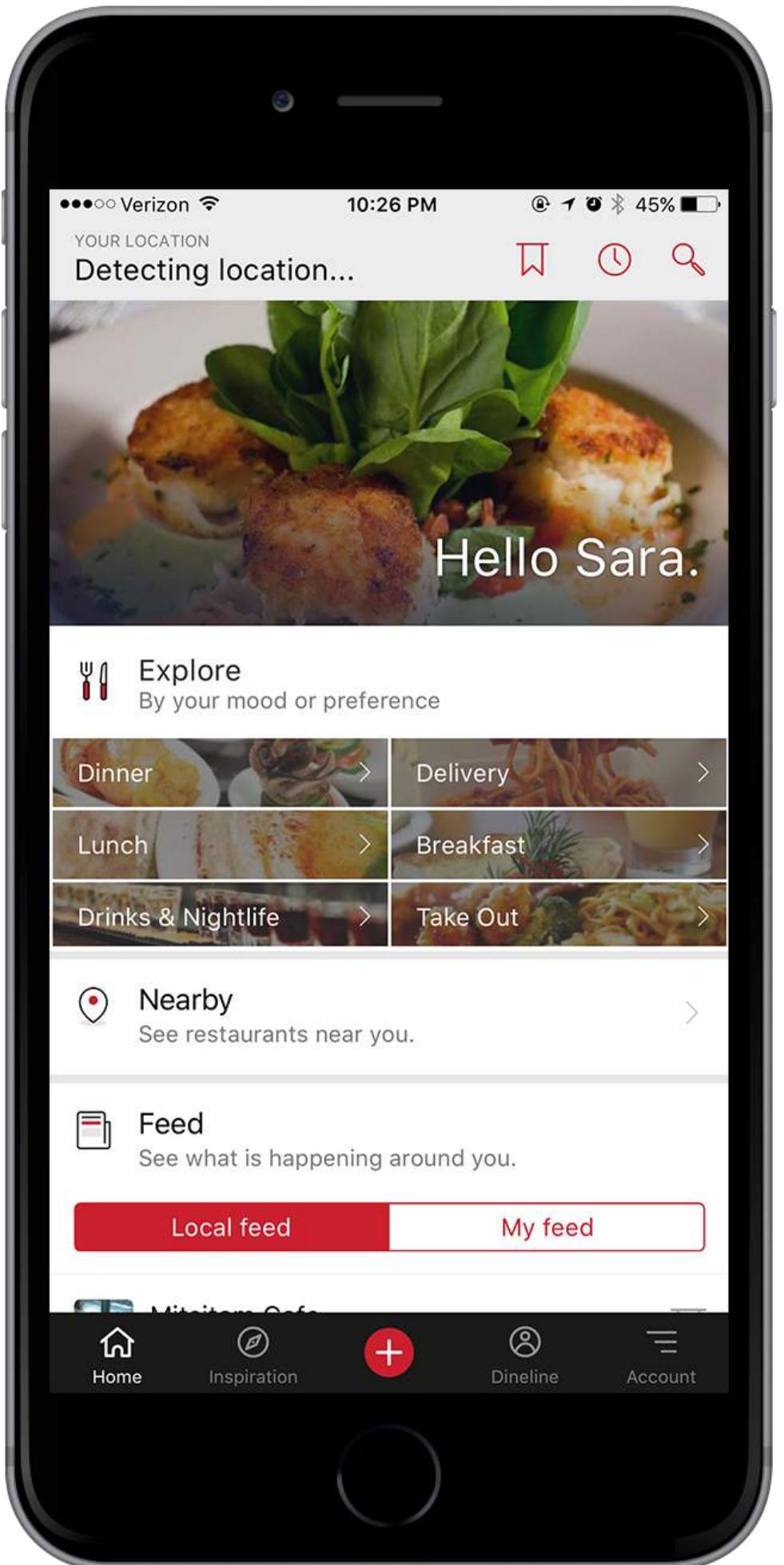
	YES OR NO?
NEED ACCOUNT?	NO
REVIEWS?	YES
PHOTOS?	YES
LOCATION?	YES
MAP?	YES
PRICE?	YES
COMMENTS?	YES
FILTER?	YES
TRENDING?	YES
FEED?	NO

Pros:

- Deals & specials
- Lack of long form
- Don't need an account
- Share photos
- Trending updated every Tuesday

Cons:

- Safety
- Does not come up in search results
- Too clustered



Zomato

	YES OR NO?
NEED ACCOUNT?	YES
REVIEWS?	YES
PHOTOS?	YES
LOCATION?	YES
MAP?	YES
PRICE?	YES
COMMENTS?	YES
FILTER?	YES
TRENDING?	YES
FEED?	YES

Pros:

- Sort by different categories
- Menu, photos, reviews
- Share pictures
- Trending this week

Cons:

- Exact direction not available
- Too many options (establishments, neighborhoods, collections, etc.)

Research Findings & Proposed Features

DISCOVERY

NOW

[Restaurant listing based on the top trending places](#)

[Restaurant listing based on the newest openings](#)

[Search for a restaurant](#)

[Restaurant profile \(rating, location, hours, price, photos and type of cuisine\)](#)

[Rate a restaurant](#)

[Enable location](#)

[Explore restaurants in a different location](#)

[Filter your search](#)

[Add a new restaurant](#)

[Add photos](#)

[My profile \(my photos, my ratings, my settings\)](#)

NEXT

[Share a restaurant through social media](#)

[Ability to save restaurants as favorites](#)

LATER

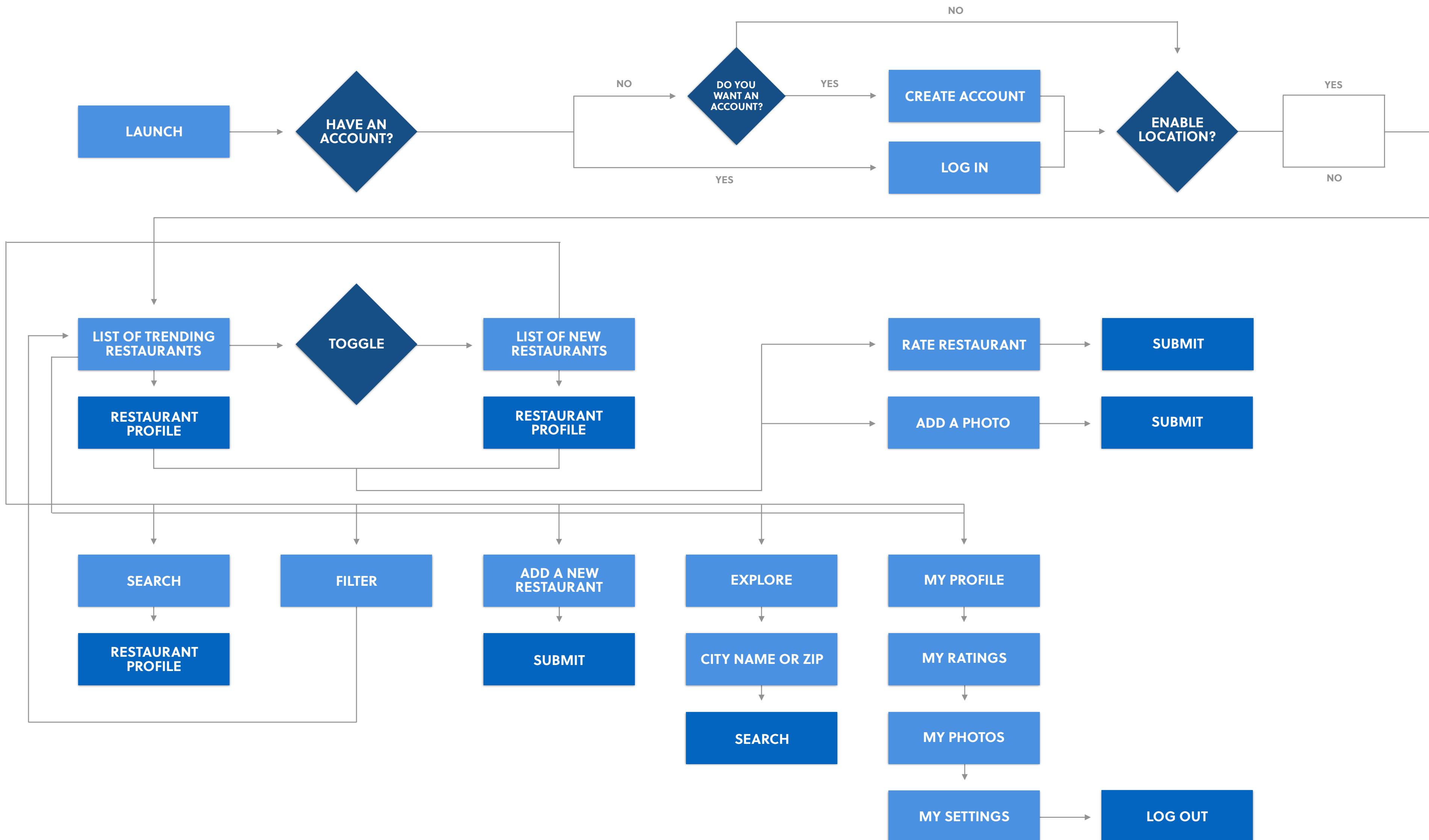
[Ability to leave and view comments/reviews for restaurants](#)

CONCEPTING



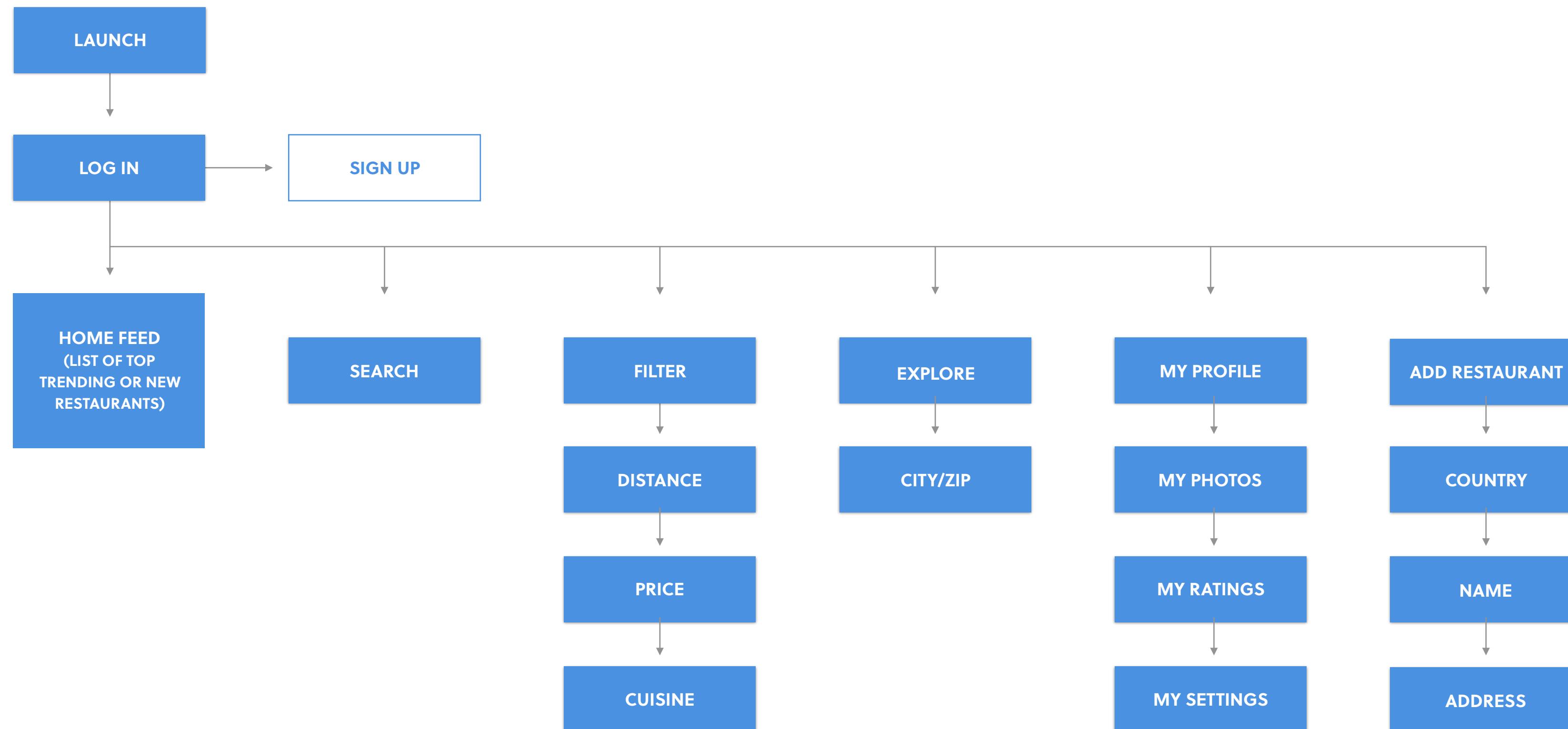
User Flow

CONCEPTING

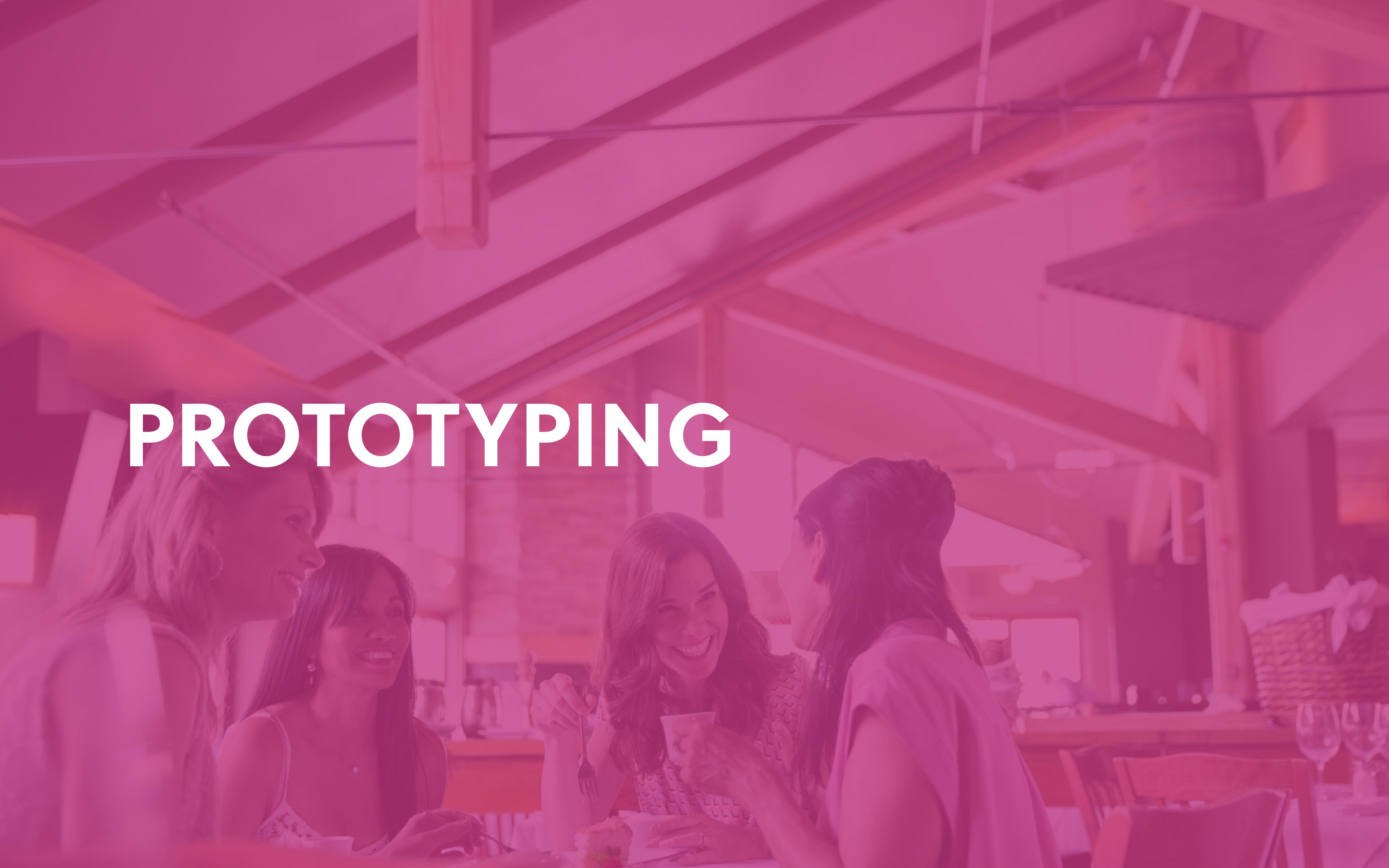


Site Map

CONCEPTING

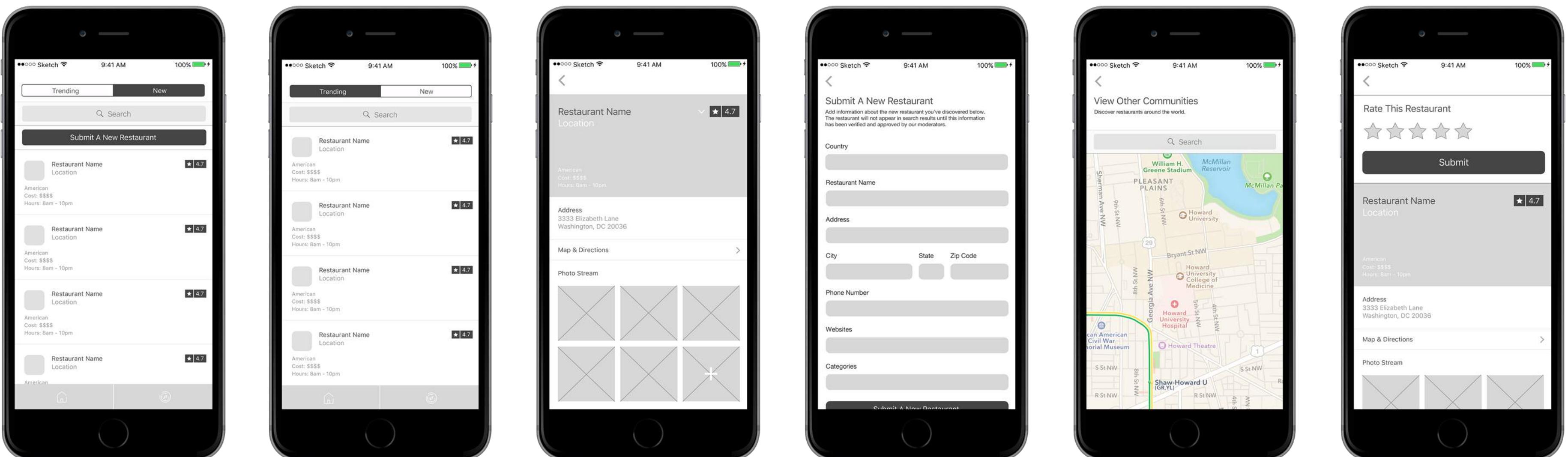


PROTOTYPING

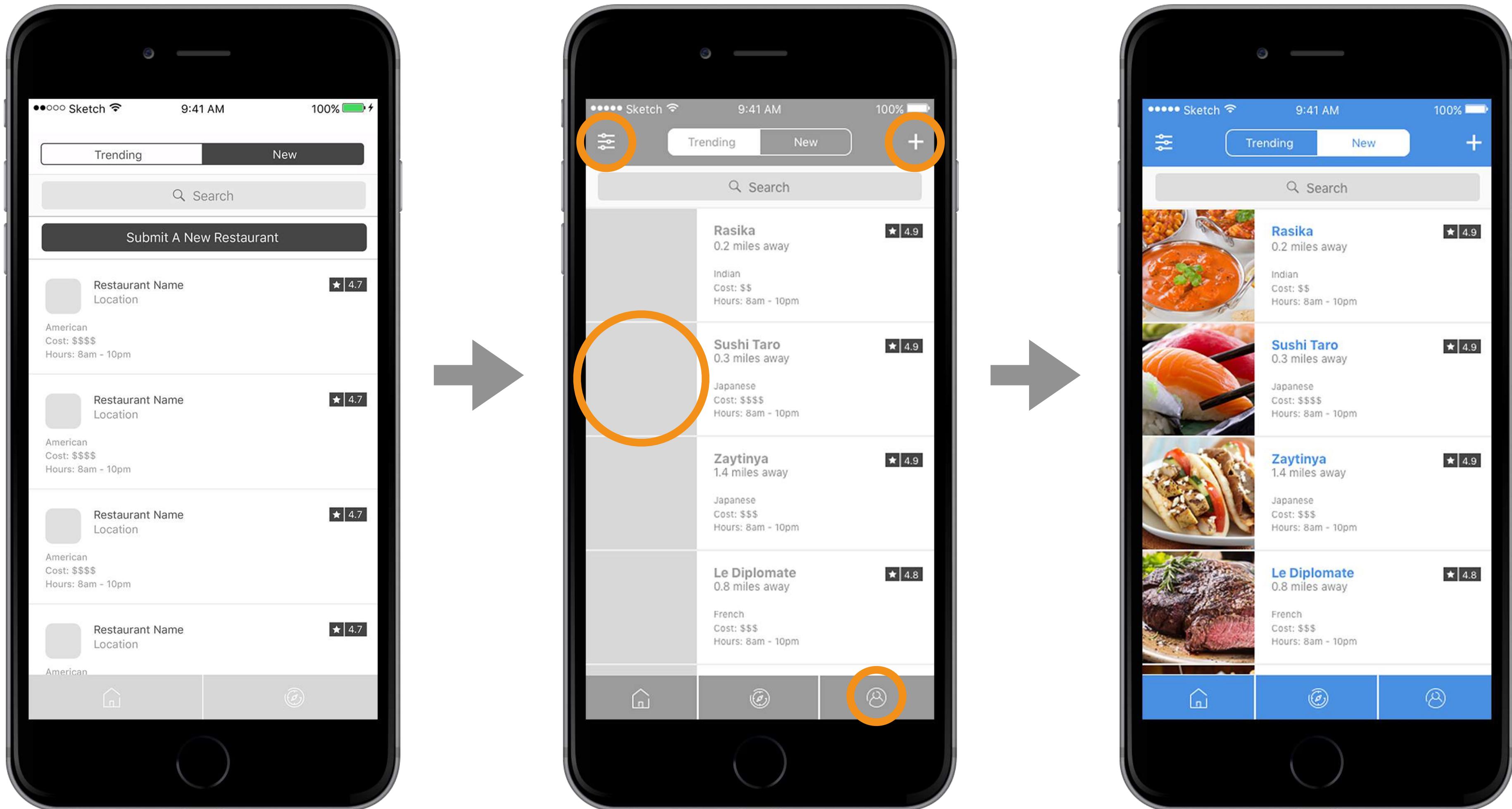
A photograph of four women sitting around a table in a restaurant, engaged in conversation and laughing. They are all smiling and appear to be having a good time. The setting is a casual dining establishment with wooden tables and chairs.

Wireframes

PROTOTYPING

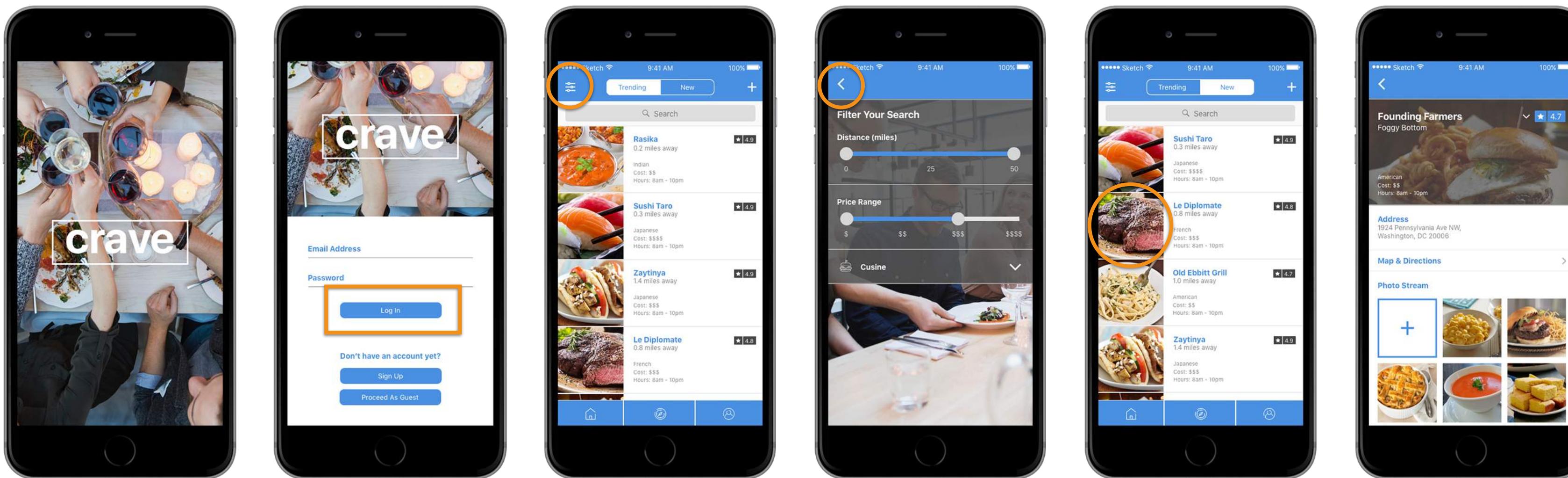


PROTOTYPING

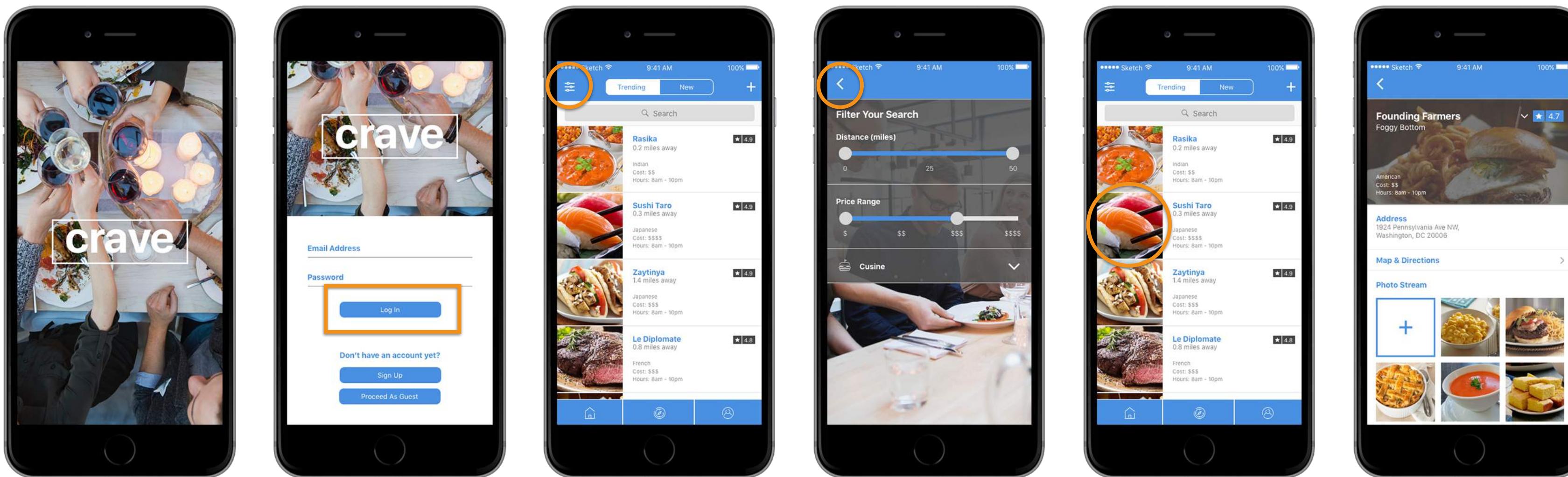


User Tasks

Anna would like to find a **new** and stimulating restaurant to try that is within **walking distance** from her apartment.



Evan would like to find a **highly rated** restaurant to try, while keeping in his **budget**.



Casey is traveling to **New York** for the weekend and would like to find a **popular** restaurant to try.

