POV and

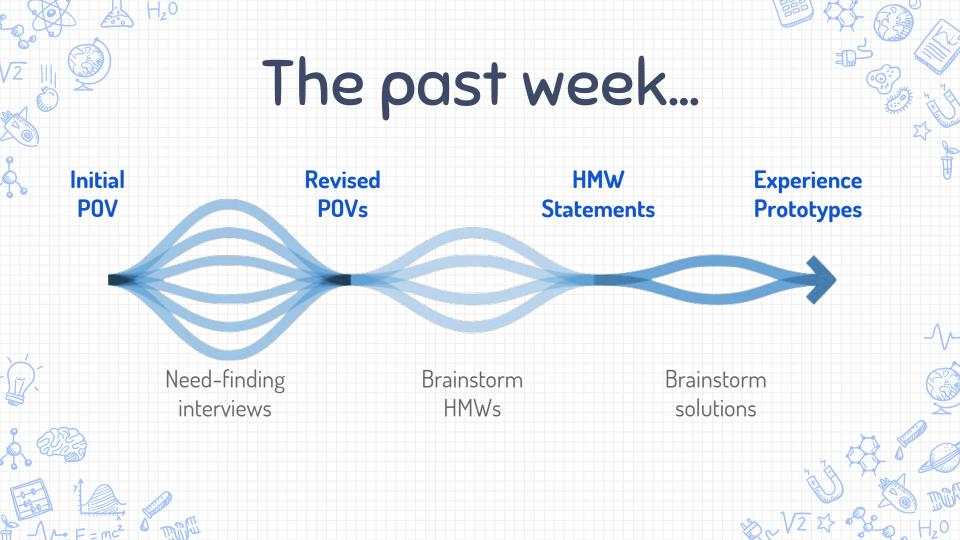
Experience Prototypes











Initial POV

How we entered this phase of the project





21 year-old **Jeremy**, a college student eating out with his friend at a restaurant

We were amazed to realize that

choosing where to eat is a **social experience** in and of itself -- it reflects his friends' cultures, backgrounds, beliefs and aesthetics



create an **intentional moment of deeper understanding and mutual appreciation** among friends when choosing a place to eat out

Additional Needfinding

Conducting more contextual interviews

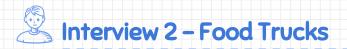


Interview 1 – Farmer's Market

- ✗ Ellen, 40+ year old housewife, Portland
- ✗ Shops at Farmers' Markets 3x per week
- ✗ Values quality food and freshness

We learned she **knows the exact details of her favorite farmers' market**, she only **visits one market even though there are multiple**, and she **plans her trip extensively**.





Jason, 24 year old college grad, Bay Area
 Foodie who enjoys trying new foods
 Keeps a calendar of certain food trucks

We learned he enjoys the convenient location of trucks, values variety in his food truck choices, and likes to be social in trying new foods with friends.



Revised POVs

Learning from our subjects



Revised POVs

POV #1

We met Judy and Tim who need a more efficient way to shop for groceries because they spend more than one hour in the grocery store despite having a shopping list; it would be game changing if we could save their time walking around the store

POV #2

We met Jeremy who needs to feel he and his friends collectively picked the best place for a group meal based on its purpose because deciding where to eat is a socially important experience; it would be game changing if we could help him and his friends take into account individual values collectively, in deciding where to eat

POV #3

We met Ellen, a healthconscious mother who regularly shops at a farmers' market, who needs access to fresh and organic groceries because she feels store products are not up to her standards (taste, quality, etc.); it would be game changing if we could **help** her find the best spots to purchase these groceries



The best of the brainstorming









HMW keep the human touch in a decision process that is not typically face to face?

from POV #2

We met Jeremy who needs to **feel he and his friends collectively picked the best place for a group** meal based on its purpose because deciding where to eat is a socially important experience; it would be game changing if we could **help him and his friends take into account individual values collectively, in deciding where to eat**

HMW help groups discover new qualities about themselves in the process of picking a place to eat?

from POV #2

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HMW repurpose the aimless time spent walking around in a grocery store?

from POV #1

We met Judy and Tim who need a more efficient way to shop for groceries because they spend more than one hour in the grocery store despite having a shopping list; it would be game changing if we could save their time walking around the store

Experience Prototypes

Testing our solutions for validity



How might we keep the human touch in a decision process that is typically not face to face?

Prototype

A 'human concierge' that coordinated and facilitated the process of choosing what to eat



2 prototypes to test different assumptions





Constructing and testing the prototypes

Version 1

What is the interaction with a 3rd party 'concierge' like in a group setting?



Things that worked:

- 3rd party decision maker helped group get
 over indecisiveness
- *** "Pulls the group together"** and "brings in [the] group aspect" of the experience

Things that didn't work:

- People wanted prompts to be as specific as
 possible
- The human face on prototype was ineffective

Version 1

What is the interaction with a 3rd party 'concierge' like in a group setting?



Surprises and new learnings:

- Vsers wanted to interact via voice
 Users preferred this more than Yelp,
 because "it was more than just a list" -- human touch?
- Users were more interested in talking to each other than the human concierge
- Users might prefer the concierge
 shortlisting, rather than selecting their
 choices



Version 2

What is the interaction with a 3rd party 'concierge' for non-ordinary users?



Things that worked:

Also expressed getting over indecisiveness
 One user expressed that this gave him great
 comfort

Things that didn't work:

- Icons that were meant to be simple were intuitive to one user but not the other
- User unhappy if restaurant suggested at the end was different than the one (s)he chose.

Version 2

What is the interaction with a 3rd party 'concierge' for non-ordinary users?



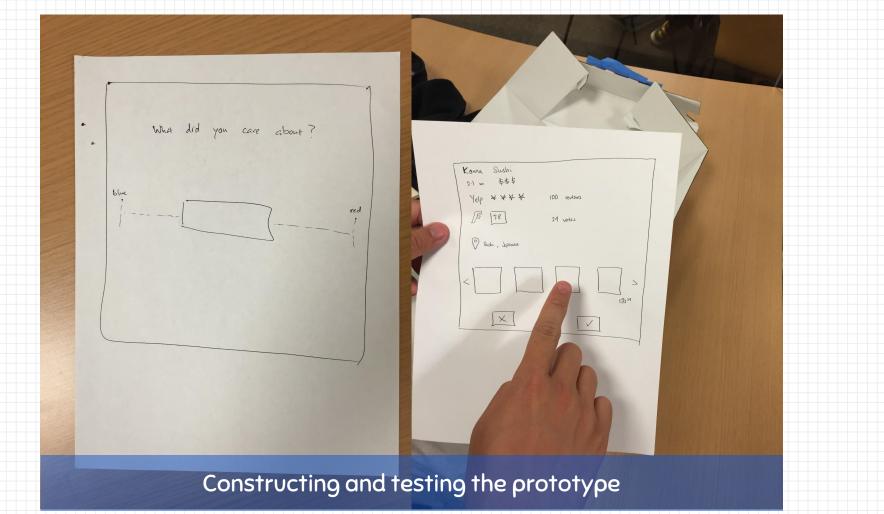
Surprises and new learnings:

- New possible use case: families connecting with their kids in a different way?
 Users like the group efficiency it created
 User valued humor in the interaction
 Concierge guided him through an otherwis
 - Concierge **guided** him through an otherwise **unfamiliar technology experience** -human touch

HMW help groups discover new qualities about themselves in the process of picking a place to eat?

Prototype

Pattern recognition that reveals your preferences based on you and your group's past choices



Things that worked:

- **×** People wanted restaurant swiping to have **pattern recognition**
- **X** People recognize that pattern recognition means **less input**

Things that didn't work:

- × May said her preferences, like price, change over time
- × Jessica does **not** want to do this exercise **multiple times**

Surprises and new learnings:

Jessica could do the exercise without first swiping for restaurants

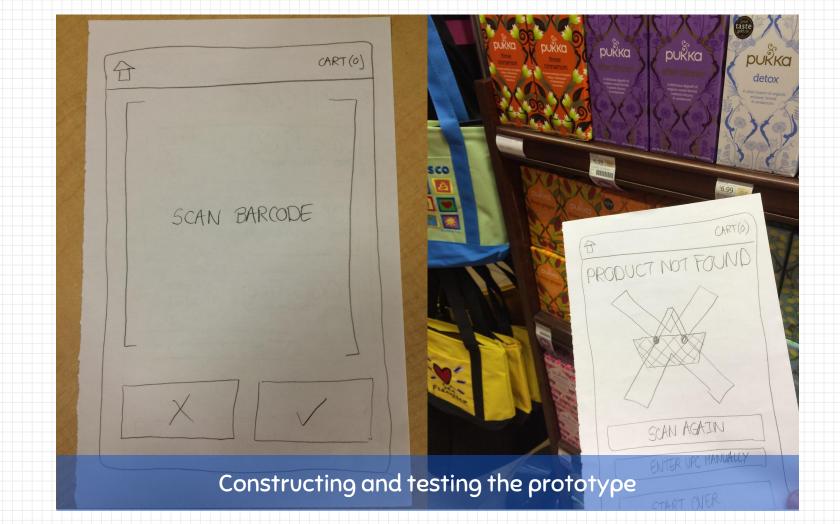


How might we repurpose the aimless time spent walking around in a grocery store?

Prototype

3

Search for coupons online for items in your basket while walking around



Things that worked:

- X James was receptive to **adding extra action** to his routine
- **X** Saving money was an attraction

Things that didn't work:

- X He did **not** save any time shopping
- × Process became **repetitive**



Surprises and new learnings:

X James did not care about spending more time if it saved money



