

Assignment 7: Dishionary Prototype Testing

Findings and Changes

- 1. Content from APIs is not sufficient.** The FreeBase definitions pull too much from Wikipedia, and often have too much detail and/or stray from what people care about.
 - We need to get a better source of data than just Freebase, Wikipedia, and Google for the meat of our definitions. We're planning to continue this project beyond the class, and we're starting to lean towards actually building a database of our own that is more tailored to the app. We're exploring how/where we can get the content we'll need – it's a long-term challenge that we realize will extend beyond the scope of this class.
- 2. People were a little confused about what is included.** Dishes and ingredients are pretty clear, but what about things like cooking methods and food-related terms that technically aren't food?
 - We do intend to include food terms (for example, terms like "sous vide" or "kaiseki"). We are working on defining the structure of our database more thoroughly, and clarifying types of terms and their hierarchies. We also want to implement the ability to search with different levels of granularity (from ingredients to dishes to cuisines).
- 3. People want to contribute their knowledge to the app.** Although our "Suggest a Change" wasn't functional yet, people liked and gravitated to the button, and seem eager to add/improve the content of the app.
 - We're adding a basic form for the Suggest a Change feature to the next revision, and will start working out a flow of how users would contribute. We don't think that completely crowdsourced content (à la Wikipedia) is the right model for this, but we do think there needs to be some feedback system between the users and the content.
- 4. The picture on the detail page is not prominent enough.** People want to see more compelling photos, and just more photos in general.
 - We'll re-work the design of the photo area on the detail page – bigger pictures and more photos. We're trying to implement the Foodspotting API as a photo source.

5. **The summary description text overlay on the detail page is too difficult to read.** The visual clarity in this section needs more work, especially to accommodate the huge variety of color profiles in photos.
 - We'll re-work the visual design of the summary description.

6. **People are interested in seasonality of ingredients.** People want advice on what to eat and what ingredients to buy based on the season right now.
 - We're thinking about how to work this into the Learn tab somewhere. We're also considering a feature that allows the user to just browse things that are in season.

7. **People are interested in customized, localized, context-aware information.** People are interested in detailed information in things like location. For example, when looking up "crab" in the Bay Area, the app could somehow bring attention to "Dungeness crab" versus others.
 - We're thinking about how we might add some awareness into the search algorithm. We also want to leverage the Foodspotting API for the Eat tab to pull local instances of dishes/ingredients.

8. **People constantly go back and forth between detail and search results.** The back button from the detail page should go back to the results list.
 - This is more of a bug fix; the intended behavior is to have the back button working this way.

9. **Clearing the search box doesn't work well.** Currently, you have to manually delete and re-type your search terms.
 - We'll add a delete/clear "X" button to easily clear out the search box.

10. **People are interested in pronunciation.** This was in our design but not implemented in the prototype, and people definitely asked for it.
 - We'd like to implement an audio pronunciation feature for people to hear what terms sound like.

11. **Discoverability of the sidebar menu was a problem for some.** Some subjects weren't able to find the sidebar menu on their own. Also, some didn't realize the top search box is always clickable from the detail page to initiate a new search.
 - We're adding some kind of prompt to make things stand out more – perhaps a color outline or other simple visual cues.

Research Protocol

We tested on 5 people with various levels of foodie expertise and tech-savviness.

Intro and background questions

For each interview, we gave a general overview of our topic, and asked some basic questions about eating/cooking habits. We also asked about how they deal with food terms currently at a broad level. Essentially, we did very condensed versions of our Assignment 3 interviews before jumping into the prototype.

Scenario-based tests

We went over 4 short scenarios with each person. For each scenario, we had the user speak through what they were seeing/doing, and got their overall feedback after.

New user experience:

What do you think the app does? Does it compel you to keep using it? Can you find what you are looking for? Do you know where to go? What do you think is missing?

At the restaurant:

You're out to dinner at a restaurant and are interested in ordering the scallop dish, but aren't sure about some of the ingredients. Use Dishionary to get more information about avgolemono, bottarga, and lovage to decide if you will order this dish.

In the kitchen:

You are looking through some cooking magazines and a recipe for beef teppanyaki catches your eye, but you're not familiar with the term *teppanyaki*. Use Dishionary to get more information about how to prepare this dish.

Doing research:

You're going to a French restaurant tonight and would like to brush up on French dishes. Use Dishionary to browse through French food items.

Closing questions

We closed by asking if the person would use our app, and why or why not, which led to conversations about general feedback and thoughts.