AMBI

vibe before you arrive.

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VALUE PROPOSITION

Most people find menus intuitive, but they **struggle** to identify the vibe, or <u>ambience</u>, of a restaurant

With Ambi, you'll never have to guess again. Vibe before you arrive.

AMBI OVERVIEW

With Ambi, you have the power to...

Discover New Vibes

Find what and where is trending near you

Experience the Atmosphere

Through videos, photos, and restaurant-themed mood boards

Plan an Itinerarary

Take control of your schedule. Plan around peak hours or go when it's the most lively,

Never Miss a Move

Know exactly what each venue has to offer, and whether it's popping!

VALUES IN DESIGN

ENCODED VALUES

Inclusion

Users should **feel at home** wherever they go and be provided with all the diverse options nearby.

Intuitiveness

The ambience of a restaurant should be **easily decipherable** and users should be able to easily create and browse through content.

Trust

The app should **build customer trust** through authentic reviews from real people that offer genuine insights and experiences.

VALUE DESIGN FEATURES

INCLUSION

Discovery page
- Users are invited to explore a variety of restaurant vibes/cuisines through their Discovery feed
- Users can save those that match their style. For restaurants that don't match their style, users can find comfort in knowing more about what to expect prior to arriving

Restaurant theme page
- Users know exactly what they're walking into through restaurant theme songs and mood boards!
- Users can learn the dress code through stylish bitmojis and be prepared for any dining experience.

Never be surprised.

INTUITIVENESS

Location-based discovery

- Easily measure your distance to the restaurant and cater your selection to restaurants nearby

Navigation

- We utilize few tabs and use familiar icons and interfaces that align with design conventions for easy learnability

Personalization

- Users can toggle filters to narrow down the selection of their discovery page to fit a certain mood, vibe, cuisine, occasion, etc

TRUST

Customer-driven content
- All content is from real users showcasing their authentic experiences
- Customers may also scan their receipt to mark themselves as Verified Customers

Complete transparency
- Videos feature the restaurant location, time-of-day, and posting user
- Users have complete freedom over what they post, good or bad

TASKS

SIMPLE

Searching & discovering new restaurants (customer side)

Viewing more information about a restaurant (customer side)

MODERATE

Providing non-video reviews to restaurants (customer side)

COMPLEX

Creating video content that captures the **ambience** of a restaurant (customer side)

USABILITY GOALS & KEY MEASUREMENTS

USABILITY GOALS & KEY MEASUREMENTS

Efficient

rationale

users should be able to post
video reviews quickly and easily

key measurement

how many mistaps the users had
(< 2 ideally)

Pleasing

rationale

navigating restaurant home pages
should be enjoyable and helpful

key measurement

how long the user spent exploring
the restaurant home page

PROGRESS TOWARDS USABILITY GOALS

Efficient

- User's home page is split into 'Disco' and 'Following' for easy navigation

- The create feature is readily accessible for the user to engage with at multiple points in the user flow

Pleasing

- Video reviews are easily navigated through swiping

- Restaurant landing pages capture the ambience with fun, novel mediums including a moodboard, background music, etc

INTERFACE REVISIONS

MAJOR DESIGN CHANGE #1

Feedback:

"I don't like when reviews are too long... it's too much to read and not always the most helpful."

Change:

1. Add a character limit to reviews
2. Only display full reviews on the home page if users choose to expand the caption section

Rationale:

1. Too many words on one screen was overwhelming, users hit a sensory overload
2. Displaying too much text on a page clutters the screen, and takes away from other features
3. Wanted to emphasize conciseness and efficiency
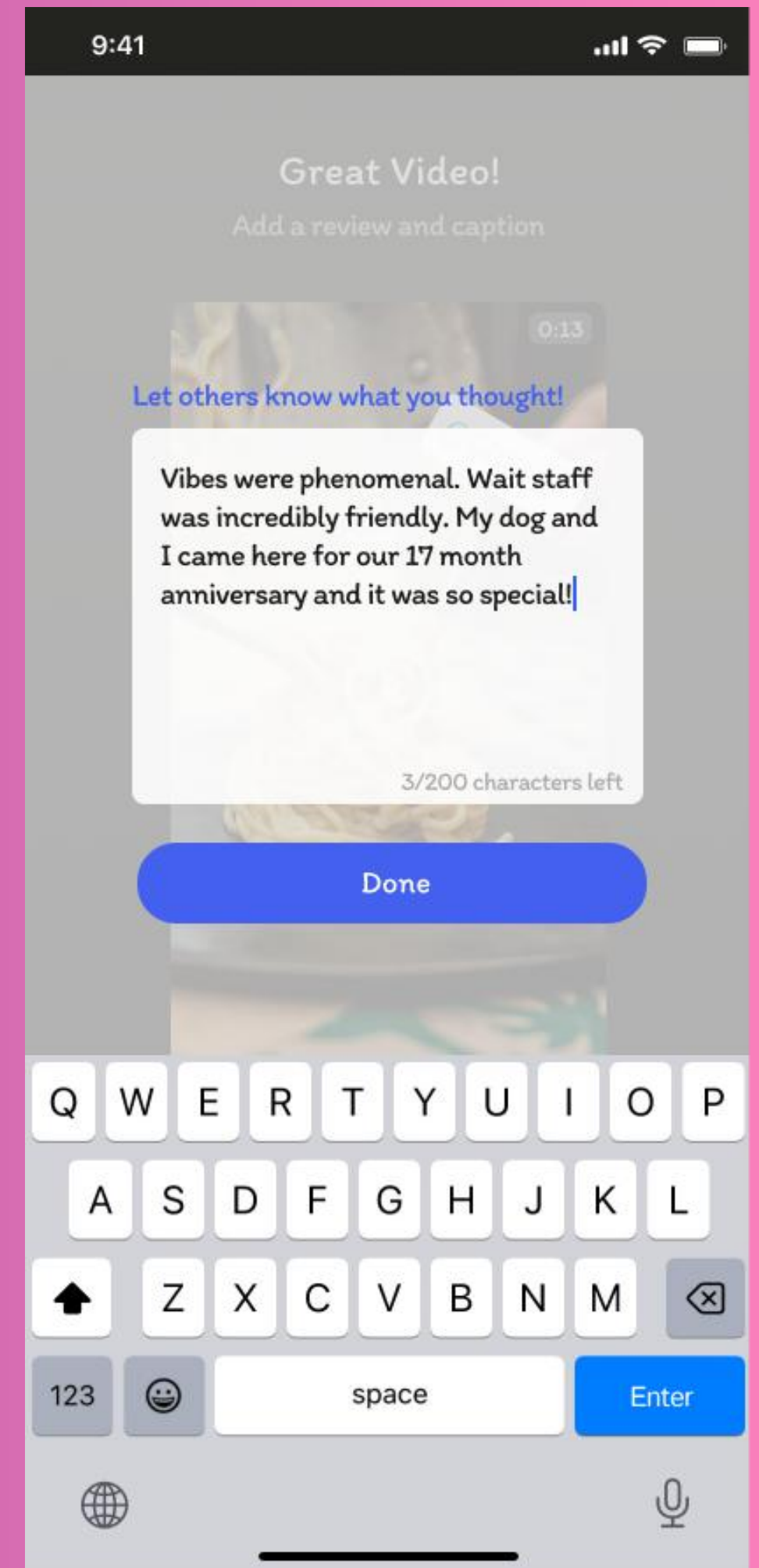
MAJOR DESIGN CHANGE #2

Feedback:

"Are there ways other than just videos that capture the ambience?"

Change:

1. Separate restaurant landing page into two tabs: About and Reviews
2. Include moodboard, popular times, wordcloud, and fit inspo
3. Videos populate the Reviews tab

Rationale:

1. Videos may not fully capture everything about a restaurant's ambience and takes longer to sift through
2. Components in the About page provide a quick glance overview of the restaurant through fun mediums, including a moodboard, how people would dress, and peak visiting hours that would help a user gauge what the atmosphere would be like
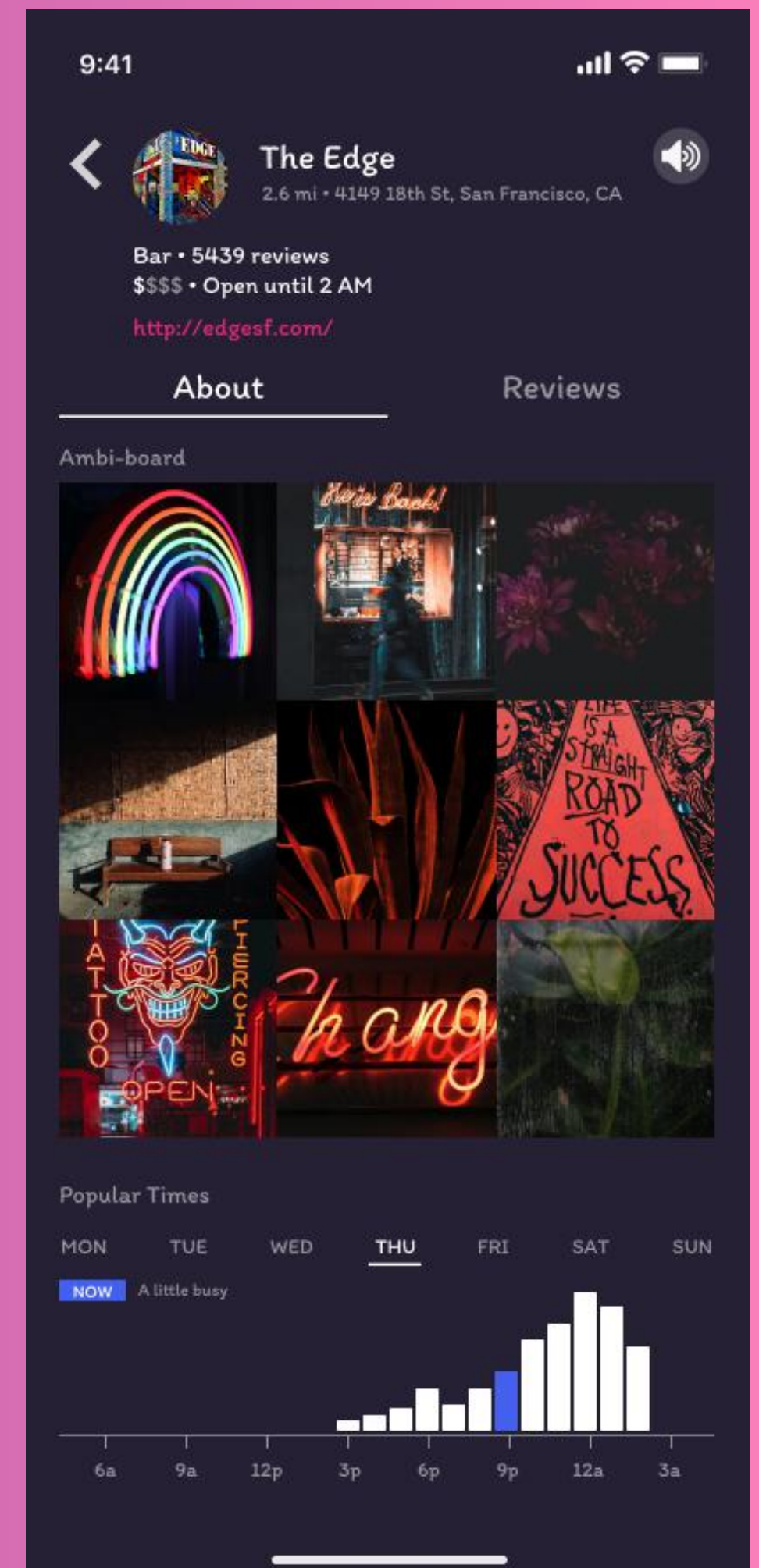
MAJOR DESIGN CHANGE #3

Feedback:

"How do you plan on preventing spam reviewing?"

Change:

1. Introduce a QR code scanner to verify real customers
2. Prioritize videos with a higher like and view count on restaurant home pages

Rationale:

1. Scanning QR codes is easy and intuitive, and flows well into the content publishing flow
2. Having a 'Verified Customer' tag allows users to increase the visibility of their videos
3. Users who visit a restaurant's home page are more inclined to click on the top-most videos first
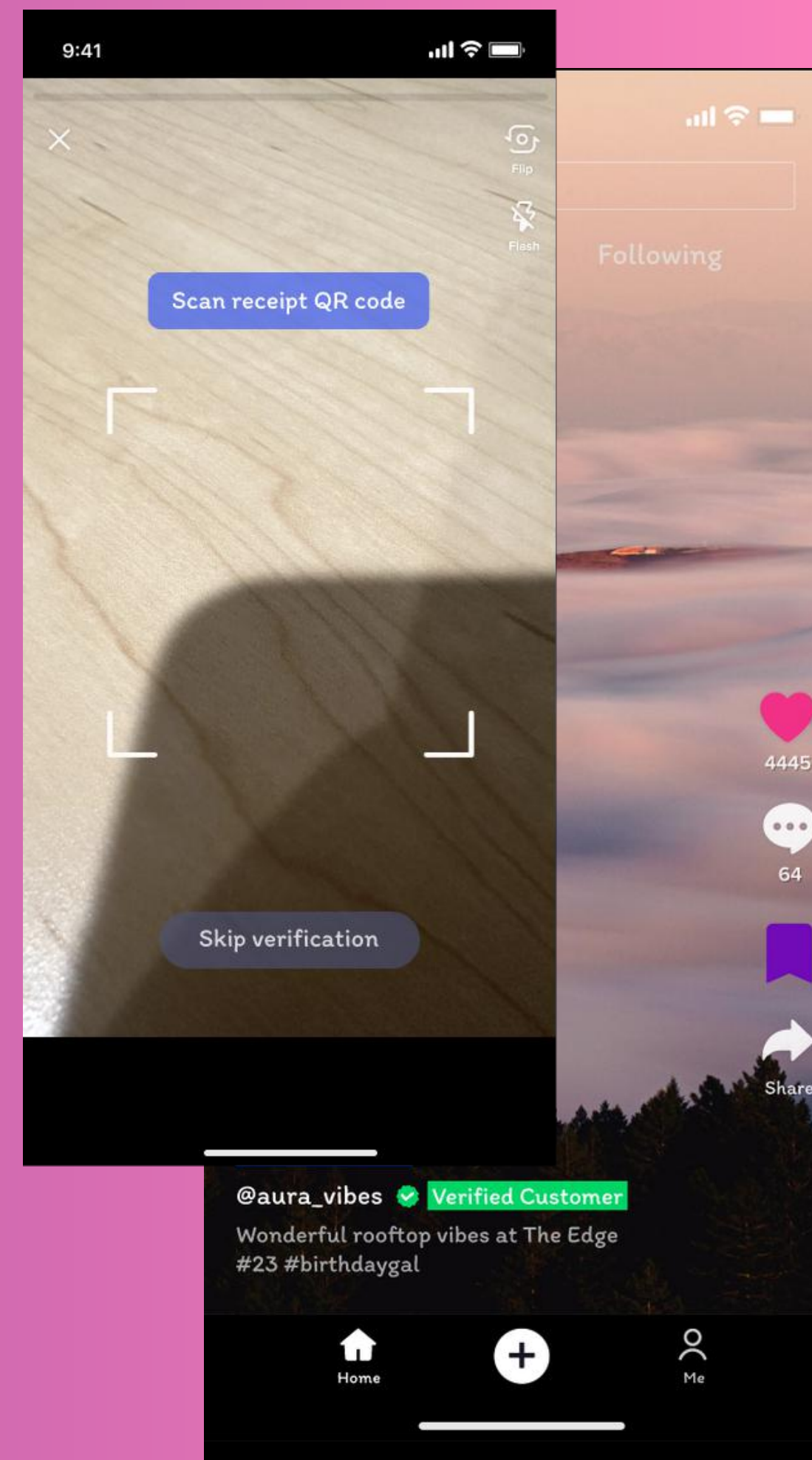
MED-FI TASK FLOWS

SIMPLE TASK #1

basic info

bg music

moodboard

wordcloud
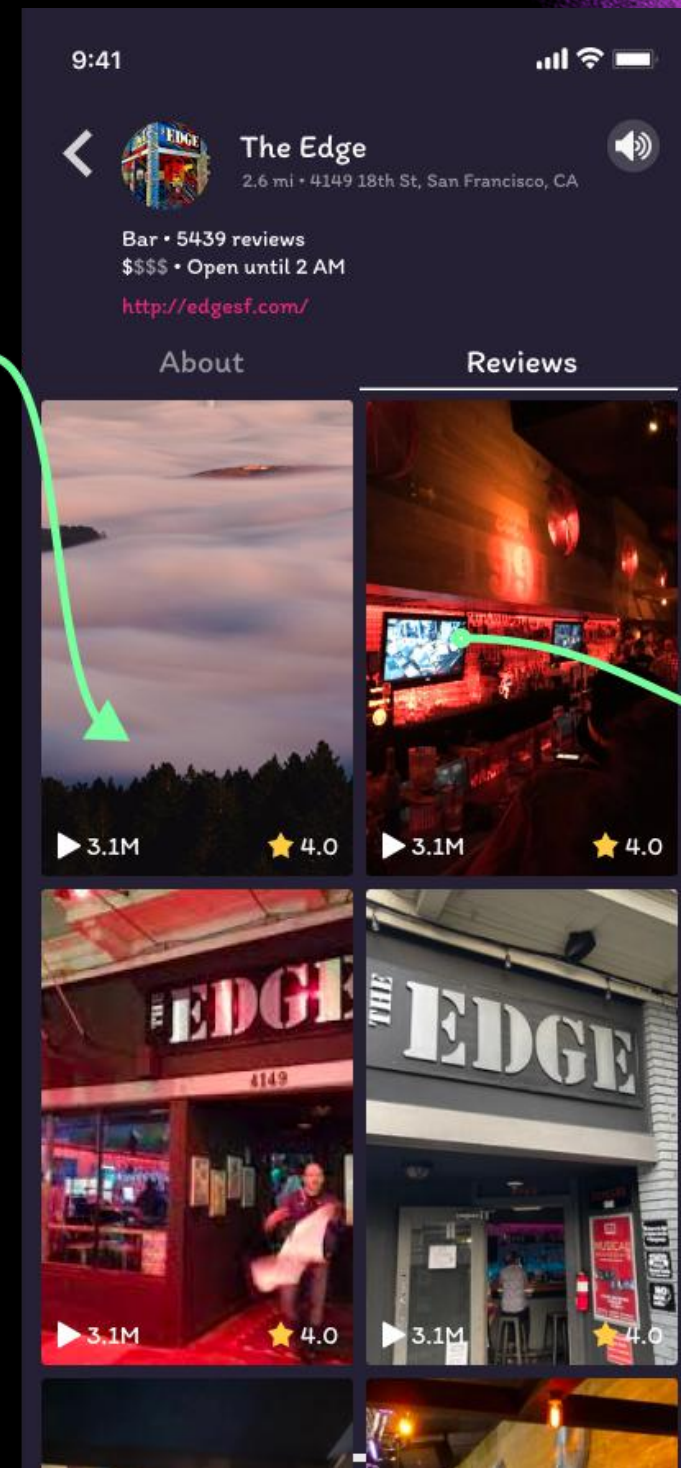
popular times

fit inspo
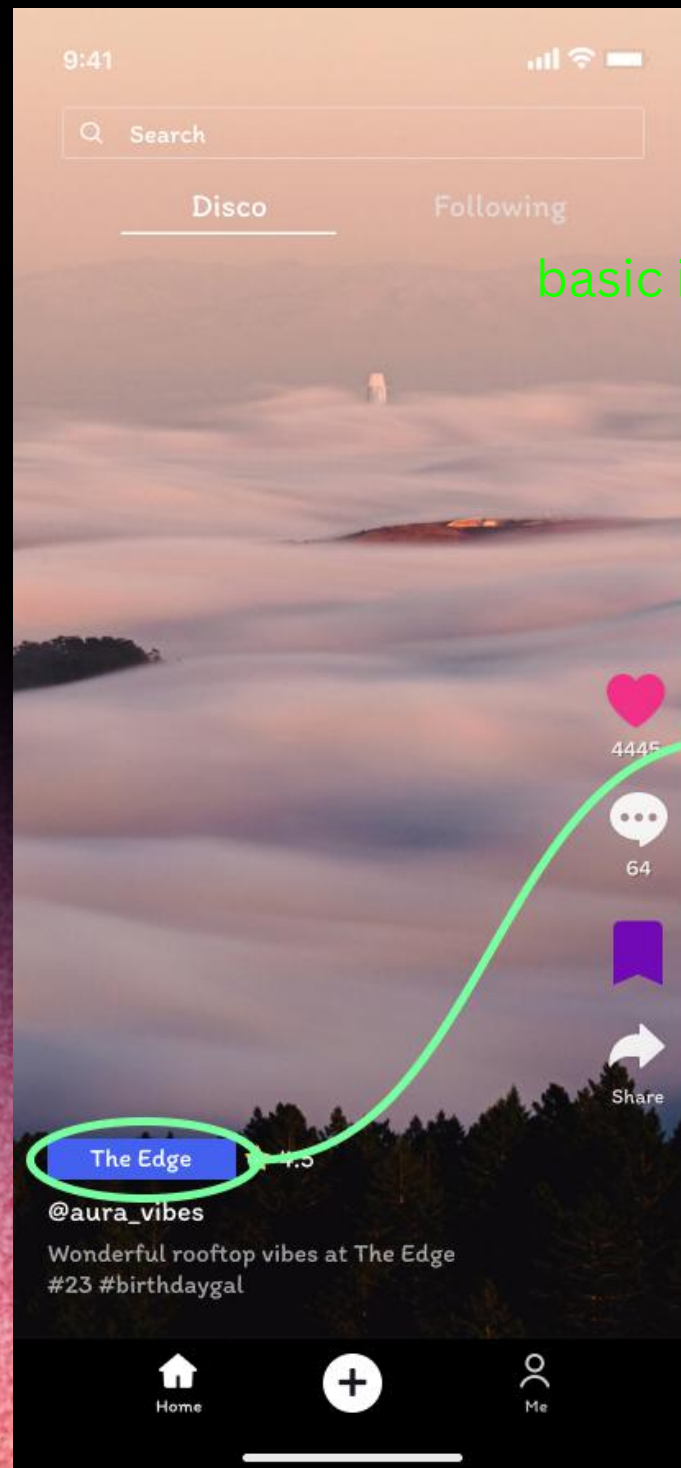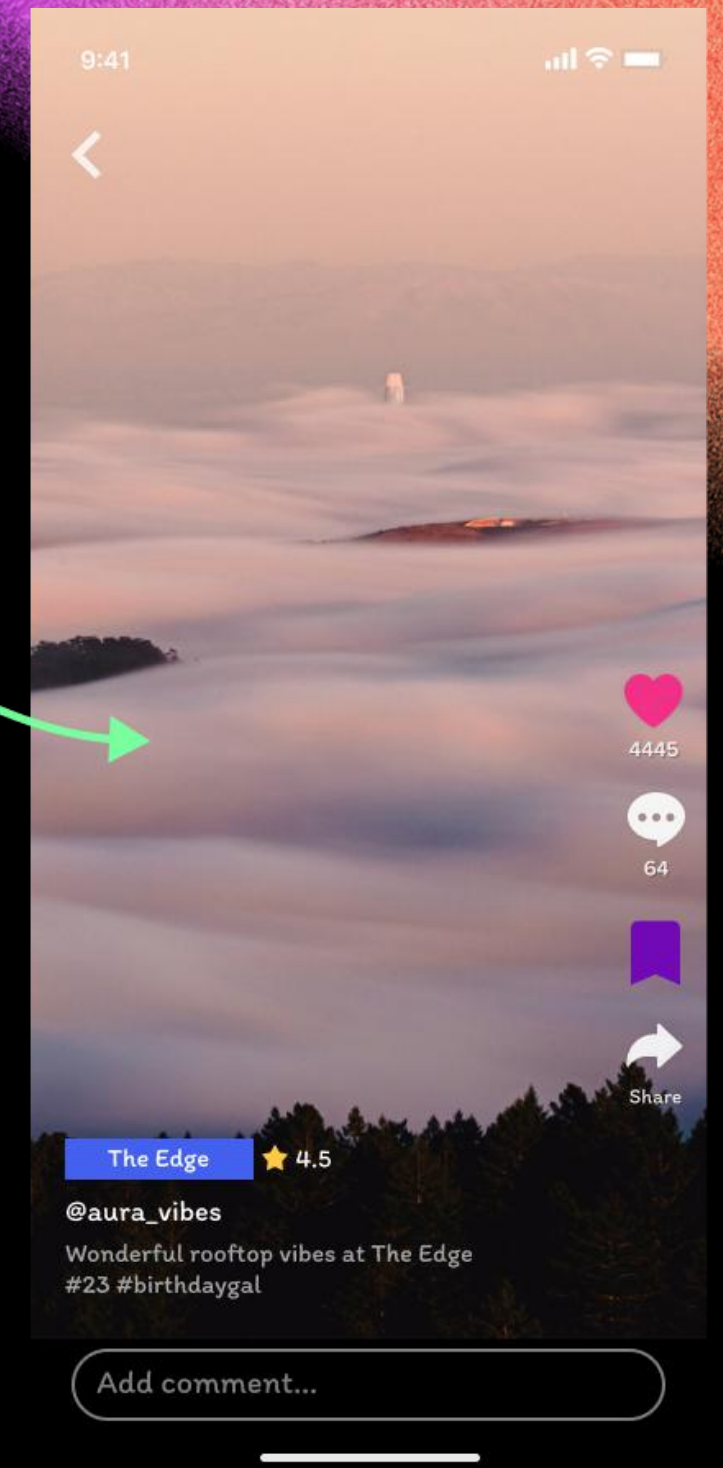
Tap restaurant location tag
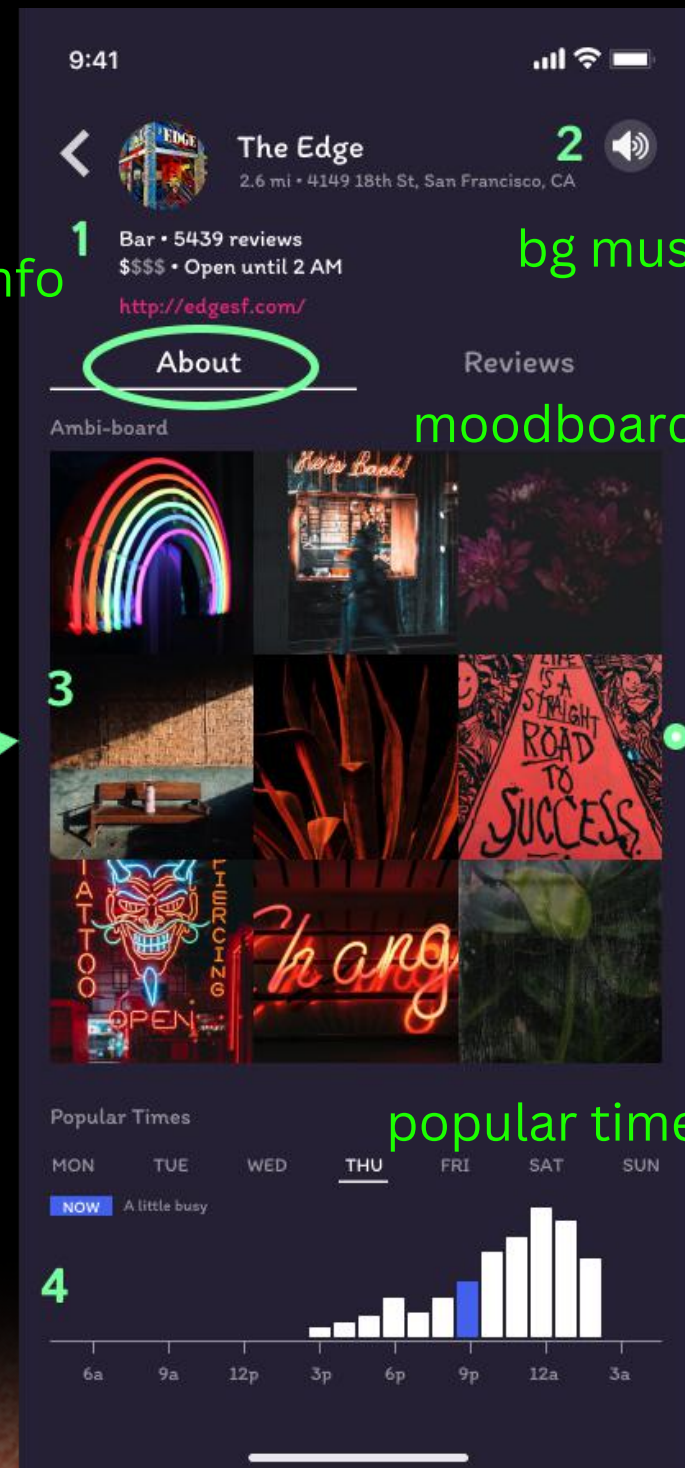
Restaurant landing page by default opens to About tab
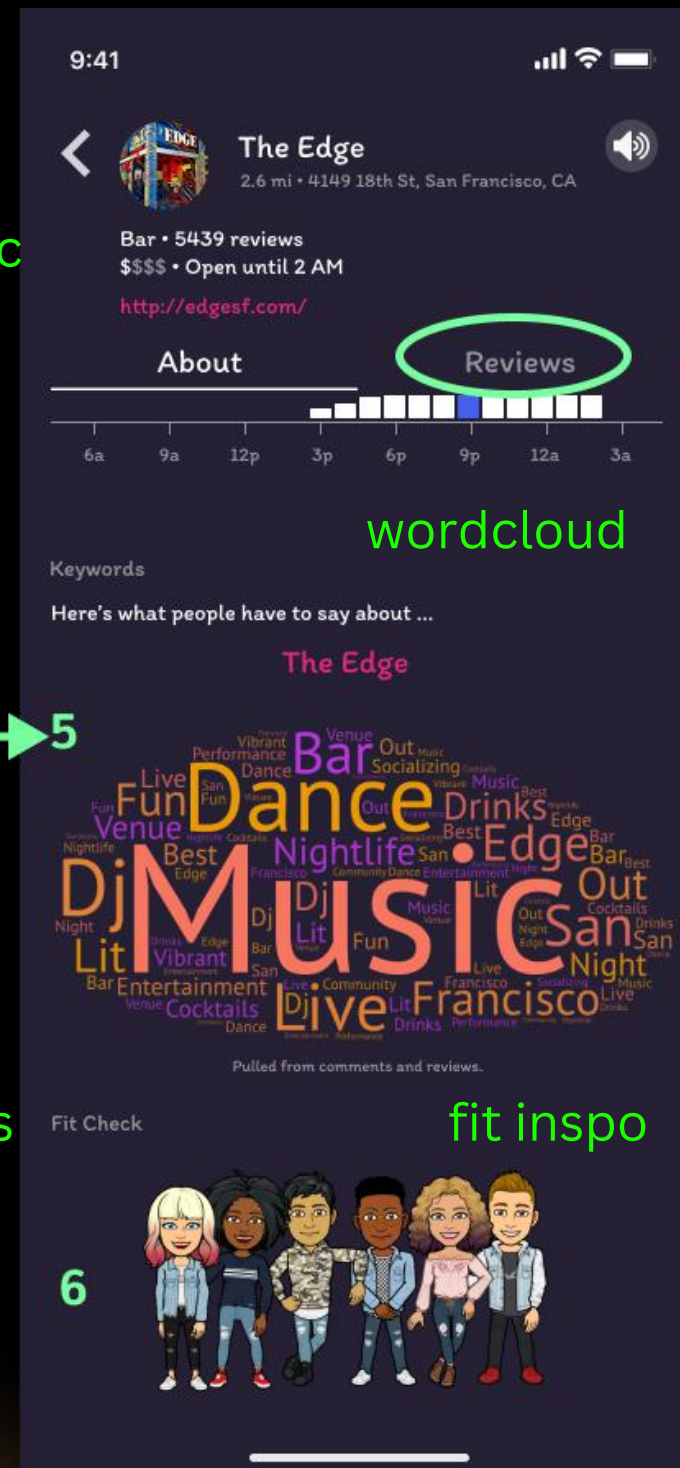
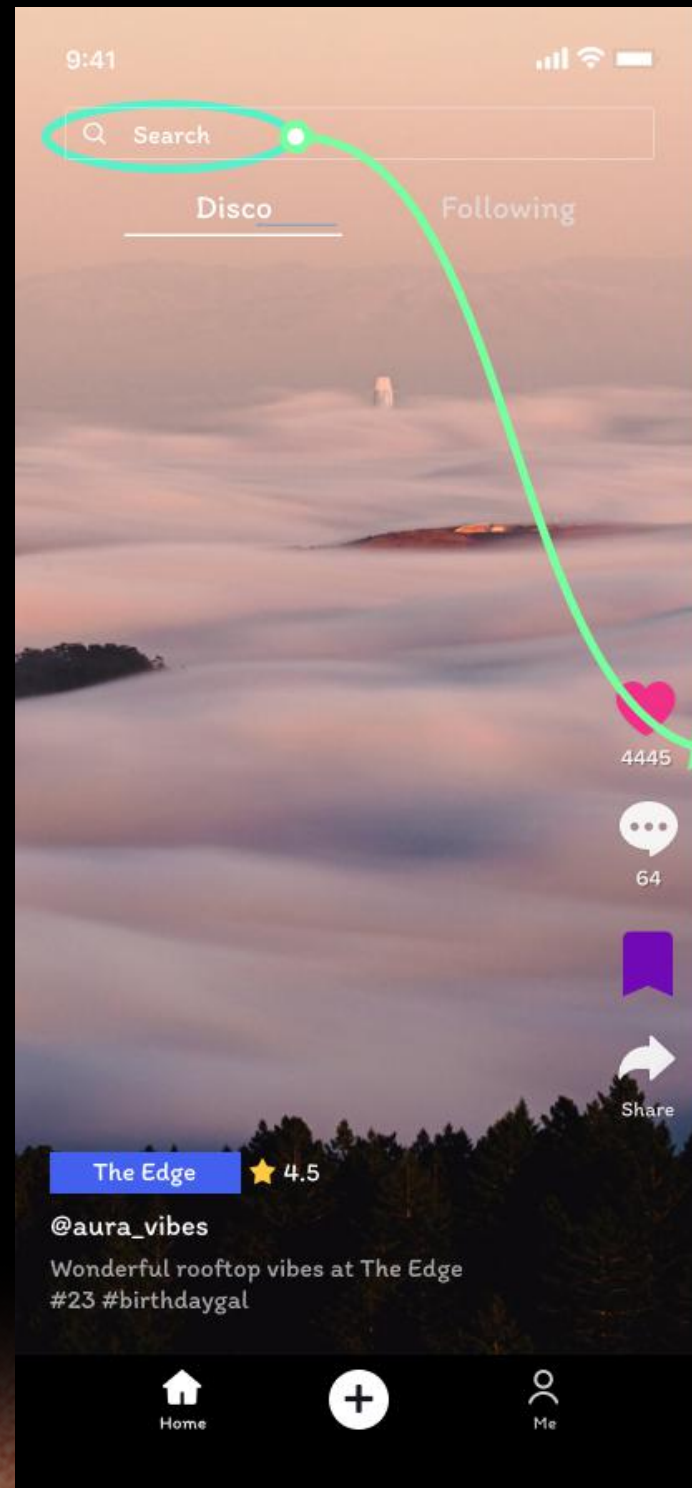Vertical scroll to view more About info
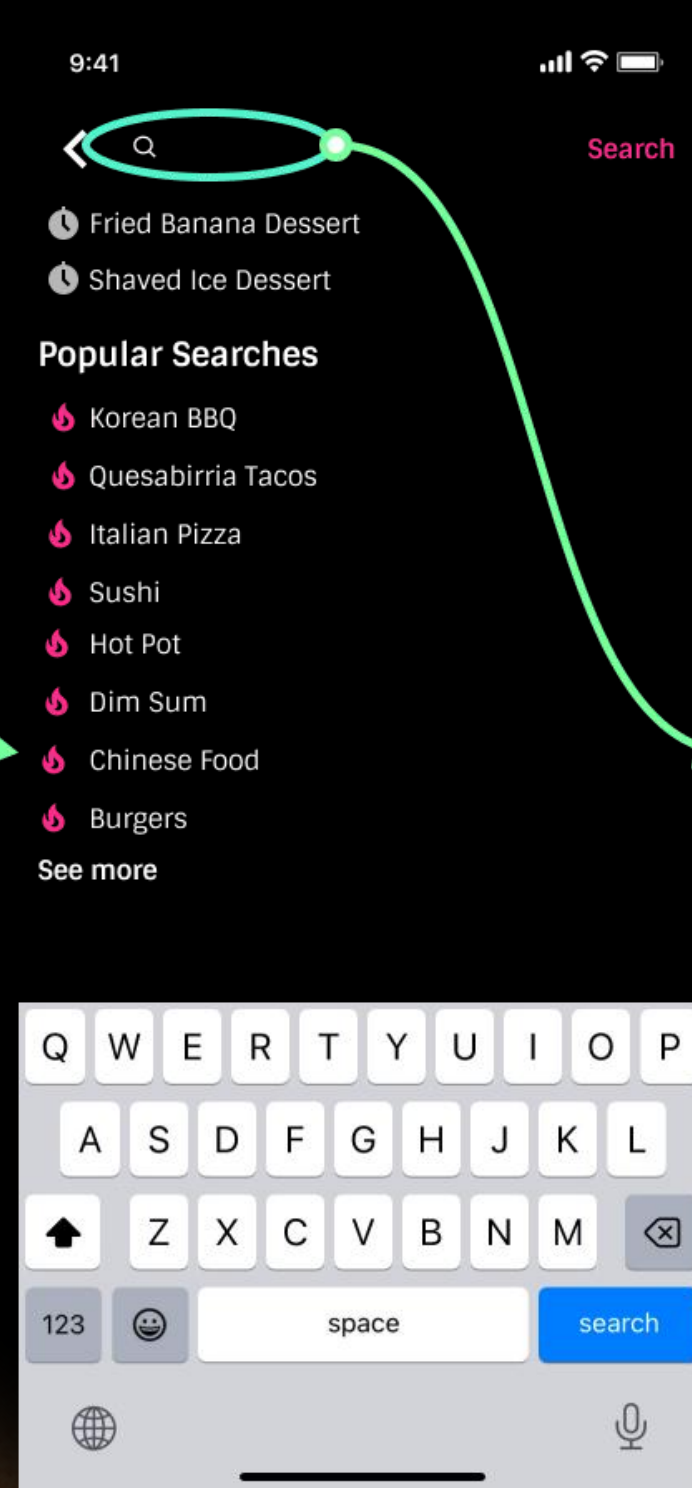
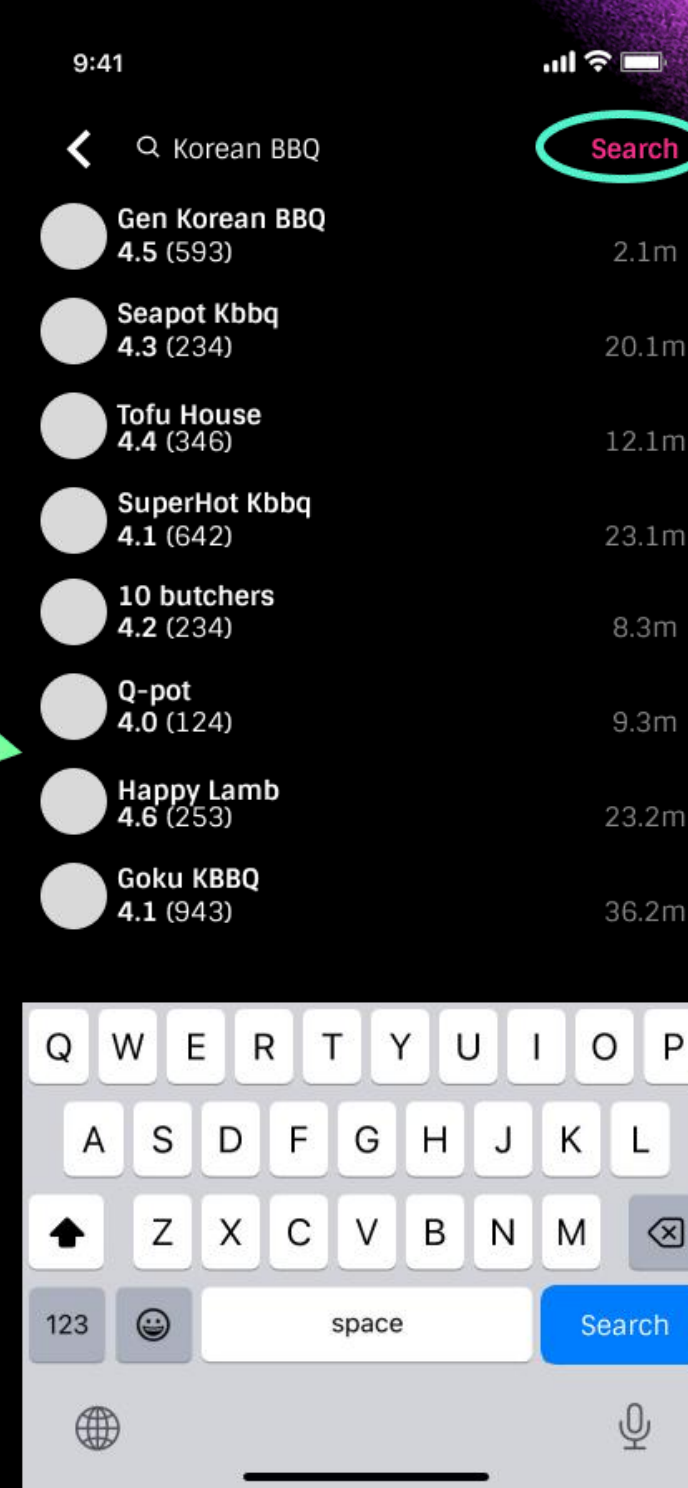Tap Reviews to view video content

Tap video to open and view video

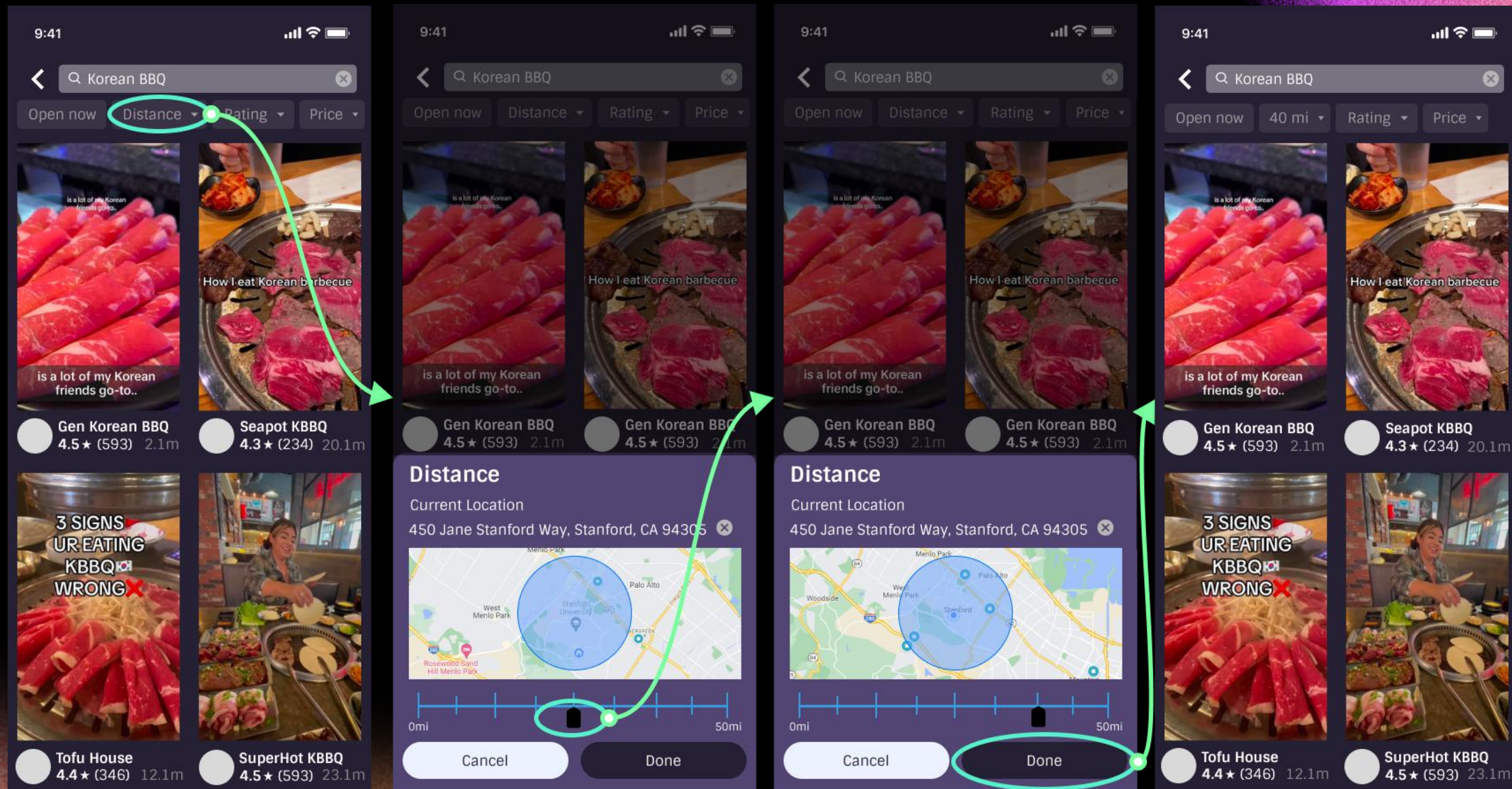# SIMPLE TASK #2

Tap search bar

Type in searchfield
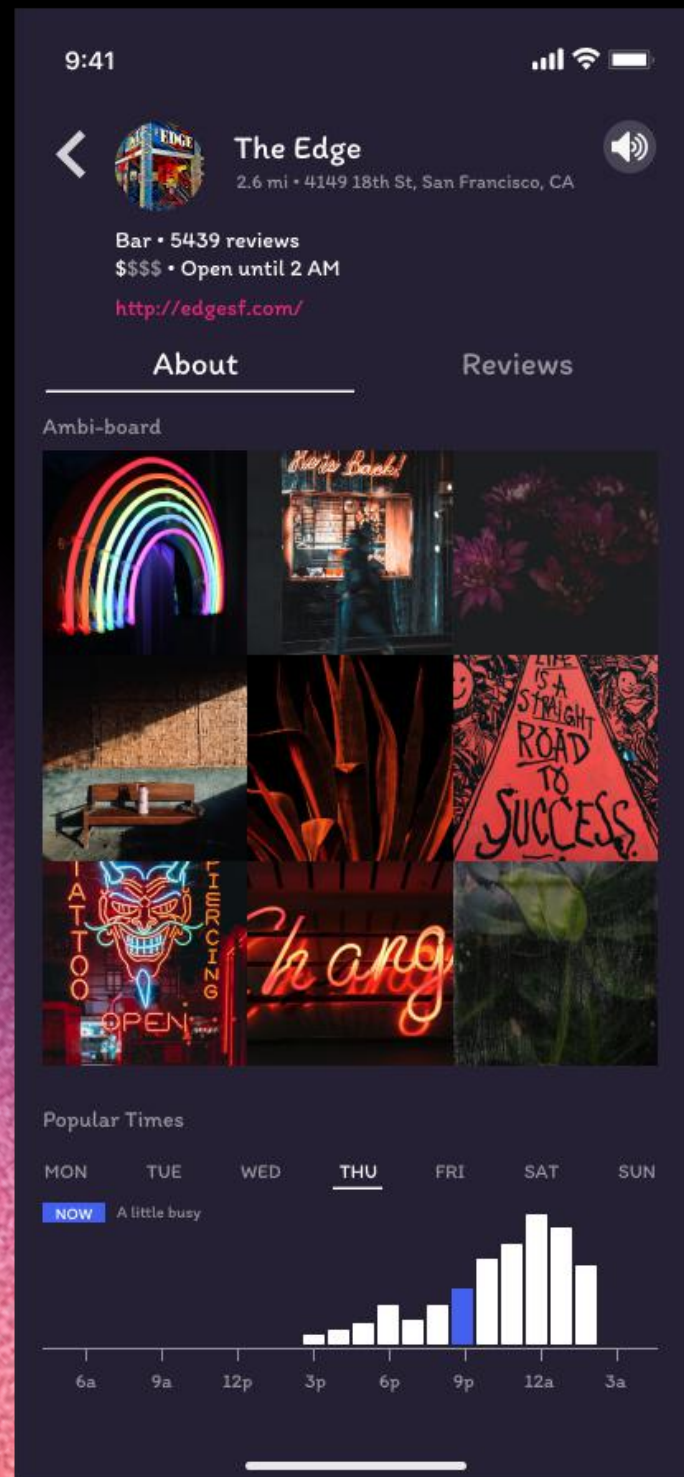
Click Search

SIMPLE TASK #2

Click filters to narrow results (ex: distance)

Slide scroll to adjust distance radius
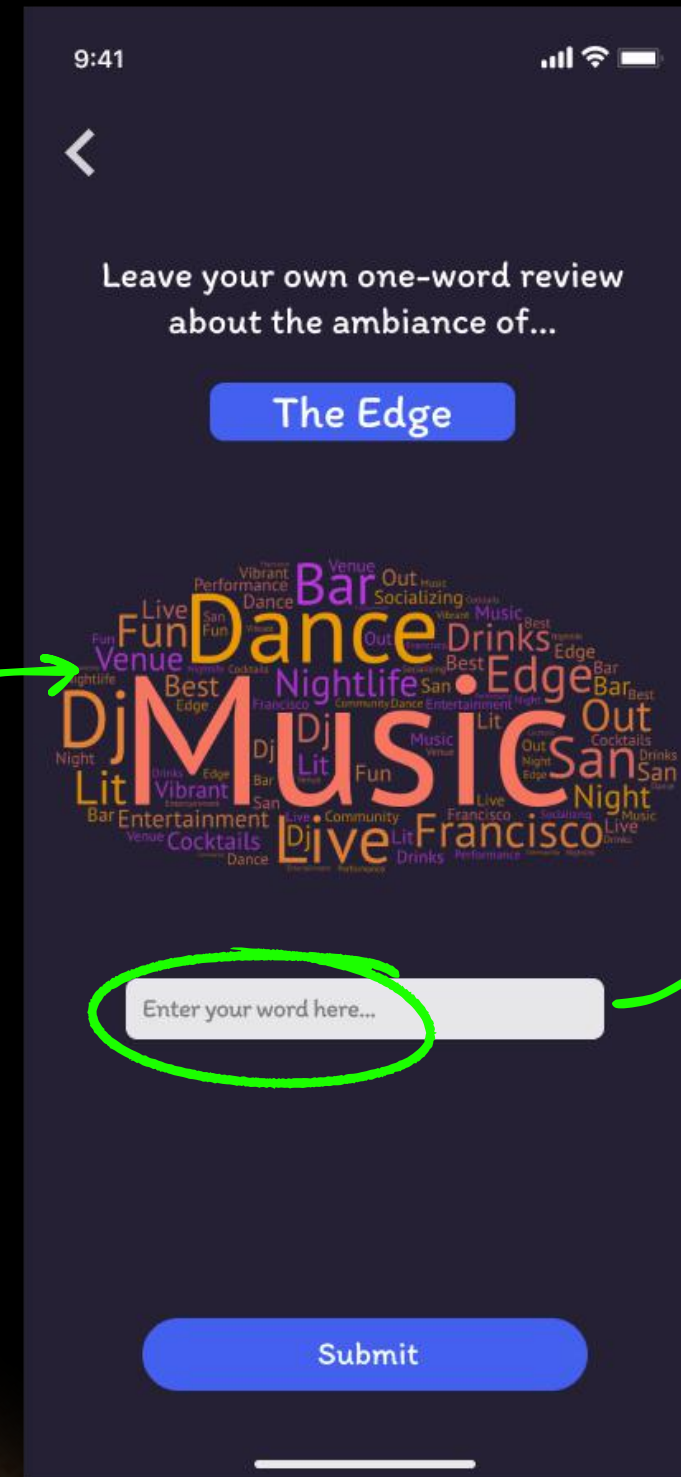
Click done

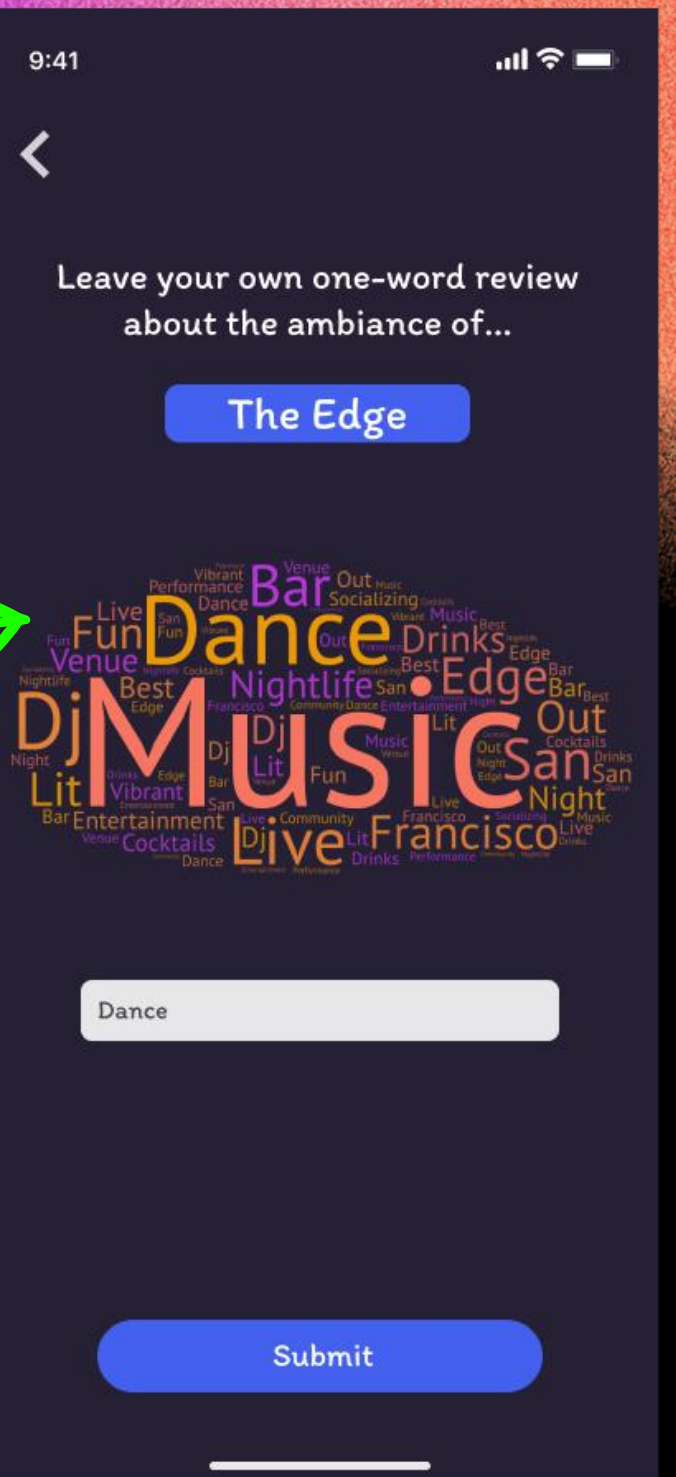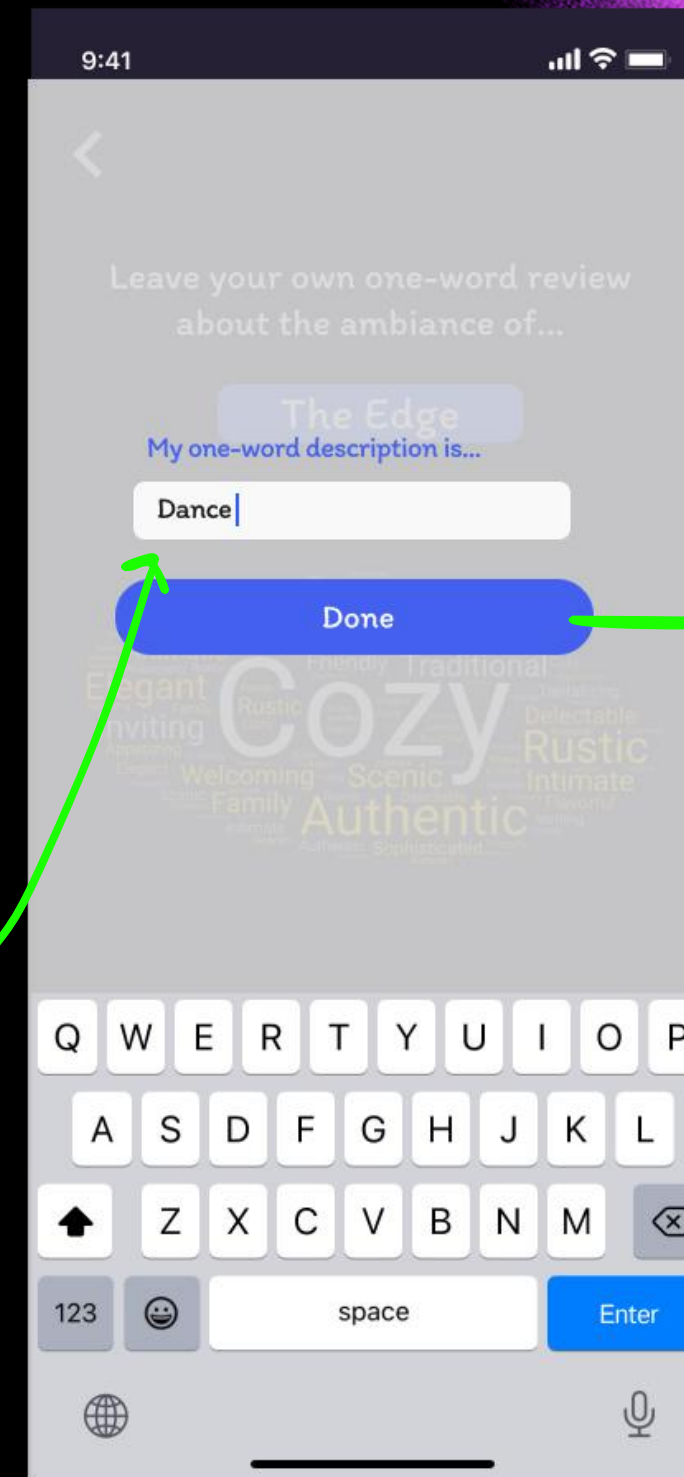View updated results

MODERATE TASK - WORD CLOUD

Scroll down on restaurant home page

View and edit the word cloud

Contribute a one-word review

Click "Submit" to add your contribution

MODERATE TASK - FIT CHECK
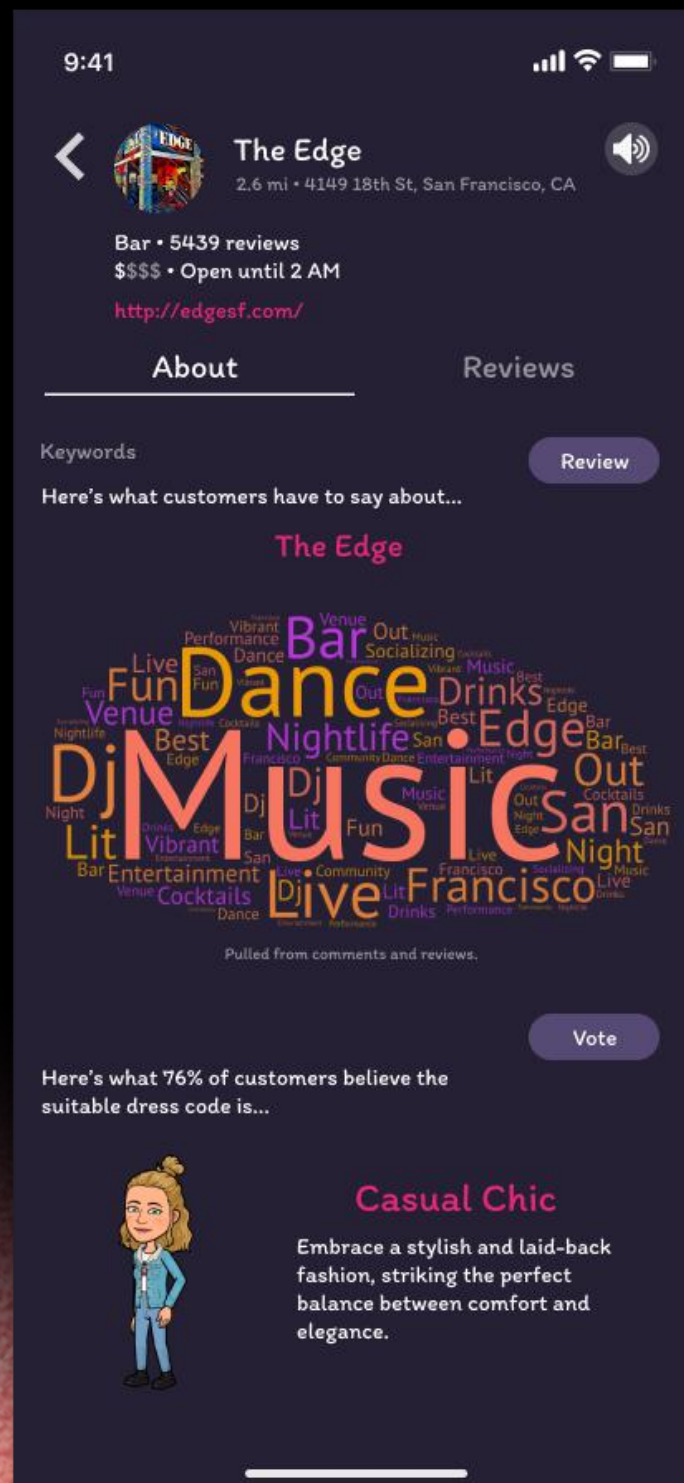
Scroll down on restaurant home page

Swipe between outfit options

Vote for the outfit you think most matches the vibe

See your vote reflected in the results and restaurant page

COMPLEX TASK

click to add content

scan QR code for 'Verified Customer' tag

Scan receipt QR code

Skip verification

start/stop video taping

add stickers

select a sticker

🧑 Stickers

9:15 PM   @MENTION

POLL   #HASHTAG

LINK

location sticker added

@CUCINA
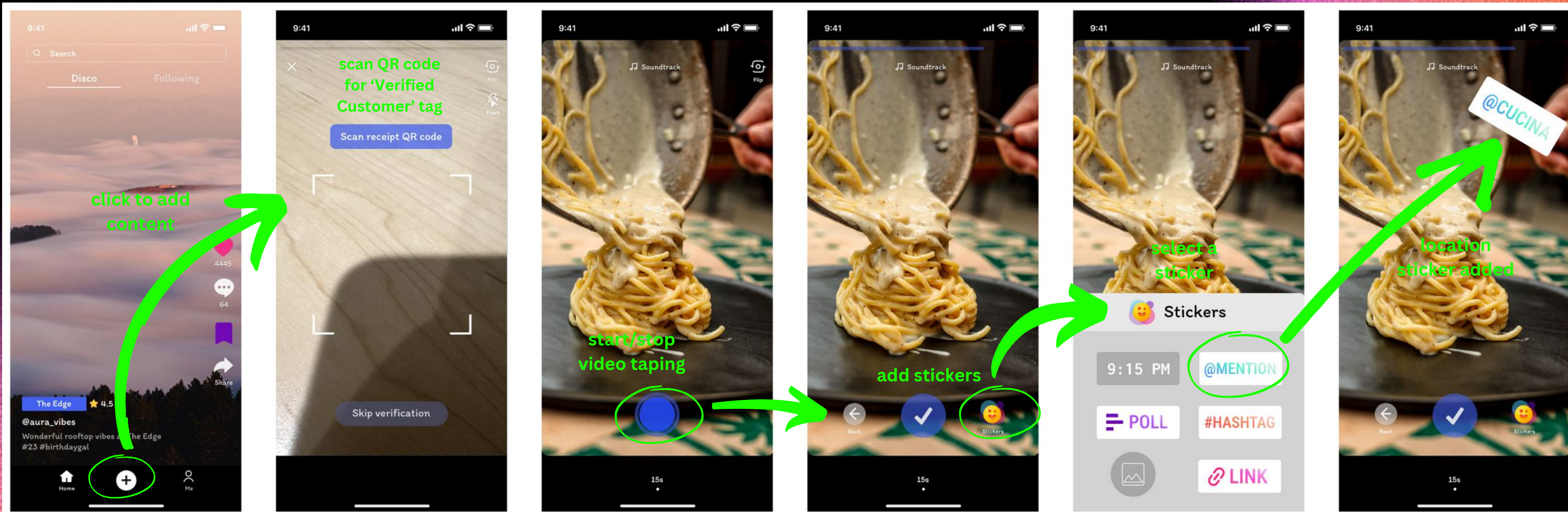
Post new content from the disco / following page

Optionally scan receipt to build credibility with the tag

add stickers to complete the video even more

COMPLEX TASK

Screen 1: @CUCINA · select a soundtrack · ♫ Soundtrack · 🔍 Doses & Mimosas · Search · Doses & Mimosas · Cherub · 5:23 · Doses & Mimosas (Vintag... · Vintage Culture · 3:49 · Doses & Mimosas (Tiësto... · Cherub · 4:22

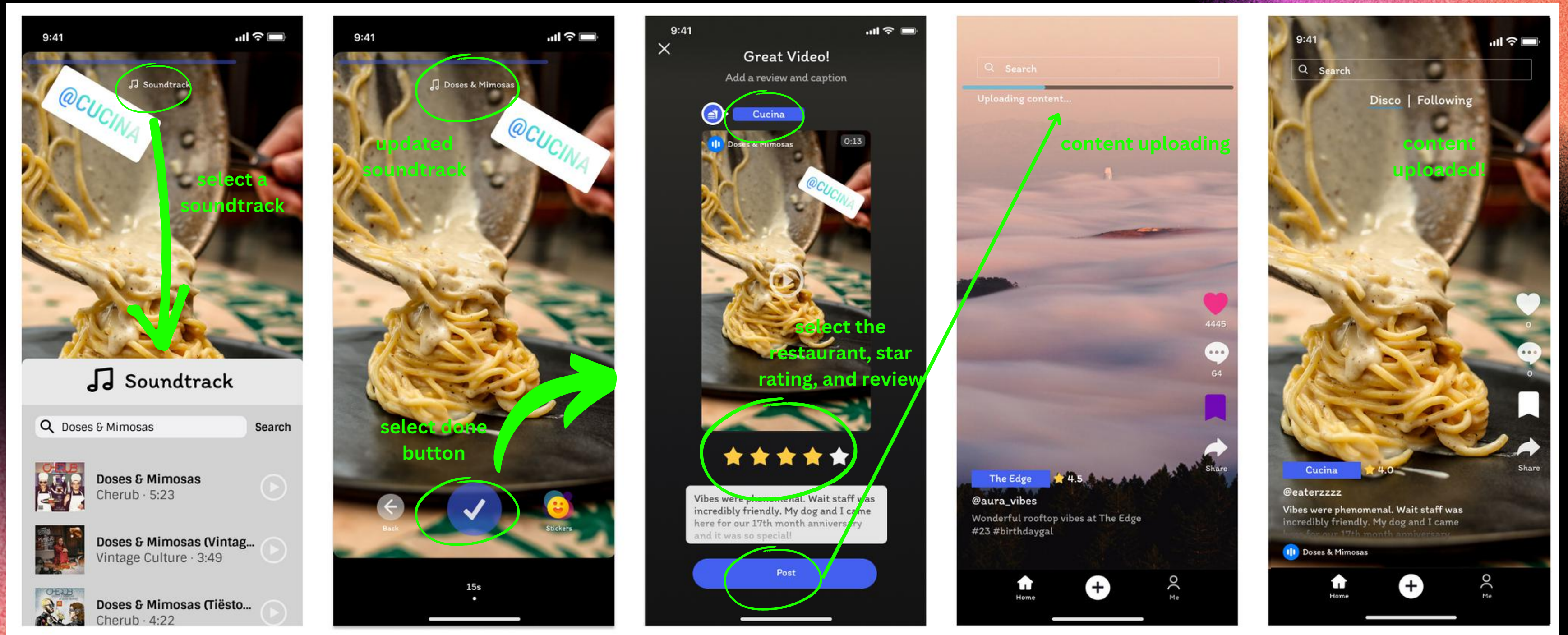**Screen 2:** ♫ Doses & Mimosas · @CUCINA · updated soundtrack · select done button · Back · Stickers · 15s

Screen 3: Great Video! · Add a review and caption · Cucina · Doses & Mimosas · 0:13 · @CUCINA · select the restaurant, star rating, and review · ★★★★☆ · Vibes were phenomenal. Wait staff was incredibly friendly. My dog and I came here for our 17th month anniversary and it was so special! · Post

Screen 4: 🔍 Search · Uploading content... · content uploading · 4445 · 64 · The Edge ★ 4.5 · @aura_vibes · Wonderful rooftop vibes at The Edge #23 #birthdaygal · Home · Me · Share

Screen 5: 🔍 Search · Disco | Following · content uploaded! · Cucina ★ 4.0 · @eaterzzzz · Vibes were phenomenal. Wait staff was incredibly friendly. My dog and I came here for our 17th month anniversary · Doses & Mimosas · Home · Me · Share

Search for songs that match the vibe

View your content on your updated home page

PROTOTYPE

IMPLEMENTATION

DESIGN AND PROTOTYPING TOOLS

When drawing our initial sketches, we chose to use **Notability**

Pros:
- Familiar and intuitive user interface
- Supports various pen strokes and color palettes
- Provides helpful shapes and templates

Cons:
- Missing layering system, edits to a region impact all features of that region
- Page sizes are limited
- Not intended for art (like Procreate might be)

DESIGN AND PROTOTYPING TOOLS

When designing mockups and prototyping, we used Figma

Pros:
- Collaboration and real-time editing
- Pre-made device frames with accurate dimensions
- Prototyping capabilit to resemble user interaction
- Components and autolayout to ensure consistency and resuability

Cons:
- Difficult to gauge accessiblity
- Learning curve for using the software

LIMITATIONS AND TRADEOFFS

What weren't we able to model through our prototypes?

- Can't simulate recording your video through the app

- Can't simulate scanning QR code to apply verified tag on post

- Can't show how your homepage dynamically changes to match your preferences

- Can't add music to restaurant landing page

WIZARD-OF-OZ FEATURES

What features were automated and simulated?

- Automatic 'Disco' page arranged based on location

- Filters are magically applied after being selected

- 'Disco' page never runs out of content to display

- Search algorithm and QR code scanner magically work correctly

HARD-CODED FEATURES

- No registered restaurants yet
  - Manually designed restaurant landing pages and info

- Video customization
  - Hard-coded user actions when posting a video
  - No way to know how users would personalize their videos

- Discovery page
  - Designed our own example posts

APPENDIX

Figma Med-Fi Prototype Links

Prototype link

Design file link

ADDITIONAL TASK FLOW - ONBOARDING
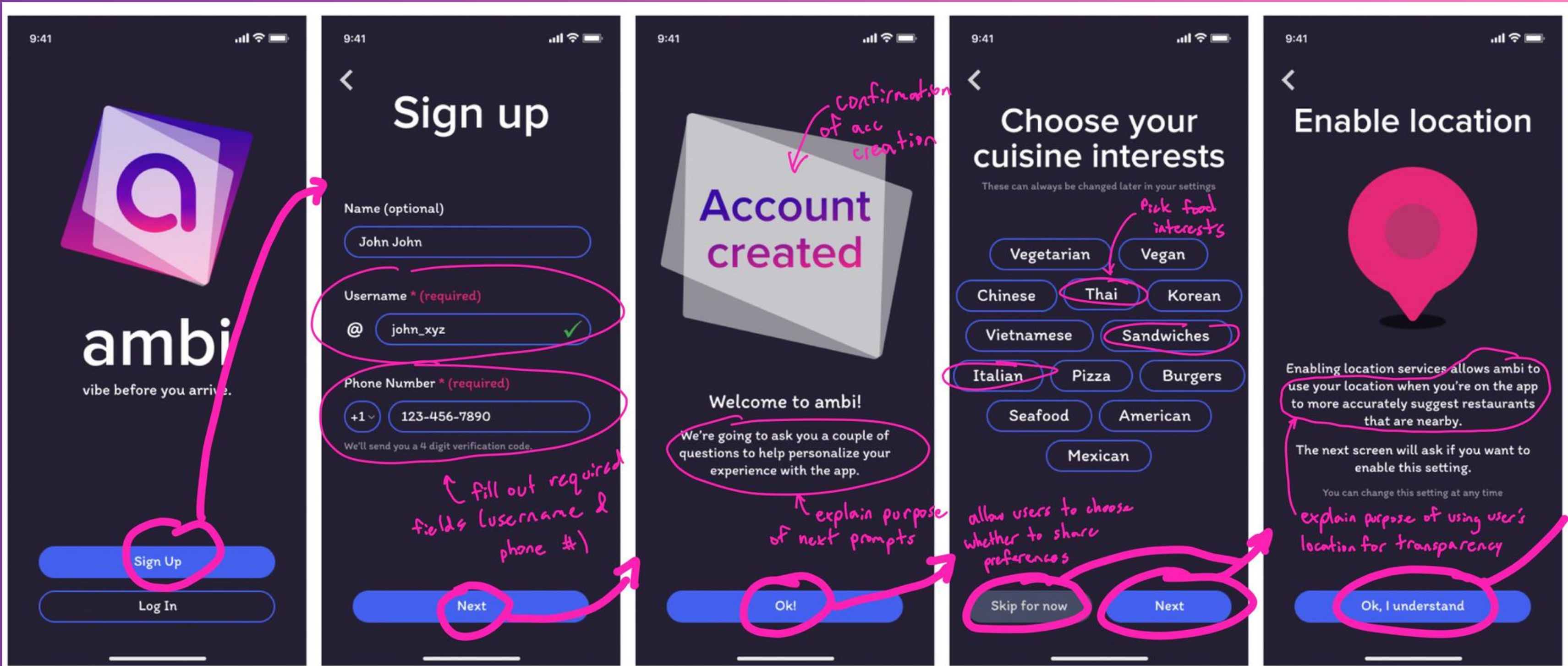
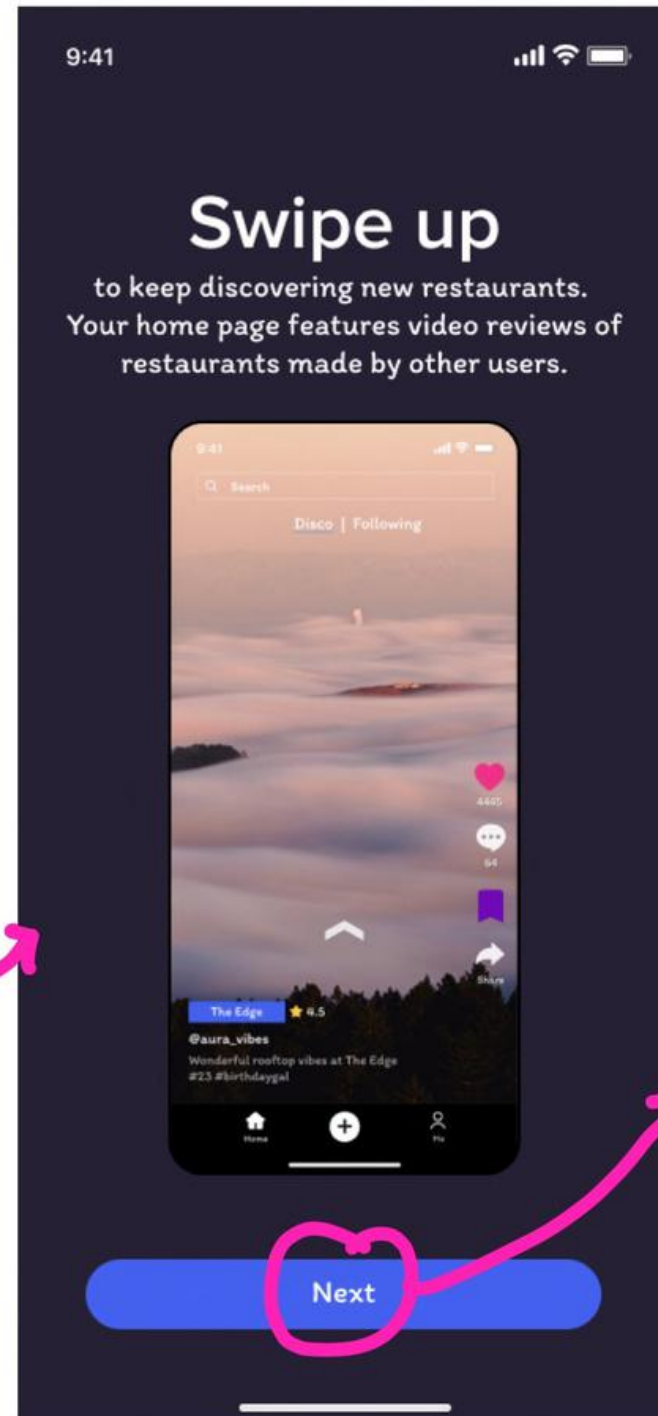Start page

Sign up page
(omitted - verification code sent to phone #)

Acc created

Choose food interests

Enable location services
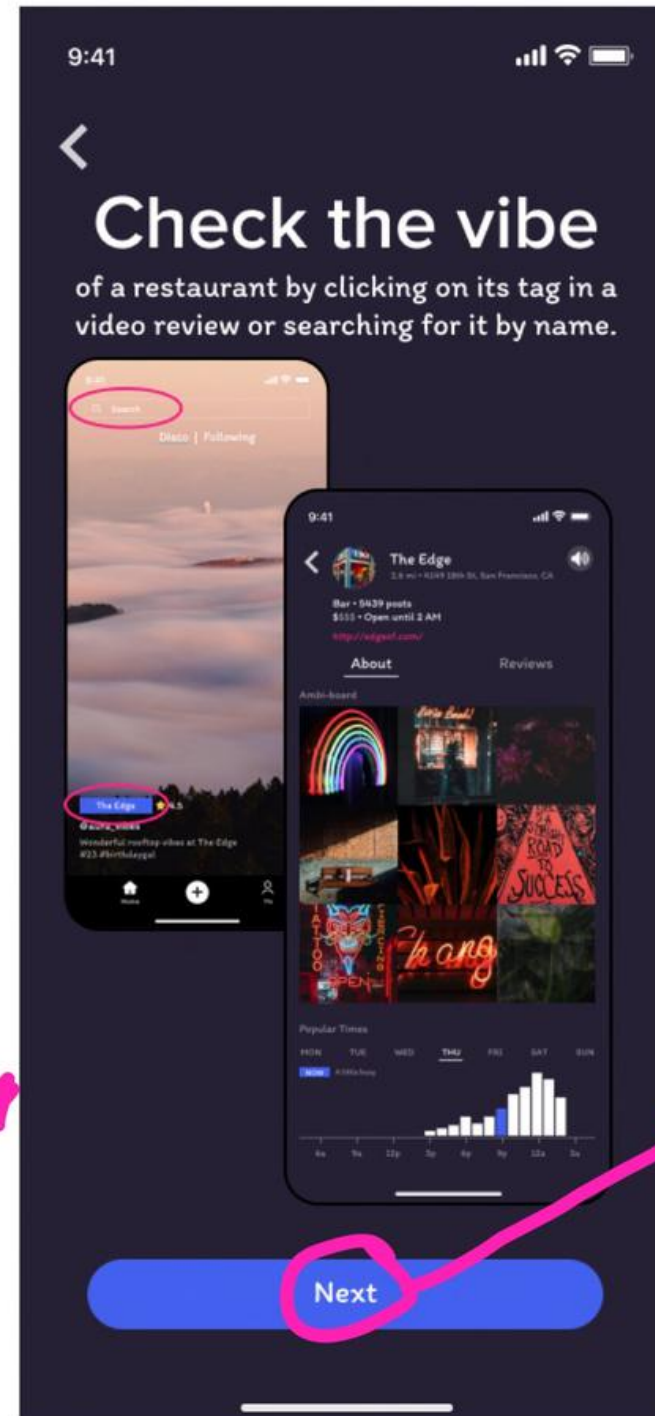(omitted - iOS enable location services pop-up)

ADDITIONAL TASK FLOW - ONBOARDING
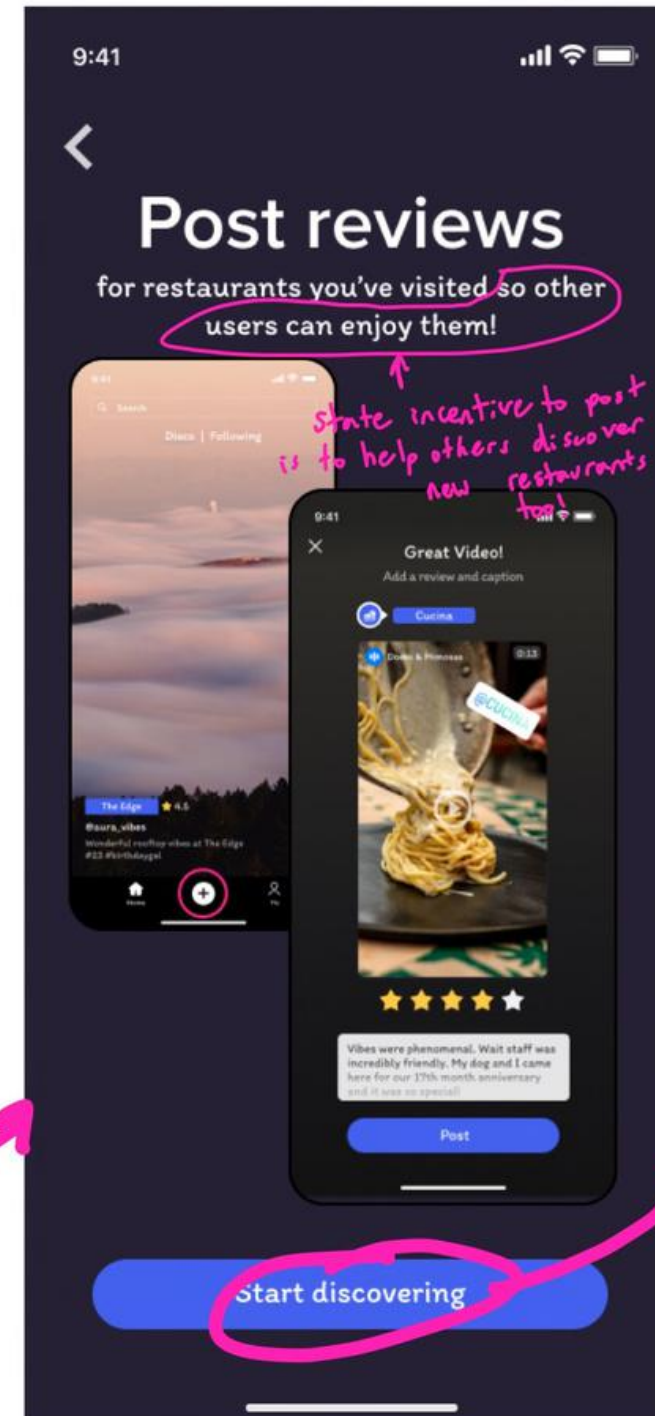
Tutorial Screens - simple & quick
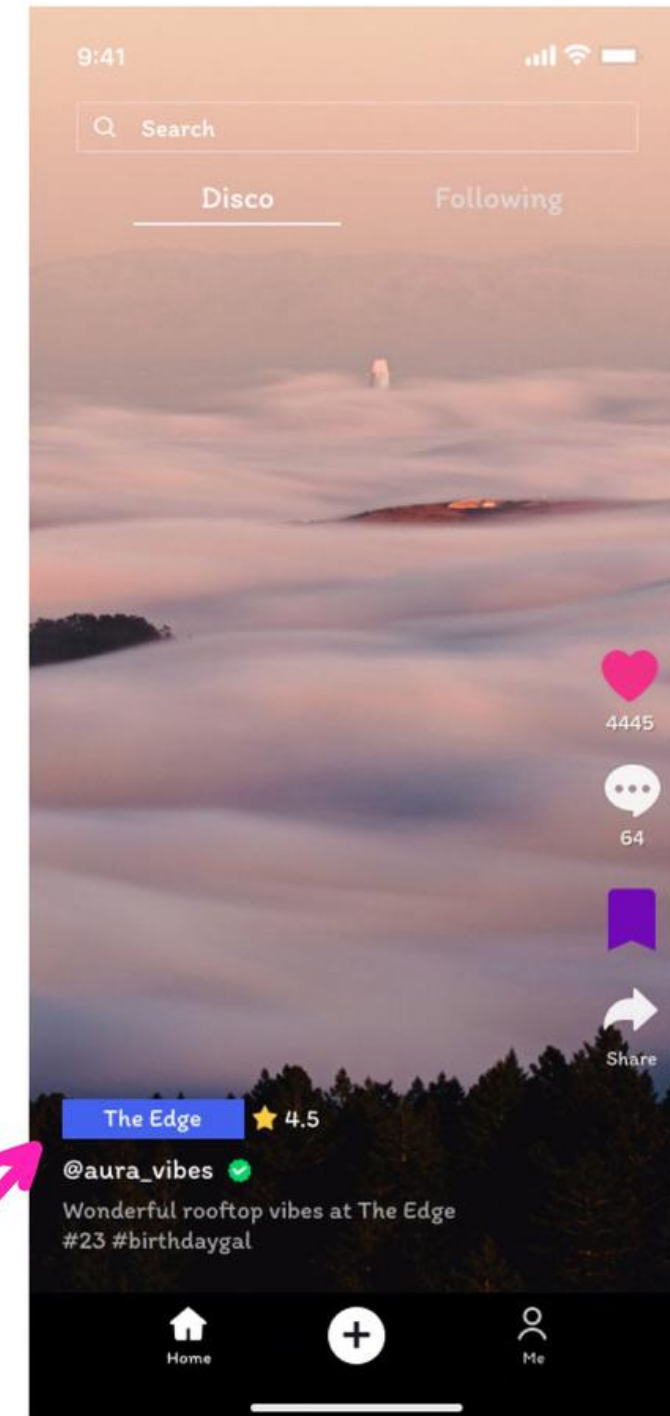so users can get into the app w/ low barriers

Swipe up
to keep discovering new restaurants. Your home page features video reviews of restaurants made by other users.

Next

Tutorial - swiping

Check the vibe
of a restaurant by clicking on its tag in a video review or searching for it by name.

Next

Tutorial - view restaurant info & search

Post reviews
for restaurants you've visited so other users can enjoy them!

State incentive to post is to help others discover new restaurants too!
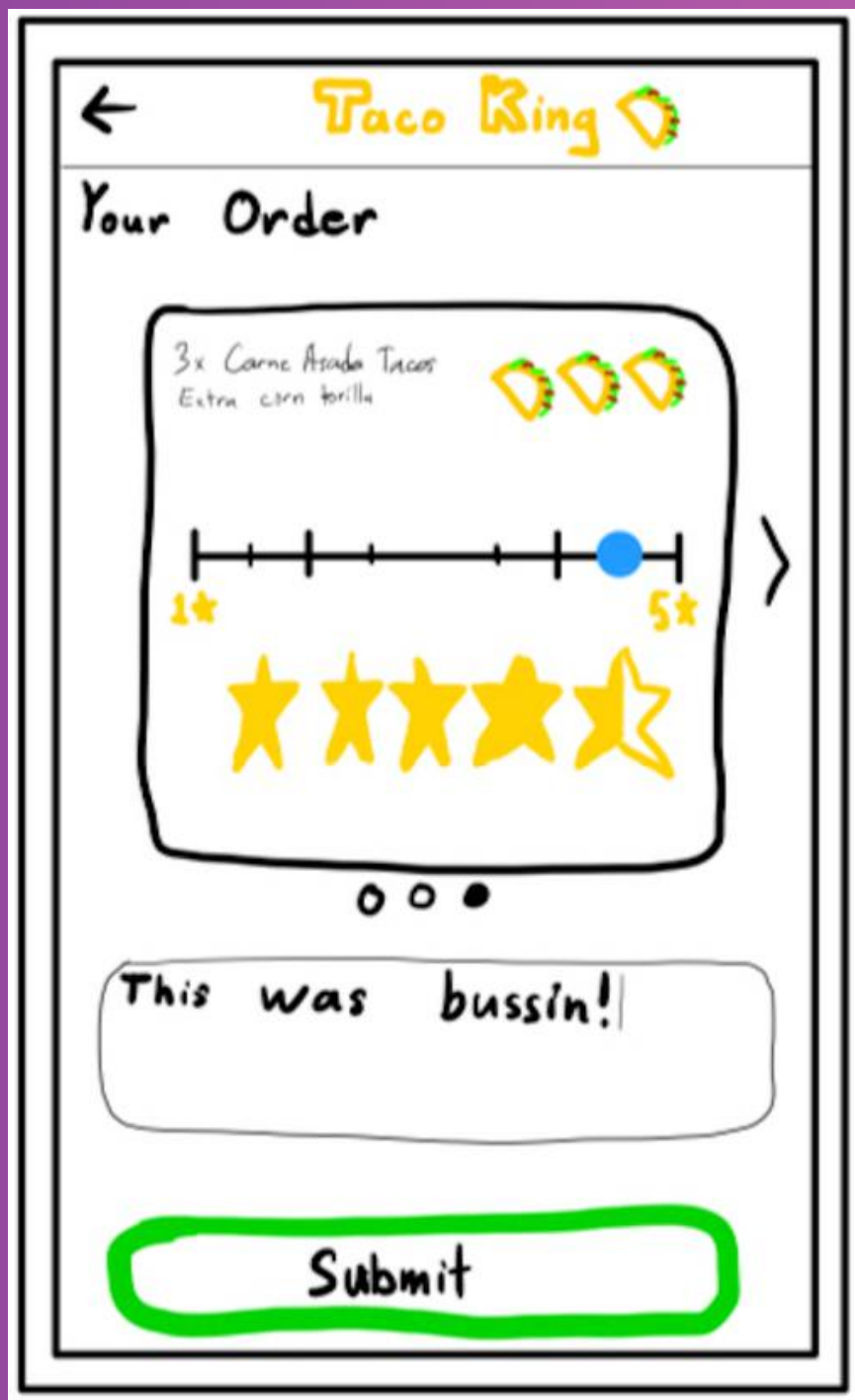
Start discovering
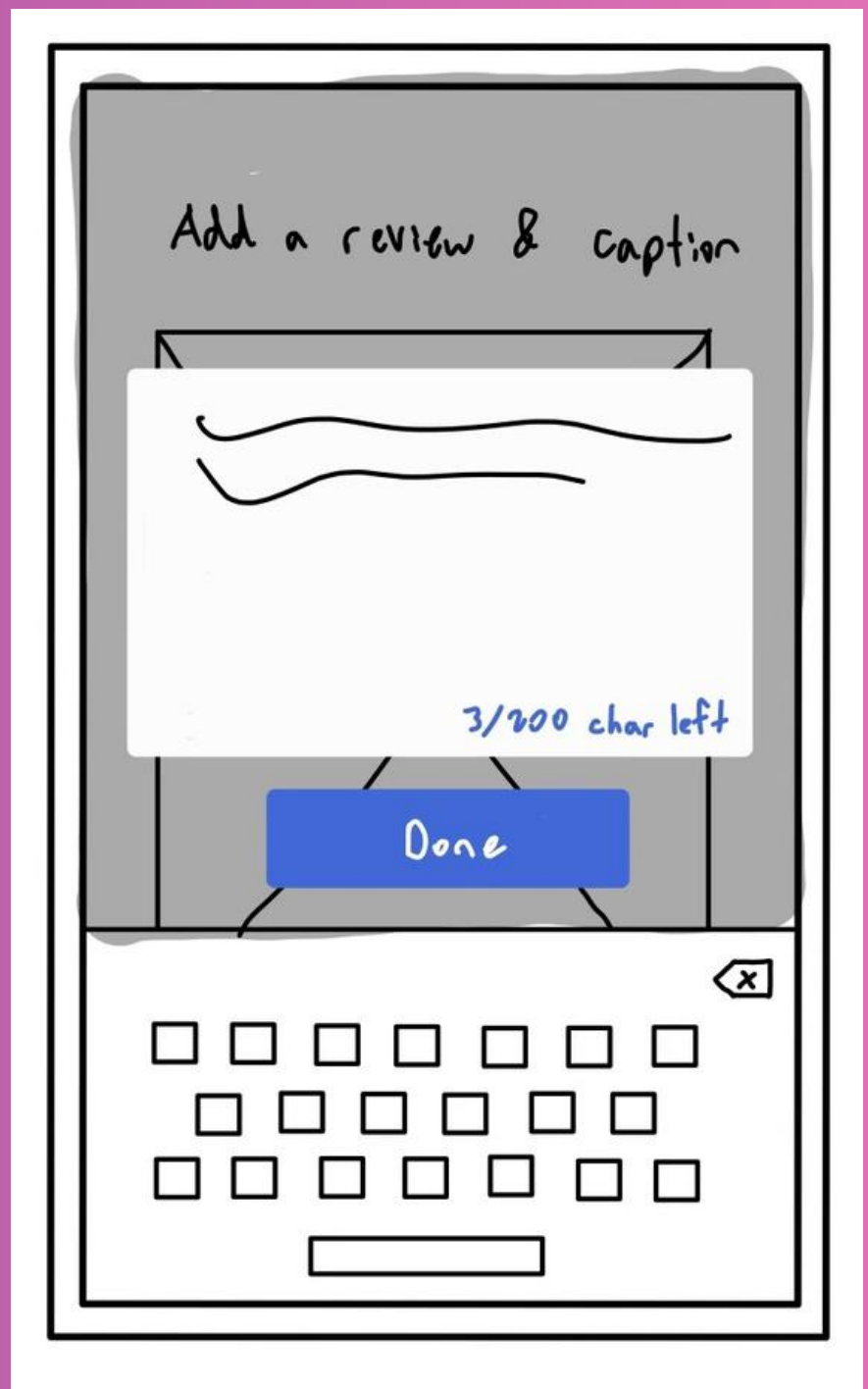
Tutorial - posting content

Home screen

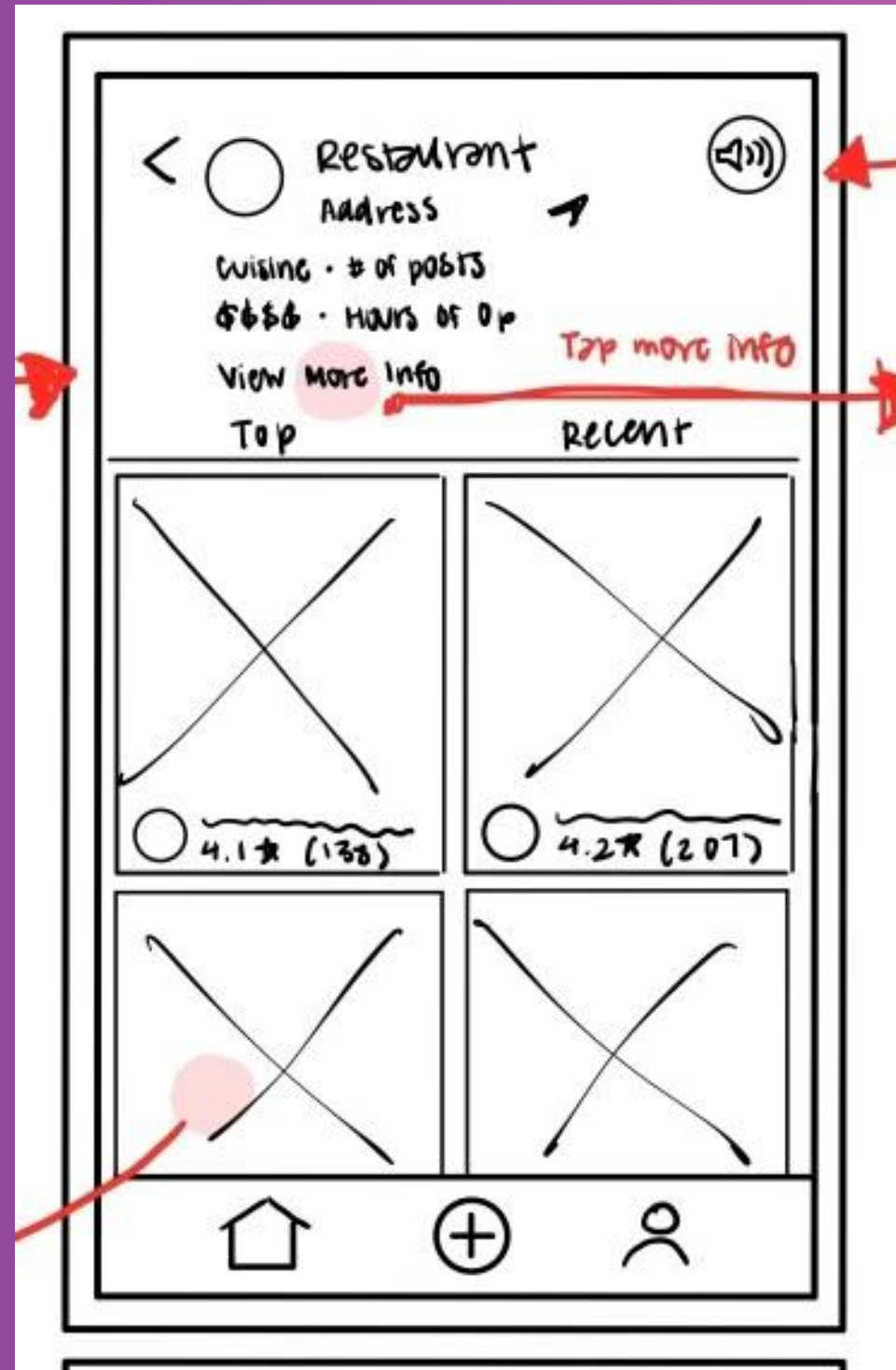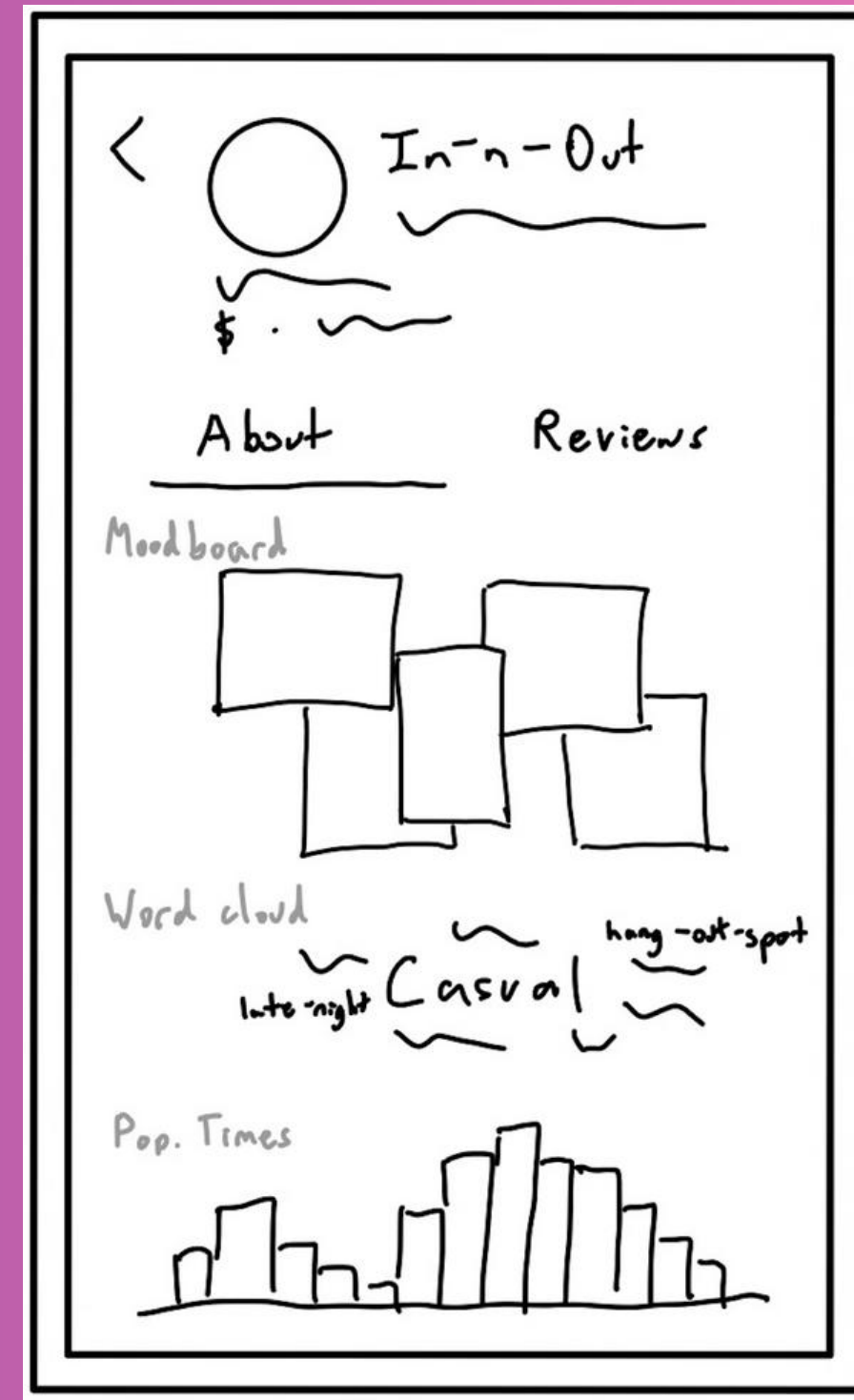# MAJOR DESIGN CHANGE #1 SKETCHES

Before

After

MAJOR DESIGN CHANGE #2 SKETCHES

Before

After

MAJOR DESIGN CHANGE #3 SKETCHES

Before

After