



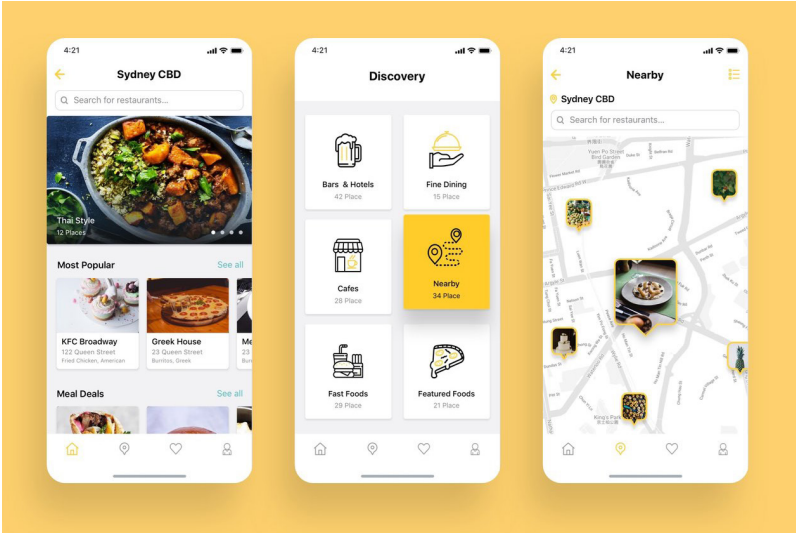
13

**Mobile Application Design**  
User Data Collection & Research

# RESEARCH

In this section, you will see visual research and several existing apps compared against one another. The apps chosen have similar concepts and will give insight to what works best for each application and what should be included in Bites.

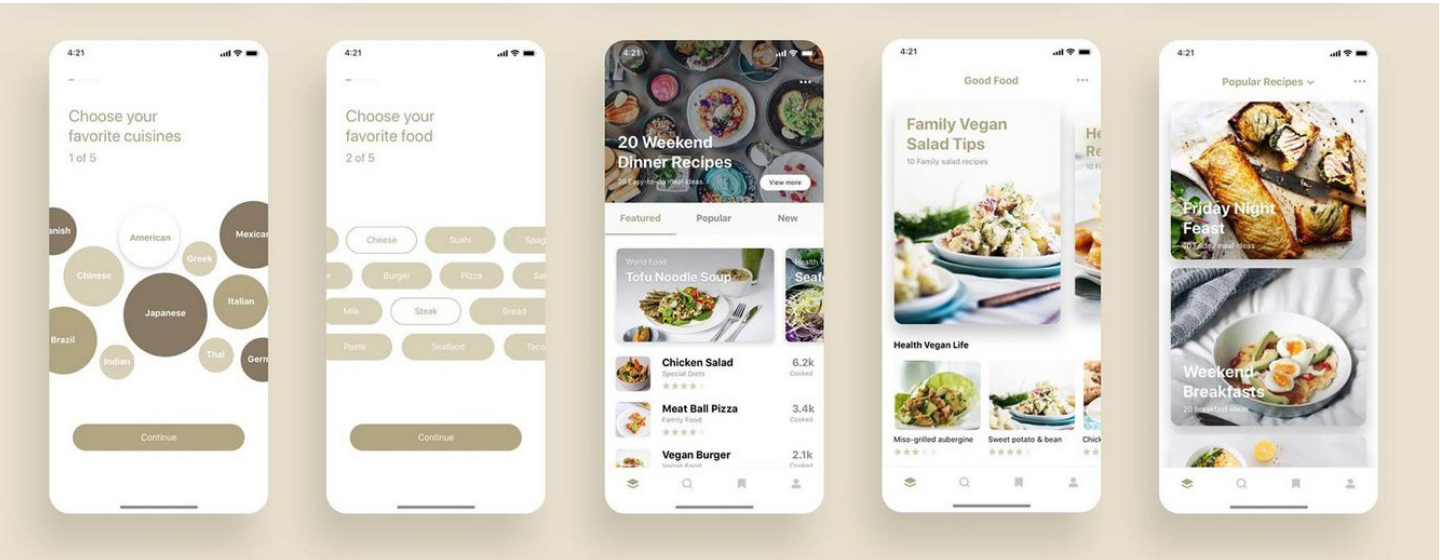
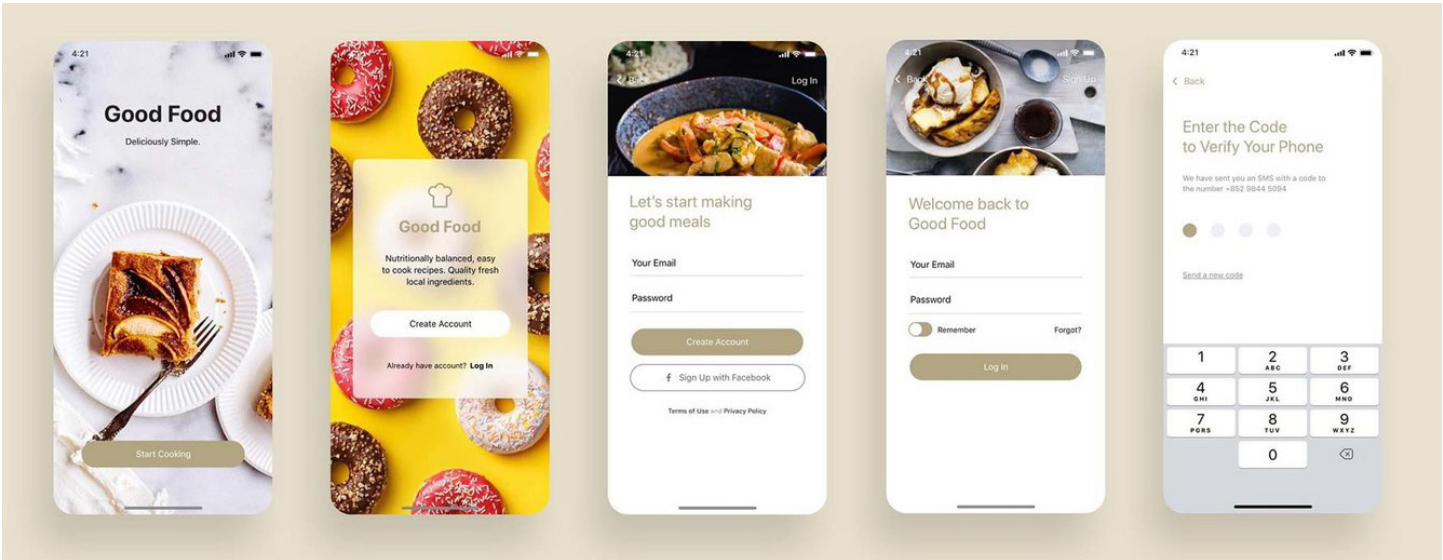
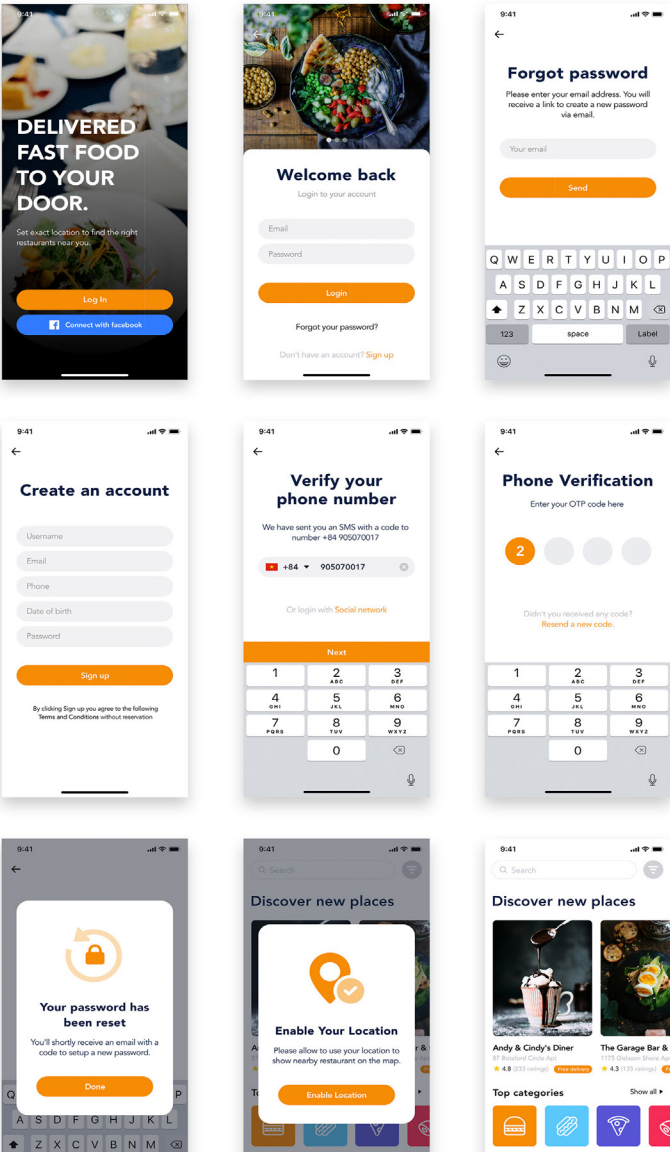
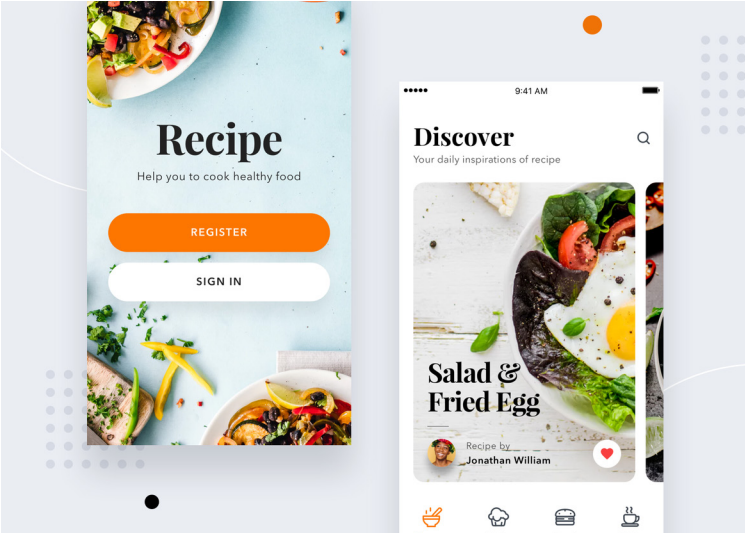
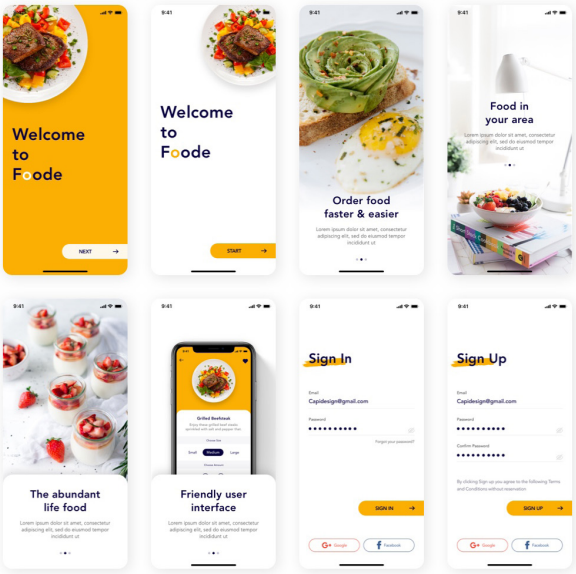
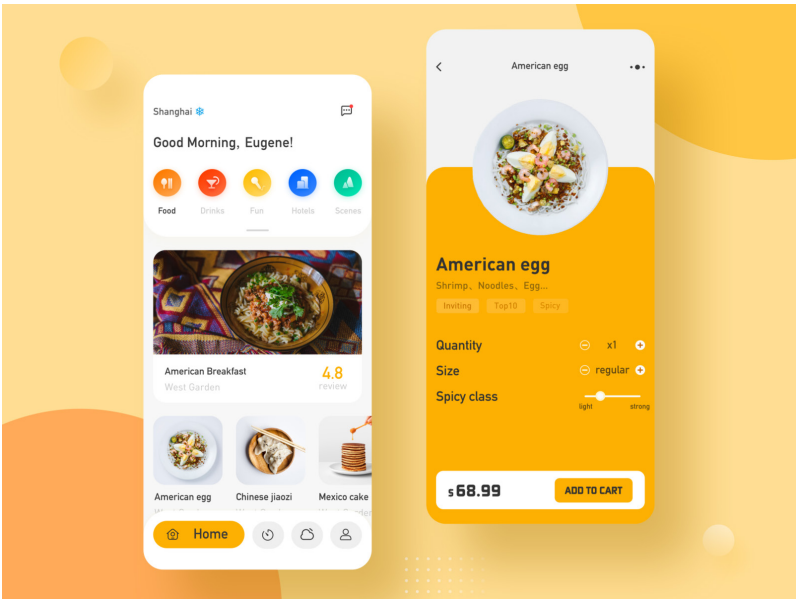
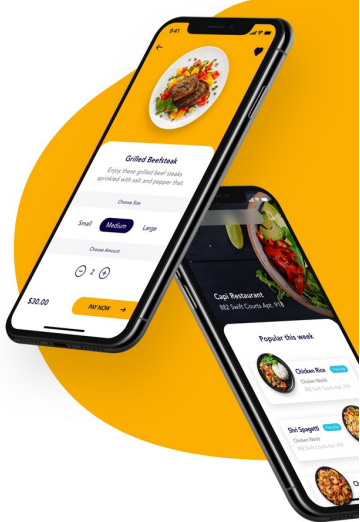




# Foode

APP UI KIT

50+  
Screen Design







# Eaten

Eaten is a global community for food lovers dedicated to inspiring you to find your favorite dish and share it with the world. We believe that food itself is the most important aspect of dining out - not whether or not you had to wait ten minutes for your table.

## RATINGS & REVIEWS



- “I like this app a lot but I cannot input more than one dish at a restaurant and I can’t see the date for when I ate there...”
- “Love this app! It takes away all the factors that websites/apps tend to focus on and lets me find the best dishes instead of the best restroom. This app is easy to use and perfect for a global foodie!”
- “I love being able to find things by dish and seeing what to order. This is a great idea.”



# Instagram

Bringing you closer to the people and things you love - Instagram from Facebook. Connect with friends, share what you’re up to, or see what’s new from others all over the world. Explore our community where you can feel free to be yourself and share everything from your daily moments to life’s highlights.

## RATINGS & REVIEWS



- “I love this app so much. I use it every single day, but I just want chronological order back. I miss out on so many posts that I am interested in. I often don’t see posts from friends and family anymore because the format doesn’t show me them. I don’t understand why I need to see posts from both 2 minutes ago and 5 days ago right under each other...”
- “This is an awesome way to build your social media career and brand. I highly recommend this app for media users, this app gives the opportunity for users to go viral and understand a top platforms....”
- “I love the opporunity for creativity and personal branding Instagram gives. Being able to save posts to views later is one of the best features ...”
- “It is great for fun, entertainment and for connecting with others. I really enjoy the newest feature with the highlights on stories. That way they can be saved for others to use as resources and for memories! ....”
- “Being able to use this app commercially is the best. If the application continues to incorporate updates designed for the business option, it will be one of the best in the sector and will be totally different from its competitors....”

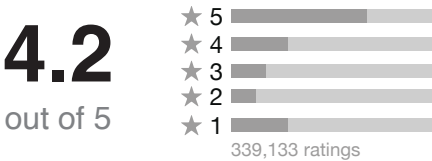




# Yelp

Yelp has over 135 million reviews of businesses worldwide. Whether you’re looking for a new pizze place to try, a great coffee shop nearby, or need to book a haircut, Yelp is your local guide for finding the perfect place to eat, shop, drink, explore, and relax.

## RATINGS & REVIEWS



“One of my most used apps for sure! I appreciate the functionality of the app like getting notifications of messages, being able to securely communicate with different companies, and being able to share my experience with others...”

“This is the worst I have ever dealt with (and I was a user for years). There are garbage write ups over brief interactions with businesses. I have been writing reviews for as long as I can remember and they never show up...”

“Yelp is utterly useless in trying to build an understanding of a restaurant. It has malicious business practices that hurt small businesses and is a better reference to see how foolish people can be to believe them...”

“I love Yelp because of the reviews and the pictures that others post, it tells the true story of what your getting yourself into. I use Yelp for everything...”

“The way this app organizes its reviews doesn’t make sense. You could see a review from six months ago on top followed by from five years ago and then one from last week. This makes it harder to tell if a place reflects its ratings...”

“I love how I can read through reviews and find out what to order or who to book an appointment with. I find it conveyent to see the hours the businesses are open and click to call directly. I don’t know what I would do without Yelp...”



# Yummi

Yummi is an all-in-one food app that lets foodies log, share, discover, and remember everything they eat, cook, or drink by simply logging everyday food photos. This app allows foodies to organize and manage their food life by storing all their food photos and tracking their experiences in one place.

## RATINGS & REVIEWS



“The biggest downside is that it’s not easy to \*unfollow\* people. I accidentally let it follow people to start out with, and had to manually unfollow each person by clicking their profile from my feed and then unfollowing. It’s one of those small things that make an app irritating to navigate...”

“It’s such a great app to document food pictures that would otherwise get lost in thousands of other pictures. The app has a huge restaurant database, very impressive...”

“Yummi is absolutely awesome. I love the Calendar and NearMe features. Makes it so fast and easy to recall my food memories. Definitely a great tool to check out what and where everyone is eating everyday....”

“This app is great! It has so many features that make searching for food easier because you get recommendations from your friends without having to bug them for their suggestions. Also keeping being able to keep track of your food is a huge plus....”

“I wish they had a way to talk to the users within this app otherwise this app is a great way to share your food photos with friends without clogging up your Facebook feed...”



# Zagat

The Zagat app helps you find the best restaurants wherever you are. With ratings and reviews curated by editors, a great meal is only a tap away. Zagat content is succinct and yet highly informative with concise trustworthy reviews are based on users opinions. Zagat is an app that users can trust.

## RATINGS & REVIEWS



“This is my favorite app for restaurants because they are reviewed by professionals with standards not people who are spiteful against restaurants for no reason...”

“This app is a heaven-made match for food enthusiasts. My favorite feature of the app is being able to compare places and read the menus side by side...”

“The user interface of this app is the only problem of this app. It is unimaginably hard to find the buttons to change your location and search for specific restaurants. Zagat used to be one of my favorite apps I wish they would just simplify it...”

“This app is great for planning ahead as it gives spot-on helpful descriptions which focus on more than just the food. Definitely useful when planning ahead or on the go...”

“I love that this app sends me weekly emails. It allows me to keep up on what new restaurants are opening and my favorited restaurants weekly specials....”

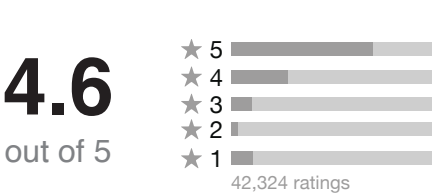
“I wish this app kept an up to date list of the restaurants and their hours. I have recently found that the hours displayed are inaccurate and inconveince me...”



# Zomato

Zomato helps users find high-quality food at restaurants through search and discovery services across 24 countries, and food delieveries present in India, UAE, and Lebanon. Let Zomato help plan your next meal by browsing restaurant menus, photos, user ratings, and reviews.

## RATINGS & REVIEWS



“Out of all of the apps I have downloaded on my phone Zomato by far has the worst interface and is the least user friendly. The font is too small and and the colors used through the app are arbitrary they have nothing to do with the Zomato brand. I also dislike that every option is hard to find...”

“I love this application and I use to whenever I want to order something or need a food suggestion. I think this app has potential to be great however I would like to be able to look at restaurants beyond my current location ...”

“This app is great for foodies, restaurants and food bloggers and photographers. This app is great because it allows you to discover new places and meals based on a restaurants pool of genuine reviews...”

“This is my go to app before I try any new place. Not just for restaurant reviews but to also see what the popular dishes are (as recommended by users) and also menu previews). If you like food and eating out then this is the only app you need...”



# PERSONAS

In this section, you will see three user personas that would visiting this website. The personas chosen helped me to understand who will most likely be using Bites and what they will be interested in. This allowed me to identify key components to be displayed within the app.

## SAMANTHA LINK



### BIO

Samantha is your average millennial, trying to earn a living in this media driven world. Her interests include photography and videography, her favorite things to capture are priceless moments. Heavily interested in what she eats, Samantha runs her own food account on instagram titled *girleatsworld*. Her job allows her to travel constantly making her able to try you unique foods all over the world. *Girleatsworld* does not showcase food on plates but rather Samantha holding the food with the amazing scenery in the place she is currently in.

### DEMOGRAPHICS

**Age:** 27

**Gender:** Female

**Occupation:** Digital Strategist

**Residence:** La Jolla, CA

**Status:** Engaged

### BEHAVIORS

- Has an account dedicated to food on Instagram
- Eats out at least 3 times per week
- Leaves reviews on all platforms
- Photographs all meals before consuming them
- Travels 2-3 times per month

### DEVICES OWNED



Macbook



iPhone XR

### GOALS

- Validate places that have good reviews
- Join a community that shares the same interests

### FRUSTRATIONS

- Bad pictures
- Fake profiles/reviews
- Slow updates

### APP USE

- ✓ Reads reviews
- ✓ Writes reviews
- ✓ Checks weather
- ✓ Research info
- ✓ Deals/coupons
- ✓ Social media
- ✓ New & trends
- ✓ Call/texts
- ✓ Email

### TECH ABILITIES

Laptop/Desktop

78%

Mobile Tablet

52%

Social Media

93%

Software

31%

IT/ Internet

45%

### PERSONALITY

Extraversion

74%

Openness To Experience

91%

Agreeableness

64%

Neuroticism

38%

Conscientiousness

50%

# OWYN MEDINA



## BIO

High school sophomore, Owyn Medina loves working out and participating in school athletics. His favorite sport is wrestling which doesn't always allow him to eat correctly for a certain span on months to be on track with weight. In the off season, Owyn loves to explore new places and eat as many various foods he could since wrestling season limits him. After high school, Owyn plans to go to college to study nutrition in hopes to help future wrestlers like himself to have healthy eating habits during the season.

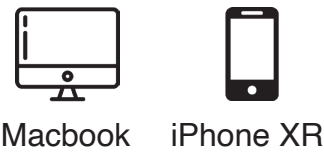
## DEMOGRAPHICS

**Age:** 16  
**Gender:** Male  
**Occupation:** Student  
**Residence:** La Jolla, CA  
**Status:** Single

## BEHAVIORS

- Has an account dedicated to food on Instagram
- Eats out at least 3 times per week
- Leaves reviews on all platforms
- Photographs all meals before consuming them
- Travels 2-3 times per month

## DEVICES OWNED



Macbook iPhone XR

## GOALS

- Validate places that have good reviews
- Join a community that shares the same interests

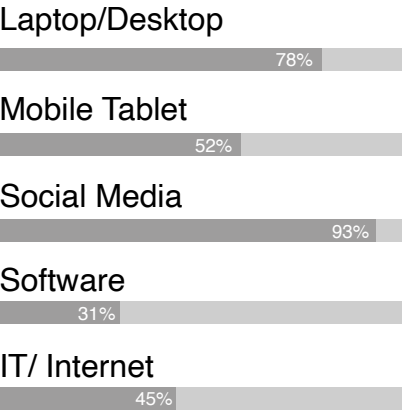
## FRUSTRATIONS

- Nutrition information not included
- Long loading times
- No options for personalization

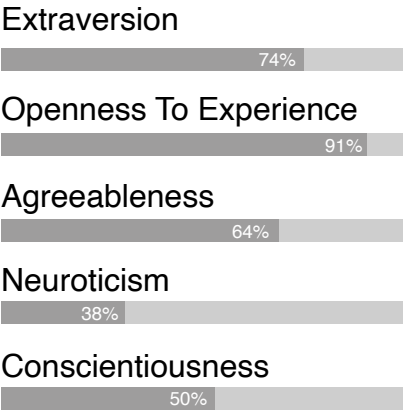
## APP USE

- ✓ Reads reviews
- ✓ Writes reviews
- ✓ Checks weather
- ✓ Research info
- ✓ Deals/coupons
- ✓ Social media
- ✓ New & trends
- ✓ Call/texts
- ✓ Email

## TECH ABILITIES



## PERSONALITY



# MARIANA MORALES



## BIO

Undergraduate student, Mariana is undergoing the process of obtaining a Bachelors Degree in Graphic Design and Strategic Communications. After college, Mariana hopes to work in an fashion or beauty related agency focusing on advertising and social media marketing. Mariana has accounts on all popular social media networks like Instagram, Facebook, Twitter, and Snapchat. She follows accounts such as celebrities, brands, and food tutorial videos. One of her favorite accounts is *Thehayleycakes* that focuses on flooding cookies. Mariana believes the power of word of mouth is a bigger influence than an advertisement.

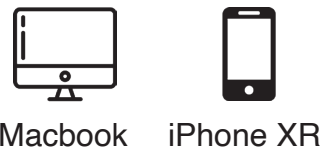
## DEMOGRAPHICS

**Age:** 20  
**Gender:** Female  
**Occupation:** Student  
**Residence:** New Haven, CT  
**Status:** In A Relationship

## BEHAVIORS

- Reads reviews before choosing a restaurant
- Add images to her highlighted food tab on her Instagram
- Eats out frequently due to unappetizing campus food
- Wants to be seen as cultured

## DEVICES OWNED



Macbook iPhone XR

## GOALS

- Experience new places in her college town
- Read reviews on certain menu items

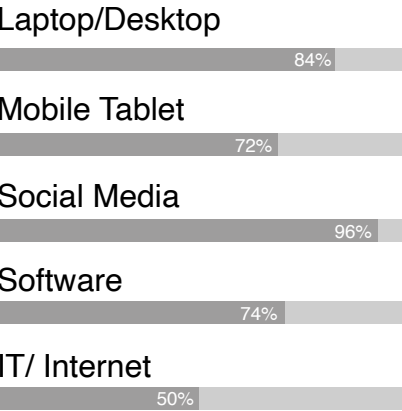
## FRUSTRATIONS

- Business profiles that don't show pictures of their food
- People who don't include pictures in their reviews

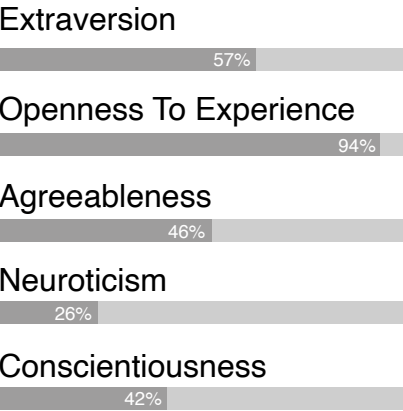
## APP USE

- ✓ Reads reviews
- ✗ Writes reviews
- ✓ Checks weather
- ✓ Research info
- ✓ Deals/coupons
- ✓ Social media
- ✓ New & trends
- ✓ Call/texts
- ✓ Email

## TECH ABILITIES



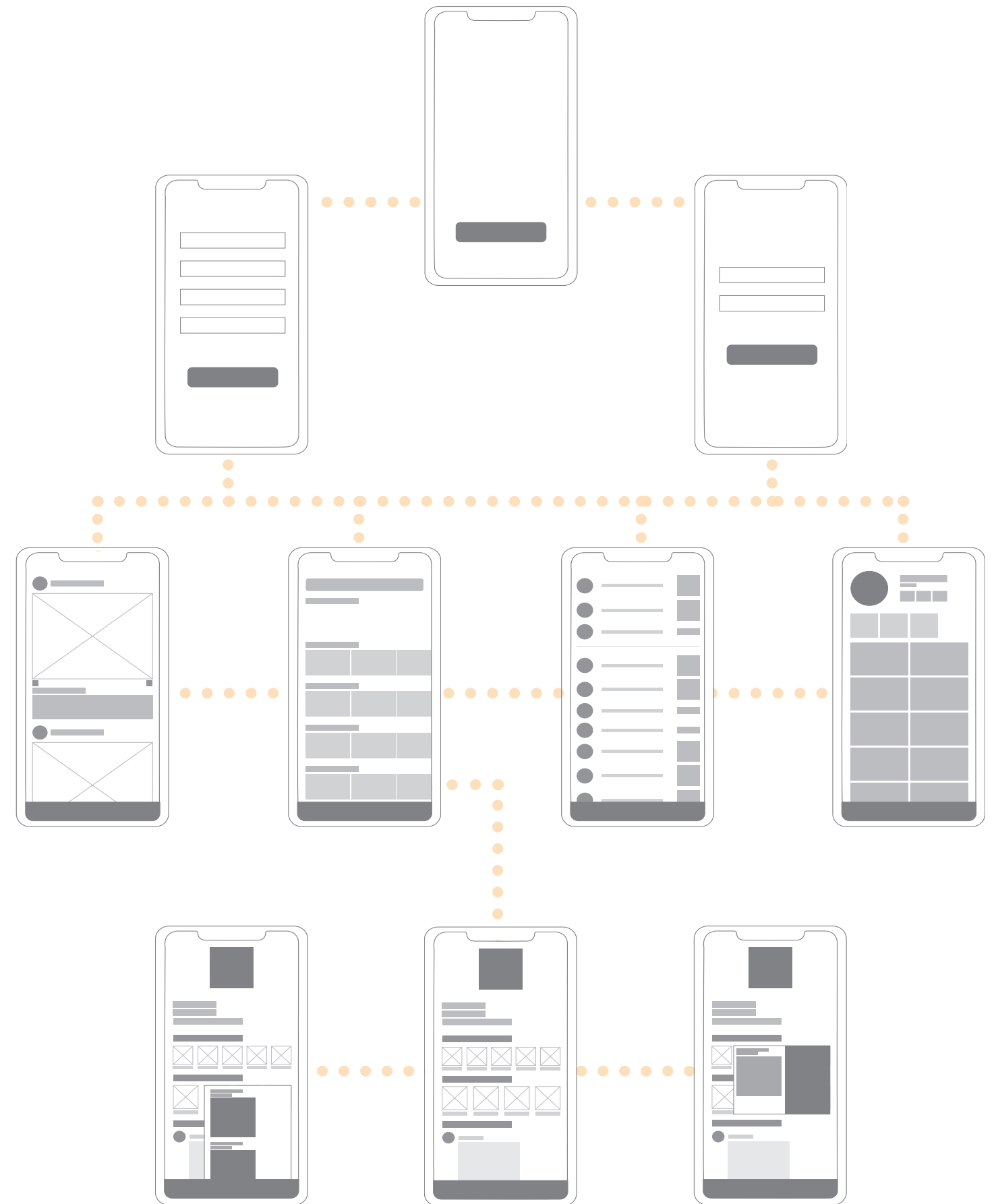
## PERSONALITY





# WIREFRAMES

In this section, you will see the basic design and overall flow the final app will have. Based on the persona's conducted it was important to make sure that the app was simple to use with easy access to all features. The navigation of Bites was inspired by other existing apps.



# FINAL DESIGN



## DESCRIPTION

An app that will allow you to post pictures of your foods and tag the restaurant that it came from. You will be able to view restaurants on clickable pages that can refer you to other places similar or if they are not in your price range, view the menu, and how far it is from you. This app will allow you to write reviews and blog about your experience at the particular place.

## APP FEATURES

Post photos you want to keep on your profile grid displaying foods you have enjoyed around the world

Browse photos from people you follow in your feed

Interact with posts you care about with likes

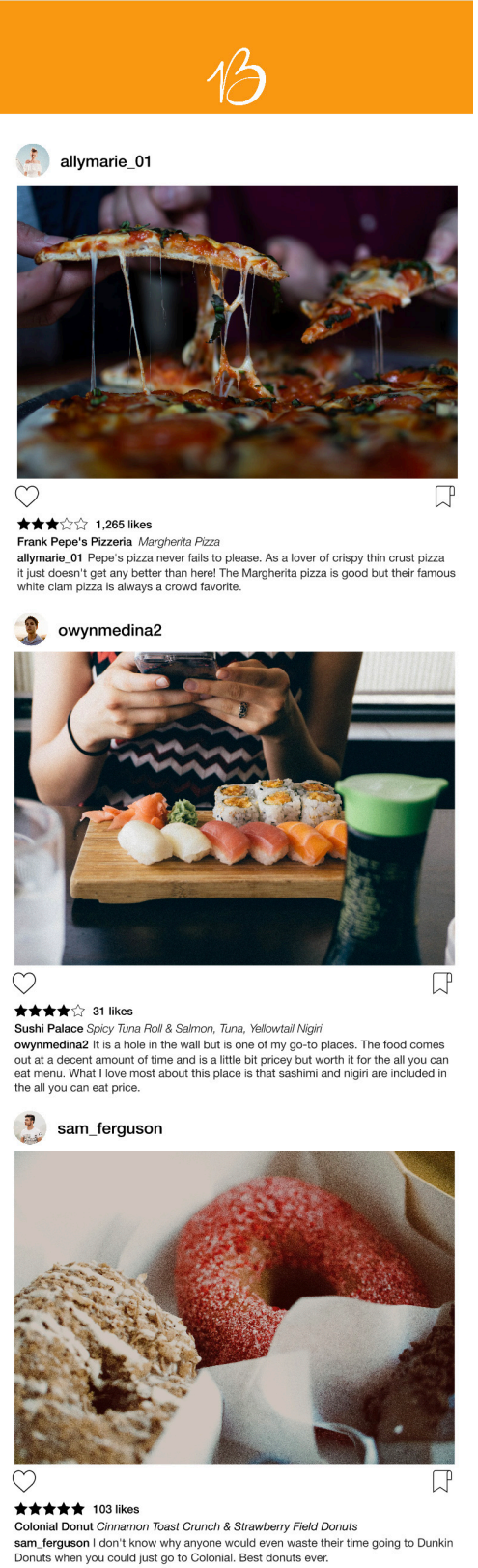
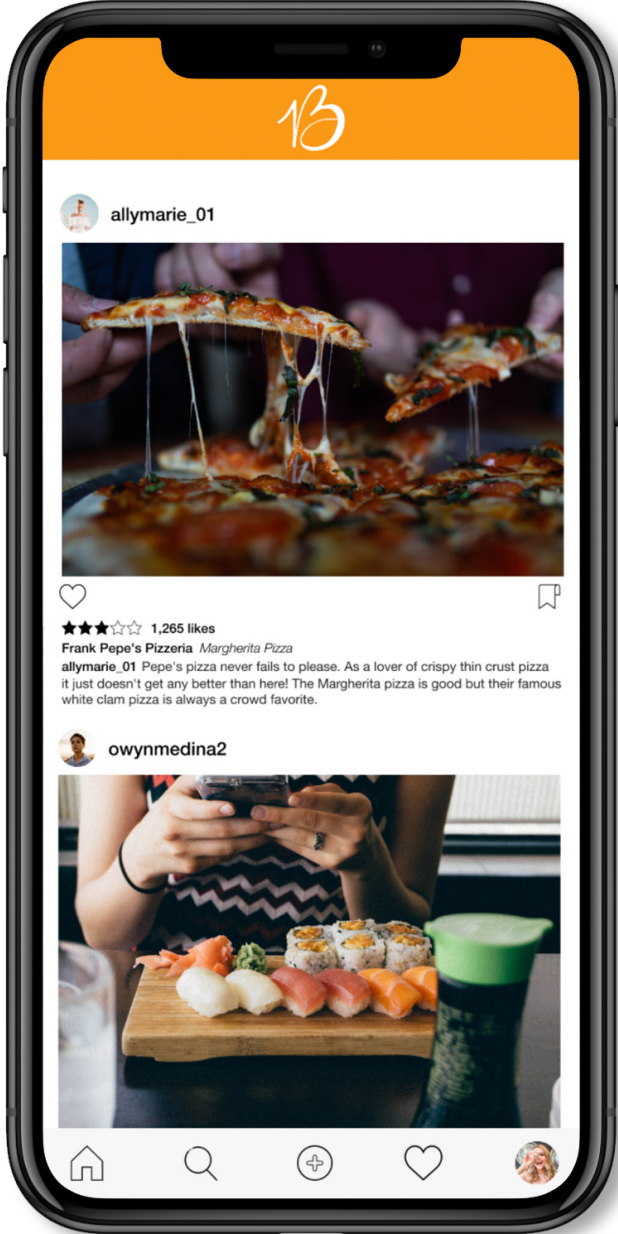
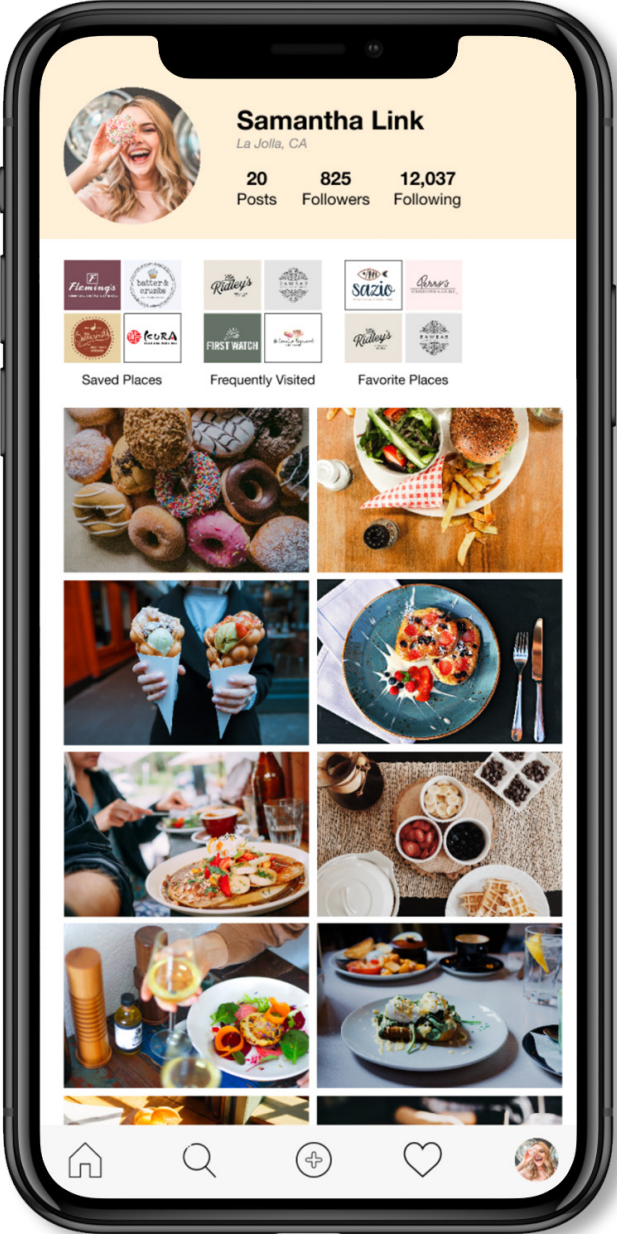
Discover restaurants you might like and follow new accounts on the search tab

Find the newest and coolest restaurants in your area

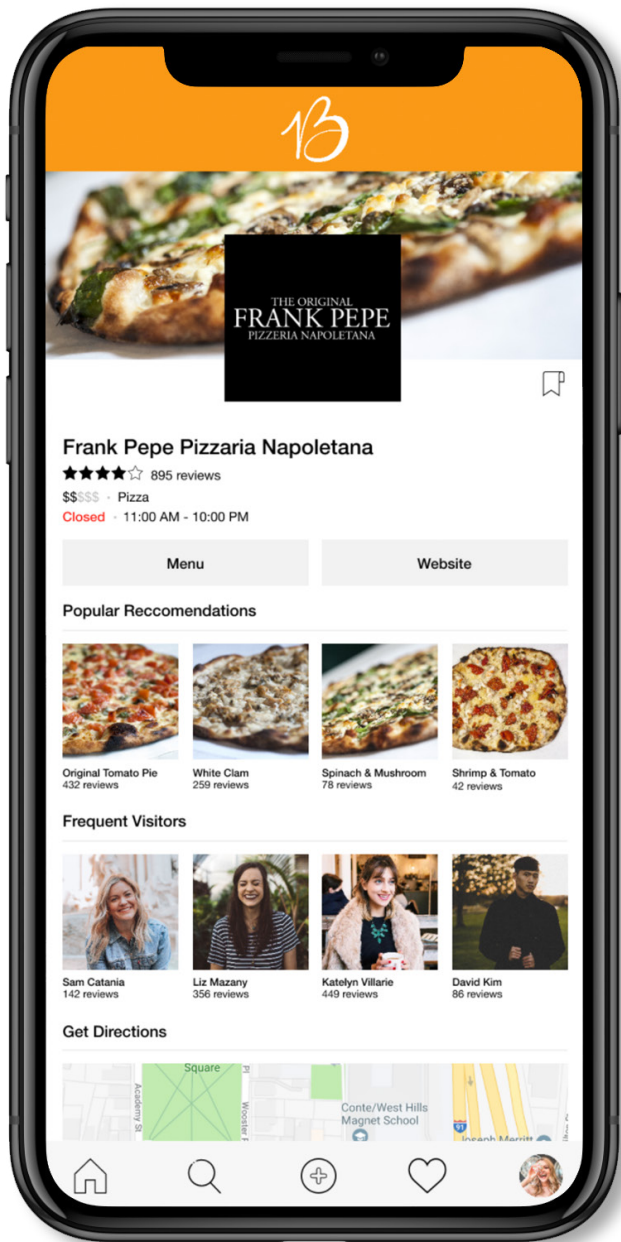
Filter your search results to by neighborhood, distance, rating, or price

View the menu of thousands of restaurants and scroll through their popular dishes and frequent visitors









**Frank Pepe Pizzeria Napoletana**  
★★★★☆ 895 reviews  
\$\$\$\$ · Pizza  
Closed · 11:00 AM - 10:00 PM

Menu

Website

**Popular Recommendations**

Original Tomato Pie  
432 reviews

White Clam  
259 reviews

Spinach & Mushroom  
78 reviews

Shrimp & Tomato  
42 reviews

**Frequent Visitors**

Sam Catania  
142 reviews

Liz Mazany  
356 reviews

Katelyn Villarie  
449 reviews

David Kim  
86 reviews

**Get Directions**

163 Wooster St  
New Haven CT 06511  
**More Information**  
Hours, Features, Payments Amenities

**Reviews**

joseph\_allen08  
167 ★ 25  
4 days ago

★★★★☆  
Original Tomato Pie, Spinach & Mushroom Pie  
The have one of the best sauces on a pizza. I like to keep it simple here, I suggest going with one of their specialty pies or ordering 2 small pies.

calliopeolsen  
27 ★ 12  
7 days ago



