IT-University of Copenhagen

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Development Of App To The Restaurant Business

Abstract

This project researches whether Machine Learning (ML) and Social Media can help improve the experience for a customer who dines at restaurants. Previous studies have shown that restaurants should make their reservation and payment systems digital and online to increase customer service. Our project focus on the User Experience of the restaurant experience. We found out that ML and Social Media can contribute positively to the experience by focusing on the user-to-restaurant interaction rather than the user-to-user interaction. The limited user-to-user elements should focus on restaurant reviews and planning events to which ML can contribute positively, by identifying food images and connecting them to menu items on a menu card. This project discusses various ML and Social Media elements and how to utilize them, relying on data collected through questionnaires and interviews. Though marketing for businesses is not within this project's scope, the test group mentioned that they would rather receive offers and news from restaurants than reading user updates, which introduces an exciting angle to how restaurants could use the proposed system further. The business aspects still need research, exploring how restaurants can use the proposed system for marketing themselves and how beneficial ML would be for business owners.

Written by

Jacob Sonne json@itu.dk
Mathias Alexander Boye Jensen matje@itu.dk

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1 Introduction

With the rapid development of technology, new ways for conducting business and performing everyday tasks are introduced. Danmarks Statistik reports, that in 2022, 93% [1] of the Danish population has a smartphone, capable of installing applications. As such, most of the Danish population can access mobile applications instantly. A user of such a device, can interact with others, complete online purchases, or search the web with a few clicks.

1.1 Purpose of the Study

The purpose of this project is to investigate how businesses operating in the Food and Beverage industry can utilize this development in technology, to enhance the services that they offer and reach out to a wide range of potential customers. Studies show that businesses operating in the Food and Beverage industry should make their reservation system online, along with offering payment from an electronic device, improving the service to customers by decreasing the order times and reducing the occurrence of booking errors [2]. This project further explores the possibility of promoting going out instead of staying online, by delivering a booking experience that starts before searching for a place to eat out. We will develop an iOS/Android application focusing on respecting the GDPR and integrating social elements from social networks such as Facebook. Furthermore, we will explore how Social Media elements and Machine Learning can contribute to the overall User Experience of the application and how users would like it to play a role. The project also seeks to enhance the general user's experience, when wanting to reserve a table, at a given business in the previously mentioned industry. More precisely, it shall be possible to find a restaurant, see its menu, and reserve a table. For the dine-in experience, it shall be possible to see the description of a meal and order it through the application. The focus will therefore be on the customer's experience, as systems such as DinnerBooking [3] already exist that offer restaurant owners a booking platform.

1.2 Project Objectives

This project aims to research how mainly Social Media and Machine Learning can help to improve the booking- and dine-in experience. The secondary goal is to develop an application where users of the app can find a place to eat, reserve a table, and order and pay for meals inside of the app, to ease the management of ordering for a large group of people and to split the bill between the group.

1.3 Success Criteria

The success criteria that we will use to evaluate this bachelor's thesis are how well the front end has been implemented, the user's experience, and in what aspects Machine Learning and Social Media can contribute to that experience.

2 Literature Review

Our study proposes, that elements of Social Media, the integration of existing ones, and the implementation of Machine Learning (ML) and Image Classification, can help enhance the booking experience when reserving a table at a company in the Food and Beverage industry. Machine Learning, as defined in the study by Chang et al. [4], is a sub-category of Artificial Intelligence (AI) that can perform decision-making independently based on a given data set. Image Classification is further a type of ML, where the ML trained model identifies images from a collection.

Setiawan et al. [5] researched how reservations, based on an Android app with the integration of Firebase, could minimize the buildup of orders along with minimizing order errors. They concluded that a restaurant's service could increase using such an application, as both order times and booking errors would decrease. Similarly, Kurniawan and Abdul [2] conducted research focused on the effectiveness of ordering food from an Android application. The result indicated that customers preferred using an app to see and order meals rather than having a waiter manually take the order [2]. Both studies agree that introducing a mobile application for reservations and orders will improve the performance and quality of the service the restaurant staff delivers.

Chang et al. [4] researched incorporating Machine Learning, in particular Image Classification, in an E-Commerce application. Though the available data sets were insufficient in terms of the size and quality of individual images, the final product reached its goals. It succeeded in providing the basic functionality of the requirements of the app. The research is valuable, as the study shows, that Machine Learning has a use in helping users of an app by identifying what the image is showing. Our study proposes, that by implementing the pre-trained ML models provided by Google's Firebase, ML can contribute positively to an app designed for the Food and Beverage industry. The study conducted by Burada et al. [6] demonstrated that the Firebase ML kit could help extract information from an image.

Guaraná, a mobile app development agency [7], states multiple reasons why integrating Social Media in an app is essential. SHIFT, a performance communication agency [8], also agrees with several points. Lastly, Harnil Oza at CustomerThink [9] states the same.

3 Methodology

We set out to develop a Minimal Viable Product (MVP), which is a product that, in our case, has enough features to validate a product idea early in the product development cycle. We did this using an agile approach, testing each feature and screen through widget- and integration tests until ready for implementation. The app uses the Flutter framework and Google's Developer Platform for the backend and Machine Learning models. We chose the Flutter framework as the framework is excellent for developing an MVP and is the framework we as developers have the most experience with in developing mobile applications. Furthermore, this thesis studies uses both the Database and the Machine Learning models provided by Firebase.

3.1 User Test

The user test aims to identify how users feel about the app, what functionalities they like and what they feel can improve the User Experience even further. The user test is also used to understand, what elements of Social Media the users would like to see and how Machine Learning can contribute to enhancing the experience even further.

3.2 Test Group

We invited 10 people to participate in the evaluation of our MVP where seven of them were female, three of them were male. Eight of them were between 20-26, where the two oldest were between 50-60. They all had prior experience with using smartphones and apps.

3.3 Use Cases

The test group had to complete five use cases, which we had designed such that they would try the features, that we wanted to gather information about. The use cases were also designed to gain insight into how they experienced the User Interface- and Experience. The use cases we asked them to complete were: to create a user and edit their details (name, phone number, and profile text); create a post on the social wall; find and book a venue; check in at a restaurant; add meals, and get the total of the order.

3.4 Data Collection

We collected data from our participants (test group) through questionnaires, where we wanted to get an impression of how frequently the test subjects eats out and how they reserve restaurant tables. After the user test of the MVP, we conducted interviews to collect qualitative data. We asked them regarding how easy it was to complete the use cases and navigate the app, if they would use such an app, and what features they liked and disliked. Furthermore, we also asked what features they deemed as necessary and unnecessary, without leading them to answer questions directly related to the Social Media elements.

3.5 Data Analysis

The qualitative and quantitative data we collected, was used in combination to evaluate if the users' answers in the interview were surprising compared to their answers in the questionnaire. The data collected is the foundation in the sections Result and Discussion, where we further used it to evaluate our hypothesis and how Machine Learning and Social Media elements can be used to improve the User Experience.

3.6 Research Questions and Hypothesis

The project is trying to answer the question, of how Machine Learning and Social Media can help to improve the restaurant experience, both before, during, and after the visit, by enhancing the User Experience. Therefore, we hypothesize that the correct elements of Machine Learning and Social Media can help to improve the overall User Experience - both digitally, and at the premises.

4 Development of Nightify

The name 'Nightify' was chosen for its ability to capture the feeling of the city at night. The city light and the energy of the nightlife is both mysterious and enchanting. The name tries to encapsulate these emotions, where Nightify is all about making the late night experience more enjoyable and convenient, without the hassle of waiting in line or trying to find a set. But rather to just be in the moment. When promoting the app, we want people to immediately realise that the app is related to nightlife, and we believe the name 'Nightify' does just that. It is also inviting, making people curious to learn more about what the app has to offer.

We developed Nightify through different steps, where we first surveyed the market. This showed that similar systems already exist. The process of mapping the differences between the existing and proposed systems began. The current and proposed systems mainly distinguish themselves in this thesis's main research area, social media, and Machine Learning, as seen in the competitor analysis of DinnerBooking (See Appendix E).

In addition to similar features, such as booking, reviewing restaurants, and marking favorites, we proposed that menus could rely on user-uploaded content in the form of images for specific dishes. Furthermore, ordering food directly through the app, where each guest has a bill, should be possible. Lastly, events should be able to be hosted, both public and private events, by individuals or restaurants.

4.1 Sketching and Mockup

Based on the comprehensive list of features (See Appendix D), we developed a low detailed sketch to show the application's design. The iteration over the sketching process resulted in a final sketch, as shown in Figure 1.

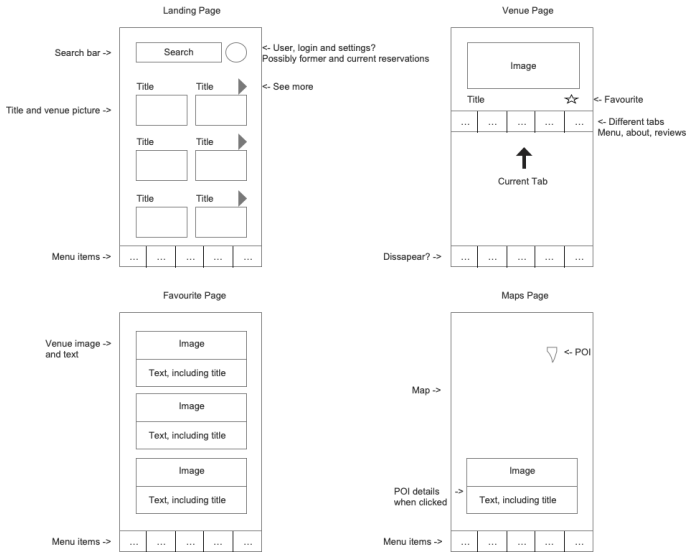

Figure 1: Final sketch remade in Axure. See Appendix B for original.

We created a mockup later on as seen in Figure 2, to visualize the User Interface- and Experience better, where we used it as the foundation for implementing the app.

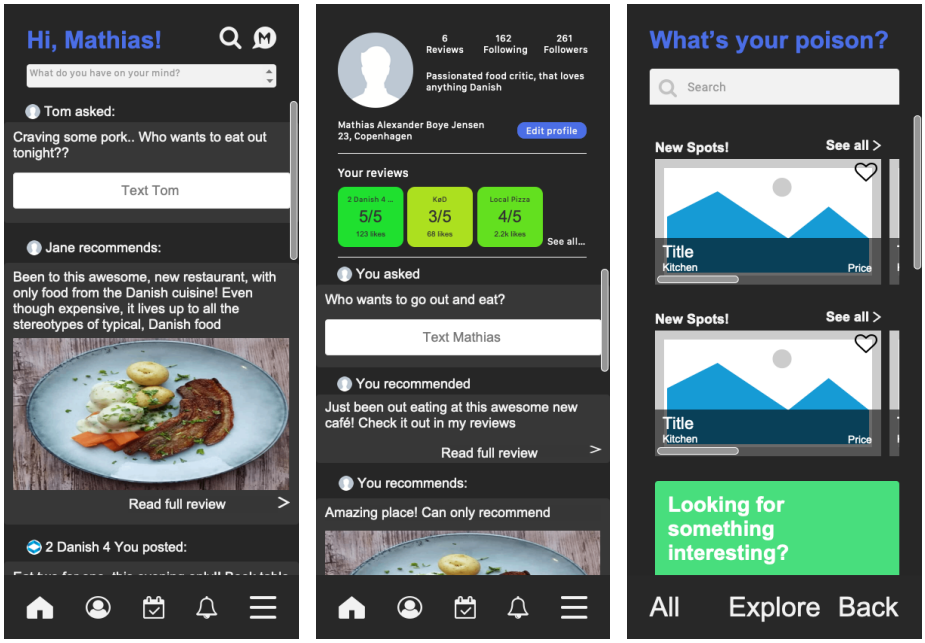

Figure 2: These are examples of the different screens in the application. a) Home Screen, b) Profile Screen, and c) Venue List

4.2 Minimal Viable Product

The Minimal Viable Product relies on Google's Developer Platform, Firebase, where the application uses several products.

- Cloud Firestore stores information about the users and restaurants using the application.
- Firebase ML Kit for the pre-trained model to analyze what an image contains.
- Authentication lets users sign up and in through mail or Facebook.
- Storage stores uploaded images of dishes and the user's profile pictures.
- Hosting distributes the app efficiently as a web app instead of releasing it to various app stores.

We chose the features and functionality to implement based on how well they aligned with our main hypothesis — that Social Media and Machine Learning can help to improve the User Experience.

The app has a wall where users can communicate with others via text messages. A function to upload a picture analyzes the image with the help of Firebase ML Kit to see if the image contains food. Furthermore, a user can find and reserve a restaurant and have a screen where they can order from the menu.

Figure 3 shows the application's screen and how they communicate with each other.

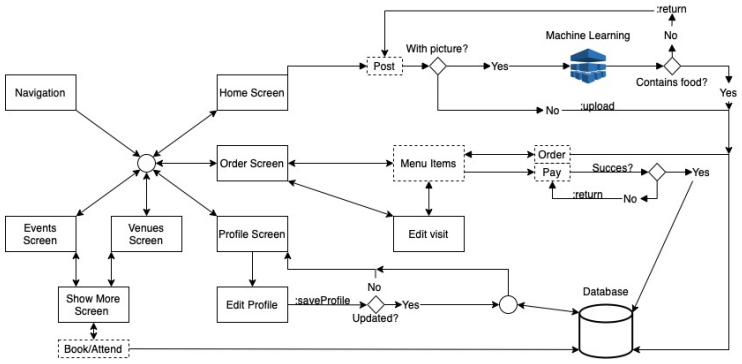

Figure 3: Diagram of the different screens and how they communicate

4.3 GDPR

Any company operating in the EU requires a GDPR policy to operate, that documents how a user's data is stored, used, and shared. We wrote a GDPR policy from the template provided by gdpr.dk (see Appendix C). The policy tells the app users their rights, how long the data is stored, and how to request a delete. Currently, the user can delete the data, from a button inside the Profile Screen. Firebase provides two tools, that can automate and enforce the policy automatically. Extensions deletes all user data associated with their user ID, and Cloud Function can automatically detect and delete users that have been inactive for a year to comply with our GDPR policy.

5 Result

5.1 The User Interface and Experience

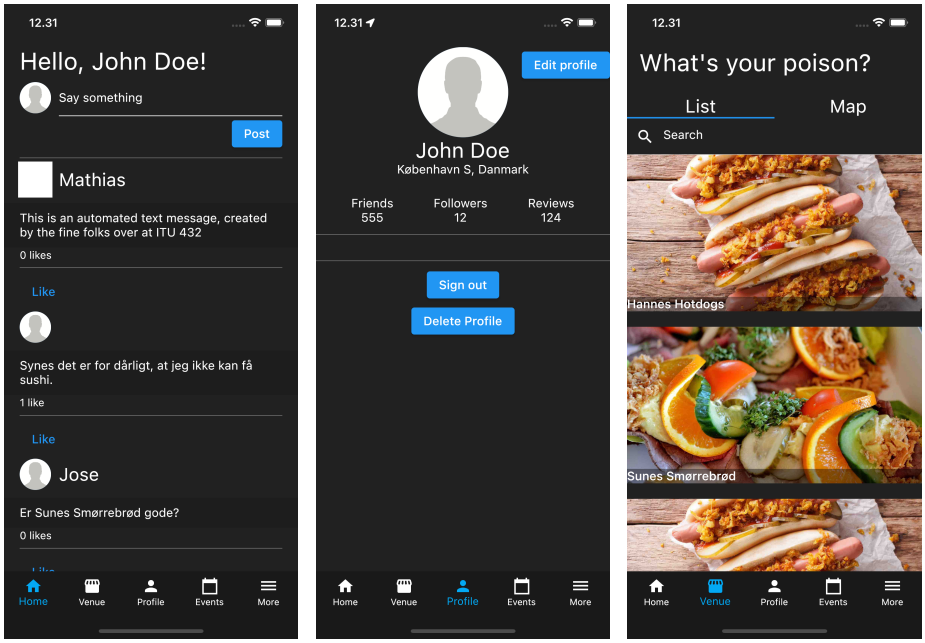

Figure 4: The screens from Figure 3 as seen in the MVP

The user tests indicated that the implementation of the front end as seen in Figure 4 was generally easy to navigate, substantiating the criteria of a well-designed User Experience, despite some parts not being well-designed. We identified the parts through the use cases provided to the test group, where they highlighted that the 'Check In'-button, the 'More'-tab, and the 'Home'-tab were not intuitively named and/or placed. Specifically, the placement of the 'Check In'-function under the 'More'-tab and the naming of the 'Home'-tab were confusing. The 'More'-tab can be seen in Appendix S.

Generally, the desire for a booking app is present, and the test group could see themselves using the app for booking, with the User Experience presented in the MVP. One mentioned that they would need to be comfortable with it first, ensuring that the app works as intended. Until then, they would still prefer to call and make reservations.

The main findings of the interview about the User Experience and the app were, that it would be easier and quicker to make bookings, provide a homogeneous booking experience, help people with social anxiety eat out more often and make the dining- and paying experience easier by providing a solution, that requires no human interaction with the possibility of errors and splitting the bill between larger groups with ease.

5.2 Social Media and How it can Contribute

The test group questioned if it was necessary to have a feature like the Social Media element in the MVP. One stated that "it seems too much of a social media" (See Appendix N), while another stated that "communication in an app like this is not necessary" (See Appendix Q). However, the same people also told us that the feature should include more functionality, such as being able to add comments and share images. The Social Media aspect should concentrate more on user-to-business interaction, not user-to-user interaction.

The test group would much rather have the opportunity to receive offers, news, and events hosted at an establishment than interact on a more Facebook-style page. Combining it with reviews, sharing pictures and events, and being able to rate/discuss restaurants with the inclusion of the restaurant showed highly sought functionality that the test group agreed on. Furthermore, a way to plan and invite to events would significantly contribute positively to the planning experience.

5.3 Machine Learning and How it can Contribute

We included Google's Firebase ML Kit in the MVP to see how their pre-trained models could provide value to the User Experience. Google's expertise in Machine Learning can be implemented no matter how knowledgeable the developer is about Machine Learning, as there is no need to have knowledge about Neural Networks or Model Optimization [10]. To test how well the models perform, we took the pre-trained classification model Image Labelling and applied it to a use case, where a user upload a picture of a food dish.

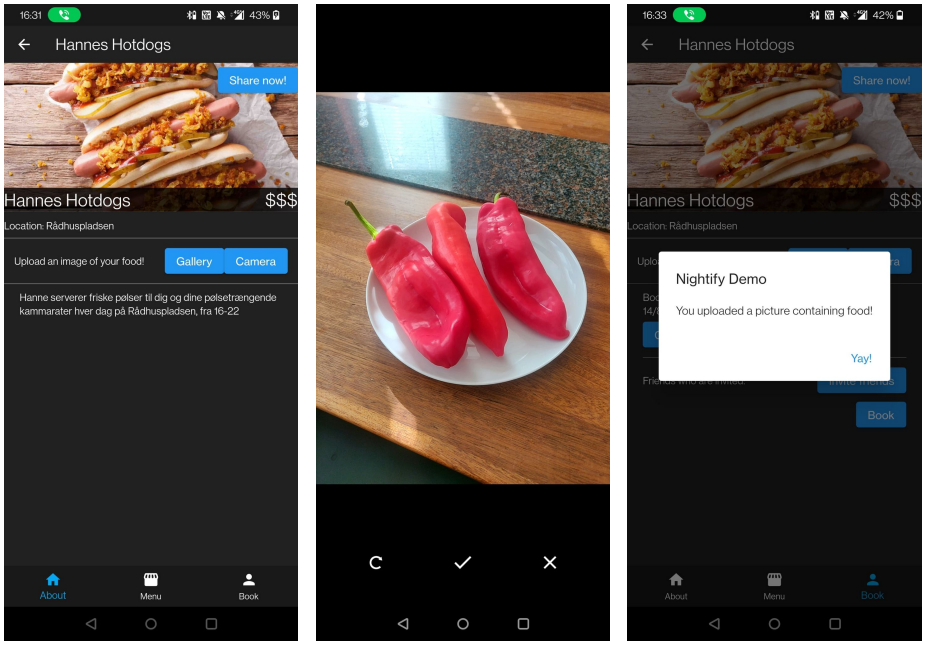

Figure 5: The ML model successfully identifies food

As seen in Figure 5, the ML Model successfully identified whether a dish contains food or not, providing various relevant labels about the dish. It successfully identified dishes to be of particular kitchens from user-uploaded pictures. This allows the customer to share a picture and connect it to a specific dish of a restaurant if it matches the labels the last dish had been matched with. It further helps to keep any non-food images off the app, contributing to making the Social Media experience even more pleasant as well, as only food-related pictures can be uploaded as we aim for. During the interviews, a user said that "it's hard to be inspired when ordering take away. Something is missing to be inspired. For example pictures or posts made by restaurants" (See Appendix K), substantiating the claim that people want to see pictures of food, that inspires them.

By considering the success of our experiment with the pre-trained model, Google's ML Kit proves useful in applying the provided models in real-life scenarios such as providing an automatic screening of images and the possibility to identify the similarity of two images. Therefore, other pre-trained models the kit provides can be taken into consideration to which ones can provide value. This will be discussed further in Section 6.3.

6 Discussion

6.1 The User Interface and Experience

The produced MVP was lacking in terms of the functionality we intended to implement. However, the look and feel of the app were kept intact, and the general user experience would be similar to the one we provided in the MVP. Therefore, we decided not to inform the test group about how to use the app, which one of the features we had partially implemented, and what we planned to implement. It gave us insight into what to prioritize and focus on if development had to continue. However, it also resulted in a wrong interpretation for the individual user, as they did not understand the purpose of some features mentioned in Section 5.2, which will be further discussed in Section 6.2.

Furthermore, had we iterated the development and test process, instead of only the development process, we could have implemented our findings from the user tests and tested again, to see if the app had become more intuitive or if other users would find it more confusing.

6.2 Social Media and How it can Contribute

The Social Media elements we had implemented and planned, the test group discouraged us from implementing. This could have resulted from the misinterpretation, as mentioned in Section 6.1, as it seemed the test group had expected a finished product; even as we stated, this was for testing specific app features. To support this claim, the test group proposed functionality we planned to implement, such as posting pictures on the social wall and commenting on posts (See appendix G for a recap of the interviews). Therefore, we still believe that the option to communicate with other users is relevant, considering the interview answers. Even if the test group did not endorse the current implementation, they provided valuable insight into what elements they would like to see and what to focus on. This included exciting marketing aspects, where working with restaurant owners could provide even more beneficial information. We mentioned some features in Section 5.2, such as receiving offers and news from restaurants. This will allow the restaurants to target their desired target group even better, as the app users are already interested in going out (See G for statistics from the questionnaire), along with being able to collect more data about a user's dining habits or preferences – something which advertisement platforms such as Facebook or Google do offer to some extent, but not as niche or targeted as users wanting to receive this type of advertisement. The test group also discussed the possibility of hosting events and inviting friends, which we considered implementing (See Appendix O and P).

Before development, we explored how we could integrate Facebook's Event API into the app. Unfortunately, Facebook closed the API for new applications due to Covid-19. In addition, it would also have required a company to apply for access. However, it would be interesting to investigate if a feature like the one Facebook Event provides, can offer any benefits and extra value if the feature is explicitly developed to encourage people to go out and eat. Aspects that Facebook Event does not cover, for example, are the possibility to see an establishment's menu directly from the event and not giving the restaurant the possibility of viewing and accommodating customer requests or preferences. Through an app where users register their preferences, allergens, and/or eating habits, this information could be relayed to the restaurant, when a user shows interest in the event or register themselves as participants.

6.3 Machine Learning and How it can Contribute

The argument for using Machine Learning in an app like Nightify, is built on previous work and extended with our research on what specific usage Machine Learning can have. The result shows that Machine Learning opens up the possibilities that can make it easier for restaurant owners to manage their menus and give the owner the possibility to provide a better service for their customers, in combination with the Social Media elements mentioned in Section 5.2 and 6.2. The pre-trained Machine Learning model that we used can help to classify menu items and censor unwanted images on menu items. This opens the possibility of using user-uploaded content to associate it with a dish, even if it is not directly uploaded to the restaurant. The reason is that the pre-trained model we use labels the food. If a user uploads an image to their social wall, stating the restaurant they have been to, or in a restaurant review, the labels can be used to connect same-looking images to a dish on the menu. This would have to be tested in cooperation with a restaurant and a more extensive test group to determine the reliability better.

Firebase ML Kit also offers other pre-trained models that can help the restaurant provides a higher level of customer service, such as automatic translation of menu cards. By utilizing the model and offering the service, the restaurant can instantly have its menu cards translated into various languages to accommodate as many visitors as possible. In combination with the option to order in-app, a visitor and a waiter would not have to understand each other for it to work – the waiter will have the dishes ordered in their preferred language. As mentioned in Sections 5.2, and 6.2, the test group prioritized communication with the restaurant over user interaction. The app can utilize the 'Smart Reply'-model offered by the ML Kit to answer common requests, such that the restaurant does not become overflown with questions and remove focus from their core business. In such a scenario, the customer should be able to request to talk with a real person if necessary. However, for inquisitions about the restaurant's capacity, special needs, or other information that the app can relay to the restaurant without requiring an employee to be present in the conversation, the model can help improve customer service and user-to-restaurant interaction with little extra effort from the restaurant's part.

7 Conclusion

We set out to research how Machine Learning and Social Media can enhance the User Experience before, during, and after visiting a restaurant. Precisely, we wanted to test our hypothesis that the correct elements of Machine Learning and Social Media can help to improve the overall User Experience. Our research indicates that most people desire an app where they can reserve tables and would welcome a feature to order through the same app. We investigated how specifically Social Media could encourage the app users to go out by communicating with each other. The test group that participated in this project was uncertain about how helpful the Social Media element we implemented was for the User Experience. However, the test group voiced that they would much rather have the businesses convince them, by providing offers and news through a more user-to-businesses orientated approach and implementation of Social Media elements. Individual user interaction should be kept to a minimum, where restaurant reviews and pictures of dishes on the menu are welcome: but the test group did not want the proposed system to turn into a new Facebook.

This can open up new marketing opportunities, where businesses can target specifically the segment they want to target. Though marketing opportunities are out of scope for this project, it could prove beneficial to research this topic further.

Furthermore, the desired ability to upload pictures invites the use of Google's ML Kit, where we tested if the pre-trained model for Image Labelling could be beneficial. The pre-trained ML model proved that it could label pictures correctly and identify food images such that user-uploaded content to the app can be limited to pictures only. This allows restaurants to rely on users uploading pictures of menu items to their restaurant's menu card, giving other users an option to view pictures of the food before ordering. Considering the positive result from our testing of the ML Kit, it is possible to implement other exciting Machine Learning functionalities, such as the possibility to automatically translate a menu card into the user's desired language, while also ordering in the language from the app.

The ability to create events was proposed as well, as restaurants could also host and promote events at their premises such as concerts, theme nights, or similar. The ability to create events was discussed with the implementation of Facebook Events API before developing the MVP. However, Facebook had closed for new applicants to the API, and it would require a company to apply as well. Therefore, it was discussed what advantages it could bring if we developed the API ourselves, and that it would be interesting to investigate.

The test group consisted of 10 people, varying in age. Because of the small test group, the sample size of the questionnaire was small and therefore no conclusions can be made from that alone. However, the focus was on using the qualitative and quantitative data collected to evaluate if users had changed their stance regarding restaurant reservations. The research might have yielded different results as well if we had iterated over the development and user testing instead of only the development.

We started out with our hypothesis, that the correct elements of Machine Learning and Social Media can help to improve the overall User Experience. Overall, we can conclude this to be true, and customers generally want a more digital solution for the restaurant experience. The aspects of Social Media should focus on the user-to-business interaction instead of our approach of user-to-user interaction. The test group could see themselves using the app instead of a restaurant's website or calling the restaurant; having a more homogeneous solution for all places along with potential Social Media benefits like reading reviews, looking at pictures of food, or large dinner parties being able to eat out together without worrying about splitting the bill. Machine Learning can also contribute positively, where it was specifically researched regarding user-uploaded pictures of dishes on a restaurant's menu. We also discovered an interesting approach that should be researched further, being that people desired more advertisement from restaurants. This can prove beneficial for restaurants who are on the platform proposed in this project.

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A GitHub

The source code for the mobile application Nightify that was developed as part of this project can be accessed at:

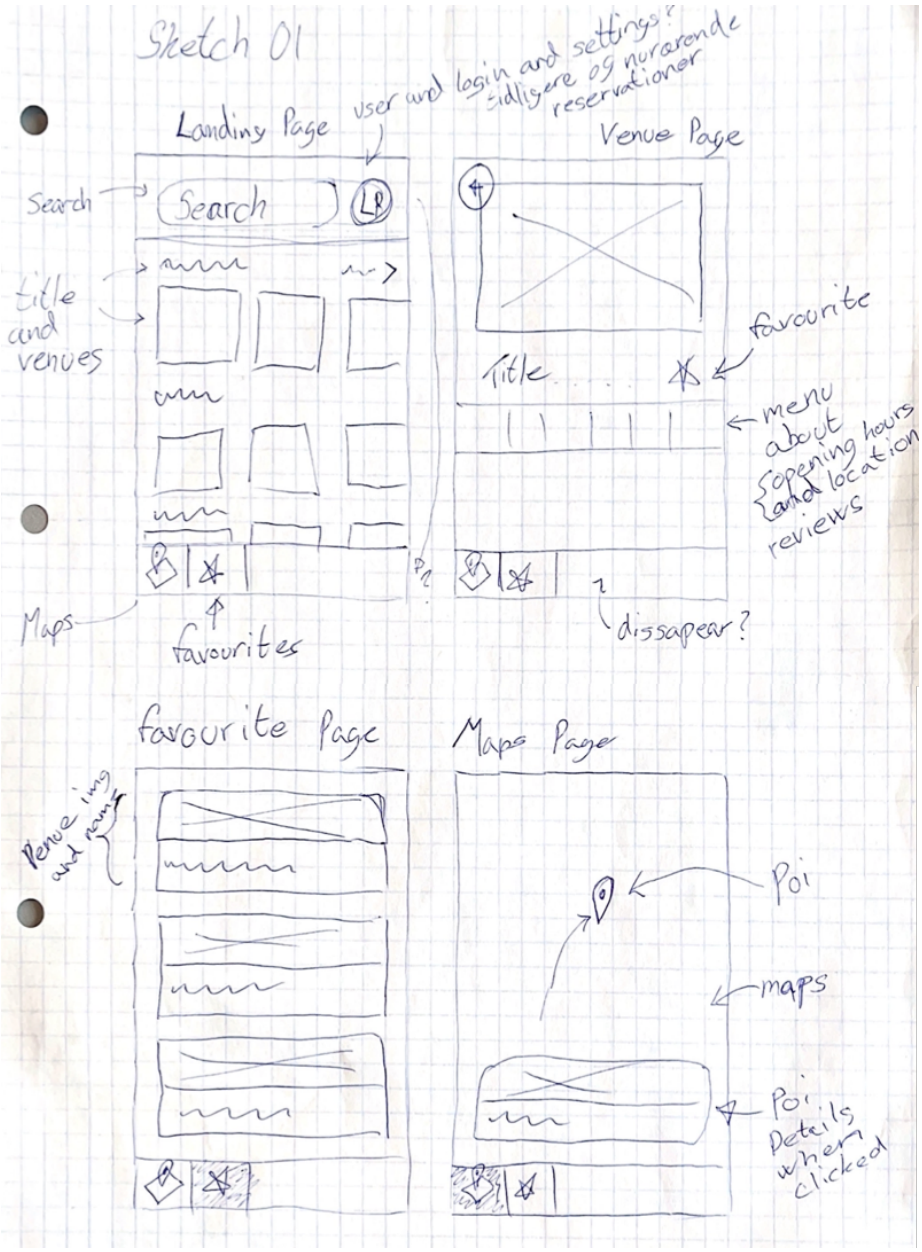
https://github.com/mathiasboye/nightify-handin

The repository only contains the source code. Therefore, the project cannot be cloned and compiled. However, the app can be viewed live on the web:

https://bachelor-nightify.web.app/

It is recommended to visit the link on mobile. If visited from a computer, please use Chrome, go to 'Inspect' and switch to mobile view. The app is not optimized to be viewed on a laptop- or desktop screen.

B Original Sketches



C GDPR

1 GDPR Privacy Policy

This GDPR Privacy Policy was created from the template provided by GDPR.dk.

1.1 Dataansvarlig

Vi er dataansvarlig for behandlingen af de personoplysninger, som vi behandler om vores kunder og samarbejdspartnere. Du finder vores kontaktoplysninger nedenfor.

[Nightify]

[Rued Langgaards Vej 7, 2300 København]

Hvis du har spørgsmål til behandlingen af dine personoplysninger, så kan du kontakte os via [Kontakt@nighty.dk].

1.2 Behandlingsaktiviteter

1.2.1 Brug af vores app

Når du opretter dig som bruger på appen Nightify opbevarer vi personlige oplysninger om navn, e-mail, profilbillede, betalingsinformationer og lignende.

Vores hjemmel til at behandle disse personoplysninger er databeskyttelsesforordningens artikel 6, stk. 1 litra f.

Vi opbevarer dine oplyste brugerinformationer i op til 1 år uden brugeraktivitet. Ønsker du dine oplysninger fjernet før kan du anmode om at få din konto slettet.

1.2.2 Kommunikation med potentielle kunder

Når du har spørgsmål til vores app, eller ønsker at høre mere om vores services, så kan du kontakte os via:

Kontaktformular
Email
Telefon

Herigennem vil vi behandle dine personoplysninger, så vi kan indgå i en dialog med dig fx svare på spørgsmål om vores ydelser. Vi behandler kun den information, som du giver os i forbindelse med vores kommunikation.

Vi vil typisk behandle følgende almindelige oplysninger: navn, email, telefonnummer. Vores hjemmel til at behandle disse personoplysninger er databeskyttelsesforordningens artikel 6, stk. 1 litra f.

D The App and Features

Appen har til formål at skabe mulighed for både mindre og større grupper, at planlægge arrangementer ude i nattelivet - om det er for aftensmad, drinks eller noget helt tredje. Hovedmålet er, at pleje nuværende relationerne samt at skabe nye, ved at kunne udforske planlagte arrangementer rundt i byen, men også planlægge sine egne og samtidig fjerne komplikationer, såsom at beslutte sig i fællesskab om en restaurant, se menukortet og evt bestille på forhånd, samt at fjerne udfordringen med at splitte regningen.

Appen vil inkludere muligheden for brugeren, at:

- Planlægge arrangement
- Finde lokation til ens specifikke behov
- Booke bord
- Optjene loyalitetspoint
- Se menukortet og eventuelle billeder
- Læse og skrive anmeldelser af stedet
- Kun bekymre sig om at møde op, bestille og gå igen når man er færdig

Gæsterne kan enten bestille igennem appen eller hos tjeneren, men alt betalingen vil også blive gennemført via den integreret betalingsløsning.

Virksomheden vil have mulighed for, at:

- Tiltrække flere gæster, ved at gøre spisning ude nemmere
- Have en komplet løsning til både betaling, booking og kundeloyalitetsprogram
- Planlægge arrangementer, såsom fælles spisninger og live musik
- Få en større tilstedeværelse på de sociale medier
- Vise gæster hvad stedet kan tilbyde

E Competition Analysis: DinnerBooking

DinnerBooking is a platform that strives to create the best possible bookings solution for restaurants and their guests. They have more than 18 years of experience, with over 1400 restaurants, in 13 countries and over 25 million bookings per year. They have different plans, each with a different set of functionality and features.
The features includes:

- Seating plans
- Time plan to optimize guest flow
- Guest database and information
- Prepayment from guests
- Event with ticket sales
- Text messages
- Online waiting list

For guests, the features are plenty:

- Number of guests, the venue should accommodate
- Choose specific day and time
- Reviews of restaurants
- Filtered searching: price, kitchen type, accept gift cards and have feedback.
- Favourites
- Integrated Maps to see nearby restaurants.
- App for iOS and Android
- Web-based booking system

Where our app will differentiate:

- Social media
    - Feed with updates from friends and followers, sharing reviews about places they've been
    - Guests can plan personal events
        - In collaboration with the venue
        - With friends only
    - Venues have the possibility of targeting people with interest in going out
- Online menu
    - The venue is not limited to only event tickets, or predefined menus
    - The option to add descriptions and pictures of the food and drinks
- Guests will easily be able to share their profile with the restaurant, making it easier for the guest and venue to take the needs of the guest into consideration.
    - Automatically alert restaurants of customer allergies and special needs.
    - Remove the options on the menu, where the guest have allergies
- Easy splitting of the bill
    - Each guest have a bill
        - The waiter can add if desired
        - The guest can order from the app
    - The bill will be handled through the app
        - The guest can leave when they desire
        - Tips can be added later
- Better UI.

F Survey and interview

The purpose of the test is to identify use cases, bugs in the app (red screens with text, places it says ‘null’), features that can be implemented, and redundant features currently implemented.

As a developer, you often find yourself in a situation of wanting to implement everything, even features that might be unnecessary, or have implemented something that only makes sense to you. We need your help to identify this. As such, a few use cases have been specified, where you will try to complete them without our help.

When you are completing the use cases, think of these questions:

- Is there something that doesn’t make sense?
- Do you feel something is missing?
- Do you understand the idea of the app?
- Do you see yourself using such an app?

Pre-questions:

- How old are you?
- How often do you eat out?
- How do you currently book reservations?
    - What do you like/dislike about the current systems?

Use cases:

- Create a user and edit your details (name, phone number and profile text)
- Create a post on the social wall
- Find and book a venue (You must get a pop up!)
- Check in at a restaurant (A restaurant has already been chosen for you)
  Add meals (You must get a pop up!) and get the total of the order (by clicking order)

Bug reporting:

Pre-questions:

- How old are you?
- How often do you eat out?
- How do you currently book reservations?
    - What do you like/dislike about the current systems?

Post-questions:

- How easy was it to complete the use cases?
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
- Do you feel an app such as this one is needed?
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
- Any features you would like in an app such as this one?
- Any current features you see as unnecessary in an app such as this one?

G Interview Overview

Respondents:
10 people

- 8 between 20-26
- 2 between 50-60

50% eat out every second week
20% eat out once a month
30% eat out less than once a month

80% do not make a reservation
20% do

60% do it through website
40% calls the venue

How easy was it to complete the use cases?

- Most responses said it was easy to complete.

Things that had been noticed:

- Check in at restaurants was difficult to find
- It was intuitive what to do
- The last use case was a bit confusing, as not enough feedback was given if something had been added to the order and/or if the order had been confirmed.
- Couldn't initially book venues as the screen was missing
- The use cases was easy to understand and gave a good idea of what to do
- The second use case was a bit confusing, as the description did not give indications of what to do.
- The third use case, the word 'venue' can be difficult to understand, if you're looking for a restaurant.
- It does not make sense for 'check in' to be under the 'more'-tab. As a result, the last use case was too difficult, if it had to be done like that everytime you make a booking.

How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?

- The navigation of the app was easy enough to understand, especially after having looked at it for a while. There are some suggestions and comments on how to make it even more intuitive along with easier to understand:
  - In the 'venue'-screen, make it so the first screen you see is the menu and perhabs even remove the 'about'-tab. The possibility of being about to slide through pictures in the top as well – both of the restaurant and food.
  - 'Check In' was weirdly placed in the 'more'-tab.
  - Have a screen for bookings made, where you can directly tap into the 'order'-screen.
  - People did not understand why the home-page is necessary

Do you feel an app such as this one is needed?

- The general consensus is that an app such as this one, is needed. By having an app, it will be easier and quicker to perform bookings, along with helping people with social anxiety to come out and eat. Being able to see where you can eat, and where there is space, is time saving and you won't have to find the restaurant's website or phone number first. Some in the test group mentioned, that they prefer to order with waiters, instead of an app – but also mentioned how paying through an app when done eating, would help to quickly get going again. One even mentioned they'd still prefer to call and make a reservation, such that they would be certain no mistakes would be made.

Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)

- All would use the app for the booking mostly, except one who would need to be comfortable with it first.

Any features you would like in an app such as this one?

- A lot of possible features that could be implemented was suggested.
  - A text field with specific requests when doing a reservation – for example, if a chair for a baby is needed. Could also be in terms of allergies.
    - A few other test subjects suggested, that the menu could be sorted after your allergies – this could be done with a switch, such that it was possible to see both options.
  - A review function under the restaurant, such that users of the app can rate restaurants.
  - A way to see offers or similar updates from restaurants, possibly under the 'venue'-screen
  - An overview of all the dishes you have ordered, along with a way to easily split the bill.
  - An overview of previous visited places, along with the bills.
  - Share events and restaurants with each other in the app, if a friend function is being implemented.
  - Information about the restaurant, such as opening hours.
  - Being able to say how many people are coming, if people who are not using the app are attending.
  - Private messages between the user and the restaurant, if you want to change a booking etc.
  - A way to comment on others posts.
  - A way to know that an order has been accepted.
  - Filters, so that it's not only searching.

Any current features you see as unnecessary in an app such as this one?

- People pointed out, that the app does not have that many features – however, they pointed this out as being a positive thing.
  - 'More'-screen needs to be reworked, as 'check in' does not make sense to have there. It should be closer to the actual booking.
  - The 'home'-screen does not make sense. Communication with others in an app such as this one, is not necessary in the way it is implemented right now.
    - Maybe make it into a place to make reviews; makes it easier to find reviews.
    - Make it so you can share pictures on the 'home'-screen.
    - Make it so you can add comments and ratings
    - Focus it more on restaurants and their current offers, news, etc. Espresso-house is a good example of a café-business on social media (see Instagram).

H Interview 1

Pre

- 22 years
- Every 2- 3 months
- By going in to the establishment and saying I need a table for now

Thoughts:

- Need to say beforehand how long password should be
- 'Hello, null:' ← no I can post without name
- It is too long could not see bottom menu.
- easy editing details easy posting
- 'Whats your poison" should be: > "What's your poison"
- repeating pictures: Hannes and Smisk
- when clicking book, nothing happens
- no menu
- adding to basket gives pop up
- order updates value
- We can only check in at Shish
- 1 Post

Post questions:

- How easy to complete use cases?
    - - easy, I felt like it was intuitive what to do
- How easy to navigate the app?
    - - again, easy enough
- Do you feel an app such as this is needed?
    - - not for me no, I never eat fancy enough places to need a reservation - perhaps when going clubbing
- Any features needed? - no
- Any unnecessary features?
    - - Why events? - I also dont see the ned for posting or liking - do you have friends or can everyone see everything

I Interview 2

Bug reporting:
Sign in: cannot autofill email
Venue screen flickers (turns white for a split second)
Cannot enter text on DuckDuckGo-browser and some other browser (iOS 14.6)

Post-questions:

- How easy was it to complete the use cases?
  Nemme nok, men check in på restaurant var besværligt at finde.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Som udgangspunkt nemt, men check in på restauranter ville være mere intuitivt at ligge inde under restauranten.
- Do you feel an app such as this one is needed?
  Ja, personligt booker jeg ikke borde etc, men med en app kan man organisere booking bedre, det nemmere end at ringe og hvis der eksisteret sådan en app, ville booking oplevelsen også blive bedre for folk som kunne lide af f.eks. social angst.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja
- Any features you would like in an app such as this one?
  Filtrere fremfor kun søgning, heriblandt mht allergier, køkken, lokation etc. Børnefaciliteter kunne også være en mulighed. Buffet mad. Også en toggle inden i selve order-skærmen for præferencer (laktosefri, halal, etc)
- Any current features you see as unnecessary in an app such as this one?
  Der er ikke rigtig mange features, så de features der er nu er gode som et skelet - startsiden kunne være lidt mere som instagram, hvor man kan tage billeder og poste på siden (lidt reklame for restauranter). Restauranter skulle også have mulighed for at poste, bl.a. tilbud eller nyheder. Fx espresso-house instagram.

J Interview 3

Post-questions:

- How easy was it to complete the use cases?
  Det gik nemt nok - ingen udfordringer ved at registrere, skrive eller lignende.

- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  For mig føles den meget naturlig at arbejde. Det som der skal komme ud af den, er meget godt på vej - hvilket også er super godt i forhold til det er en bachelor, så man kan få flere spørgmål og derved også besvare dem.

- Do you feel an app such as this one is needed?
  At have sådan en app her når man er udenbys, er den super fed at have. Man vil kunne finde lige præcis det man gerne vil spise, uden at kende byen. Samtidig vil man også kunne booke et bord, selvom man ikke snakker det lokale sprog. Nogle steder kan de ikke snakke andet end deres eget sprog. Så som turist kunne det være super godt, og der er kort-funktionen også genial til navigation og finde restauranter tæt på en.
  - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
    Ja, jeg synes det er meget nemmere - hader at snakke i telefon alle mulige steder, og her med app'en kan jeg bare sidde i bussen og booke i fred og ro.

- Any features you would like in an app such as this one?
  Finde restauranter baseret på lokation, både i liste og på et kort.

  Når man booker, kan ikke tilføje antal, men kun klikke en af gangen når man bestiller. Så en mulighed for at vælge flere af gangen af den samme type ret, ville være super.

  Der er ingen tid når man booker, kun datoen. Det er nødvendigt at kunne angive præcis tid, for at kunne lave en hel præcis booking.

  Kunne specificere hvad man helt præcist gerne vil have, gerne gennem filtrering eller nøgleord.

- Any current features you see as unnecessary in an app such as this one?
  Der hvor man skriver til hinanden, det forstår jeg ikke hvorfor brugere skal kunne skrive til hinanden - medmindre det er for at lave det til et socialt medie også.

K Interview 4

Post-questions:

- How easy was it to complete the use cases?
  Det var let nok at klare. Ingen vanskeligheder udover at skulle læse det en ekstra gang (engelske ord). Kunne ikke finde ud af den tredje og femte use case - kunne godt vælge dato, men blev forvirret over ikke at kunne vælge præcist tidspunkt, så klikkede aldrig book. Kom ind på menuen, men kunne ikke finde ud af at tilføje til kurv.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Appen var okay at navigere, selvom det var første gang - kræver dog stadig tilvænning, da man som ny bruger skal vænne sig til den. Det var ikke sådan så jeg tænkte "hold da kæft, det var nemt!", men kunne godt løse use casene efter at have læst et par gange og have kigget lidt rundt.
- Do you feel an app such as this one is needed?
  Ja, det er ikke nogen dum idé - rigtig mange gange tager man bare telefonen og ringer, men først skal man finde et telefonnummer og også finde restauranten, samt finde ud af hvor den ligger henne. Den er god til turister, som vil finde et sted at spise, som kan guide dem rundt i forskellige byer.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, helt sikkert. Det ville være noget jeg ville benytte mig af.
- Any features you would like in an app such as this one?
  Det der kan være svært ved at bestille takeaway er at blive inspireret til hvad man skal have at spise. Der mangler noget, som kan give inspiration til hvad man skal have at spise. For eksempel billeder eller opslag lavet af restauranter.

  Hvis man vælger og reserverer en restaurant, så skulle der komme en rutevejledning op.
- Any current features you see as unnecessary in an app such as this one?
  Nej, alt giver mening og har et formål.

L Interview 5

Post-questions:

- How easy was it to complete the use cases?
  Nemme at gennemføre, udover den sidste - den var lidt forvirrende, da der ikke var nok feedback om man faktisk havde succesfuldt tilføjet noget til kurven eller om bestillingen faktisk var gået igennem.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Når jeg lige havde kigget på det, var det nemt - som alt andet, skulle man lige orientere sig i starten, ellers var det nemt.
- Do you feel an app such as this one is needed?
  Ja, personligt hader jeg at ringe. Ventetiden med at ringe og at kunne se ledige borde er rart. Det er meget tidsbesparende.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, det ville jeg da.
- Any features you would like in an app such as this one?
  Nej, den var sat godt op og kunne det den skulle. Ligesom Just-Eat hvor man kan se, at en bestilling er modtaget og godkendt ville være godt at have. Selvom der er en menu-tab i restauranten, så ville det være rart at det blev lavet helt så man kunne se de forskellige valgmuligheder.
- Any current features you see as unnecessary in an app such as this one?
  Jeg forstod ikke helt funktionen med at kunne skrive med andre.

M Interview 6

Post-questions:

- How easy was it to complete the use cases?
  Det gik okay, havde ikke problemer med at finde ud af ting, havde kun problemer med at chekce ind og logge ind, og så kunne jeg heller ikke booke venue, men det var ikke fordi jeg ikke kunne finde ud af det, det var bare ikke muligt.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  At man laver posts i home gav ikke helt mening for mig, samt at check in var i tab for "more". Havde let ved at finde tingene, men det også en relativ simple app.

- Do you feel an app such as this one is needed?
  Ja kunne godt se det relevante i det, specielt efter corona tiden, så det kunne jeg godt finde på.

    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, det ville jeg da.
- Any features you would like in an app such as this one?
  Ikke noget jeg umiddelbart kan komme på som i ikke allerede har tænkt på.
- Any current features you see as unnecessary in an app such as this one?
  Nej ser ikke noget som er unnecessary

N Interview 7

Post-questions:

- How easy was it to complete the use cases?
  Det eneste der var, var 'Order' ikke gjorde noget når man klikkede på knappen. Alt andet var nemt at gennemføre.

- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Ja, navigation gav mening - det eneste der var, det var mht at bestille mad. Hvis det er for bookinger man har lavet, forstår jeg ikke hvorfor man skal derind for at finde det. Er det ment til walk-ins på restauranter uden bookinger, giver det fint mening. Hvis man har bestilt et bord og har en booking, så ville det give god mening at have et link inde i bookingen som så smider ind over på siden, hvor man kan bestille mad.

- Do you feel an app such as this one is needed?
  Jeg kan godt se det i forhold til booking og bestilling af bord, men jeg foretrækker at bestille mad gennem en tjener, så den funktion ville jeg ikke benytte mig lige så meget af. Måske steder hvor man er lidt ligeglad, men ikke hvis det er et pænere sted - der kan jeg godt lide interaktionen.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, det tror jeg. Normalt går man ind på hjemmesider, men der er det lidt nemmere hvis man har et samlet sted.

- Any features you would like in an app such as this one?
  Man kan ikke kommentere på hvad andre har skrevet, så man kan ikke svare på/stille spørgsmål.

  Et rating system af restauranter (anmeldelser). Det hænger også sammen med den tidligere nævnte, da restauranten skal kunne svare tilbage.

  Privatbeskeder mellem kunden og restauranten, hvis man for eksempel har lavet en booking og har ændringer, spørgsmål eller lignende.

- Any current features you see as unnecessary in an app such as this one?
  Indtil der er blevet tilføjet kommentarer og ratingsystem, så er den sociale væg ligegyldig - det virker for meget som et socialt medie.

O Interview 8

Bug reporting:
Cannot post on social wall (screen reloads) - all of a sudden it can.

Post-questions:

- How easy was it to complete the use cases?
  De var nemme at klare og nemme at forstå. God guide i forhold til at bruge de vigtige features, som der giver mening for brugeren at bruge.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Appen gav god mening og var nem at navigere - ikke for mange knapper, kun knapper som der bliver brugt. Tjek ind knappen var også nem at finde. Nem egentlig også at lære fra sig, hvis en som ikke er teknologisk stærk skal bruge den.

  Blev forvirret over search og scan i tjek ind.
- Do you feel an app such as this one is needed?
  Ja, det synes jeg - hjemmesiderne for de forskellige restauranter varierer i kvalitet, bredt spektrum af muligheder når det kommer til booking muligheder også. At samle alt i en app, vil give brugerne (kunderne) en identisk booking oplevelse hver gang. At have en app, hvor man har et login til alle bookings og kunne foretage en booking med få klik, er langt nemmere end først at skulle finde hjemmeside og have logins til hver enkelte restaurant.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, helt klart.
- Any features you would like in an app such as this one?
  Information omkring restauranter, åbningstiderne på de forskellige dage.
  Udover at invitere venner som allerede er på appen, ville det være rart at kunne angive hvor mange folk som kommer udover dem der har appen.

  Evt kunne lave særønsker inde i booking skærm.
- Any current features you see as unnecessary in an app such as this one?
  Nej, det hele ville man egentlig komme til at bruge - der er ikke så meget at vælge i mellem, andet end det som der er brugbart. Mange andre steder har alt for meget, for eksempel reklamer ude i siderne, forvirrende menuer og andre ligegyldige features. Det er rart at det holdes simpelt og I har ramt hovedet på sømmet med idéen - ret genialt hvis jeg selv skulle sige det.

P Interview 9

Post-questions:

- How easy was it to complete the use cases?
  De var nemme at gennemføre

- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Ja, men 'Check in' er mærkelig at den ligger under 'More'-knappen - den virker som en vigtig funktion, så hvorfor er den gemt væk? Ellers virkede resten meget smooth.

- Do you feel an app such as this one is needed?
  På travle dage ville den være god at kunne bruge, til at bestille mad igennem. På stille og rolige dage kan man dog godt lide interaktionen mellem tjener og kunde, så der ville jeg nedprioritere den. 'Tjek-ud' funktionen er nok det bedste i sådan en her app, så man slipper for at vente på tjener før man kan betale.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      Ja, både til at finde restauranter, kortfunktionen og især det her hvis der er travlt som nævnt før. Så kommer man også ud og spiser, fremfor at bestille hjem fra Just-Eat. Den virker også super god til spontane ting, selvom den har god booking-integration.

- Any features you would like in an app such as this one?
  Liste over valgte retter når man har bestilt. Ideen er super god, men hvis man er en stor gruppe mennesker, bliver det svært at splitte regningen.

  En liste over tidligere besøgte steder, kunne være god at have. Dette inkluderer også regninger

  Hvis man kommer til at kunne se venner, skal man kunne dele begivenheder med hinanden, så ens venner kunne se hvor man tog hen - hvis man valgte, at de skulle kunne se det.

- Any current features you see as unnecessary in an app such as this one?
  Nej, ikke nødvendigvis. Forsiden, hvis man kan dele billeder, kunne være meget god. Hvis den kun er til at snakke, er det lidt spøjst; virker så bare som en gigantisk, uoverskuelig gruppechat.

Q Interview 10

Post-questions:

- How easy was it to complete the use cases?
  Den første var nem. Anden use case var lidt forvirrende, da man ikke helt vidste hvor man skulle gøre det man skulle ud fra beskrivelsen. Tredje var okay, men man skulle lige finde ud af hvor man fandt restauranten - 'venue' kan godt være lidt svært at forstå, men ellers gav det mening når man lige regnede den ud. Sidste use case gav ikke mening, da det ikke gav mening at 'tjek ind' ligger i 'more' - selve måden at booke bord, gå tilbage, finde knappen under 'more' er for omstændig hvis man skal gøre det hurtigt. Fik følelsen af at det var for besværligt, og så gider man ikke mere.
- How easy was it to navigate the app? Did it make sense, or did you wonder why something is as it is?
  Appen var nem nok at navigere, men havde nok ændret venue-skærmen, så menuen var den første skærm og måske helt fjernet 'About'-tabben. Billeder af restauranten og maden ville også have været godt at have, på selve venue-skærmen. Så oppe over menuen vil man kunne slide - få en fornemmelse, nødvendigvis ikke hele menu-kortet.
- Do you feel an app such as this one is needed?
  Ja, det er det vel - hvis man en dag gerne vil noget spontant og ikke gider at surfe nettet, så det super fedt og gør det meget nemmere at kunne finde og reservere et bord. Så super fed ide, er dog typen der bedst kan lide at ringe og bestille så jeg er sikker på jeg får det jeg vil have. Det kan godt være en tilvænningssag, at vænne sig til at stole på alt i appen fungerer, så man er sikker på at en reservation er gået igennem og man får det som man vil have.
    - Would you use an app such as this one to make bookings at venues in the future? (Think restaurants, cafés, bars, clubs etc)
      På et tidspunkt, ja. Når jeg havde prøvet det et par gange, så ville jeg nok begynde at bruge det mere permanent. Ved ikke om jeg ville bruge det i forhold til barer, da det er mere spontant. Ville være godt til overblik, men til bestilling af borde ville det nok være forbeholdt restauranter og caféer.
- Any features you would like in an app such as this one?
  Når man bestiller, så have et tekstfelt hvor man kan lave specifikke ønsker, som for eksempel hvilket bord man gerne vil have - kunne også være for eksempel, at man gerne vil bede om en barnestol. Også i forhold til allergener, kunne man gøre noget - for eksempel i forlængelse af tekstfeltet. På menuen kan man også skrive hvad de har af forskellige muligheder, samt ingredienser (gluten, laktose, halal, etc.). Man gider ikke at tage ud og spise, for at finde ud af man ikke kan spise noget.

  Det kunne være fedt at have en anmeldelses knap inde under restauranten, så man kan se hvor mange stjerner de har fået, om det er godt eller dårligt, osv.

  Kunne også være fedt at få vist tilbud eller lignende opslag fra restauranten inde under 'venue'-skærmen.

- Any current features you see as unnecessary in an app such as this one?
  'More' skal laves om, 'tjek ind' giver ikke mening at have liggende der og ville være mere intuitivt at have tæt på bestillingen - for eksempel inde under venue-skærmen.

Jeg ved ikke hvorfor Home-skærmen er nødvendig, medmindre det er for at kunne anmelde - kommunikation med andre i sådan en app her, giver ikke helt mening. Men der er ville mit tidligere forslag også give bedre mening, så anmeldelser ville være nemmere at finde.

R Mockup

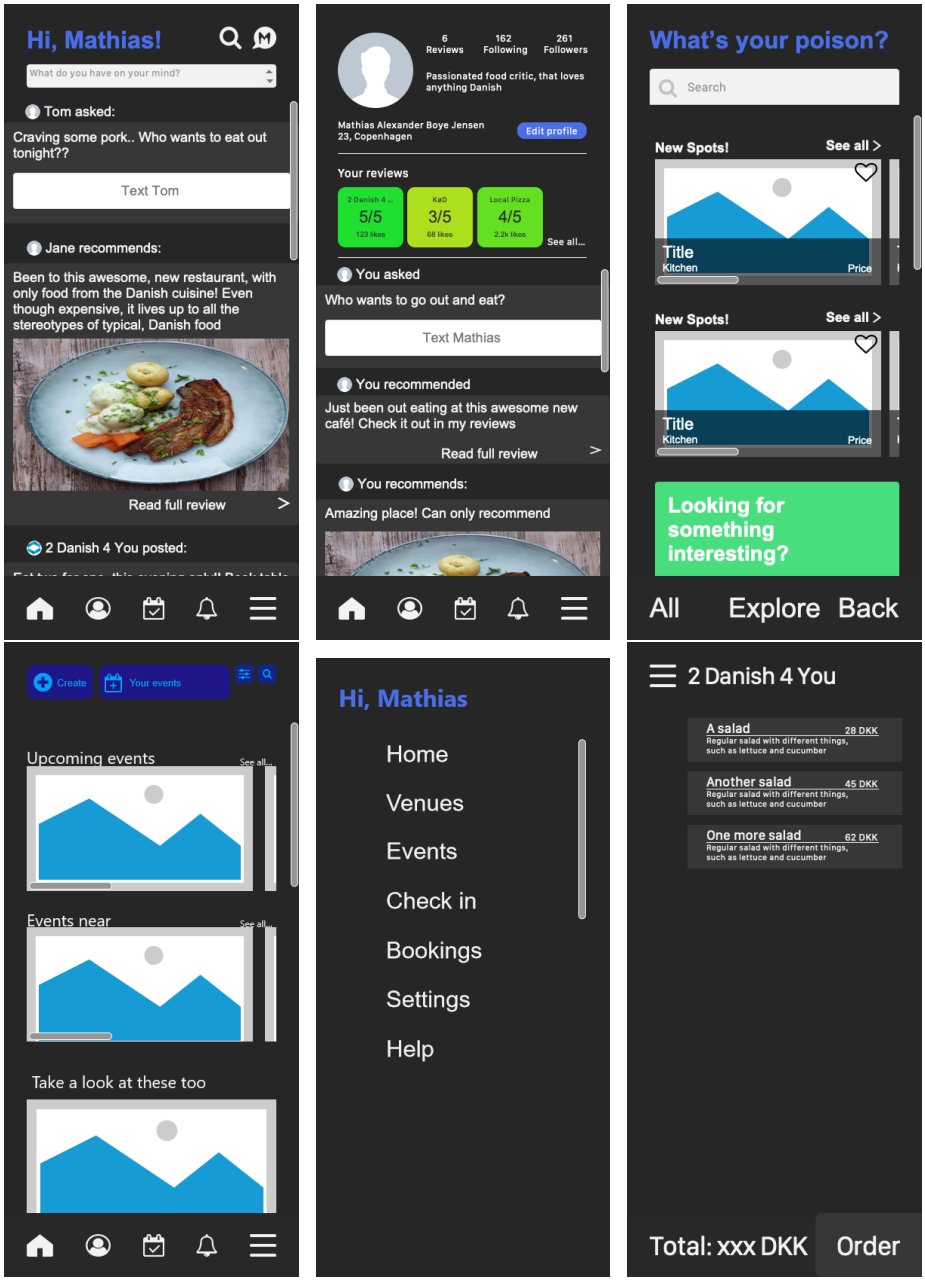


Figure 6: The screens of the Mockup. From left to right: Home Screen / Social Wall, Profile Screen, Venue List, Events Screen, Menu Screen / More-tab, Order Screen

S MVP Implementation

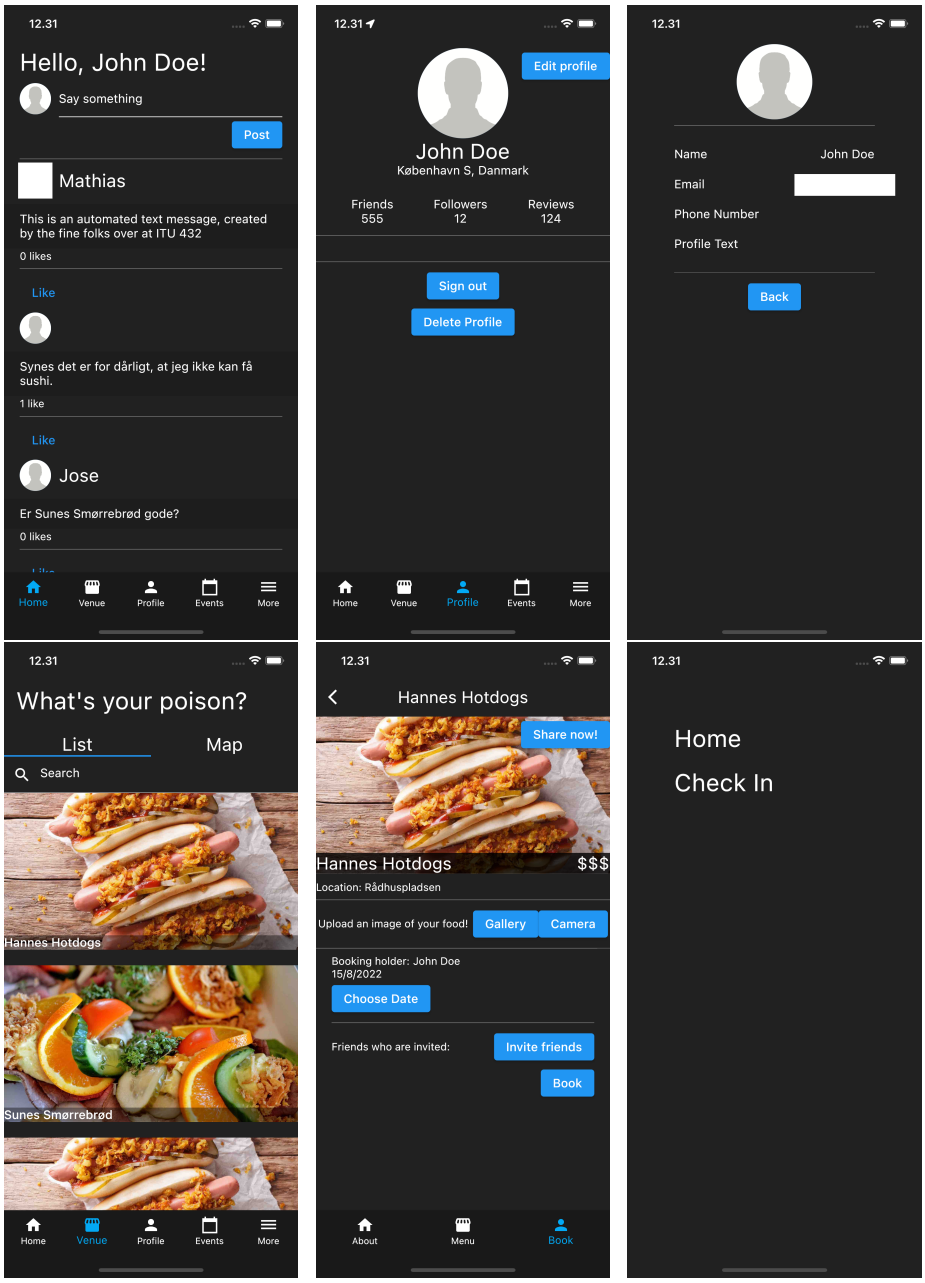


Figure 7: The screens of the MVP. From left to right: Home Screen / Social wall, Profile Screen, Settings Page, Venue List, Venue Booking, 'More'-tab.