



HI-FIDELITY MILESTONE

TEAM 4'S A CROWD



PROBLEM:

- Too much \$\$ to frequently eat out at favorite restaurants
- Consumer demand at restaurants is extremely variable during a full day and can be hard to predict lead for avg. restaurant, leading to wasted food supplies

SOLUTION:

- Dynamic, location-based promotions
- Provides customers with cheaper food, allows them to discover new eating options, and enables restaurant operators to influence demand



Right food. Right price. Right now.

Instant location-based dining promotions



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Development



Alex Tran
Development



Hailey Spelman
Design



Victoria Wee
Product



Simple Task



Find restaurants nearby offering flash promotions.

Medium Task



Track eating and spending habits.

Complex Task



Provide consumers with dining recommendations.



MILESTONE OVERVIEW

- Heuristic Evaluation Results
- Revised Design
- Prototype Implementation Status
- Demo
- Toward the Fair



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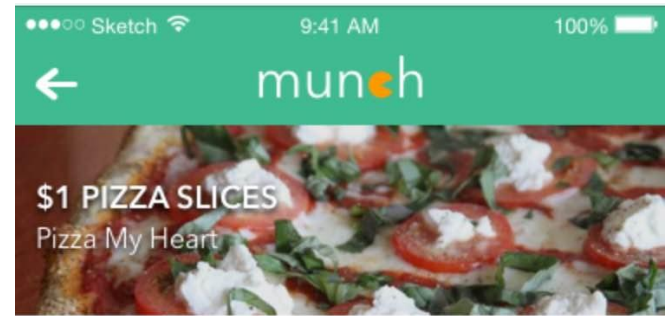
HEURISTIC EVALUATION RESULTS



HEURISTIC EVALUATION

#1. Severity 4 Issue: “How do I actually use a claim at the restaurant?”

Solution: Personal QR Code to be scanned by the restaurant upon redemption



Present to Restaurant Cashier



Scan to Redeem



HEURISTIC EVALUATION

#2. Severity 3, Cosmetic Issues:

- Navigation difficulty because of small text on restaurant page
Solution: Increased text size
- No current way to determine when a promotion expires on the restaurant page
Solution: Modified “Claim” pop-out, added expiry time



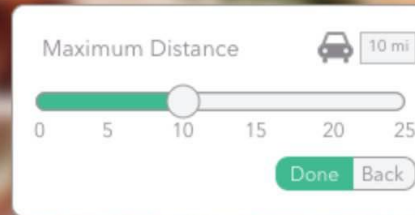
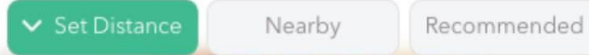
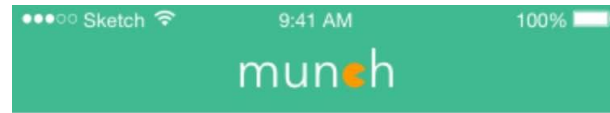
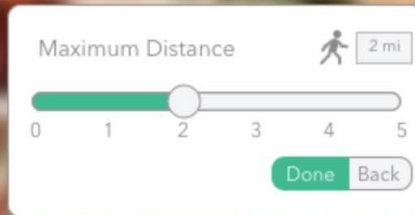
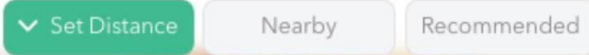
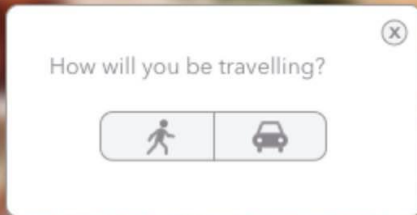
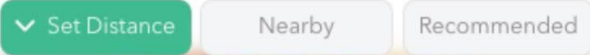
HEURISTIC EVALUATION

#3. Difficulty understanding max/min values on Distance Slider

Solution: Adding walking & driving icons that will preset distance values on the slider



HEURISTIC EVALUATION

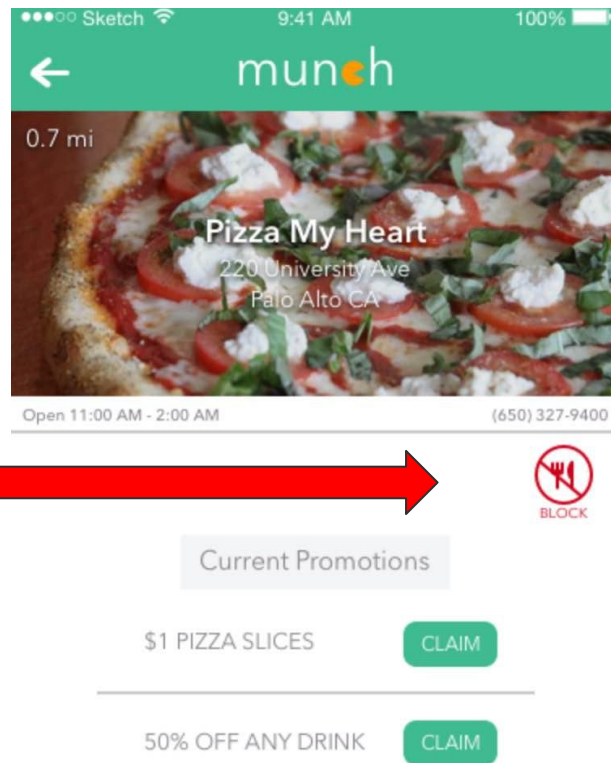




HEURISTIC EVALUATION

#4. (Moderately) increase user control on which deals they see

Solution: Adding feature to block/unblock restaurants from personal feed



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PROTOTYPE

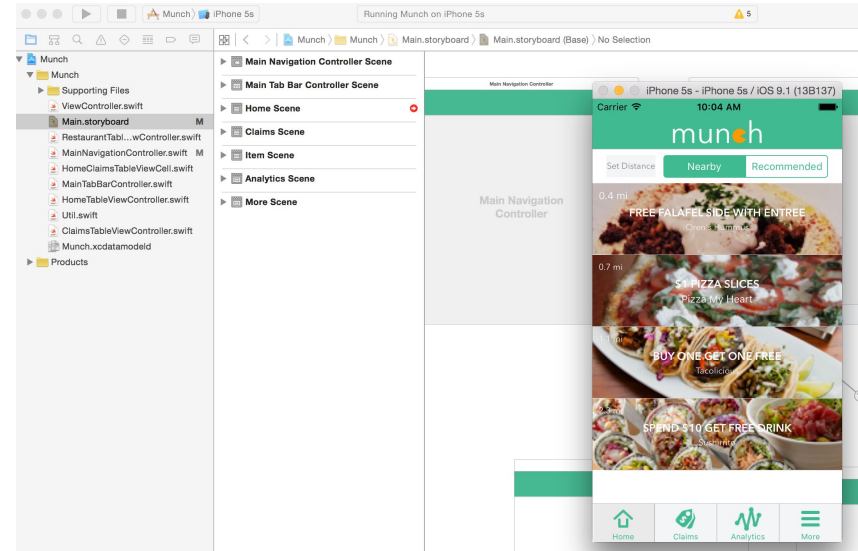
IMPLEMENTATION

UPDATE



PROTOTYPE UPDATE: Current Status

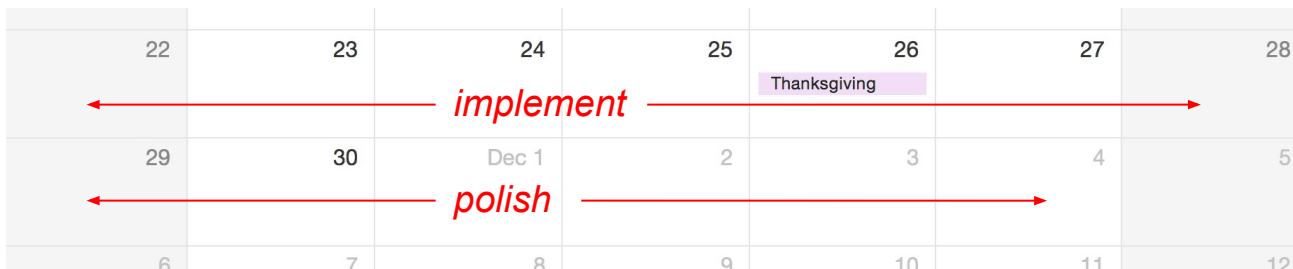
- Tools Used: Xcode & Swift for development
- Implemented Simple task:
 - *“Find Restaurants Nearby
Offering Flash Promotions”*
 - Screens implemented:
 - Search Screen
 - Restaurant Screen
 - Claiming dialog





PROTOTYPE UPDATE: Going Forward

- Need to finish implementing the other tasks, generalize code and clean up UI
- Plan:
 - Wrap up prototype functionality over Thanksgiving break
 - Spend the last week polishing the UI





PROTOTYPE UPDATE: Limitations

- *Wizard of Oz*: Using personal QR codes magically makes the coupon verification process work
- *Hard-coded*: Promotions from local restaurants will be hard-coded
- *Issues & Questions*: Nothing specific, general implementation struggles that are being ironed out

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LIVE DEMO





SUMMARY

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More munch munch on [our website!](#)