



# 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.

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# PEACH

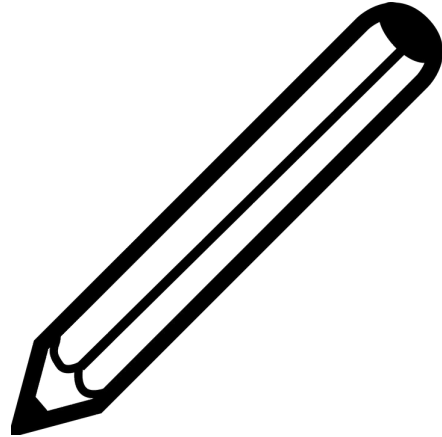
An application designed to help users find a suitable restaurant location by offering visualizations about **competition**, **consumers**, **crime**, and **rental rates** for different areas within San Diego county.

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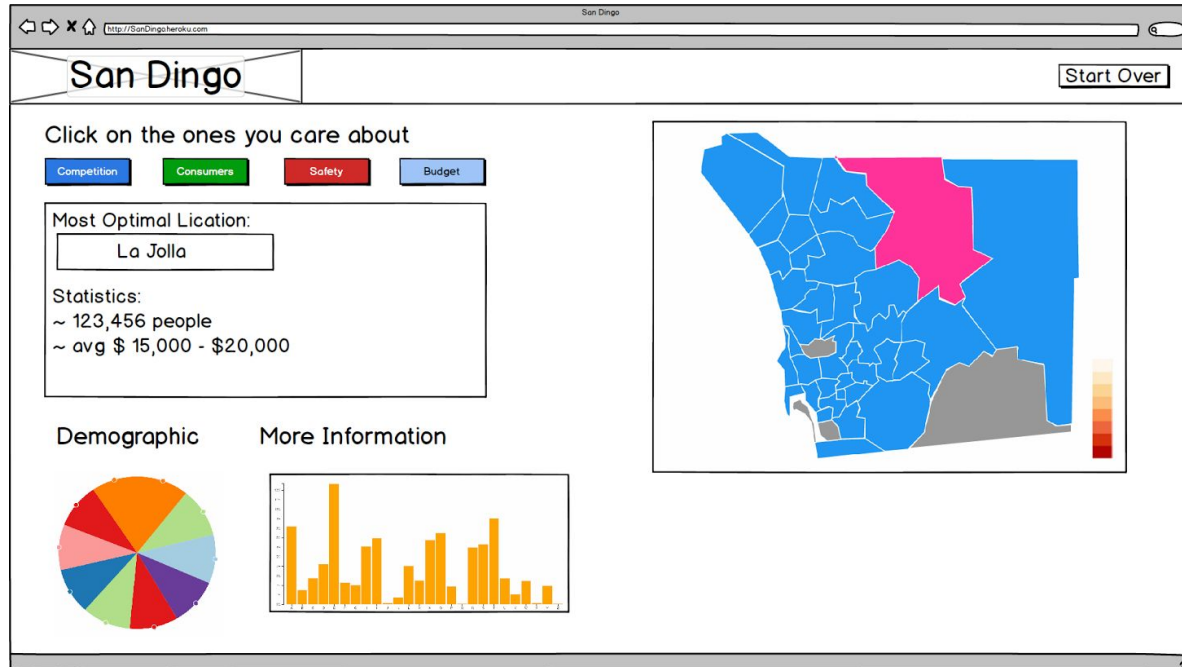
Design

# Design Focus

- Simple
- Intuitive
- Functional
- Consistent



# Low Fidelity Mockup



# High Fidelity Mockup

## Peach

[Start Over](#)

Click on a category to filter  
your results!

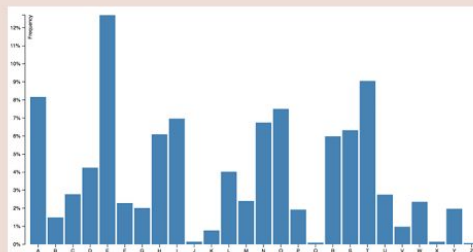
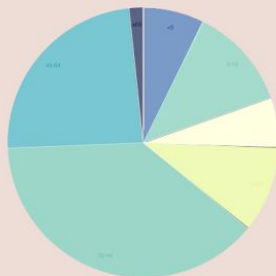
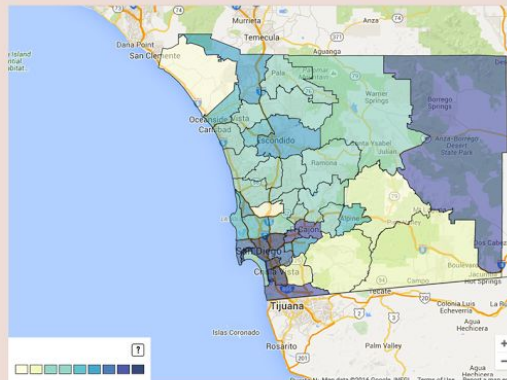
[Competition](#)[Consumer](#)[Safety](#)[Budget](#)

Most Optimal Location:  
La Jolla

Statistics

~ 123,456 people

~ AVG \$15,000 - \$20,000



# 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?

Peach

Peach

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.

Let's get started!

What style of restaurant?

Select Option ▼

What type of consumer are you targeting?

Select Option ▼

Do you care about location safety?



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What is your budget for your rent?



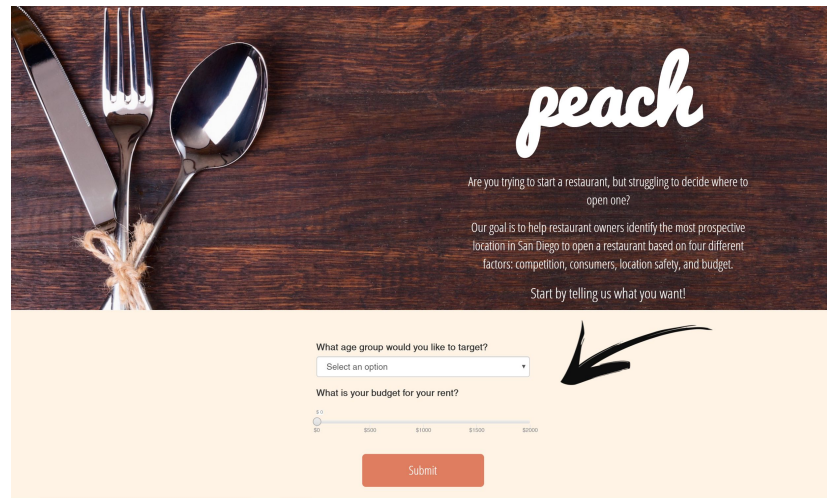
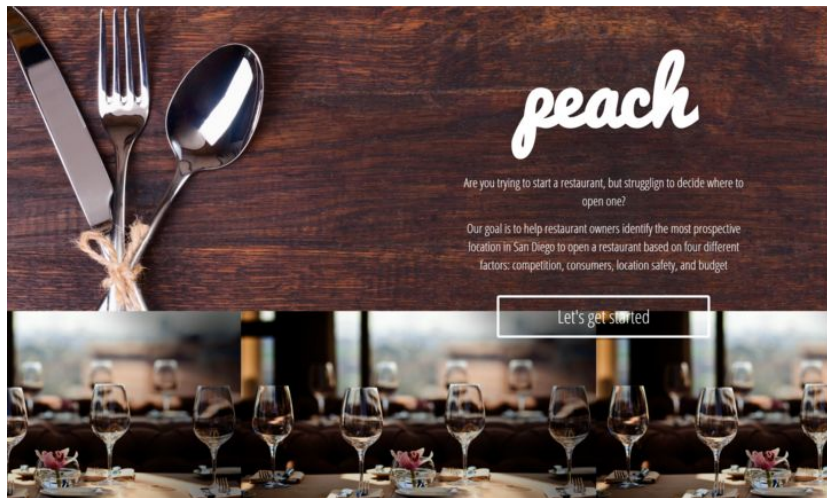
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Submit





# A\B Testing



# 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

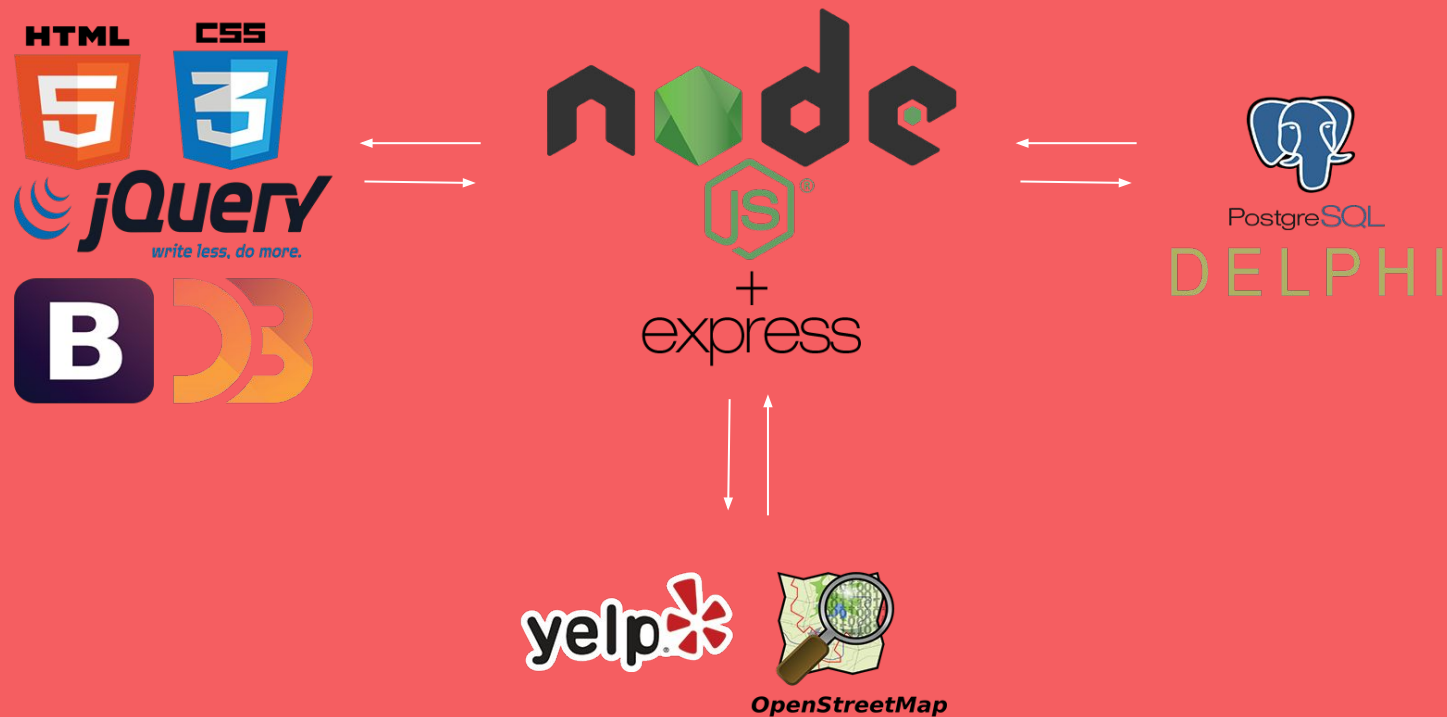
## The User Interface

- 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

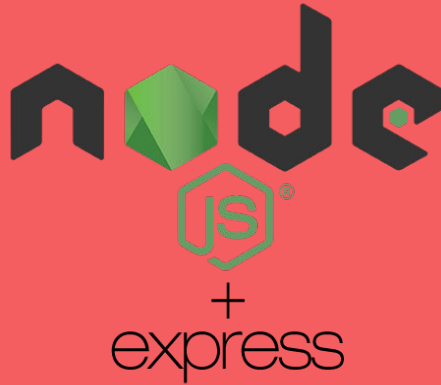
# System Development

ARCHITECTURE

# Previously in Peach

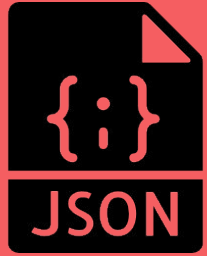


# Now!





# Architecture



data.json



map.js



chart.js



budgetvisual.js





# 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 🍑

