	Target user	On boarding	User journey event/ action	Pain points	Solutions/ Key Features	Pros	Cons	Additional features	Additional comments	Apple store reviews
Yelp	Restaurant lovers, Age 18-54	Local recommendation	Search restaurant - Select the restaurant - Browser the food picture - Find menu picture	What to eat? / Where to eat? / Where to find closest restaurant? / What should I order? / What's others opinions on the food?	Find the newest and hottest restaurants in your area / Make reservations, order delivery or pickup—all from your phone / Filter restaurant search results by price, location, open now, and more	Friendly loading animation / Pre-suggestions under the search bar / Clear/ obvious filter options and types of food on result screen / Showing picture categories after swipe 10 images	Too much information on nearby screen / No direct access to the menu / Lost of food pictures without the food names / Out-dated dish pictures, misleading viewers / "Explore the Menu" section is not very discoverable / Hard to find traditional/ local food / "Not Recommended" review is hiding on the very last of the page	Animation for loading / "Review highlights" on the restaurant page / Pre-suggestion words in search field / Clear/ obvious filter options and types of food / Categorize the pictures based on Menu, Food, Inside, Outside, All / Currency symbol changes based on different countries	Reviewed category shifts from restaurant to shopping / "Review highlights" matters a lot, showing on the main page of the restaurant / Add quick access to social media platform from the app. (scenario: want to ask friend's opinion on a restaurant I found in the yelp page, just click a button, and jump to WeChat to ask the friend) / 餐饮运营盈利还是靠Yelp	I want a feature to sort photos and reviews by time/ highest, etc. Don't show photos from 5 years old to me! / Not good to small business owner. Keep bad reviews on top and hide good reviews / Not fair rating. Large business pay Yelp to get good rating / Inaccurate reviews between yelp and real situation / "Not Recommended" review is hiding on the very last of the page
OpenTable	Who wants to make reservation before dinning	N/A	Search restaurant - Select the restaurant - Browser the food picture - Make reservation	What to eat? / Where to eat? / Where to find closest restaurant? / How to make a reservation?	Filter restaurant search results by price, location, open now, and more / Make reservations	Clean, easy to navigate design / Has full menu / "Join Waitlist" feature / "Near Me Now" feature / "Browse by cuisine" feature / Customer review keywords, easy to read / "Popular dishes" section	Menu is not associated with food images / Food images are not associated with reviews / Making the feeling of eating has to go through reservation / Overall review number is not easily discoverable due to light color of font / Less image from customer, more from restaurant itself / Limited restaurant listing, especially small restaurants which don't require reservation	Has full menu / "Join Waitlist" feature / "Near Me Now" feature / "Browse by cuisine" feature / Customer review keywords, easy to read / "Popular dishes" section	"Browse by cuisine" feature can be rearranged based on current location (be helpful during travel) / Once you make a reservation, more from restaurant calendar/email invite / Add "saved preference" based on personal preferences	Search function is not intuitive / Less restaurants connected to OpenTable / Communication false between OpenTable and restaurants (reservation not available in OpenTable but available through calling the restaurant)
TripAdvisor	Travelers who want to plan and organize their trips easily, figure out the dining places at their destination	Latest review / Find nearest point of interest / Lowes price	Search destination - Search restaurant - Select the restaurant - Browser the food picture	It takes so much time to do travel planning / Don't know where to eat, where to go / Don't know where to get reviews and opinions	Travel plan all in one place / Explore/guide things (hotels, restaurants, flights, forum / Gather travellers review together	Swipe restaurants, pops out on the map / #1 of xxx place to eat in Seattle / Showing actual estimated time and cost for transportation to the restaurant / "Read reviews that mention:" is good for checking customer overall review / "Search review" is useful / Download the cities, offline mode	"Restaurants list" page, words are too crowded and clustered, hard to read / Showing actual estimated time and cost for transportation to the restaurant / Food image is limited / From the home screen, it prompts you to search the destination first, then search restaurant / The search function for restaurant is not very discoverable	"#1 of xxx place to eat in Seattle" / Showing actual estimated time and cost for transportation for comparison / "Read reviews that mention:" is good for checking customer overall review / Review searching function / Maybe a discussion board like forums	N/A	Reviews are no longer legitimate, a lot of paid advertising / Bad experience on writing review
Airbnb	the traveler, especially a food lover/an avid foodie, who is looking for an unique experience for exploring local cuisine / locals who want to share their hobbies, skills or expertise	N/A	N/A	For travelers / what and where to eat when traveling? / How to make a reservation before departure? / How could travelers have an unique food tour when traveling? / How to make travelers explore unique and typical food cultures that they cannot typically find on their own? / How to connect with locals who are chefs or experts in a particular cuisine? / For hosts (locals) / How could locals share their expertise or experience with travelers? / How could locals whom passion for food want to design their experience for travelers to enjoy one day food trip, cooking class or a typical market visit?	For Travelers / make the reservation only for some specific restaurants (airbnb teamed up with Rest so users can skip the line and reserve sought-after tables) / "Stories" menu / Airbnb Experiences provides diverse food and drink experiences for travelers, including the market visit, food tasting tour, day trip for a specific local cuisine, food as well as cooking class / provides a general guidebook for travelers, which list the best food scenes from local Airbnb hosts / each Airbnb host provide a guidebook for their city, including food and drink recommendations / For hosts / Airbnb helps hosts to design the experience step by step and provide a variety of resources	Well edited advertise videos or photographs for each food and drink experience / a clear description of host's profile, the activity, the location, groups size, guest requirements included tips / notification for only a few spots left for how many people reserve this experience this week / being able to add any restaurants to the wishlist and select a specific date (app) / using the map and icon to present nearby restaurants to help users when preparing for their trips / customize the user's travel plan by adding itinerary or signing up for airbnb experiences / change the "language" and "currency"	only a few restaurants could be reserved via Airbnb / it is difficult to find the general guidebook summarized by Airbnb for each city on the mobile app. It is easier to find this guidebook when browsing Airbnb Website. / not all hosts write their own guidebook / it is hard to find the address of restaurant, price, the name of dishes when reading food stories in the "stories"menu	Either guidebooks or Airbnb Experiences emphasize the idea of "local" / focus on exploring unique local cultures and sharing experiences and stories, it is more like being a explorer rather than a traditional tourists (go to different attractions and places other tourists usually go)	Airbnb experience, a service that allows users to find in-the-know locals who want to give users an in-depth look at their culture, which includes the exploration of great cuisine / build the trust/when airbnb experiences launched, the company interviewed all guides and would help craft and structure the tour. / The goal of Airbnb Experiences is to let people become the explorers not just the tourist when traveling around the countries / Airbnb guidebooks: https://airbnb.design/food-for-thought/ value /individual knowledge and shared experience / It's these invaluable pieces of personal knowledge that Guidebooks aims to share, and that turn the experience of eating with people into connecting with people. / I think Airbnb website is more functional than its app. I assume that users are more likely to use laptop to plan for their incoming trips than using the mobile.	highly recommend airbnb experiences(from airbnb website's reviews) / learning by making also tasting / We not only got to learn about pasta and make our own, but we also got to taste our creation. / connect with new friends and locals / Great food and great conversation, excellent way to experience the variety of food and influence while talking to locals about the city / fun, wonderful, interesting, amazing, incredible, fantastic, excellent, informative experience / share story while sharing the food we make / We all took turns to share our stories as well as we got our freshly made dumplings. / not only know about a specific cuisine/how to cook a specific dish, but also learn some history of a country's customs/ experience a different lifestyle. / In the class I learned the basics of Japanese cuisine and learned to cooked delicious Ramen and Gyozas.
Google Trips	People who like to explore new/local things when traveling / People who prefer make a plan before travel / People who like to use mobile device as travel reference and guide	Personalized activity/ ideas based on the time, place, and weather / All trip information and reservation in one app / Offline mode / Recommend the near location	Selected the book trip - Choose Food & Drink - Check what's the "local specialities" - Choose "top spots" - Select a category - Choose the restaurant	74% of travelers feel the most stressful aspect of travel is figuring out the details / when traveling in a new place, people have a limited access to the WIFI and data / Complicate travel plan / Unconnected travel sources	personalize tour guide / tapping the "magic wand" to automatically map out a half day or a full day with suggestions for things to see and more nearby sights. Each tap of the wand gives a fresh set of nearby attractions / "Food & Drink" feature gives users a basic overview of the city's food and local specialties, and suggest popular restaurants based on different categories / providing useful information, such as directions, opening hours, ratings and reviews / find restaurants near and far / find travel details like reservation and confirmation numbers in one easy app. / the entire app is available offline	it is free / it is customizable / categories for recommendation of restaurants are interesting and useful: "high-end dining", "on a budget", "lunch with a view", "classic coffeehouses", "breakfast & brunch","sweet treats","family-friendly", "vegetarian-friendly". The categories are varied for different cities. For example, "viennese cuisine" for vienna, "trattorias & osterias" or "iconic expresso bars", "Gelato & cake" for Milan. / overview of food & drink in a specific city is very useful: get a basic understanding of the food / two view modes: map with restaurant spots or listing of food / Automatically maps out a half day or a full day with suggestions for things to see and do. / Gather all travel information/reservations from Gmail and inbox, then organizes it automatically. / Offline mode / Overview is very helpful	Inclusive service that requires users to use their gmail account / users cannot search for a specific restaurants, and they can only browse the app to find where they plan to eat / Limited food pictures and reviews / Why only top review? / The showing reviewing is too long... / No food menu / No way to search the restaurant within the app, causing limited choice on restaurant	save the restaurant in your lists:favorites; want to go; starred places; + new list (create your own list, very customizable), and users can find these restaurants in their lists in "saved places" features / Automatically maps out a half day or a full day with suggestions for things to see and do. / Gather all travel information/reservations from Gmail and inbox, then organizes it automatically. / Offline mode / Overview of the current location/ neighborhood / One sentence to describe the restaurant	Five ways Google Trips can help you enjoy your next vacation: https://blog.google/topics/travel/five-ways-google-trips-can-help-you-enjoy-your-next-vacation/ / https://blog.google/topics/travel/ / https://blog.google/topics/travel/see-more-plan-less-try-google-trips/ / Google trips does not allow users to search for a specific restaurant or cuisine that makes it different from Yelp. Google trips is the travel planning tool instead of being a "go-to" resource like Yelp. / I like how it describe its categories which distinguishes Google Trips from food searching apps. Food choices for travelers are different from residents, that says, travelers have different needs for food than locals. / emphasize "local", some features like "local favorite"	Recommended day plan is impractical / Recommended day plans are not flexible, attractions are either not easy to change or remove / Not all the attractions are available for the day plan / Pulling reservation from gmail is not always stable
大众点评	Travelers who want to explore sightseeings and restaurants	Discover new things / Capture your lifestyle / New feed push / Deal notification	N/A	N/A	Content and layout tailored specially to different cities / Top things to do in the located city / Connect with social media account / Deal restaurants and sightseeing list / "Latest time to make reservation" / "问路卡!!!" translation card with address / Recommend dishes with name and images / Quick review abstract/access button / Review showing how much they spent / One sentence overview of restaurant / Options to choose "Reviews/Review with images" / "Local recommend restaurant" tag in sorting function / Local food on the top with how many people recommend / Tax return tips during travel / Gif animation on top banner / Recommendation card on home screen / Using card metaphor as single post	You solved everything	No English language version / "问路卡" could have more polite words, "would you mind.."	Content and layout tailored specially to different cities / Top things to do in the located city / Connect with social media account / Deal restaurants and sightseeing list / "Latest time to make reservation" / "问路卡!!!" translation card with address / Recommend dishes with name and images / Quick review abstract/access button / Review showing how much they spent / One sentence overview of restaurant / Options to choose "Reviews/Reviews with images" / "Local recommend restaurant" tag in sorting function / Local food on the top with how many people recommend / Tax return tips during travel / Gif animation on top banner / Recommendation card on home screen / Using card metaphor as single post	N/A	Too many notification and promotion / No foreign language, no English version / App size too big
小红书	People who want sharing(show off) their item and experience / People who want to know specific review about an experience or item	N/A	Search specific food information - look food post info and review - try to find restaurant info	People who want to know specific review about an experience or item	A platform for sharing experience and item with related information	Information tagging on the image / Topic engaging sharing and social / Travel guide inside / Engaging post, images and reviews / Customized emoji!!!!!! / Integrate merchandising package / Using card metaphor as single post	Have to search specific food / No translation / Cannot search within the Topic / You have to abstract info about food from lots of words in the post / Only good reviews, no bad reviews	Customized emoji!!!!!! / Information tagging on the image / Engaging post, images and reviews / Using card metaphor as single post / Integrate merchandising package / social filters / It might be a very good source to find out good review instead of bad review	It's more like Google for travel / It is engaging user to buy and try stuff that has been posted on the app / Using machine learning as first intro page for more customized content	4.9 review, I have nothing to say
ZAGAT	people who are restaurant lovers / people who want to explore nearby new restaurants		find restaurants nearby based on your time and location from Zagat's recommendations / search for a specific restaurant you are looking for	where to eat? / what my annoyingly capricious appetite desires? / How to discover nearby restaurants and get most relevant information?	recommend nearby restaurants based on users' location and the time of day / the content is carefully curated—reviews are vetted by Zagat editors in order to convey dependable restaurant reviews	curated by Zagat's editors / Home Page has Zagat Recommended Lists (seattle's best for group dining, best restaurants near the space needle), Top Zagat Picks Near You / City's Best is very well edited and curated content, such as Best Sushi Restaurants in Seattle, Hottest, Newest / save a list of restaurants/places you want to go / also save lists on "City's Best" / provide contact information, location, menu, (reservation) and google reviews for each restaurant / obvious visual cues: "News!" for new restaurants on the list / link to other apps, like Google Maps (directions), OpenTable (reservations), Zomato	cannot share each list in "City's Best", but can share each restaurant to others / confused about using a line with Zagat's logo to separate content in each restaurant's page (i though it's the timeline or the visualization of rating) / the caption of the picture is about the user's name (who uploads this picture) not about the name of name / do not provide filters for google reviews / menu provides some pictures, but it does not show names of dishes / make reservations only for a limited number of restaurants in OpenTable / when clicking on the menus for some restaurants, it's directly turn to the webpage of Zomato, very confused	Get notified about new restaurant openings / Ratings for three different aspects: food, decoration, and service (Zagat) / also suggests Rating from Google Maps (good for comparison) / each article in "City's Best" provides a list of restaurants you might try, description/introduction of each restaurant quotes from users' reviews. Also suggest what to order in this specific restaurant.	provide different rating for different aspects (food, decoration, service)make the reviews of restaurants more objective and dependent / compare ratings from different app, Yelp? Zagat? Google Maps?	Ratings for restaurants / It's really refreshing to have an app like this that gives me curated ratings of only the best places / One would think migrating from hard cope guides to electronic versions would make finding things easier but that would be WRONG. It is impossible to find anything unless you are interested in looking at what Google thinks is.."the best" / do not provide a complete list for a specific cuisine, only suggest one or two of these
Resy	people who love restaurants but hate hassling for reservations	instruction on how to search on restaurant name and how to filter on restaurants to find what the user wants	select how many people and time / search or choose a certain restaurant / choose a time / make the reservation	where to eat / what's the availability / how to make the reservation	automatically suggest restaurants and it available time based on the user's current location	choose a preferred timeframe and the user will get a notification via email when a table becomes available / provide some useful tips, such as the dressing code, reservation in advance	I do not like this app's color palette / suggest walking or driving time but do not suggest distance / show the replicated information twice, such as price in the same page / only provides four pictures for a certain restaurant / do not show the menu and link to the official website	N/A	N/A	users are forced to review the restaurants / do not provide any information about the status / attempt to complete a reservation for a time slot and then tell you it is no longer available / i have never actually gotten a reservation
Apple Maps	People who already know where to go / People who need a quick food		Search restaurant - Select the restaurant - get connect to Yelp - Browser the food picture - Find menu picture	Want to know restaurant location and information at a glance	Quick showing location information and contact information / Showing restaurant closed to the current location / Convenient to use when using the map for navigation	It is all from yelp / Limited images and no reviews on preview page from map		N/A	N/A	No reviews available for native IOS app
Foursquare	users who want to explore places to eat nearby their current location	discover restaurants near users' current location		do not know where to go and what to eat near a user's current location / discover restaurants when traveling to unfamiliar cities abroad	search a specific cuisine or restaurant or tap the "breakfast", "lunch", "dinner", "coffee & tea" to get restaurant recommendations based on your current location / make lists to save restaurants you want to try / track a history of the restaurants users have been / Follow other users and discover the dining experience with a variety of tips	tap time of meal, such as breakfast, lunch and dinner, and then suggest nearby restaurants / track of all the restaurants users have been, and other users cannot be able to track this history / "draw" on map to define the searching area, and then it would suggest restaurants within this area / location, price, opening time are the main filters for finding the restaurants (location is the most important one)	Provide the menus for some specific restaurants, but the layout of these menus are terrible. And the menu does not suggest the price for each dish / While the tips written by users are short, the tips are literally not different from reviews in other food apps. / Some photos taken by customers do not suggest the name of this specific dish. Users cannot figure out what it is when looking at these photos. / can only be used when we turn on the location services, obviously, this app is not designed for travel planning / filters are overlapped and too many choices in "more filters"	get a ride with Uber / "saved"/"liked"as the filters / More filter-Places(you've been, you haven't been, you saved, you liked, on lists you've made or follow), good for"groups, working, singles, dates", features "accepts credit cards, happy hour, live music, not a chain, outdoor seating, parking, popular with visitors, take-out, takes reservations, wi-fi"	we can consider different factors that influence how people select restaurants when thinking about the filters, such as "popular with visitors","not a chain", "recommended by people you follow"	N/A
Uber Eats	users for all age groups with different dietaries	food delivery	search for a specific restaurant, cuisine—read the menu while choosing the items—place the order—track the order	time constraint: do not have time to cook; hungry and run late to class / individual preference: lazy to cook; want to eat a specific dish but do not want go out to eat	order food online, and deliver to the certain address easily; / simply tap to order and pay / delivery address, an estimated delivery time, and the total price / know when the order will arrive with real-time tracking	Campus favorites feature / clear and diverse categories (local restaurants, fast food favorites, a specific dish or cuisine) / see the booking fee and an estimated delivery time for each restaurant before ordering; notify users when the delivery fee is higher / clear categories for the menu, which is easy to be discovered (recommendation most popular food for each restaurant) / providing different menus for a particular serving time for breakfast, lunch and dinner / select a specific size, dishes, drink, flavor to customize the meal / real-time tracking: restaurant is preparing your order; the driver is on the way / personalize your delivery time: ASAP or schedule a particular time for delivery / filter by sort (recommended; most popular; rating; delivery time); price; dietary(vegetarian, vegan, gluten-free)	filter for the homepage is not very discoverable	Suggest the particular dishes other customers have ordered in "place order" page / delivery details: drop off options—deliver to door or pick up outside	it is very easy for users to place the order, especially the green button for placing the order is very obvious	N/A
Allset	dining out for busy restaurant lovers / people who hate waiting a while to be seated / busy people who do not have time to eat at the restaurant during the workday lunches / People who living in big cities want their trip to restaurants to be more efficient / families with young children / tourists who want to enjoy the meal and quickly return to explore / companies that want to coordinate team lunches	wait-free dining app	find nearby restaurants/search for a specific restaurant or cuisine / set a time the user will arrive at the restaurant / select the food on the menu / pay in advance to make the reservation	How to improve the experience of eating out overall, especially compared to takeout? / How to enjoy the dining experience at the restaurant without waiting? / How to save time and enjoy for workdays lunches? / How to reduce waiting time for the food? / How to avoid splitting the check when hanging out with friends?	discover select a restaurant / set a time / read the menu and order food ahead / pay and book the table in advance / invite friends to a meal and no need to split the check (the meal is really when the user arrives)	eat out while saving time by ordering food ahead / automatically show nearby restaurants arranged by distance / filter by price, neighborhoods, cuisines / after selecting the filter, the bottom button will suggest how many restaurant will match your expectation / suggest "most popular" "appetizers", "mains";"sides";"drinks" with professional pictures on the menu / customize the dishes by selecting spice level, a specific type, size sauce level, topping add-ons, crunch add-ons or typing special instructions. Selections are varied depending on different dishes. / suggest "vegan, vegetarian, daily free, gluten free" and flavor such as "spicy" in the description of food, very clear and informative / track the past and upcoming order history / invite friends to your table-let friends order and pay separately by clicking on the plus button, then friends will get a text message / can choose multiple friends in the same time / provide "counter service", which means simply ask for the Allset order at the counter and grab any available; the meal will be packed to go if there's not table available	did not realize that i should tap twice to type special instructions in the window / text of distance, like how many miles, is so small / Allset only provides its service for a couple of cities in U.S. [limited locations]	invite friends to order and split the bill with other people (network effects) / use Apple Pay in-line / give special instructions to the kitchen to customize the meal	https://medium.com/@stasmatviyenko/5-best-things-about-eating-out-for-lunch-c5b2f08c6391 / Online Reservations & Pre-Ordering: New Technology to Boost Restaurant Revenue amid Tumbling Sales / https://blog.allsetnow.com/online-reservations-pre-ordering-new-technology-to-boost-restaurant-revenue-amid-tumbling-sales-89287b444529 / People Don't Want Something Truly New, They Want the Familiar Done Differently. / https://medium.com/startup-grind/people-dont-want-something-truly-new-they-want-the-familiar-done-differently-764f24f8fe7	pay low cost for making reservation and order at-a-spot for some restaurants / menu on the app does not list the full menu available at the restaurant / limited time frames to order food at certain restaurants (eg. 11am-4pm) [Allset is updating all their restaurants from limited time to all-day service, same with them]
Google Maps	people who want to discover and find restaurants and know about information they need to get there	N/A	find the restaurant / look at the necessary information / get the directions and the navigation information	where to eat / how long should i get there / what's the real-time traffic	provide explore, driving, transit, navigation maps to better highlight the information most relevant to users / provide general categories, including breakfast, lunch, coffee and dinner / also provide the sub-categories after tapping into one of theses general categories, for example, under the dinner category, it suggests "best dinners", "cheap eats";"best dinners with kids"; "dinner nearby";"where the locals eat";"group-friendly dinning";"korean food";"pacific cuisines) or "takeout"; "vegetarian-friendly spots" under the lunch category / offer other options for users to check out, like healthy eating, chinese food, bakeries, BBQ joins			use icons to help users quickly identify what kind of point of interest they are looking at / it is easy to find a specific type of destination, a restaurant or a cafe by using different colors of icons on the map	google maps vs. apple maps / https://www.justinobeirne.com / Google Maps get a new look / https://www.blog.google/products/maps/google-maps-gets-new-look/	Google My Maps / easily create custom maps with the places that matte to you, eg. add photos and videos to any place / share and collaborate with friends by working together on building your map
Onetable	Guests who look for Shabbat dinner / Hosts who want to welcome people to a Shabbat dinner at home	N/A	Guest: search a dinner—review the information—request a seat	How to host, share or find Shabbat dinners with people?	For hosts / provide a nourishment credit to hosts of $15 per person with a maximum of $150 per dinner / Coach each host / Offer various events where the community comes together to learn things such as cooking, making reservations, and ritual facilitation. / provide financial support for entrepreneurial hosts / provide a welcoming space for multiple, individually hosted dinner / For Guest / find and search a Shabbat dinner in the city / click a specific Shabbat dinner hosted by someone else by requesting a seat provide event details, including cost, dress code, wine and drink / message host	provide a platform for both hosts and guests to experience an unique Shabbat dinner on Friday / connect with new people, new places and new traditions	N/A	N/A	N/A	N/A
Taste	people who are finding their city's best places to eat and drink	N/A	N/A	How to discover the best place to eat and drink in an easy and quick way?	create a restart discovery process unlike anything current / only locals can vote for their favorite in each category / remove reviews and one-to-five ratings / reshapes the way people decide where to eat through a positive exchange: favorite / check out friend's favorites to even find a new place / create community in a city through commonality (check other users' activities in a city)	use local favors (through a total count of points) instead of reviews and 5 star rating / integrate gamification to their design—milestone. They can contribute to earn more points for each place they like with the increasing time of going out and checking in (create a sense of leadership)	categories are limited	N/A	N/A	N/A