

Restaurant Review App : Interview Guide

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Introduction

Hi, I'm Mohsin Ansari, a UX designer. I'm investigating Restaurant Review Apps to understand user behaviors such as finding new dining spots, their eating preferences, and how they organize their review lists.

Could I take 10-15 minutes to ask you some questions? Also, would you be willing to allow me to record this conversation for my own reference?

Thanks! If you have any doubts or need further clarification on any of my questions, don't hesitate to let me know.

Research Questions

- What motivates you to leave a review for a restaurant?
- How do you currently rate restaurants in the app? What challenges do you face?
- How do you feel about the length and depth of the feedback form?
- What type of feedback do you find most helpful when reading reviews?
- How do you usually find and select reviews to read?
- What kind of feedback would encourage you to write a review more often?
- How do you feel about the current system for responding to reviews?
- Do you think the current feedback system adequately captures your experience? Why or why not?
- What improvements would you suggest for the feedback system to make it more user-friendly?
- People are eager to use digital platforms to plan and organize their dining experiences based on restaurant reviews.

Final Remarks

I appreciate your participation immensely. Thank you for dedicating your time to this.