



Problem

Most Food Apps rely heavily on ratings and reviews instead of the pictures of the food items themselves.

Over the years, there has been much controversy over legitimacy on Yelp's ratings and reviews system. Often they are deceiving as Yelp filters reviews. In most cases, bad reviews from old posts show up more prominently while good reviews go unseen. They do not show the most recent reviews.

Some companies even pay for positive reviews. That leaves an unfair competition amongst companies and puts small businesses at risk.

Competitors



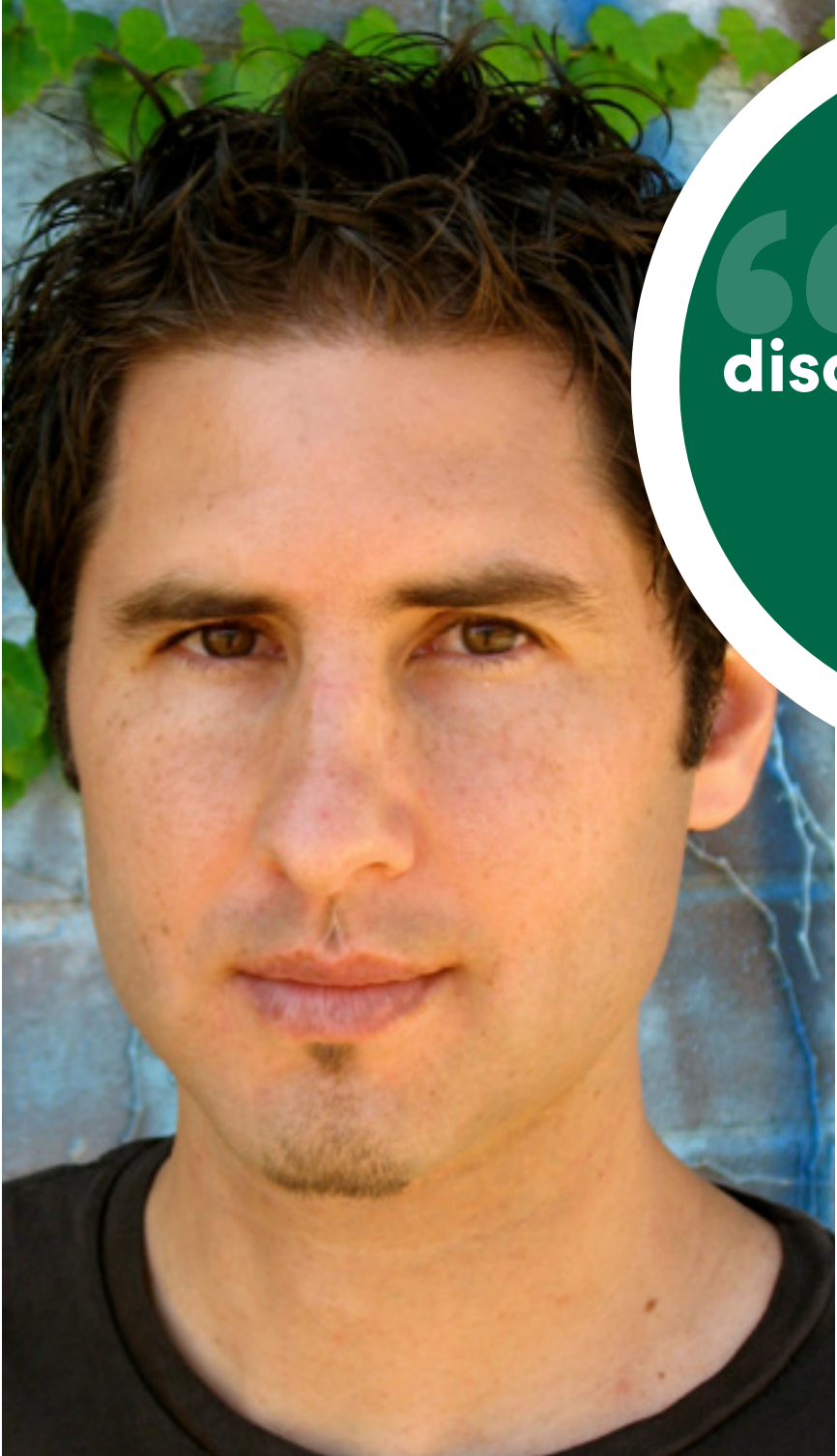
foodgawker



zomato

Solution

Food is a very visual topic. As ratings and reviews can often be deceptive, we aim to provide an unbiased approach against ratings and reviews by providing the audience a strict visual representation of the food items themselves.



“Through discipline comes freedom”

Jose Contreras

23 • Los Angeles, CA • Single

Full- Time Student
Columbia University
Major: Computer Science

Bio:

Jose is from Los Angeles. He moved to New York to attend Columbia University. He is in his junior year, majoring in Computer Science. He is currently interning for a small start up that is focusing on energy efficient solutions to lower income neighborhoods, he is also a full-time student. His schedule is usually super booked and on his free time, he likes to play soccer with his fraternity brothers. He aims to eventually land a job as a Software Engineer at Google.

Personality



Goals

- Graduate College
- Land a job at Google
- Start a company promoting energy efficiency
- Have a family
- Freedom to travel
- Grow a farm

Interest

- Soccer
- Coding
- Comedy shows
- Playing guitar
- Hiking
- Reading philosophy
- Politics
- Attending tech Meet-ups

Brands



Scenario

Every Tuesday, Jose has a four hour gap in between classes from 2pm-6pm. His routine is usually to grab a quick bite and go to the library to catch up on homework that is due at 6pm.

For lunch, he usually eats at Potbellys, Chipotle, Chop't, or the local halal truck, because it is cheap and convenient. On this particular Tuesday, Jose does not know what he wants to eat. He is not in the mood for a sub, Chipotle makes him sleepy and depressed because it is not Mexican food from LA, he feels ripped off at Chop't, and the halal truck just puts too much damn white sauce on his plate, even though he has practically yelled at the guy to stop pouring the sauce in.

He is bored of his routine. The day is cloudy with slight drizzles and he is just not in the mood to any of his regular spots. He opens up the app Yummy and scrolls through it to find inspiration. And there it is, right on the home page, where he finds a warm appetizing photo of a big bowl of soup with an egg roll and tea next to it. It's the local Vietnamese spot he has been wanting to try. He eats at the restaurant, they serve him his meal and he is 100% satisfied. Another restaurant to add to the list. He goes back to the library to finish his final that he has not started yet.



**You are responsible
for your own
happiness**

Interior Design Director
Design Blitz
San Fransisco, CA

Bio:

Katie is the Interior Design Director at design blitz in San Francisco, CA. She has been working with the company for almost 8 years, she loves her job. Katie has been married for 7 years and is a mother of two. She has an 6 year old son and a 3 year old daughter. She is active an active PTA member. She is very health conscious and regularly exercises as well as maintain a healthy diet. She loves to cook and do yoga.

Katie Stratton

35 • San Fransisco, CA • Married

Personality



Goals

- Be a good role model for her two kids.
- Watch her kids graduate college
- Travel to Brazil
- Start her own interior design firm.

Interest

- Yoga
- Riding bikes to the beach
- Shopping
- Reading
- Volley Ball
- Being a 'cool' mom
- Baking

Brands



Scenario

It is a Sunday afternoon and Katie has taken a weekend trip with her girlfriends to Los Angeles to shop on Melrose. They just had lunch at a sandwich shop and feel like having dessert before they continue their shopping spree. Brenda, Katie's friend, asks her what kind of dessert she feels like having and Katie responds saying she is in the mood of something colorful, light, and not too sweet.

They open up the app Yummy for inspiration and narrow down their choices to 'desserts.' On the home page they find a random assortment of beautiful pictures of desserts such as: Ice Cream, frozen yogurt, cookies, cupcakes, brownies, and scones. Only after a few scrolls have they found an enticing photo of a red drink with tapioca balls in it. That's what she is in the mood for! It's the Boba place down the street. She orders a medium sized strawberry boba drink, suitable for the weather and her mood. She contently continues with her shopping spree.

Survey Says

I asked people of various demographics to fill out a survey regarding their process of how they choose the foods they eat and if they use apps to help them with the process.

30 participants in total completed the survey, here are the results:

25
PARTICIPANTS
Often find themselves unsure of what to eat
30

19
PARTICIPANTS
Use apps to help them decide on what to eat.
30

16
PARTICIPANTS
Rely on Ratings and Reviews as a determining factor to their decision
30

22
PARTICIPANTS
Find it important to view the images of food before they eat it.
30

Survey Says Cont.

- When they are looking at photos of food, not only are photos important but the *atmosphere of the restaurant* also plays a big role in their decision process.
- Roughly **60%** of the audience prefer seeing *Candid Blog Photos* of food rather than professional photos.



Interview

“You’re only as good as your last meal served”

This is Stella and Phillip. They work at El Paso Mexican Grill. I find their food delicious and even incomparable to other Mexican restaurants nearby. Their restaurant is graded an “A” by the NY Health Dept.

Their restaurant is signed up to most of the food apps such as Yelp, GrubHub, Delivery, and Zagat. *They have a 5 star rating throughout all platforms and consistent positive reviews from their customers.*

But for some reason they are rated 3.5 stars on Yelp. They have noticed that the bad ratings from months ago stick while the good ratings are sometimes left unseen.

On Grub hub they have 5 stars all around with up-to-date positive reviews from customers. The only problem with Grubhub is that they can not display pictures of their food.

They believe that showing a mix of good visuals of food mixed with up to date ratings and reviews would benefit the restaurant



Interview & Observation

Enrique often uses Yelp when he does not know what to eat. I asked him if I can observe him as he channeled through the app. Like most people, Enrique relies heavily on the ratings and reviews on restaurants. He does not eat at a restaurant no lower than 4 stars.

At the same time, he claims that a visual representation of the food plays an important role.

If the ratings are high but the pictures of food do not look appealing, he is skeptical of the restaurant.

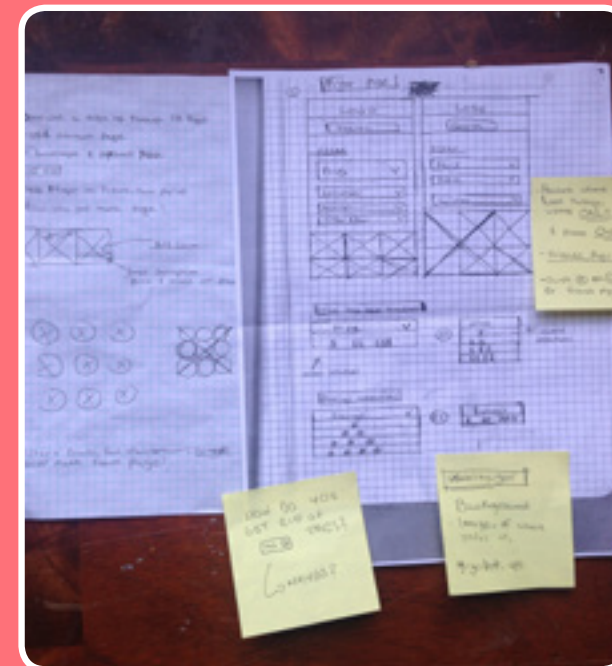
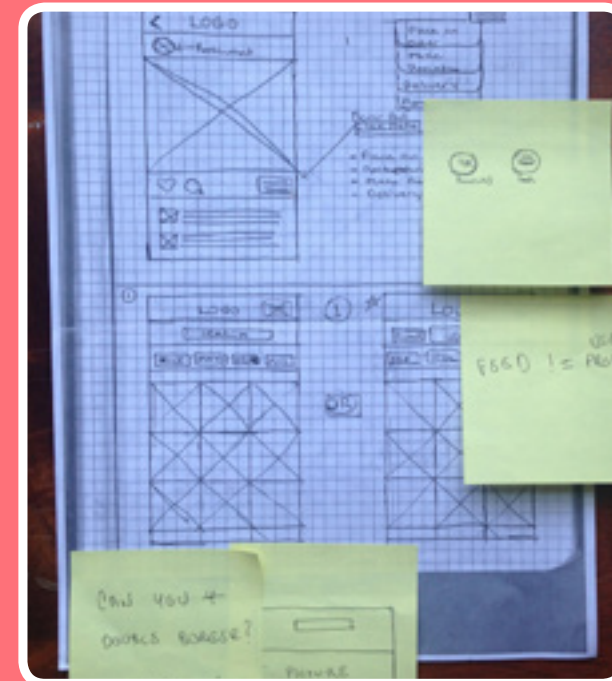
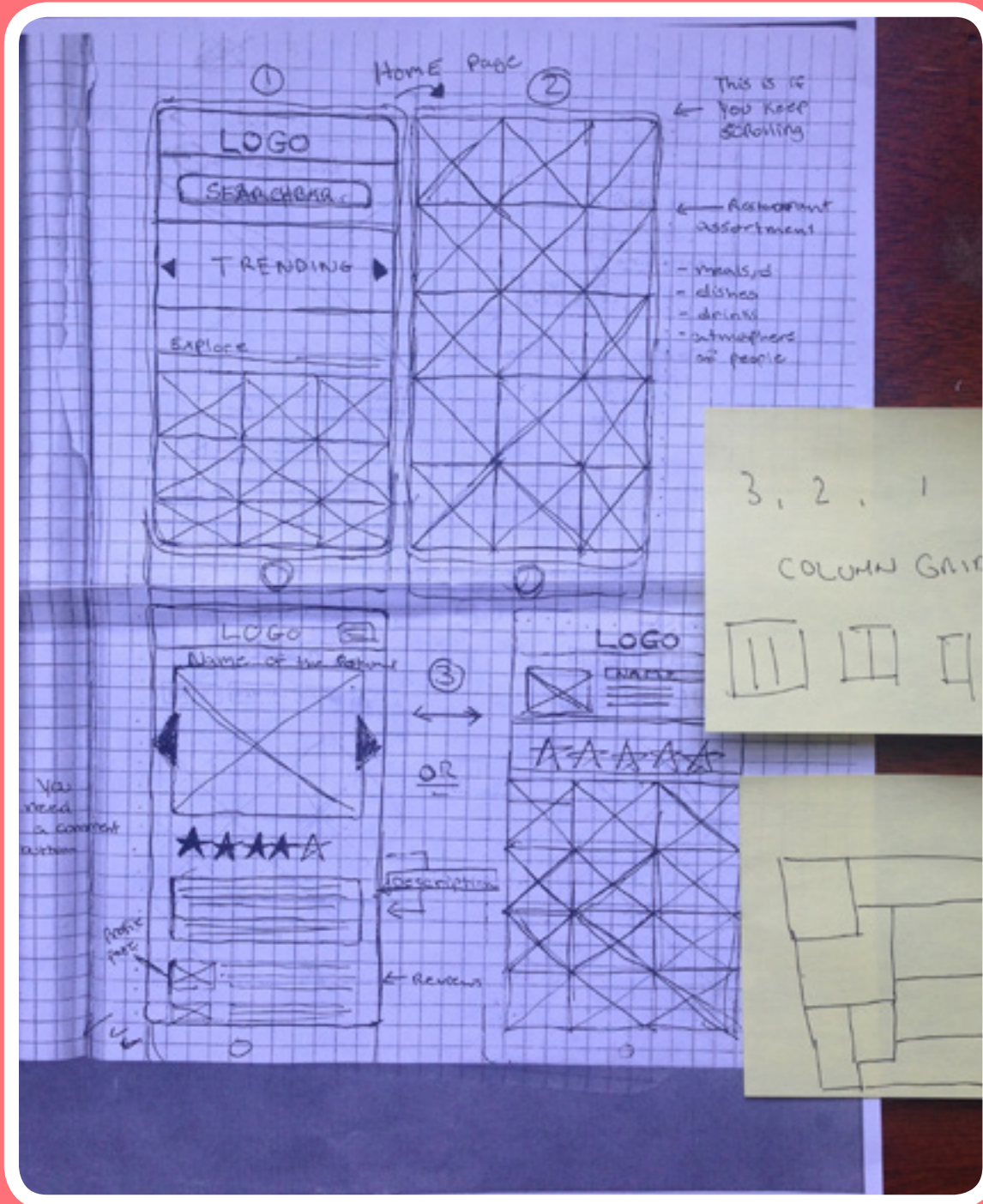
Color is important when looking at photos of food. He will likely choose a restaurant that has a colorful picture of the food item rather than a bland photo.

Prefers candid photos of food rather than professional.

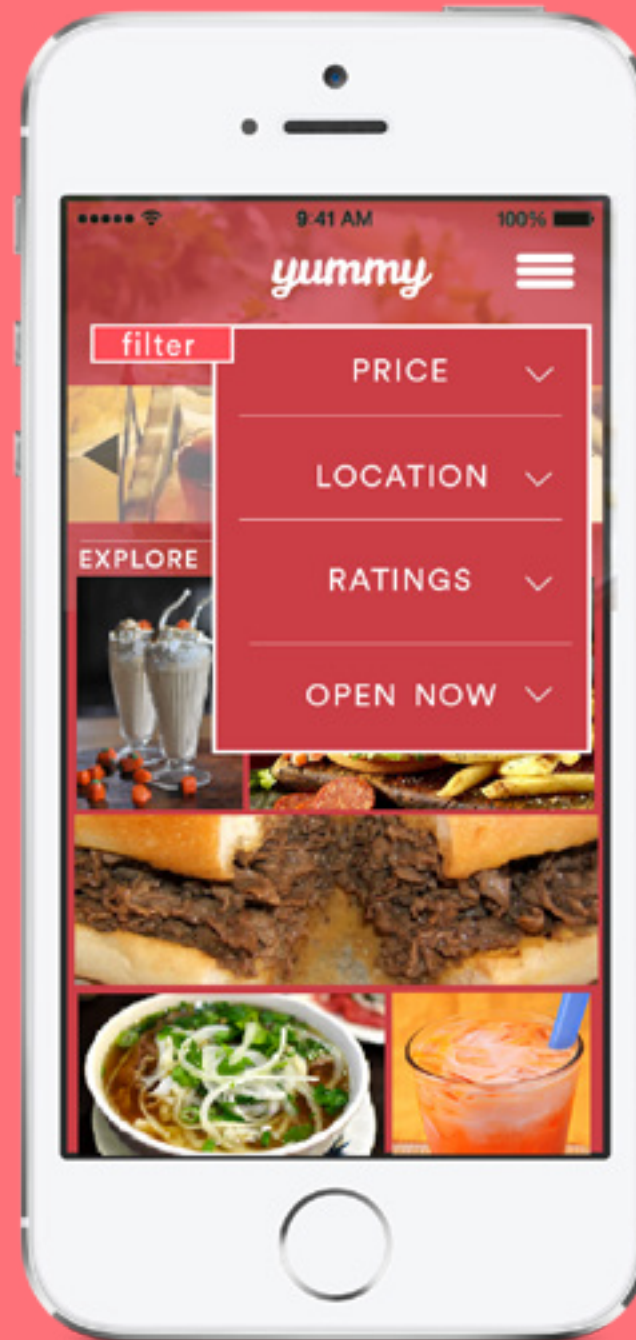
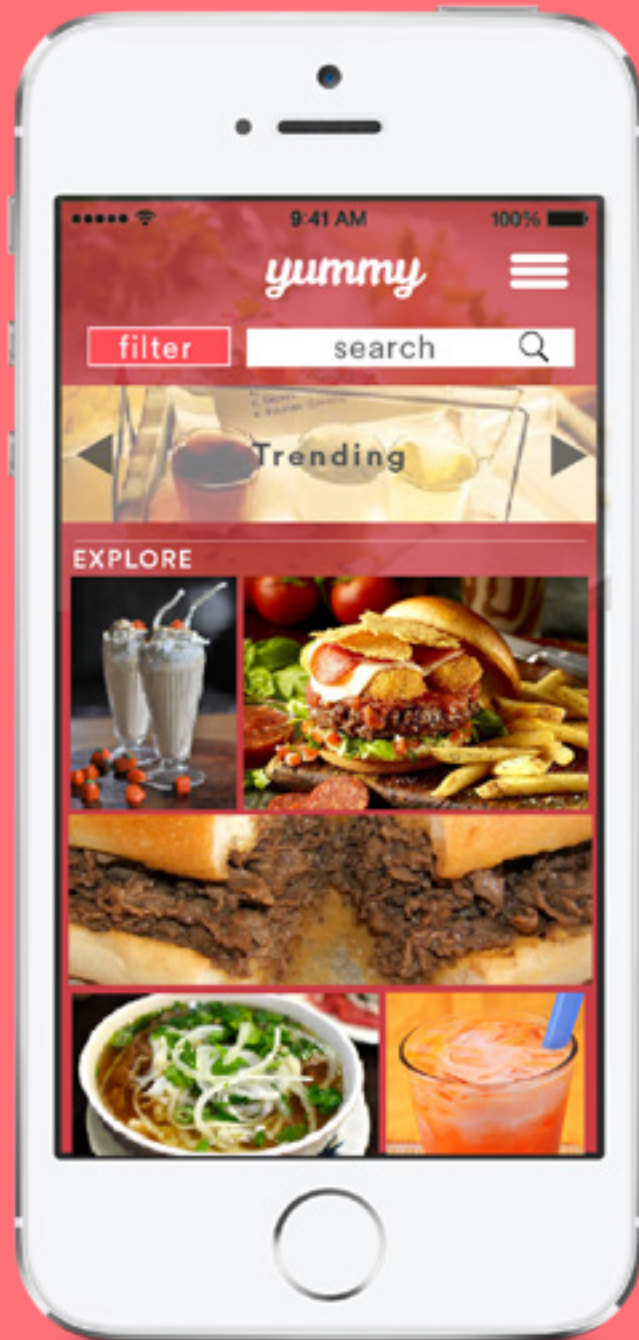
The atmosphere of people play an important role in his decision process. If he sees a picture of a fun environment, that can be the determining factor.

He is unaware that Yelp filters reviews. When asked if that would now affect his decision process, he said “possibly.”

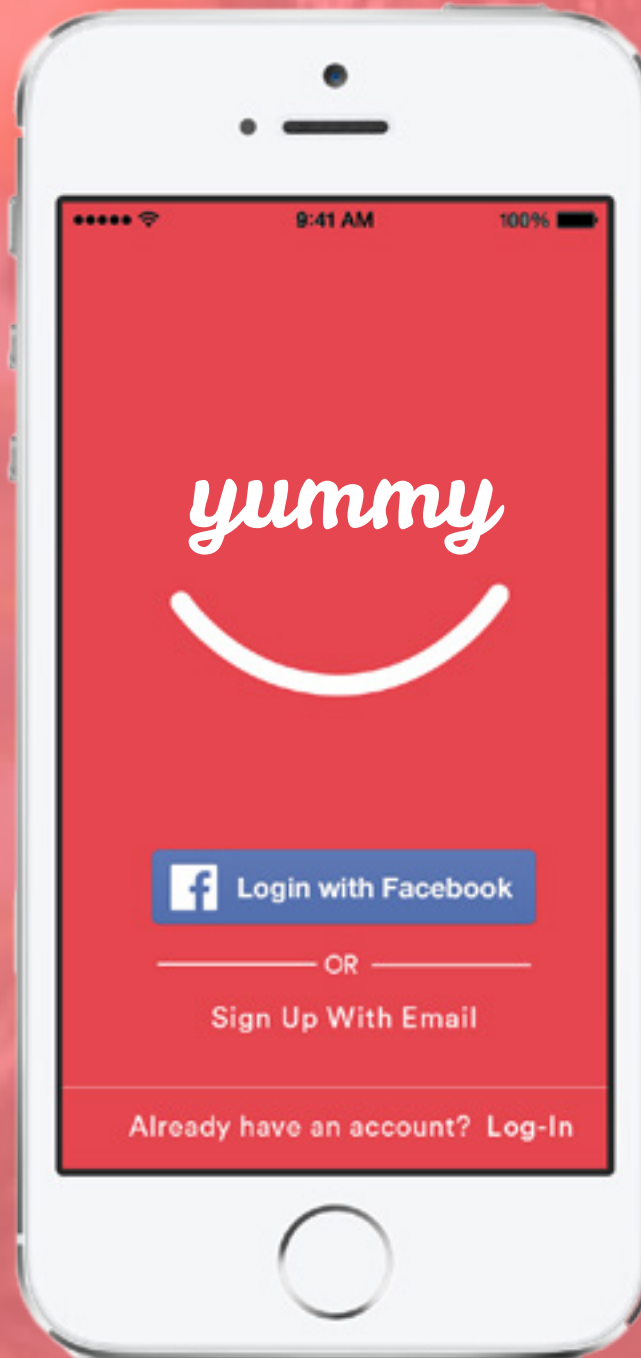
Wireframes



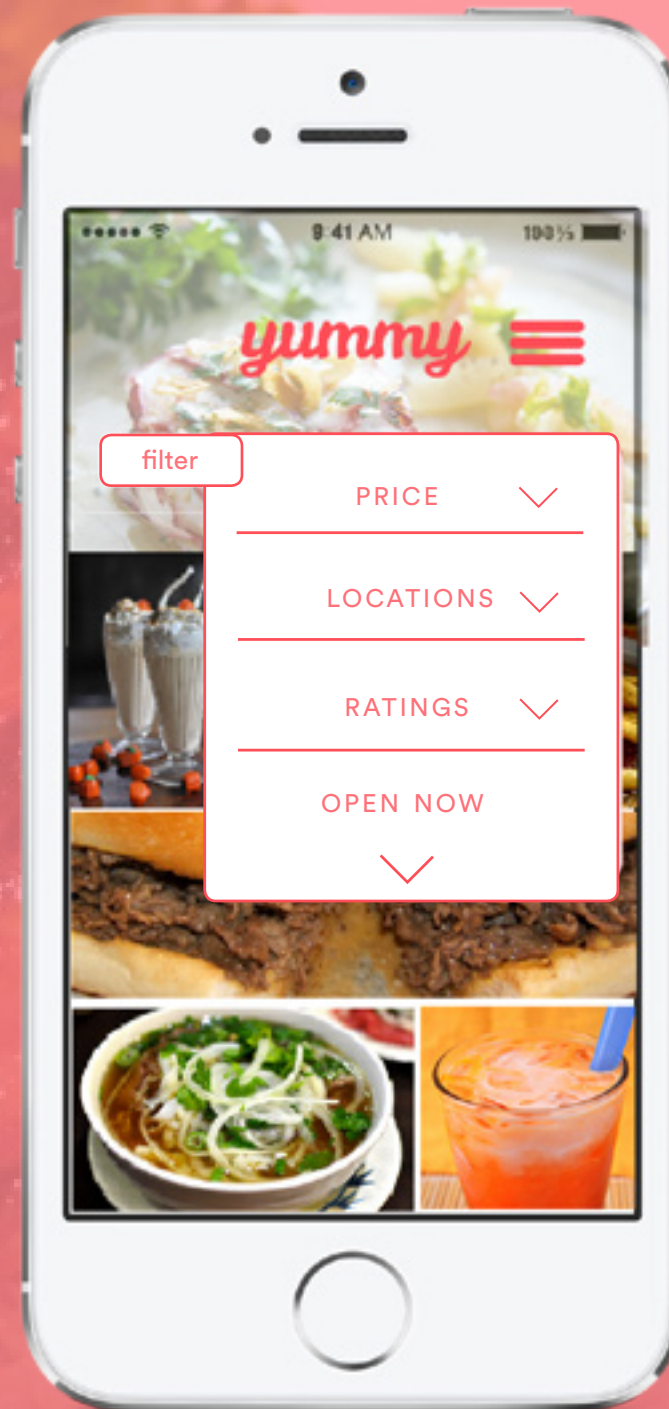
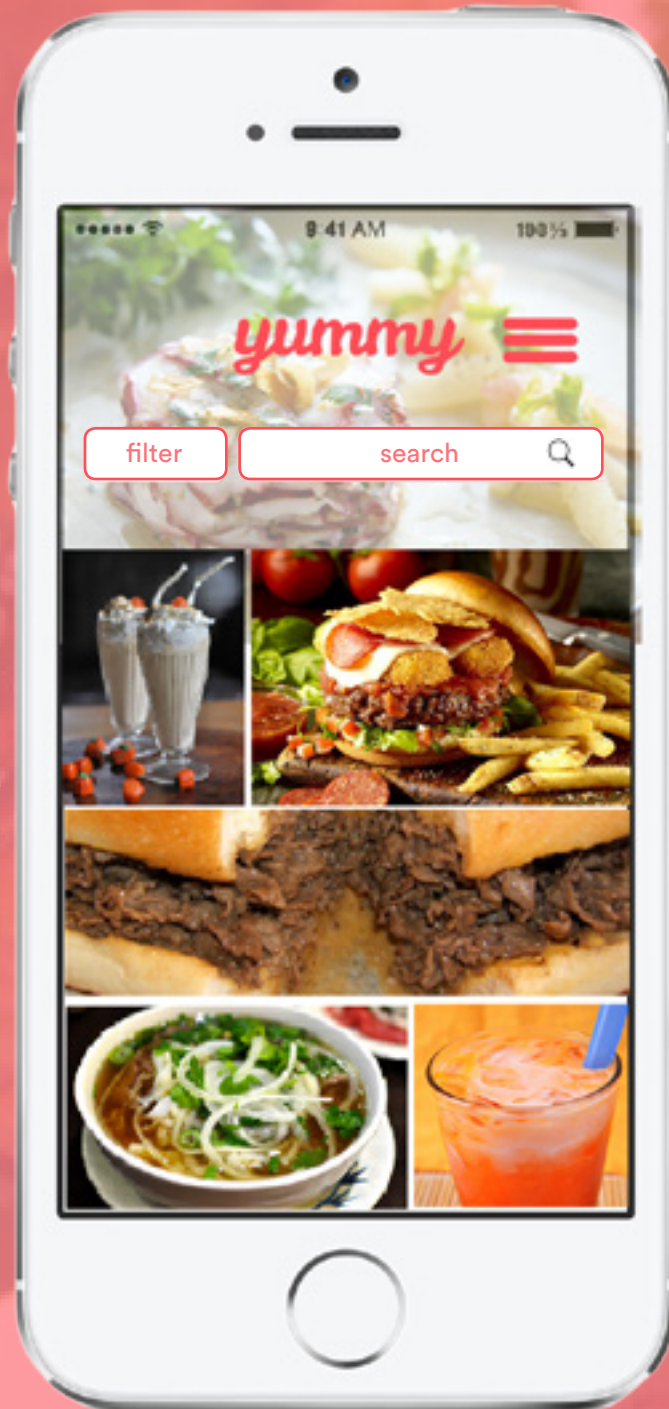
Mockups



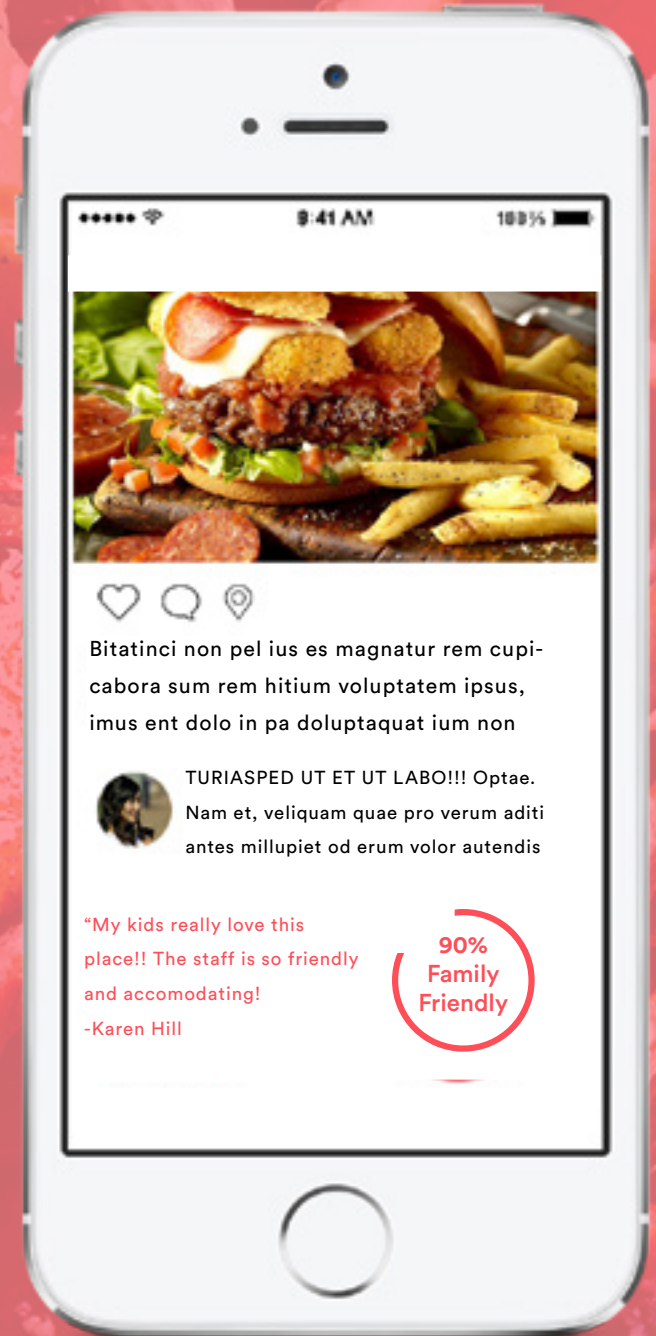
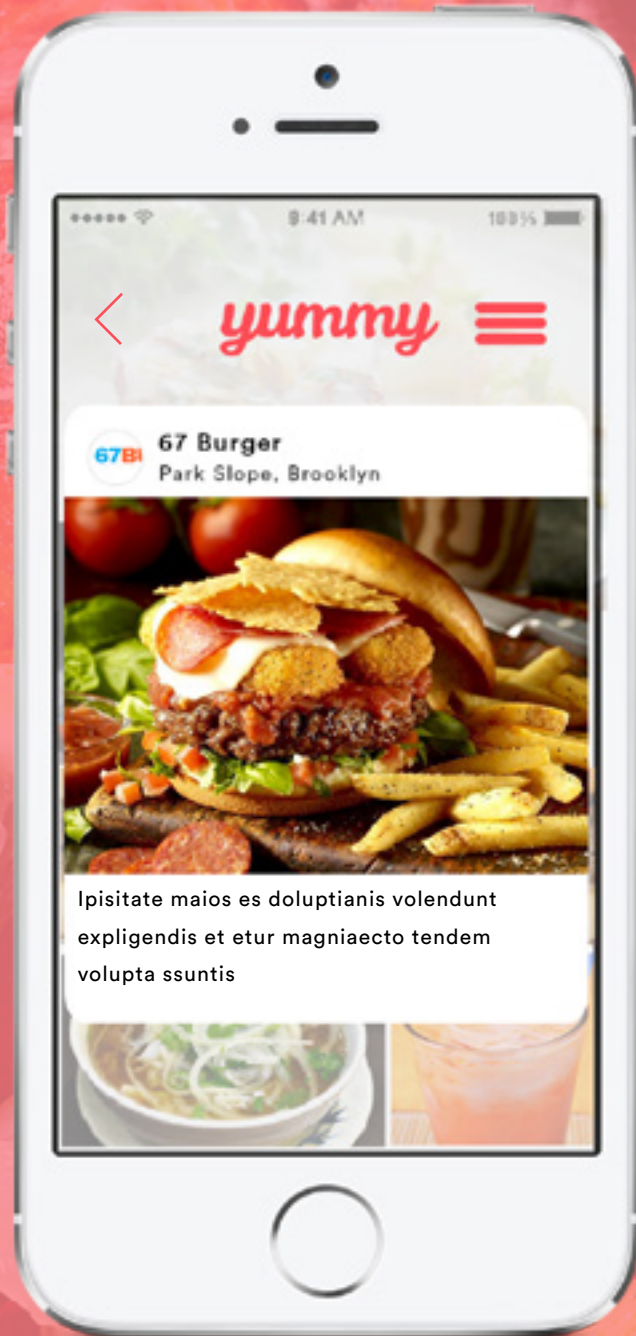
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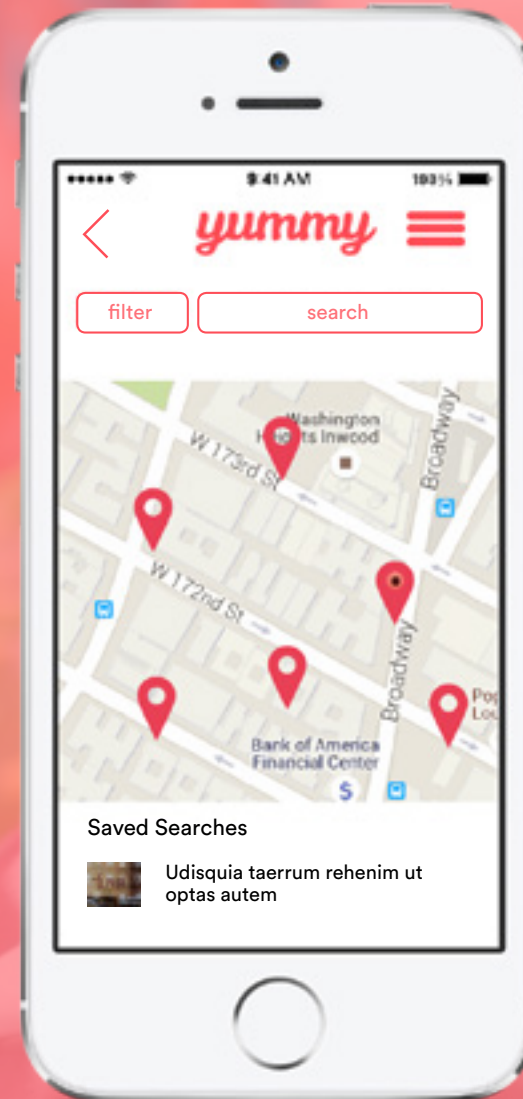
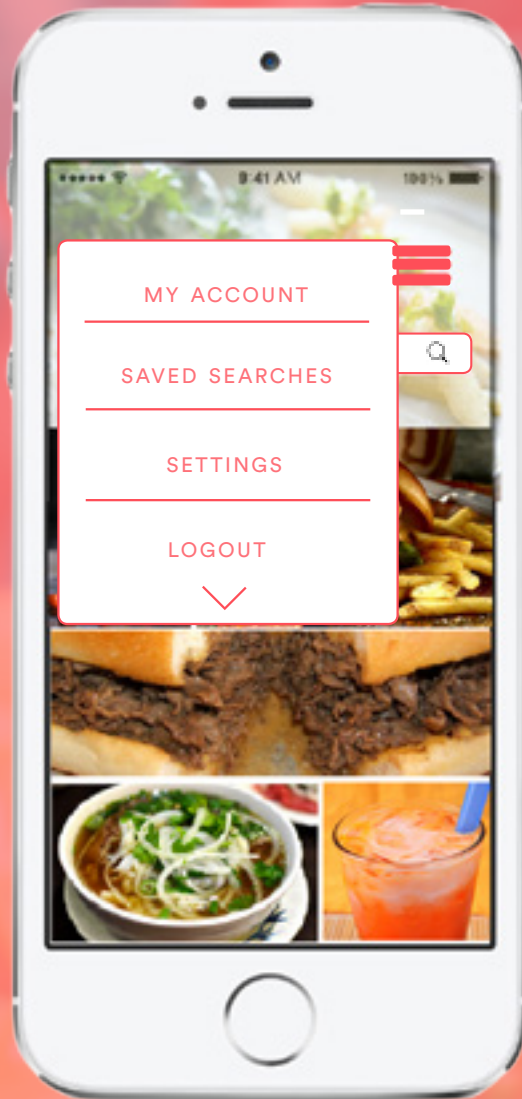
Product



Product



Product





Review

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