

# S2: USER RESEARCH

October 16, 2017

## Project Description:

Team Yummy addresses the issues that many dietary restricted users are currently facing-- they find it very hard to find restaurants specifically for their own dietaries and also allow their friends who do not have the dietary restriction to enjoy the restaurants as well.

These users may be vegan, vegetarian, or have nuts allergy. They not only want to have lists of restaurants that they can go to, but also restaurants that they can go with their friends who can have regular dishes. We strive to filter food that the diet users can't eat, but they can find options to show other food options their friends can have .

## Competing Products:

Yelp is an application that is founded in July 2004 that brings together people with the surrounding local business, ranging from restaurants, shopping areas, repair stores to gym[1]. Currently, there are 28 millions average monthly app users worldwide, 74 millions mobile app visitors, and 83 millions desktop app visitors[1]. Yelp aims to engage the local business with the community, not only bringing updates on the latest business opening and other events, but also allowing the users to search for their interested events or get reviews from other people's opinions[2].

Nowadays, Mobile Yelp is the dominant source of consumer review in the food industry[3]. The app is very user-friendly with clear labels, such as "Restaurants," "Coffee & Tea," "Bars," and "More Categories." The application allows the users to get access to what the users want[2], which can be seen in Figure 1. In addition, when the users scroll down the main page, the app automatically recommends "Great Spots Near You" with places that have high ratings.

The participant that I interviewed said she used Yelp very often to search for food choices. To her, Yelp is convenient, especially there are filters for dietary restriction, such as 'vegetarian.' However, the downside of the Yelp is when she picked on the the 'Vegetarian' options from Yelp, the restaurants that showed up are all vegetarian restaurants. However, many of her friends are not vegetarians, and refused to eat vegetarian meals. Thus, sometimes she won't use Yelp to search for restaurants hunt when she is with her friends.

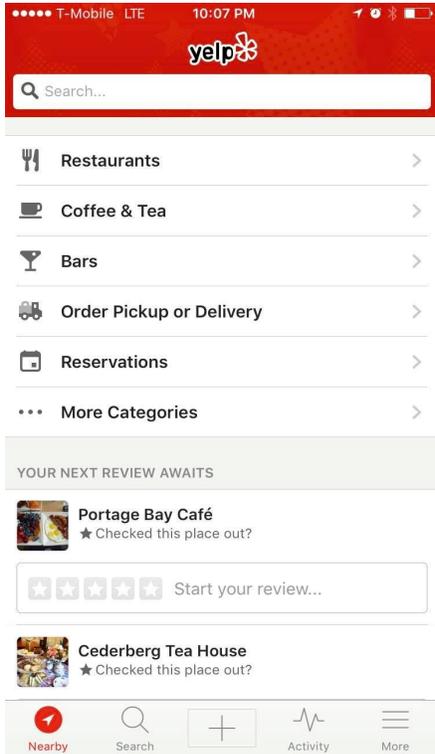


Figure 1. Yelp's main page with clear icons and information

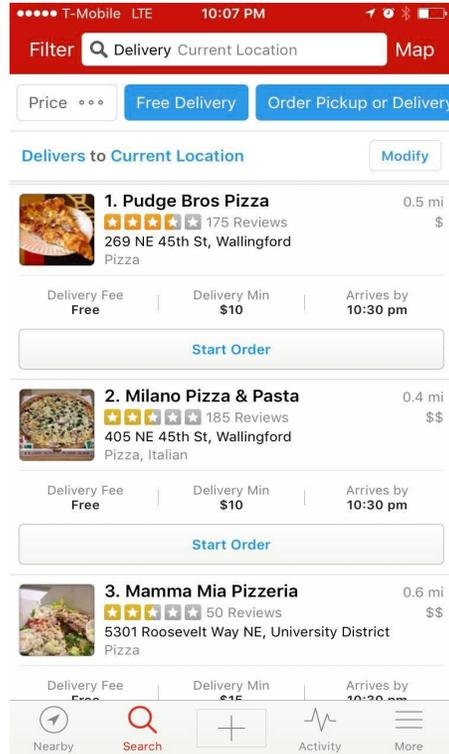


Figure 2. Yelp's search page with many on the restaurant and the food delivery.

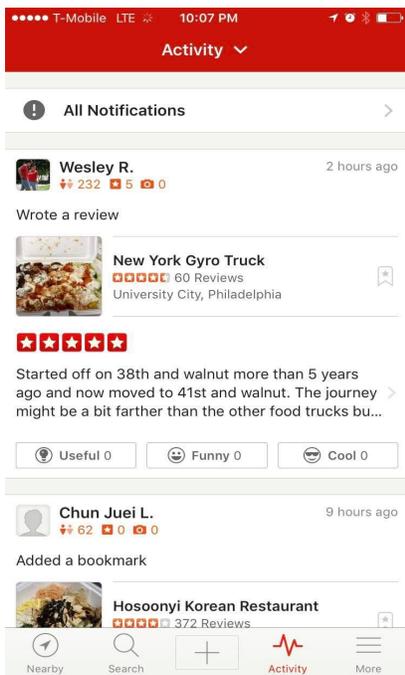


Figure 3. Yelp's "Activity" page that updates what other Yelpers comment

on the nearby restaurants.

## User Interview:

### User Questions:

1. What are your dietary restrictions?
2. What is your age?
3. What is your year?
4. How long do you have had this dietary restriction? Why? Ex. What prompted you to become a vegetarian?
5. What resources are available to you (App, signage, etc)?
6. Where do you eat?
7. How do your dietary restrictions affect your social life?
  - a. What challenges do you face?
  - b. In an ideal world, what kinds of things would you be looking for? Products, services, imaginary technology.
8. How does it influence where you choose to eat? Home, out, etc.
9. Do you feel supported by the UW Campus, Peers, etc?
10. What is something you go through everyday to find the food you need? Daily flow of food?

### Interview Responses:

#### Interviewee

I interviewed a girl in her sophomore college year. She believes in Buddhism since her birth, so she does not eat beef. Every month, she has to eat two full vegetarian days according to the lunar calendar.

#### Interview Responses

1. What are your dietary restrictions?

A: I can't eat beef and on certain days, I need to eat full vegetarian due to religious reason. Well, buddhism. For buddhism, twice per month, people have to eat total vegetarian and I have to check lunar calendar to know which days because the day is according to some specific day for lunar calendar and it is different each month.
2. What is your age?

A: 19
3. What is your year?

A: Sophomore
4. How long do you have had this dietary restriction? Why? (Ex. What prompted you to become a vegetarian?)

A: Ever since I am born because my parents believed in buddhism
5. What resources are available to you (App, signage, etc)?

A: I feel like there are many options out there even though I don't eat beef. But when I am on total vegetarian day, usually, I go on yelp and search 'Vegetarian Food' and then there will have a lot of options.

6. Where do you eat?

A: On weekday, I eat on campus, specifically 'the Eight' and weekday wise, mostly on campus. I normally eat sandwiches and salads, eat that almost every day. Salad for lunch and sandwich for dinner. On weekend, I eat Zen noodle on the Ave or anything around here, or Musashi at Wallingford. It's a sushi place.

7. Where do you eat when it's vegetarian days?

A: On every campus restaurants, there's always vegetarian menu, which is really good, including 'The Eight' and there are vegetarian sandwich, for any meals, there are also vegetarian options. Dining out would be harder for me. I know for Chinese restaurants, there are more options that I can get without meat. Also, I can always order stir fried veggies, but others are kind of hard. Sometimes, I really need a software that can help me solve this problem. I know that at Bellevue, there are a vegetarian Thai place, which is really good.

8. How does your dietary restrictions affect your social life?

A: It doesn't really affect that much, because you can always go out with others and find something to eat, but sometimes you just don't get full. Then I have to get something else. Otherwise, I can still social and have fun with others. I don't think that will affect my social life or any restriction to my social life. Even when I am on vegetarian day, I still go out with my friend. But it's a torture.

9. Can you further describe the scenario?

A: My friends and I went to Pike Place and they ordered a big plate of oyster and salmon, and the only food that I can eat is tofu. I asked them, "Why today?" My friends were like "I don't know why."

10. In an ideal world, what kinds of things would you be looking for? Products, services, imaginary technology.

A: I feel like if there is a software, something can easily locate vegetarian options. Not only vegetarians, there are a lot of dietary restriction, such as vegan or non- beef meal. If there is a filter for all the options, it would be really nice. Because as I observe, only the vegetarian restaurant would have the "vegetarian" label itself and it will show online. But a lot of restaurants would not show vegetarian because they have combined menus with some vegetarian options. Then they would not put vegetarian as one of their keyword and it will be hard to find it. I would also want to know if there are vegetarian options and also other options that my friends can eat their regular meals and I can eat my own kind of stuff. Because if you find vegetarian food from Yelp, then it will be entire vegetarian dishes. I feel like in that way, my social life will be affected. My friends will not eat vegetarian with me. So, I hope I can find a vegetarian option with regular options.

11. How does it influence where you choose to eat? Home, out, etc.

A: Well, I eat on campus most of the week day because it is convenient. And on campus food is great especially I am on vegetarian day because they always have the vegetarian options in every restaurants.

12. Do you feel supported by the UW Campus, Peers, etc?

A: In some ways, I feel like because they always have the options there, just feel like very secured. They always have the options. They already have concern about these group of people like me.

13. What is something you go through everyday to find the food you need? Daily flow of food?

A: Usually, most of the days on weekday, I just go to on campus restaurants. Weekend, I use software, like Yelp and friends recommendations to get my meals.

## Reference:

[1] About Us. (n.d.). Retrieved October 17, 2017, from <https://www.yelp.com/about>

[2] An Introduction to Yelp Metrics as of June 30, 2017. (n.d.). Retrieved October 17, 2017, from

<https://www.yelp.com/factsheet>

[3] Luca, M. (2016). Reviews, Reputation, and Revenue: The Case of Yelp.com. Harvard Business School, 2(10), 1-39. doi:10.15373/22778179/oct2013/11