Palateer iOS – Testing Script

Intro:
I'm designing an app that helps newcomers and immigrates like you better order in ethnic restaurants in Canada, and I'd like to gather some feedback from you so that I can improve on the design.

This is not a test of your ability, so feel free to let me know whenever you are confused so that I can improve the design.

This is also a prototype with limited functionality, so not all things may work. The goal is to illustrate the main features of the app. Please feel free to ask me any questions if the prototype itself doesn't make sense.

Scenario:
You're visiting Frankie's Italian Kitchen (an Italian restaurant) with a group of friends. You have the restaurant's menu, and have Palateer installed on your phone to help you with ordering.

[Hand the user the menu; the mobile app]

(Prototype link)

Please think aloud as you go through the app so that I can understand what makes sense and what doesn't.

Tasks:
1. Create your taste profile
[Notes]

2. Have the menu, upload it to Palateer
[Notes]

3. Read the Menu and Recommendation
[Notes]

4. Order your dishes
[Notes]

Follow–up Questions:

1. Suppose you are with your friends, who all know the cuisine really well. Will you still use the app to help you order? Would you prefer asking your friends, or using the app? Why?

2. What is your favorite part of the app, if any? Why?

3. What is your least favorite part of the app, if any? Why?

4. Any critical functionalities you see missing that would otherwise help you better order in ethnic restaurants?

5. Once the functionalities of the app have been finalized, would you use it in place of existing apps like Yelp to help you order? Why?