# PROBLEM SPACE

International students in GT have difficulty in dining

9% of undergraduate students
42% of graduate students
5500 new international students each year

TARGET USERS

Confused by unfamiliar food choices
Have difficulty understanding the menu
Cannot name the foods
Do not know what foods I would enjoy
Afraid to ask the server for information
Embarrased by holding up people behind.

Menu
????????? ??????
???
?????????..

POTLUCK

Research and Design on
On-Campus dining problems
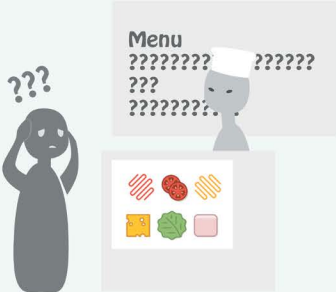
CONTEXTUAL INTERVIEW

Eight contextual interviews with first-year international students.
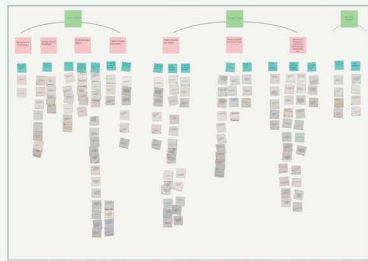
DESIGN IDEAS

StepA. 40+ design ideas
StepB. 14 big idea vignettes
StepC. 3 winner ideas

FOOD GAME
Encourage users to try new food in a game environment. It will randomly assign the user a high ranking/ rating food.
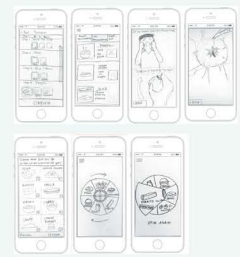
AR MENU
Make use of google glass to provide real time information of food. Avoid the embarrasement of blocking the line.

SOCIAL NETWORK OF FOOD
Recommend foods based on the user's preference and matched with people with similar taste in food.

LOW-FI PROTOTYPE

Features
Customization of Your Taste
Food Roulette
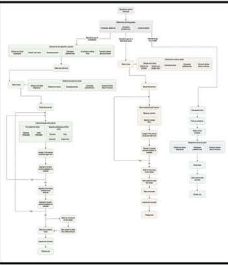Clear Ordering Instructions
Friends' Interaction

OBSERVATION

30-minute natural observation in different campus restaurant for four sessions.
Oral communication/ behaviors/ body languages/ facial expressions of students are observed and noted.

Task Analysis
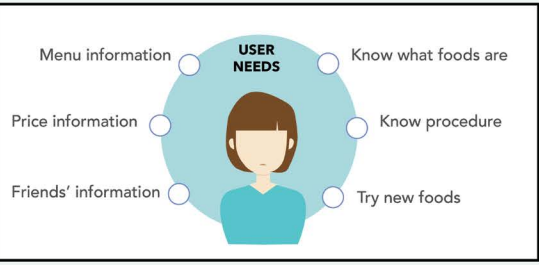The task flow varies according to the dining place:

SURVEY & EMPATHY MAPPING

Key findings

53/60 Try new food because of recommendation from friends

51/60 Like to try new food

32/60 Need more than moderate

Top concerns for trying new food:

1 Price
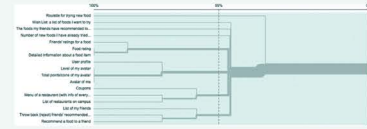**2** Flavor
3 Friend's recommendation

USER NEEDS

Menu information
Price information
Friends' information
Know what foods are
Know procedure
Try new foods

CONVERGENCE

In-class Sprint
Gather feedback from classmates

Card Sorting
Determine architecture