



# EATWHERE? EAT IN SINGAPORE.

Assignment 4: Original Design Prototype

UXG 3570 User Research 2

Team 01 | Sheryl | Joanne | Tricia | Mikaela | Ye Jin | Joanna



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# OVERVIEW





# PROBLEM STATEMENT

How can we provide a platform to encourage young locals to engage in domestic food tourism by exploring the different types of food in Singapore?

## OUR SOLUTION: EATWHERE

### About EatWhere

EatWhere is an app targeted to encourage locals to uncover the hidden gems of local food culture by exploring lesser-known hawker centres and food spots.

### WHO

#### Target Audience

EatWhere's target audience are locals of all ages who may and may not be familiar with the local food scene.

### WHY

#### App's Purpose

EatWhere aims to bring locals out of their comfort zone when it comes to the hawker and local food scene, as well as to cultivate interest in Singapore's local food culture.

### HOW

#### Provided Services & Features

- **User profile types:** curate content and food recommendations based on the type of foodie you are.
- **Specialised wayfinder:** provide in-depth directions to and details for the hawker stall or food place you are looking for.
- **Curated video content:** provide short videos that teaches users how to order at their hawker centres in the Singaporean way.



# PROJECT SCOPE





## Design Approach

The design approach for this research project follows the Design Thinking Process framework - Empathize, Define, Ideate, Prototype, and Test.

Empathize

Define

Ideate

Prototype

Test

### Empathize: Young Locals' Engagement with Singapore's Food Culture

In the previous phase, the team researched Singapore's local food scene and the challenges young locals face in discovering new food options. This helped identify barriers to engaging with domestic food tourism and factors that could spark interest in exploring Singapore's culinary landscape.

A survey was conducted to gather insights into food discovery habits, digital platform usage, and obstacles faced when trying new food options. The findings have informed the development of initial prototypes. In this phase, we are focusing on refining the design and iterating on the prototypes based on user feedback to enhance engagement with local food culture.

### Define: Understanding User Needs and Barriers

Based on insights gathered from user research, we will analyze the feedback data to identify core user needs and create problem statements that address the challenges young locals face in engaging with domestic food tourism. This analysis will help clarify the factors influencing their food exploration behaviors and preferences, guiding the iterative design process to better meet these needs in each prototype iteration.

Through continuous testing and refinement, we will adapt our design to ensure it aligns with the preferences and behaviors identified for different user types. Each iteration will incorporate adjustments to enhance usability and engagement, allowing the design to evolve in response to user feedback and fit the varying needs of our target audience.



## **Ideate: Developing an Innovative Food Tourism Platform**

Based on the research and survey findings from the previous phase, we brainstormed potential solutions for our platform designed to encourage young locals to engage in local food tourism. We explored ways to enhance the user experience through improved interactivity, ease of use, and functionality, focusing on innovative features that promote food discovery.

During development, we also analyzed successful relevant platforms to gain insights from their strengths and effective strategies. This analysis helped us identify best practices to adapt for creating an engaging and informative experience for young locals exploring Singapore's diverse food offerings.

## **Prototype: Iterative Design for The Solution**

We will develop mid-fidelity (mid-fi) and high-fidelity (hi-fi) prototypes to explore, test, and refine design concepts for our platform aimed at encouraging young locals to engage in local food tourism. We will start with mid-fi prototypes to assess core functionality, layout, and the usability of key features related to food discovery and navigation.

Building on feedback from mid-fi user testing, we will create high-fidelity prototypes that incorporate polished visual design, branding elements, and interactive details. This phase will focus on evaluating the complete user experience, ensuring the platform effectively showcases Singapore's diverse food offerings with an engaging, user-friendly interface.

## **Test: Gathering Feedback and Refining Solution**

We will conduct user testing involving 13 participants who align closely with our primary and secondary personas. The testing process will be divided into three stages.

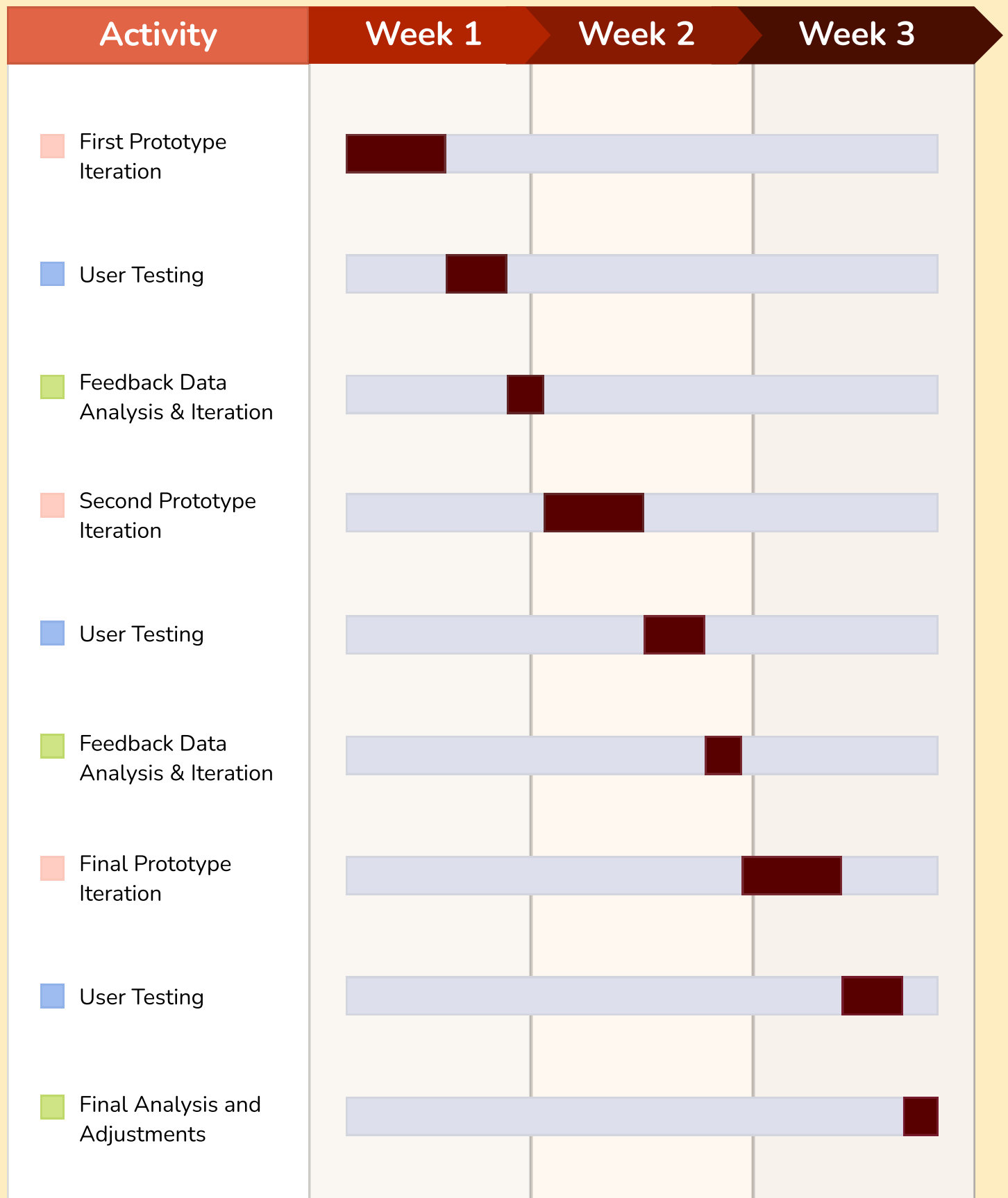
Initially, we will test mid-fidelity prototypes to gather initial feedback on usability, layout, and functionality related to food discovery features. Next, we will use enhanced mid-fidelity prototypes with added visual details and content accuracy to gather more in-depth feedback and analyze user interactions.

Finally, we will progress to testing high-fidelity prototypes that showcase a visually complete iteration of our platform. This stage will focus on evaluating the overall user experience, aesthetics, and engagement to ensure that our platform effectively meets user expectations and highlights Singapore's diverse food offerings.



## Testing Timeline

Here is the scheduled timeline for the project.





# USER PERSONAS





## PRIMARY PERSONA



"I'm crave to stay updated on the latest food spots!"

### CHLOE TAN

Student

Age: 20

Courageous

Motivated

Determined

Location: Singapore

#### BIOGRAPHY

Chloe is a university student and self-proclaimed foodie with a passion for the latest culinary trends. She goes out to eat multiple times a week. With a love for exploring different cuisines and an adventurous spirit, she often checks out new restaurants as soon as they open.

#### PAIN POINTS

- Current food trends are too expensive
- The weather deters her from heading out

#### GOALS

- Try out more cuisines
- Be on track with the latest food trends

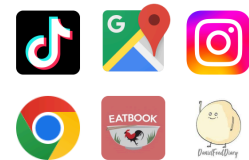
#### PERSONALITY

Adventurous

Sociable

Problem-Solving

#### APPS



#### BRANDS



## SECONDARY PERSONA



"The thought of eating new food sounds exciting, but I'm not sure if I would like it..."

### BRYAN LEE

Employed

Age: 25

Practical

Reserved

Organized

Location: Singapore

#### BIOGRAPHY

Bryan is a full-time marketing executive with a busy schedule, usually bringing food from home to work. He buys food from the hawker center about once a week, choosing familiar dishes. John rarely goes out of his way to try new places or dishes, as he prefers the comfort of routine and the simplicity of tried-and-true choices.

#### PAIN POINTS

- Difficulty in finding healthy options
- Fear of disappointment when trying new food
- Boredom from always choosing familiar dishes

#### GOALS

- Access healthy options
- Explore new local dishes
- Find reliable recommendations

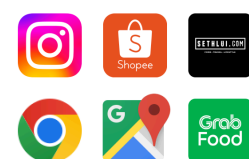
#### PERSONALITY

Adventurous

Sociable

Problem-Solving

#### APPS

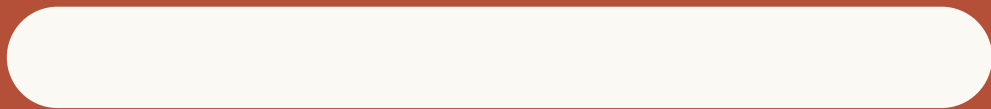


#### BRANDS





# FIRST ITERATION





# WIREFRAMES

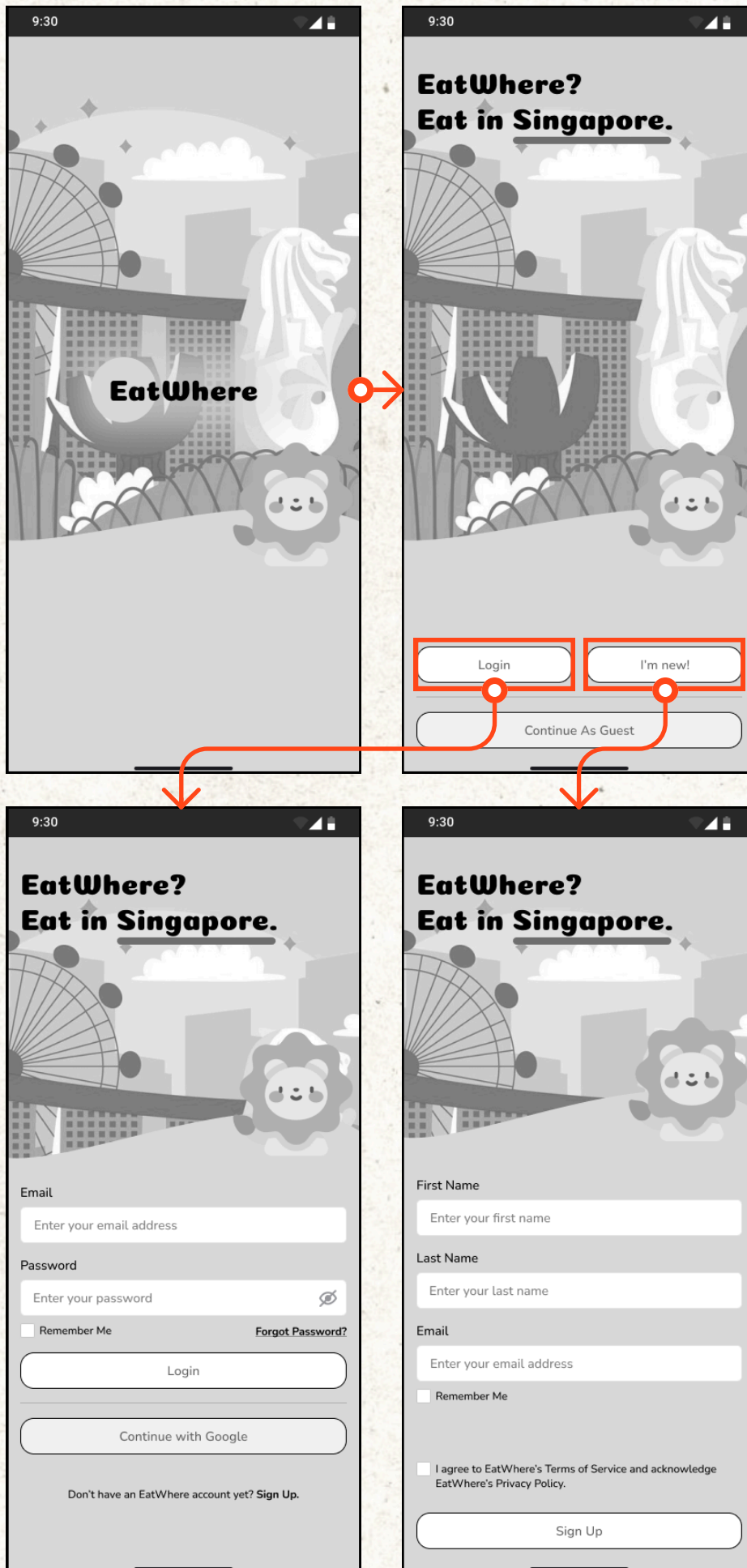




First Iteration  
Prototype Link

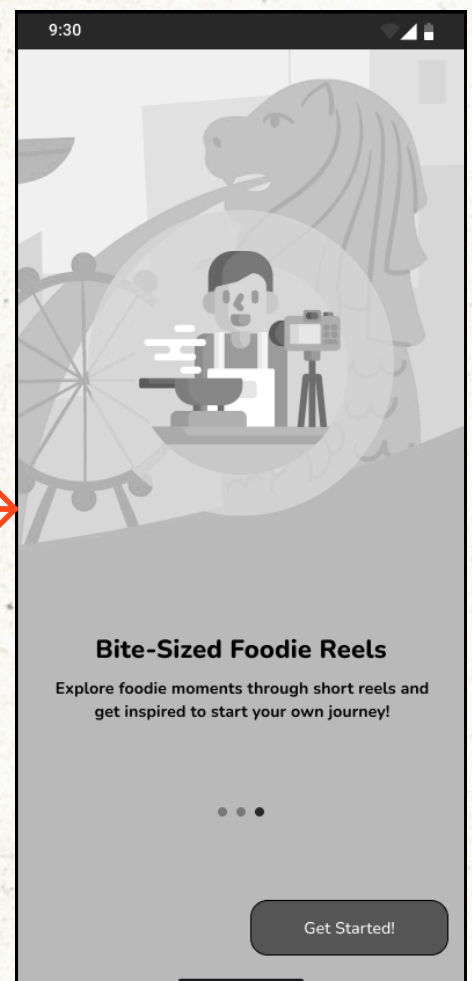
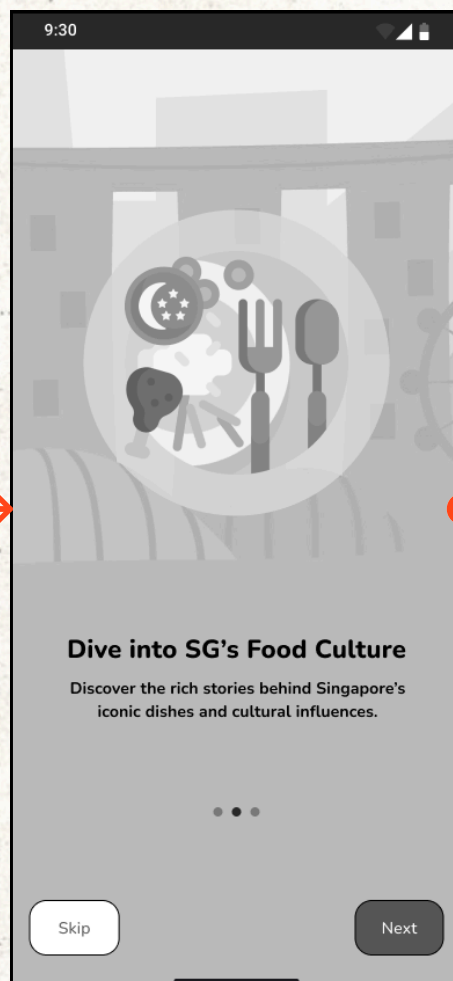
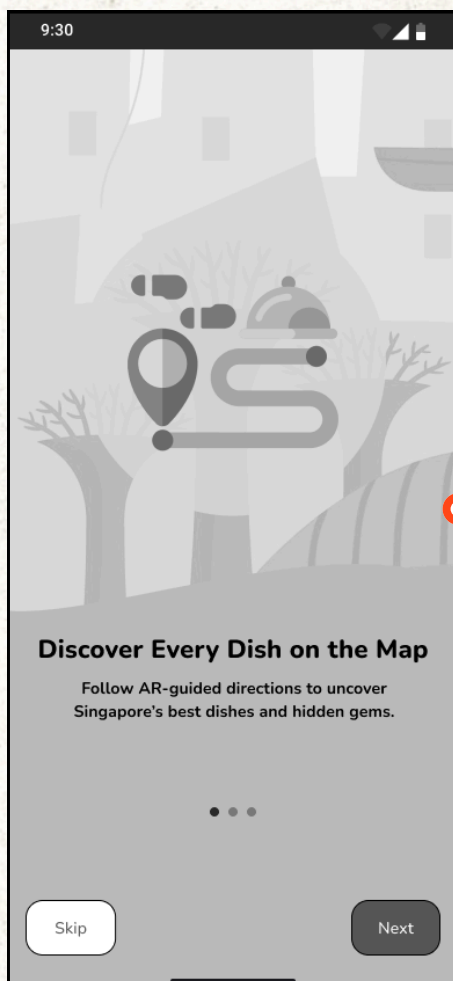


## Splash Screen, Login and Sign Up Page



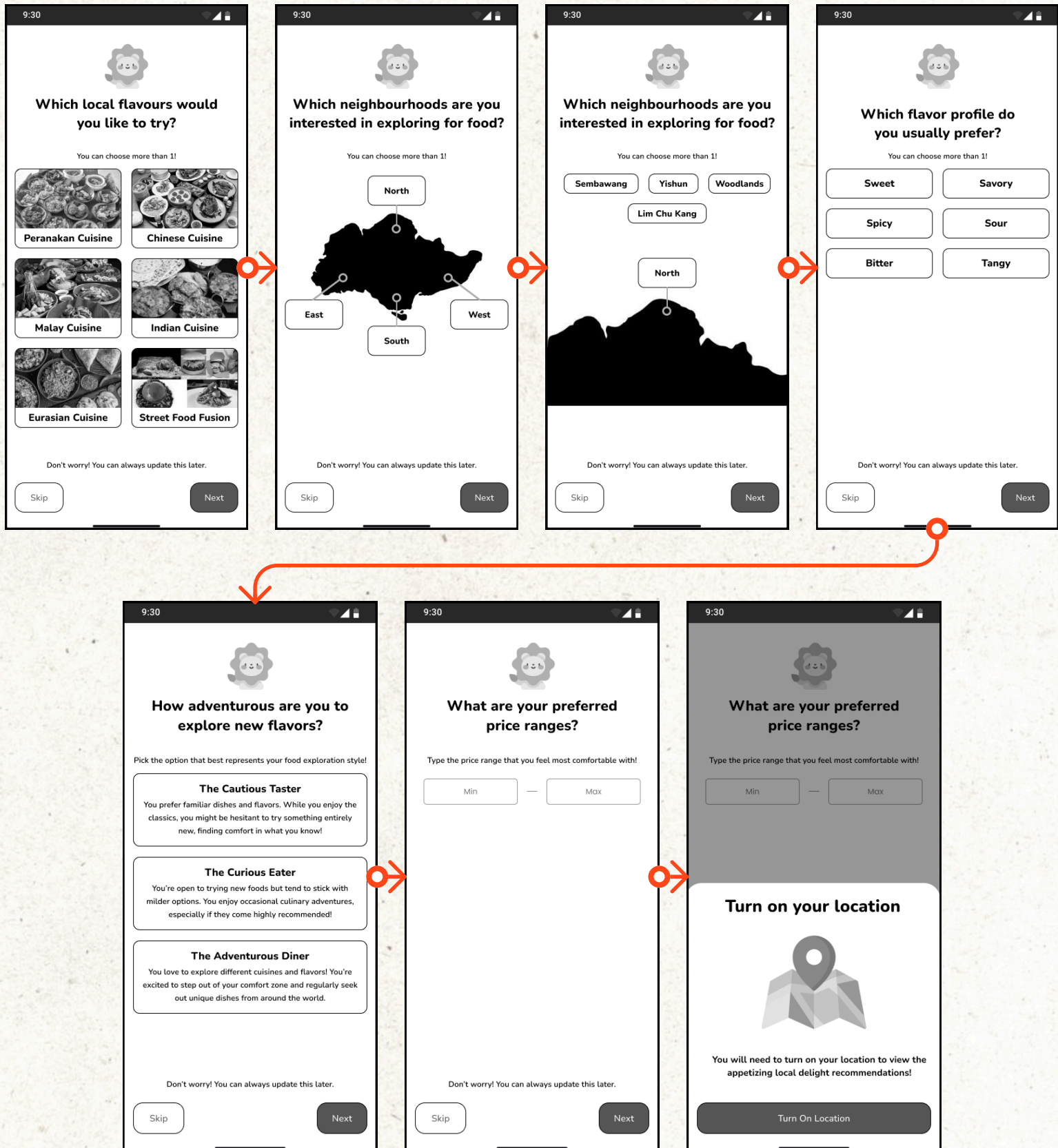


## Onboarding Page



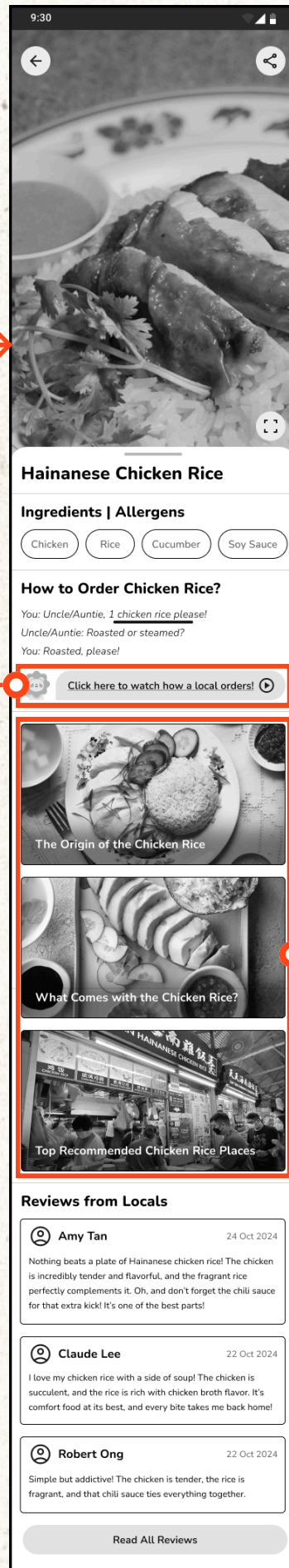
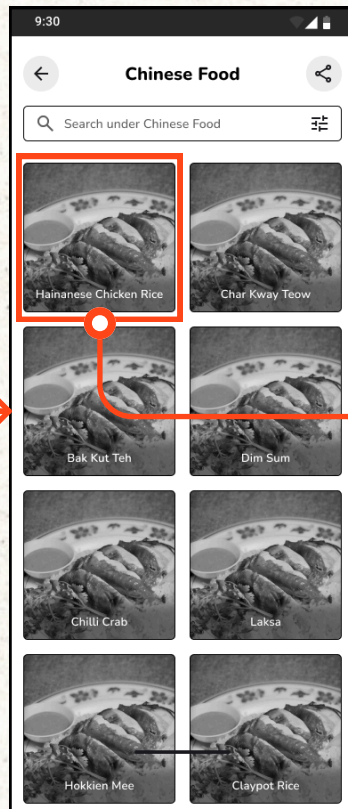
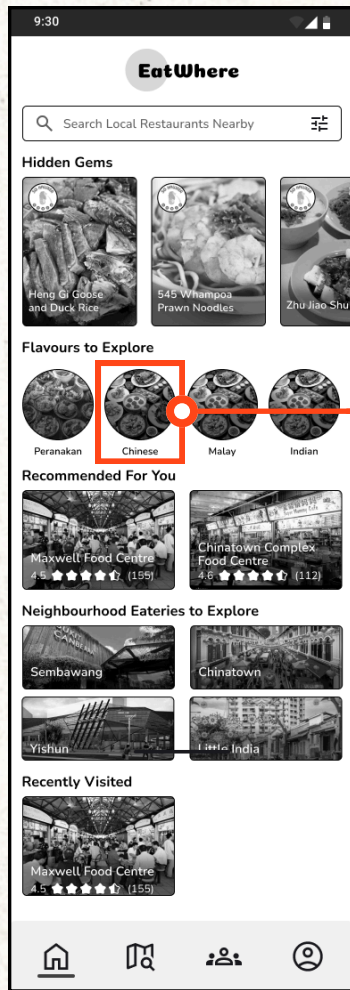


## Get To Know You Page

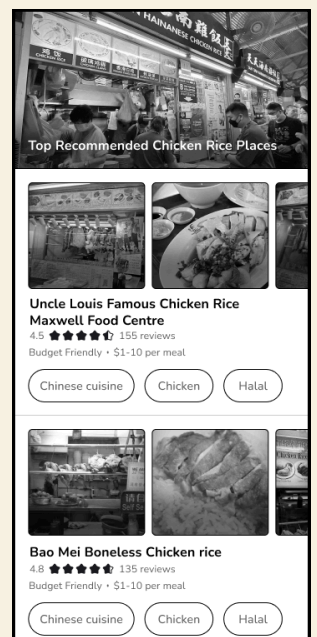




## Home and Food Page

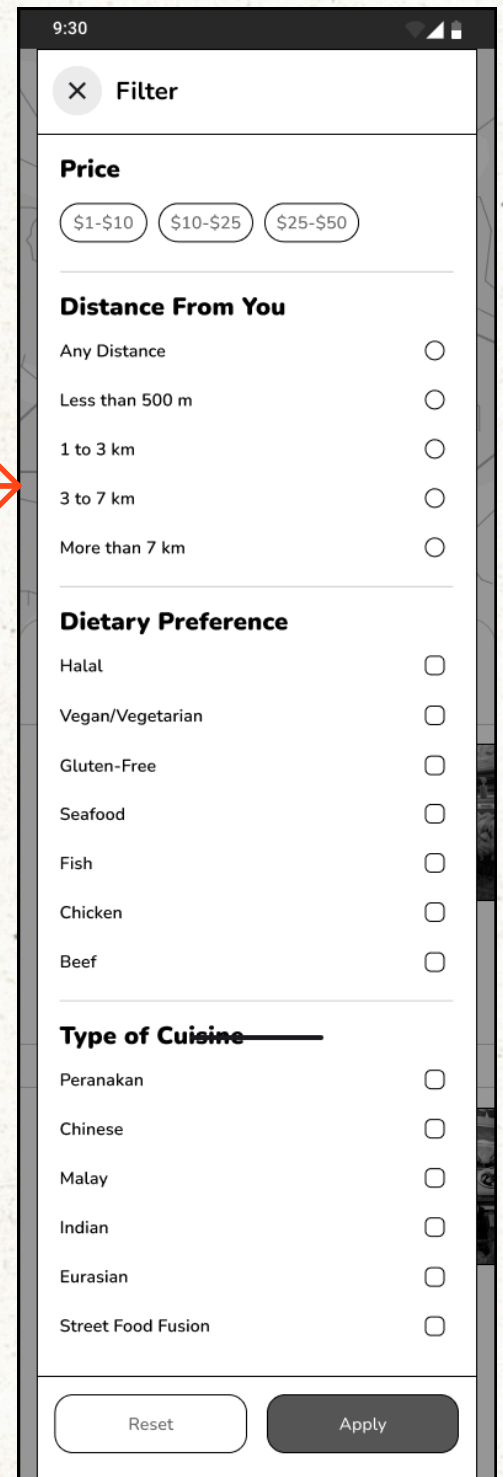
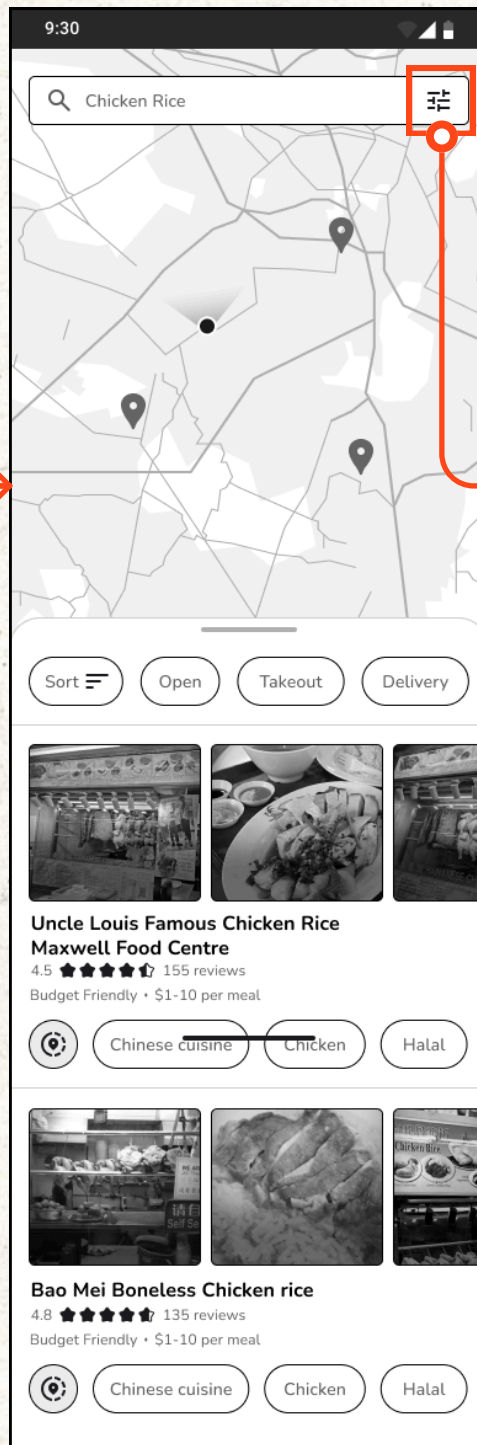
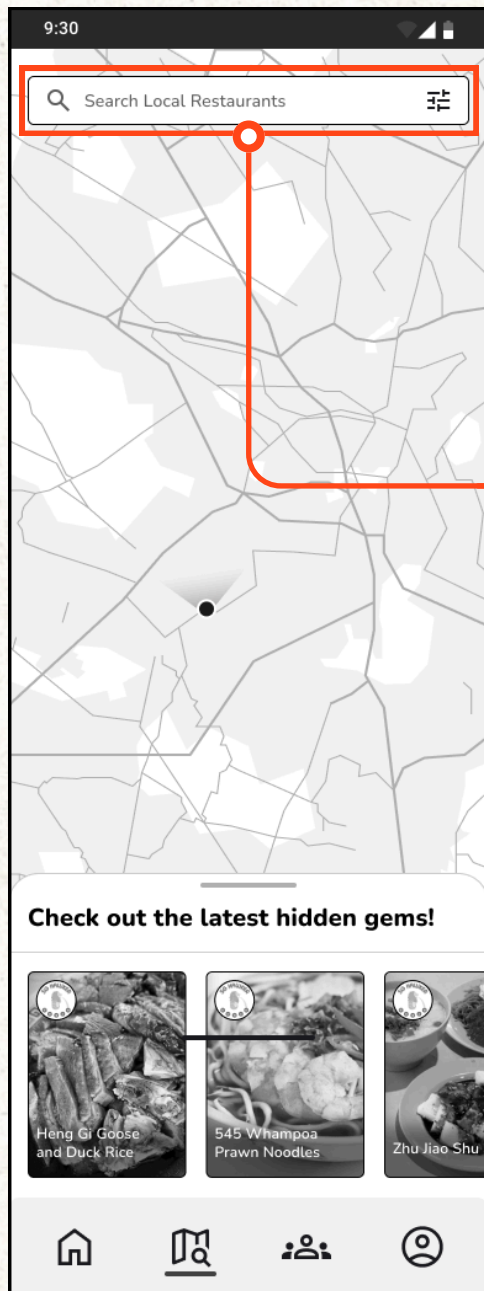


### Pop Up interactions



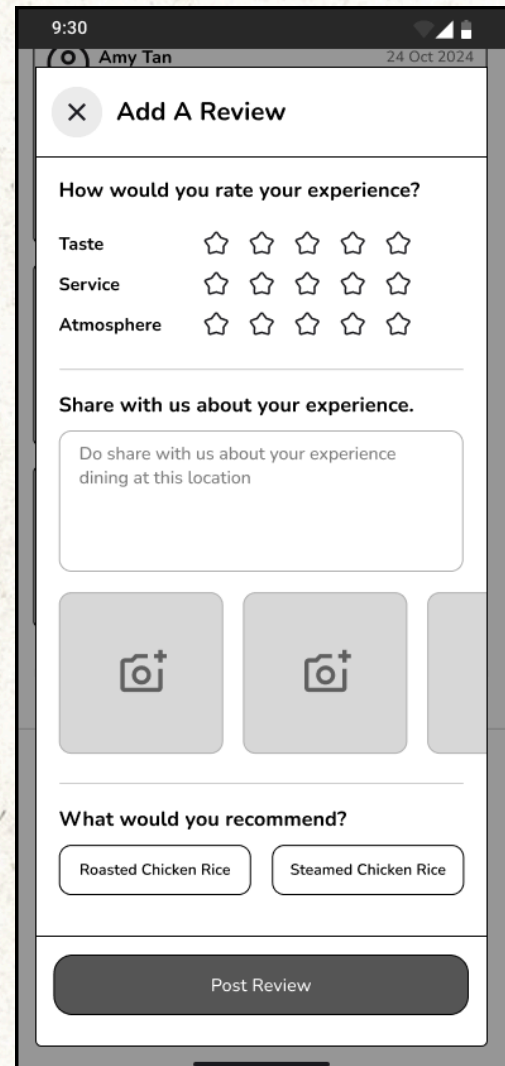
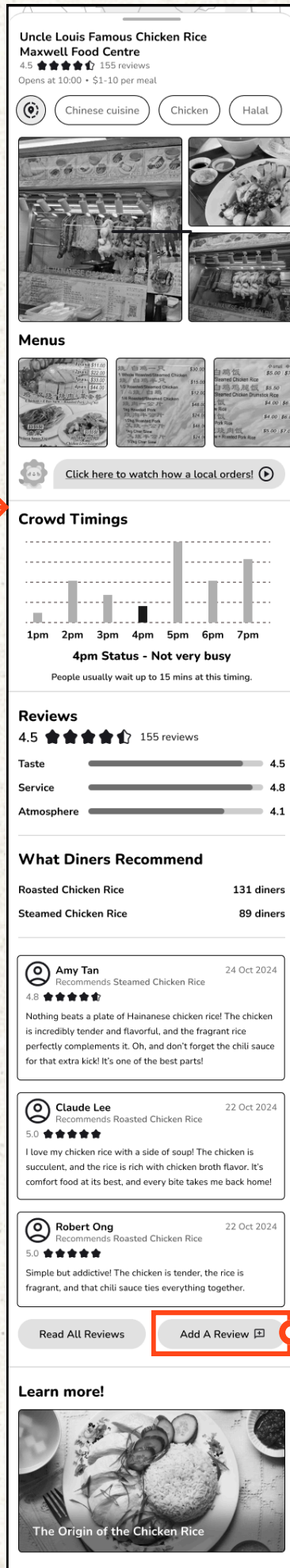
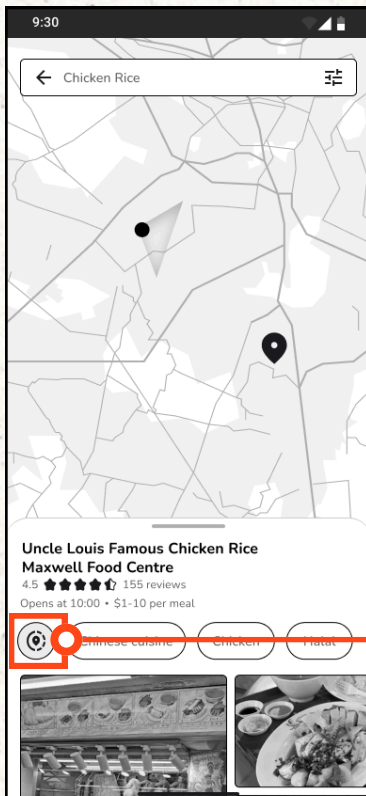


## Map and Filter Page



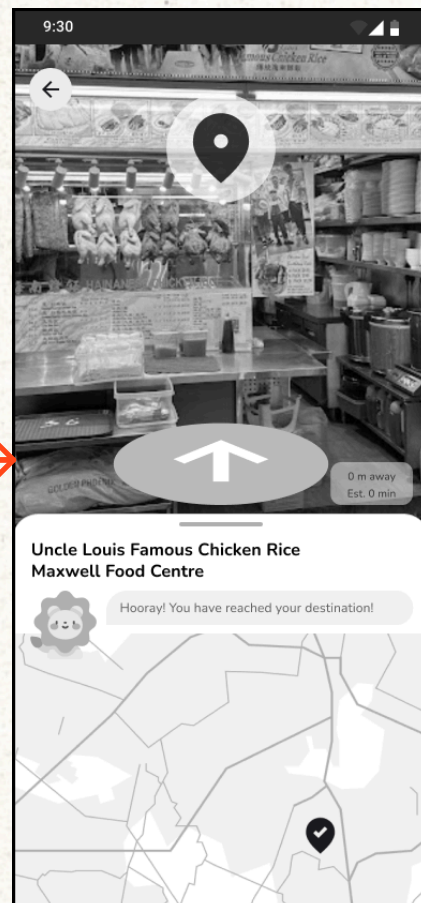
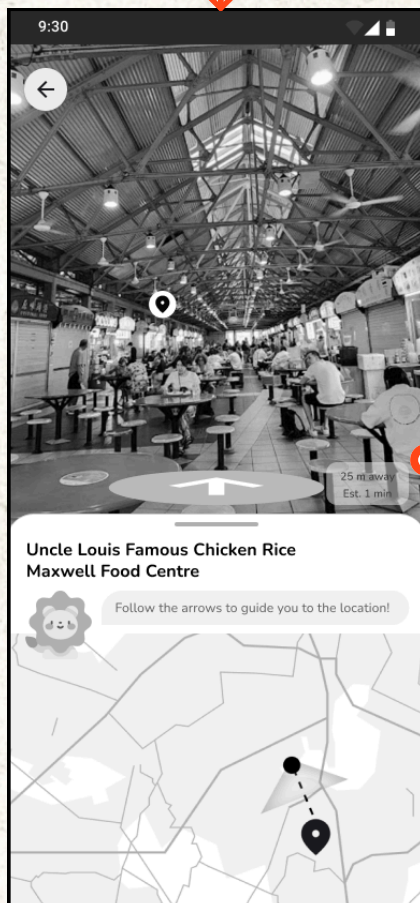
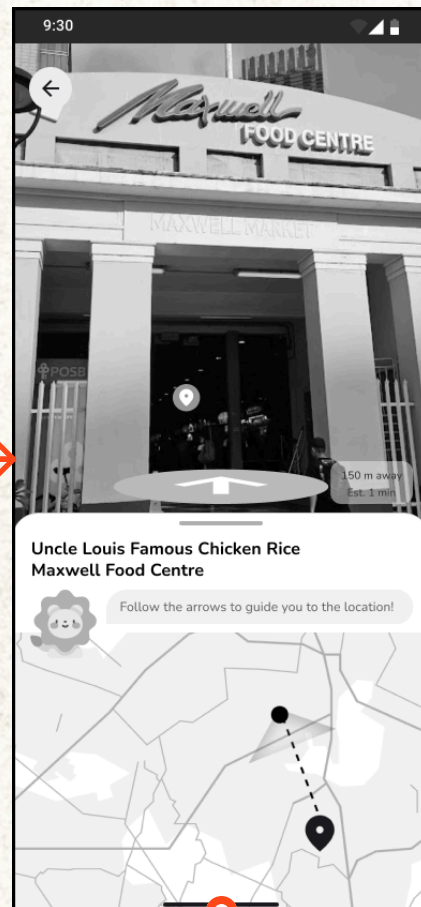
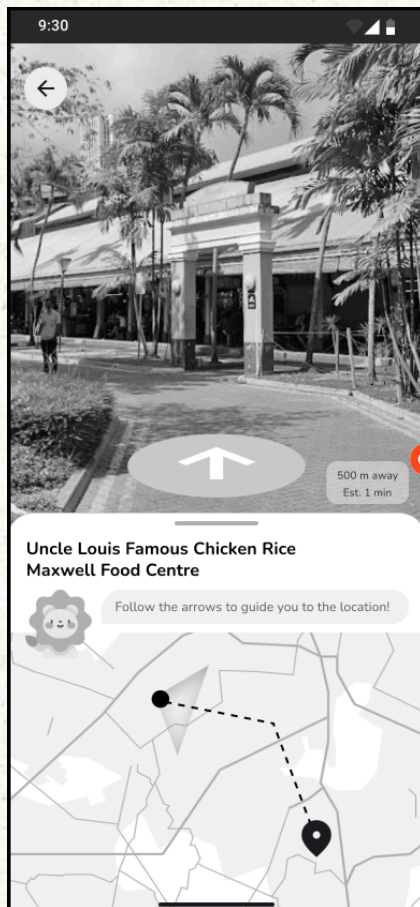


## Place and Review Page



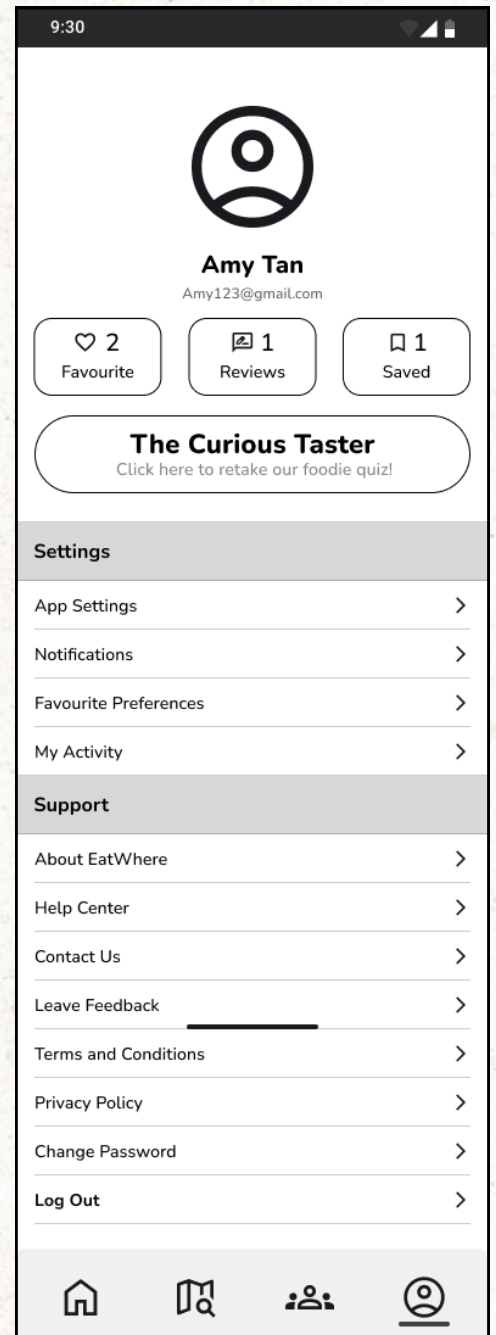
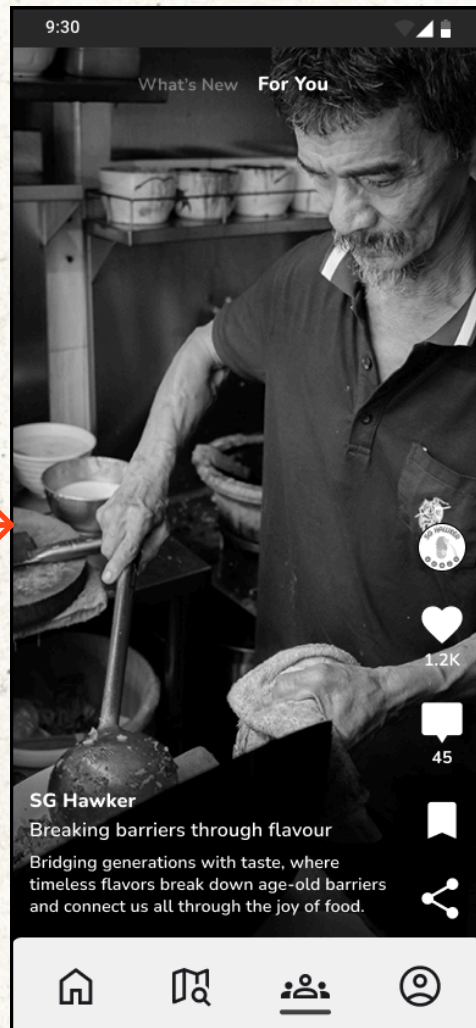
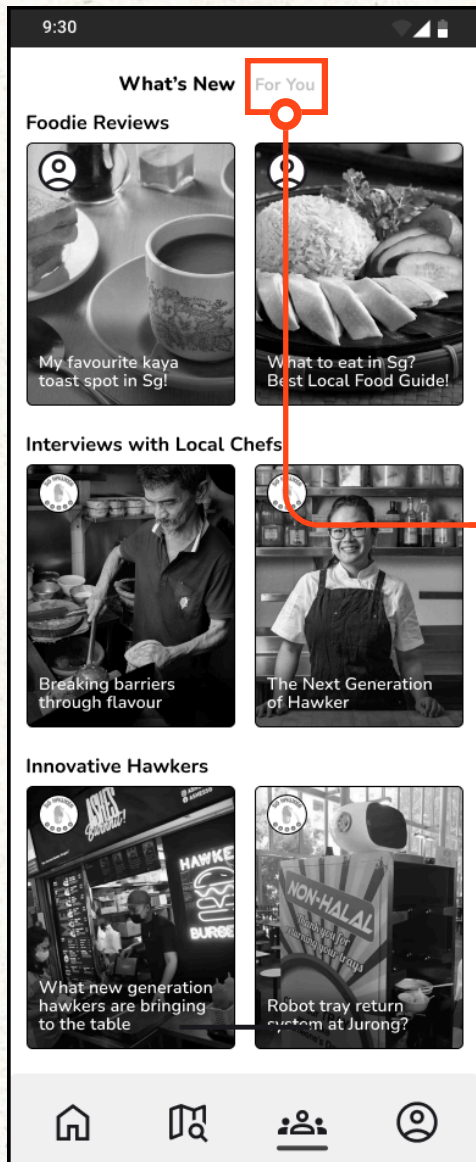


## Wayfinder AR Page





## Bites and Profile Page





# 1ST USER TESTING





## User Testing Questions

In the first iteration of the user testing process, we created various activities for the users to try navigating around the app. By bringing them through a walkthrough of each activity, users were able to check out the different sections implemented.

We prioritised questions enquiring about the user's experience with navigation and gathered feedback about the layout and design of the different sections.

As such, we were able to compare the feedback received from the Lo-fi and Mid-fi Prototypes with the first iteration and implement the changes accordingly.

In order to prevent repeated questions, we were able to test with 6 different users.

## Demographic Questions

- What is your age range?
- What is your occupation status?
- How often do you order local food in physical stores?
- Could you introduce yourself and share a bit about your experience with local food?

Question 3 determines if they are in our **Primary** or **Secondary** target audience group.

## Activity 1

### Research Goal

Observe user interactions with the sign up process and identify any points of improvement for the onboarding quiz.

### Real-world scenario

- Try signing up for an account in the EatWhere app and complete the onboarding quiz



## Questions (Onboarding)

- a. What are your thoughts about the cartoonish aesthetic for the onboarding screens?
- b. Did you encounter any difficulties during onboarding?
- c. Were the questions asked and options presented during the quiz comprehensive enough?

## Activity 2

### Research Goal

Observe the user's interactions with the food category system and descriptors

### Real-world scenario

- Navigate to the Chinese food category and look for chicken rice

### Questions (Home)

- a. Did you face any difficulties with navigation? What are they?
- b. Were you able find what you were looking for easily?
- c. How do you feel about the overall design and topic categories in the home page?

### Questions (Food)

- d. Do you find the content in this page appealing?
- e. How can we make the content shown more useful to you?
- f. Are any details missing or difficult to understand in this page?

## Activity 3

### Research Goal

Navigate around the app, recognising the AR wayfinder icon and describe their experience with it.

### Real-world scenario

- Try searching for chicken rice and using the AR wayfinder feature to get there



## Questions (Search Map)

- a. Did you face any difficulties with navigation? What are they?
- b. What do you think about the hidden gems section when you first enter the page?
- c. Are the list of food establishments in this page informative and understandable?
- d. Do you think you are able to find local food easily with the Map?

## Questions (Search Map - Filter Page)

- a. Are the filtering and sorting options easy to find?
- b. With these filtering options, do you think that you can quickly find what you're looking for?
- c. Are there any missing or confusing filters?

## Questions (Search Map Page - Food)

- a. Is the layout of each content section appealing to you?
- b. Are the contents easily understandable?
- c. Are there any missing features that you'd like us to expand on?

## Questions (AR wayfinding)

- a. Do you think the AR wayfinding feature can help you to find the store easily?
- b. What do you think about the way that the contents are displayed and arranged?
- c. What are your thoughts on the mascot character in the AR feature?

## Activity 4

### Research Goal

Improve user engagement with blog content

### Real-world scenario

- Try navigating to the blog area in the app and watch a video



## Questions (Blog Page)

- a. Are the different topic categories appealing and valuable to you?
- b. Are there any other types of content you'd like to see in the blog?
- c. How can we encourage you to use this section more?

## Activity 5

### Research Goal

Evaluate the usability of the profile page

### Real-world scenario

- Try navigating to your profile in the app

## Questions (Profile)

- a. Is the profile page easy to navigate to?
- b. Are the profile controls under settings and support sufficient?
- c. Are there any other features you'd like to see in the profile page?

## Misc

### Questions

- a. Any other comments about the app?



## Primary User Testing Analysis – First Iteration Prototype

### Primary User Persona - Chloe

Chloe is a student who enjoys eating at different food establishments and is always on the lookout for new culinary trends to try. Adventurous and always ready for a challenge, she seeks to find the best local eats.

No of Primary users testing the First Iteration Prototype: 3

### Primary User Profile Breakdown

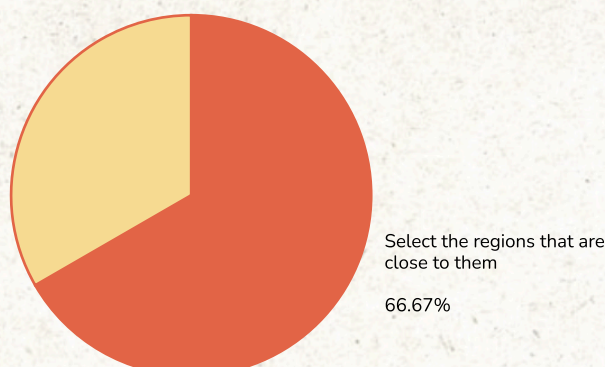
User Tester 1: Mid 20s. Eats at hawker centres or shopping malls 2-4 times per week.

User Tester 2: 20 years old. Every weekday, she buys food from Taman Jurong market or nearby.

User Tester 2: 22 years old. Buys local food frequently.

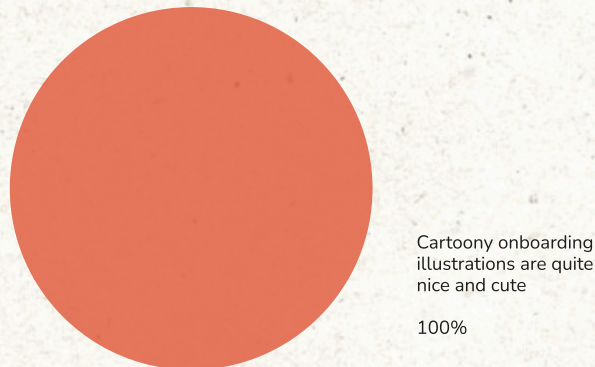
### Key Results summary

- 66.7% of testers noted that they would select the regions that were close to them in the Onboarding quiz
- A tester suggested having a back button in the quiz in case users press wrongly or want to change their decision
- A tester suggested to colour code the regions to select in the onboarding quiz

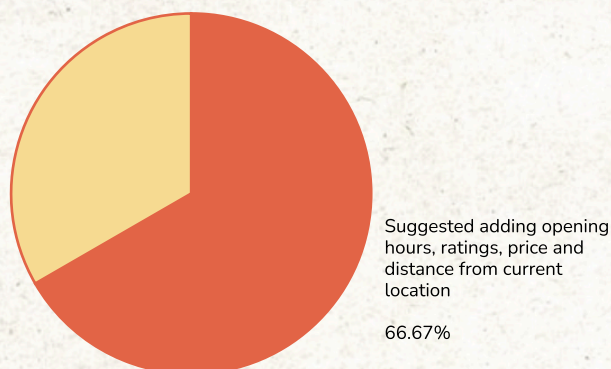




- A tester suggested changing the cautious taster emoji with another emote as the current one looks sad rather than cautious
- 100% of testers found the cartoony onboarding illustrations quite nice and cute



- A tester expressed being uncomfortable with having to turn on their location
- A tester mentioned wanting a Near You option in the Home page
- A tester suggested being able to attach photos to your reviews, much like Shopee reviews so that the users can get a better idea of the food offered
- A tester suggested having multiple languages or a translation feature for “Watch how a local orders”. Teach the users how you can specify the dish add ons in the order e.g. half chicken or drumstick or add egg. Being able to have a choice based system is better
- A tester suggested changing the icon for What comes with chicken rice as it seems out of place.
- 66.7% of testers mentioned that the Hidden Gems section in the Search Map could be replaced by near me or hidden gems near me as it's more relevant
- A tester noted that the ETA is too small and not visible in the map
- 66.7% of users suggested adding opening hours, ratings, price and distance from current location in the Search Map



- A tester mentioned having a \$50+ filter rather than capping it at \$50. It could be a custom price range rather than picking from a set of values too.



- A tester suggested that the ratings under what diners recommend can be a bar instead of numbers such as 4.8 stars etc.
- A tester suggested putting AM or PM after the shop timings to indicate it clearly
- A tester suggested the addition of a I'm here! prompt/screen when the user has reached their destination in the AR wayfinding feature
- A tester suggested having turn left and turn right prompts in the AR wayfinding feature to make it clearer
- A tester suggested increasing the size of the mascot's text bubble as it's hard to see
- 100% of testers found the AR wayfinding mascot cute
- A tester suggested integrating the mascot in the wayfinding more by having it be a 3D AR model in the camera view
- A tester indicated a preference for both articles and videos in the Blog section
- A tester mentioned that the Blog layout is confusing and can use different shapes to indicate different sections. They wanted to remove the For You feature as it's too similar to TikTok
- 66.7% of testers mentioned that the difference between the Saved and Favourites section is unclear and could have a page showcasing the function or remove one option
- A user suggested having a Recommendation for Curious Tasters section in the home page

## Quotes from testers

### Onboarding

- "(I'm) surprised that there is no back button. I will be more prone to click my own region (West), and explore my neighbourhood."
- "More prone to select area where I am living in, near me. I think the area colour coded like mrt will help."
- "Profile emoji... not sure if its really related to the profile (why is it a sad face for cautious profile)."
- "It's quite cute, uses the iconic parts of Singapore as a background. Illustrations make sense and are related to sg."
- "I don't like to turn on location for apps. I don't feel safe."



## Home

- “I think should have a near you option (then recommended). I don't know where to click first, so familiarity is better.”

## Food Page

- “Maybe the reviews can have photos (like Shopee reviews), or where they recommend to get chicken rice (from which store)”
- “Watch how a local orders can have multiple languages or a translation feature. can also give more options for chicken rice, such as a choice based one where they can choose what size of chicken rice and learn what to say (half chicken, drumstick etc) . Font can also be bigger”
- “What comes with chicken rice - the icons (chicken rice, love, lion) feels out of place.”

## Search Map

- “I didn't know it was hidden gems, I thought it was recommended for me. I think it depends on the occasion. Maybe like hidden gems near me.”
- “Interesting, but can have another category that the app recommends stores nearby as the user has their location on”
- “The ETA is too small, not v visible.”
- “Yes, good to add in the opening hours, but like I want to know at first glance, whether or not they are open and what time they closes. add in the address too.”
- “Maybe can add reviews and price, and distance from current location. Good to have address too... sometimes got like 2 of the same stores also... and the store open hours.”

## Search Map - Filter Page

- “Price filter can include \$50+ or have the user type or drag in their custom price range.”

## Search Map Page - Food

- “What diners recommend can be a bar instead of showing numbers.”
- “For the timing which says 10:00, it can be 10:00am to specify.”



## AR wayfinding

- “I think can add a "I'm here!" screen when user is reached.”
- “Would hope to see the "turn left" "turn right". Also, hawker centres have different alleys, so I want more accurate directions.”
- “What the mascot is saying can be bigger as it's hard to see.”
- “It's cute, can put it as an AR model in the camera view itself. It can do some pointing or waving action to show where the user can go.”

## Blog Page

- “User is not sure if all is video, or like got mix of article and video. I like video, but I would prefer posts for food reviews. like lemon8 kind.”
- “Page was confusing with the layout, maybe can use different shapes for the icons or change the size. For You looks like TikTok and I think people rather go to TikTok. Can consider removing For You as such”

## Profile

- “Saved and favourite like not much different... user not sure what each button do. Saved feels like its for location, food places. Favourite....?”
- “Saved and Favourite section is unclear and can have a page showcasing that function.”

## Misc.

- “Maybe the home page can have recommendations for Curious Taster.”



## Secondary User Testing Analysis – First Iteration Prototype

### Secondary User Persona - Bryan

Bryan is a full time employee who eats home-cooked food most often. He occasionally patronises physical food establishments and prefers to stay within his comfort zone when ordering dishes.

No of Secondary users testing the First Iteration Prototype: 3

### Secondary User Profile Breakdown

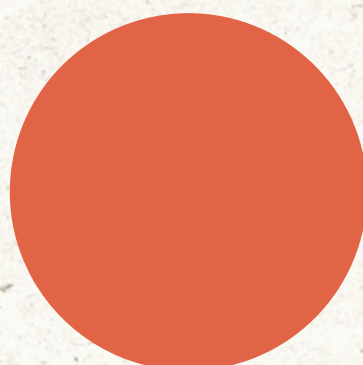
User Tester 1: Early 20s. Serving National Service, usually eats fast food once out of NS.

User Tester 2: Mid 20s. Prefers to Eat out than Takeout,

User Tester 3: Mid 20s, Eats local food at least once a month.

### Key Results summary

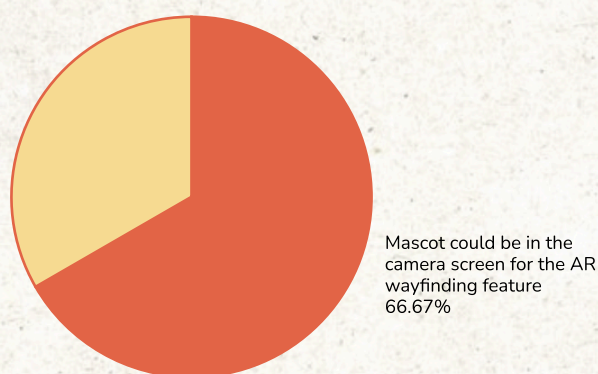
- A tester would like to read the privacy policy.
- 100% of the testers would like to have progress tracker for onboarding.
- A tester would like to have question numbers as indications for it. He would also like icons to keep consistency of the UI placements.
- 66.7% of testers like the aesthetics of the onboarding.



Users would like progress  
tracker for onboarding.  
100.00%



- A tester felt that the Home Page makes her feel like everything is calling for her attention due to the cluttered information presented
- A tester would like to have a section that explains what each food is. Additionally, she mentioned that the logo under hidden gems is not clear
- A tester suggested having a brief description and some images of Chicken Rice in the Food page
- A tester thinks that the How To Order section feels like it's for tourists, but also teaches kids how to order
- A tester would like to see a healthier choice option
- A tester suggested having a general price range of what Chicken Rice will cost, and having a calories indicator would be good
- A tester would like to see the distance from the user's position to the food store place shown in app
- A tester felt that the transition of clicking back to see the hidden gems section was odd
- A tester would like to see what Roasted and Steamed Chicken Rice look like because he thinks about other cuisines.
- A tester felt that the filters could include Ratings, Operating Hours, Status of Food Place
- 66.7% of users felt that the mascot could be in the camera screen to guide the user, and maybe some incentives to dress up the mascot



- 66.7% of users felt that the blog icon and content was misleading
- A tester felt that choosing one category to answer for the quiz would be better rather than going through the whole process again in the Profile Page



## Quotes from testers

### Onboarding

- “Like the transitions. Was wondering if can read the privacy policy..”
- “Yes. Would like a progress tracker for onboarding”
- “This aesthetics are alright, as right now all the government related apps are using similar art styles to promote the app.”
- “ Like the aesthetics. It has a bigger range of ages. It does not feel like just for young adults.”
- “User feels the order of quiz is not proper. He prefers:
  1. Cuisine preference
  2. Taste preference (sweet, sour, etc.)
  3. Exploration Style
  4. Food Budget
  5. Location
- “User would like to have question numbers as indications for it. He Would also like icons to keep consistency of the UI placements.”

### Home

- “The page feels cluttered due to the lack of white spacing, and it makes her feel like everything is calling for her attention due to that.”
- “Would like to have a section that explains what each food is. Under hidden gems, the logo is not clear. Not sure what it means..”

### Food

- “Would like to see photos in the reviews”
- “Feels like its for tourist, but also teaching kids how to order..”
- “Having a general price range of how chicken rice will cost, and calories indicator would be good.
- “Recommended places would be the first for users to see. And the healthier choice option”



## Search Map

- “Want to be able to see the recommendation clearly in the search. Right now the chicken rice recommendation section is too low”
- “Transition is weird: It shouldn't be after the user click back then they can see the hidden gems section.”
- User would like to click in Roasted and Steamed Chicken Rice to see how it looks like because he thinks about other cuisines.

## Search Map Page - Food

- “I also have an issue with the review - usually it is talking about the overall ambience/service at the restaurant, instead of specific dish, which is information that is more useful to me. Instead of me writing a review, maybe a chatbot could ping me after my meal to ask me about my experience and the dishes I ordered, and populate the review for me.”
- “I feel that origin and culture should get it's own section, it shouldn't be a small button beside how to order as that's strange.”
- “Its appearance is abit sudden, she thinks having the mascot in the AR screen rather than in the content. It belongs better in an chat function.

The mascot will fit in better if it is a real time helper instead in the AR screen.”

- “Would like a path directed to where to walk with minutes”
- “Likes the cute mascot. It could be a personal tour guide. And leave enough reviews, and you can dress it up.The mascot could be saying, hey i feel like eating cendol. It caters towards children. Or have mini games”

## Search Map - Filter Page

- “Missing filter: Search by Ratings, Operating Hours, Status of Food Place”
- “Manual input for the price”
- “No allergy specifics”



## **Blog Page**

- “Feels like a Reels why is not reels. Why Blog?”
- “Under 'What's New', it would be nice to see a list of up and rising food places..”
- “The icon should be reels and not the people logo”

## **Profile**

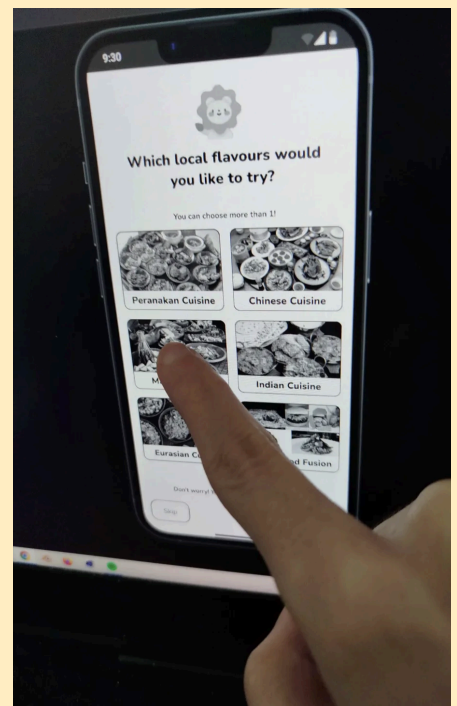
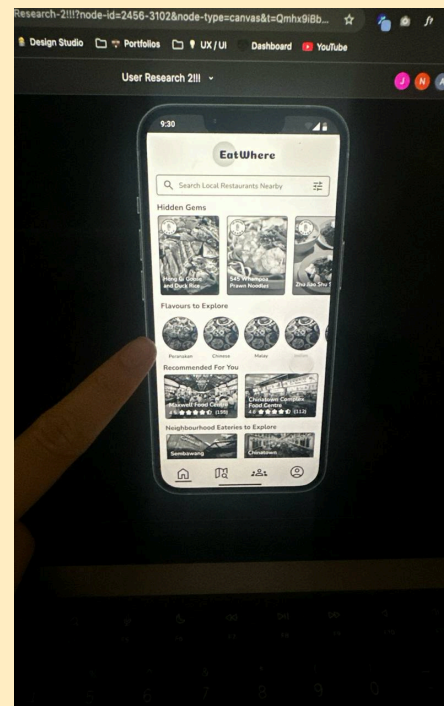
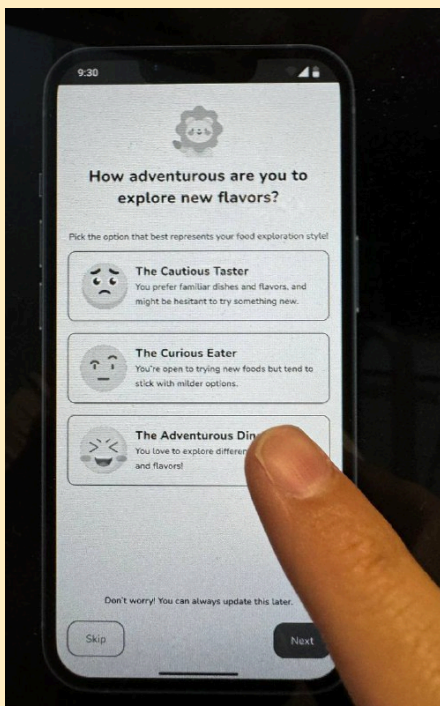
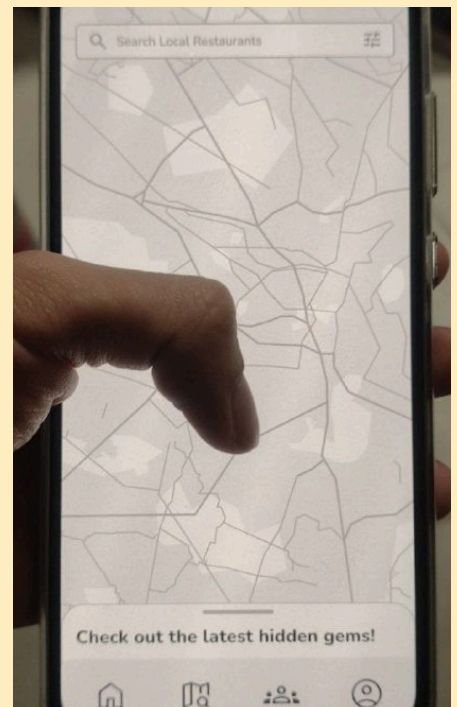
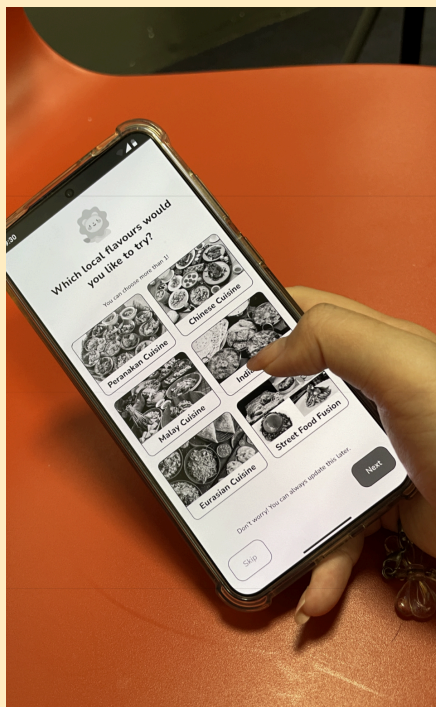
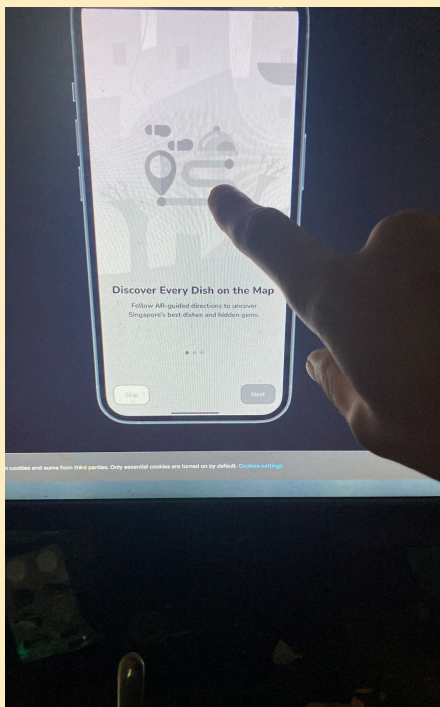
- “If users can edit aspect of their foodie quiz. If change from street food to indian, Not needing to retake the whole quiz. So choosing one category to answer would be good.”

## **Misc.**

- In Profile: “Where are the favorite and saved? I feel like it should be shown in the search maps. Isn't favorite and saved the same. Good that it is simple”



## User Testing Photos





# SECOND ITERATION





# WHAT'S NEW?





## What's New?

### Visual Enhancements

- The interface has been visually enhanced with vibrant colours and images to create a more engaging and inviting platform.
- Consistent white spacing has been applied across all pages to improve readability and visual clarity.

### UI/UX Design Improvements

- All page layouts have been optimized for better usability and consistency.
- Adjustments ensure smoother navigation and a more intuitive user flow.

### Content Enrichment

- Pages now include more detailed descriptions and relevant content, providing users with a richer experience.

## Home Page

### Enhanced Reviews Section

- Reviews now feature images to provide more context and visual engagement, making it easier for users to make informed decisions.

### New 'Chat with Leo' Feature

- Users can now interact with Leo, the lion mascot, for guidance and tips.
- Leo explains how to order meal combinations efficiently.
- Leo provides suggestions for enhancing meals with local sauces and toppings.

## Quiz Page

### Navigation Improvements

- The Skip button has been replaced with a Back button, allowing users to revisit previous questions easily.

### Progress Tracking

- A visual progress bar has been added to let users see how far they've progressed in the quiz.

## Filter Page

### Expanded Options

- Additional filters have been introduced to help users refine their search results based on specific preferences.

## Search Map Page

### Comprehensive Details

- Opening Hours: Users can now view the operating hours of selected locations.
- Distance: Distance to the destination is displayed to help users plan their visit.
- Address: Full address details are included for accurate navigation.



## AR Wayfinding Page

### Interactive Lion Mascot Enhancements

- Leo has been made more interactive, offering real-time assistance to users during navigation.

### Navigation Details

- Users can see their current location on the AR interface.
- Travel time to the destination is now displayed based on the selected mode of transport.

### Added Travel Modes

- Walking Directions: Guidance for users on foot.
- MRT Directions: Transit details for public transport users.
- Car Directions: Driving routes with estimated time.

## Bites Page

### Revamped 'What's New' Page

- A redesigned structure makes it easier for users to browse updates and highlights.

### 'For You' Blog Page

- Replaces short-form, TikTok-style content with personalized, interactive recommendations tailored to user preferences.

## Aim of Updates

These updates aim to make navigation smoother, provide clearer and more relevant product information, and ensure a more intuitive interface for users.



# WIREFRAMES

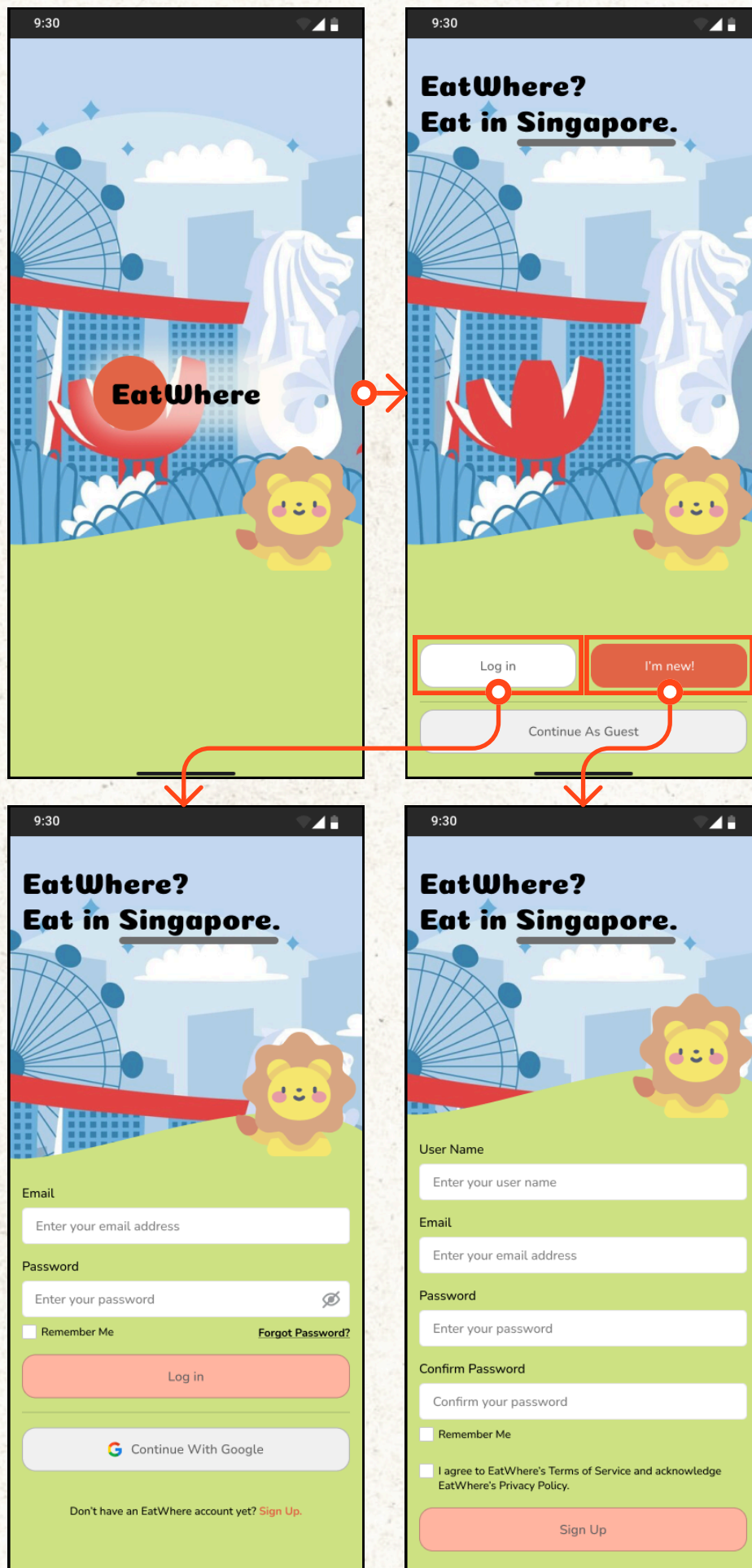




# Second Iteration Prototype Link

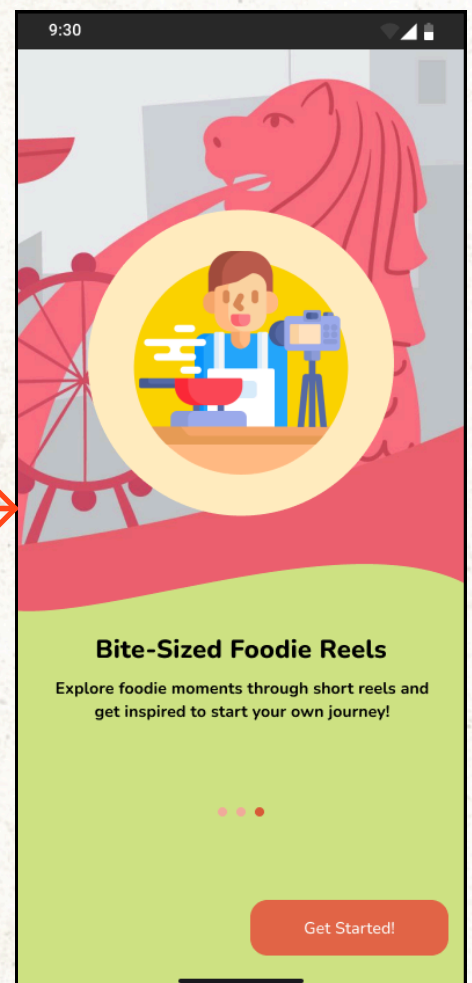


## Splash Screen, Login and Sign Up Page



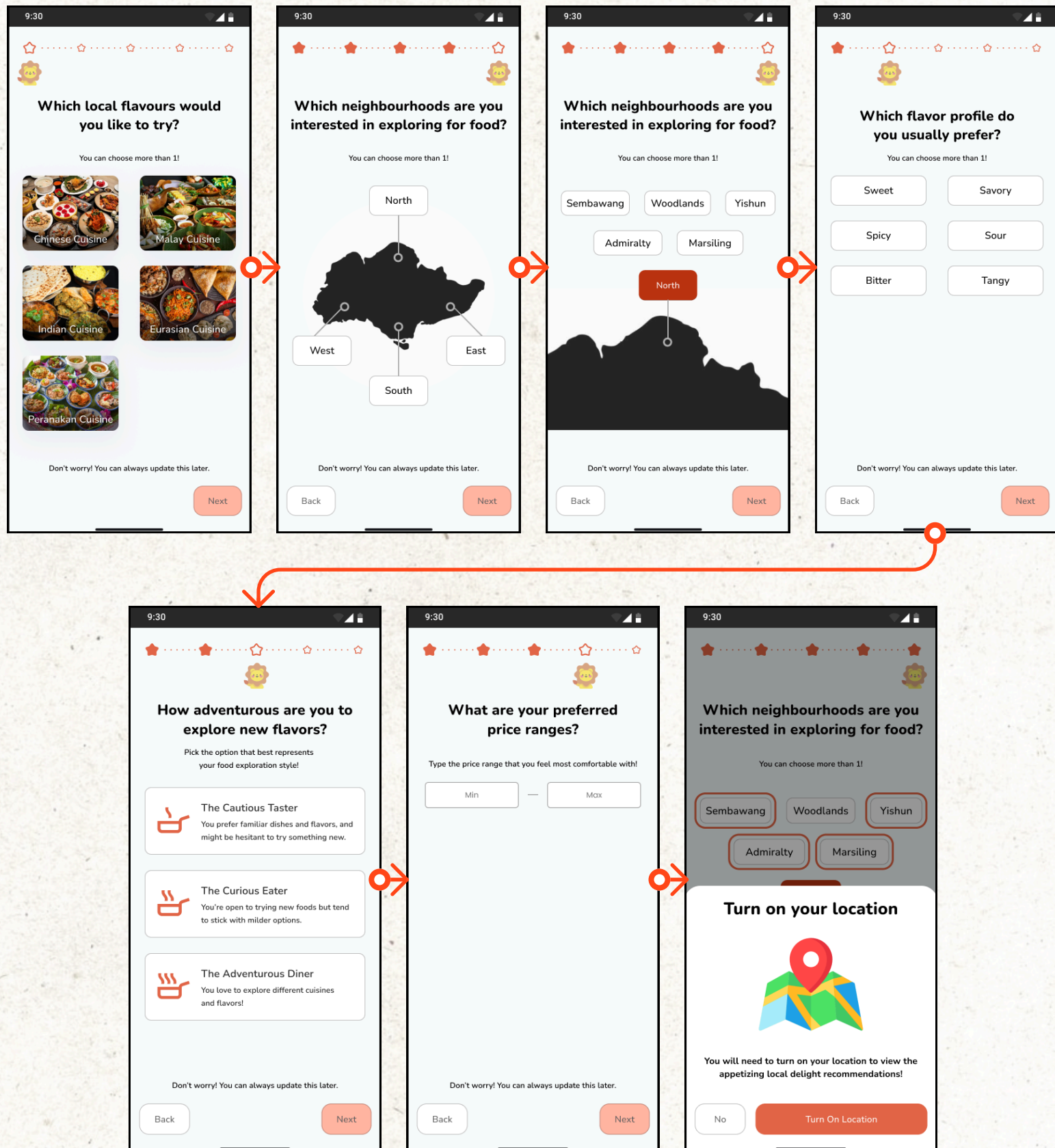


## Onboarding Page



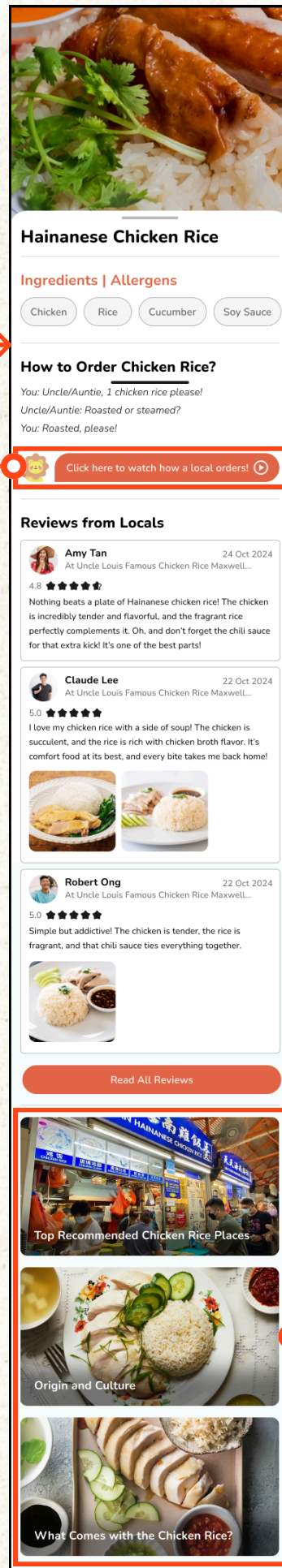
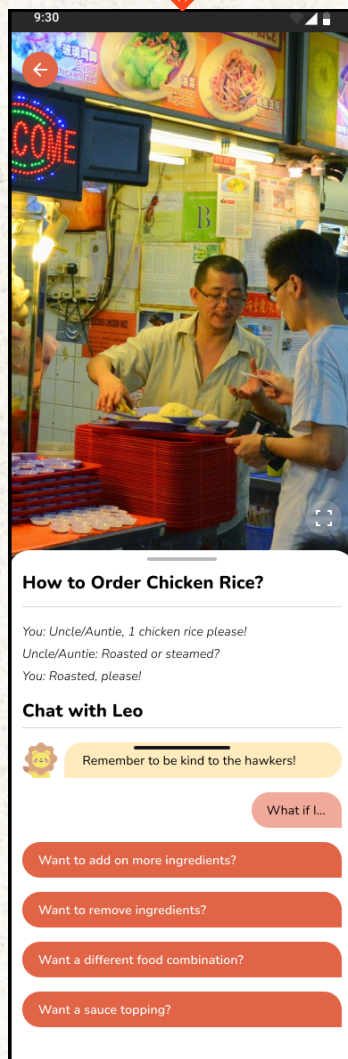
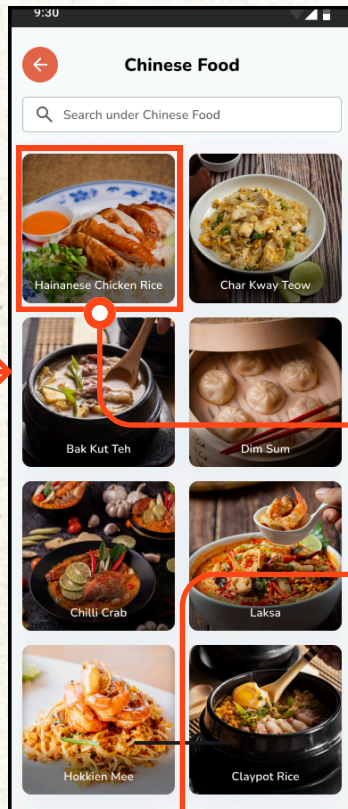
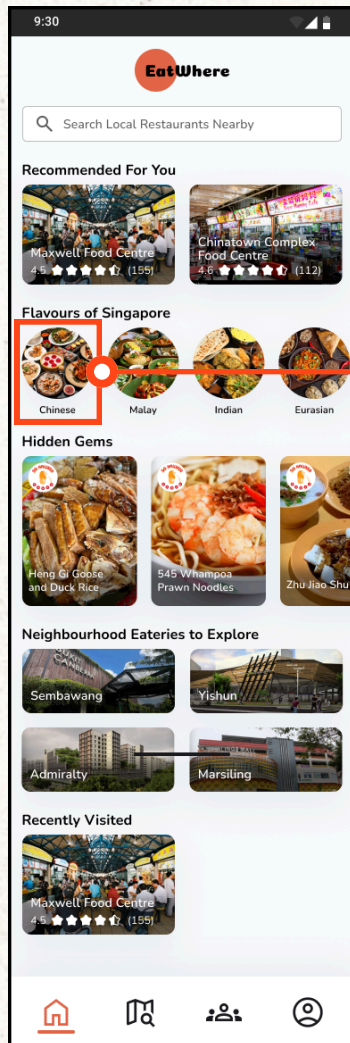


## Get To Know You Page

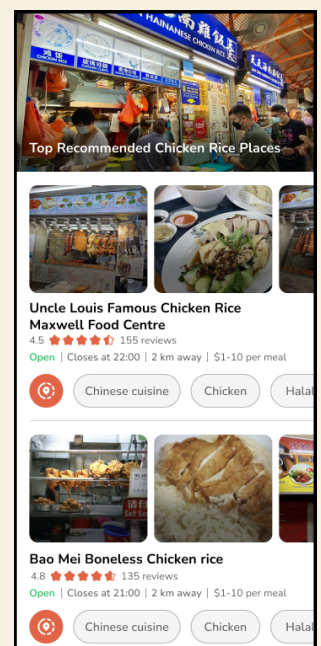
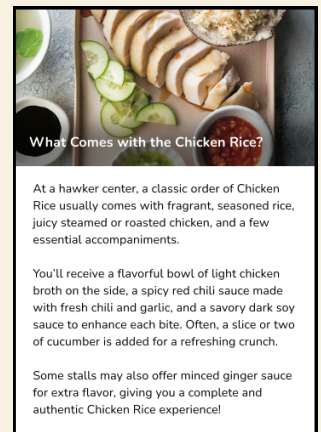
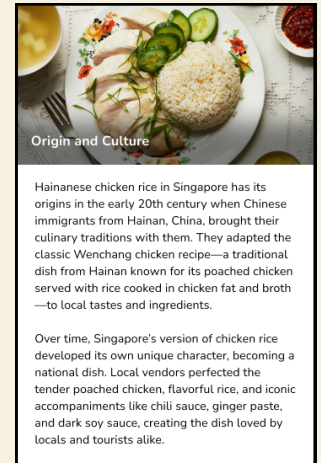




# Home and Food Page

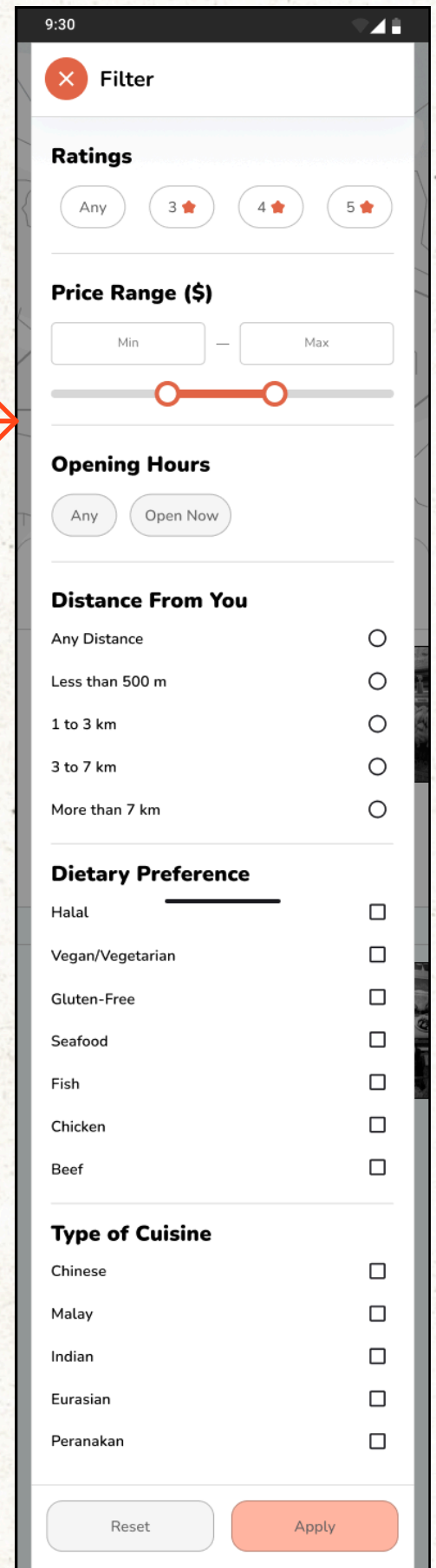
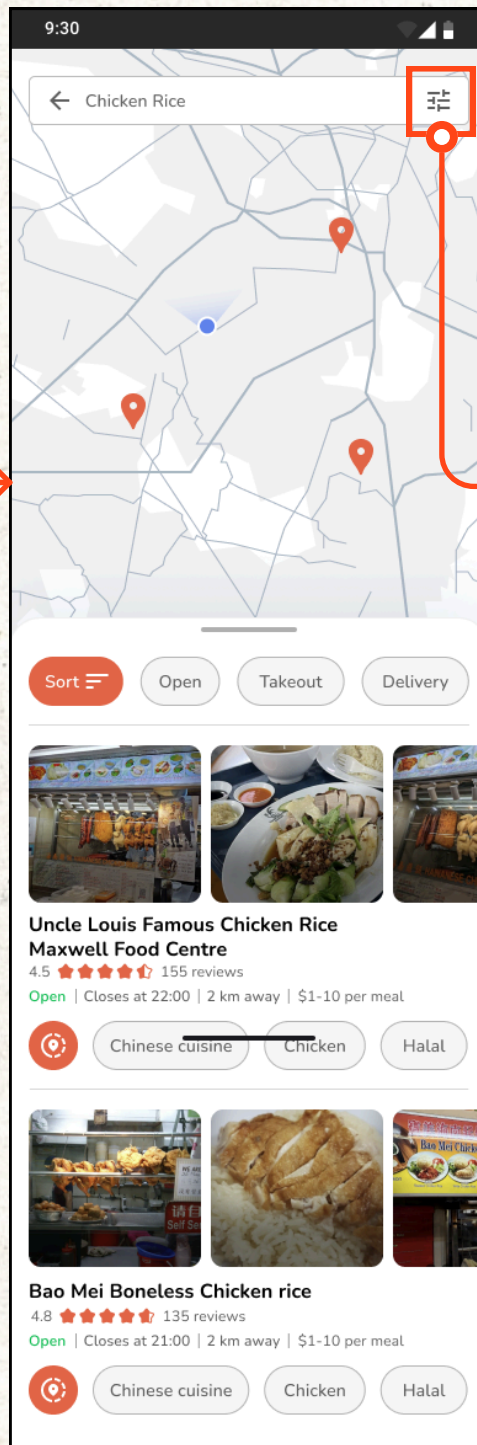
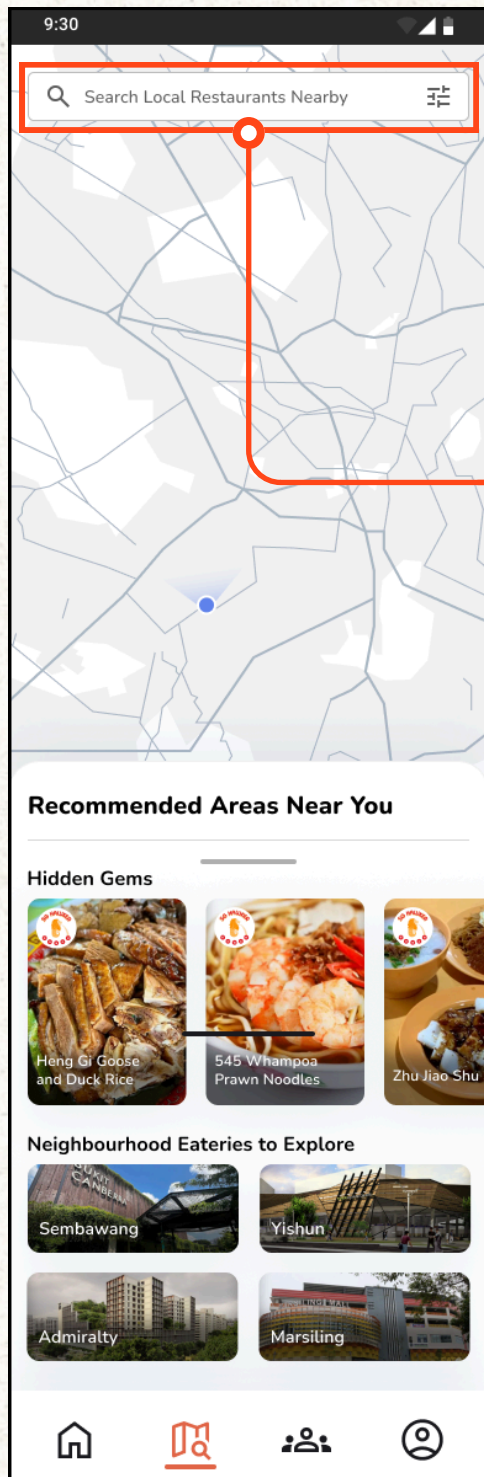


## Pop Up interactions



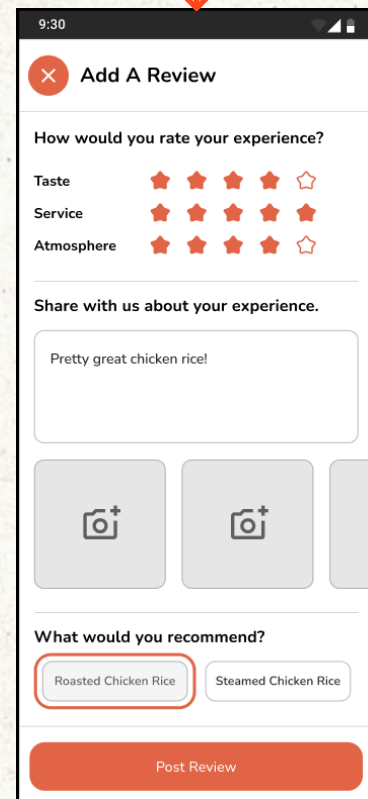
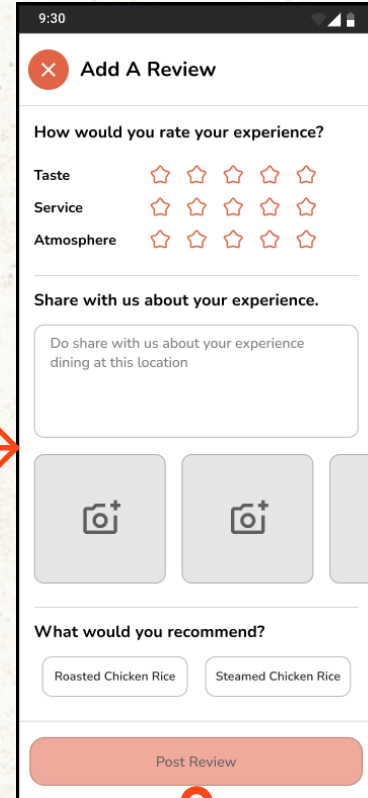
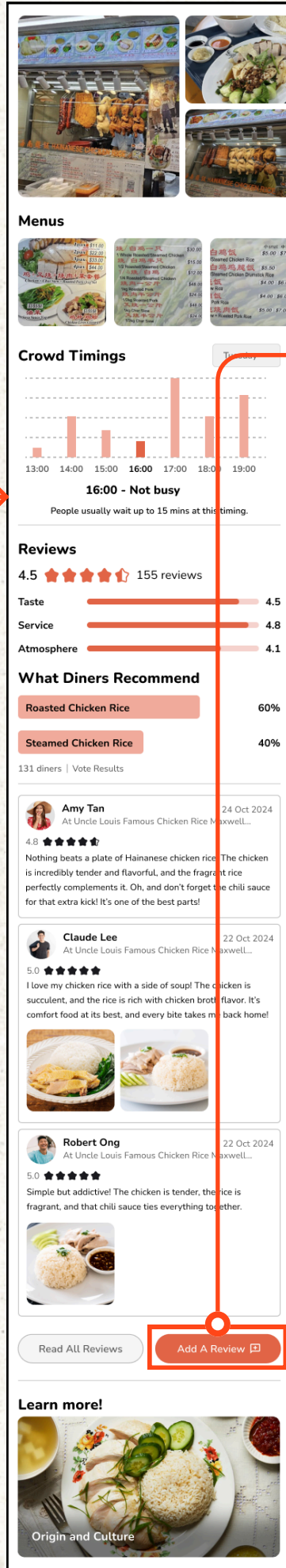


## Map and Filter Page



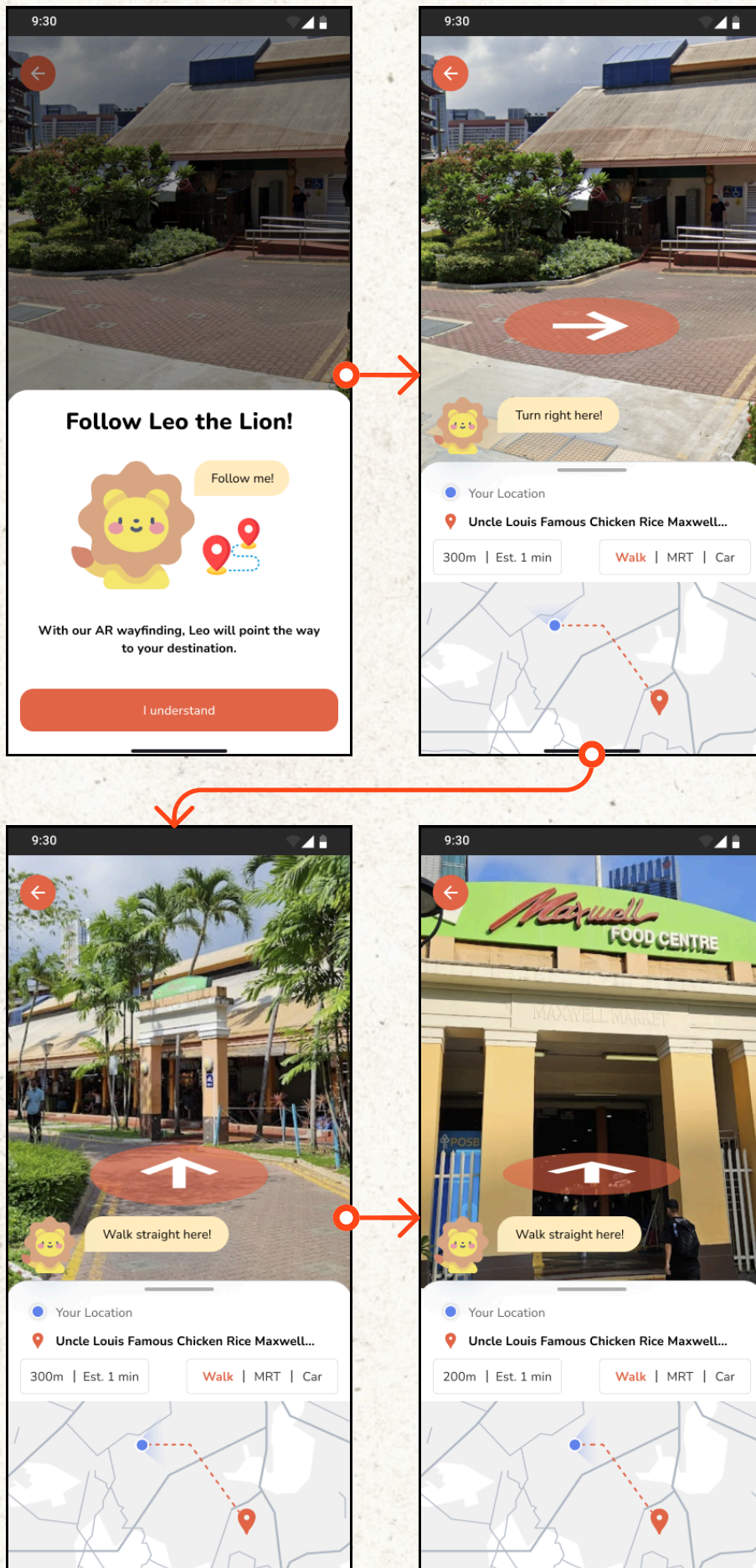


## Place and Review Page



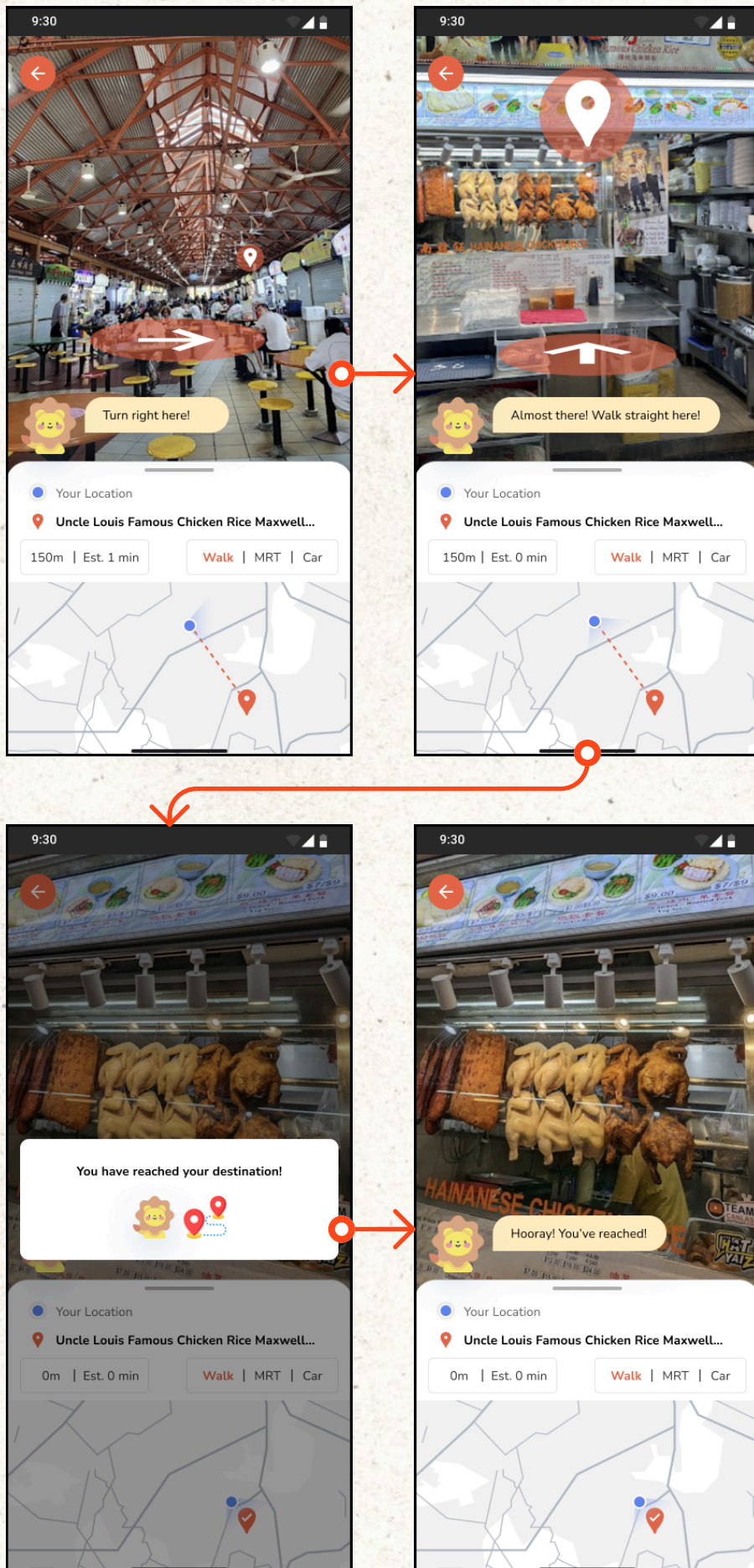


## Wayfinder AR Page – Part 1



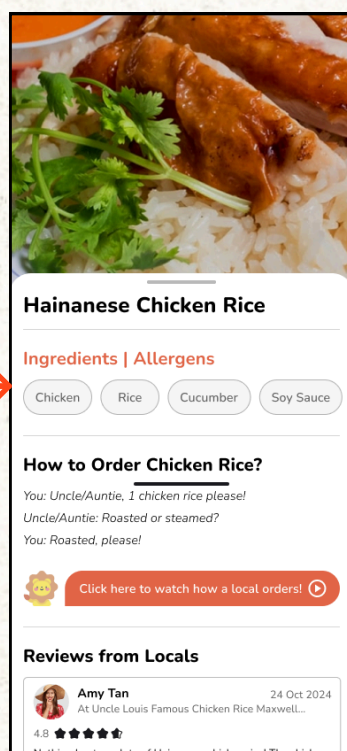
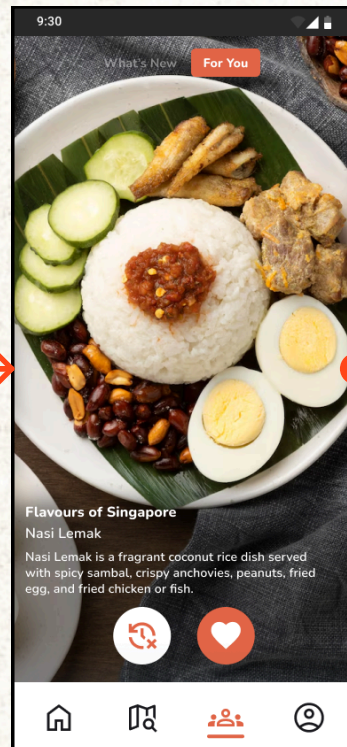
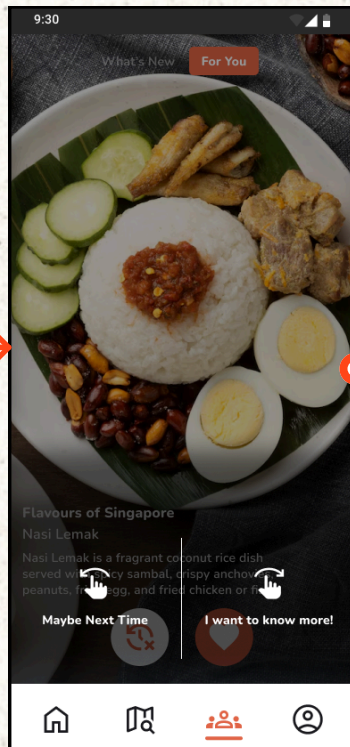
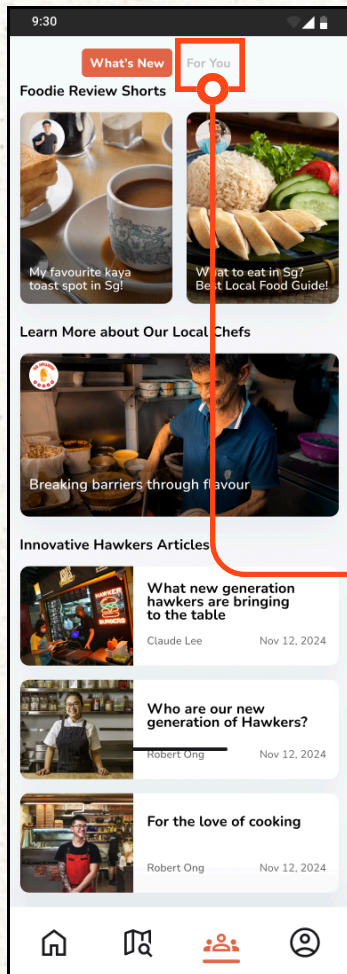


## Wayfinder AR Page – Part 2



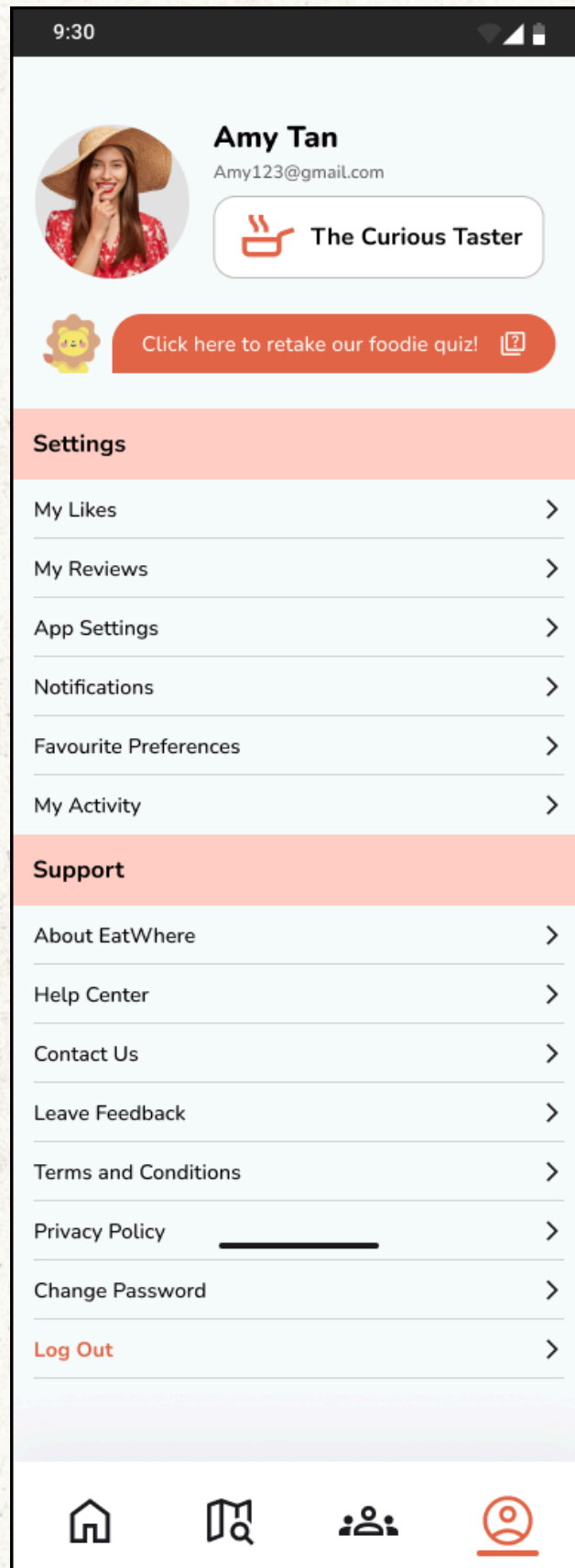


## Social Bites Page





## Profile Page





# 2ND USER TESTING





## User Testing Questions

For the second iteration, we sought to ask more about the layout and process of the app, encouraging more open ended answers in order to identify areas to focus on towards the third iteration.

Users were given minimal guidance when engaging with the real-world scenario question, followed by questions that went through each section in a detailed manner.

As new features were added to the app since our first iteration prototype, new questions were created to test those sections.

We also presented more real-world scenario questions to the user as a form of activity in order to better understand their navigational patterns.

## New Questions about the Chat Function

After the addition of the Chat with Leo function in the Second Iteration prototype, we created a set of questions centred around the user's experience with this feature.

## Chat Function

### Research Goal

Observe the user's interactions with the options under the Chat With Leo function

### Questions

- a. Do you find the content in this page readable and easy to understand?
- b. Do you find the Chat with Leo function useful?
- c. How can we make the content shown more appealing to you?



## Primary User Testing Analysis – Second Iteration Prototype

### Primary User Persona - Chloe

Chloe is a student who enjoys eating at different food establishments and is always on the lookout for new culinary trends to try. Adventurous and always ready for a challenge, she seeks to find the best local eats.

No of Primary users testing the Second Iteration Prototype: 3

### Primary User Profile Breakdown

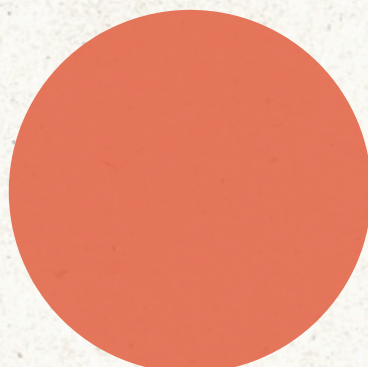
User Tester 1: 21 years old. Orders local food daily.

User Tester 2: 22 years old. Visits food courts, restaurants or hawker centres every day.

User Tester 3: 23 years old. Go to is hawker food, orders it 5 times a week.

### Key Results summary

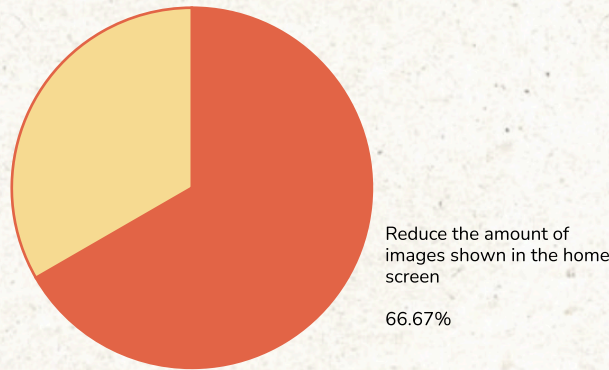
- 100% of testers liked the onboarding screen aesthetics
- A tester thought that the onboarding screen sharing about the app's features could be swiped but you had to press next.
- For the "What is your preferred price range" quiz question, a tester prefers a drop down range to select from



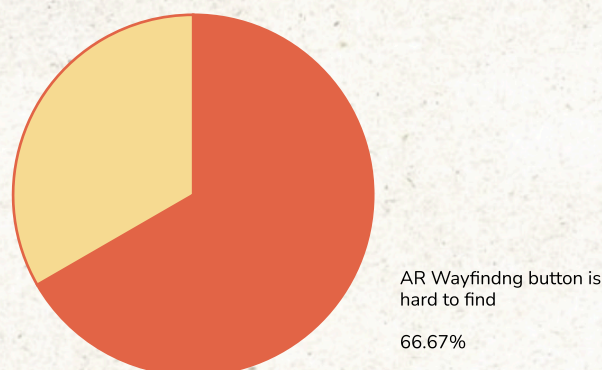
Liked the onboarding  
screen aesthetic  
100%



- 66.7% of testers suggested reducing the amount of images shown in the home screen, with one suggestion to show just one or two food examples under Flavours of Singapore rather than a variety of dishes



- A tester suggested to make it more obvious that the drop down at the bottom of the Food page is clickable with an arrow or read more prompt
- A tester suggested to check the formatting at the bottom of the Food page. Additionally, the paragraph under Origin and Culture can have certain keywords bolded due to the quantity of content there
- A tester suggested to have a drop down hiding the Reviews From Locals when the users first enter the Food page
- Under the Search Map, a tester suggested removing the SG Hawker Logo as it is too small.
- Under the Search Filter a tester suggested to reduce the amount of options under Distance From You to a near or far option
- Under the Search Filter, a tester suggested a 24 Hours filter besides Open Now and Any
- A tester suggested increasing the page margins under Search Map Page - Food
- 66.7% of users found the AR Wayfinding button too small and not clear enough. They suggested adding the words "AR Wayfinding" beside the icon



- A tester suggested allowing the user to click to go to the next step in the AR Wayfinding sequence rather than auto animate



- A tester suggested expanding on the MRT and Bus options in the AR wayfinding section
- A tester suggested that the AR wayfinding mascot could have more poses, e.g. Pointing to the direction of the location
- For the Blog Page, a tester suggested increasing margins between each content section
- For the Blog Page, a tester suggested making the title length of each section more consistent and some were very long and some were very short titles
- 66.7% of testers noted that the For You and What's New buttons were not centralised
- A tester suggested that there could be articles such as Top 10 Newest Stalls or Newest in a certain area as those help them to look for food
- 66.7% of users would like to see a back button leading them back to the profile after clicking on the retake quiz button in the profile
- A tester wanted an edit button on the profile picture to be able to edit it easily
- A tester suggested to have a way to categorise favourites under the Profile page
- A tester noted that the user's name was not collected during sign up but the name is shown in the Profile page. Maybe could have email or username instead for privacy reasons

## Quotes from testers

### Onboarding

- "Onboarding colours fit Singapore, cute and I like the lion mascot."
- "Nice, I like it, minimalist."
- "Like it, it looks vibrant and cute."
- "I'd prefer what are your preferred price range questions to have a drop down range to select from."



## Home

- “For Flavours of Singapore, it shows multiple food, can just show one or two good dishes as a sample.”
- “Feels like there's too many pictures.”

## Food Page

- “Make it more obvious that you can click on the drop downs below, maybe an arrow?”
- “When you scroll all the way to the bottom there's a large amount of empty white space/it looks cut. Also for Origin and Culture, can bold the important words as there's a lot of content.”
- “Reviews from locals portion are a bit distracting, maybe there can be a drop down that hides the info when first entering the page.”

## Search Map

- “SG hawker logo is too small and may not be needed.”

## Search Map - Filter Page

- “For Distance From You, I think there are too many options, maybe can simplify it into near and far.”
- “Have a filter for 24 Hours besides Open Now and Any.”

## Search Map Page - Food

- “The margins in the page can be increased, the content is too close to each other.”

## AR wayfinding

- “Can't find the AR wayfinding icon. The AR wayfinding animation is too fast, maybe let users click when going to the next direction instead?”
- “AR wayfinding button is too small...”
- “Likes the walk, mrt and car. Can add more info about the pop up: Like the walk distance, transport distance, like how Google recommends other ways”
- “Mascot can have more poses, e.g. pointing to the direction of the place”



## Blog Page

- “Margins can be increased between each content section.”
- “The title of each section is inconsistent, some is very long some is short”
- “Can't really see the For You section as the colour blends in. Also the What's New and For You are not centralised”
- “For You and What's New buttons above does not look centred and moves around a bit.”
- “Have articles such as Top 10 new stores, Newest in a certain area; those that help me to find food rather than looking at traditions.”

## Profile

- “When you click on the retake quiz, there's no back button, there should be one.”
- “After clicking the quiz button the the profile, cannot go back, wants a function to go back if accidentally click.”
- “I want an edit button to edit the profile picture.”
- “For favourite preferences, there should be a way to categorise them.”
- “The profile shows the name but the name was not collected during sign up, maybe can just be the email or username handle instead for privacy.”



## Secondary User Testing Analysis – Second Iteration Prototype

### Secondary User Persona - Bryan

Bryan is a full time employee who eats home-cooked food most often. He occasionally patronises physical food establishments and prefers to stay within his comfort zone when ordering dishes.

No of Secondary users testing the Second Iteration Prototype: 3

### Secondary User Profile Breakdown

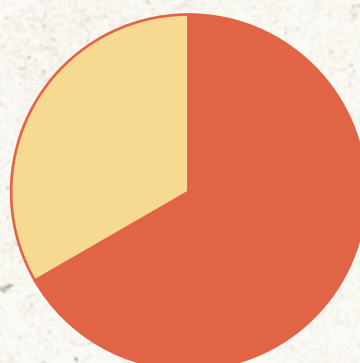
User Tester 1: Mid 20s. Prefers takeaway food as it is humid to eat out near hawkers.

User Tester 2: Late 20s. Prefers to eat non hawker food as the price is not worth it.

User Tester 3: Mid 20s. Will only eat at hawker when friend asks to.

### Key Results summary

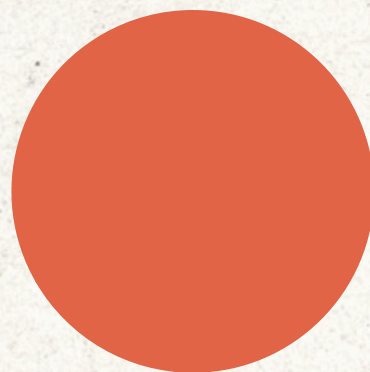
- A tester suggested to add some hints of cartoonish aesthetics at the Home page to make sure the style is consistent
- A tester had a place in mind, but felt that there was no option to choose a region, and would like to be given an option when it was choosing a region
- A tester would like to have the price range to be a filter option in the Quiz
- 66.7% of testers found the onboarding process a bit lengthy for their liking



Users found the onboarding process a bit lengthy for her liking.  
66.7%



- A tester felt that the Home Page is missing cartoonish aesthetics
- A tester would like to see visuals of ingredients being added/removed instead of shorts
- A tester suggested to have the Navigation bar appear at the Food page
- A tester thinks that placing trendy anime men mascot can entice the users to use the app
- A tester would like to read less and interact with the mascot more
- A tester would like the top recommended page at the top
- 66.7% of testers felt that the navigation is not obvious
- A tester felt that the colour scheme in Search Map Page - Food is different from onboarding
- A tester is curious about how the AR feature would work in the transport option shown
- A tester felt that the filters could have an all-day option, or public holiday affected options
- 100% of testers felt that the AR Wayfinder is detailed if they are looking for a specific stall
- 100% of testers felt that the Leo mascot is not memorable and preferred a more unique design



Leo mascot is not memorable and preferred a more unique design  
100%

- A tester felt that the blog icon looks like a friend list rather than a blog
- 100% of the testers felt that they would explore the blog page
- A tester felt that the For you page would be better off as a reel rather than a Tinder inspired design
- A tester would like notifications to notify users on the new blog posts
- A tester would like to easily edit their profile picture with a edit function
- A tester suggested having an option were the user does not need to login
- A tester felt that they would use this app as it specifically talks about food and its hard to find things on social media



### Onboarding

- “Abit different from what she imagine as the onboarding scenes are cartoonish but when she gets to the home page, its more of a realistic style.”
- “Colours can be brighter (can take from the start screen)”
- “Suggestion: add some hints of cartoonish aesthetics at the homepage to make sure the style is consistent (ref: foodpanda app)”
- “Price range can be a filter option and feels like it did not belong at the onboarding process.”
- “For the map: Feels like there should have a north-east, central option, the neighbourhood doesn't gel well - maybe like region? How about Bugis? How do I select it? I have a place in mind, but ldk which one to click at first. (give user a better sense of where to click before the options appear?)”
- “Yes, though some of questions and its options can be in the filters instead as the onboarding process is a bit lengthy for her liking.”
- “Onboarding process is a bit long, believes that it can be shorter”

### Home

- “Would like to see the visual combination of the food when adding/removing ingredients instead of the short videos..”
- “She thinks that the homepage should have cartoon aesthetics included...”

### Food

- “Nav bar can appear at the food page too”
- “Put some hot anime men (white hair, blue eyes, alive) to entice the users. Make them VR so that they can build a bond with him.”
- “Less text, less things to view (content has a high cognitive load right now). Make the mascot more interactive and fun? Have more emphasis on the mascot..”
- “I think I want to see the top recommended page at the top. (its more related to user goals), rather than the information of the food.”



## Search Map

- “The navigation is not obvious that the searchbar is located up there.”
- “Searchbar is not obvious, maybe can have placeholder text to bring people's attention to it..

## Search Map Page - Food

- “Yes, but color scheme seems different from the onboarding process.”
- “the transport options works find, but how would the AR thing work when its by car?.”

## Search Map - Filter Page

- “Have an all-day option, or public holiday affected options”

## AR wayfinding

- “Good as the AR wayfinder is detailed if you are looking for a specific stall.”
- “The mascot is cute but lowkey forgettable. The mascot should have a brighter, more unique colors.”
- “The mascot should not be lion but a combination of food (lion is too generic)”
- “I usually don't look at the mascot, but I think this Leo is quite cute”

## Blog Page

- “maybe the icon is too different. user thought its a friend list rather than a blog.”
- “I will be interested to click on all of them, it make sense to be there.”
- “User is surprised for it to be swipeable. i thought its a tiktok kind of thing, like swipe up and down. its kind of weird, like conflicting in my head.”
- “the transition to the food page is too sudden, I think should have a popup to confirm before taking me there. (to the food page)”
- “User hope to see it more like a tiktok thing. I don't think this page would be useful for me. I will just be at the front usually”
- “Have notifications to notify users on the new blog posts. Maybe include articles promoting different workshops relating to food and its heritage.”



## Profile

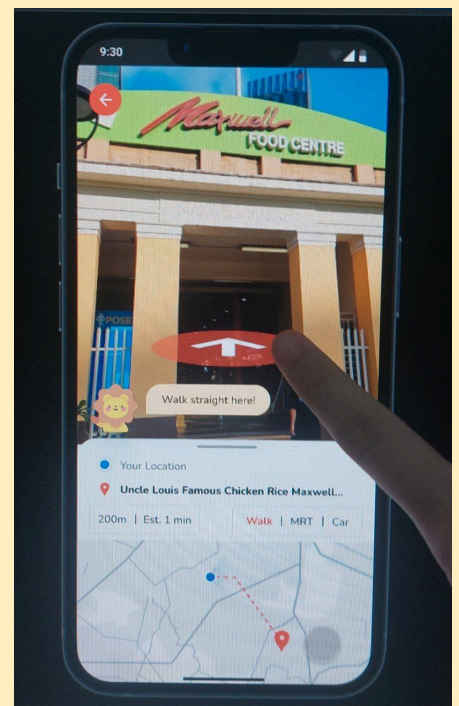
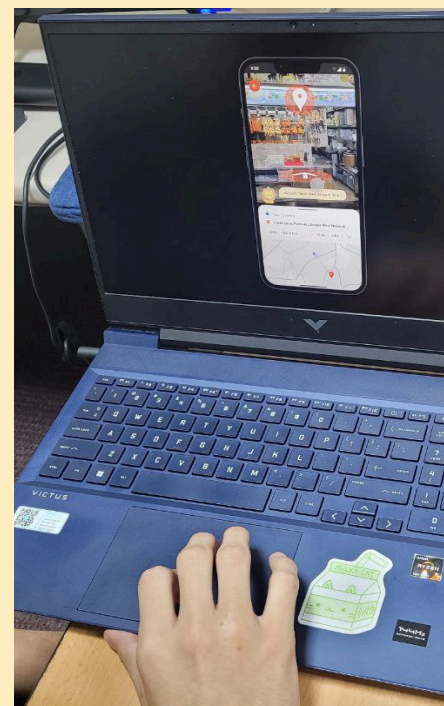
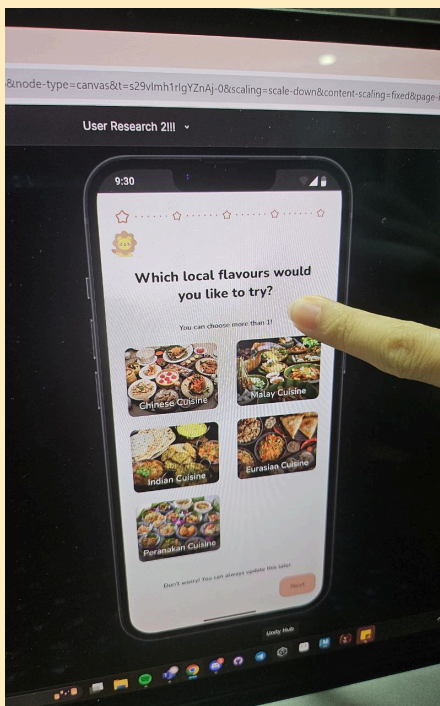
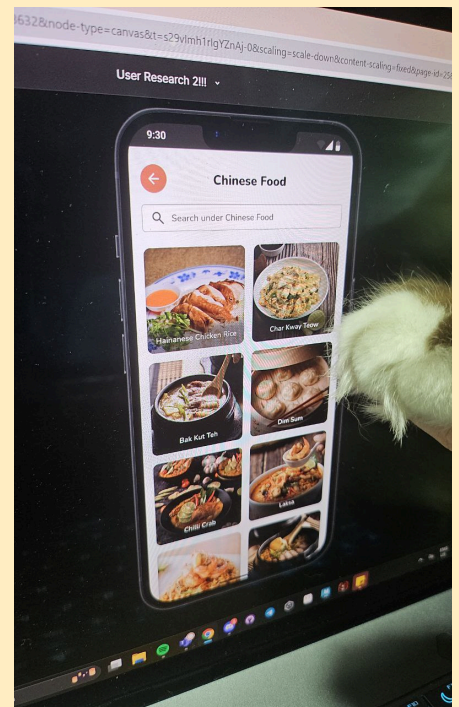
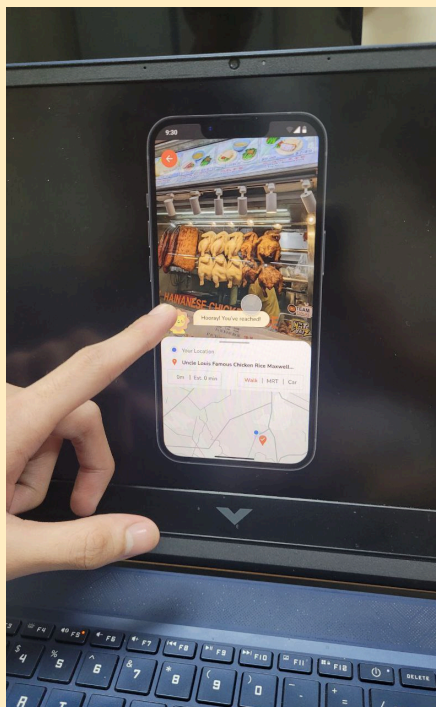
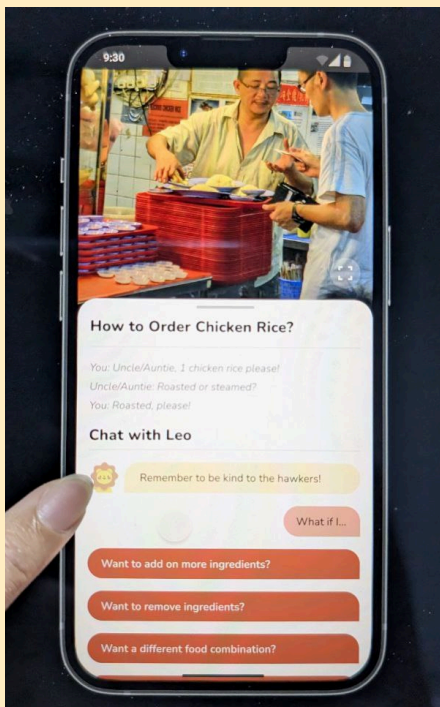
- “I think its okay, but where do I edit my profile picture? I want to see the edit button on top like Instagram..”

## Misc.

- “Don't force the user to sign up/login, but make some sections require login.”
- “Maybe add a point system to encourage people to write reviews, and maybe award them with badges after reaching certain points.”
- “sometimes its hard to find things on social media, but this app speciafically talks about food, which is good. I would use it actually.”



## User Testing Photos





# FINAL ITERATION





# WHAT'S NEW?





## What's New?

### Improved Responsiveness

- Animations and transitions have been refined to create a more fluid and natural feel.
- Gestures like swiping, tapping, and dragging are now more intuitive and responsive.
- Interactions now closely mimic a fully developed high-fidelity app, improving user experience in prototypes.

### Polished Visuals

- Updated design elements across the app ensure consistency and visual appeal.
- Enhanced white spacing, typography, and alignment for a professional and cohesive look.
- Improved layout adjustments to optimize the presentation of images and text.

## Home Page

### Spin the Wheel Feature

- Introduced a fun and interactive Spin the Wheel feature to help users decide where to go when they're unsure.
- Users can spin the wheel, which will randomly select a location from curated options. This simplifies decision-making and adds an element of surprise and excitement to planning a visit.

### Optimized Visuals

- Home page images have been updated to align better with the overall layout.

## Food Page

### Interactive Assistance

- Users can now chat with Leo, the lion mascot, to ask questions about hawker stall ordering processes, such as guidance on ordering local dishes, suggestions for meal combinations or sauces, and tips on navigating hawker center etiquette.

## Quiz Page

### Enhanced Visuals

- The Singapore map has been updated with a more detailed and visually appealing design.

## Aim of Updates

These updates aim to enhance the app's realism and functionality during prototyping by improving interactions, responsiveness, and visual fidelity. The goal is to provide a high-quality, immersive experience that closely mimics a finished product.



Final Iteration  
Prototype Link



# FINAL USER TESTING





## User Testing Questions

For the third iteration, we implemented changes in the app according to the feedback given in the second iteration.

Users were given **minimal guidance** when engaging with the real-world scenario question, followed by questions that went through each section in a detailed manner.

As new features were added to the app since our second iteration prototype, **new questions were created to test those sections**. These features focused on adding an extra element of adventure to the app.

We tested the improved app with 1 Primary and 1 Secondary audience.

## New Questions about the Spin The Wheel Function

After the addition of the Spin the Wheel function in the Second Iteration prototype, we created a set of questions centred around the user's experience with this feature.

## Spin The Wheel Function

### Research Goal

Observe the user's interactions with the Spin The Wheel system

### Questions

- a. Do you find the content in this page readable and easy to understand?
- b. Do you find the Chat with Leo function useful?
- c. How can we make the content shown more appealing to you?



## User Testing Analysis – Third Iteration Prototype

### Primary User Persona - Chloe

Chloe is a student who enjoys eating at different food establishments and is always on the lookout for new culinary trends to try. Adventurous and always ready for a challenge, she seeks to find the best local eats.

### Secondary User Persona - Bryan

Bryan is a full time employee who eats home-cooked food most often. He occasionally patronises physical food establishments and prefers to stay within his comfort zone when ordering dishes.

**No of Primary and Secondary users testing the Third Iteration Prototype: 2**

## Primary User Profile Breakdown

User Tester 1 (Primary): 22 years old. Orders local food daily. Usually eats at hawker centres and enjoys chicken rice, mee pok, vegetarian, wanton mee etc,

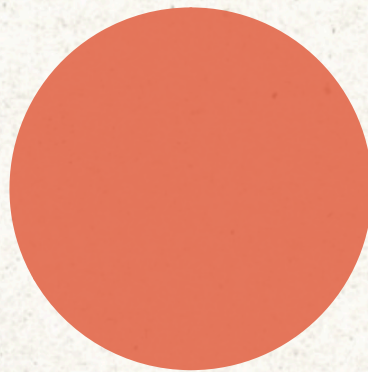
User Tester 2 (Secondary): 49 years old. Orders local food once per week. He likes very spicy food but is usually not sure what to order, hawker centres seem crowded and chaotic.

## Key Results summary

- 100% of testers expressed concern about getting locked into one area or a specific food preference upon completing the onboarding quiz
- A tester noted that the home page, though overwhelming, looks like the YouTube or Instagram home page. As such, it's useful for tourists
- 100% of testers wanted the images shown in the Food and Chat with Leo pages to be smaller, taking up only about 50% of the screen
- Some prototyping bugs were noted for the Food Page, including links that were not clickable and animation errors

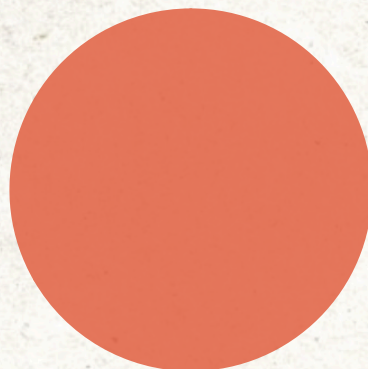


- A tester preferred the hawker's image under the Chat with Leo function to be a video
- 100% of testers wanted a shorter summary of the culture and food at the top of the layout when entering the Food page



Want a shorter  
summary near the top  
of the Food Page  
100%

- 100% of testers wanted the Spin The Wheel function to be more obvious and at the top of the Home page due to being hidden
- 100% of testers wanted more customisation features for the Spin The Wheel function
- A tester suggested a distance indicator under the recommended areas near you in the Search Map
- A tester suggested to specify the filters to a Singapore context
- Some prototyping errors in the review page were noted by testers whereby certain pages were not linked
- 100% of testers wanted to see images placed under the review section and more feedback for the review section in general. For example, a confirmation prompt upon placing the review



Want images in  
reviews and more  
feedback  
100%

- For the AR Wayfinding feature, a tester wanted to be able to fully drag the drop down
- A tester wondered if there was a way to switch off the AR Wayfinding feature and just showcase the map
- For the Blog section, a tester wanted a clickable article in the What's New page



- 100% of testers found the current Blog icon used to be misleading, looking more like a socials or community icon. To change the icon
- A tester suggested a featured stories category in the Home page leading to the Blog page
- A tester was interested to see their results change after retaking the quiz
- A tester suggested to change the onboarding screens that say Bite sized foodie reels to Bite size foodie articles

## Quotes from testers

### Onboarding

- “I would like to be able to chose location options that I like rather than it being fixed.”
- “Am I going to get locked in one area, as for the region question cause I will be at different areas at different times, and the flavour profiles question, my flavour profile changes depending on the day”

### Home

- “Overwhelming in home page, it looks like YouTube/Insta homepage cuisine, feels useful for tourists.”
- “No problem, clear. It makes sense.”

### Food Page

- “When viewing chicken rice, I would not like a big image, would like the more of the information.”
- “The Uncle Louie’s chicken rice under the recommended chicken rice places is not clickable, I want to click it”
- “Resize images to be 50% of screen”
- “For Chat with Leo. Animation drops down after you click on an option under chat with leo, can fix it. After clicking on I want to know the ingredients, the prototype's back button bugs out. Otherwise it’s helpful and a nice touch.”
- “The Chat with Leo function is good and helpful but unsure about the image (feels like watching the video but there’s no play button.)”



- Under how to order chicken rice, we can have 3-4 lines about the culture rather than have paragraphs about the culture below. The image of the chicken rice is too big, can just make it cover 50% of the screen and the rest of the page can be good for information
- "A (dish) summary and culture (summary) could be at the top for viewing. E.g. Hainanese comes with roasted and steamed, and you can customizable or not (like adding egg) and things to do with the dish."

## Spin The Wheel

- "It is a little hidden. Have a spin the wheel button icon on the top right of the home page, beside the search bar where you can click."
- "I would like to see it at the top."
- "If it had a bit more control of the options shown on the wheel where you can have a drop down of pre-set options, Rice, Noodles, Chicken, Fish, or No Opinion before you spin the wheel so the wheel will have items in these categories."
- "If I get to choose the ingredient and spin it based on my preferences."

## Search Map

- "Maybe can have a distance indicator to know how far the recommended areas near you actually are"

## Search Map - Filter Page

- "For the filter options, for Types for Cuisine, can say Singaporean Chinese, Singaporean Malay etc."

## Search Map Page - Food

- "Link the Figma Search map food page to search map, it's not linked and can't be clicked. Add a review section is not linked either."
- "After leaving the review, there should be a confirmation for review posted! Also, there can be a word counter under Add review. You should be able to post pictures under add a review."
- "When posting a review, would like a drop down menu, have a add 3 images for reviews."



## **AR wayfinding**

- “The drop down is not able to be dragged down in the AR wayfinding feature, fix that.”
- “Is there a way to turn off the AR camera and just have it be a wayfinding feature?”

## **Blog**

- “Yes. I like the sliding in the For You section. Can we have an article that is clickable in the What's New page as well.”
- “Yes. But change the icon for Blog as it looks like community, change it to an articles icon.”
- “Yes, but the icon is misleading, it feels like a socials icon.”
- “Have a featured stories category in the Home Page linking to the Blog page.”

## **Profile**

- “Taste profile: When retaking quiz, the tag (The cautious taster, adventurous diner) does not reflect the other options picked when retake the test”

## **Misc.**

- “Change the onboarding screens that say Bite sized foodie reels to Bite size foodie articles.”



# FLOWCHART



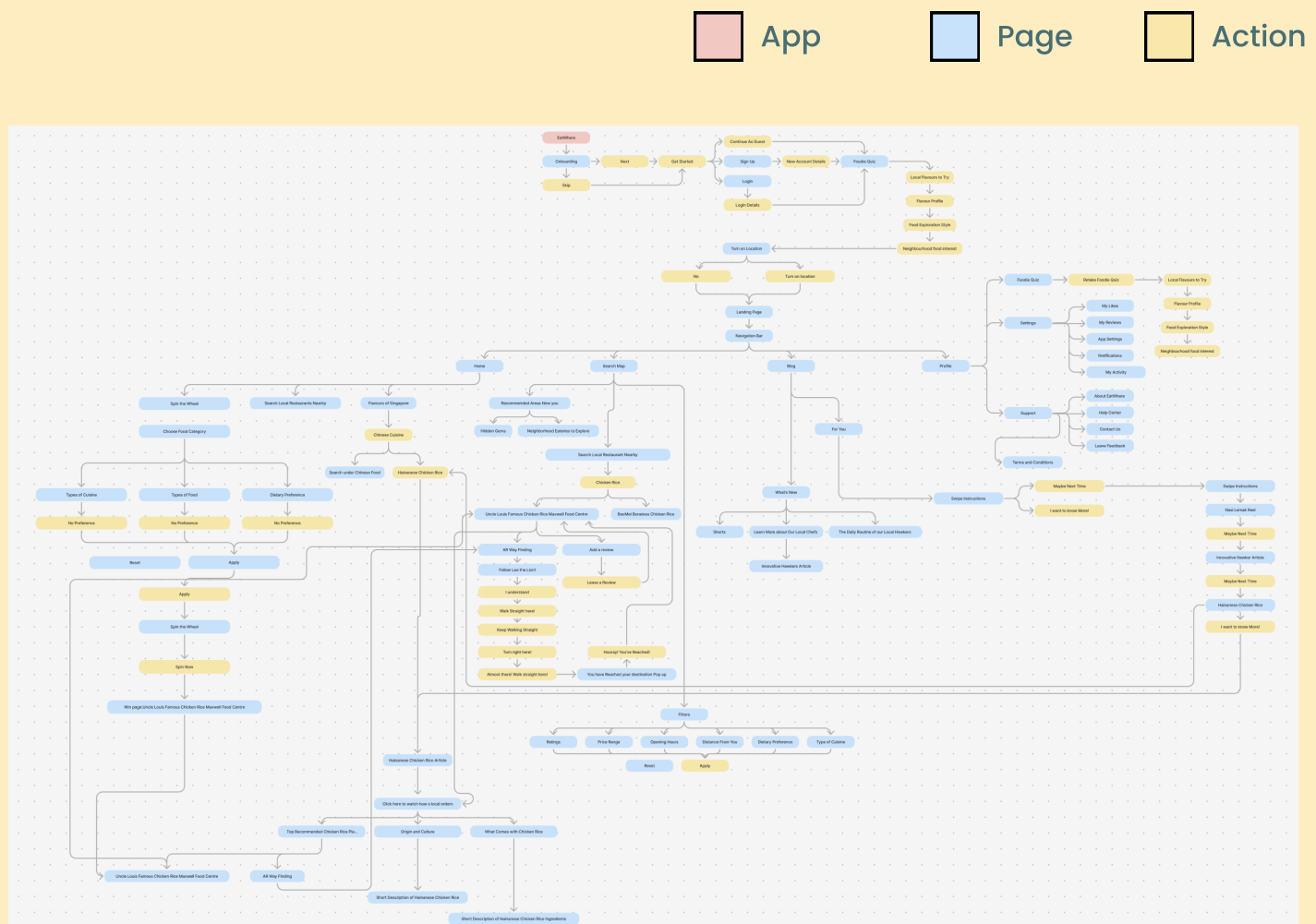


## Wireframes and Flowchart

The final proposed wireframes for Eatwhere provide a visual blueprint of the app's layout, showcasing key screens and elements to facilitate user navigation and interaction. The following wireframes are also from improvements made from the user testing sessions.

The accompanying flowchart outlines the user journey, illustrating how users navigate through various features, from onboarding to discovering local hawker stalls.

The link to the flowchart for better viewing is [here](#).



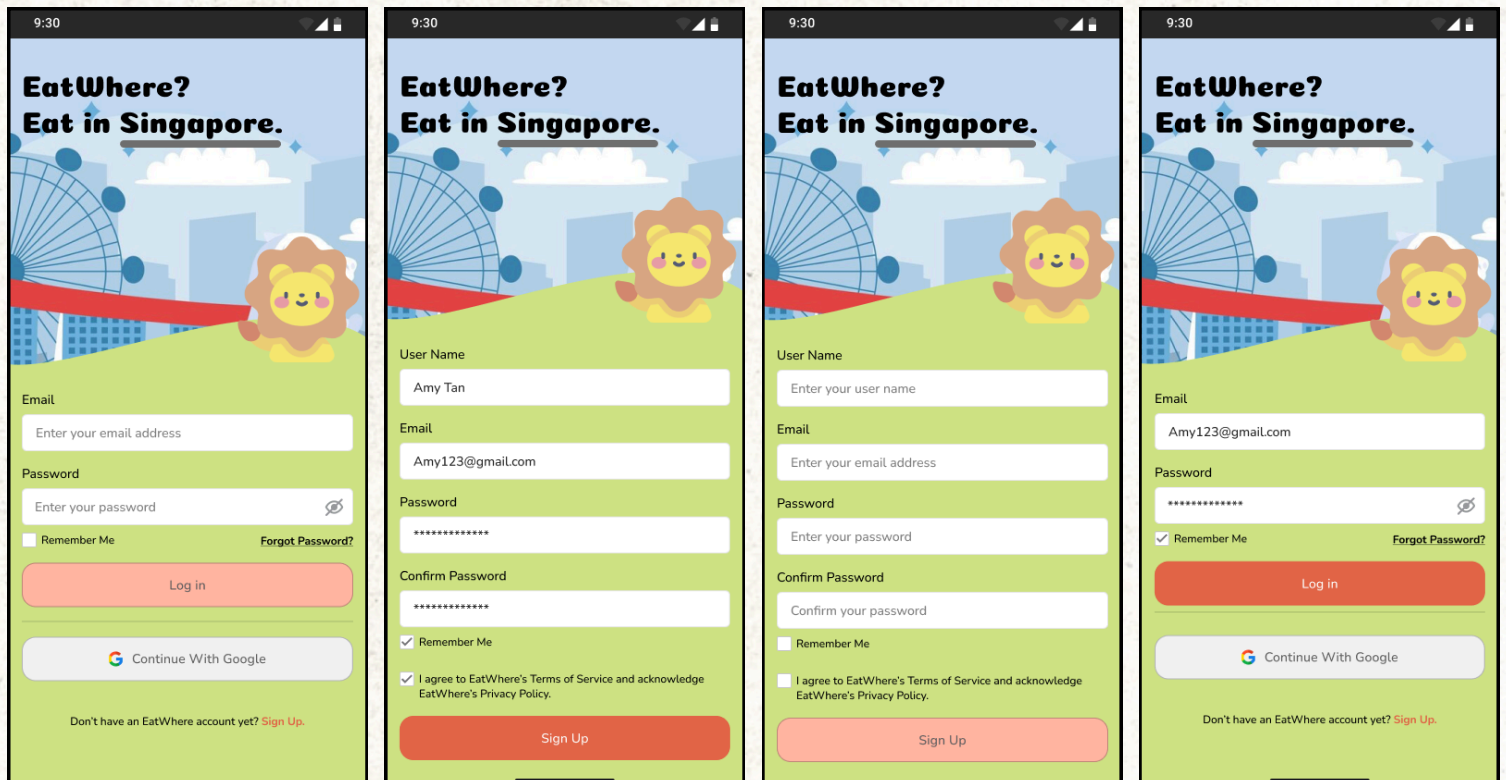
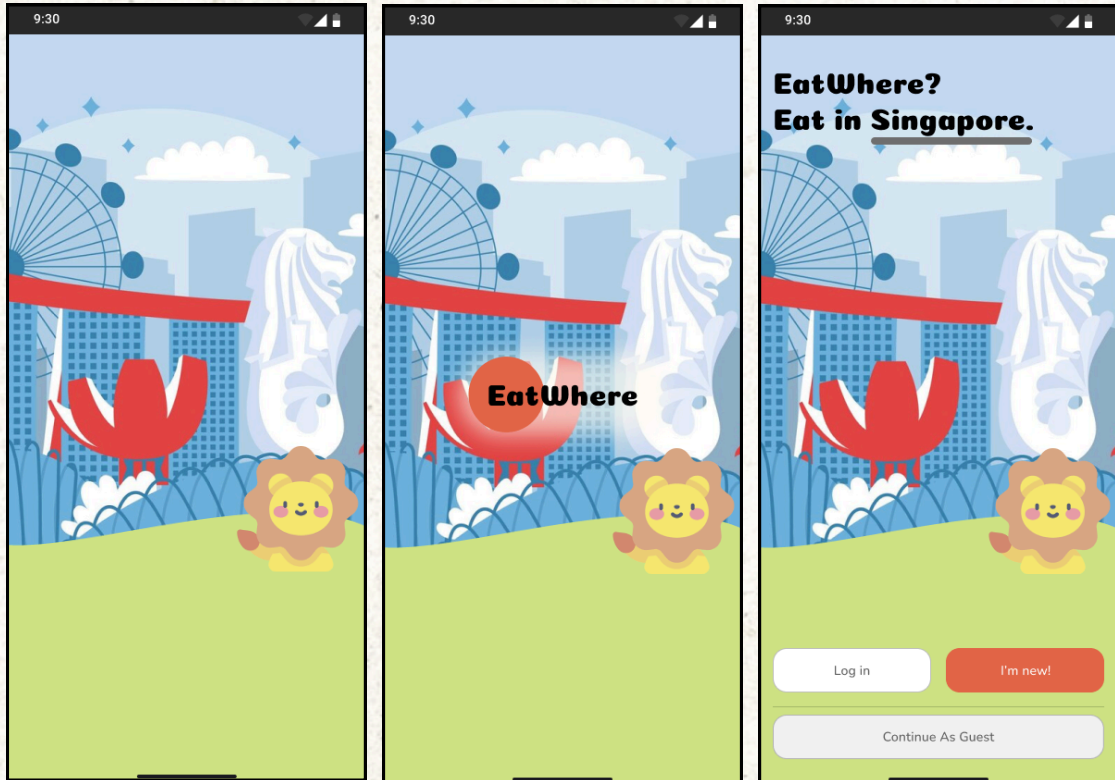


# WIREFRAMES



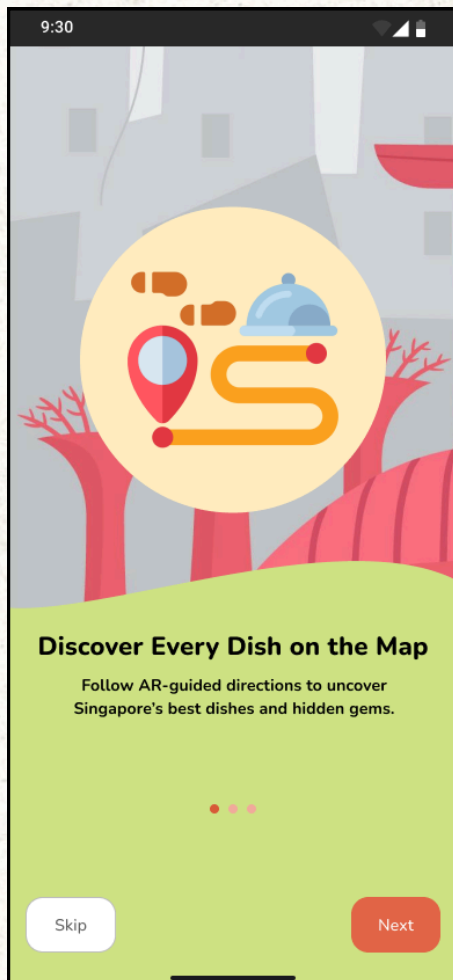


## Splash Screen, Login and Sign Up Page





## Onboarding Page









## Get To Know You Page


9:30

Which local flavours would you like to try?

You can choose more than 1!

 Chinese Cuisine
  Malay Cuisine

 Indian Cuisine
  European Cuisine

 Peranakan Cuisine
 ☐ No Preference

Don't worry! You can always update this later.

Back Next

9:30

Which local flavours would you like to try?

You can choose more than 1!

 Chinese Cuisine
  Malay Cuisine

 Indian Cuisine
  European Cuisine

 Peranakan Cuisine
 ☒ No Preference

Don't worry! You can always update this later.

Back Next

9:30

Which flavor profile do you usually prefer?

You can choose more than 1!

☐ Sweet
 ☐ Savoury

☐ Spicy
 ☐ Sour

☐ Bitter
 ☐ Tangy


Don't worry! You can always update this later.

Back Next


9:30

How adventurous are you to explore new flavors?


Pick the option that best represents your food exploration style!



**The Cautious Taster**  
You prefer familiar dishes and flavors, and might be hesitant to try something new.



**The Curious Eater**  
You're open to trying new foods but tend to stick with milder options.



**The Adventurous Diner**  
You love to explore different cuisines and flavours!

Don't worry! You can always update this later.

Back Next

9:30


Which neighbourhoods are you interested in exploring for food?

You can choose more than 1!

☐ Sembawang
 ☐ Woodlands
 ☐ Yishun

☐ Admiralty
 ☐ Marsiling

☒ North



Don't worry! You can always update this later.

Back Next

9:30

Which neighbourhoods are you interested in exploring for food?

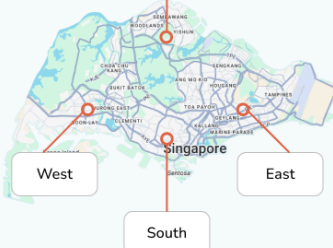
You can only choose 1 for now!

☐ North

☐ West

☐ East

☐ South

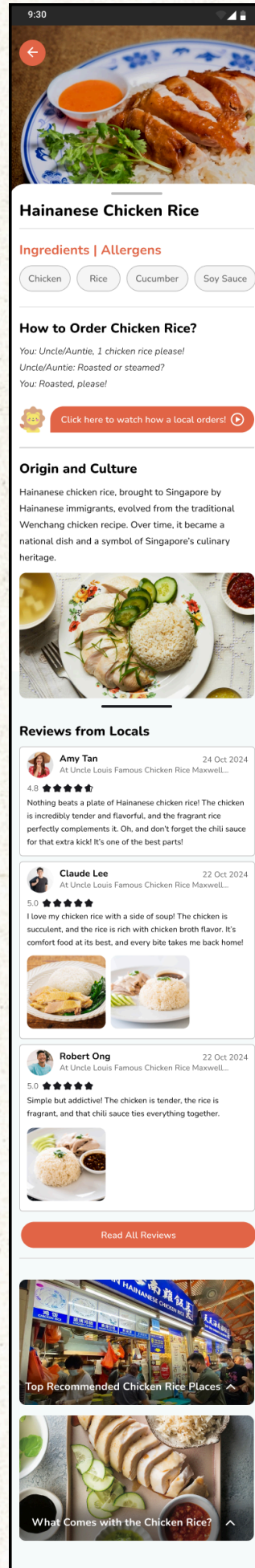
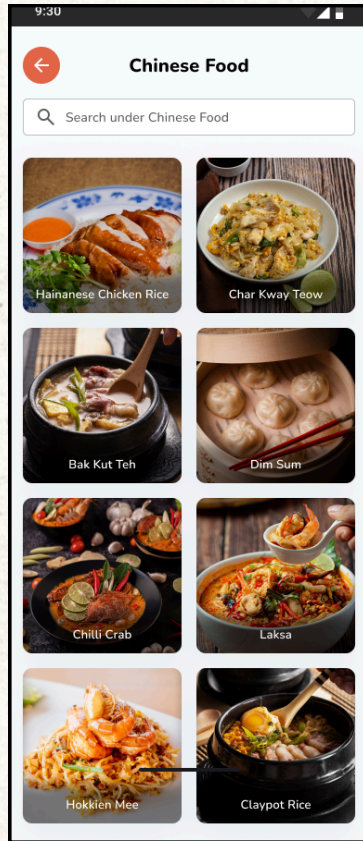
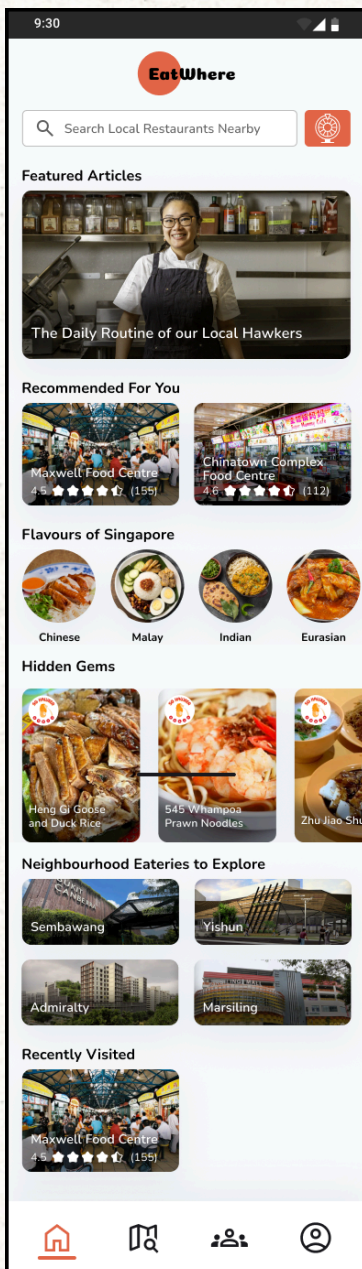


Don't worry! You can always update this later.

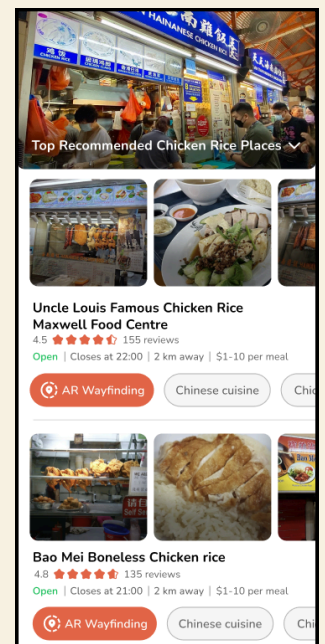
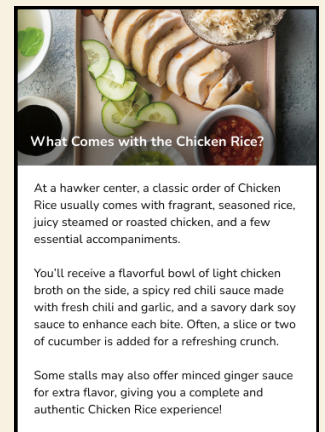
Back Next



# Home and Food Page




## Pop Up interactions





## Chat with Leo Page

9:30



**How to Order Chicken Rice?**

You: Uncle/Auntie, 1 chicken rice please!  
Uncle/Auntie: Roasted or steamed?  
You: Roasted, please!

**Chat with Leo**

Remember to be kind to the hawkers!

What if I...


Want to add on more ingredients?

Want to remove ingredients?

Want a different food combination?

Want a sauce topping?

9:30



**How to Order Chicken Rice?**

You: Uncle/Auntie, 1 chicken rice please!  
Uncle/Auntie: Roasted or steamed?  
You: Roasted, please!

**Chat with Leo**

Remember to be kind to the hawkers!

What if I...


Want to add on more ingredients?

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Want a different food combination?

Want a sauce topping?

9:30



**How to Order Chicken Rice?**

You: Uncle/Auntie, 1 chicken rice please!  
Uncle/Auntie: Roasted or steamed?  
You: Roasted, please!

**Chat with Leo**

Remember to be kind to the hawkers!

What if I...

Want to add on more ingredients?

Adding more to your chicken rice?  
Here's what you can say!

Uncle/Auntie, can I add [ingredient]?

Need ideas for ingredients?  
Here's what you can ask for!

- Fried egg
- Braised egg
- Extra chicken
- Vegetables (kai lan or bok choy)
- Tofu

Don't forget to be polite! Do remember to say "please" when making your request :D!

Okay, thanks!

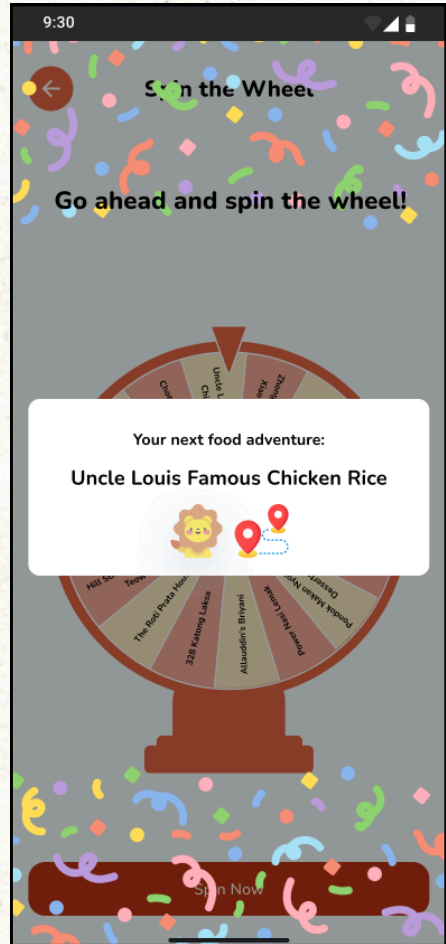
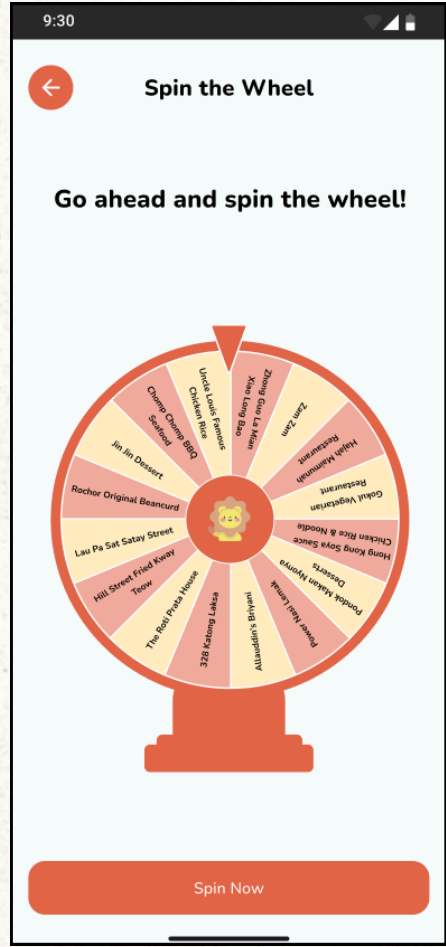
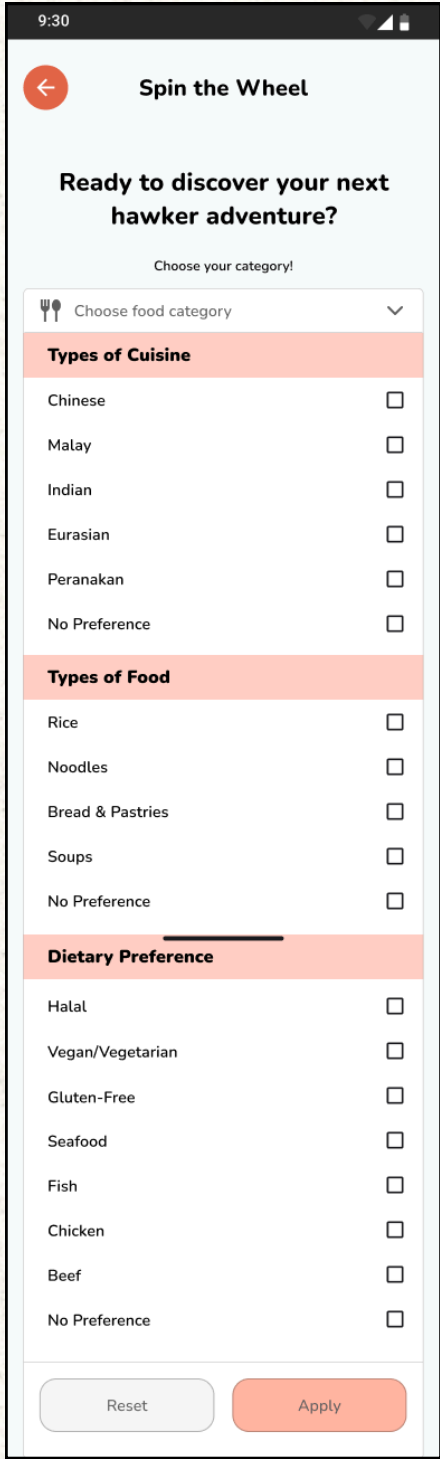
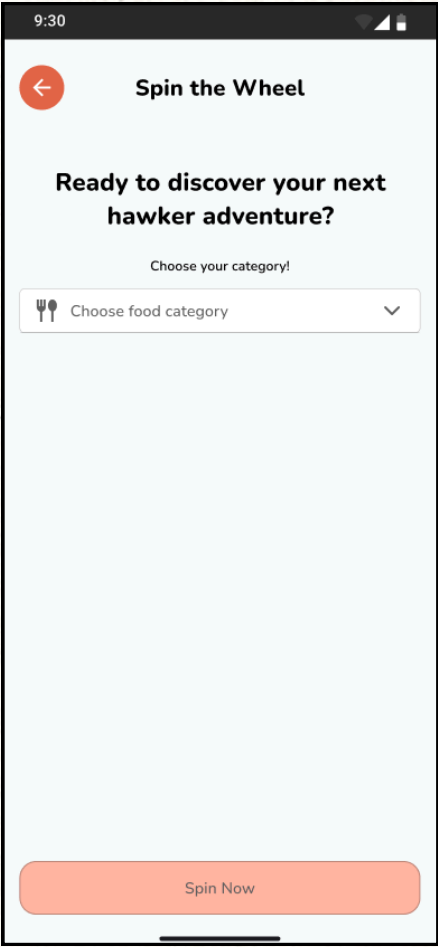
You're welcome!

I want to ask more questions!

Return

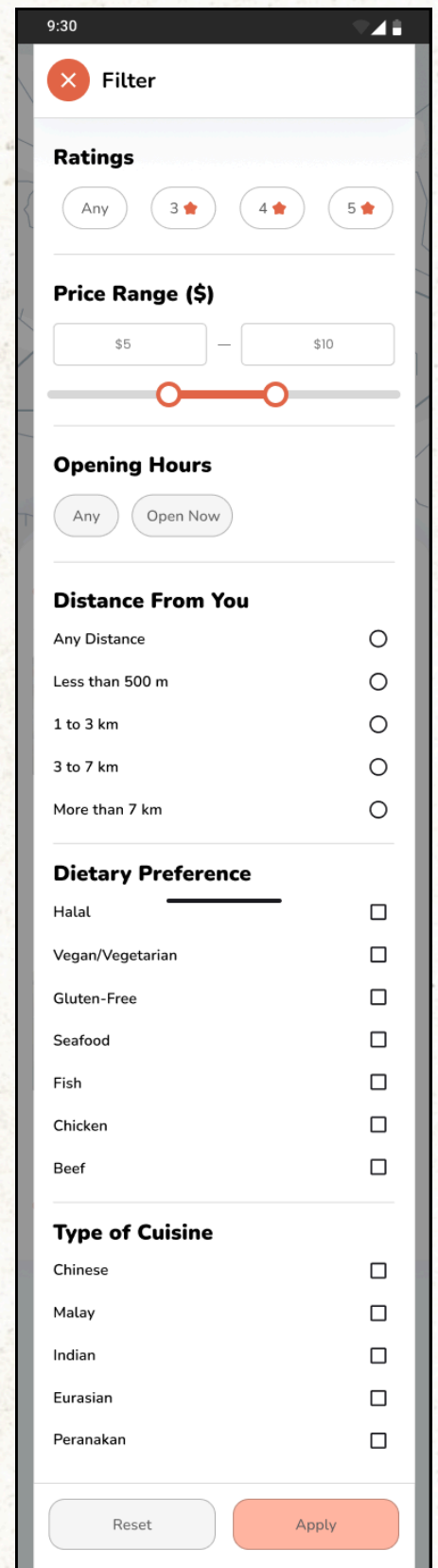
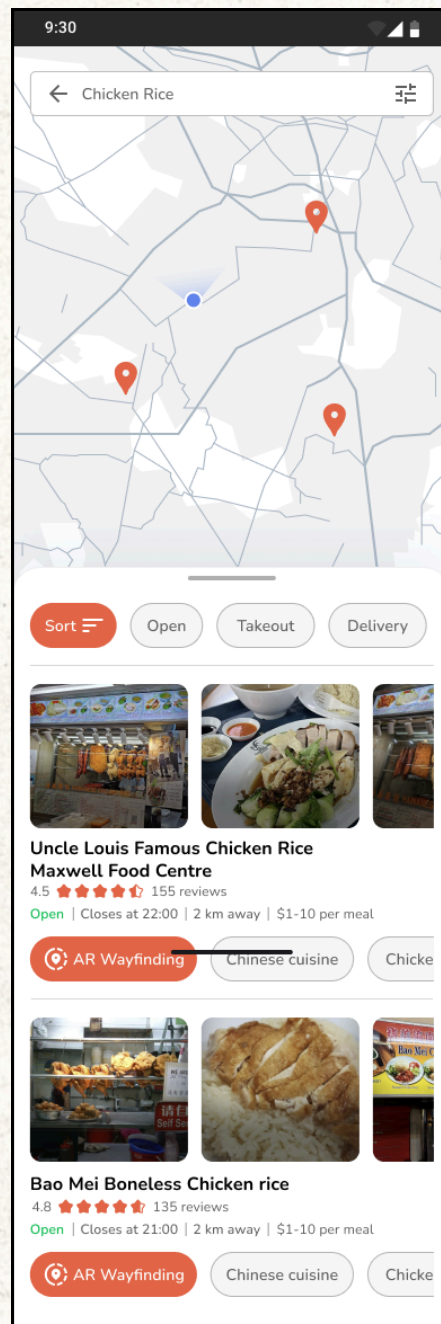
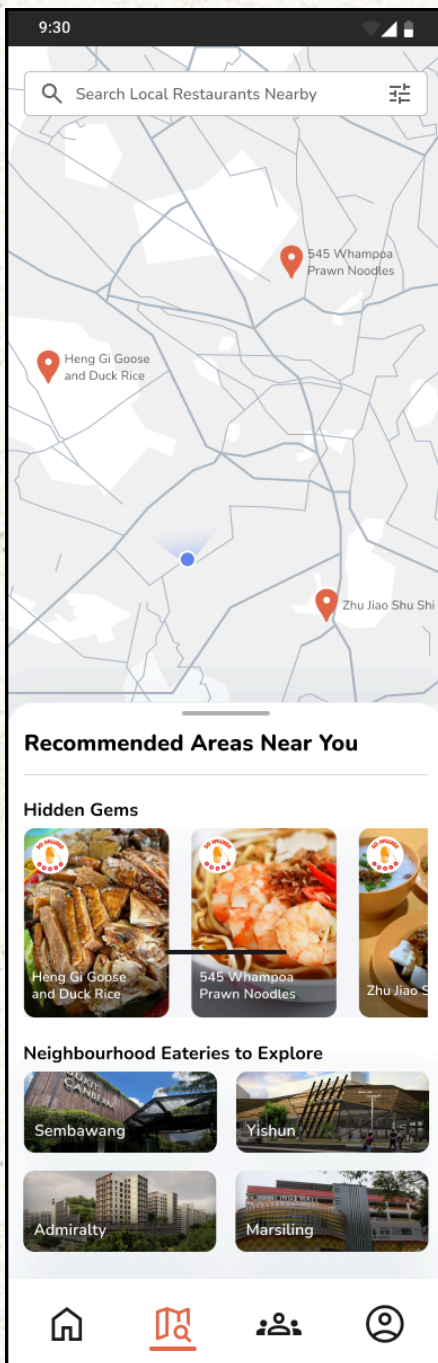


## Spin The Wheel Page



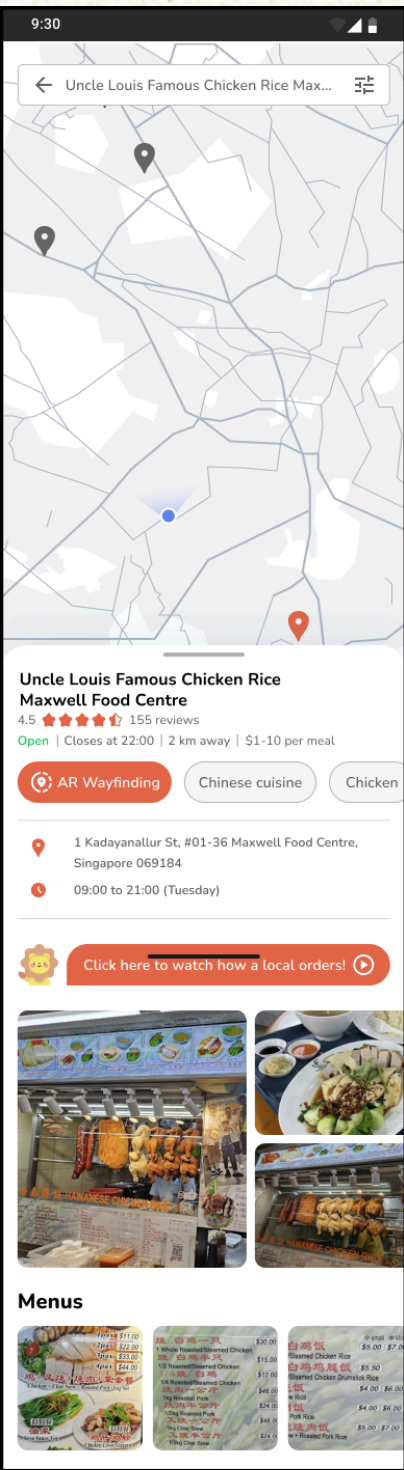


## Map and Filter Page





Place and Review Page



## Reviews

4.5      155 reviews

**Taste**  4.5

Service  4.8

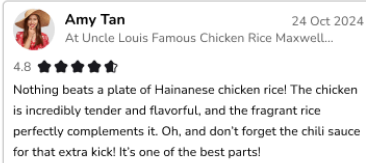
Atmosphere  4.1

## What Diners Recommend

Roasted Chicken Rice	60%
----------------------	-----

Food Item	Percentage
Steamed Chicken Rice	40%

131 diners | Vote Results




[Read All Reviews](#)
[Add A Review](#)

[Add A Review](#) 

**Learn more!**


















**Pop Up interactions**



## Add A Review




### How would you rate your experience?

Taste					
Service					
Atmosphere					


### Share with us about your experience.

Do share with us about your experience dining at this location

©2020 words























### What would you recommend?



## Add A Review




How would you rate your experience?

Taste						
Service						
Atmosphere						

Share with us about your experience.

Pretty great chicken rice!

4/20/2019

What would you recommend?

Roasted Chicken Rice

Steamed Chicken Rice

Post Review

Add A Review

How would you rate your experience?

Taste						
Service						
Atmosphere						

Share with us about your experience.

Pretty great chicken rice!

**Review Posted!**

Thank you for your food review! Your insights are valuable to both the hawkers and the foodie community.

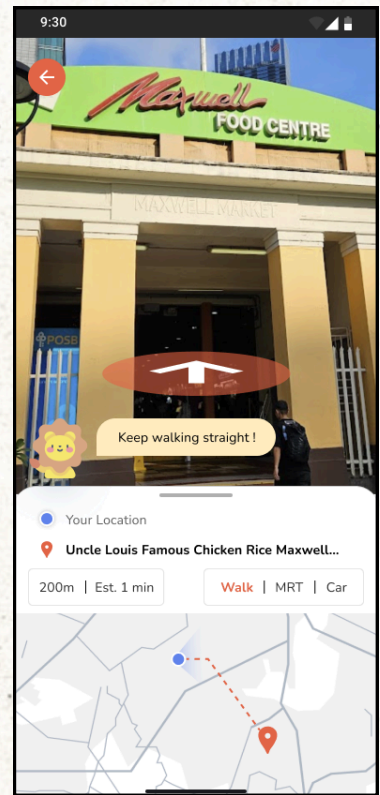
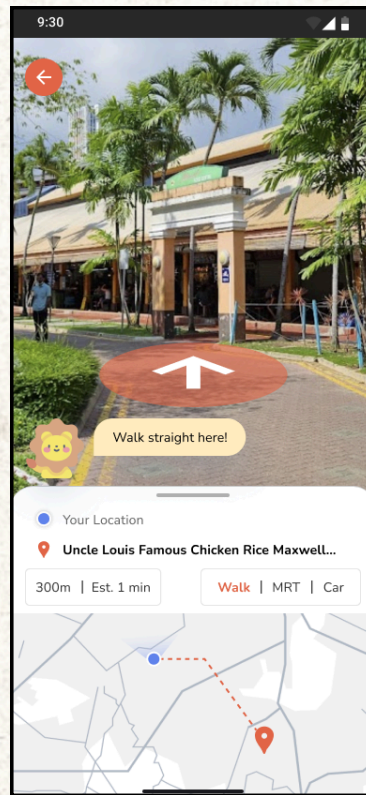
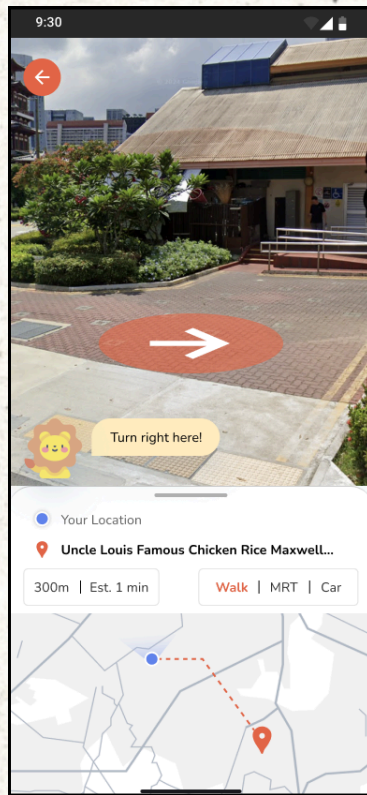
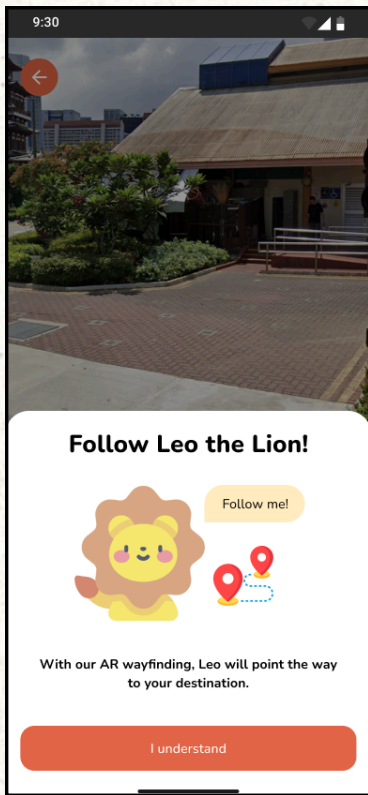
What would you recommend?

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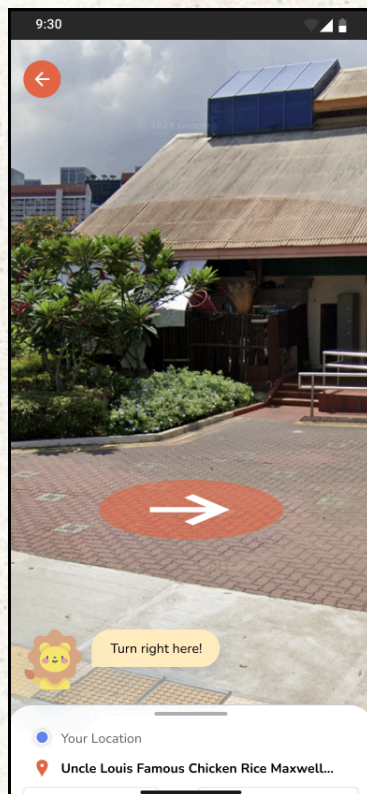
Post Review



## Wayfinder AR Page – Part 1

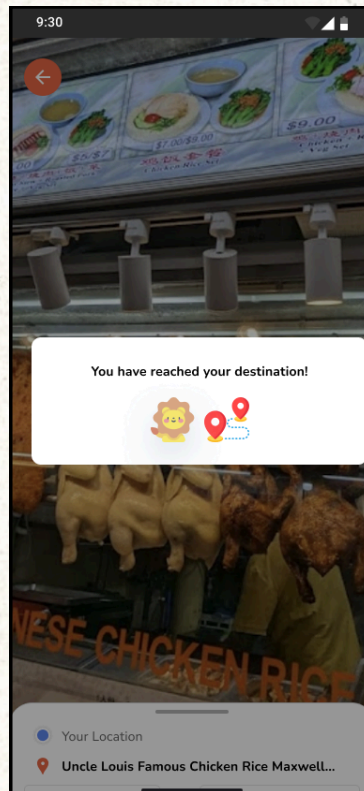
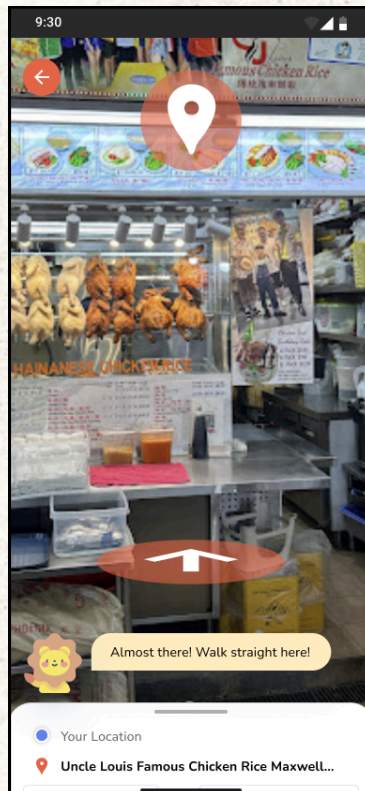
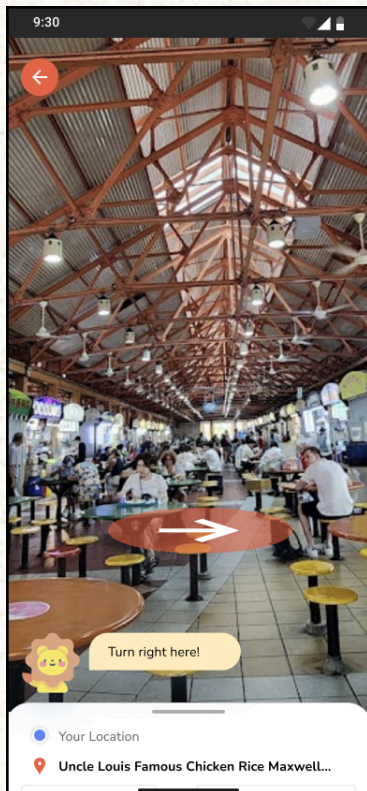
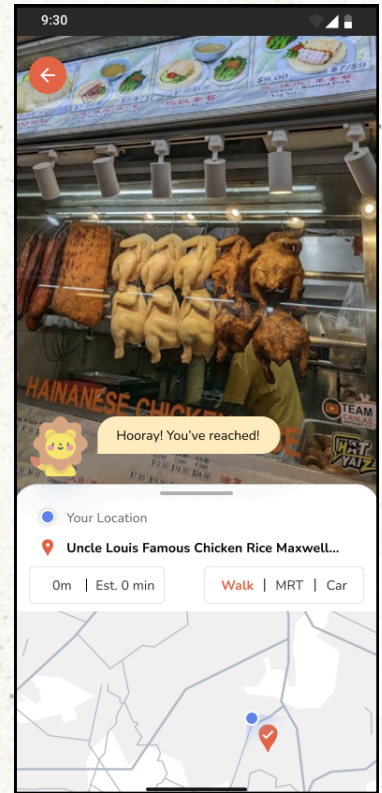
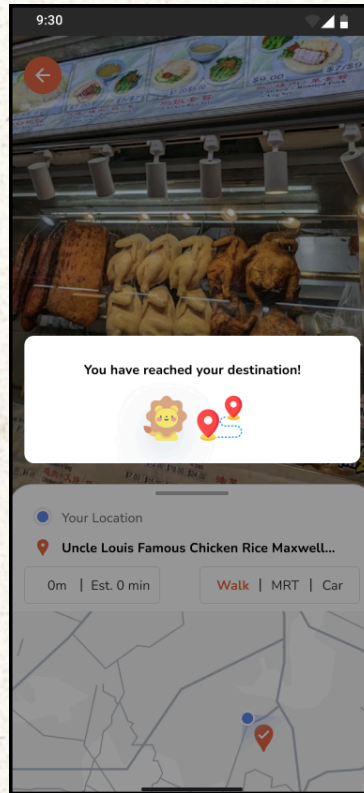
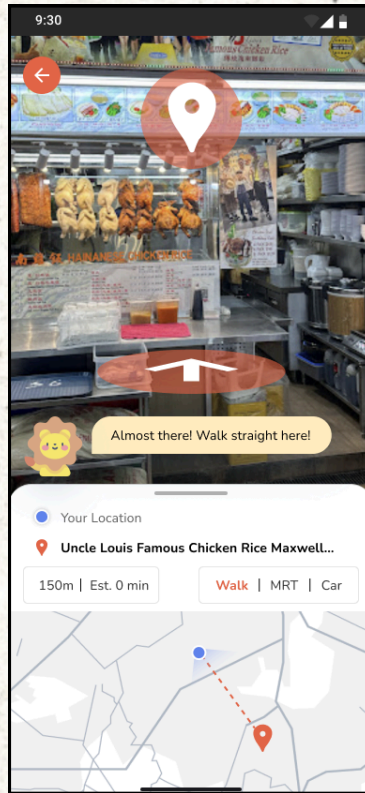
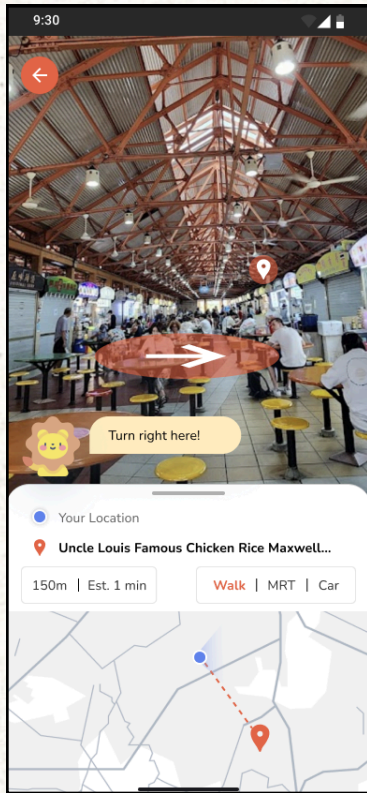


With the ability to be full screen by dragging the bar

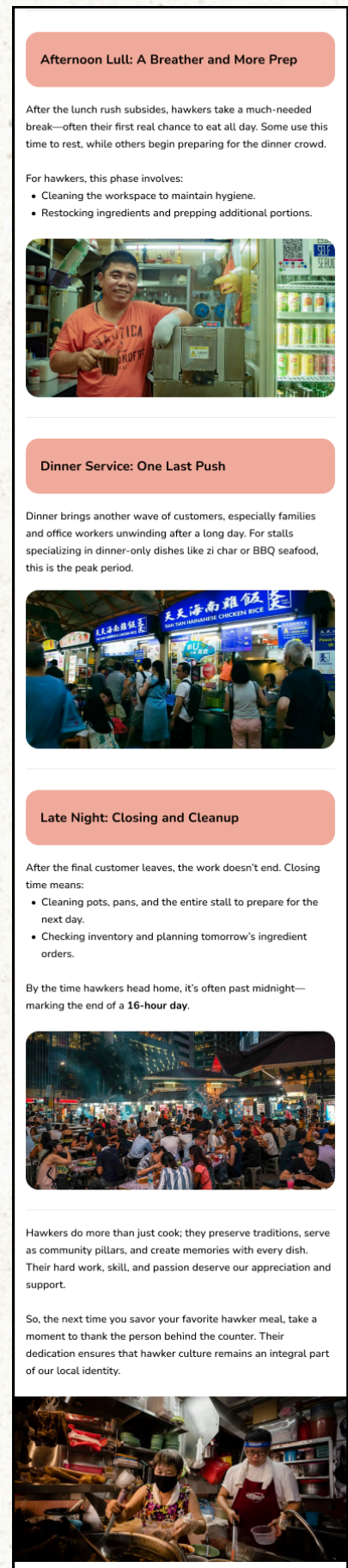
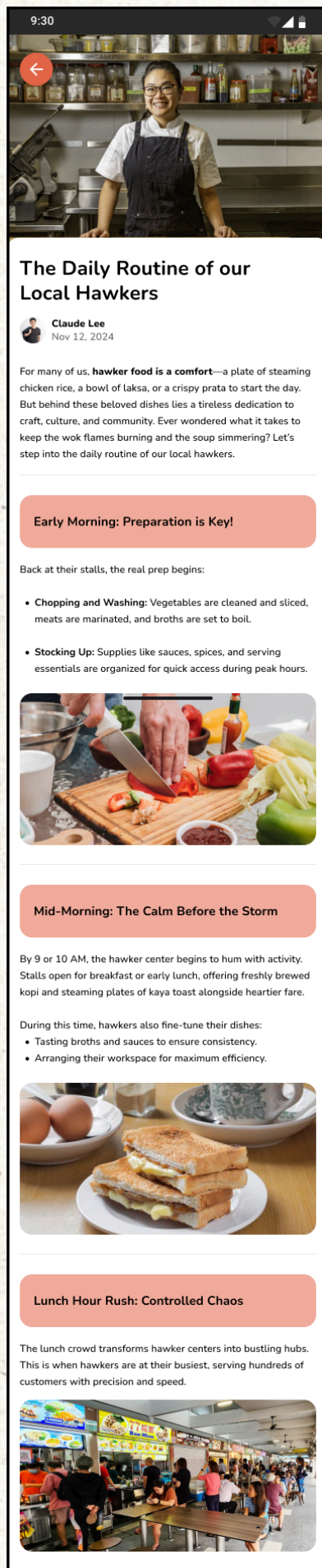
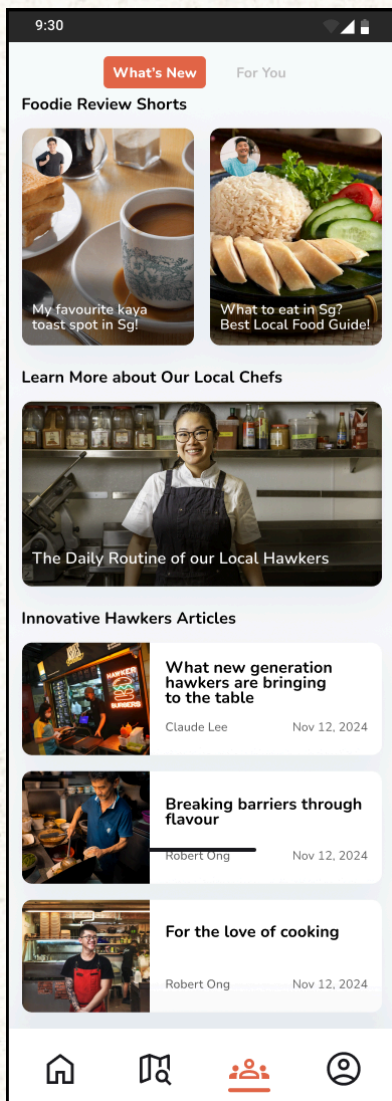




## Wayfinder AR Page – Part 2

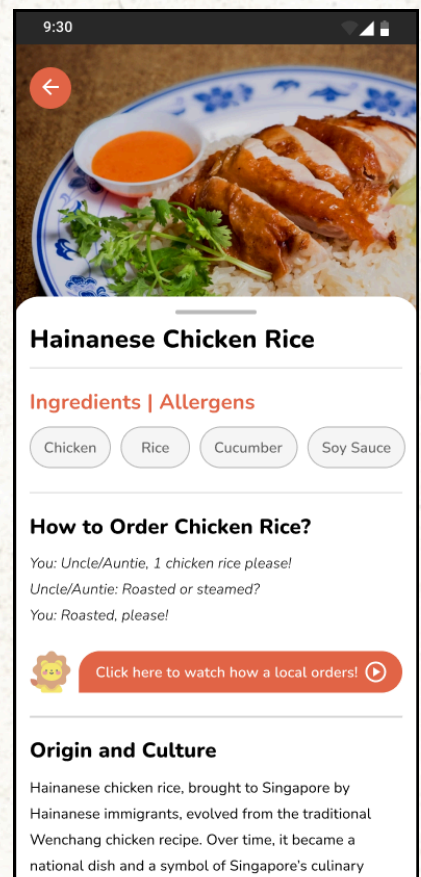
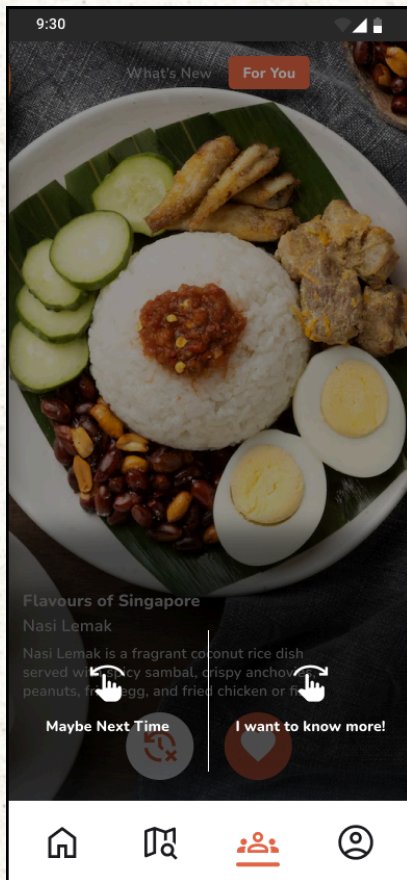






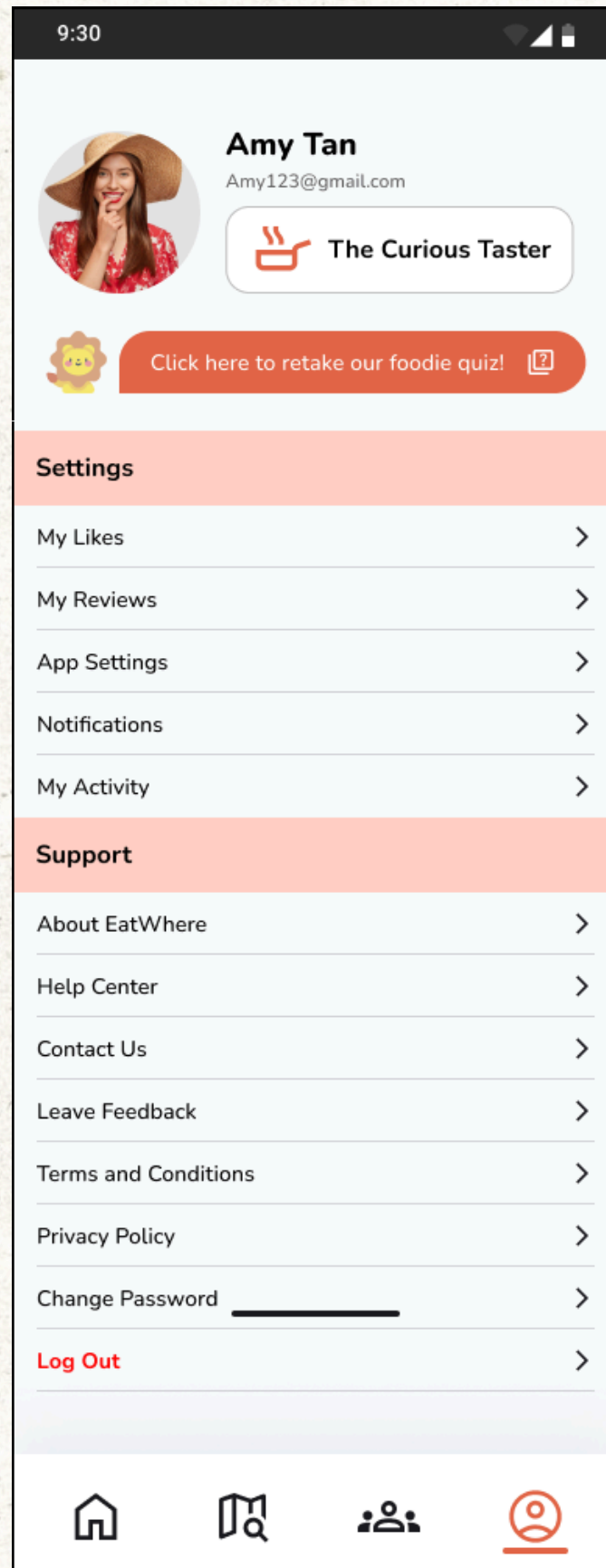


## Social Bites Page – For You





## Profile Page





# FINAL SUMMARY





## Research Findings and Focus

Through our survey analysis, user research and testing, we identified key challenges users faced while navigating Singapore's food scene. Many were overwhelmed by the abundance of dining options, leading to decision fatigue, particularly for those unfamiliar with local cuisine. Additionally, language and cultural barriers posed difficulties in understanding how to order at hawker stalls, combine meals, and navigate dining etiquette. Users also struggled with finding hidden gems and determining the best routes to their destinations due to unclear maps and limited navigation tools.

To address these issues, we focused on creating an intuitive, user-friendly platform that simplifies decision-making and bridges cultural gaps. Features like personalized recommendations, interactive tools like Spin the Wheel, and the Chat with Leo mascot provide both guidance and engagement. Enhanced navigation options, such as AR wayfinding, ensure users can easily locate and enjoy local food gems. This approach allows EatWhere to deliver an engaging, culturally enriching, and seamless experience for those unfamiliar with local cuisine exploring Singapore's vibrant food culture.

## What were the high-level problems and how did we solve them?

### Decision Fatigue

#### Problem

With the vast number of dining options in Singapore, users—especially locals and tourists unfamiliar with certain areas—often struggled to make a decision on where to eat. This was compounded by a lack of tools to narrow down choices based on mood, preferences, or spontaneity.

#### Solution

We introduced the Spin the Wheel feature, allowing users to randomize their choice in a fun and interactive way when they feel indecisive. Additionally, personalized recommendations on the For You page guide users based on their preferences, reducing the cognitive load of decision-making.

### Language and Cultural Barriers

#### Problem

Some users visiting hawker centers often felt intimidated by the ordering process, struggling to understand menu items, meal combinations, and proper etiquette in a local dining setting.

#### Solution

To bridge this gap, the Chat with Leo feature was developed. Leo, the lion mascot, provides real-time guidance on how to order local dishes, combine flavors, and navigate cultural nuances, creating a welcoming and educational experience.



## **Insufficient Personalization**

### **Problem**

Users felt that their preferences and behaviors weren't adequately considered, leading to generic suggestions and a lack of relevance in content delivery.

### **Solution**

The platform now incorporates personalized elements like the For You page, which adapts recommendations based on individual user behavior, completed quizzes, and saved preferences. This ensures that content remains relevant and tailored to each user.

## **Inefficient Navigation**

### **Problem**

Locating hawker centers or hidden gems was challenging for users, especially when maps lacked clarity or failed to provide sufficient details about nearby attractions, travel times, or modes of transport.

### **Solution**

We updated the Singapore map to be more visually detailed and user-friendly. The AR Wayfinding Page now offers tap-able elements for prototyping, estimated travel times, and multiple route options (walking, MRT, or car), simplifying navigation for all users.



# POST-MORTEM





## What we did well

- The team worked efficiently, delivering a functional prototype on time, which allowed us to focus on testing and gathering feedback.
- The AR Wayfinding feature received high praise from local testers, who found it innovative and easy to use. Local user testers highlighted it as one of the most impressive aspects of the app, showcasing its intuitive functionality and innovative design.

## What we could have done better

- While the AR feature performed well, the prototype could have benefitted from additional polish, particularly in animation smoothness and transitions. This would have further enhanced the user experience.
- The target audience definition could have been more focused. Emphasizing one primary type of audience would have allowed for more tailored features and content to meet specific needs effectively.

## What we learnt

- The project provided valuable hands-on experience, especially in integrating AR functionality and managing user feedback cycles.
- We learned the importance of prototyping with more features to identify potential usability issues early and provide a more robust user experience during testing.
- This project emphasized the necessity of deeply understanding user needs and preferences, enabling us to align our features more closely with their expectations.