

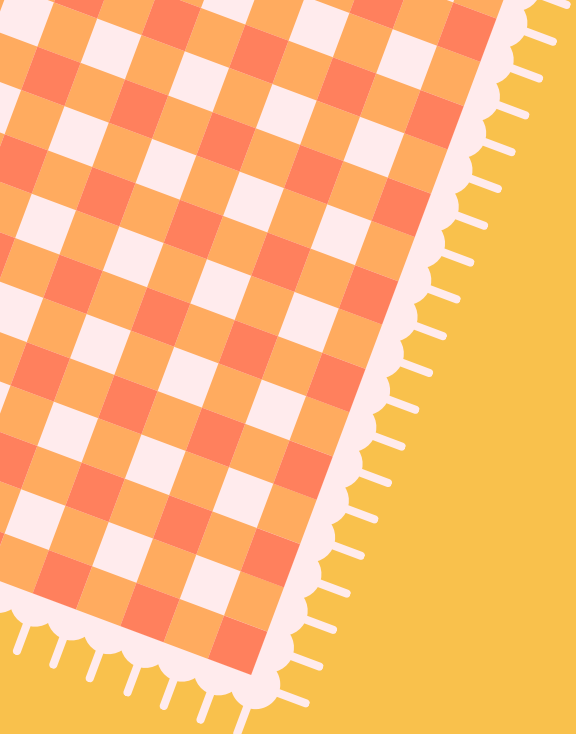


# MENÜ

CS147 Week 4: Concept Video

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# OUR TEAM



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c/o 2024



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c/o 2024



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c/o 2024



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c/o 2024





# PROBLEM AND SOLUTION

## PROBLEM

Customers struggle to identify restaurant dishes that both match their taste preferences and fit their dietary needs

## SOLUTION

A one-stop app for customers to discover new restaurant dishes and leave helpful reviews for others

A platform for restaurants to recommend dishes and incorporate customer feedback into their practices



# NAME AND VALUE PROPOSITION

## MenÜ

We chose this name to capture what we're bringing to the table: a new menu-ordering experience! This digital menu is all about U, and we aim to make you smile as wide as the last letter in our name!

### **“What U want. For every dish.”**

Our one-liner is easy to remember and captures our product in just six words. We are different from competitors in that we evaluate every dish, not just the most popular ones.

Our minimalistic review system allows customers to focus on the taste of their food, and our upvoting system fosters an environment where customers uplift one another.





# OUR COMPETITORS

**YELP**

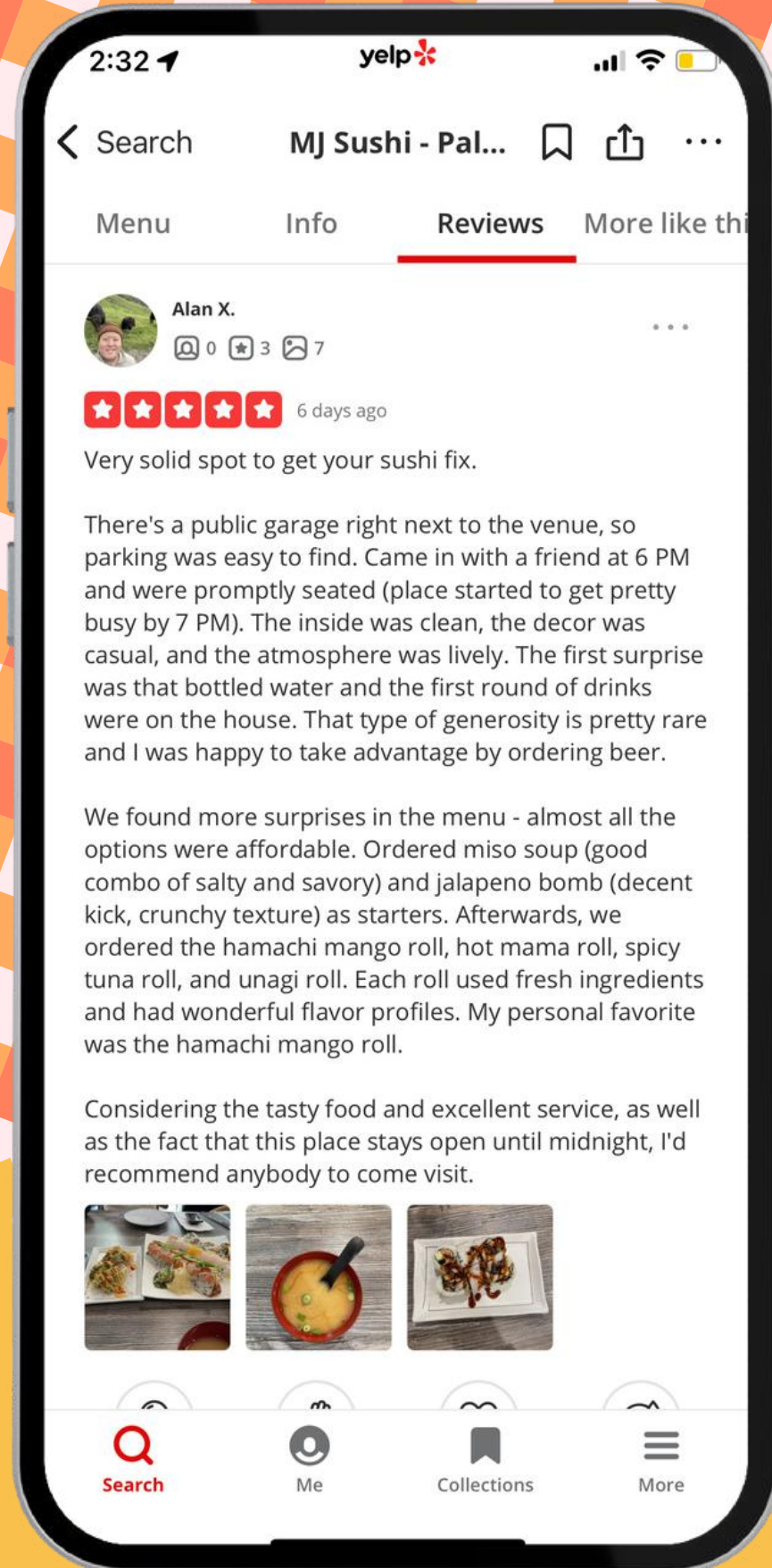
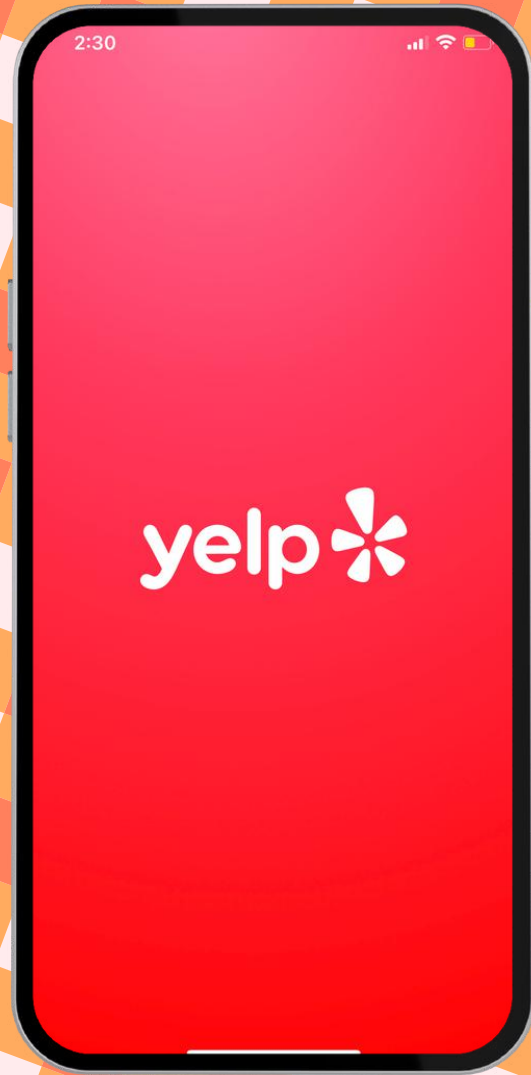
**DOORDASH**

**HAPPYCOW**

**BAYAREA FOODIES**







# YELP

“Real people. Real Reviews.”

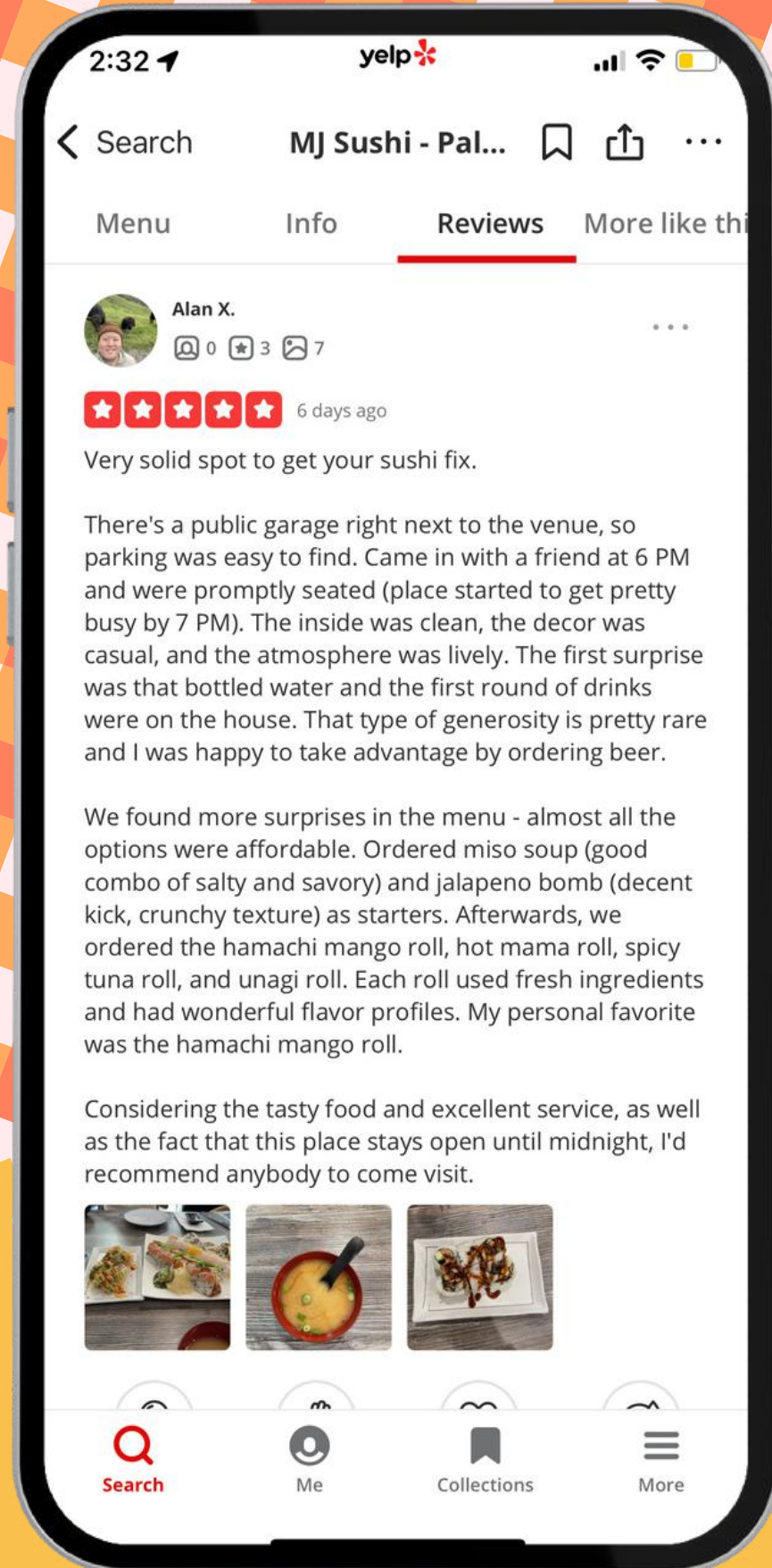
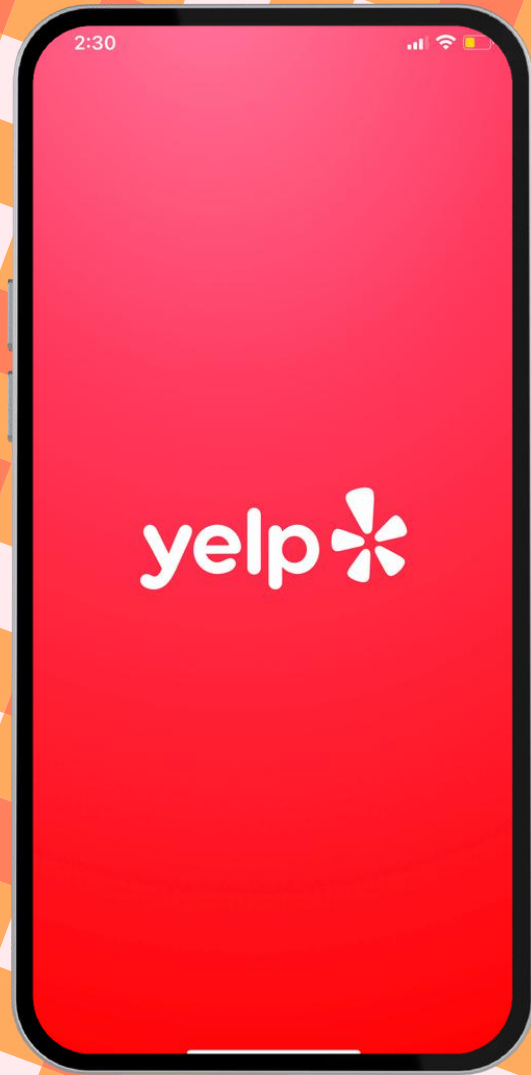
Local platform for consumers to discover, connect and transact with local businesses of all sizes

## WHAT WORKS FOR OUR PROBLEM SPACE

- Convenient review system for customers to explore and provide feedback for new restaurants and dishes
- The ability to easily locate restaurants through the search feature
- Reviews that are standardized through a five-star rating scale
- Integrated into restaurants (waitlist tablets, etc.)

## WHAT DOESN'T WORK

- Reviews are not concise
- Negative reviews comment about non-food-related aspects like the ambiance or wait staff
- Leaving reviews is not naturally integrated into the dining experience



# YELP

“Real people. Real Reviews.”

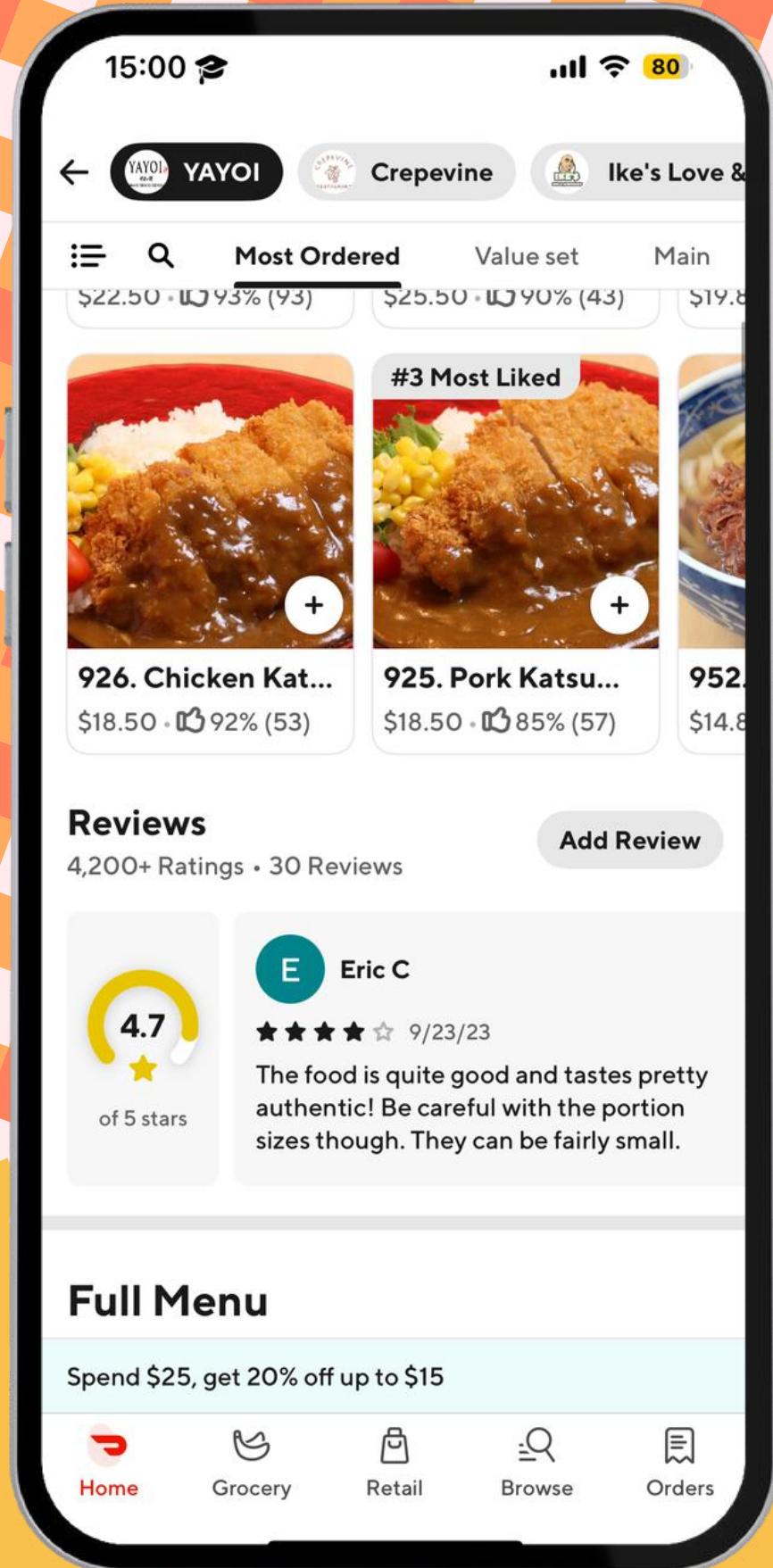
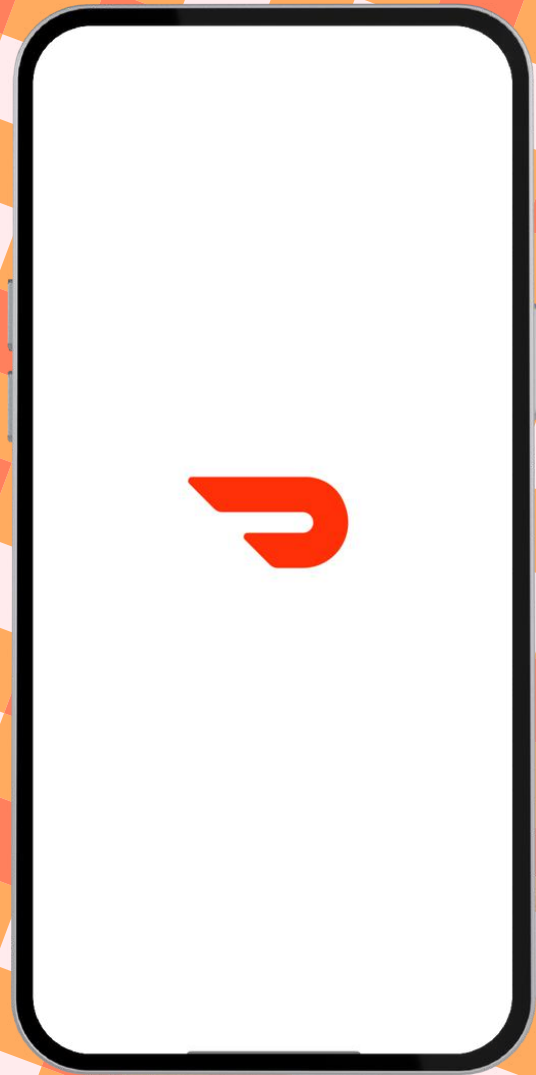
Local platform for consumers to discover, connect and transact with local businesses of all sizes

## WHAT CAN WE TAKE AWAY

- Simplified review system for users to post reviews with easily-accessible UI buttons
- Five-star rating system to standardize ratings
- Empower users to provide photos and videos of their meals to better inform future customers about what they are ordering

**MENÜ IS UNIQUE BECAUSE WE FOCUS ON THE TASTE AND QUALITY OF DISHES RATHER THAN THE ENTIRE DINING EXPERIENCE**





# DOORDASH

“Everything you crave, delivered.”

Food delivery platform that connects customers with local and national business

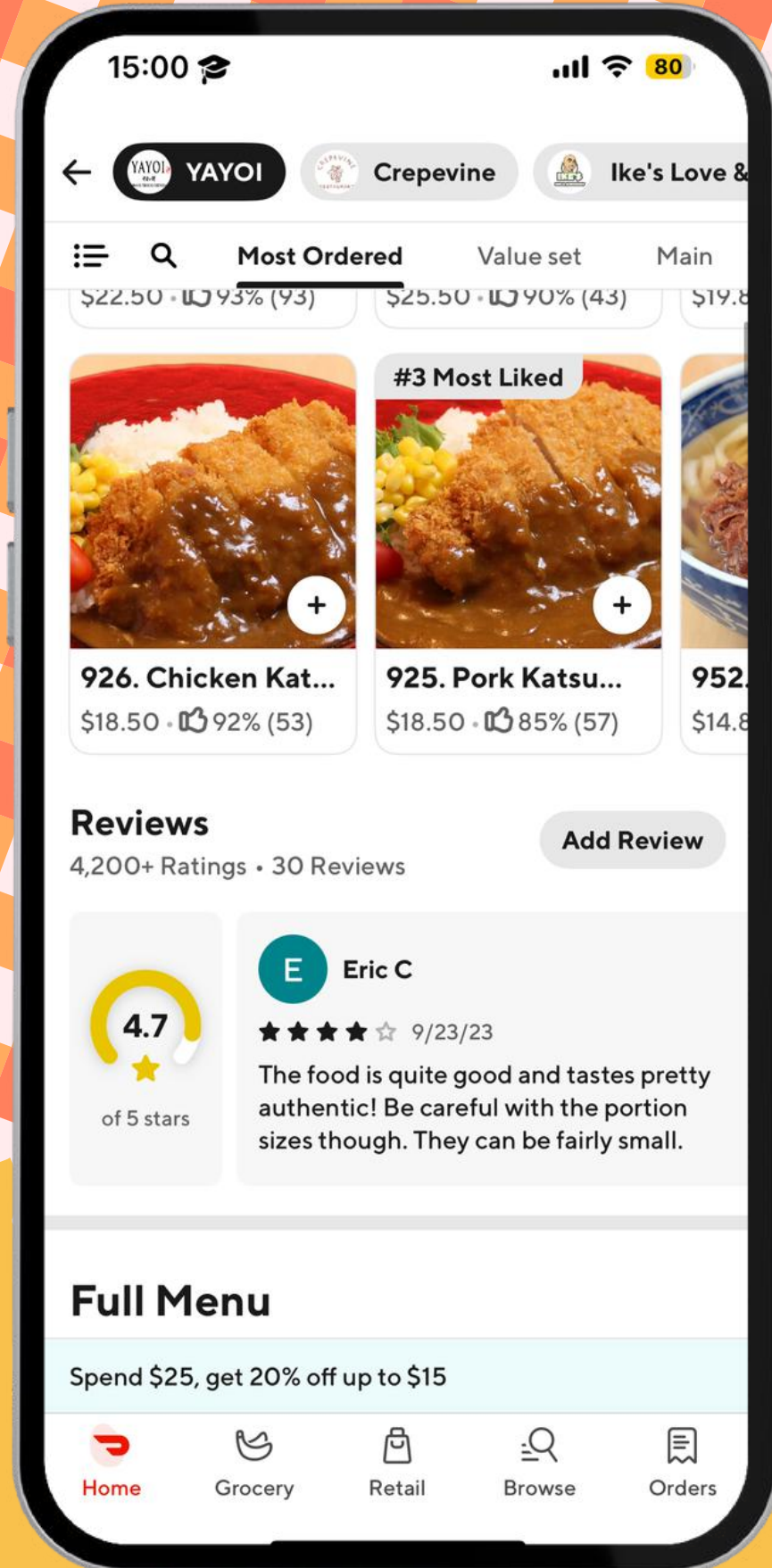
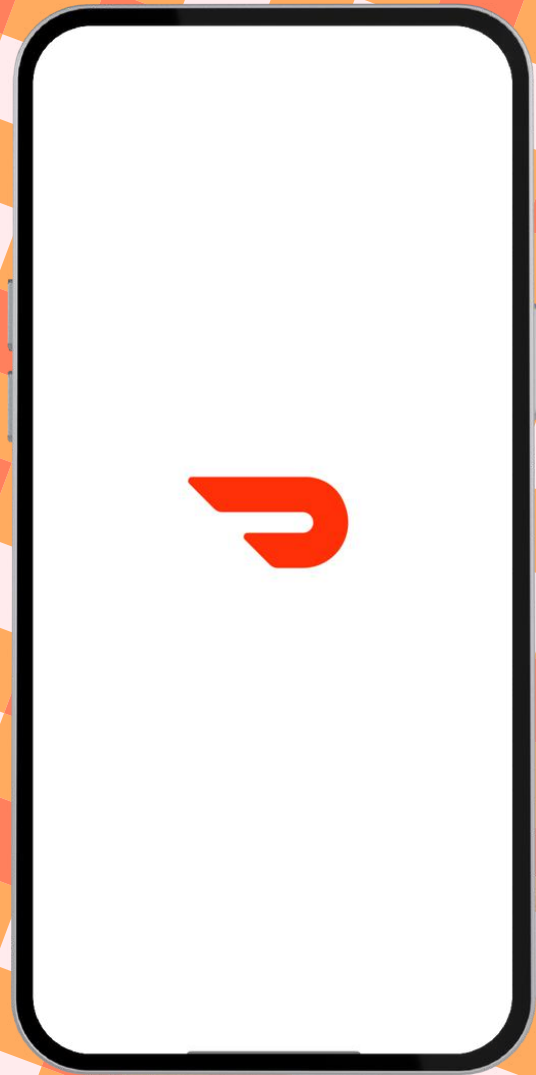
## WHAT WORKS FOR OUR PROBLEM SPACE

- Ability to upvote/downvote individual menu items
  - Must have verified purchase for it through the app
- Shows most liked/ordered menu items at the top
- Recommends restaurants similar to where you've ordered from before

## WHAT DOESN'T WORK

- Can only write reviews for the restaurant in general
  - No purchase verification needed to leave a review
- Reviews can only be in text
- Reviews are usually about the restaurant as a whole and not menu items
- Prompt to upvote/downvote individual menu items is very easy to miss





# DOORDASH

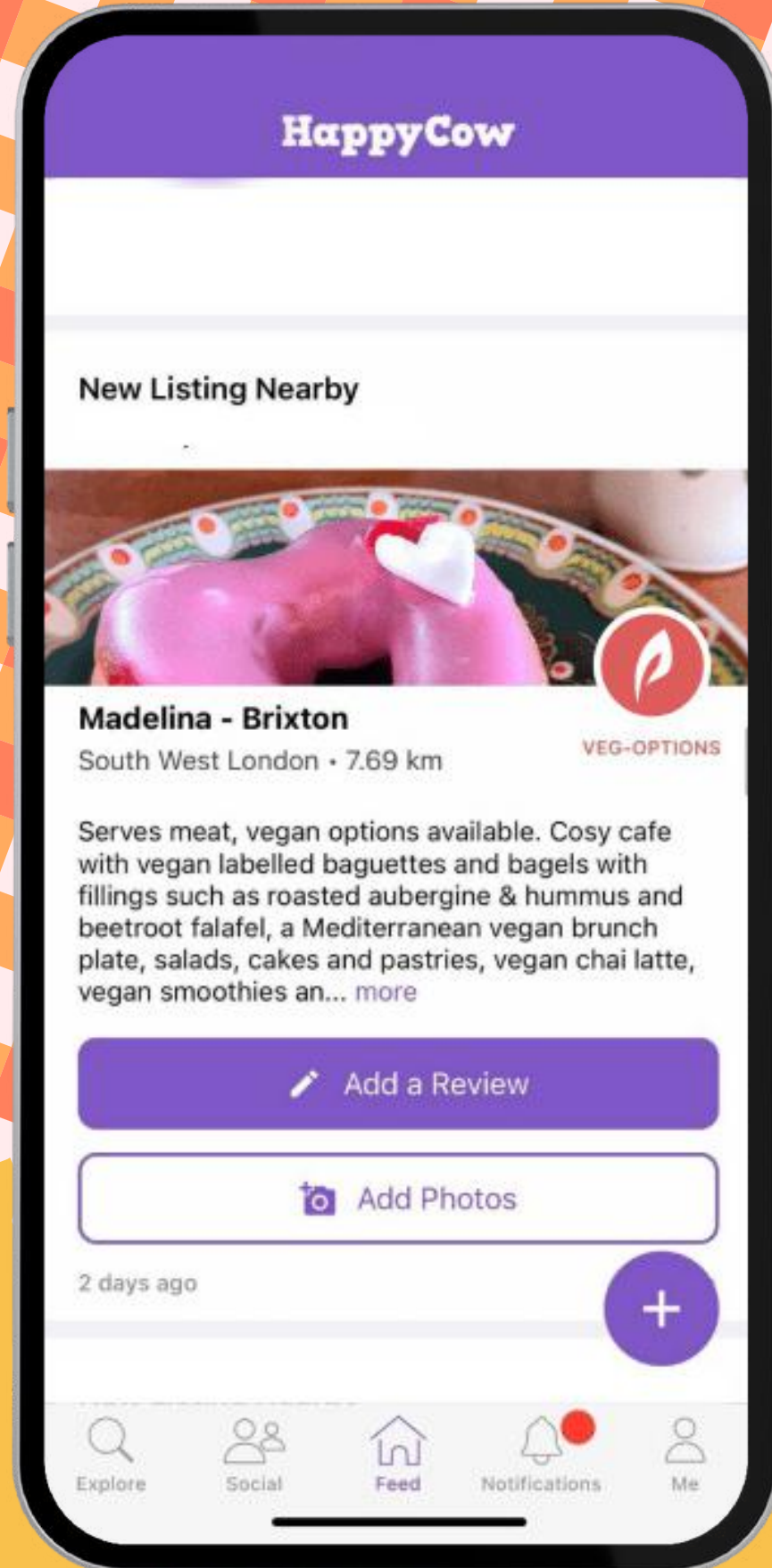
“Everything you crave, delivered.”

Food delivery platform that connects customers with local and national business

## WHAT CAN WE TAKE AWAY

- Allow customers to leave reviews for specific items
- Ability to add media to reviews
- Leaving feedback should be easy and naturally integrated into the dining experience
- Show customer most liked/ordered menu items

**MENÜ IS UNIQUE BECAUSE WE ENCOURAGE CUSTOMERS TO WRITE REVIEWS FOR INDIVIDUAL ITEMS**



# HAPPYCOW

“Find vegan & vegetarian food anywhere you go.”

Online community and platform that helps users discover vegetarian and vegan food options at restaurants.

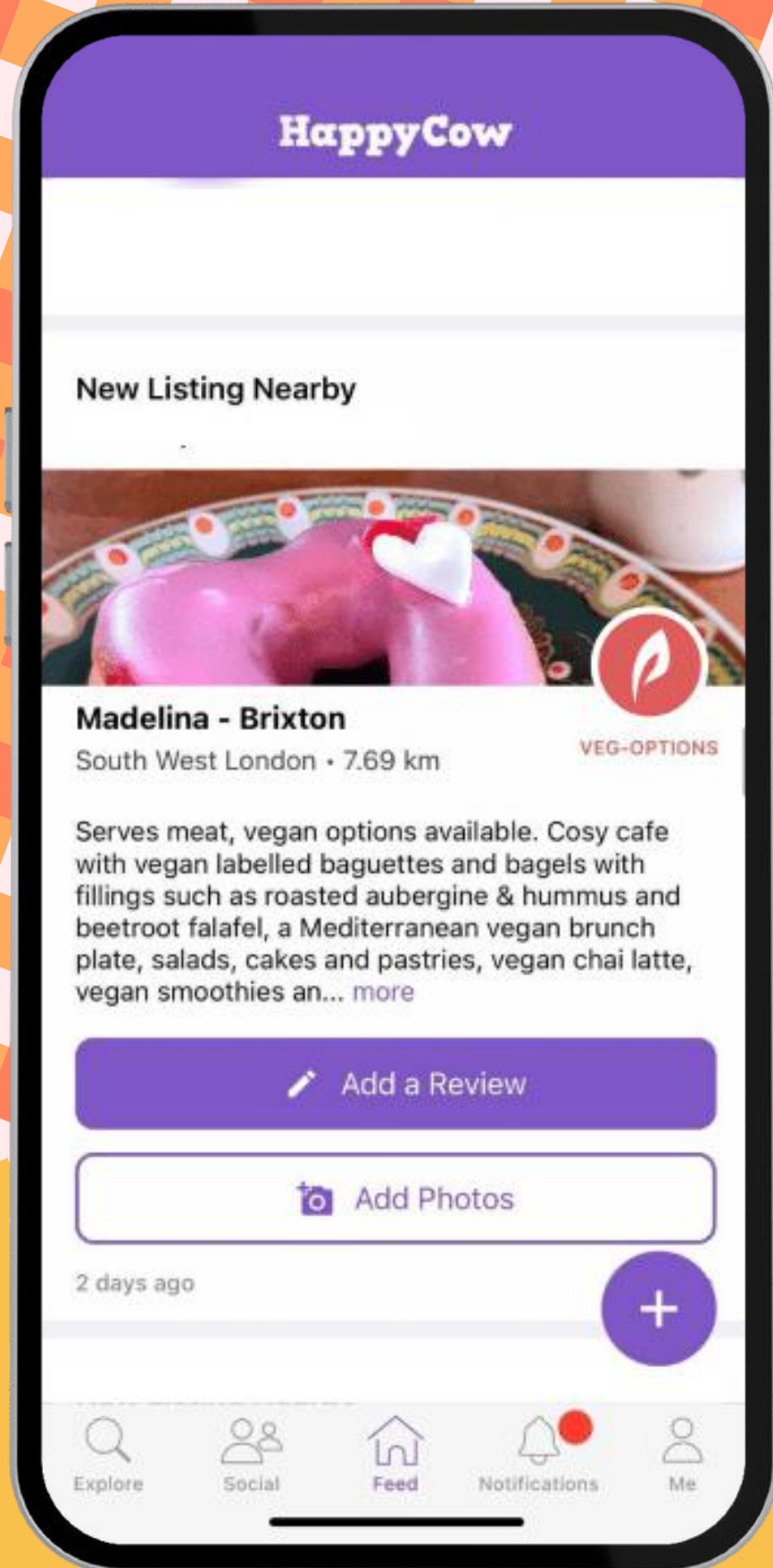
## WHAT WORKS FOR OUR PROBLEM SPACE

- Visually denotes which are vegan or vegetarian-friendly
- User-generated content (reviews, ratings, listings, photos, etc)
- Active community; can follow/message others and engage with forum
- Uses points system to encourage engagement

## WHAT DOESN'T WORK

- App costs \$3.99 and premium features have a fee
- Leaving reviews is not naturally integrated into the dining experience
- Individual menu items are not reviewed





# HAPPYCOW

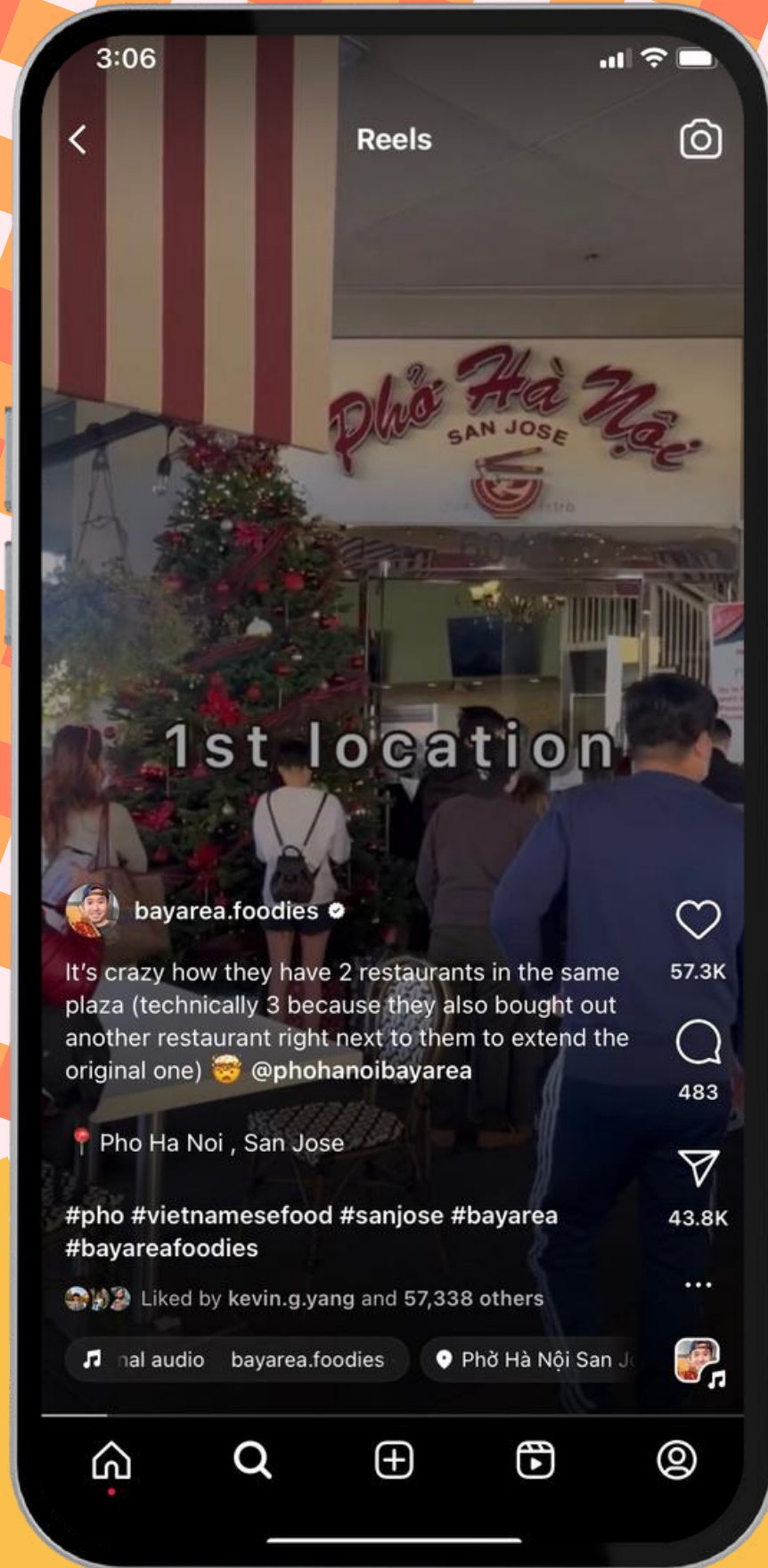
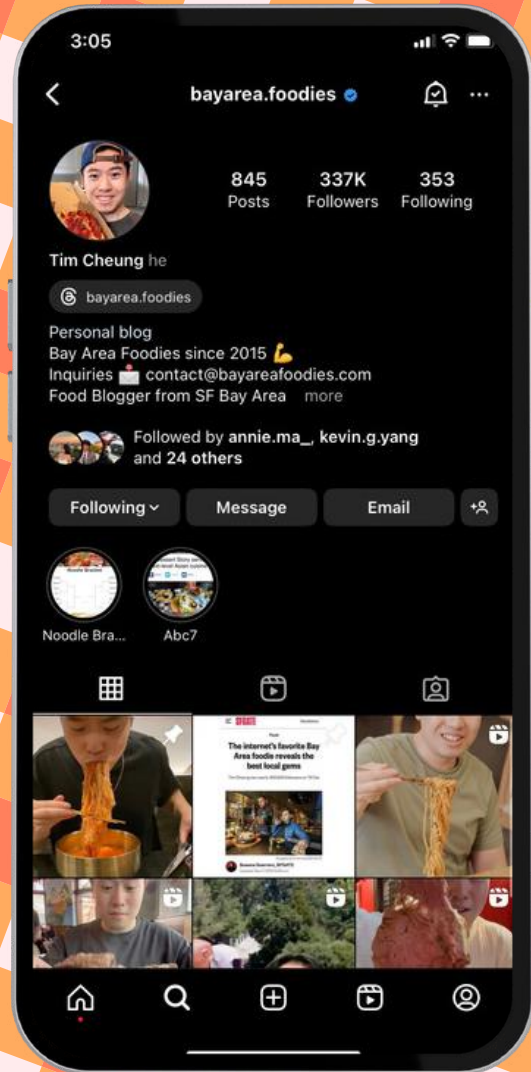
“Find vegan & vegetarian food anywhere you go.”

Online community and platform that helps users discover vegetarian and vegan food options at restaurants.

## WHAT CAN WE TAKE AWAY

- The app and premium features have a fee, which limits our reach significantly; our solution would have no fee so that we can build a greater community with less barriers
- Though HappyCow is focused on vegan/vegetarian-friendly restaurants, we can incorporate their principles of community and discussion to build a strong network of food-loving individuals

**MENÜ IS UNIQUE BECAUSE WE BUILD A COMMUNITY SURROUNDING ALL KINDS OF FOOD**



# INSTAGRAM/TIKTOK

## “Bay Area Foodies - Find the best eats in the bay”

One of many popular “Foodie” Instagram pages that post video reviews of restaurants. Follows can join the community and comment, like, share restaurant reviews.

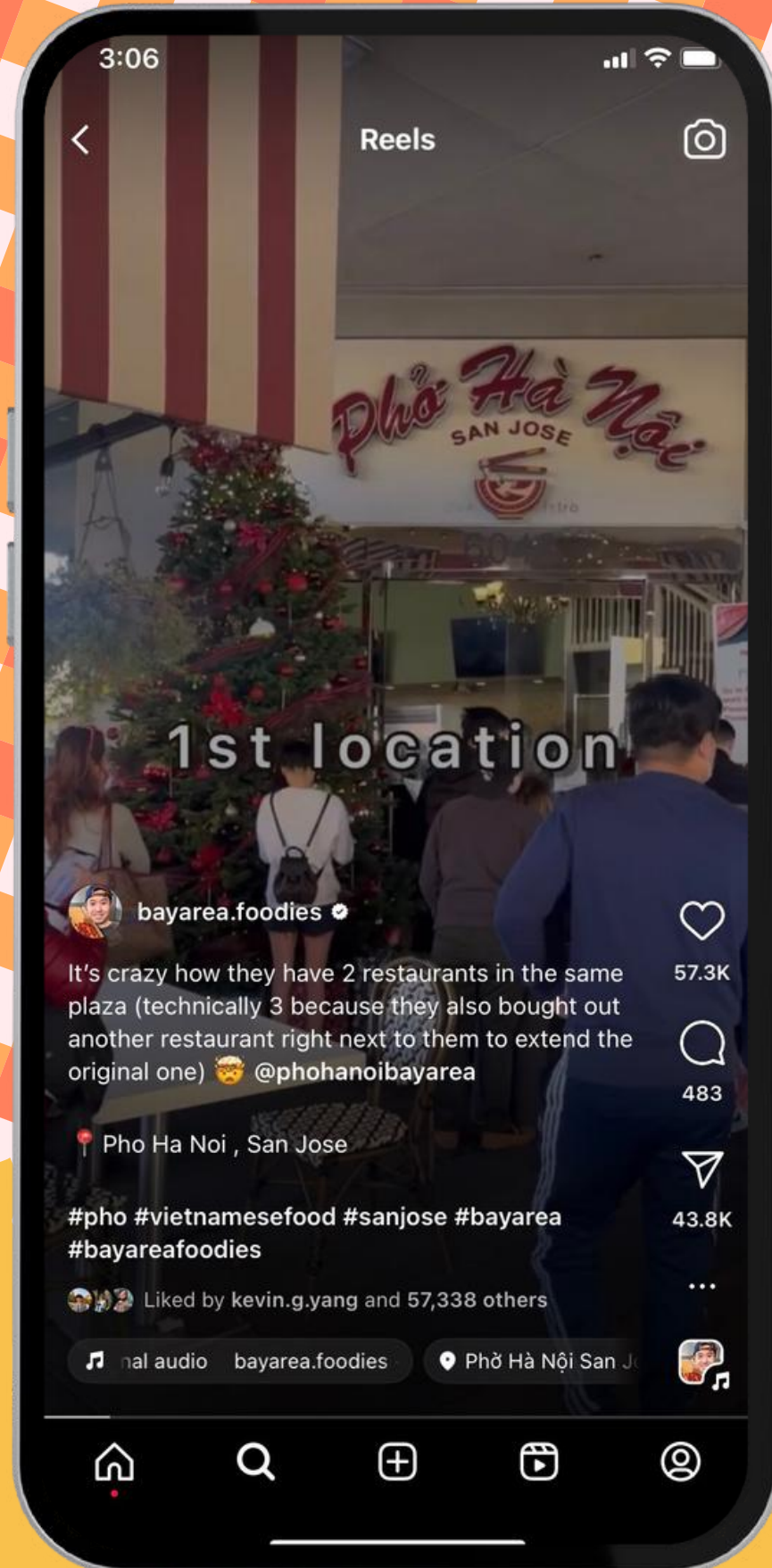
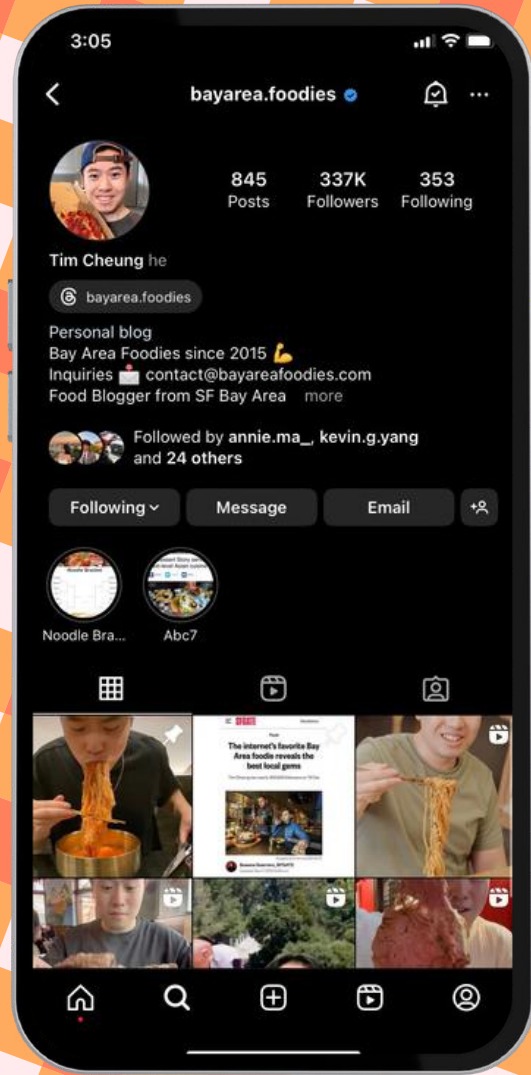
## WHAT WORKS FOR OUR PROBLEM SPACE

- A common social media platform which makes sharing reviews very easy
- Capturing the ambience, experience, and food of a restaurant by “vlogging” the journey in short digestible videos
- A liking and commenting system that allow the community to approve and disapprove of the review.

## WHAT DOESN'T WORK

- Only reviews the certain items ordered in the vlog, which may not be representatives of the restaurant
- Very limited selection of restaurants because 1 person manages the social page, only comments are crowdsourced





# INSTAGRAM/TIKTOK

## “Bay Area Foodies - Find the best eats in the bay”

One of many popular “Foodie” Instagram pages that post video reviews of restaurants. Follows can join the community and comment, like, share restaurant reviews.

## WHAT CAN WE TAKE AWAY

- Shorts & video are the best way to capture the vibe of a restaurant in order to share with others before they visit
- Seeing # of views, comments, and likes is very important to how people decide which place is best
- Seeing crowdsourced comments / reviews is very important to the “discovery” process

**MENÜ IS UNIQUE BECAUSE WE CONSOLIDATE A WIDE VARIETY OF INFORMATION ONTO ONE PLATFORM**



Each Dish



Customer Photo/Video



Community



Personalization



In-Resuarant Integration







# VALUES IN DESIGN

## MenÜ

MenÜ **encourages users to be adventurous** with their dining journey by **enabling them to experience a restaurant** prior to committing. We provide **concise crowd-sourced reviews** about every dish, catering to the unique dietary preferences of every single customer. We aim to create a community where **every user's voice is heard and valued**.

**Direct Stakeholders:** Restaurants, Customers

**Indirect Stakeholders:** Ethnic Communities, Food Suppliers





# VALUES IN DESIGN

## Ethical Implications

### The Forgotten - Who is excluded?

Restaurants and customers that are not as tech-savvy may be excluded from this type of dining experience. Many mom-and-pop restaurants take pride in paper menus, and asking them to transition to an entirely-online presence is insensitive to existing traditions. We are looking at ways to empower restaurants to maintain the feeling of having a physical menu if they choose to opt into using our app.

**Potential Solution:** Design the menu UI to reflect a paper menu, but allow users to tap on the names of dishes they are interested in further inspecting.





# VALUES IN DESIGN

## Ethical Implications

### **The Backstabber - What could cause people to lose trust in your project?**

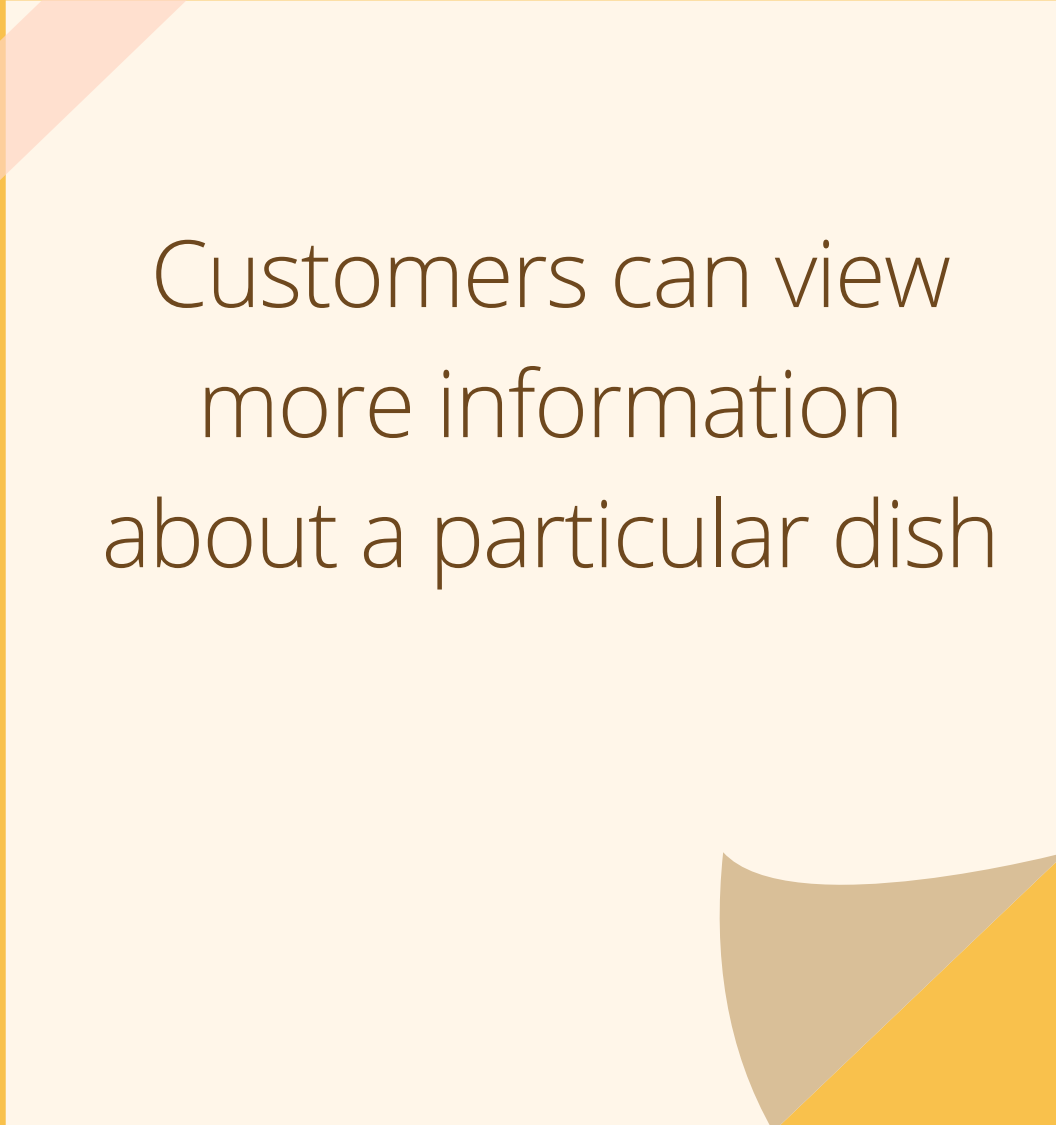
Because we encourage customers to only provide reviews about the objective quality of the food, we fail to capture the cultural significance behind dishes. For example, negative reviews like “too salty” may be disrespectful towards restaurants that intended for their dishes to taste this way. To promote inclusivity and acceptance, we want to find ways to promote the unique flavors of restaurants.

**Potential Solution:** Allow restaurants to provide a brief description about their history and unique cooking style when registering on the app. This will allow users to gain additional background insight on the restaurant prior to dining.




# TASKS

## Simple



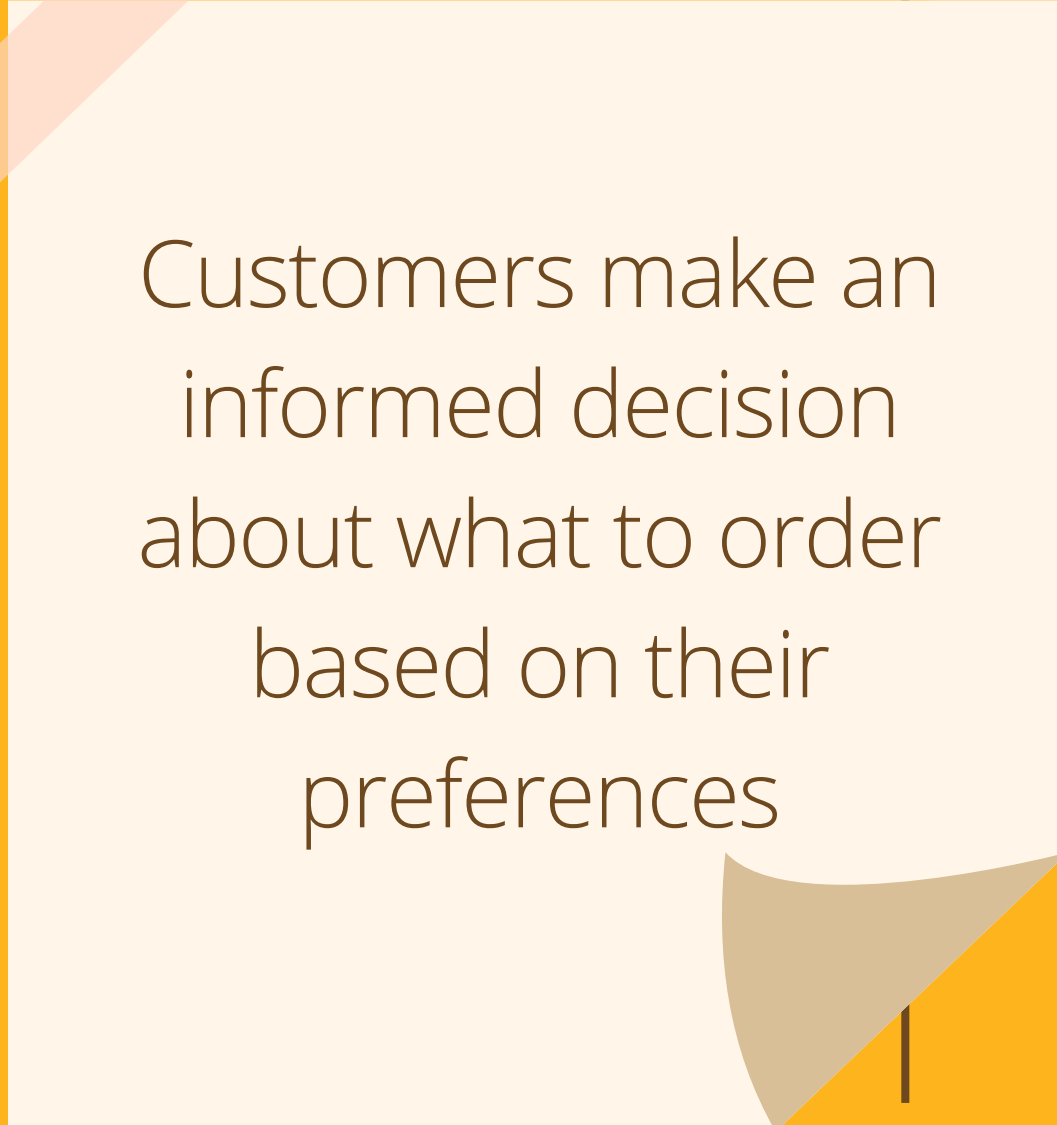
Customers can view more information about a particular dish

## Moderate



Customers can provide feedback to the restaurant

## Complex



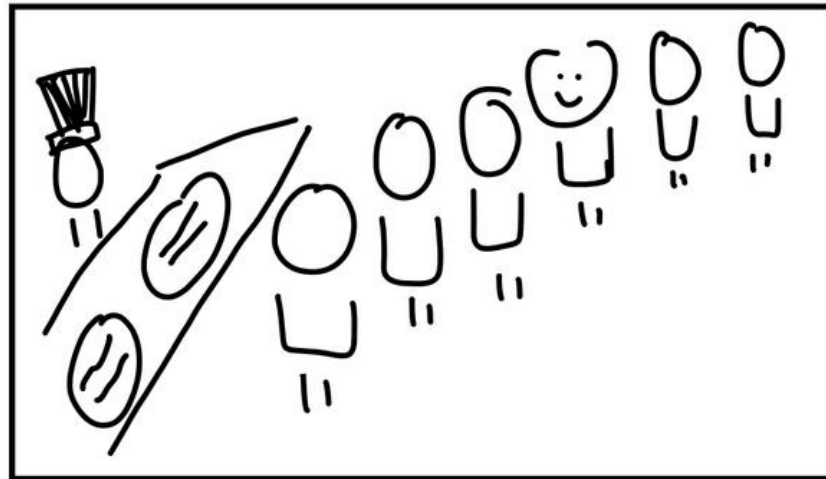
Customers make an informed decision about what to order based on their preferences



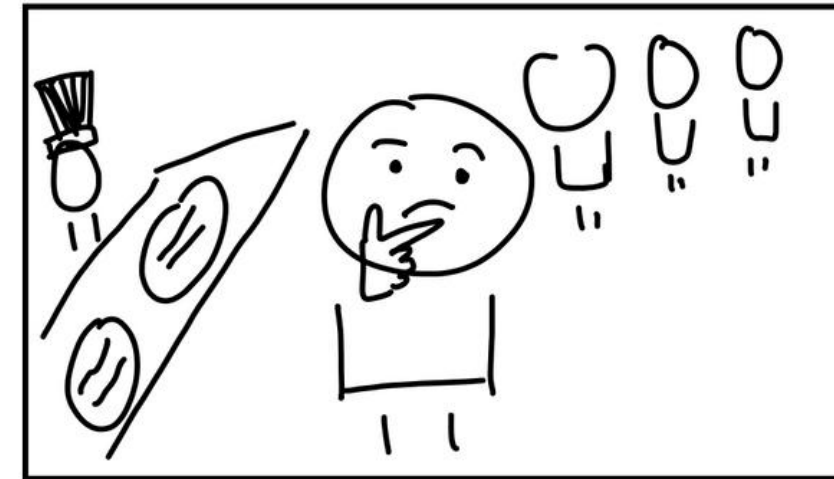
# STORY BOARD



Set the stage at Wilbur dining hall



MC is waiting in line, perusing food options



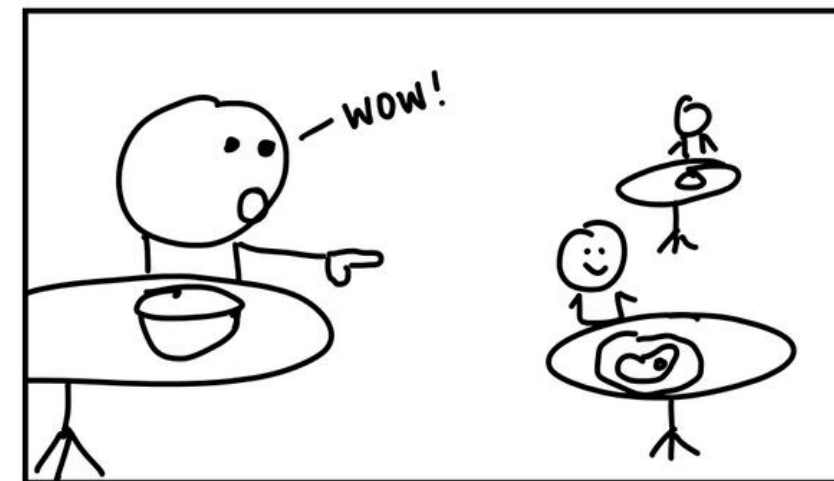
MC gets to the front of the line but hasn't decided what he wants



pan to MC frantically looking at options while those behind him are annoyed



MC grabs the most convenient option but is unsatisfied



MC takes a seat but sees everyone else around him eating tastier meals

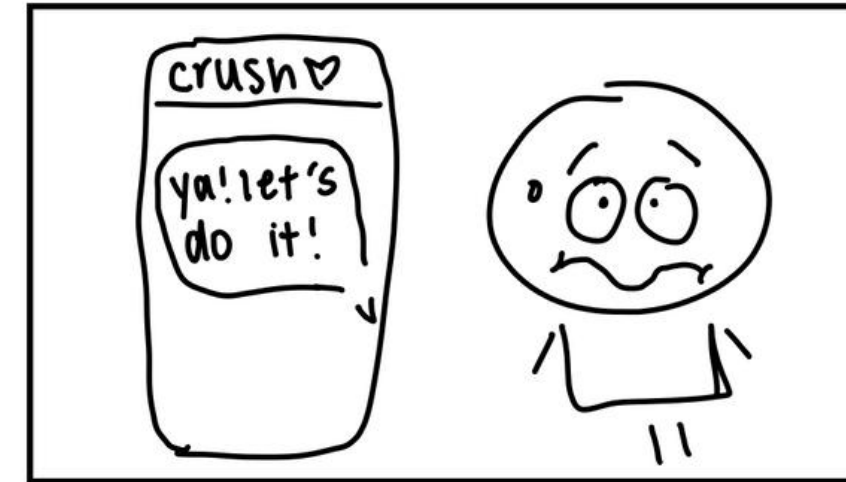
# STORY BOARD



MC walks home, dragging his feet and dejected



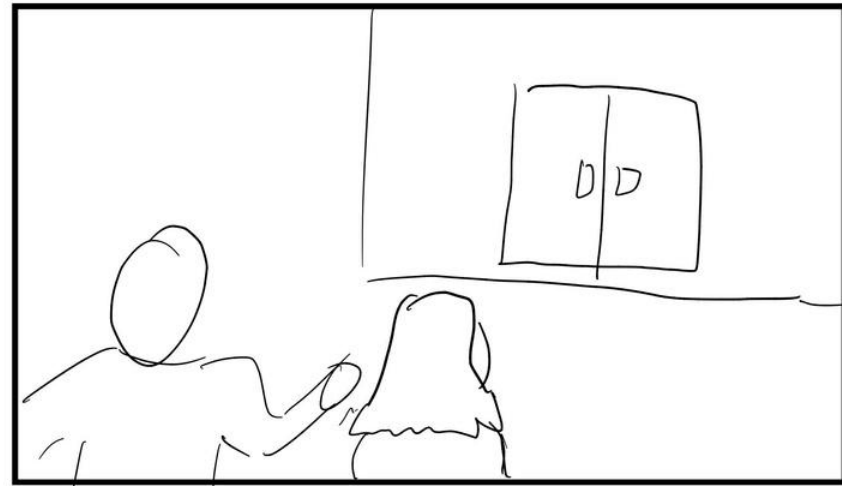
MC wakes up to a text in the morning from his crush. he is visibly nervous.



MC agrees to the date but is still anxious.



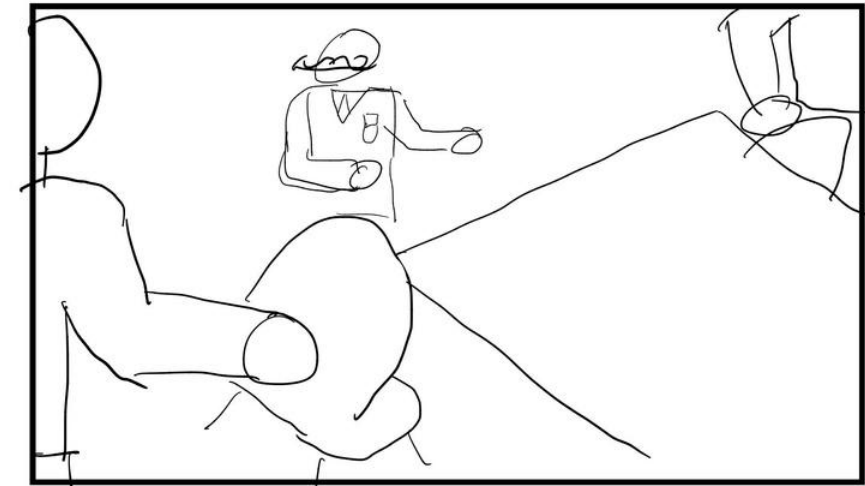
# STORY BOARD



Couple sees restaurant



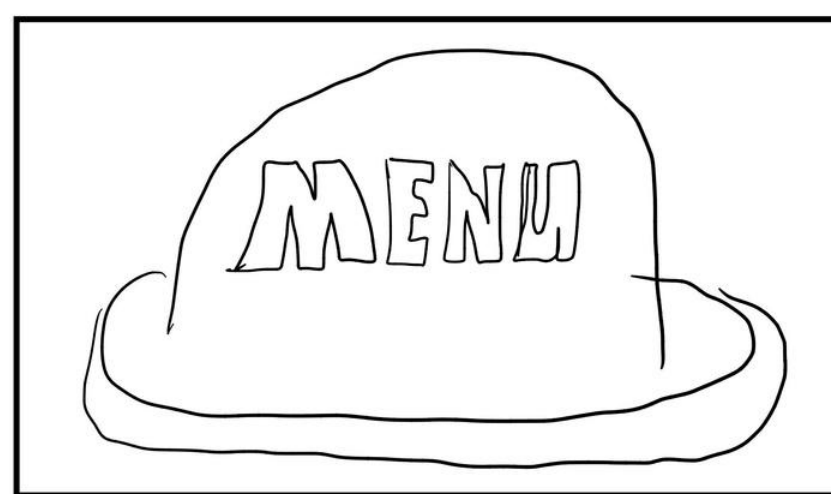
Waiter greets couple



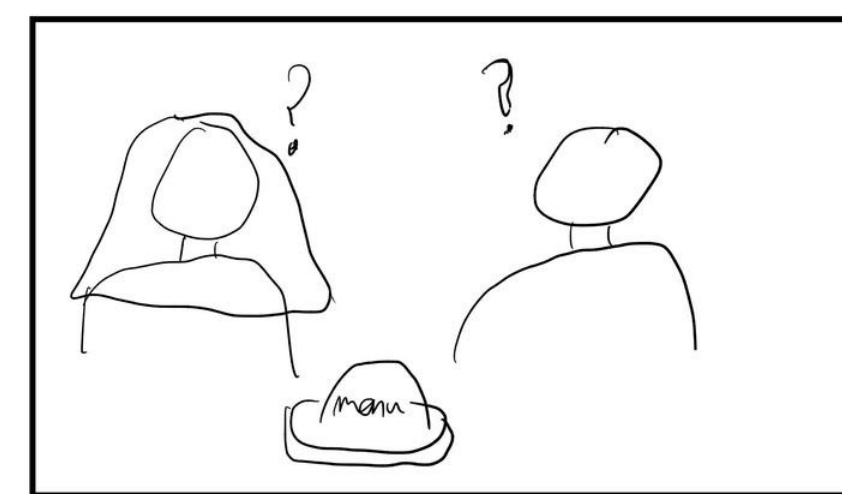
Couple sits



Waiter places button

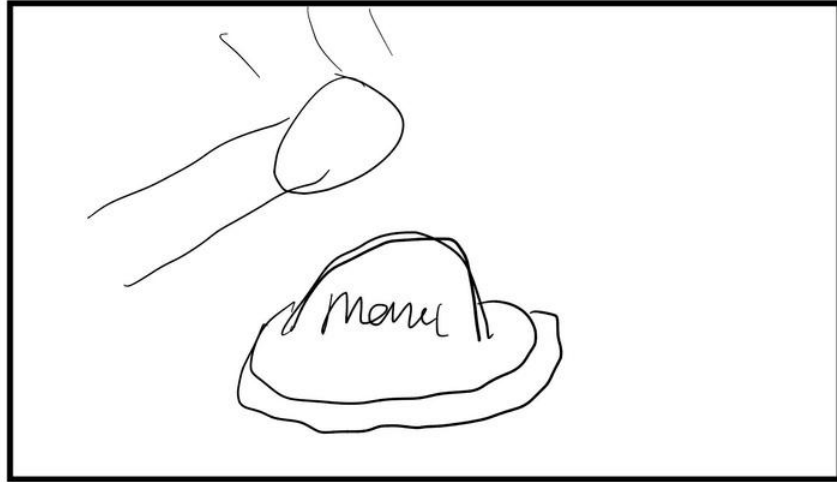


"Menu."



Huh?

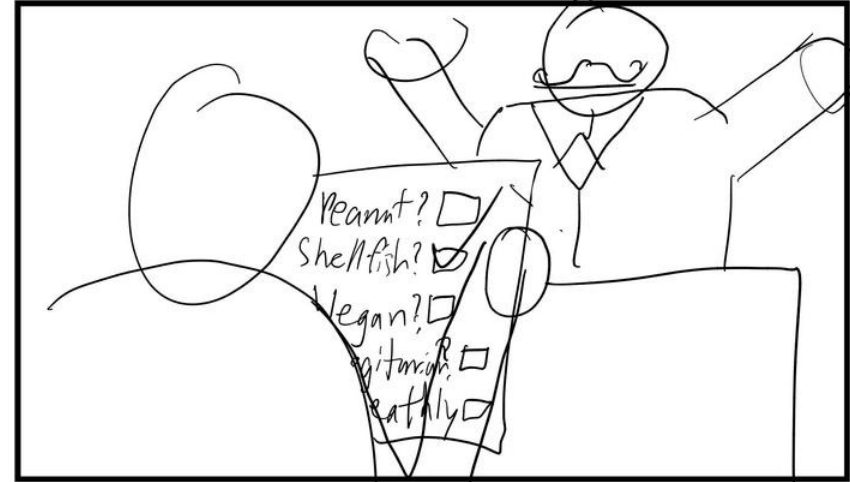
# STORY BOARD



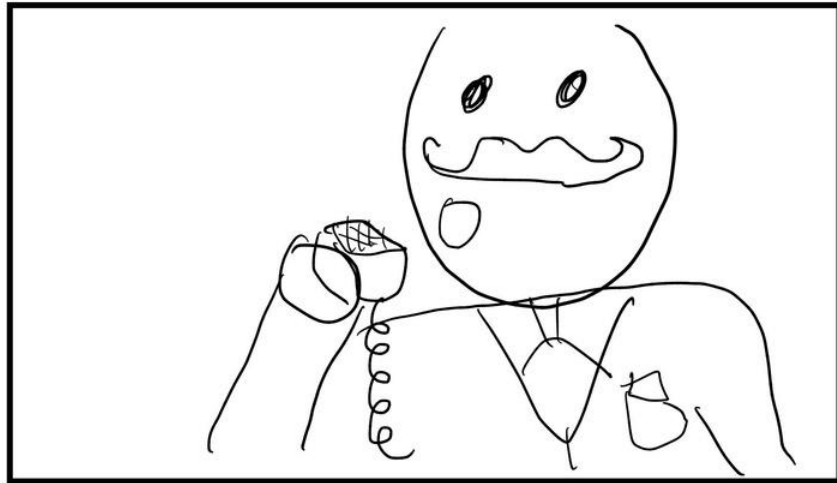
Hit Button!



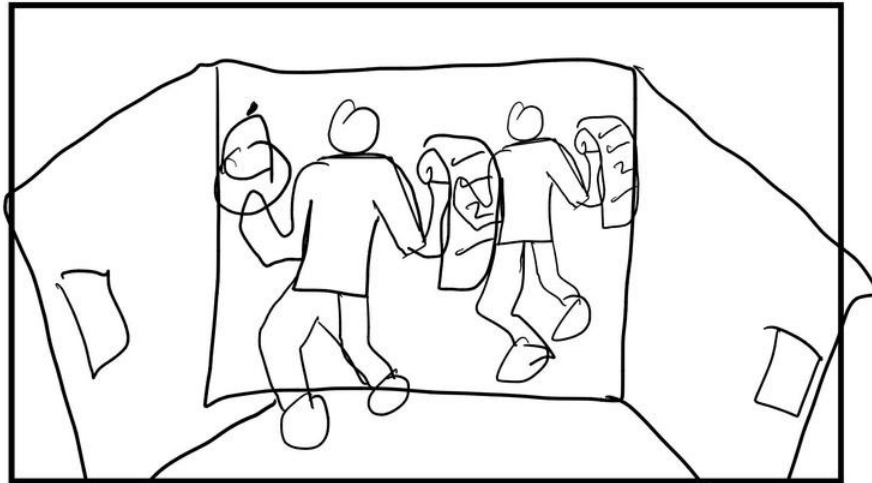
Waiter Appears!



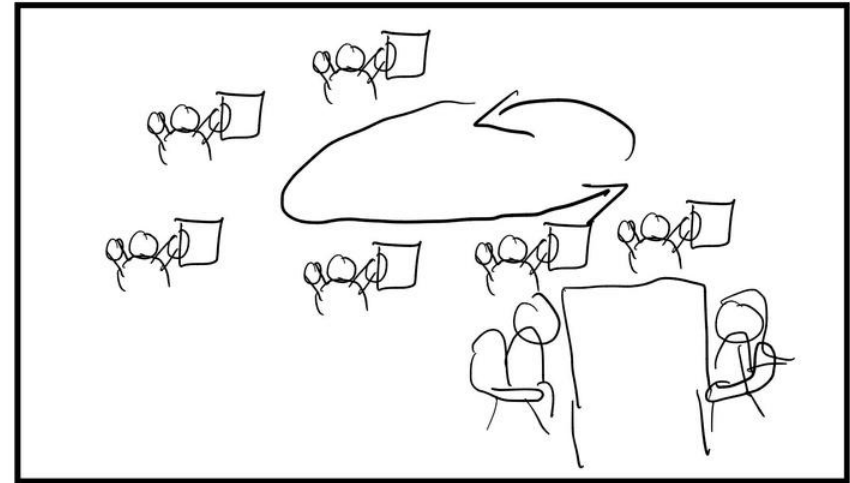
Preferences? Allergies?



"Bring 'em in."



Waiter line

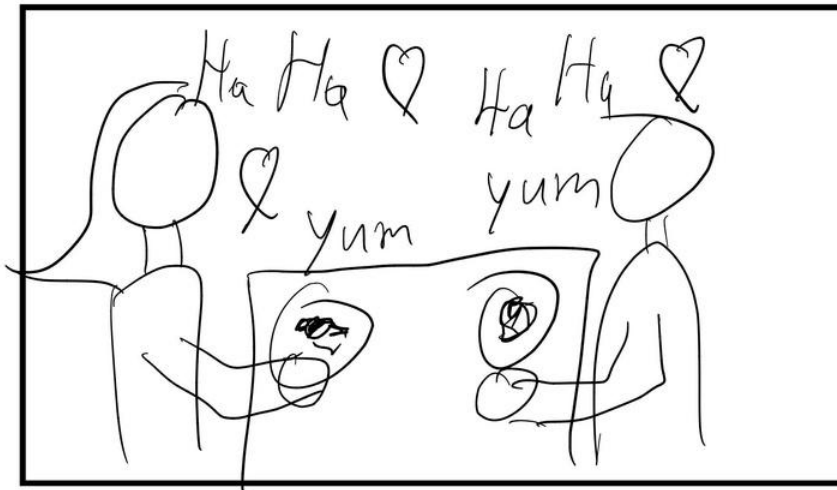


Parade around

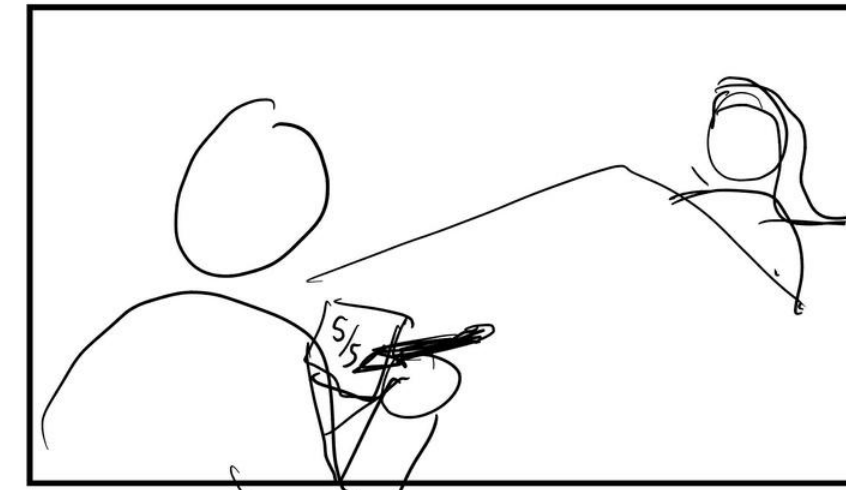
# STORY BOARD



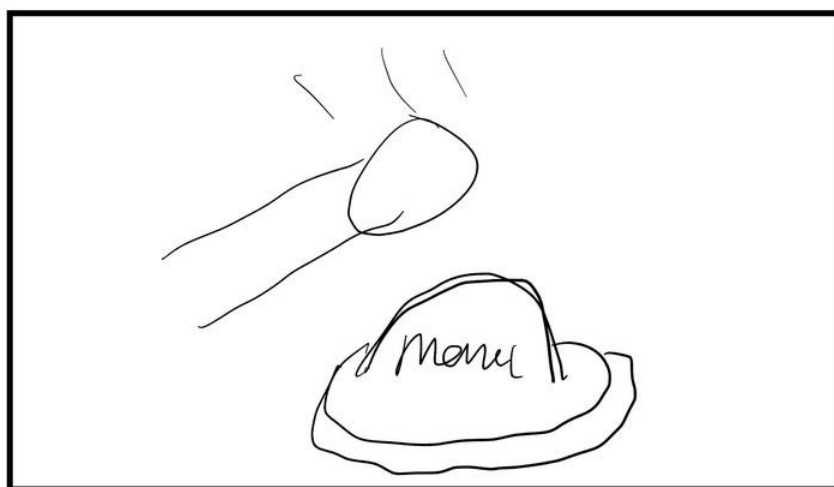
Present Options



Good Date.



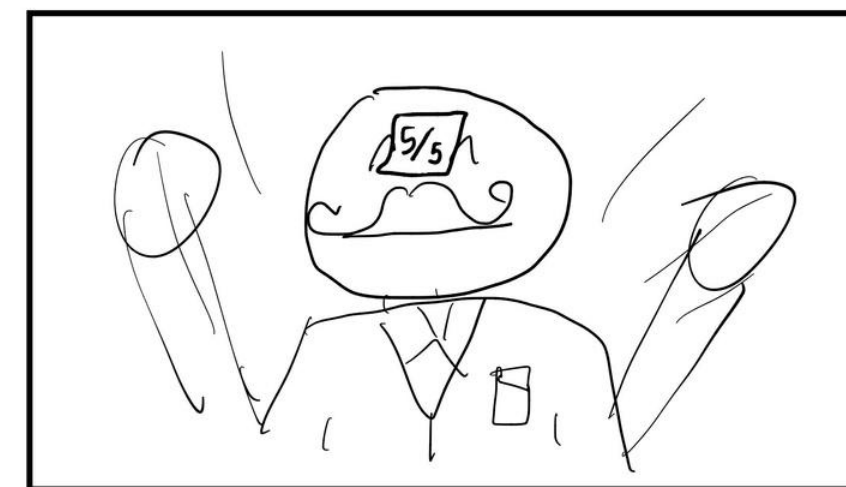
Write Review



Hit button.



Waiter Appear.



Leave Review





# CONCEPT VIDEO

<https://tinyurl.com/ycke4uaw>

