AMBI

Interactive High-Fi Prototype
Midway Milestone

MEET THE TEAM

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“VIBE BEFORE YOU ARRIVE.”

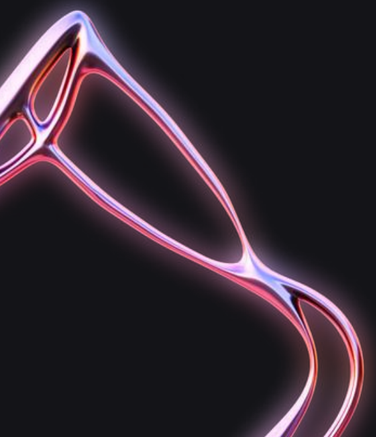
Value Proposition

PROBLEM

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

With ambi, you'll never have to guess again. Scope out and experience the vibe prior to your arrival.

SOLUTION



01 **HEURISTIC EVAL & REVISIONS**

Many thoughts were had

02 **PROTOTYPE OVERVIEW**

A look at what has changed!

03 **LIVE DEMO**

We hope this doesn’t break in real time

HEURISTIC EVAL
& REVISIONS

69 VIOLATIONS

17	29	19	4
# of severity 1 violations	# of severity 2 violations	# of severity 3 violations	# of severity 4 violations

oops!

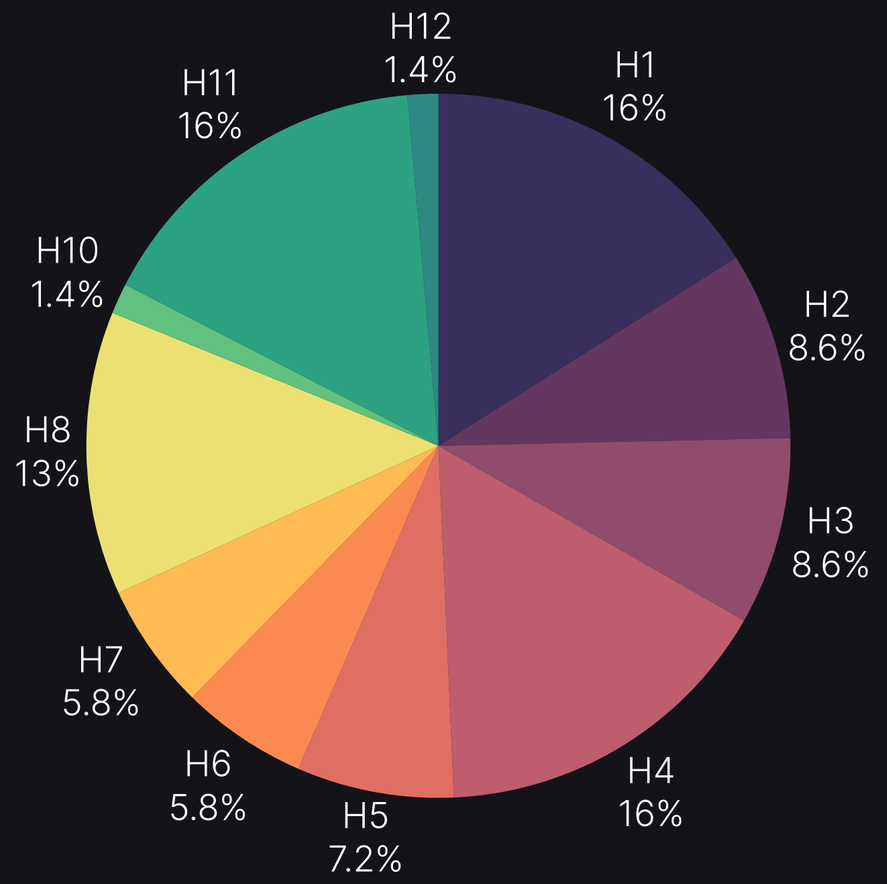
SUMMARY OF VIOLATIONS

	# of violations (sev. 3)	# of violations (sev. 4)
H1	4	1
H2	0	0
H3	3	0
H4	2	0
H5	2	0
H6	1	1

	# of violations (sev. 3)	# of violations (sev. 4)
H7	0	0
H8	2	1
H9	0	0
H10	0	0
H11	5	1
H12	0	0

MOST COMMON VIOLATIONS

What we were caught most for



16%

H1 Visibility of system status

16%

H4 Consistency and standards

16%

H11 Accessible Design

oops!

VIOLATIONS: HOME SCREEN

H2

The meaning of “Disco” is unclear (3)

We updated the title to “Discover” to match the user’s intuition

H5

Users may not know that restaurant tags are clickable (3)

We added a right arrow > so users know that clicking on the restaurant title leads to another screen

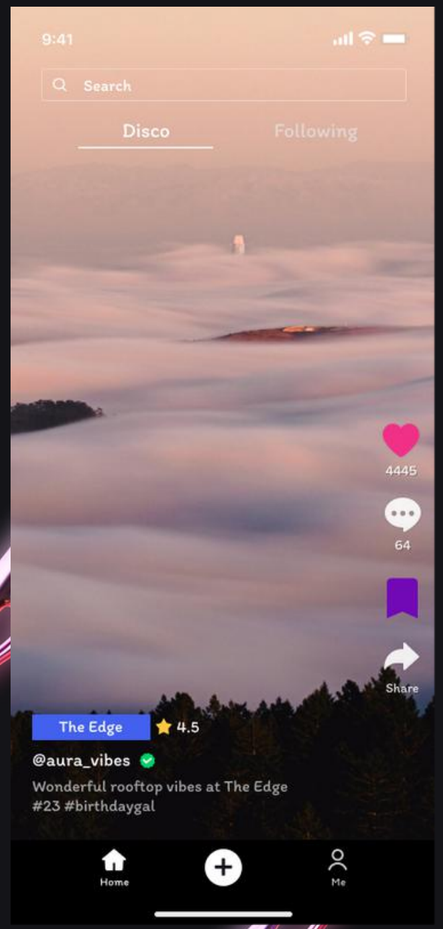
H11

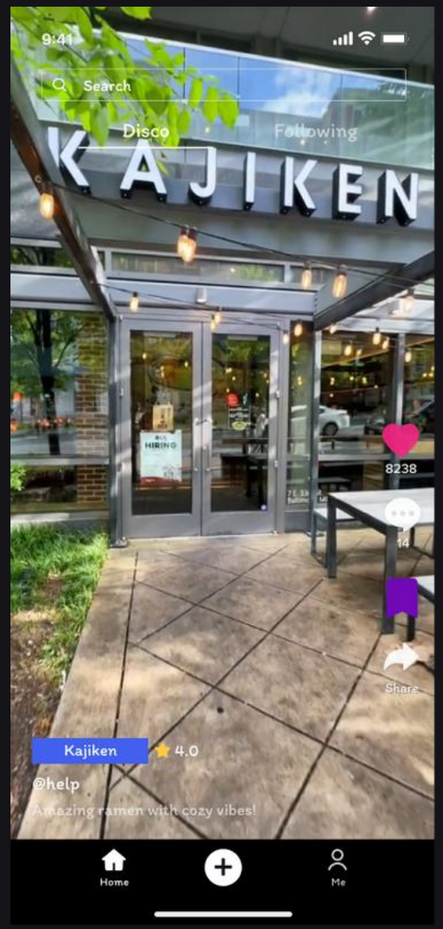
The posting user and description are difficult to see on a light background (4)

We added a dark gradient background to descriptions for ease of reading

VIOLATIONS: HOME SCREEN

Before

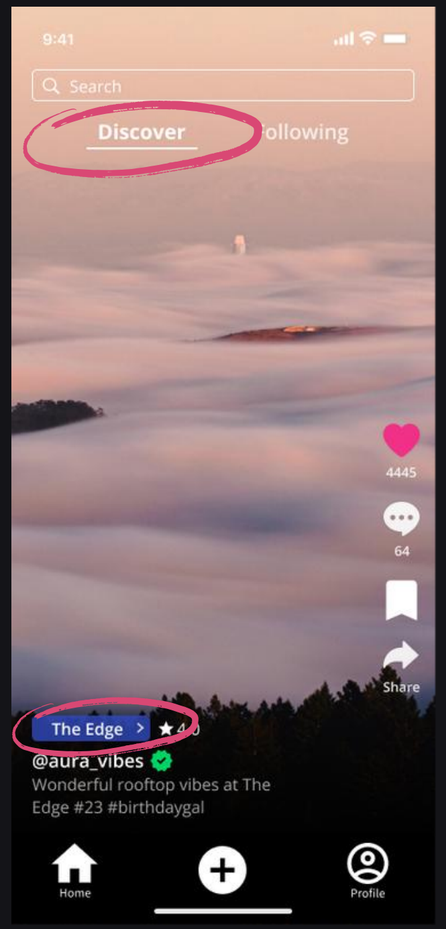




"Disco" is "Discover"

Restaurant tags have clickable arrow

After



Captions have dark gradient bg

VIOLATIONS: SEARCH

H2

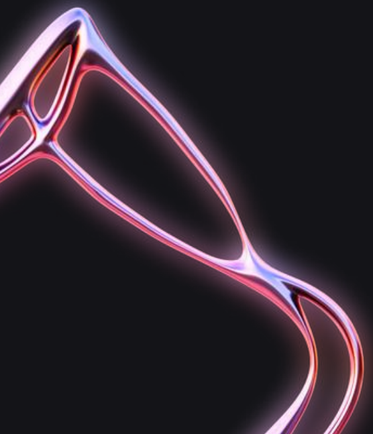
The “Distance” feature is not intuitive (3)

We reworded the filter title to help users better understand its functionality

H3

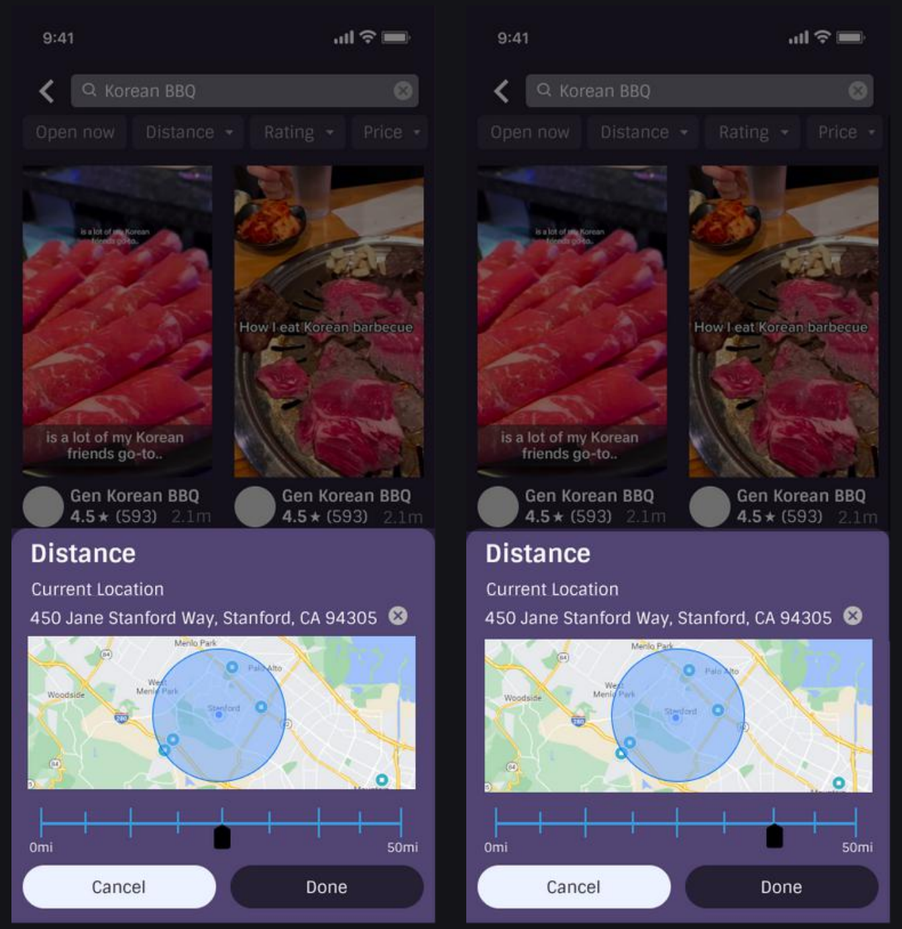
Users are unable to return to the default distance setting (3)

We added a button “Back to default” to allow users to easily revert their changes

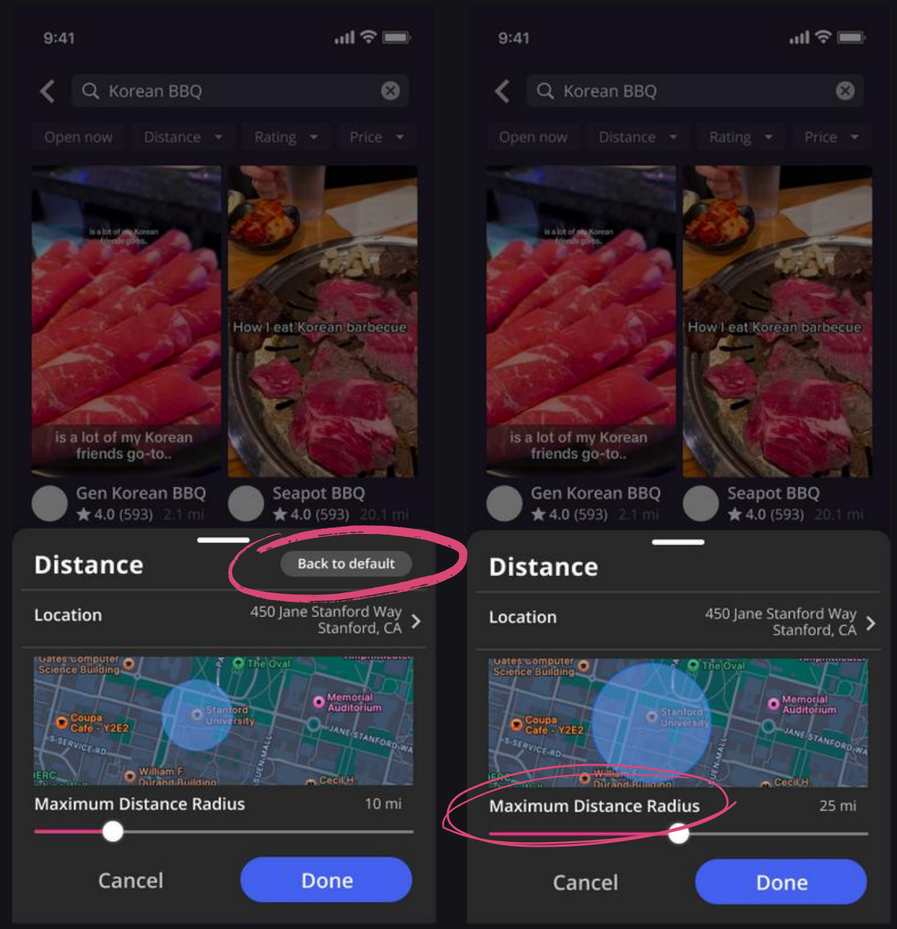


REVISIONS: SEARCH

Before



After



"Back to default" snaps the filter back to default state

Distance as the circle's radius is clearly marked

VIOLATIONS: RESTAURANT LANDING PAGE

H12

The purpose of the speaker icon is unknown (3)

We replaced the speaker icon with a music icon to match users' intuition

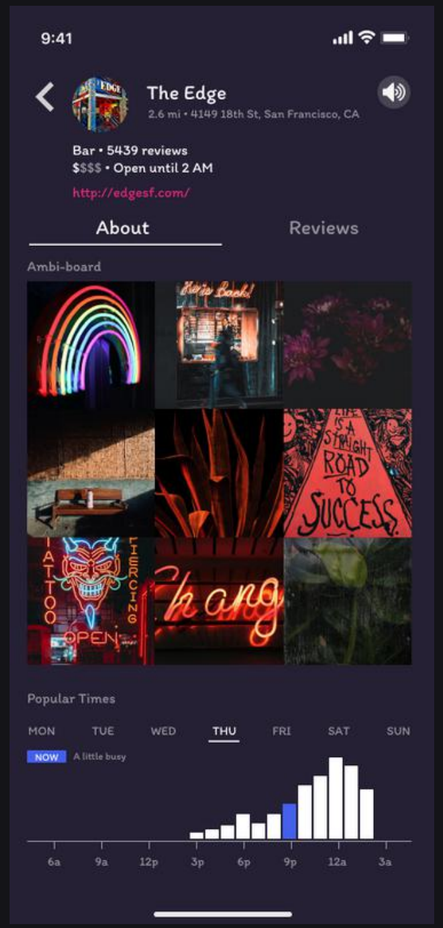
H3

Some elements of the restaurant home page are hidden unless users know to scroll (4)

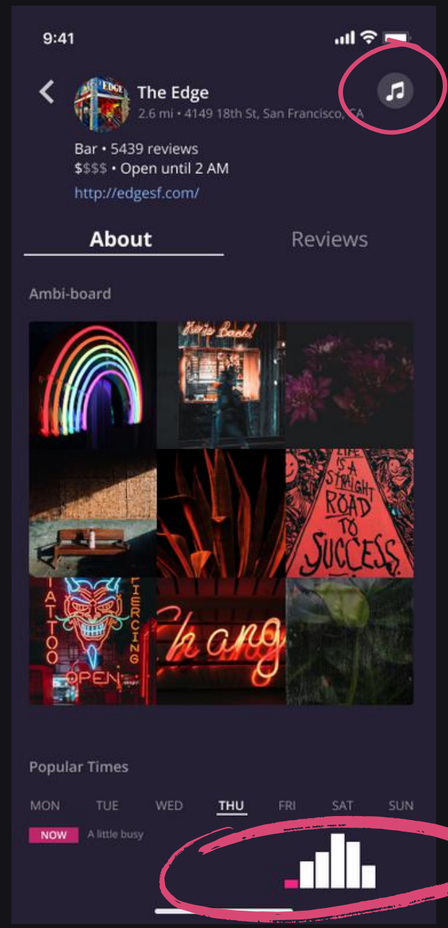
We made the scroll functionality more obvious by cutting off the popular times content, prompting the user to scroll down

REVISIONS: RESTAURANT LANDING PAGE

Before



After



Speaker icon is replaced with intuitive music icon

Popular times is cut off, so users know to scroll down

VIOLATIONS: POSTING CONTENT

H1

Users are not told why they should scan their receipt QR code (3)

We added a “Verify your customer status” option

H3

Selecting the “X” icon should cancel the entire process, not just the latest step (3)

We route back to the home screen if the “X” is selected

H11

Difficulty reading “Let others know what you thought” in blue text (4)

We changed the font color to have greater contrast with the background

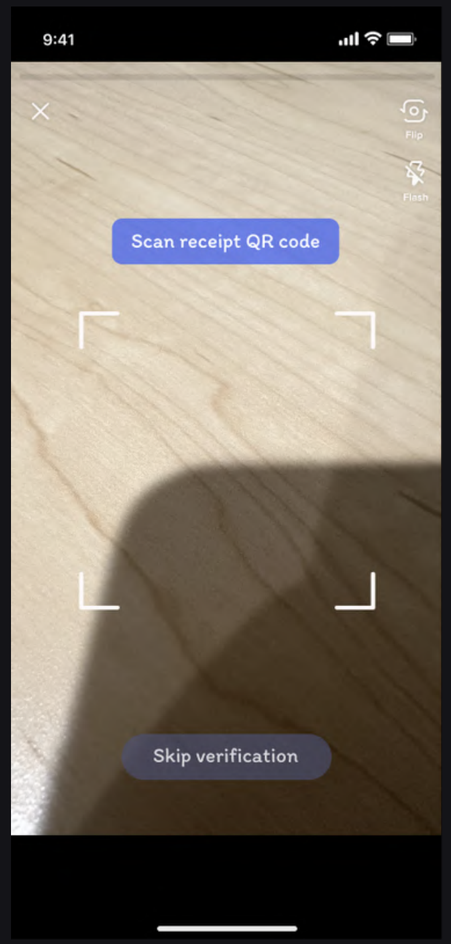
H11

Upload buttons are difficult to see (3)

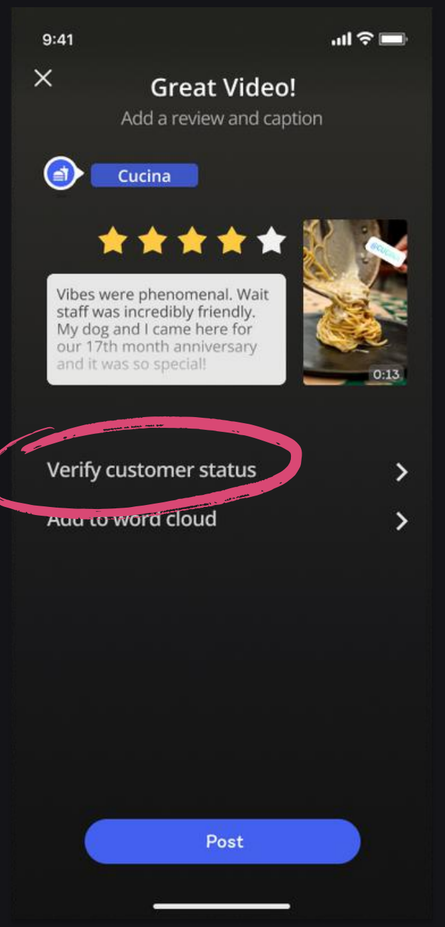
We made the icons bigger

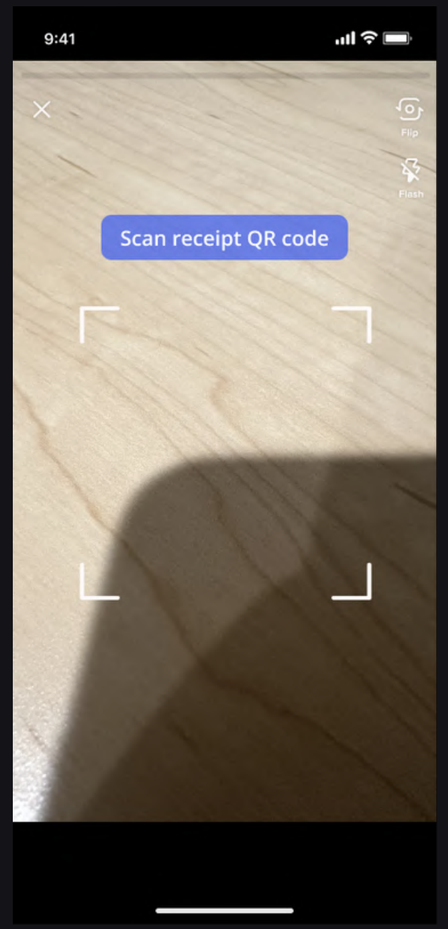
REVISIONS: POSTING CONTENT

Before



After

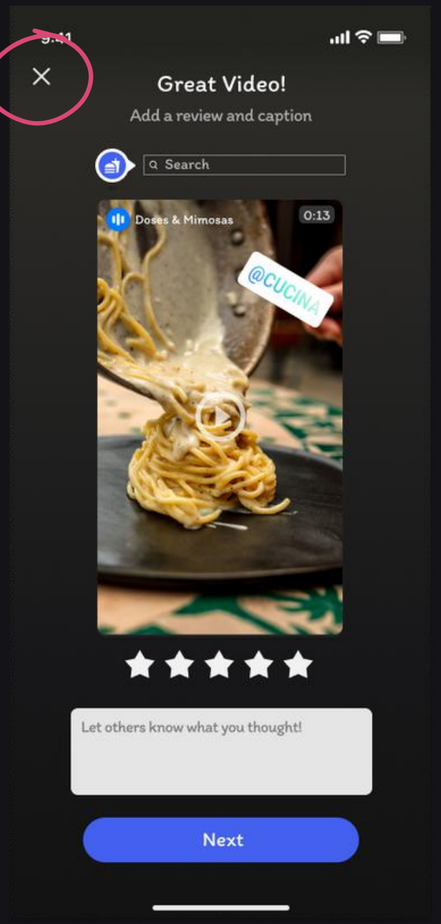




Explain purpose for scanning receipt

REVISIONS: POSTING CONTENT

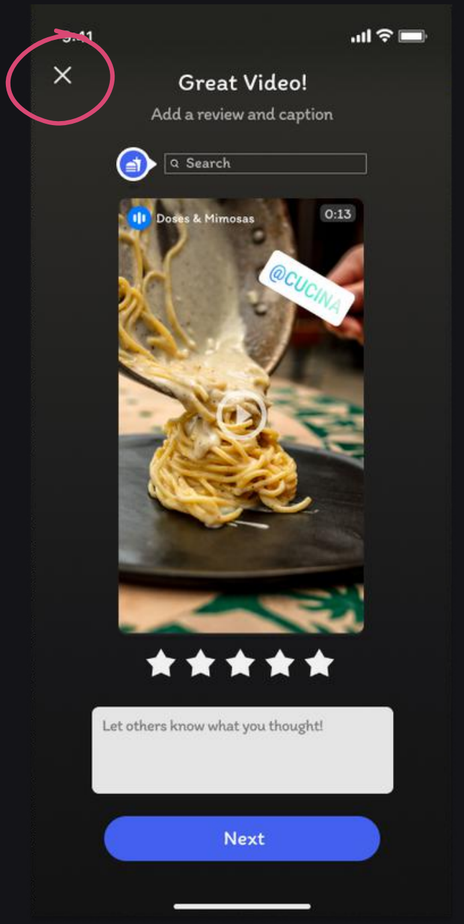
Before

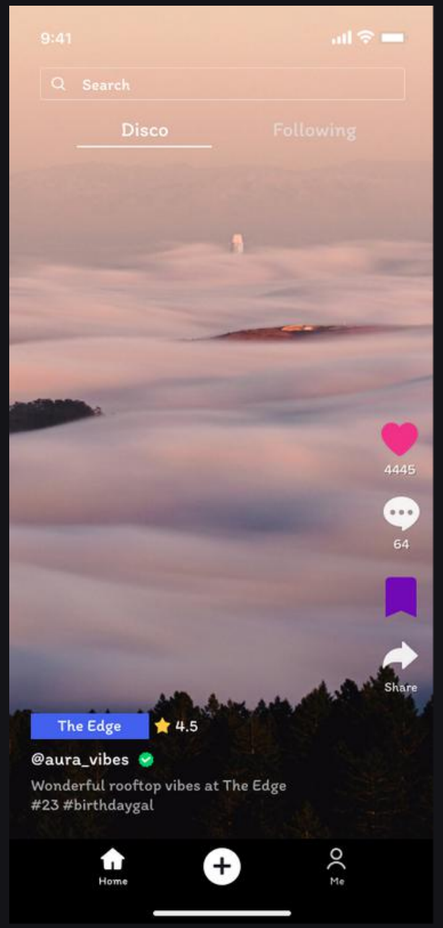


Routed back to end of video recording screen

Cancels entire action, routes user back to home screen

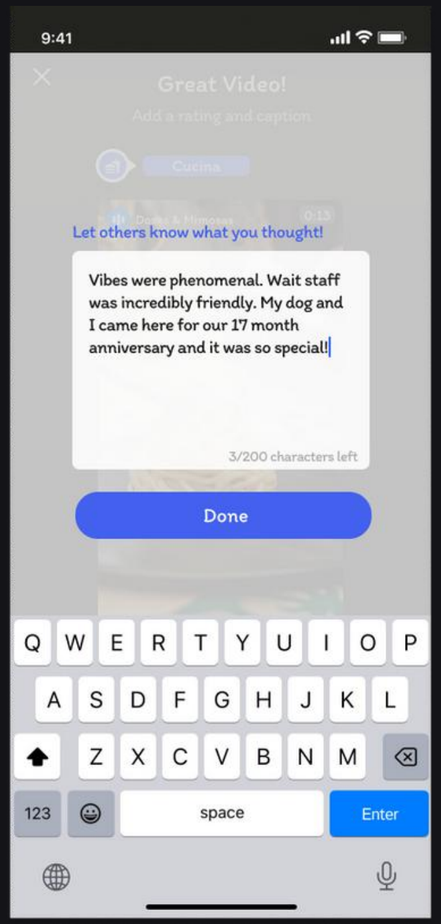
After





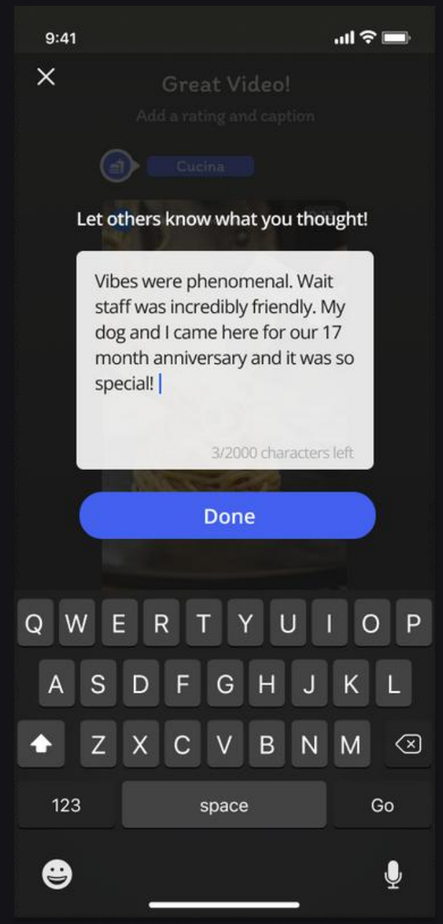
REVISIONS: POSTING CONTENT

Before



Changed blue text to white

After



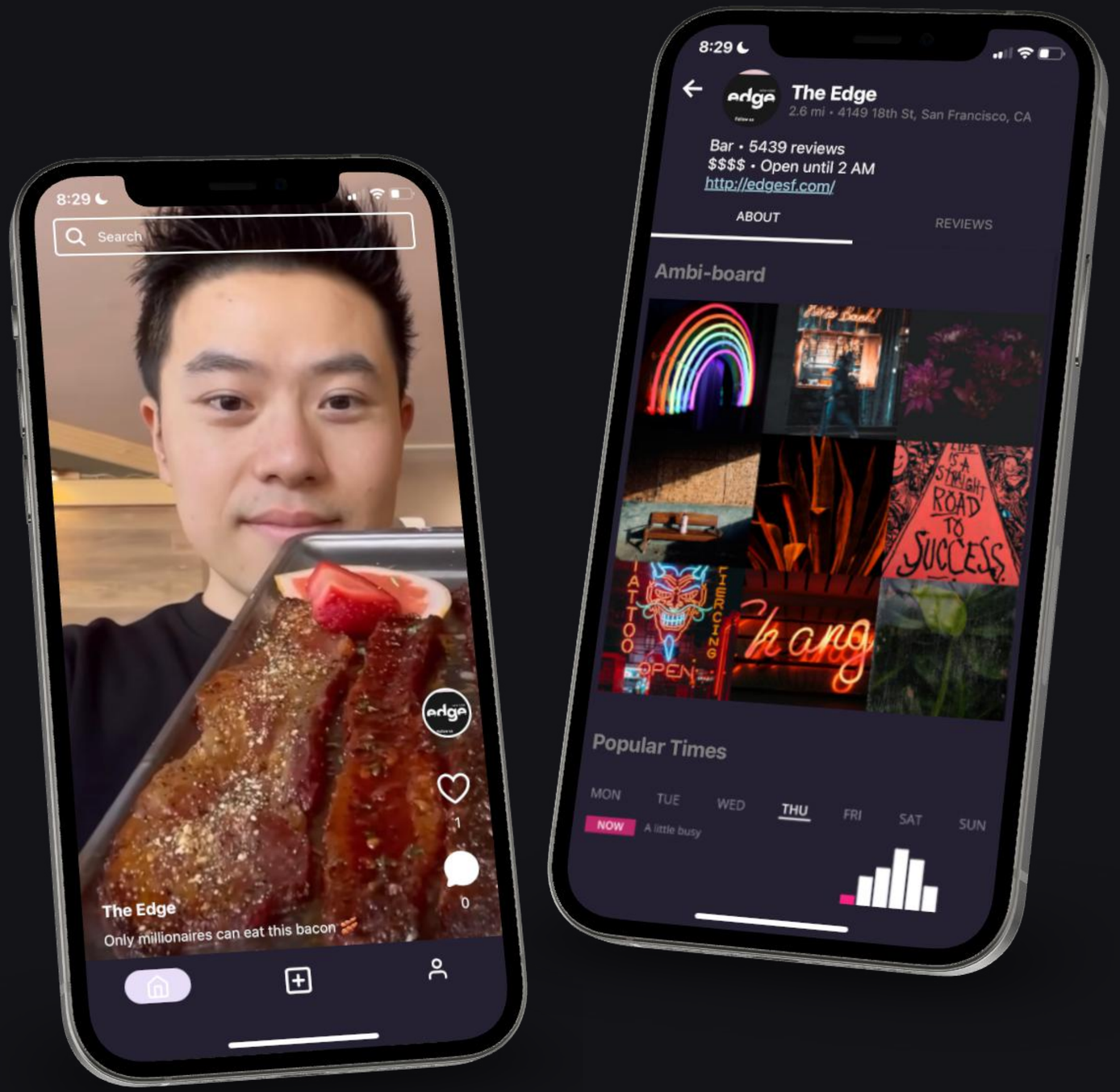
REVISIONS: POSTING CONTENT

Before

Increased button sizes

After

PROTOTYPE OVERVIEW


8:29
Search
The Edge
Only millionaires can eat this bacon
8:29
The Edge
2.6 mi • 4149 18th St, San Francisco, CA
Bar • 5439 reviews
$$$$ • Open until 2 AM
http://edgesf.com/
ABOUT
REVIEWS
Ambi-board
Popular Times
MON
TUE
WED
THU
FRI
SAT
SUN
NOW
A little busy

GENERAL CHANGES

HOME SCREEN

- Features are reworded to help users better understand their functionality
- Clickable titles are easily identifiable through icons
- Text is more readable with a darker background

SEARCH

- The purpose of the distance filter is clear
- Users can undo their changes and return to the filter’s default state
- Search functionality is more error resistant

These changes help us achieve our usability goal of providing a pleasing experience by making content more digestible and minimizing what users must remember between screens

GENERAL CHANGES

RESTAURANT LANDING PAGE

- Mysterious icons are replaced with more intuitive ones
  - Addition of a music note symbol
- Helpful functionality, like scrolling, is more obvious to the user

GENERAL CHANGES

POSTING CONTENT

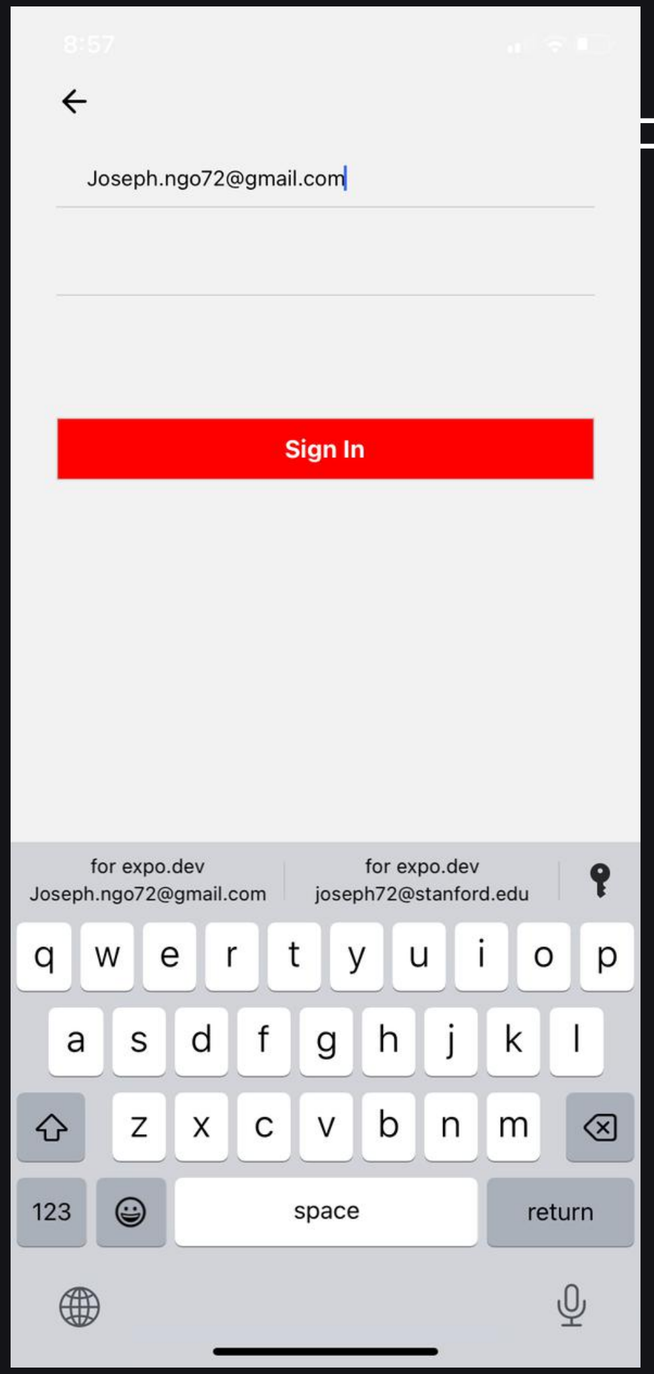
- The video playback page (pre-post) is entirely revamped
  - Clickable options to “Verify customer status” and “Add to word cloud” route to separate screen flows
- Users can abandon the posting process completely with one click
- Incomplete required fields prevent the user from moving on
- Users are no longer required to travel down screen paths for optional fields
- Directions are more readable and easy to follow

These changes help us achieve our usability goal of increasing efficiency by allowing users greater autonomy over their interactions

OUR TOOLS

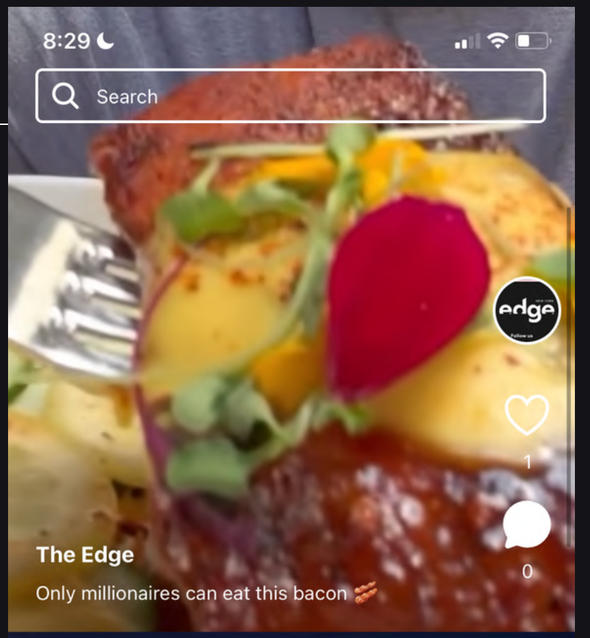
IMPLEMENTED

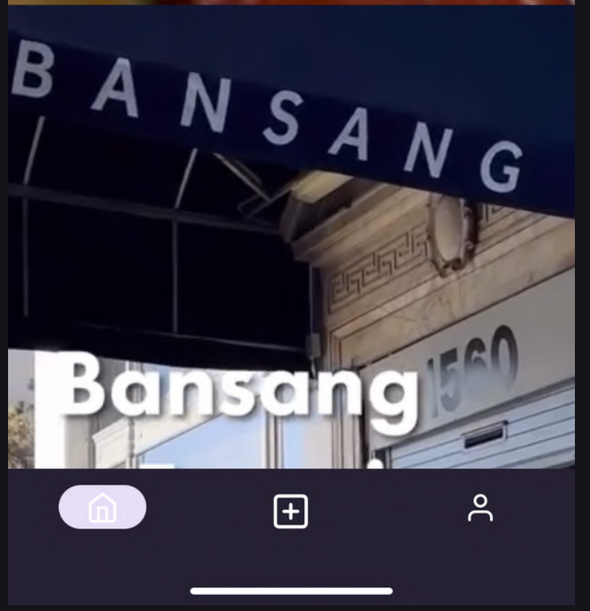
Authentication!



IMPLEMENTED

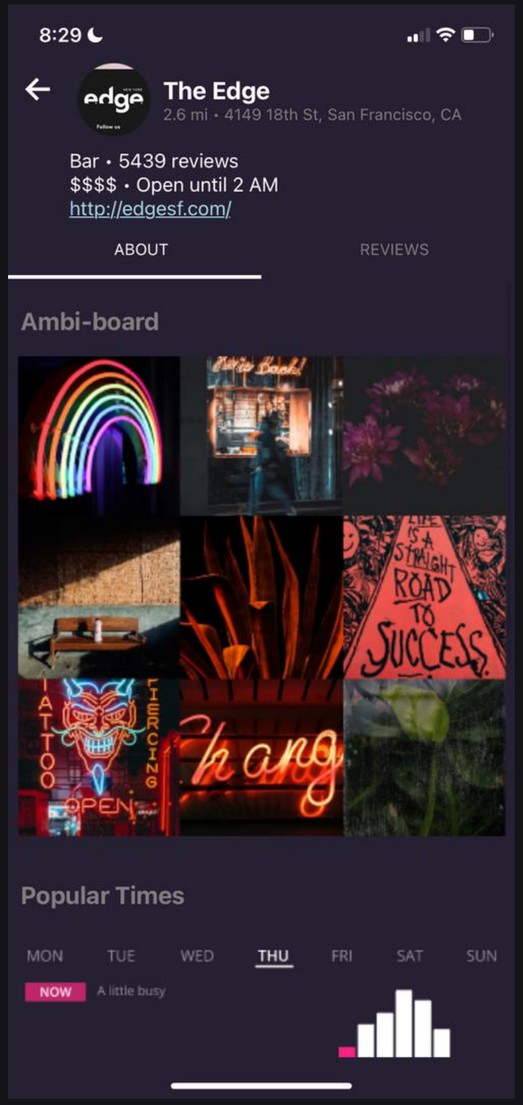
Video Scrolling!

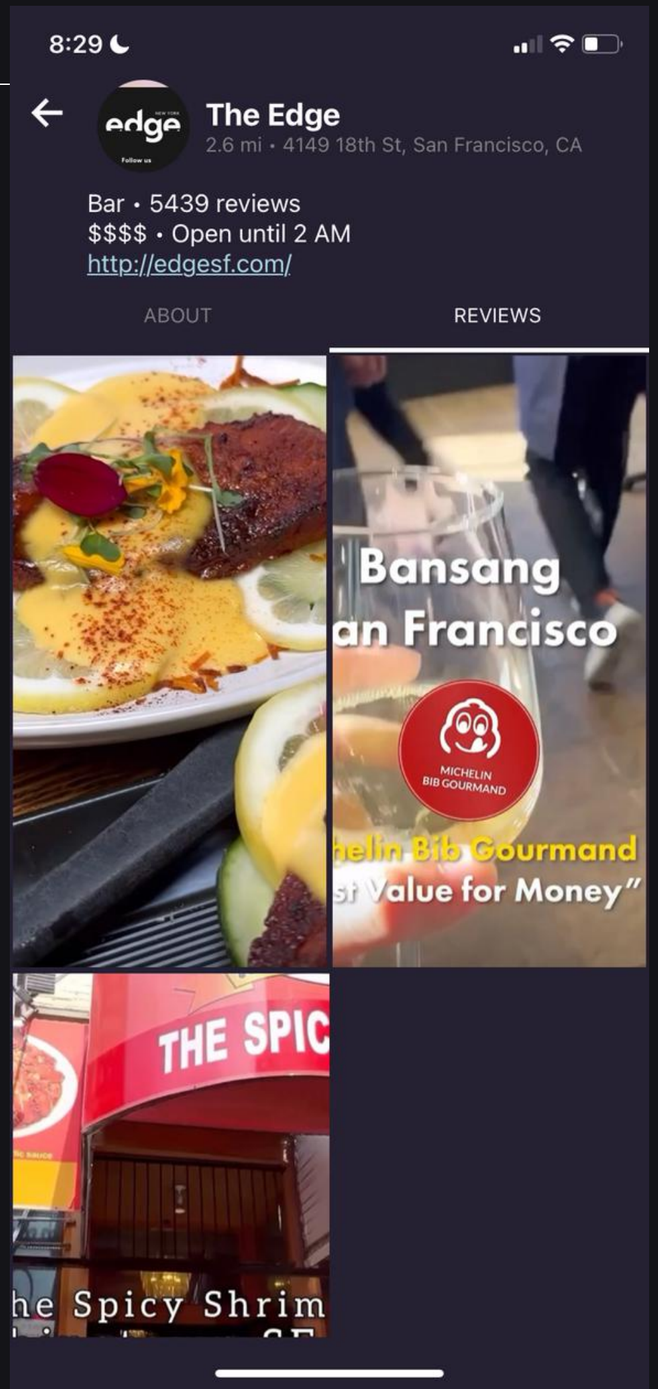




IMPLEMENTED

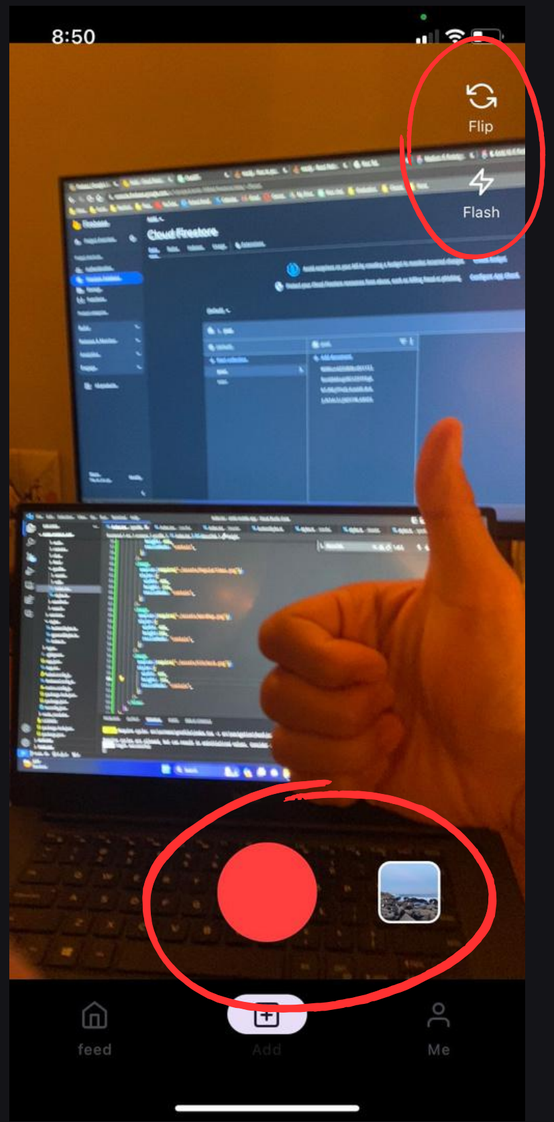
Restaurant Landing Page

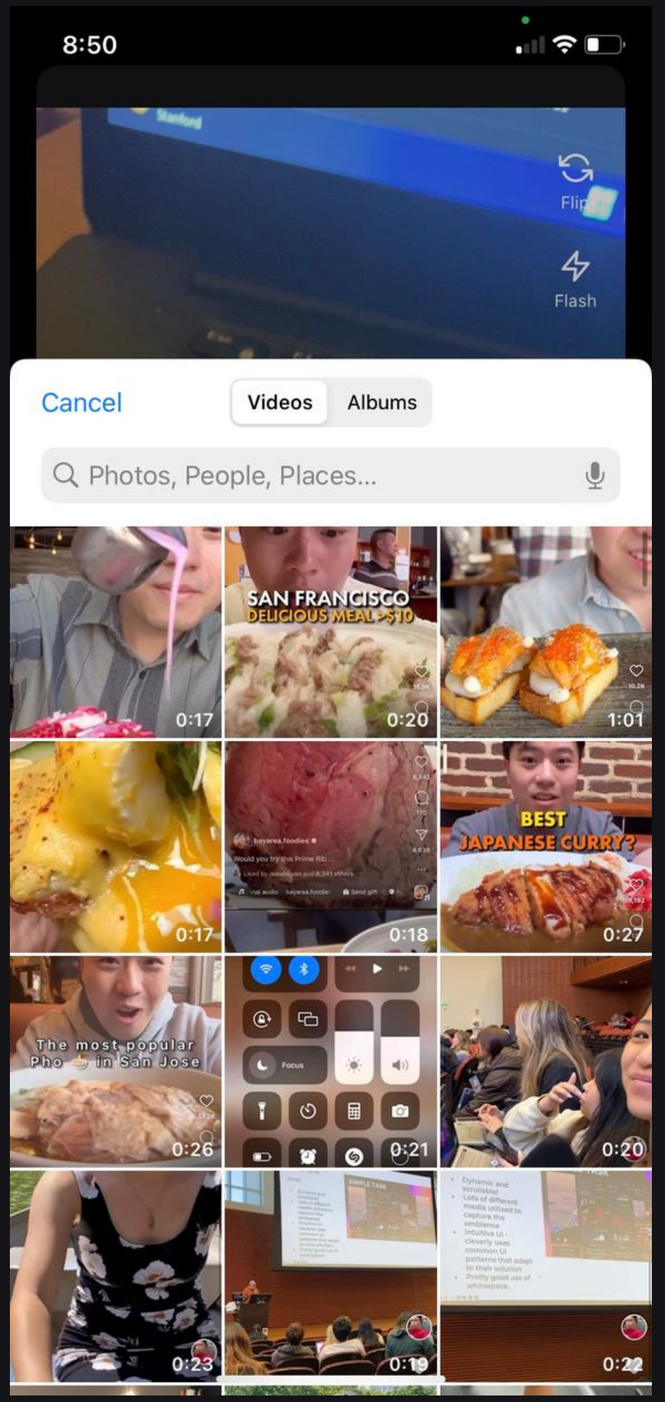




IMPLEMENTED

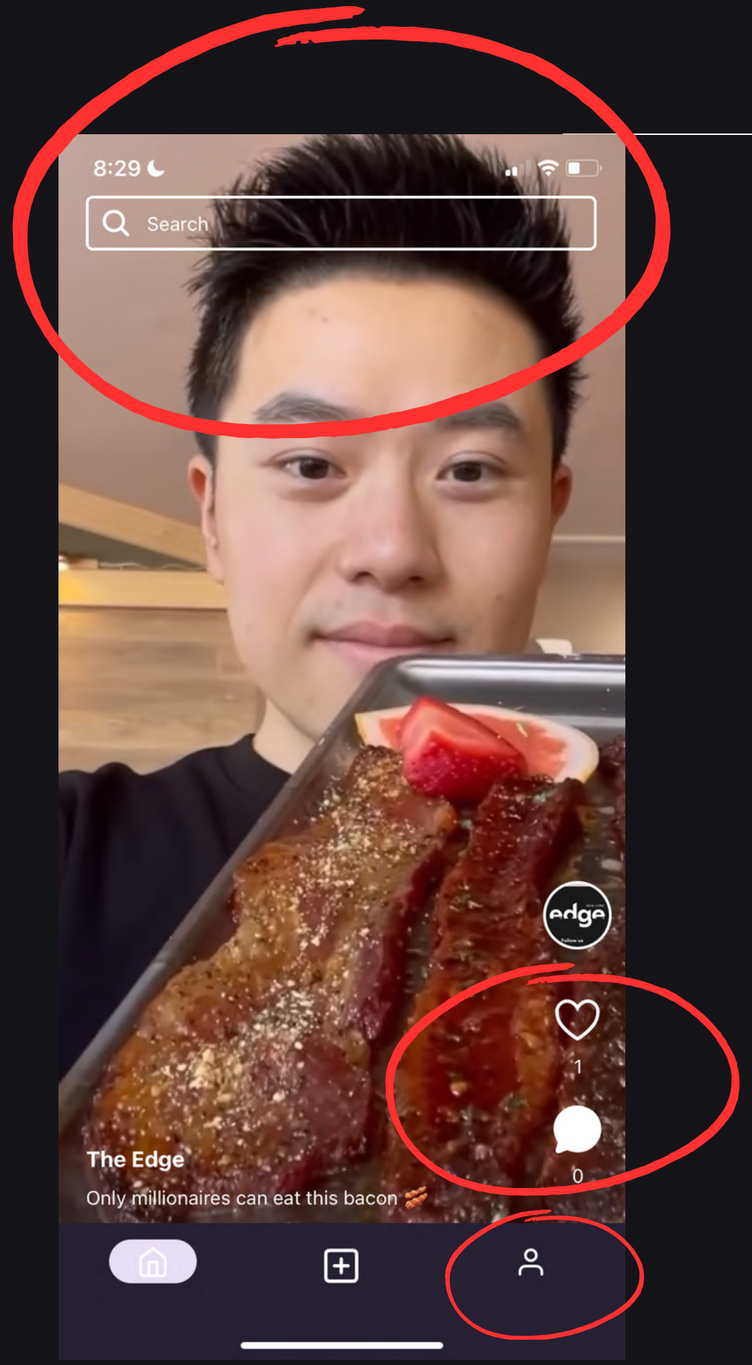
Create Video Reviews!





IMPLEMENTED

Likes,
Comments,
Search bar,
Profile Page



UNIMPLEMENTED FEATURES

- Search result page and screens for search tasks
- Screens for creating non-video reviews

PLAN TO FINISH

THIS WEEKEND

- Finalize Hifi Figma Prototype
- Implement sceens for non-video reviews
- UI clean-up

BY TUESDAY

- Implement search results and screens for search task

BY THURSDAY

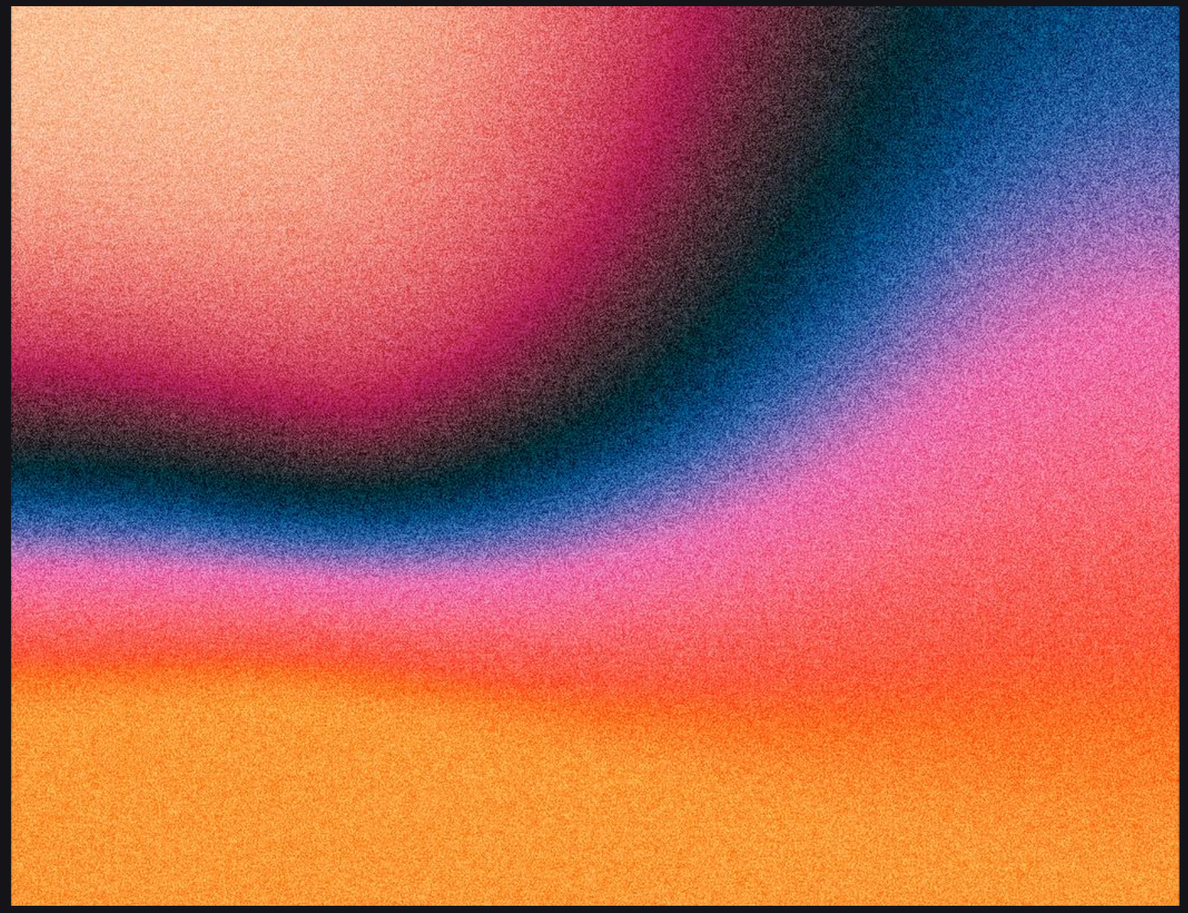
- Standardize styling and check UI consistency
- Populate all media content

IF WE HAVE TIME

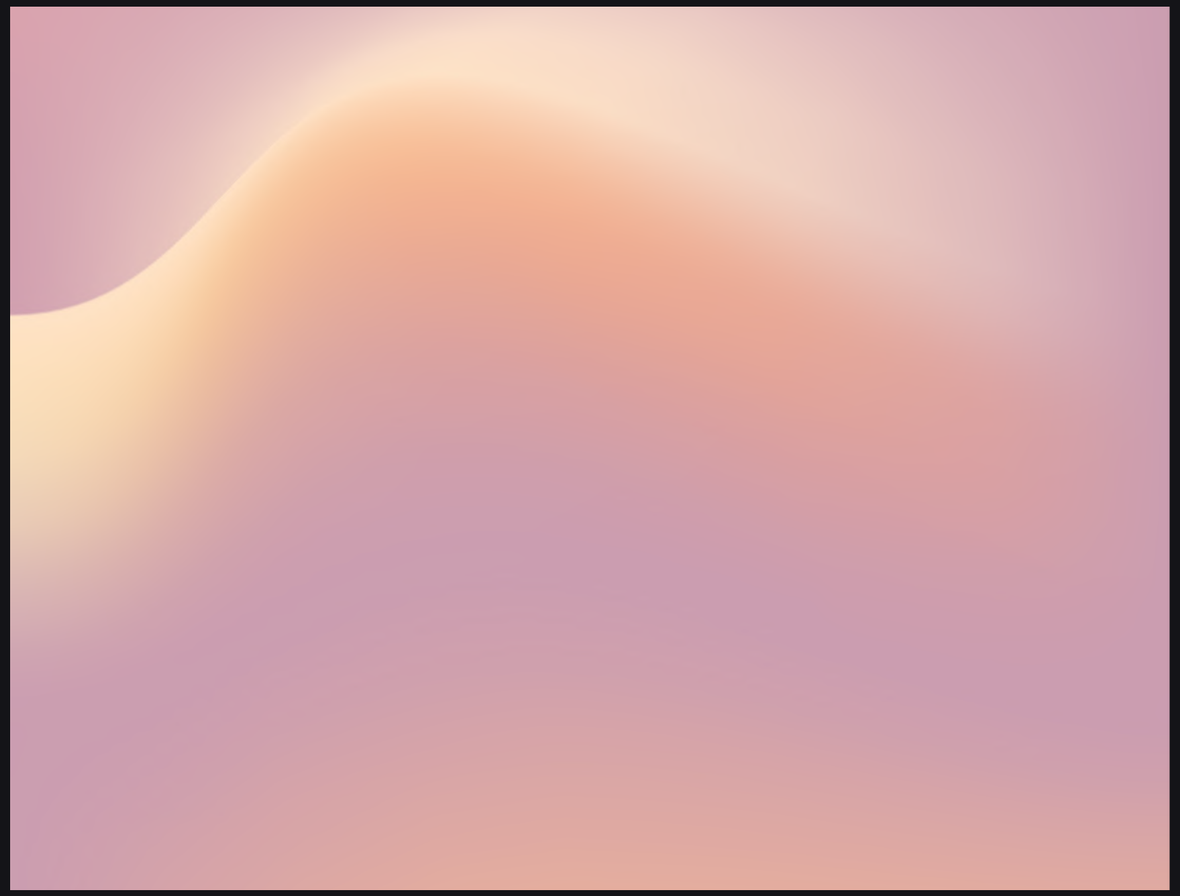
- Onboarding screens
- Profile screens

WIZARD OF OZ TECHNIQUES

- Discovery page magically organizes and filters itself according to the user’s location
- The search algorithm functions flawlessly every time
- Details of the restaurant homepage automatically update following restaurant changes made to Google



HARD-CODED DATA

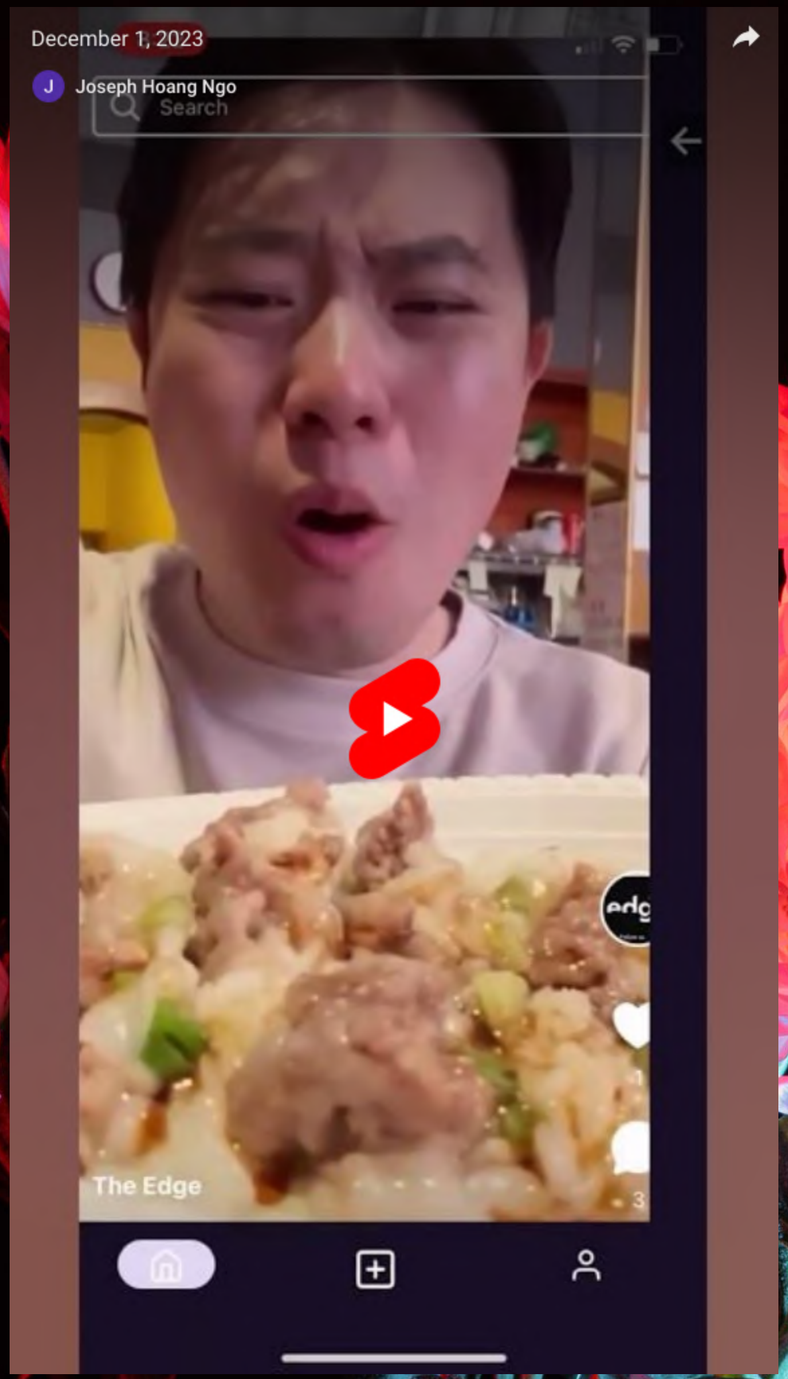


- The starter content is all hard-coded but still interactive
- Searching only reveals a single clickable result
- With no registered restaurants, all restaurant homepages are hardcoded
- Discovery page content is curated by us

QUESTIONS

- Does the current restaurant landing page sufficiently convey its ambience (video content, moodboard, crowd-voted dress code, word cloud) or is there anything lacking that you feel would increase your understanding of the restaurant’s vibe?

LIVE DEMO



https://youtube.com/shorts/oT4WHcXkPr8?si=2zWL7roRK6BFJicl

APPENDIX

VIOLATIONS WE DID NOT ADDRESS

HOME SCREEN

H11 “A STAR AMOUNT IS DISPLAYED NEXT TO A RESTAURANT IN A POST. IT IS UNCLEAR WHETHER THIS IS THE OVERALL RATING OF THE RESTAURANT OR THE USER’S RATING OF THE RESTAURANT”

ALTHOUGH A VALID CONCERN, WE WANT TO MINIMIZE ANY CONFLICTING DATA AS TO NOT OVERWHELM THE USER. DETAILS ABOUT THE RESTAURANT ONLY ARE ON THEIR LANDING PAGES

SEARCHING FOR A RESTAURANT

H3 “THE HOME AND PROFILE OPTIONS ARE NOT PROVIDED IN THE SEARCH RESULTS PAGE”

AS OF RIGHT NOW, WE INTEND THE SEARCH FUNCTIONALITY TO BE USED TO LOCATE RESTAURANT HOME PAGES ONLY. USERS CAN FIND THEIR PROFILES THROUGH THE NAVIGATION BAR

VIOLATIONS WE DID NOT ADDRESS

POSTING CONTENT

H5 “ADDING THE SOUNDTRACK OPTION IS NOT APPARENT AS THE SAME WHITE TEXT HAS BEEN USED AND DOES NOT STAND OUT TO THE USER AS SOMETHING ACTIONABLE.”

> *THE SAME WHITE TEXT USED FOR ALL OTHER ACTIONABLE ITEMS (#FFFFFF) IS ALSO USED FOR THE SOUNDTRACK BUTTON*

H8 “AFTER POSTING THE CONTENT, THE SCREENS REDIRECT TO THE HOME PAGE WITH A COMPLETELY DIFFERENT RESTAURANT WHILE UPLOAD IS IN PROGRESS, AND THEN SHOWS THE RESTAURANT POSTED AFTER UPLOADING.”

> *THIS IS THE SAME BEHAVIOR ADOPTED BY POPULAR SOCIAL MEDIA APPS LIKE TIKTOK AND INSTAGRAM. IT FOLLOWS INDUSTRY STANDARDS, SO USERS KNOW WHAT TO EXPECT*