

Restaurant Locator Prototype

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The process of developing a Restaurant Locator Prototype requires input from both the stakeholders and the UX team. Benchmarks must also be conducted so that the overall progress can be gauged. Research is also involved in some of the components to further engage users. Development begins with consulting with others. Once we all agree on some of the wireframes and core functions, then development can begin. Prototype applications are important so that changes and errors can be quickly addressed. The development and UX team can better manage and optimize their sketches, wireframes, or ideas. Bam, an informative technology site states, “A mobile app prototype is an interactive demo that portrays the design, functionality, and user flow of an app” (Bam, 2023). The Restaurant Locator Project needs to undergo a prototype so that further analysis can be conducted. The team needs to be able to see the systematic process for such an application. It is critical to the success of the project. The behavior of certain functions must be studied or optimized before the app gets deployed.

There are two types of prototypes, low-fidelity and high-fidelity. Low fidelity functions as a simple functional prototype to gather analysis and details. It usually isn't fully developed or doesn't have the high detail that the final app would. A high-fidelity prototype assimilates the final product. It has all the major details so a lot of final decisions and adjustments can be made. A high-fidelity prototype is the closest resemblance to the deployment application. Colors, templates, and core functionalities are near completion. Low-fidelity prototypes come with plenty of benefits as well. They can be quickly constructed and are perfect for surveys and feedback. For this case, a low-fidelity prototype will be developed to gather user-experience data.

Azure is the design program that will be utilized for the prototype. Ads are part of the user experience and are relevant to the user's search experience. The landing page automatically

included two mandatory ads. When in detailed view, there is an ad for every third page. The Design begins with the homepage. It will consist of a search box to enter the desired cuisine or restaurant. There must also be sorting options available and visible. The Prototype will only test the ability to search for one option at a time, however, in further development, a combination of sorting can be performed. The second, third, and fourth-page focus on the selection of the sorting type. All three of them have an icon to return to the previous page. A Cuisine option allows the user to sort by rating. Users can search by price and are provided with a sorting option from least to greatest. The distance function demonstrates the mileage at each restaurant. Users can pinpoint their location by checking off the appropriate box. Users can also search by address or GPS coordinates. Once the user has a search results, they can expand their choice to full-page view. The full-page view provides further details, menus, and contact information. It also has a share function so that friends and family can easily share results. The search box has a hover function with further methods to share.

Behaviors and applications have functionality in this low-fidelity prototype. Lab-based research and surveys will be conducted to gather data and feedback. Participants will be utilized with a small paid incentive to provide feedback. Users chosen to conduct the survey are required to have basic knowledge of phone principles, and not have any correlation to applications development. Participants from different regions and cultures will be utilized to decrease biases. Participants will be questioned about what they liked, and didn't like, and their personal opinions. The data collected must be utilized to optimize the application. Hotjar (2023) recommends, "To get the data and user insights you need, focus your UX survey questions on the problem you're trying to solve". The final product has the potential to reach a large audience if the right changes are made. Designers use such research methods to further advance applications

and bring value to their projects. Research is part of the foundation for development, and it can be the difference between success and failure.

The purpose of the usability test is to create an advanced application. Our application's goal is to make searching for restaurants simple. The primary testing that users will be performing is behavior tests. Sorting and search functionality needs to be fast and not cause confusion. It is appropriate that the users do not meet before testing. Opinions of the testers regarding their preferences will be documented for application optimization. It is recommended that the testing performed is under lab-based conditions, it is the most appropriate especially since it uses a diverse group of users. Biases can be reduced under lab-based conditions. According to ScienceDirect (2005), "Laboratory studies allow precise design. Because the researcher determines the variables, the series of manipulations and measures can be specified precisely, then administered in the desired sequence, with high response rates and relative attention".

Results for the lab-based testing were performed under observation. A student will be used to demonstrate results. The students like the application behavior, specifically the ability to sort by cuisine and ratings. They did not like the presentation of the sorting options. Sorting wasn't fully optimized for the prototype; therefore, it was a missed opportunity. The user liked the hovering functionality for the sharing feature. They recommended that it gets used as throughout the application for ease of access. The Hover functions will be optimized and made efficient in the final product. A high-fidelity prototype will include further hovering options and include the completed UX and UI models.

References

6 benefits of Mobile App Prototyping. bamsales. (n.d.). <https://www.bamsales.io/blog/6-benefits-of-mobile-app-prototyping>

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<https://www.sciencedirect.com/topics/computer-science/laboratory-study#:~:text=Laboratory%20studies%20allow%20precise%20design,response%20rates%20and%20relative%20attention>.

Snapshots of the Prototype in case Azure is unavailable.

Restaurant Locator

Restaurant

☐ Price

☐ Find Your Location

☐ Find by Address

☐ Cuisine

☐ Distance

Sponsored Ad

Wing Hut

The best wings in Town! Order now for buy 20 get 5 free!

Sponsored Ad

Taekwan Chicken

This Orange Chicken will knock your socks out

Recommended

Super Duper Taco

These Taco are authentic and are surely satisfying

Recommended

Hot Dog Tradesmen

Only the best hot dogs in the Atlanta area.

Restaurant Locator

Restaurant

☒ Price

☐ Find Your Location

☐ Find by Address

☐ Cuisine

☐ Distance

Go Back

Sponsored Ad

Wing Hut

The best wings in Town! Order now for buy 20 get 5 free!

Results

Savage Chicken

\$5

This chicken destroys the block.

Results

El Happy Taco

\$10

These Taco are authentic and are surely satisfying

Results

Burger Masters

\$15

Only the best hot dogs in the Atlanta area.

Restaurant Locator

Sushi

☐ Price

☐ Find Your Location

☐ Find by Address

☒ Cuisine

☐ Distance

Go Back

☒ Sort by rating

Sponsored Ad

The Sushi Co

Now this spot is the real deal.

Results

Mega Sushi

9.85

Sushi like nowhere else.

Results

Sushi Rowers

9.1

This place has the best authentic sushi.

Results

The Place

8.9

Sushi so good.

Restaurant Locator

Sushi

☐ Price

☐ Find Your Location

☐ Find by Address

☐ Cuisine

☒ Distance

Go Back

Sponsored Ad

The Sushi Co

Now this spot is the real deal.

Results

Mega Sushi

1.5 Miles

Sushi like nowhere else.

Results

Sushi Rowers

1.9 Miles

This place has the best authentic sushi.

Results

The Place

3 Miles

Sushi so good.

