PEACH

Open up your restaurant!
Motivation and Background

Starting up a new restaurant takes time to research; they need various information about areas. There's just no quick way to find all of this information in one place.
An application designed to help users find a suitable restaurant location by offering visualizations about competition, consumers, crime, and rental rates for different areas within San Diego county.
Design
Design Focus

- Simple
- Intuitive
- Functional
- Consistent
Low Fidelity Mockup
**High Fidelity Mockup**

**Peach**

Click on a category to filter your results!

- Competition
- Consumer
- Safety
- Budget

**Most Optimal Location:**
La Jolla

**Statistics**
- 123,456 people
- AVG $15,000 - $20,000

[Map and charts showing data analysis]

**Pie Chart**

**Bar Chart**
Landing Page

- How can we tell the users what the purpose of our app is?

- What is the best way to present a form on a landing page?
A\B Testing

Are you trying to start a restaurant, but struggling to decide where to open one?

Our goal is to help restaurant owners identify the most prospective location in San Diego to open a restaurant based on four different factors: competition, consumers, location safety, and budget.

Start by telling us what you want!
DEMO

https://Pea-c-h.herokuapp.com
HCI Principles

The User Interface

- **Above the Fold:**
  - User is presented first by the top areas in SD
  - This can be hidden later to focus on visualizations
  - A navigation bar that remains with the user as they explore

- **Data below:**
  - Heatmap changes with buttons
  - “Donut” chart responds to map exploration
  - Auxiliary visualizations with hover tooltips
HCI Principles

The User Interface

- **User control and freedom:**
  - Visualizations are explorable
  - One page means no getting lost
  - Navigation bar to direct user

- **Recognition rather than recall**
  - Visualizations accompanied by instructions

- **Error Prevention**
  - User input change available
  - Low commitment map buttons
System Development
ARCHITECTURE
Previously in Peach
Now!
Architecture

data.json \(\rightarrow\) map.js, chart.js, budgetvisual.js \(\rightarrow\) HTML
Testing and Evaluation

**Testing**
- Mouse cursor tracking
  - Use OBS as screen recording
  - Track mouse cursor location as they navigate the site

**Evaluation**
- Record the time it takes to navigate the site to complete tasks

**Results**
- Data charts are distant from each other
- Difficult to interact

**Gameplan**
- Redesign to make data charts in containers
- Easier to interact with
Future Work

- Incorporate Yelp API
- Expand Locations to Outside of San Diego
- User-Testing
- More features
- Implement D3.js in Server Side instead of Client side
Thank you