# Assignment #2: POV, HMW, Experience Prototypes

**Team03**

# MASTER PIG 🐷

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# Our Team

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Don't know what to eat around campus?
We've got your back!

# Preliminary POV

"Students have difficulty in choosing restaurants, because everyone has different dietary restrictions"

"Restaurants are less concerned about ordering interaction, and the biggest pain point is actually marketing."

# Additional Needfinding

- Eating near campus **for a long time**
- with **special dietary needs** .



Yuan, RA in NTU



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# Additional Needfinding Result

- **New Finding…**
    - Restaurants have to wait for a long time in the during meal time
    - Google map cannot find the newly opened restaurant
    - Non-vegetarian restaurants has to ask the staff or read the menu to find vegetarian meals.
- **They want to know…**
    - which new restaurants are nearby
    - which restaurant his/her friends usually eat
    - the current number of diners
    - the restaurants providing vegetarian food and their vegetarian menu.

# POV 1

We met the staff and restaurant owner to know that restaurants need better marketing strategies to attract more customers, so students can get more restaurant information.

# POV 2

We met the students to know that they don't know where to eat during lunch, because they don't know the latest information of nearby restaurants.

# POV 3

We met the students to know that they want to have a better ordering process and experience, because everyone has different needs for meals.

# HMW 1

**How might we
increase restaurant exposure ?**

Best Solution: Recommendations from friends

**HMW 2**

**How might we
allow users to find places
they want to eat ?**

Best Solution : Provide multiple filters menu

# HMW 3

## How might we
## provide a systematic ordering
## experience?

Best Solution : Use mobile device to order - solving long queuing time problem

# Prototype 1

**Response**:

- in addition to recommendations from friends, combined with filter would be much better
- It's a useful idea, but if there are too many recommendations, the decision still would be hard.
- Can access friends' recommendations anytime and anywhere

**What we learn**:

- **Roughly, most people think recommendations from friends are helpful when indecisive.**
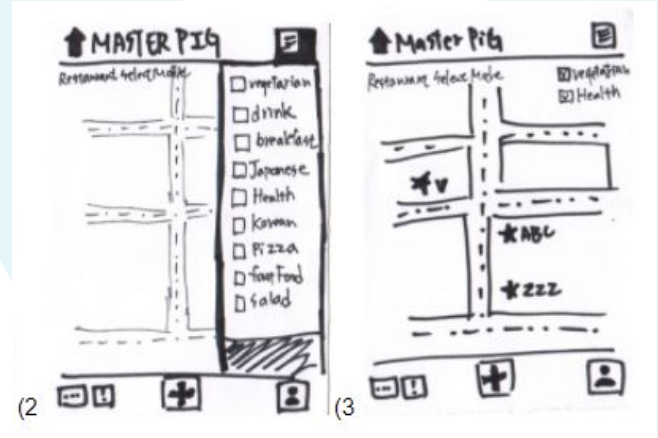
# Prototype 2

**Response**:

- Sounds very convenience and easy to use
- Similar with ubereat and foodpanda, if there is a button showing the restaurant which has delivery services would be great.

**What we learn**:

- **People can save less time googling and reading food blogs to find out what to eat for lunch.**

# Prototype 3

**Response**:

- Finding the restaurant which is not full sounds good!
- But it would be difficult to implement the function of counting the number of people in each restaurant.

**What we learn**:

- **People wish they can save more time waiting for their meal, especially for busy people who are short on time.**

# Summary

- **Key learnings - find out the 3 main problems to tackle**

  1. Looking for better marketing strategies for the restaurant

  2. Enable students to access latest information about each restaurant nearby and all the dining details

  3. Improve food-ordering procedure, make sure the restaurant meet each individual's personal dietary requirement

- **Next step...**

  1. Further prototype our APP interface

  2. Test iteratively and gain more feedback from our potential users

Q&A