

Restaurant 2.0

Overview

- Contextual Inquiry: The Brave Horse Tavern
- Features and Tasks
- Early Sketches and Selected Design
- Summary/Lessons Learned

Overall Problem and Solution

Problem:

Diners commonly face poor service at restaurants and have a hard time deciding what to order.



Solution:

Provide software that improves the experience of dining in restaurants and improve the efficiency of restaurant operations.

Contextual Inquiry Participants



photo from yelp.cpm user Julia J.

- Sarah and John -- a married couple out for a casual evening
- Craig and Jake -- two friends out as a "thank you"
- Linda and Robert -- a couple out for their fourth anniversary

Contextual Inquiry Description

- Sat with participants through different stages of restaurant process
 - Entering the restaurant, finding a table
 - Ordering food, eating it
 - Requesting the bill, paying and leaving
- Observed, as well as asked questions
- Sat with participants at their table
- Took notes individually, aggregated later
- The group also acted as a customer



Contextual Inquiry Results

- Whether or not a customer had been to the restaurant before really dictated how they approached their tasks
- Customers relied heavily on the input of others to help make decisions
- Getting service later in the meal can be challenging
- Reviews of food was popular, but different people will use it differently
- The traditional restaurant experience doesn't need replacing, just augmenting

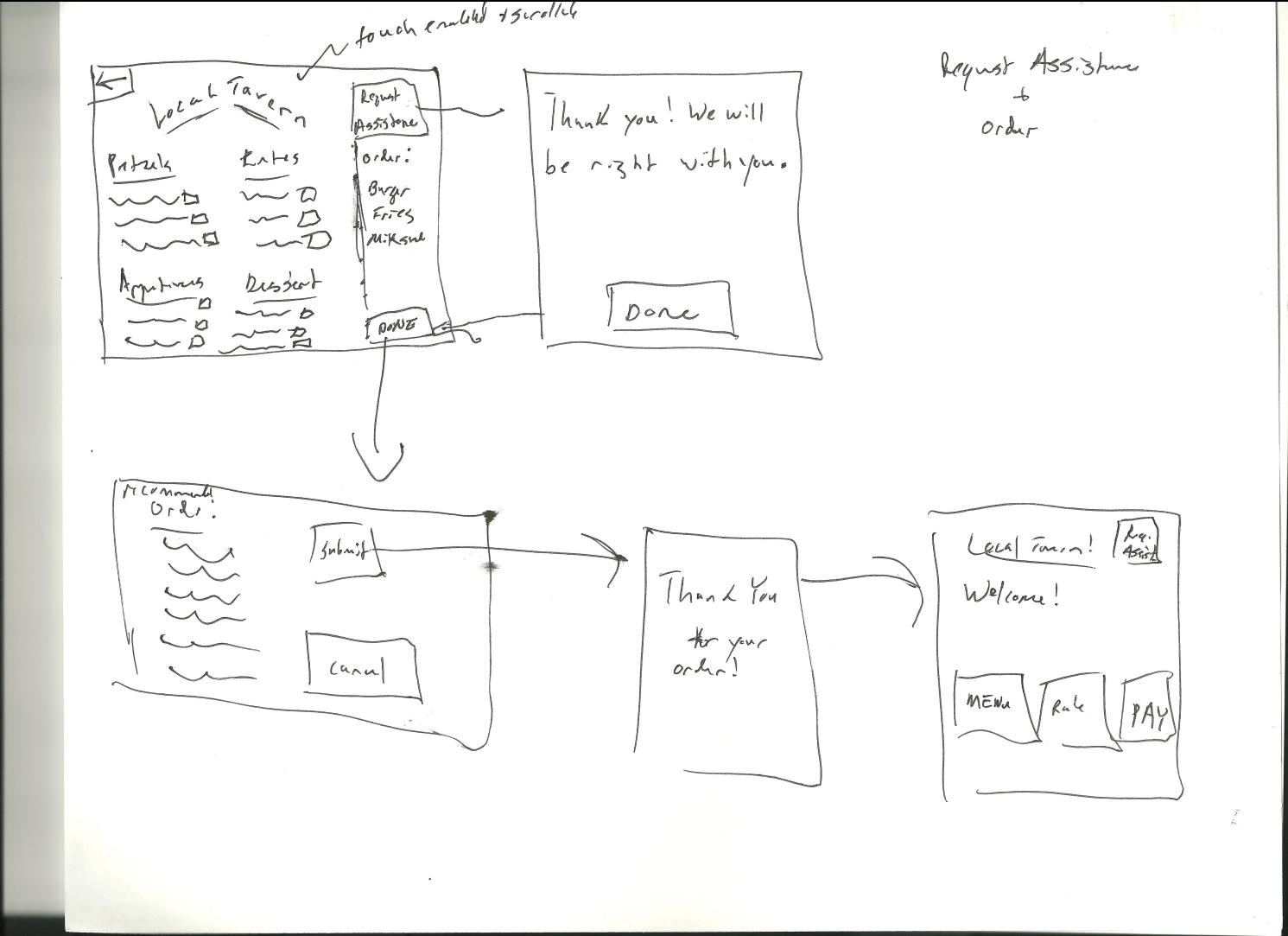
Tasks: Main Features

- Easily find menu items of all types
- Remember favorite menu items
- View detailed information and customer ratings of menu items
- Request to talk to a real person (waiter) for many reasons
- Rate menu items
- Pay the bill, either by splitting it or paying the whole thing

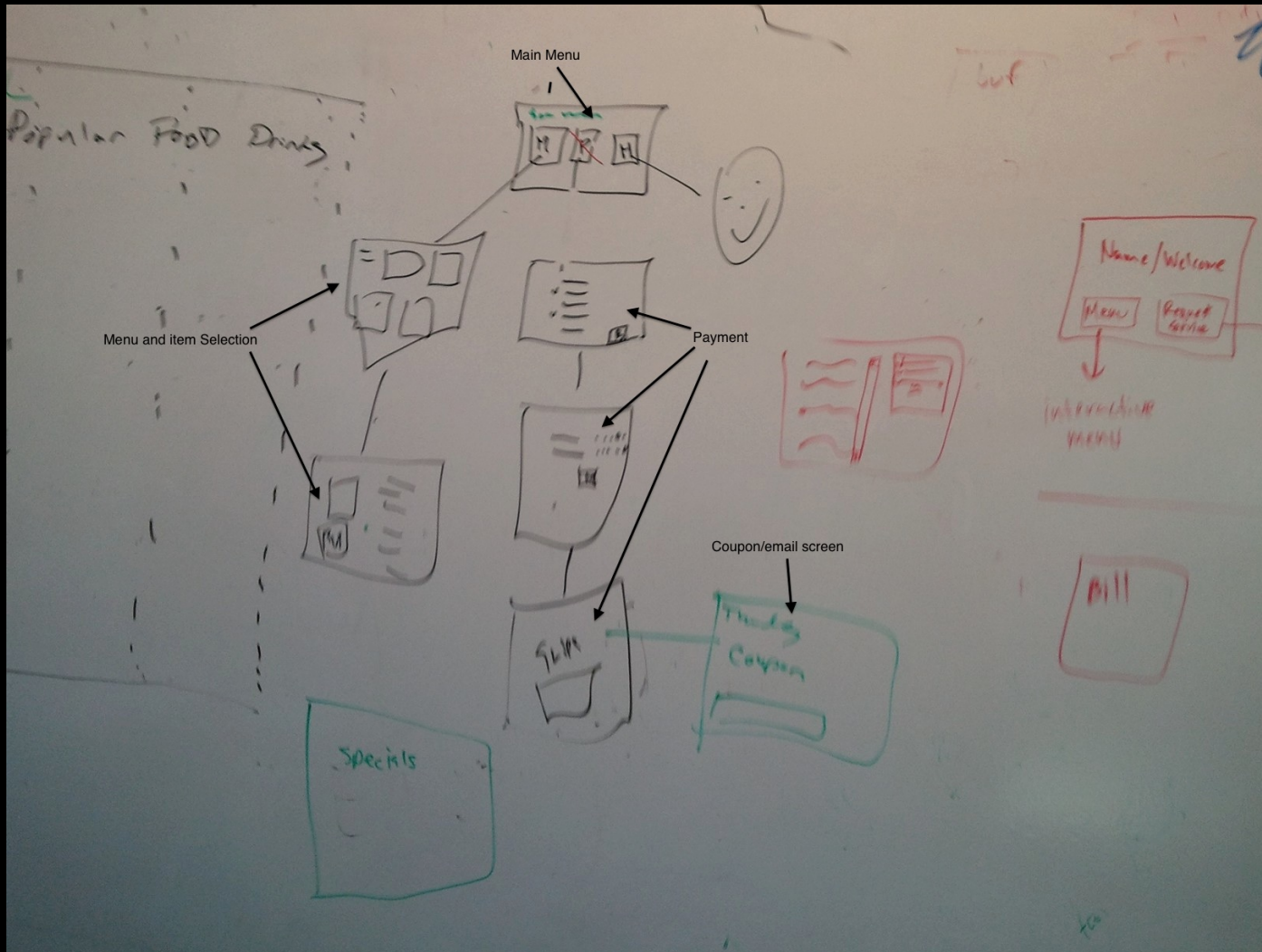
Tasks: Brief

- Simple item choice
 - You know what you want
 - Highest rated
- Payment
 - Select your items
 - Rate
 - Split bill
- Complex item choice
 - Vegetarian options
 - Low calorie dessert
 - Other specific characteristics

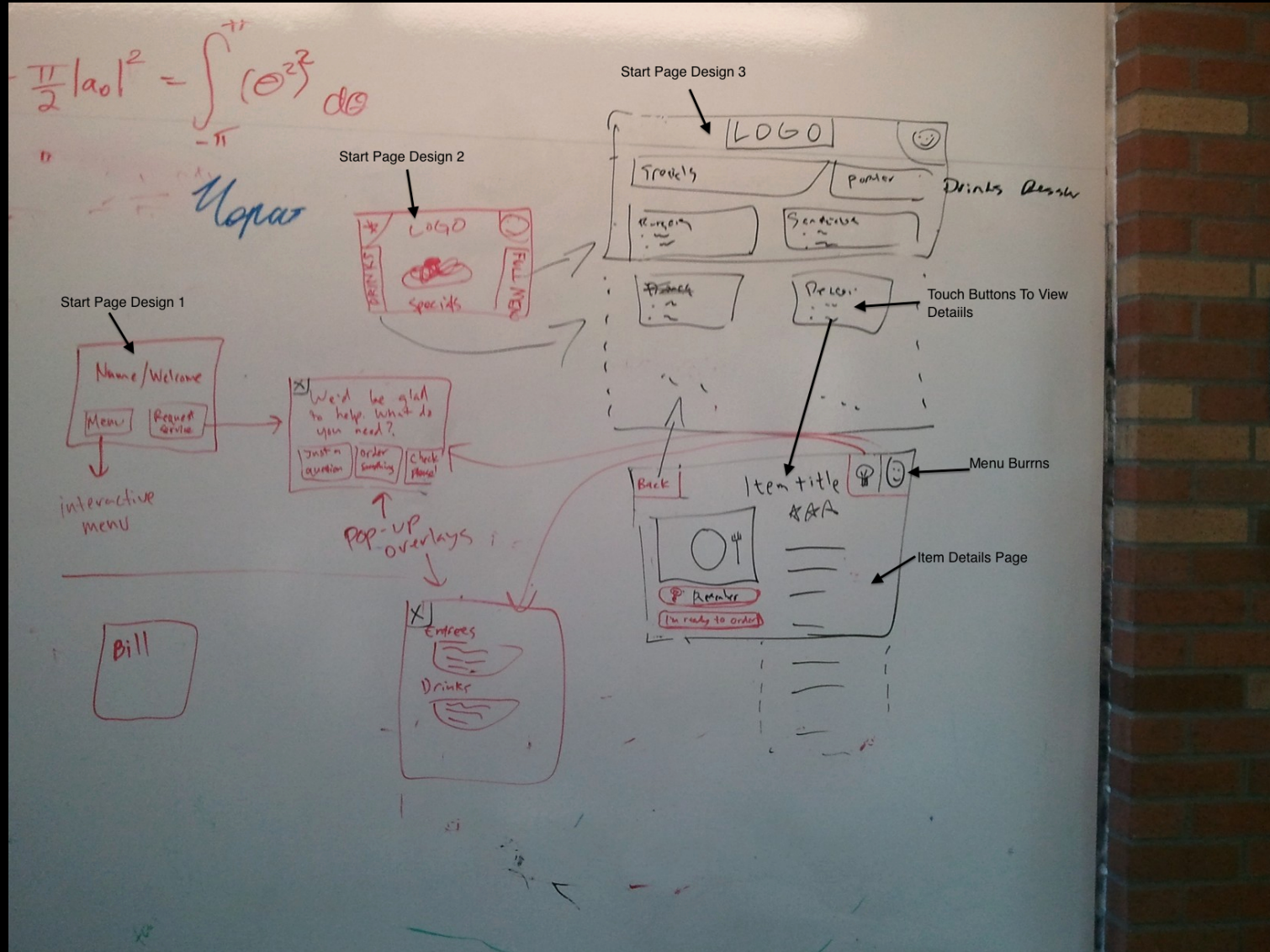
Design 1











Design 2




Design 3





Selected Design

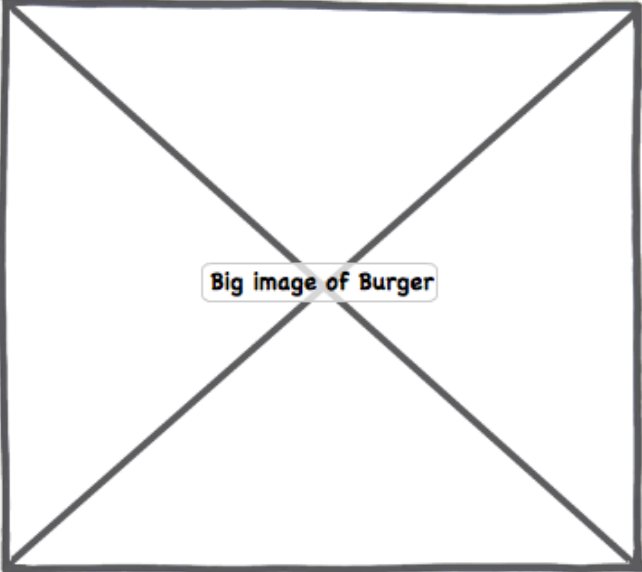
The Pub				
				
Specials	Popular	Food	Drinks	Desserts
Burgers				
	Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified		Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified	
	Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified		Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified	
Sandwiches				
	Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified		Le Big Mac Marvin's favorite, and the perfect meal for those who have just come ★★★★★ ✓ DEA Certified	

Selected Design

 Back

The Pub







Big image of Burger

★ ★ ★ ★ ✨

✓ FDA Certified



 Remember

 Call waiter to order

Royale with Cheese

A quarter pound of our best ground beef, on a delicious bun that we totally didn't buy at Costco.








Goes well with ▼

-  **Quentin's Dark Ale** ★ ★ ★ ★ ✨
Rich taste since 1994
-  **The Wolf's Pretty Please** ★ ★ ★ ★ ✨
Tasty desert, with sugar on top

Nutritional Information ▼

Amount per serving	
Calories 1400	Calories from fat 1300
	% Daily Value
Total fat 400g	397%
Saturated Fat 375g	366%
Trans Fat 25g	
Cholesterol 1025mg	
Sodium 70mg	

Selected Design

The Pub		
Food		
	Royale with Cheese Please rate! * * * * *	10
	Le Big Mac Please rate! * * * * *	8
Drink		
	Royale with Cheese Please rate! * * * * *	10
	Le Big Mac Please rate! * * * * *	8
<hr/>		
Total		36
		
Split	Pay all	

Summary/Lessons Learned

- Getting fast and accurate information is important to diners
- Contextual inquiry helped to scope our ideas
- Diners excited about about more technology in the dining experience
- Human contact is still necessary but does not always have to be primary