

App # 2 Review Assignment - Chanelle

1. What is the app? Give its name, genre, and a bit of its history. - 1pt

The name of the app I chose to review is called Open Table. Open Table is an app created in partnership with the site booking.com who's purpose is to notify people of restaurants within the area around them. In the app store, this app falls under the Food & Drink Category.

2. What problem does the app attempt to solve? - 1pt

I believe the problem that this app attempt to solve is the struggle to find good food around you. Obviously, as people, we always want to explore new food and try new things we just don't know where to go, so that's why apps like OpenTable that are more specific to food are much easier and helpful in comparison to typing "food places near me" on google.

3. Who is the main audience (be specific, don't say "everyone"), describe a typical scenario when they would use the app. - 1pt

In regards to the target for the app, Only because of the type of restaurants that are uploaded, I would say 18 or 19+ to around 45. The app has restaurants that are a bit costly, so I feel that only the age group that can afford this will be able to use it and benefit from it

4. What is the core solution of the app? In other words, what is it's hook? - 1pt

For this app, it's the main thing since it's partnered with booking.com, is to book restaurants through the app as many other apps just like this do not have the option. The great thing about this app is that there is like 15 min time gaps and they usually have a special note alongside with your reservation to let you know what comes with having this reservation at each restaurant

5. Describe three features of the app that are most relevant to solving the problem, discussing their functionality and design. - 3pt

- i. **Booking**

1. You are able to book through the app for the different restaurants they provide as you browse and discover different places through the app. The design is simplistic and easy and the interface is not too complex to the point where it's confusing

- ii. **Reviews**

1. Reviews in an app are always helpful, especially one like this where it deals with food. Within the app, you are able to see the reviews of other people and their experiences with the service and food quality at these different restaurants.

- iii. **Delivery**

1. The app is also paired with UberEats, so it shows the different restaurants that have delivery available and categories them in that manner for the user to see, it's very easy to function with as if you do choose to UberEats it will just transfer you to that site

6. Critique the app, discussing:

- i. What it does successfully, - 1pt

The app is able to cover a lot successfully, I feel like most of the features it has are extremely useful and I would definitely see someone like myself using this app to find good food around me and try new things. It has many filters to where

you can adjust the price range and the type of food you plan to eat.

ii. What is its major shortcoming? - 1pt

It's a major shortcoming I feel is the lack of certain restaurants, that's why when answering the question about age target I said a higher age because the type of places that are posted in this app are a little bit more on the pricer side. This is a shortcoming because there needs to be a range of cheaper restaurants within the area and not just a flat high starting rate for prices because many places have good cheap eats. I believe that the app mostly works with dine-in restaurants and delivery so that is another shortcoming and probably why they don't have a wide range of places.

7. Is there a need for another app in this genre? explain - 1pt

I feel that app is very effective in what it does, but however for the reasons stated in the last question I do feel that it would be nice to have an app that also includes cheap eats too, that way the market and users can be expanded and it can gain more recognition for that

8. How will your app be similar to this one? - 1pt

I think that for a genre like this Food & Drink where the requirements for inquiry are the same that my idea will definitely be similar to this one. I plan to use the different filters and refine search options for restaurants. I will also have the reviews, including the menus, and give descriptions of what these restaurants are about.

9. How will your app be different? - 1pt

My app will be different because again, I am going to focus on adding that wide spectrum of food that I felt was missing from this app, and I plan to also add a feature in the reviews where it allows people to upload photos of the food they have received at these different places. Also, I do not think that I would include the option to book in my app because that's another reason why this app doesn't have all the restaurants because its main focus is to help you book reservations, however, mine is just going to be to help you find good food according to you.