

Description of Our Project

My group, Team Yummy, has chosen to have our user group be those with dietary restrictions. Over the weekend, our group had strategically attempted interviewing various people with different dietary restrictions, based on: religion, allergies, personal choice, ethical choice, etc. My person fell under the category of allergies, however through the interview I learned that her allergies were more of foods she was intolerant to and did not always follow according to. In the following, you will learn of her answers and what she goes through with her dietary restrictions.

Competitive Analysis: Zomato

Home Page of the Zomato Webpage

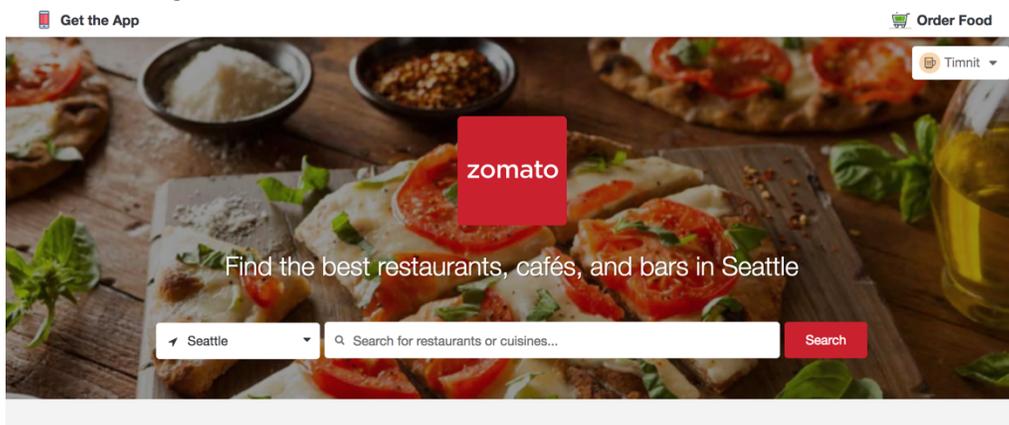


Figure 1 Screenshot from zomato.com

List of filters, in this case I chose vegetarian friendly and gluten free

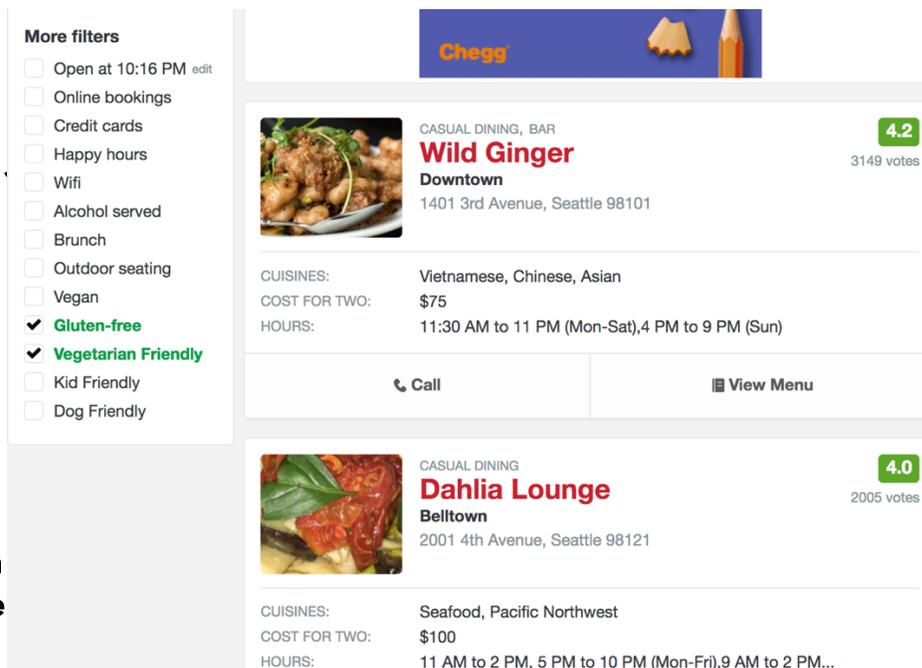
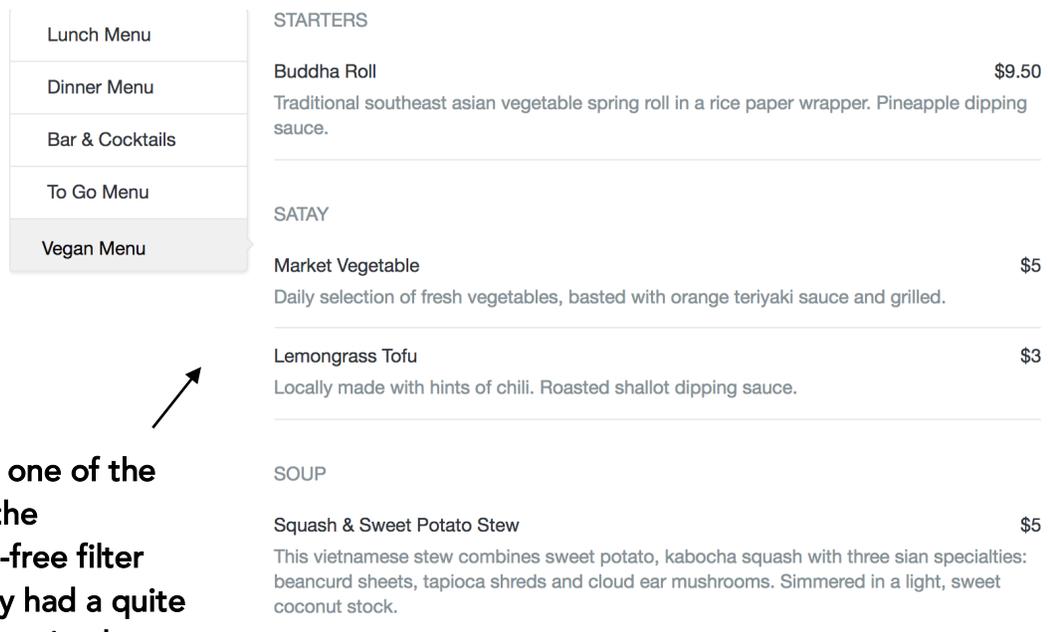


Figure 2 screenshot from zomato.com



Lunch Menu	STARTERS
Dinner Menu	Buddha Roll \$9.50
Bar & Cocktails	Traditional southeast asian vegetable spring roll in a rice paper wrapper. Pineapple dipping sauce.
To Go Menu	
Vegan Menu	SATAY
	Market Vegetable \$5
	Daily selection of fresh vegetables, basted with orange teriyaki sauce and grilled.
	Lemongrass Tofu \$3
	Locally made with hints of chili. Roasted shallot dipping sauce.
	SOUP
	Squash & Sweet Potato Stew \$5
	This vietnamese stew combines sweet potato, kabocha squash with three asian specialties: beancurd sheets, tapioca shreds and cloud ear mushrooms. Simmered in a light, sweet coconut stock.

When I clicked on one of the restaurants from the vegetarian/gluten-free filter search above, they had a quite a user-friendly, organized menu

Zomato is an app in which you can search different restaurants at your chosen location. Not only does it seem to help if you're feeling indecisive and need to pick a restaurant, but you can filter by what you'd like to see. If you're vegetarian, filter it by that. Vegan, Gluten-free, etc. – they provide restaurants that cater to your needs. However, once you've been able to look through the picks for you, all you have is a menu. It seems to be up to that restaurant to decide if their restaurant will be dietary-restriction-user-friendly dependent on how they create their menu: is their signage good and clear, do they have an abundance of options or just one, or none? (This is based on the menu that *Zomato* provides via the restaurant, I'm guessing).

I think *Zomato* is a good app as it somehow knows if a restaurant is user-friendly towards one who has a dietary restriction, by filtering the restaurants dependent on your choosing's. However, I would think it would be even more cool if somehow you could click on each item in a menu and see what it contains: ingredients, etc.), to know that what you're putting into your body is of your choosing. I have navigated through *Yelp* before and honestly am not a huge fan, so discovering *Zomato* is actually quite nice in my opinion. (with inspiration from 'The Evidence-Based UX Design Guide to Competitor Analysis.')

How this application meets goals and motivations is one, I think the layout is very user-friendly and aesthetically pleasing. I only was able to view it on a website because I currently don't have a device to download the app, but I found it easy to navigate the website. It appears to filter based on users needs, but I wonder how accurate that is. Can a restaurant just say "We have something gluten free", but really its just one tiny side item that is, leading the user to do more research after viewing the menu, possibly confused. After that they may have to call the restaurant just to figure out what they'll be able to eat once they arrive at the destination. Also, there are so many filters taking into account different categories, like what kind of outing you're going to, how much money you are looking to spend, dietary restrictions, so it seems to really cater to the user knowing when one seeks to do something people do think about many different aspects of it. (*Zomato*)

As you can see in the photos provided, *Zomato* provides the actual restaurants menus (which in my life I have found difficult at quite a few restaurants), and it filters it if their menu is able to filtered, and even gives you an estimated dining cost. It appears to offer quite a bit of information that I feel like would make a user feel good and at ease when choosing a restaurant to go to. I would use the *Zomato* application, but I think if it was able to access even more information, especially to easily cater to those with dietary restrictions, it would be that much better. I wonder if that's a lot of data they would have to gather, from each of the restaurants on their site.

The Interview

Interviewer: Timnit Bekele

Date: October 16, 2017

Q1: What are your dietary restrictions?

A1: I'm vegetarian and intolerant to gluten, egg yolks and egg whites, peanuts, mushrooms

Q2: What is your age?

A2: 19 years' old

Q3: What is your year?

A3: Sophomore

Q4: How long do have you had this dietary restriction? Why?

A4: Vegetarian since I was born, my mom became a vegetarian when she was in college and raised me that way. My dad eats meat though. Intolerant based restrictions came upon a year and a half ago, I was feeling tired and so they ran tests, did elimination diets, and they came up with me being intolerable to these things: egg yolks and egg whites, peanuts, mushrooms

Q5: What resources are available to you (App, signage, etc.)?

A5: When I go out to eat, all I really worry about is making sure its vegetarian. I'm not too concerned about the other things. Restaurants are very accommodating, and I don't struggle too much. I usually can easily tell if things are vegetarian or not, and a lot of things can be made vegetarian.

Q6: Where do you eat?

A6: I eat on the ave sometimes – at cafes. Pretty much anywhere. I can find things in most places. Besides that, I eat at home, but we have chefs so they make lunch and dinner.

Q7: Do you ever feel like you have a problem in your house with food?

A7: Um, Idk, I always feel kind of awkward or bad going to ask for the vegetarian option or something, but like I know that I am paying for it and its job. I just don't really like feeling like an inconvenience.

Q8: How do your dietary restrictions affect your social life? What challenges do you face?

Q9: I don't face too many challenges. There's usually vegetarians everywhere, and it's not something that's hard to find. Sometimes people will like forget that I am a vegetarian. But I don't really care. I mean it's so easy to find things that are vegetarian. It's only if I am trying to be strict towards the thing that I'm intolerable to that it would become an issue.

I went all last year not knowing that Rice Krispies aren't gluten free, and I ate them like everyday. You would think that Rice Krispies are just rice, so gluten free. But they actually put something inside that's not. Just finding things that taste good and are tolerable, and a variation of it all.

Q10: Do you wish that somehow that was more clear to you?

A10: I mean yeah, I definitely just assumed that Rice Krispies were gluten free. It would have been nice to know. It made sense afterwards why I was tired all the time.

Q11: In an ideal world, what kinds of things would you be looking for? Products, services, imaginary technology.

A11: I don't know. I don't really think I'd be looking for anything. I just wish there was more variety with the foods I can eat, that way I could stick to my diet.

Q12: How does it influence where you choose to eat? Home, out, etc.

A12: I just eat at home mostly, and outside of home it doesn't influence where I eat much. I can find things almost everywhere, and I'm not very concerned when I leave the house.

Q13: Do you feel supported by the UW Campus, Peers, etc.?

A13: Yes, for the most part. If I was actually allergic though to the things I'm intolerable to, then maybe not.

Q14: What is something you go through everyday to find the food you need? Daily flow of food?

A14: I wake up and eat cheerios, basically everyday. I kind of find things and just stick to them. There's not many options. For lunch, I am usually given a sandwich which uses gluten free bread but has eggs in it – I don't really care anymore, it's what the chefs give me. Then, at night time I usually don't care anymore and will eat whatever I want,

but they'll usually cook up some gluten-free noodles or something like that. It's all pretty repetitive.

Resources for Competitive Analysis

"The Evidence-Based UX Design Guide to Competitor Analysis." Competitor Analysis, Mattish Design Limited, mattish.com/evidence/method/competitor-analysis.

- Reasons for why a competitive analysis is helpful and why its important to do them in the design(research) process
- What you want to do by completing a competitive analysis and what not to do

Zomato, www.zomato.com/seattle

- Used this website to conduct my competitive analysis on
- Navigated the website to get a feel of user flow, tried out searches from different perspectives
- Analyzed website