

January - February 2019

DUKES EAT DOWNTOWN

James Madison University

Prepared by

Ngoc-Thy Dao
SMAD 203
Section 5

DESIGN QUESTION

How might we improve the experience of JMU students trying to find efficient and affordable afternoon dining in Downtown Harrisonburg?

RESEARCH QUESTIONS

QUESTION 1

What kind of food do you prefer to eat for lunch?

QUESTION 2

How long are you typically willing to wait, after ordering, to receive your food?

QUESTION 3

What is the range of your affordability?

QUESTION 4

What's the most difficult part of trying to find a place to eat downtown?

QUESTION 5

What do you first look for / consider to be the most important when trying to find a place to eat?

QUESTION 6

What time do you typically go out to eat?

QUESTION 7

What is your preferred mode of transportation to go downtown?



SUMMARY

Most students eat lunch on campus. Whether it's because they have tight schedules with a short lunch time, already have purchased meal plans, or find too much trouble in traveling off campus for their mid-day meal, many students simply don't go downtown for lunch very often. However, the ideal college student experience is more than just eating and traveling within the boundaries of the campus. There are a

variety of unique and affordable places to dine downtown that have the potential to really change, or even improve, a student's experience living in Harrisonburg. Eating downtown will give individuals the opportunity to expand upon their previous knowledge and insights of the city, introduce them to others with similar interests, and open their eyes to new possibilities with every discovery.

In order to encourage students at JMU to eat lunch downtown, I have decided to move forward in creating an application that will help them in discovering affordable places to eat lunch downtown, personalized to their own needs and tastes. To begin, I released a Google Forms survey and had 25 students complete it on a volunteer basis. The interviewees' age range fell between 18 and 22 and were of different grade levels and ethnic backgrounds.

HYPOTHESIS

If an application existed to cater to students' preferences when it comes to finding affordable dining downtown, they would go downtown to eat lunch more often. This would be especially true if they were able to filter their search results by food type, price range, available parking, and highest rating.

SELECTION METHOD

Surveys were conducted through Google Forms. Respondents participated on a volunteer-based format, meaning those who wished to take the survey were able to do so. Using Google Forms allowed participants time to respond without the pressure of being interviewed in person or feeling the need to answer each question under a certain time constraint.

Respondents consisted only of JMU students, as this application will be tailored towards a student audience.

There was no set maximum for the amount of surveys completed, as more data results in a better final product for the user experience.



SUMMARY OF INTERVIEWS & HIGHLIGHTS

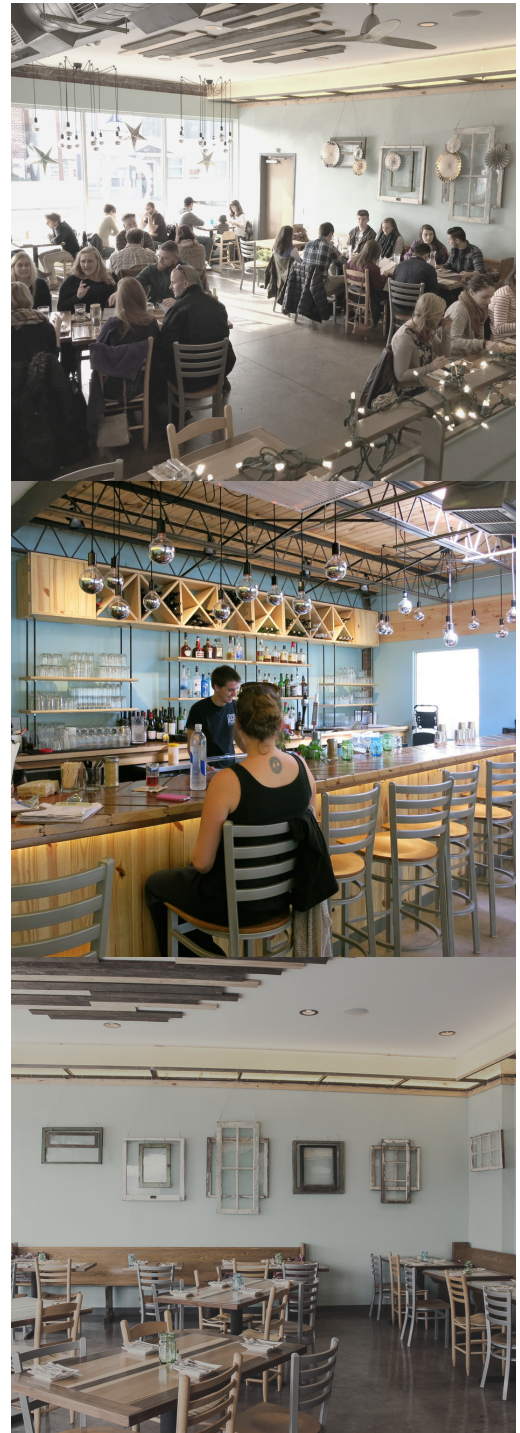
The survey results show that over half of the students were willing to wait 10–20 minutes, after ordering, to receive their food. The most common range of affordability fell between \$10–\$15 dollars for the entirety of a lunch.

However, it wasn't affordability that played the largest factor in deterring students from eating lunch downtown. Recurring responses to Question 4 (What's the most difficult part of trying to find a place to eat downtown?) included trying to find parking and deciding which restaurant to go to, as there is a reported lack of information.

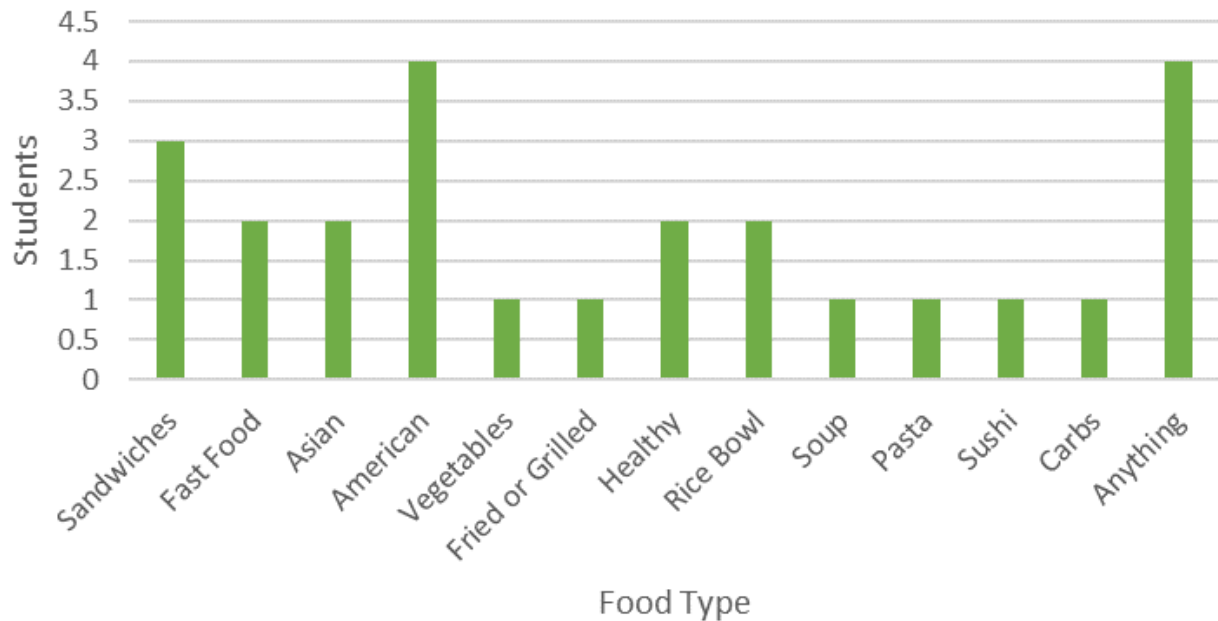
Although affordability wasn't the largest obstacle for students in eating downtown, it did end up being the most frequent answer to Question 5 (What do you first look for /consider to be the most important when trying to find a place to eat?).

Most students go out to eat lunch from 12pm–2pm, either between their classes during the weekdays, or they limit themselves to weekends only.

In addition, an overwhelming number of participants prefer driving their car as their primary mode of transportation for getting downtown.

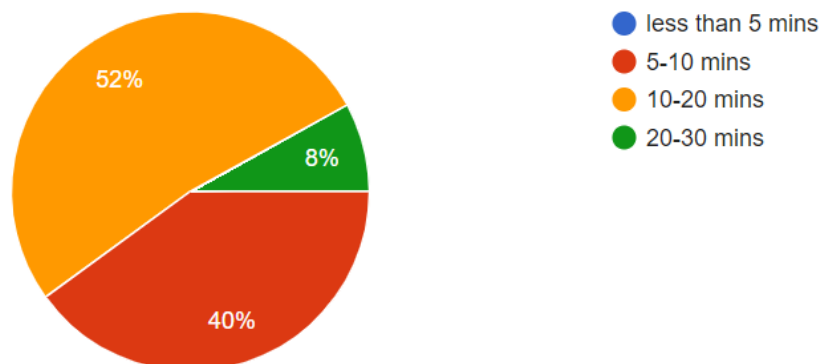


What kind of food do you prefer to eat for lunch?



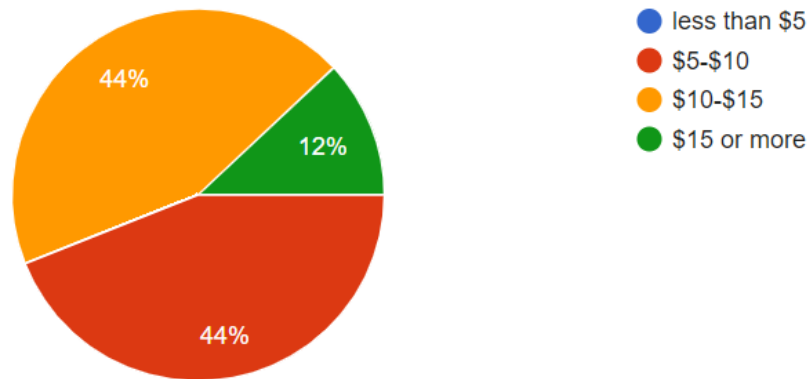
How long are you typically willing to wait, after ordering, to receive your food?

25 responses

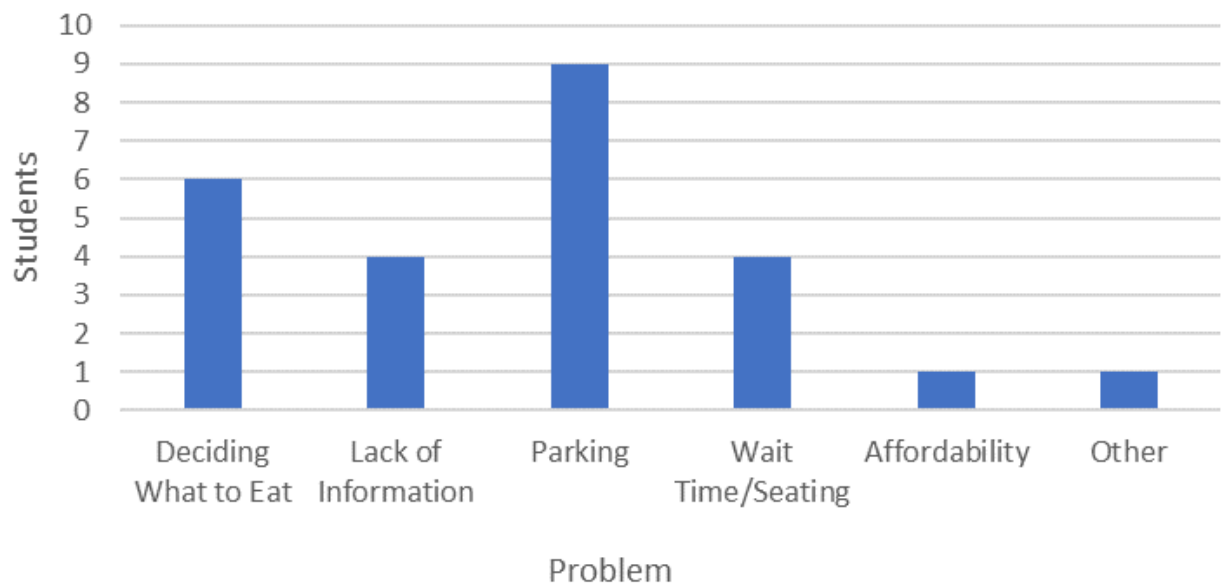


What is the range of your affordability? What's the max you willing to pay for a whole lunch?

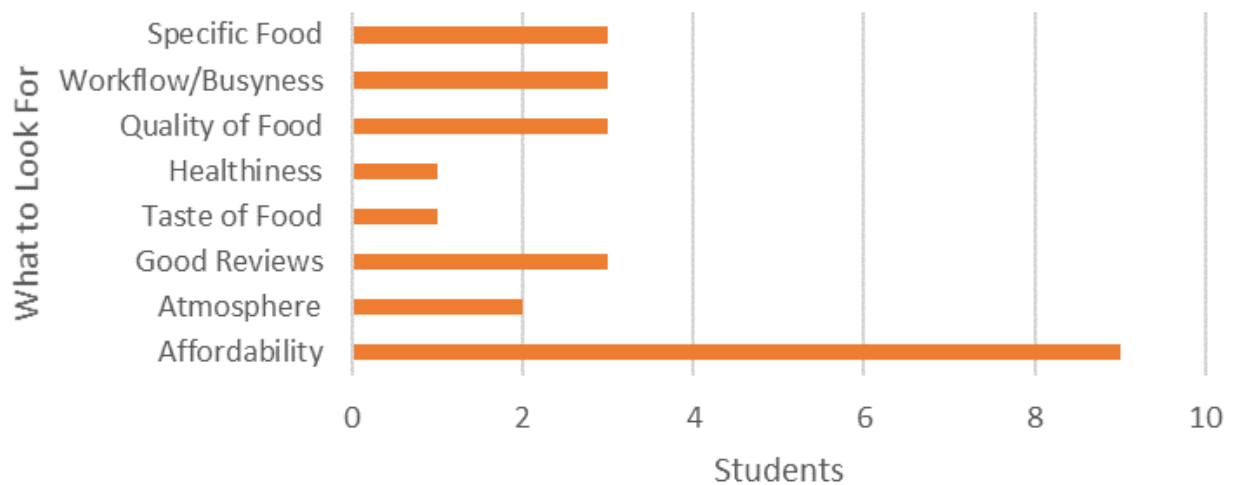
25 responses



What's the most difficult part of trying to find a place to eat downtown?

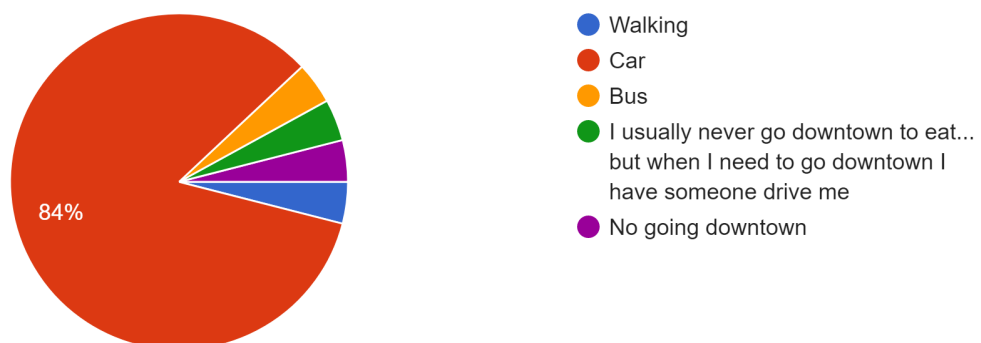


What do you first look for/consider to be the most important when trying to find a place to eat?



What is your preferred mode of transportation to go downtown?

25 responses





AGE: Twenty

YEAR: Junior

MAJOR: Computer Information Systems

PRIMARY DEVICES:

- iPhone 7
- Windows Laptop

TECHNOLOGY USE:

- Uses Instagram and Facebook daily
- Prefers to not have to spend a lot of time searching for a place to eat

JOSH REYNOLDS

SOCIAL INDECISIVE FRUGAL

"A meal doesn't have to be expensive to be delicious."

DAILY LIFE

Josh attends two to three classes each weekday and has a one or two hour break in between his classes, around 1pm, for lunch. Since he lives off campus and doesn't have a meal plan, he either pays for his lunch at one of the chain restaurants on campus or finds one of his underclassmen friends to punch for him, so he can save money. He doesn't go downtown to eat very often because he doesn't know too many of the restaurants there, parking is difficult to find, and he doesn't have the time to research new places to eat.

He is picky with new places to eat lunch, as he doesn't want to spend more money than he has to, and he is frustrated whenever he spends money on food only to be disappointed by the quality of it. He relies heavily on his friends' opinions and online reviews but dislikes taking the time to go through them all.

GOALS

Josh's goal is to find affordable and accessible dining downtown, with minimal effort. He wants to be more informed on what downtown has to offer. He also wants to eat at places he know he'll love without wasting money on food he'll end up being disappointed by.



ANGELA LI

LACKADAISICAL TECH-SAVVY SPENDTHRIFT

"Time and money should be spent on things you love, like food."

DAILY LIFE

Angela is an international student who attends four classes a day on Tuesdays and Thursdays, so she only has one class on Mondays, Wednesdays, and Fridays. She spends the majority of those three days either in bed on her laptop or exploring places to go with her friends. She has a 14-punch meal plan since she lives on campus, but she tires quickly of campus food and would rather eat at restaurants off campus.

She doesn't care much when it comes to price, however her taste is very diverse, and she especially likes looking for new Mexican and Italian places to eat. Unfortunately, she feels as if she's already eaten at all the "good" places. Parking isn't a problem for her either since she doesn't own a car, but she's too lazy to walk downtown, so she is forced to take the bus, which she often has trouble keeping track of. She finds the bus schedule confusing and often gets frustrated to the point of not going.

GOALS

Angela's goals are to find good Mexican and Italian restaurants she hasn't been to before and to be able to efficiently use the bus system to get downtown.

AGE: Eighteen

YEAR: Freshmen

MAJOR: Business

PRIMARY DEVICES:

- iPhone XS
- Mac Laptop
- iPad Pro

TECHNOLOGY USE:

- Uses Instagram & Facebook excessively
- Is constantly downloading and deleting new apps
- Enjoys researching new places to go

DESIGN REQUIREMENTS

Affordability

The application must incorporate a filtering **feature** that can filter search results by price range.

Availability

The application must also have a **feature** to tell users which restaurants are open and how busy they typically are at a certain time, including seating details if possible.

Bus & GPS

The application must have feature to track the bus that travels downtown and have a directions feature to make walking or driving to the location easier. (**experience**)

Food Type

The application's filtering **feature** must also be able to filter by food type, so users are able to narrow down their options further.

Parking

The application must include a user-based parking availability feature, in which users can report what parking is currently available where they are. (**experience**)

Reviews

The application must include reviews for each restaurant. (**content**)

SURVEY & TRANSCRIPTS

1

Getting Lunch in Downtown Harrisonburg

Hi! Please fill out this quick survey for my assignment in my SMAD 203 class! Your short answers can be a few words or just a sentence long! Thanks!

*** Required**

First & Last Name: *

Your answer _____

Age: *

Your answer _____

Grade/Year: *

☐ Freshmen
☐ Sophomore
☐ Junior
☐ Senior
☐ Other: _____

Major:

Your answer _____

2

What kind of food do you prefer to eat for lunch? *

Your answer _____

How long are you typically willing to wait, after ordering, to receive your food? *

☐ less than 5 mins
☐ 5-10 mins
☐ 10-20 mins
☐ 20-30 mins

What is the range of your affordability? What's the max you willing to pay for a whole lunch? *

☐ less than \$5
☐ \$5-\$10
☐ \$10-\$15
☐ \$15 or more

What's the most difficult part of trying to find a place to eat downtown? *

Your answer _____

What do you first look for / consider to be the most important when trying to find a place to eat? *

Your answer _____

3

What time do you typically go out to eat lunch? (day of the week and time range) *

Your answer _____

What is your preferred mode of transportation to go downtown? *

☐ Walking
☐ Car
☐ Bus
☐ Other: _____

SUBMIT

Never submit passwords through Google Forms.

What's the most difficult part of trying to find a place to eat downtown?

"Finding a restaurant that is not busy, most of them are small and limited seating"

"Especially on the weekends, the restaurants tend to have really long waits so sometimes I don't even go down there because the waits are so long."

VISUAL DESIGN CONCEPTS

COLOR PALETTE:

HEX: #a03545

R: 160
G: 53
B: 69

HEX: #b7713c

R: 183
G: 113
B: 60

HEX: #948155

R: 148
G: 129
B: 85

HEX: #8b7c83

R: 139
G: 124
B: 131

HEX: #948faf

R: 148
G: 143
B: 175

FONTS:

Oswald
Quicksand

IN USE:

ITALIAN

Here we have our best, user-selected restaurants picks for Italian cuisine. From margherita pizza, pasta carbonara, risotto, and ravioli to gelato, tiramisu, and cannoli, we have compiled this list to be adjusted to your preferences.

Feel free to use the filter feature on the right to narrow down your search results based on price, wait time, etc.

LOGO MOCKUPS

Dukes Eat Downtown

Dukes Eat Downtown Everyday = DEDE*

