



Exploring Dining in Harrisonburg

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SMAD 203
User Research Report

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01

Design Questions



**Describes the problem at
hand and what questions to
ask the interviewees**



Primary Design Question

How can we improve the experience of JMU students finding new establishments in Harrisonburg for their favorite activities?

Research Questions

- 1 How often do you go off campus for activities (eating, walking, shopping, etc)?
- 2 What hobby is your favorite?
- 3 What hobby do you wish you knew more about in Harrisonburg?
- 4 How important is pricing when selecting a hobby?
- 5 How important is parking when selecting a hobby?
- 6 If there were an app that could list establishments to go for any of the above hobbies, would you want it to provide navigation?
- 7 What are the three most important pieces of information to know about establishments?
- 8 If there were an app that could list places to go, would you want it to allow collaborative lists of establishments for you and others to "like" for future outings?
- 9 How do you primarily get around the city?



02

Interview Summary

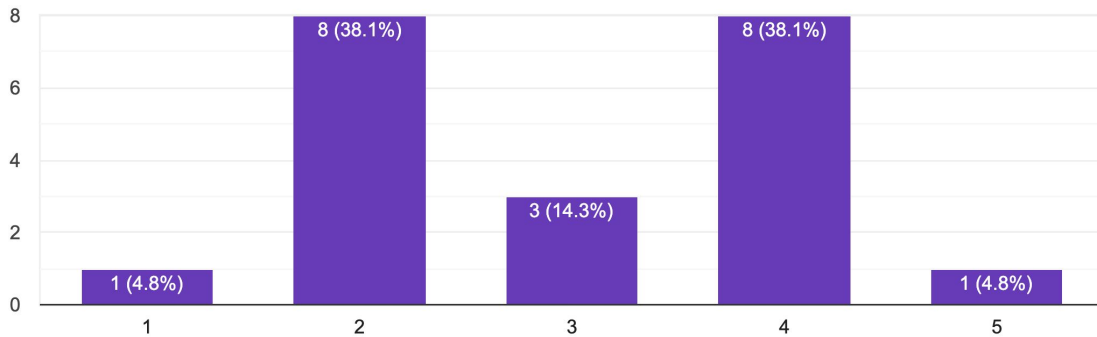


Analyzes data from interviews

Basic Logistical Questions

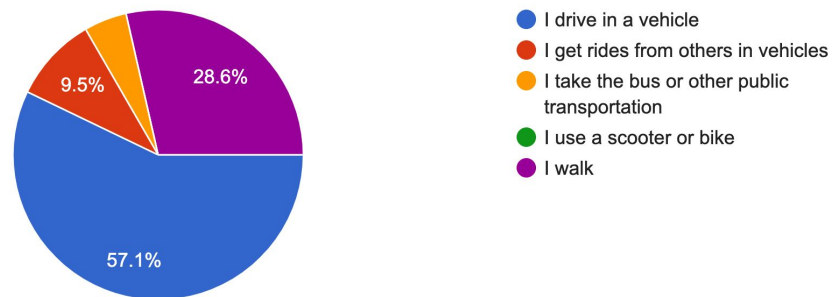
How often do you go off campus for activities (eating, walking, shopping, etc)?

21 responses



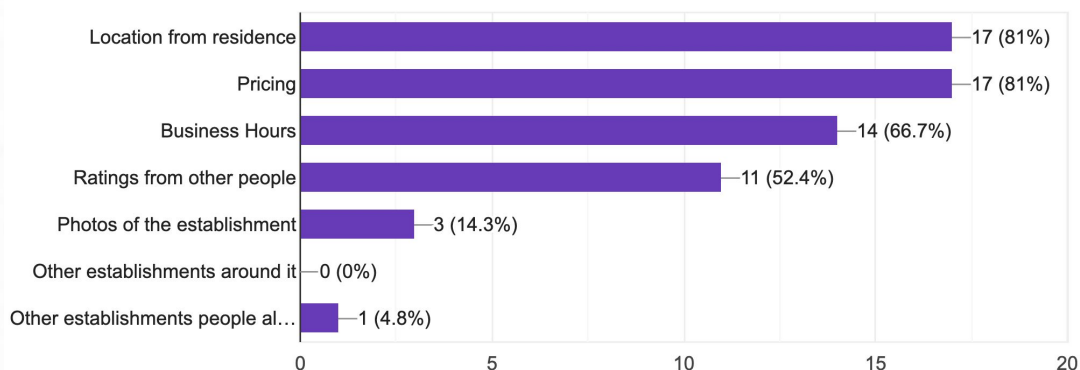
How do you primarily get around the city?

21 responses



What are the three most important pieces of information to know about establishments for the above hobbies?

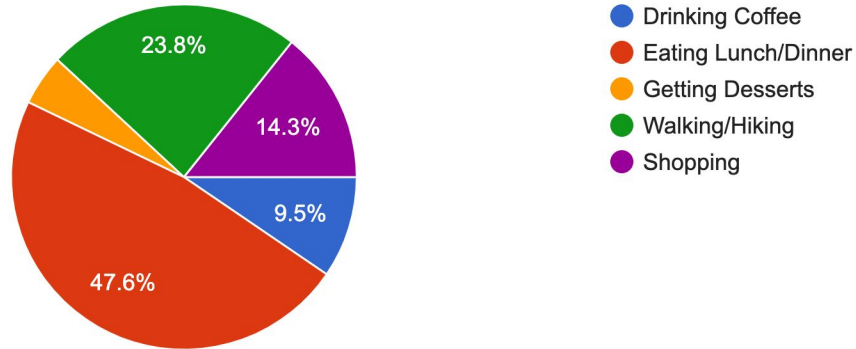
21 responses



Kinds of Hobbies

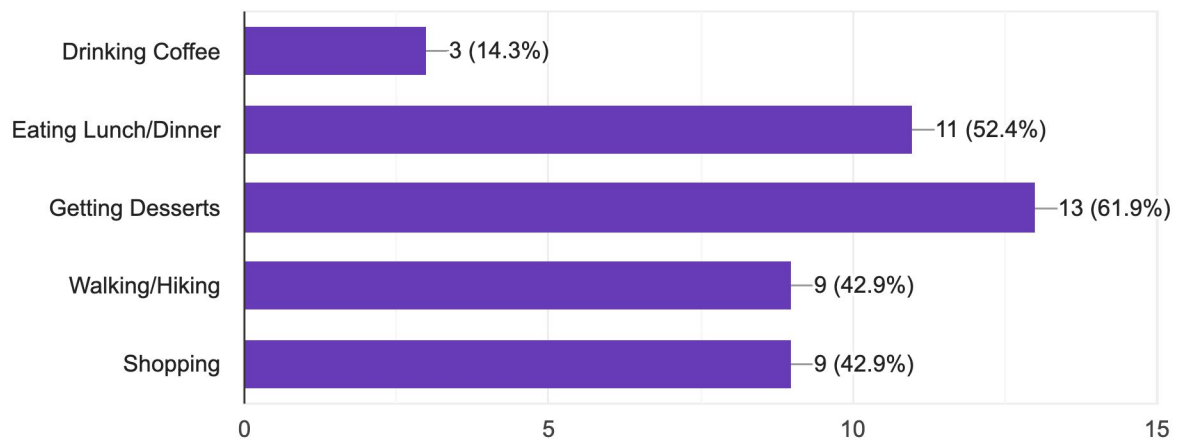
Which hobby is your favorite?

21 responses



Which hobby do you wish you knew more about in Harrisonburg?

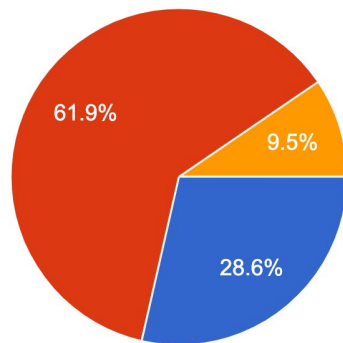
21 responses



App Design

If there were an app that could list establishments to go for any of the above hobbies, would you want it to provide navigation?

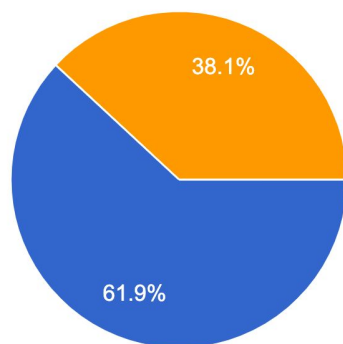
21 responses



- Yes. I shouldn't have to use another app to get directions.
- No. As long as it says the address, I can copy it in another app like Google or Apple Maps.
- No. I can look up the name of the establishment in another app and it will tell me the location.

If there were an app that could list places to go for any of the above hobbies, would you want it to allow collaborative lists of establishments for you and others to "like" for future outings?

21 responses



- Yes
- No
- Maybe

Interview Synopsis

When conducting my interviews, I wanted to be sure to gather information from all four grade levels for a more accurate view of how JMU students think. Based on these results, it is clear most students have access to a car for transportation. They also stated their favorite hobby was eating out, but I was surprised to see that more wanted more information about dessert venues rather than generic restaurants. From the survey, I have changed my original question to focus specifically on dining establishments because the majority said this was their favorite activity and what they wish to know more about. I included the question about a collaborative list because I made a hypothesis that most students are eating out with others and having this feature could set the app apart from other restaurant-finding apps. Not a single interviewee disliked the idea, though some responded they *may* like this feature. I also wanted to know how important providing navigation was to seemingly tech-savvy college students. They answered that the app needs to provide them an address, but not actual directions, for they can copy the address into another app of choice. Overall, it seems like most of the students I interviewed value location and pricing of establishments as a high priority. This makes sense when you consider the busy schedules of students, limitations to disposable income, and transportation logistics.



03

Personas



**Fictional representations of
patterns in interview
responses**

Jason Burns



Age: 18

Year: Freshman

Major: Business

Jason is excited to begin his journey as a freshman on campus. He got really close with his hallmates and they enjoy hanging out around campus and wish to rush a social fraternity. Jason does not have a car and has to walk around campus or take the bus. He does not know much about Harrisonburg itself but is interested in exploring places to eat.

Goals

Join a frat, make new friends, have fun memories

Relationship Status

Single

Needs

Finding new restaurants in Hburg to visit with friends

Frustrations

Having to walk everywhere and not eating off campus very often

Claire Laney



Age: 20

Year: Junior

Major: Education

Goals

Find her life-long besties, be a teacher that inspires her students

Relationship Status

Single

Needs

Destress, find places she didn't know about

Frustrations

Being afraid to try new places, trying to plan outings around all her roomates

Claire loves the education program at JMU. She started practicum this semester and is thrilled to meet her new kindergarteners. She is bestfriends with her roommates and they live in an off-campus apartment. She's familiar with some restaurants in town, but only goes to places she knows she likes. It is hard to plan events with her friends because everyone has such a busy schedule. Claire has quite the sweet tooth and is curious for places to get a good dessert.

Emma Roscoe



Age: 21

Year: Senior

Major: Nursing

Goals

Get engaged with her boyfriend Eric, save lives as a nurse

Relationship Status

Dating

Needs

Places for cute date nights without being too expensive

Frustrations


Already visiting the places she can think of, having a really busy schedule

Emma has two main priorities in her life: nursing and her boyfriend, Eric. She's inundated with assignments and working at the nearby hospitals. She barely has time to sleep let alone research new restaurants. She has been dating Eric for 2 years and sees a loving future with him. She's on a tight budget but is desperate to find fun, new locations for a pic-worthy date night. She's been at JMU for four years now and feels like she's already been everywhere exciting.



04

Hypothesis for Solution



**Opinion as to why the app will
be successful**

Benefits of the App

Providing an app made for JMU students to explore dining around the city will promote the exploration and enjoyment of establishments in Harrisonburg. Many students are familiar with and enjoy dining out for lunch and dinner. Even so, many are curious as to what options are available for satisfying their sweet tooth. Getting students more involved in the community will help many small businesses grow due to increased revenue. After using the app, people living on campus will be more inclined to leave campus in their off time and try out dining places they may not have before.

05

Design Requirements

Specifications that the
solution must meet to satisfy
user needs

Major Requests

Based on the surveys, most people valued pricing, location, and business hours to be the most important things to know about an establishment. They also stated parking was a concern to some degree. The students are able to use alternative apps for exact directions provided our app supply the address of the business. While some respondents were unsure about the collaborative feature, most were supportive of the idea.


The App Should...

- 1 Provide users information about the pricing of the establishment.
- 2 Provide users with an address of the establishment.
- 3 Provide users with the hours of operation for the establishment.
- 4 Allow users to create a collaborative list for developing group outings.
- 5 Allow users to search for general restaurants and specific dessert options.
- 6 Allow users to search for establishments using distance from their current location.

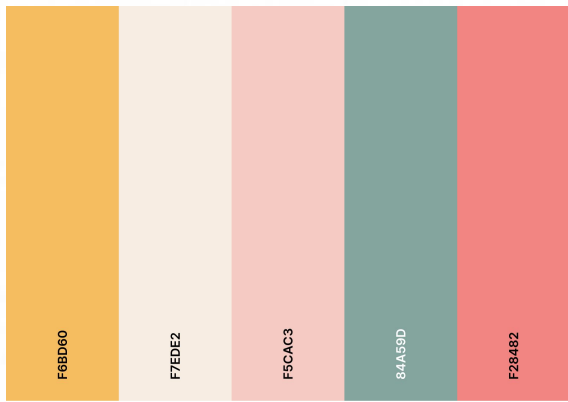


06

Design Inspiration



**Potential aesthetics to
compliment the visual aspect
of the solution**



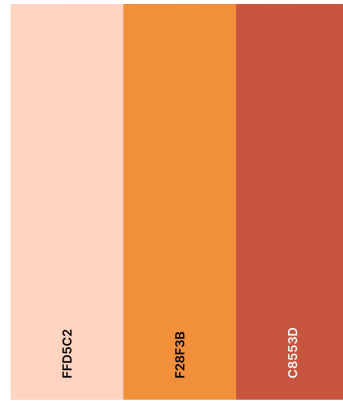
203 Op1

COOLORS



203 Op2

FFFFFF



COOLORS

Titles and Headings: Fredoka One

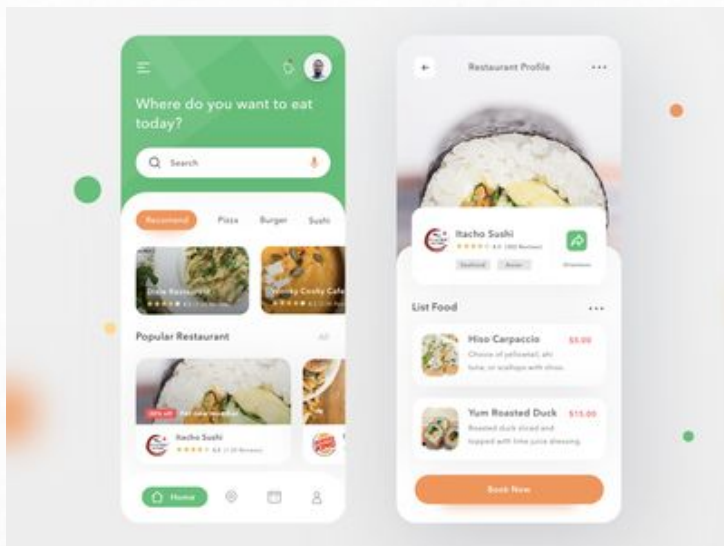
Body: Lato

Body: Roboto

Titles and Headings: Abril Fatface

Body: Raleway

Body: Open Sans



Competitor Designs provided by Sulton Handaya for Pixelz Studio on dribbble.com