

Medium Fi Prototype

Art and Digital Media (1:30-3:30 PM)



***Value
Proposition***

Simplify dining – just for you.

Problem

A lack of detailed information about full dining experiences makes it difficult for people to eat out. While general information and high-level reviews about food quality are now easily accessible, customers are **typically unable to learn specifics** about potential allergens, parking availability, COVID safety measures, and other factors.

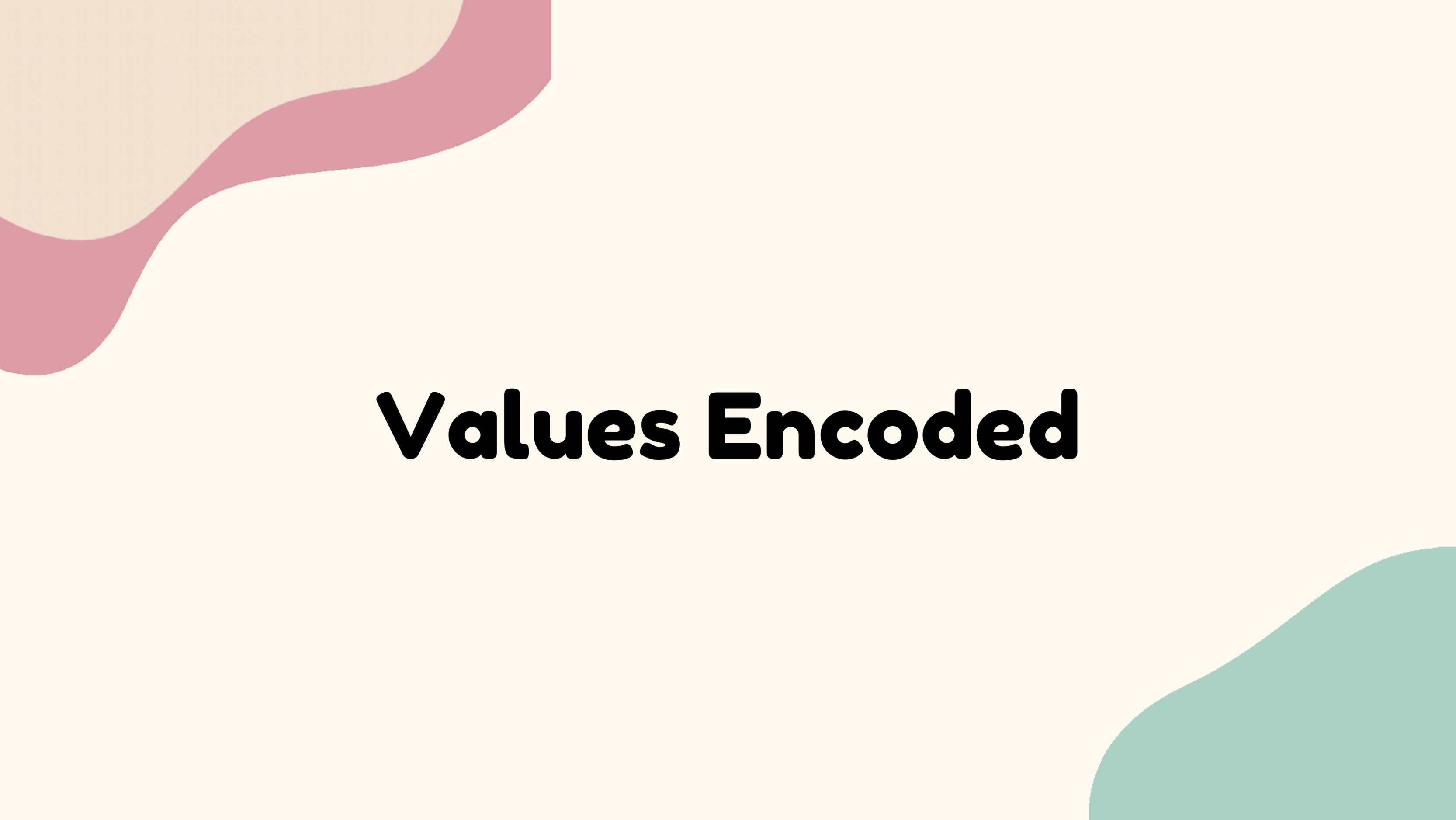


Simplify dining – just for you!

**Problem +
Solution**

This poses a particular challenge for consumers with food restrictions, strong dietary preferences, or strict logistic constraints.

Our solution, **noms**, provides granular information about dining experiences to customers based on the unique factors that they prioritize over others.

The background features abstract, wavy shapes in shades of pink and teal. A pink shape is in the top-left corner, and a teal shape is in the bottom-right corner. The text is centered in the middle of the page.

Values Encoded

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EFFICIENCY:

Simplify the restaurant and dish selection process

INCLUSION:

Accommodating everyone's dietary needs

TRANSPARENCY:

Provide detailed information about every step of the dining experience

PERSONALIZATION:

Make dining out a customized food experience for each individual

Potential Conflict:

Trying to cater to everyone's tastes while meeting individual restrictions

Address By: asking & storing individual dietary profiles (user-centered design)

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Simplify the restaurant and dish selection process

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Accommodating everyone's dietary needs

TRANSPARENCY:
Provide detailed information about every step of the dining experience

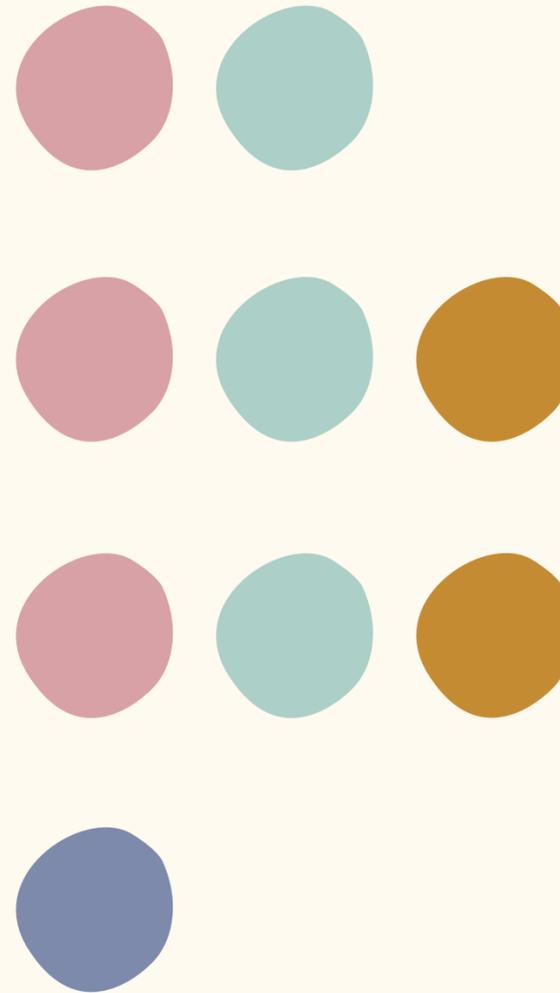
PERSONALIZATION:
Make dining out a customized food experience for each individual

Potential Conflict:
High quantity of detailed information VS simplified user decision making

Address By: condensing & prioritizing information (based on what details matter specifically to the user)

Values Encoded

- customizable dietary profile (with option to add specific ingredients)
- dish recommendations based on profile
- filter menu based on profile/ingredients
- video walkthroughs of specific aspects



INCLUSION:
Accommodating everyone's dietary needs

PERSONALIZATION:
Make dining out a customized food experience for each individual

EFFICIENCY:
Simplify the restaurant and dish selection process

TRANSPARENCY:
Provide detailed information about every step of the dining experience

The background features decorative wavy shapes. A pinkish-red shape is on the left side, and a teal shape is on the bottom right side. The word "Tasks" is centered in the middle of the page.

Tasks

Simple

See the “step by step” experience of dining at a restaurant

- View video clip walkthroughs, uploaded by restaurant owners
- See restaurant info (address, contact info, hours), option to “See reviews on Yelp” (external link)

Changes from lo-fi:

- Getting details on "full experience" is now a simple task
 - Decided not to embed reviews (instead link to other sites)
- (Creating dietary profile is part of onboarding)

Moderate

Filter & sort specific restaurant menus

- Based on your permanent dietary profile (created during onboarding)
- OR based on temporary restrictions (specific ingredients & diets)

Changes from lo-fi:

- Filtering & sorting is now a moderate task
 - Addition of ability to sort by *temporary* restrictions instead of just permanent profile

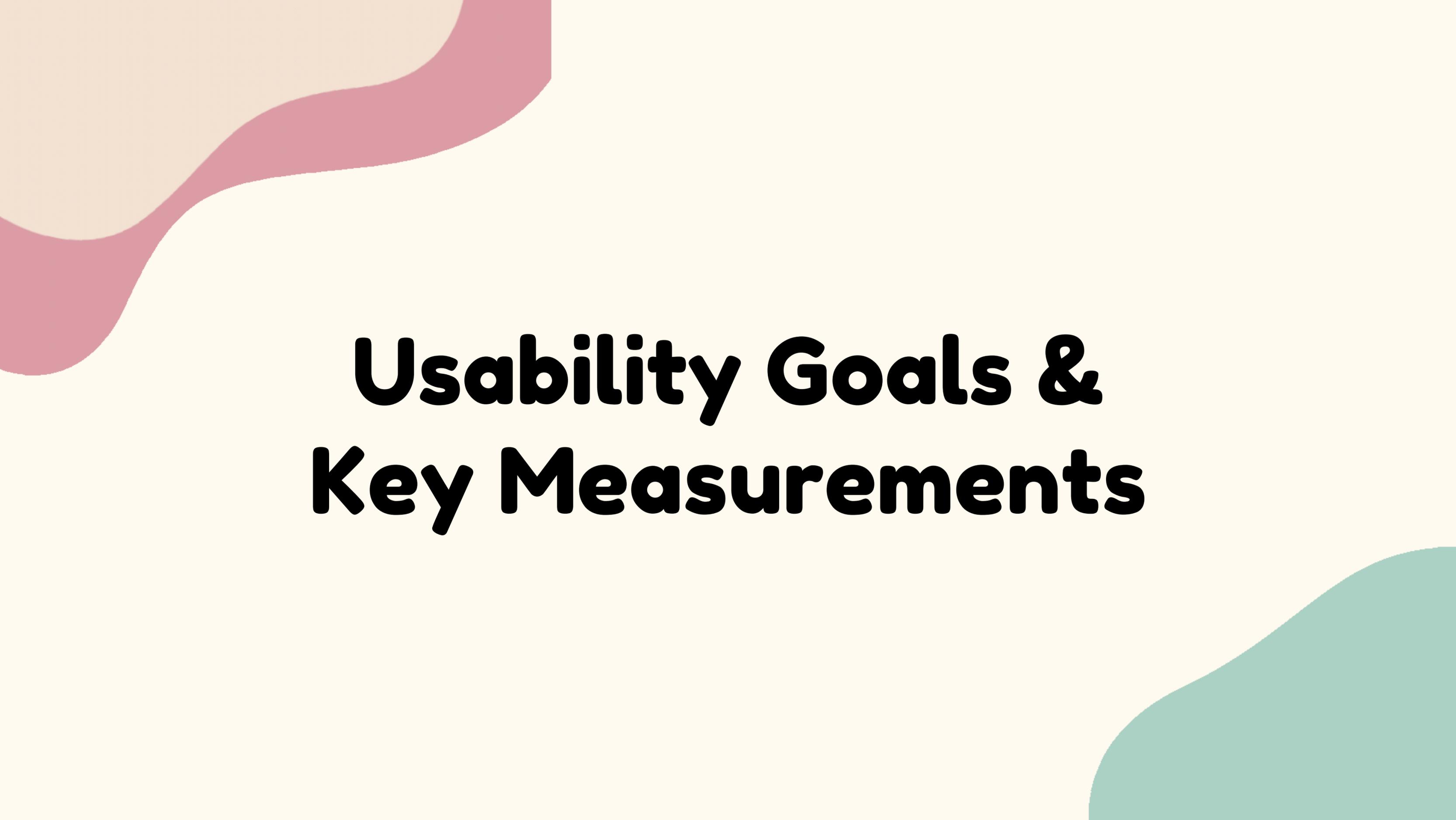
Complex

Get personalized dish & restaurant recommendations

- Based on user's permanent dietary profile
- Includes ability to set logistic constraints (distance, price range)

Changes from lo-fi:

- Same end goal, different user interface
 - More of a "quiz" based selection instead of swiping like dating apps



Usability Goals & Key Measurements

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PLEASING: Asked users to rate their satisfaction with each task.

EFFICIENT: Time each user took to complete each task.

ROBUST: Number of screens needed to complete each task.

Usability Goals & Key Measurements

PLEASING

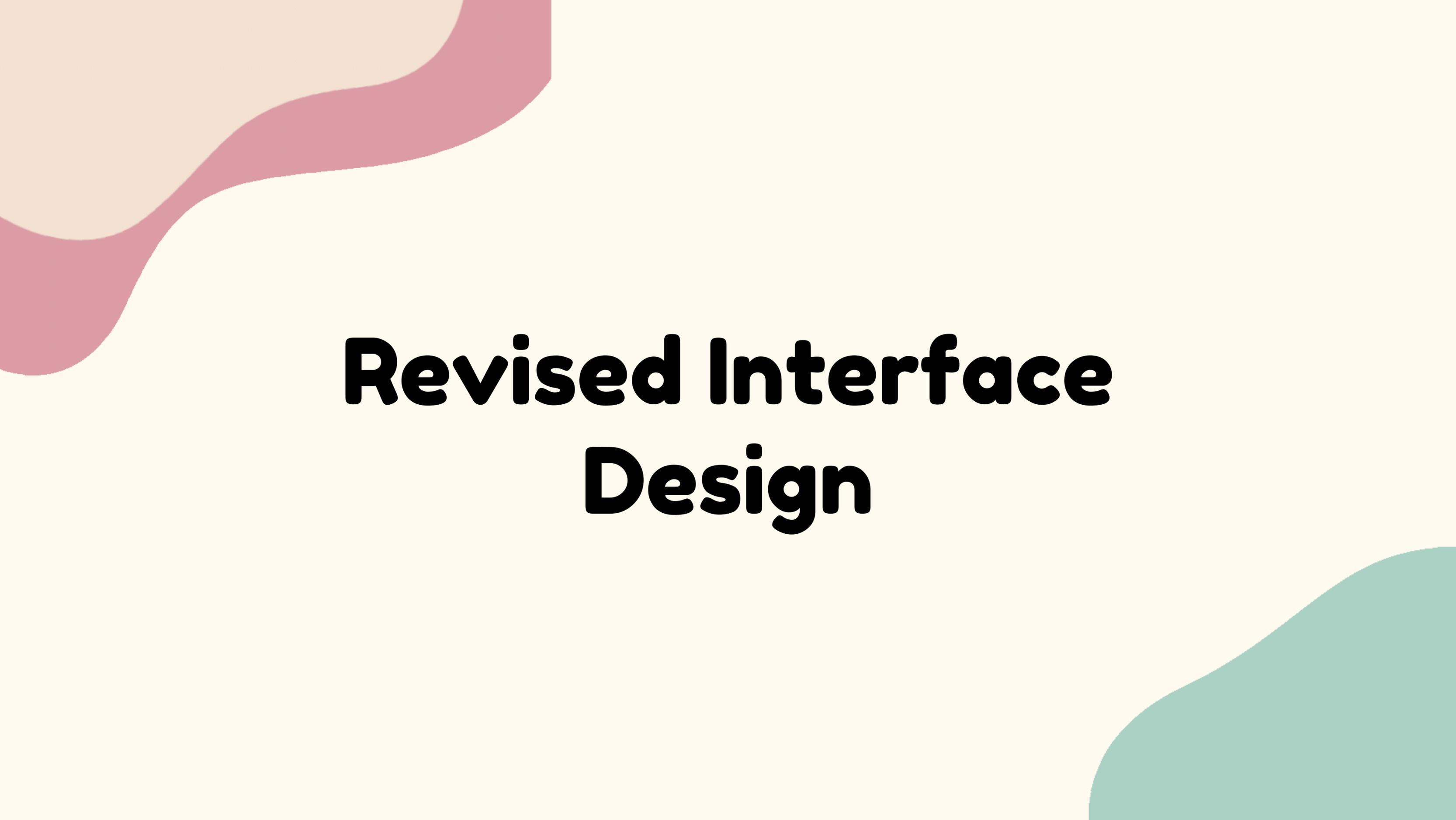
- Changed method of getting recommendations to quiz based on some negative feedback, adjusted layout of getting details
- Will need to implement and think about satisfying UI changes in med-fi

EFFICIENT

- Made "more info" part of the same scrollable screen, changed design of buttons
- Will need to make buttons clearly clickable and task flow more intuitive in med-fi

ROBUST

- Made "more info" part of the same scrollable screen
- Will need to make task flow more intuitive in med-fi

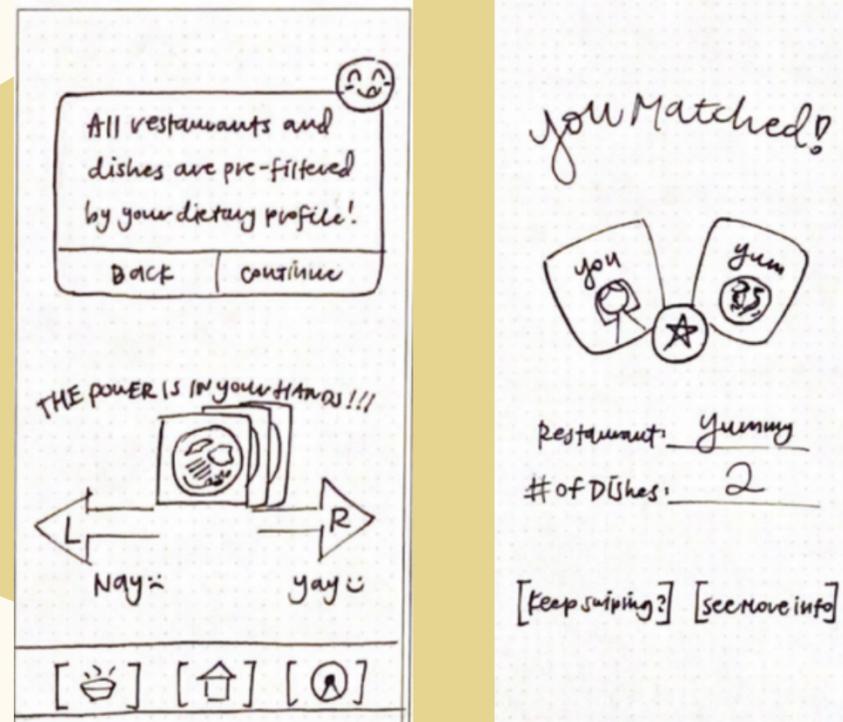


Revised Interface Design

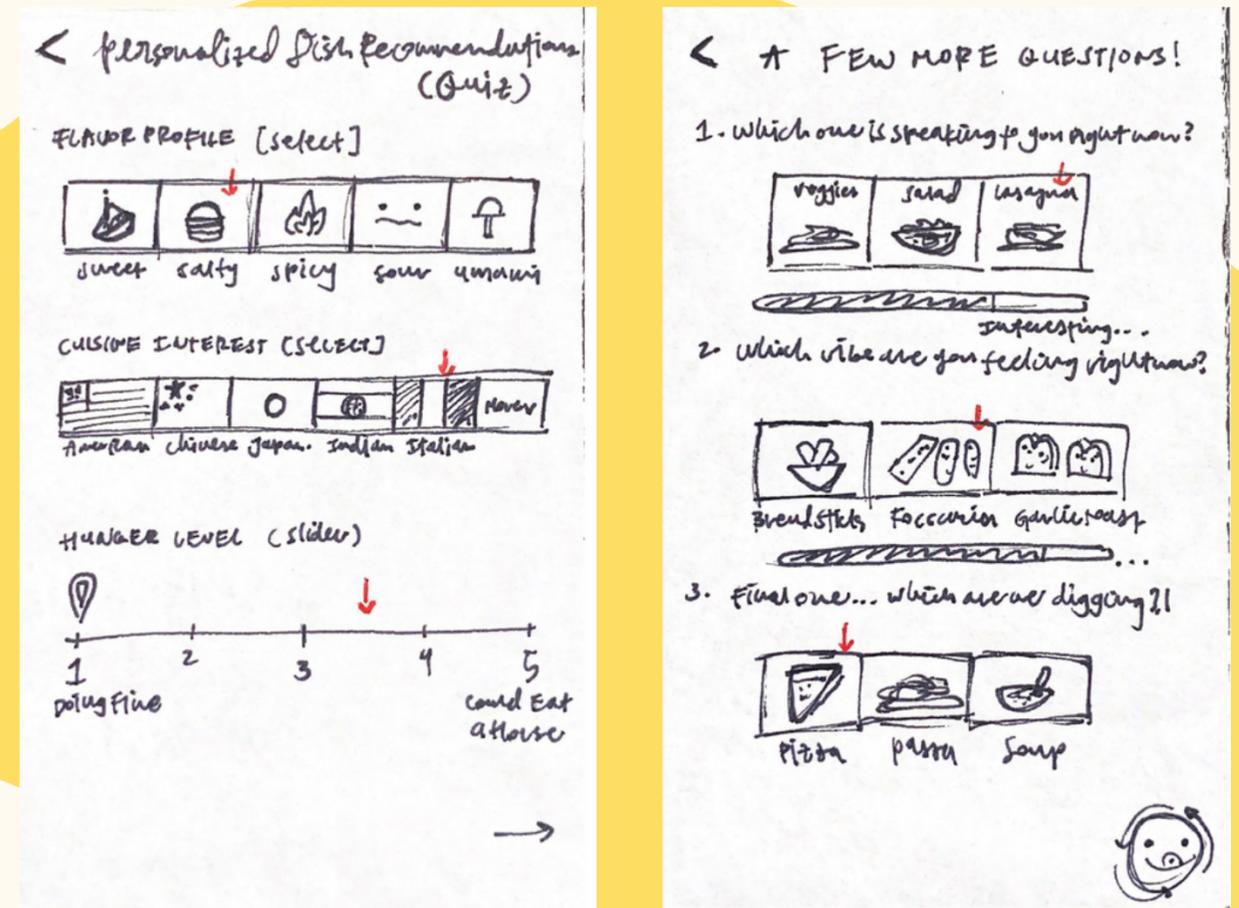
Major Design Change #1

RECOMMENDATIONS INTERFACE

BEFORE: dating app style
swiping and matching



AFTER: quiz-based Q&A matching



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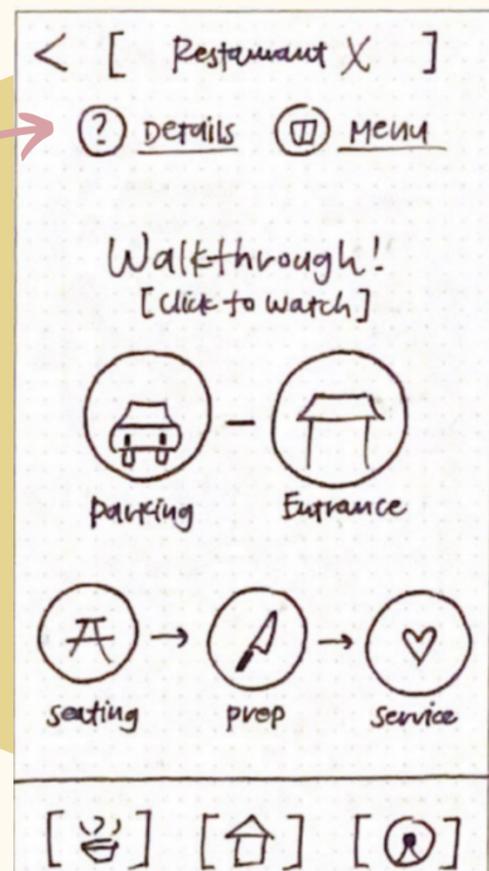
Rationale:

- Some testers felt like the swiping made the feature seem like a "different app" or inconsistent with the rest of the app
- Discussed how heavily borrowing from certain existing app designs can be limiting and diminish creativity in studio
- Swiping individual dishes may be inefficient and error-prone

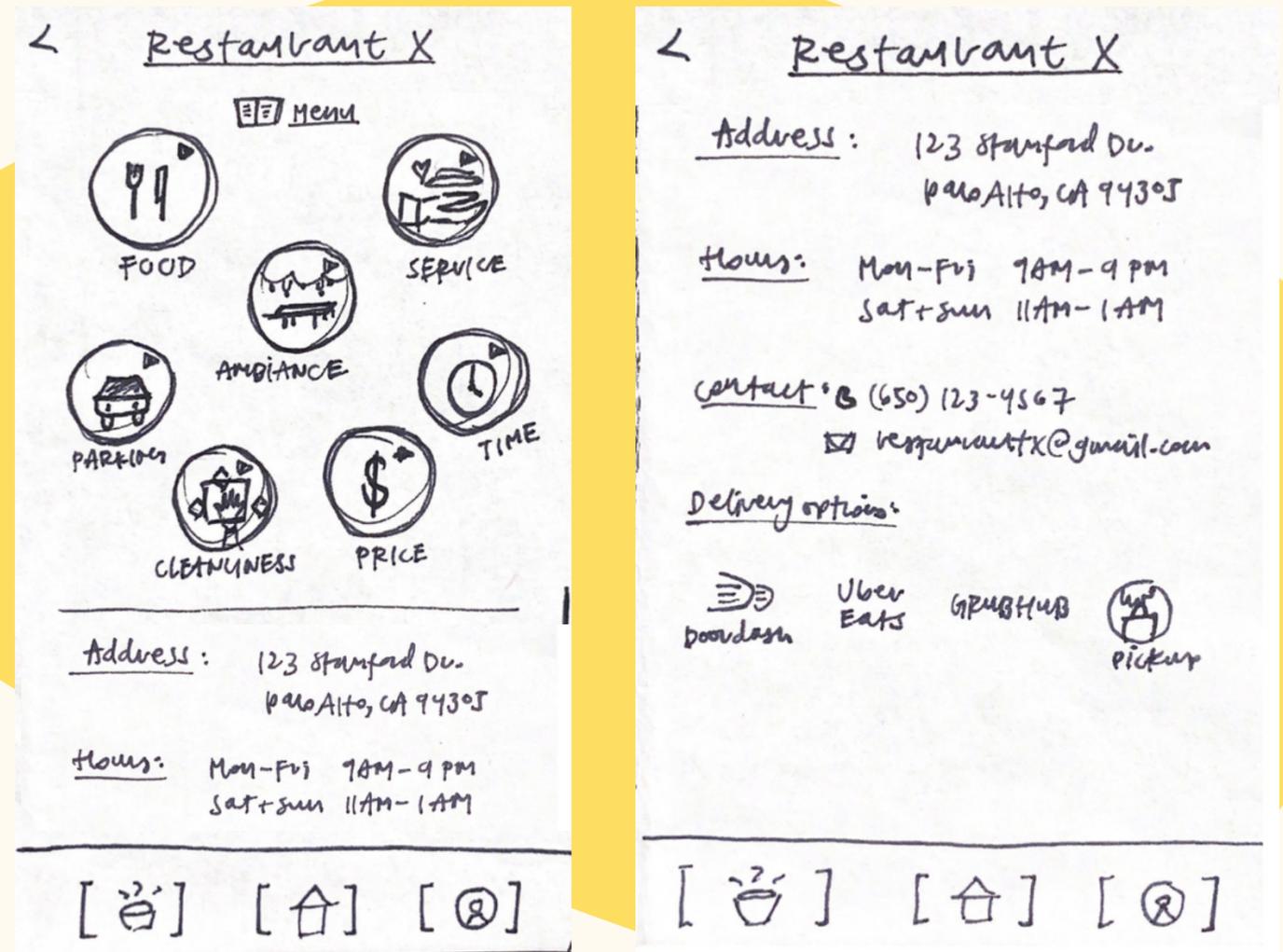
Major Design Change #2

RESTAURANT PAGES: INFO

BEFORE: "hidden" details page (through button), lack of general info



AFTER: added general information available on main scrollable screen



Major Design Change #2

RESTAURANT PAGES: INFO

BEFORE: "hidden" details page (through button),
lack of general info

AFTER: added general information
available on main scrollable screen

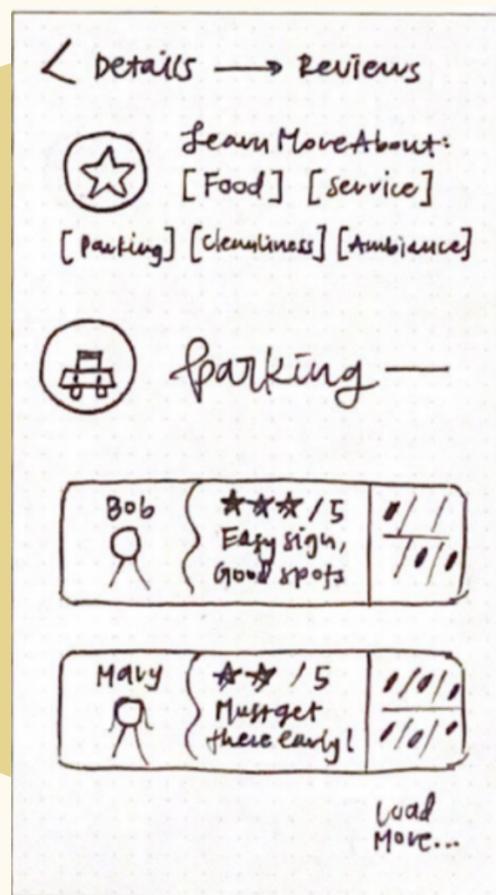
Rationale:

- Some testers completely missed the "details" button
- Some testers felt that they were missing information or wanted to see general information earlier
- Received feedback on how it was unclear what "details" meant in studio
- Having to click another button to get general information may be inefficient and adds another screen

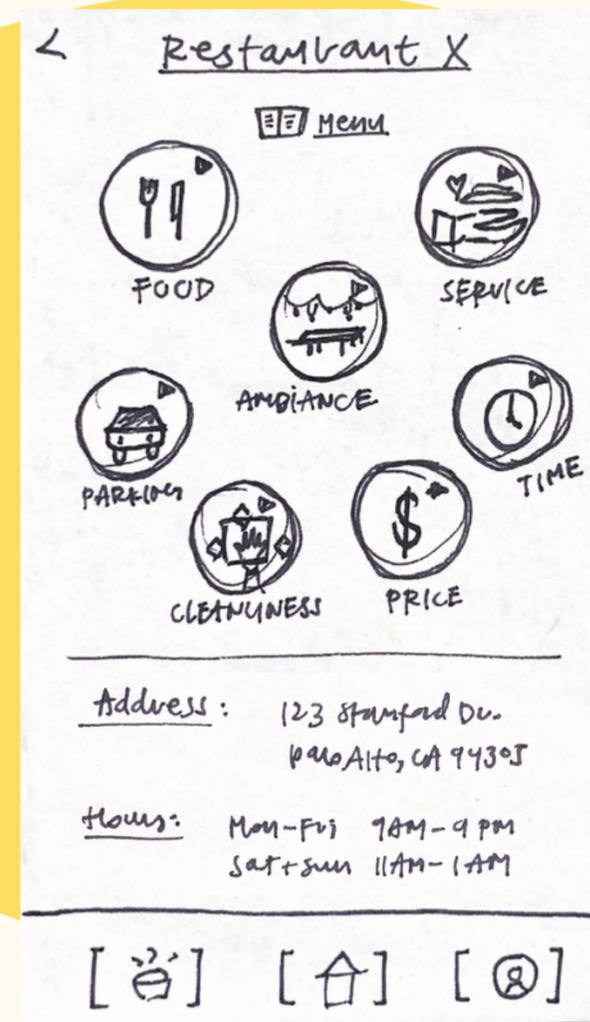
Major Design Change #3

RESTAURANT PAGES: REVIEWS

BEFORE: ability to see user reviews on aspects



AFTER: removed in-app reviews, focus on videos, link to outside reviews instead



Major Design Change #3

RESTAURANT PAGES: REVIEWS

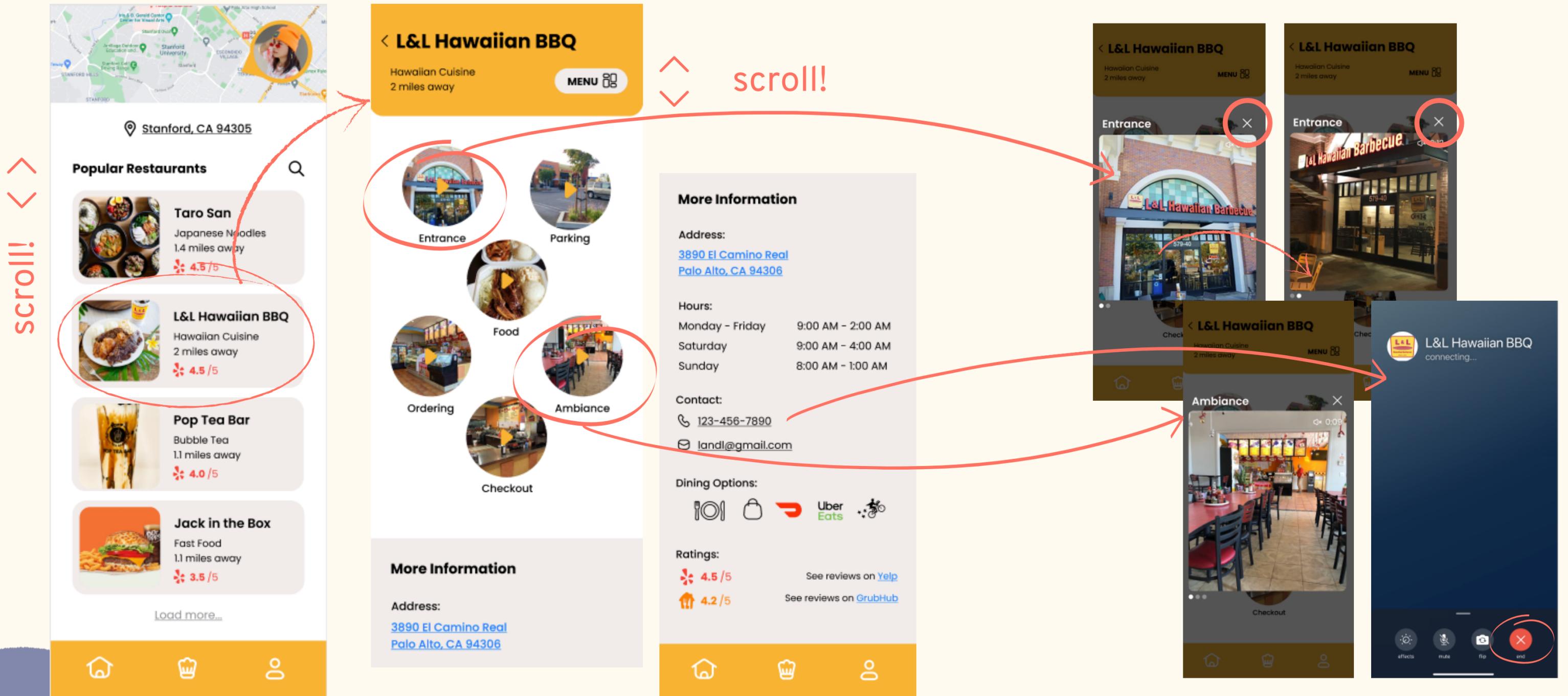
BEFORE: ability to see user reviews on aspects

AFTER: removed in-app reviews, focus on videos, link to outside reviews instead

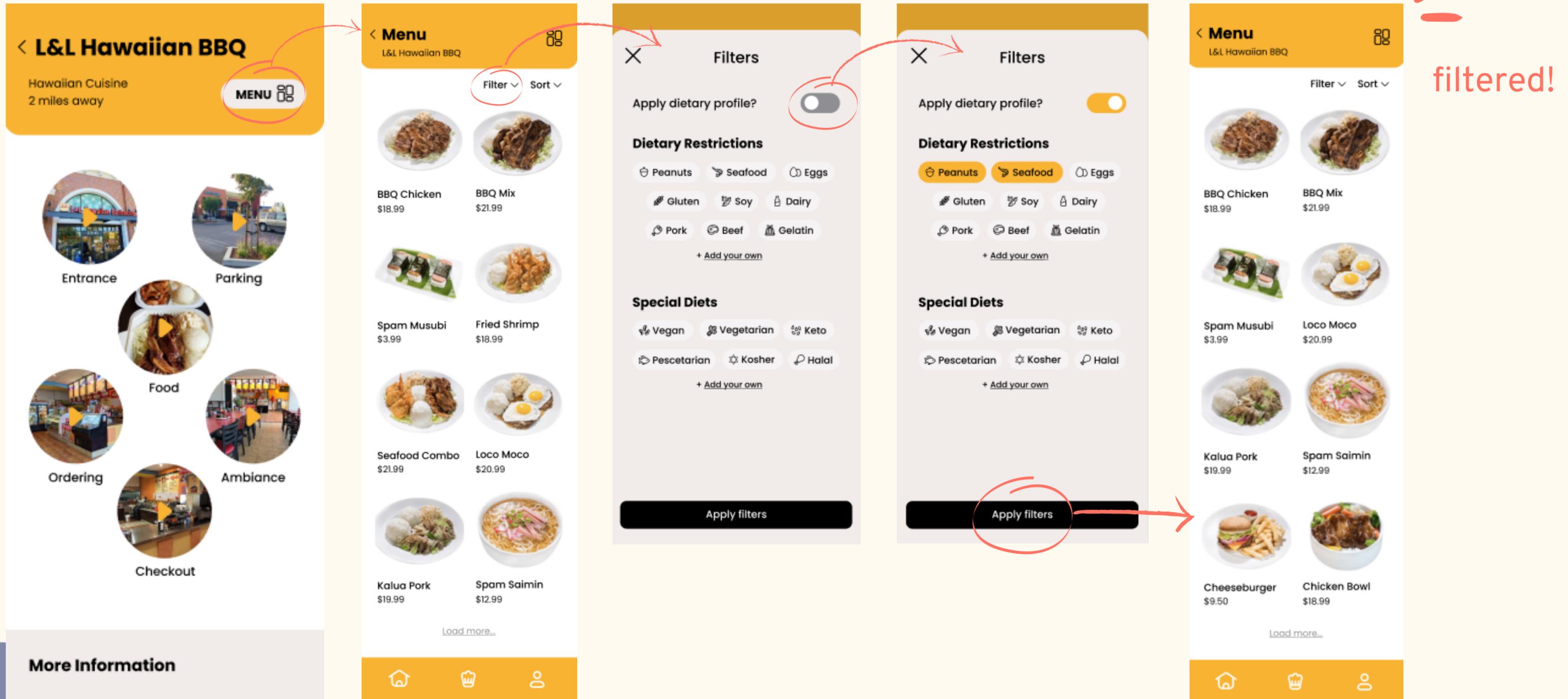
Rationale:

- Testers enjoyed getting detailed information but felt videos were hidden
- Ability to filter reviews was more confusing than helpful to some testers
- In studio, talked about how reviews were not clear and were the least unique aspect (similar to other apps like Yelp)
- Focusing on one main screen with the most important information allows for greater efficiency and robustness, as well as satisfaction

Task Flow 1: See the “step by step” experience of dining at a restaurant



Task Flow 2: Filter & sort specific restaurant menus [filter]



Task Flow 2: Filter & sort specific restaurant menus [sort]

< L&L Hawaiian BBQ
Hawaiian Cuisine
2 miles away

MENU

Entrance
Parking
Food
Ordering
Ambiance
Checkout

More Information

< Menu
L&L Hawaiian BBQ

Filter ▾ Sort ▾

 BBQ Chicken \$18.99	 BBQ Mix \$21.99
 Spam Musubi \$3.99	 Fried Shrimp \$18.99
 Seafood Combo \$21.99	 Loco Moco \$20.99
 Kalua Pork \$19.99	 Spam Saimin \$12.99

[Load more...](#)

< Menu
L&L Hawaiian BBQ

Filter ▾ Sort ▾

 BBQ Chicken \$18.99	 BBQ Mix \$21.99
 Spam Musubi \$3.99	 Fried Shrimp \$18.99

Sort By >

- Popularity
- Wait time
- Price: low to high
- Price: high to low

< Menu
L&L Hawaiian BBQ

Filter ▾ Sort ▾

 BBQ Chicken \$18.99	 BBQ Mix \$21.99
 Spam Musubi \$3.99	 Fried Shrimp \$18.99

Sort By >

- Popularity
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< Menu
L&L Hawaiian BBQ

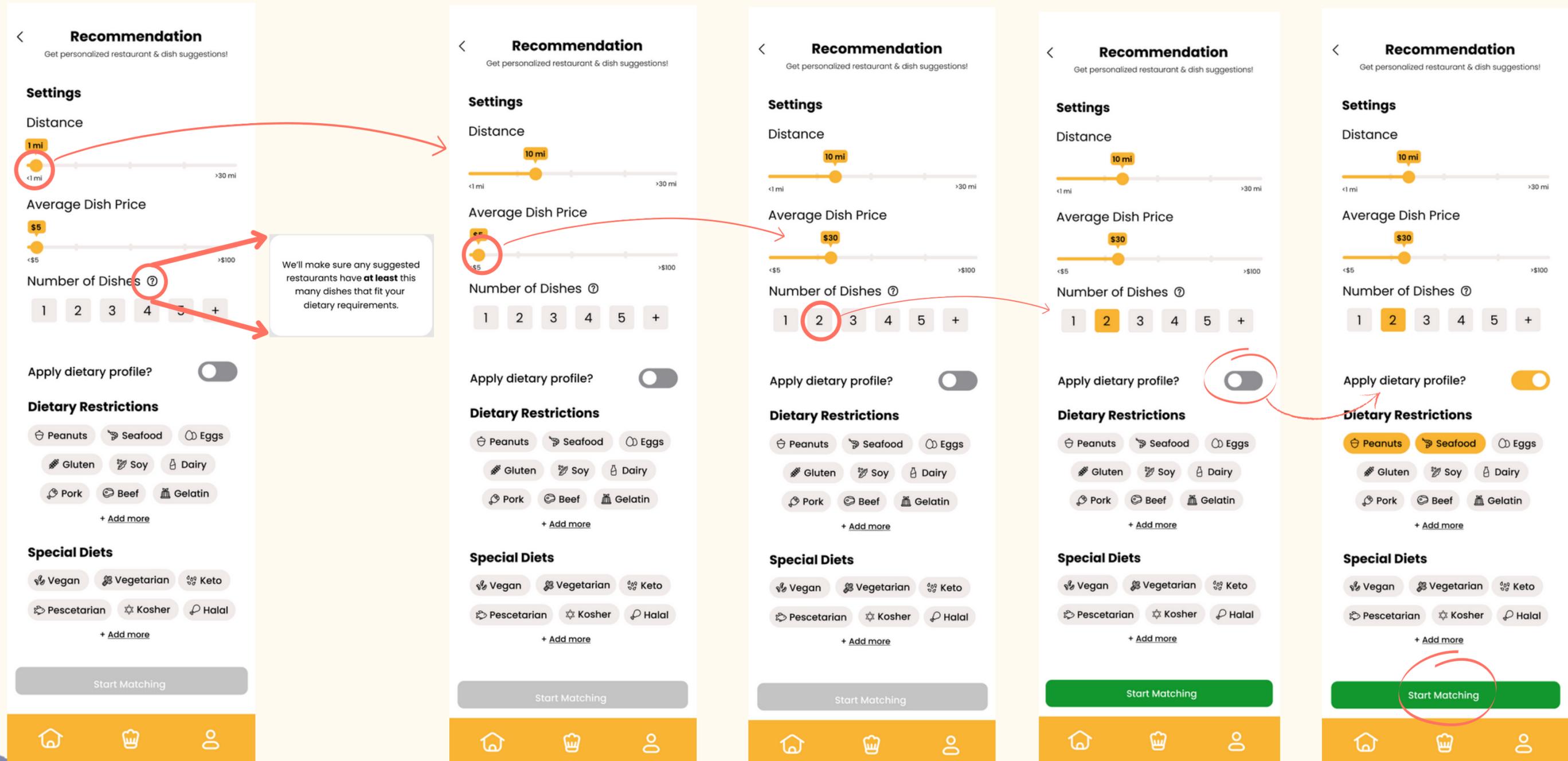
Filter ▾ Sort ▾

 Spam Musubi \$3.99	 Cheeseburger \$9.50
 Spam Saimin \$12.99	 BBQ Chicken \$18.99
 Chicken Bowl \$18.99	 Kalua Pork \$19.99
 Loco Moco \$20.99	 BBQ Mix \$21.99

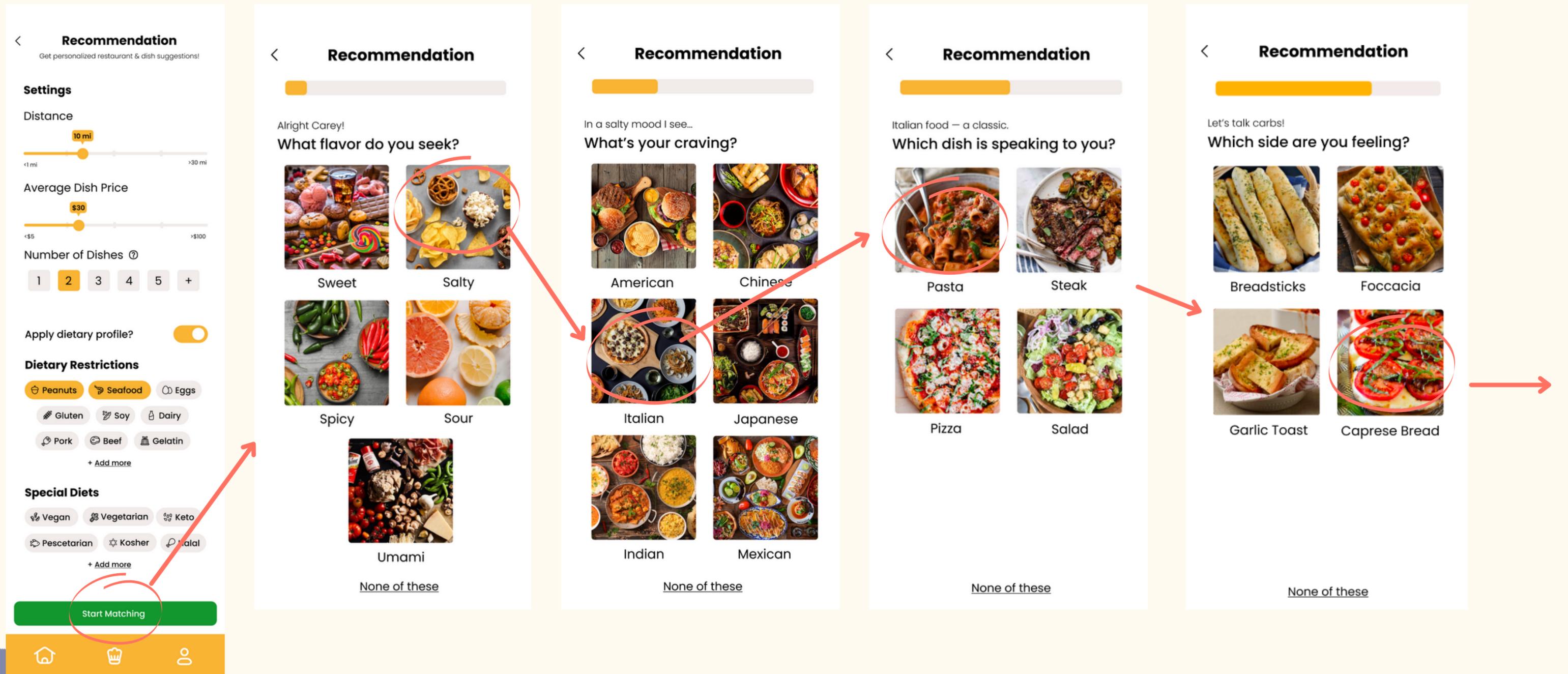
[Load more...](#)

sorted!

Task Flow 3: Get personalized dish & restaurant recommendations

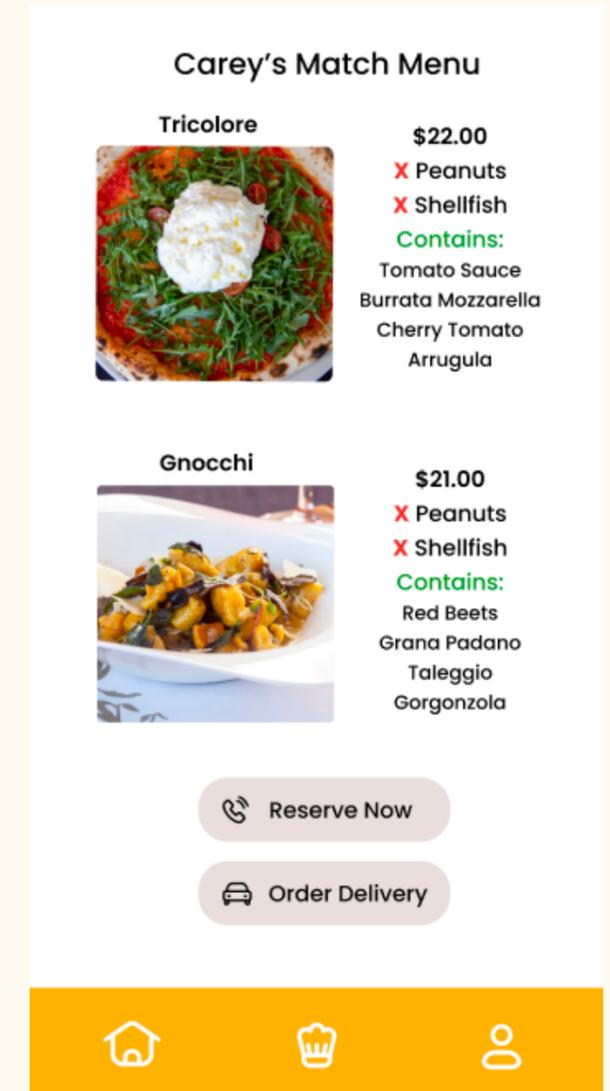
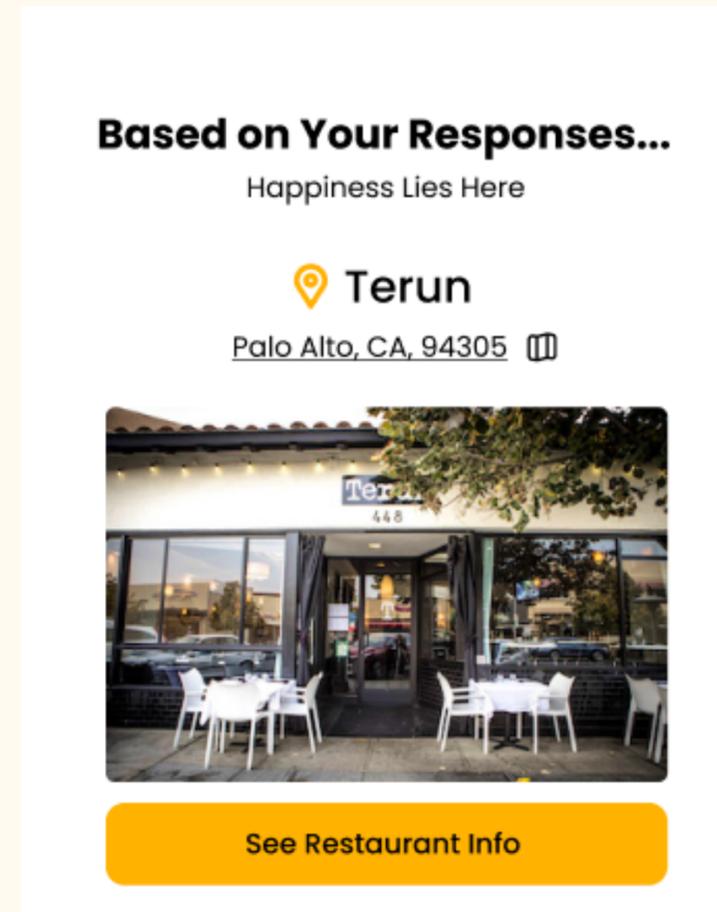
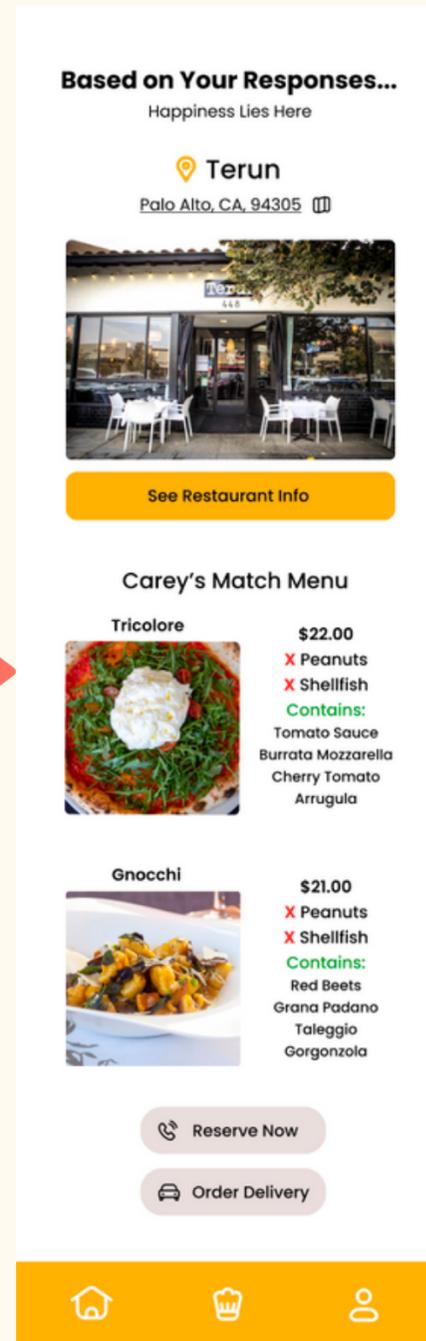
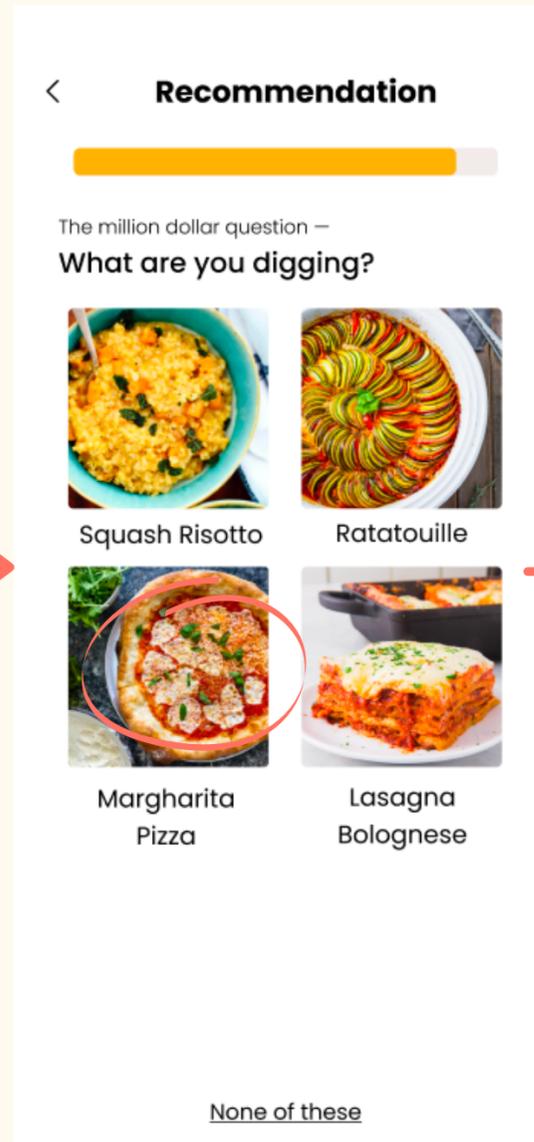


Task Flow 3: Get personalized dish & restaurant recommendations



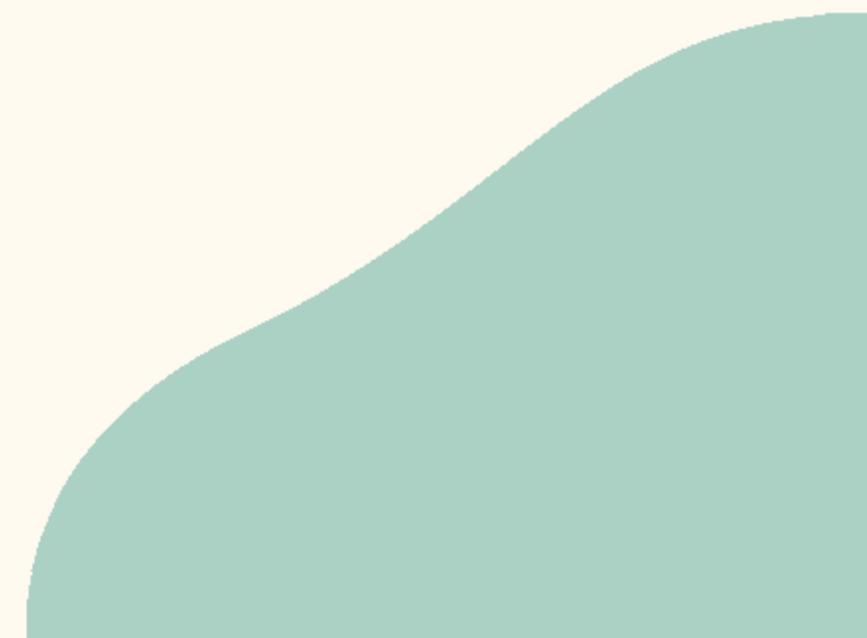
Task Flow 3: Get personalized dish & restaurant recommendations

Close-ups



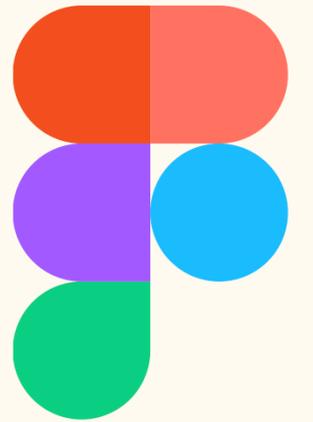


Prototype Overview



Design/Prototyping Tools

- **Figma** for design and prototyping
- Positives
 - Unifying design
 - Easy to realize designs/use available components
 - Easy alignment
 - Collaboration
- Negatives
 - Learning curve as new design tool
 - Transitions?



Limitations/tradeoffs

- Tailored to preferences and dietary profile of single user
 - Allows filtering by different/temporary choices, but only for the one user
 - Users cannot input actual personal info since it is a prototype
- Not all restaurants/buttons are clickable because of the number screens that would need to be added
 - "Load more..." not implemented
- Cannot actually see video walkthrough clips playing

Wizard of Oz

- Magically get a recommendation
- Menu magically sorts based on restrictions
- Automatic results based on location
- Yelp + Google information is automatically imported

→ All features are essentially also hard-coded in the prototype

Hard-coded Features

- No real restaurant information yet
 - Hard-coded restaurant pages and info
 - Must hard code because we do not have the ability to add all the data with a prototype
- User information
 - Name, photo, location, restrictions
 - Connects back to limitations; no way to know who is interacting with the prototype
- Ability to call directly from app

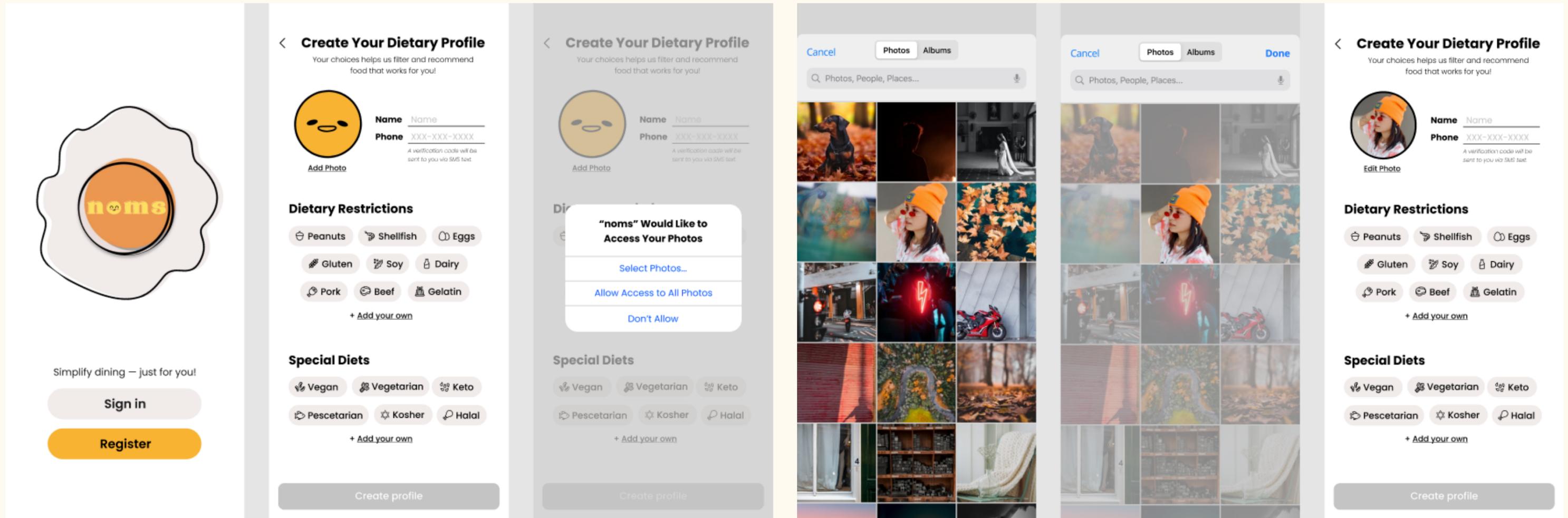


Thank you!

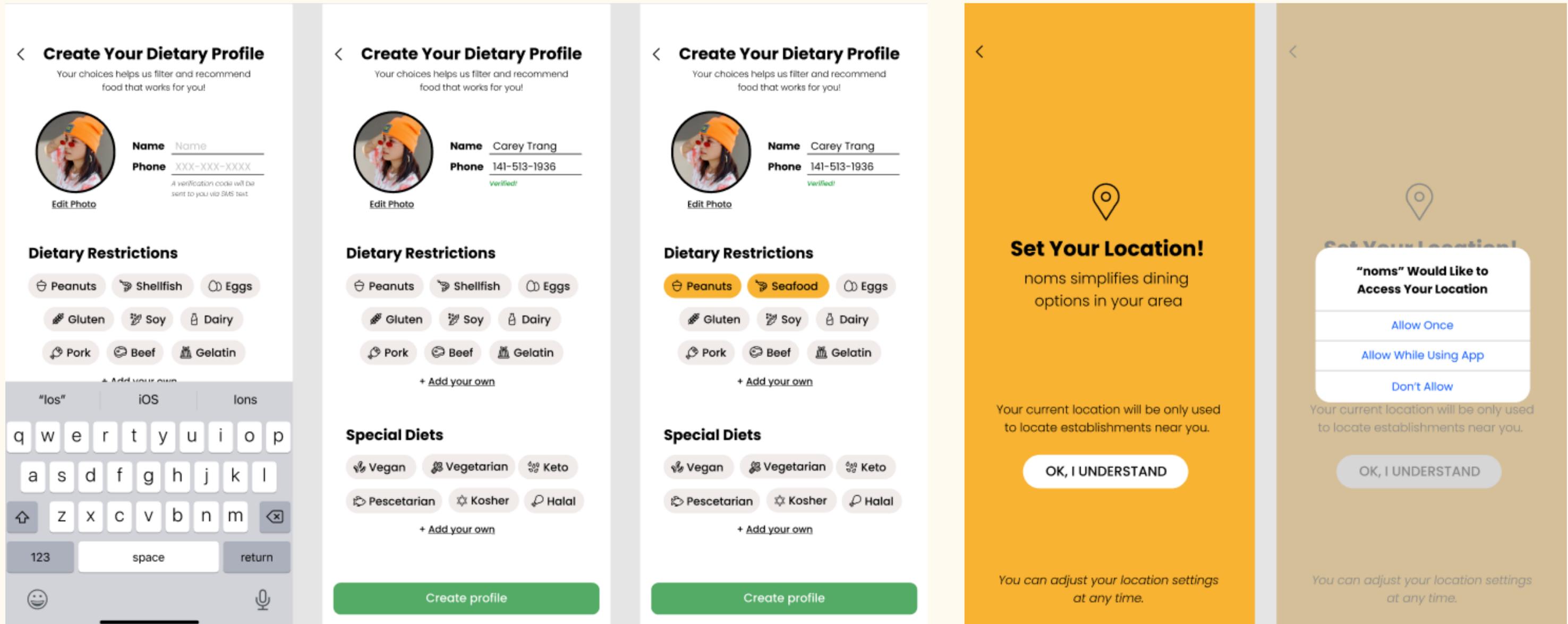
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Appendix

Task Flow 0: Onboarding; create your dietary profile

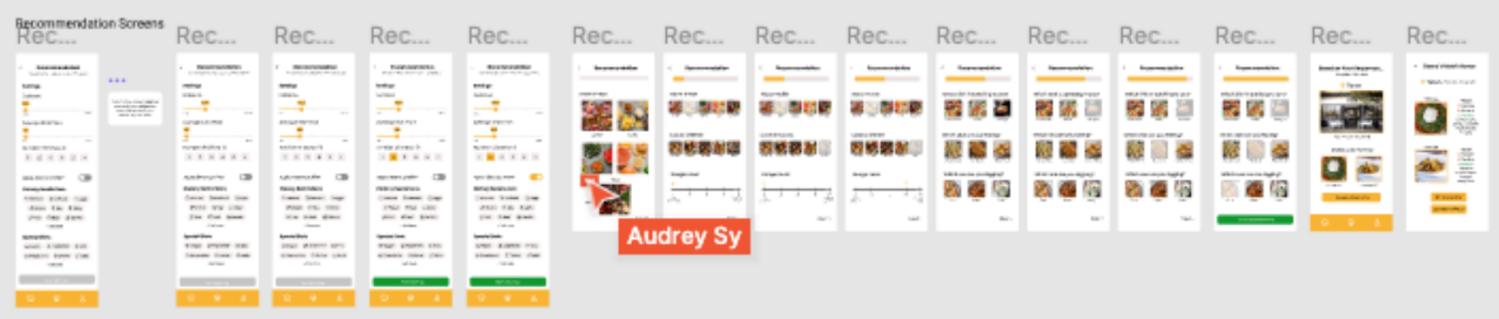
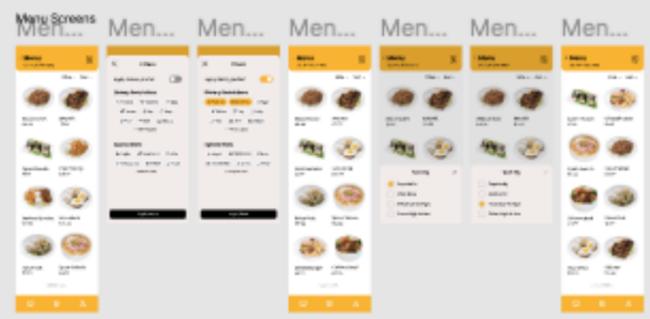
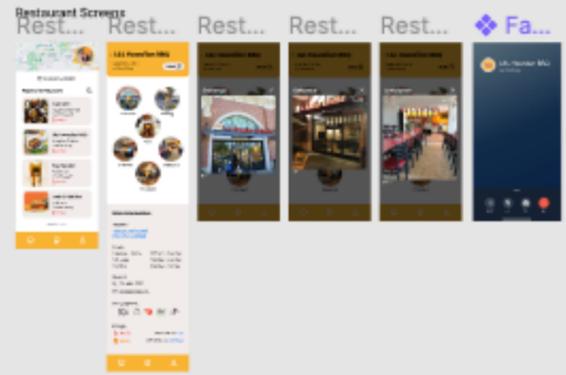
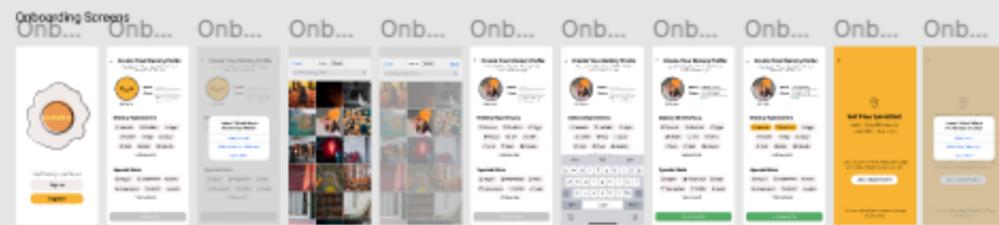


Task Flow 0: Onboarding; create your dietary profile



Figma Prototype Link

<https://www.figma.com/proto/AFvLjjar09HZTrKQsMQos3/noms-Med-Fi-Prototype?node-id=0%3A1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=165%3A4670>



Audrey Sy

