LOOKING FOR LUNCH

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LOOKING FOR LUNCH

SUMMER INTERNSHIP 2015, CORPORATE APPLICATIONS
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"*Blizzard* is comprised of seven different companies under one banner — *Blizzard Entertainment.*"

"*Blizzard* is comprised of seven different companies under one banner - *Blizzard Entertainment*." Once a company of 400 employees, *Blizzard Entertainment* has experienced tremendous growth since the launch of *World of Warcraft*. Employing over 4,000 employees now, the company is in the process of reigning in its growing pains before they can get any larger. *One Blizzard* is a movement initiated by executive management with the goal of bringing back the small company feeling *Blizzard* used to have.

CODENAME: LUNCH ROULETTE. Many moons ago, Jordan Irwin had an idea for a randomized, automated pairing system for lunches. The system was designed to bring people from different departments together for lunch.

Since *World of Warcraft*, the various departments at *Blizzard* have grown into their own silos, with different processes and procedures, in effect, becoming a company within a company. Too, *Blizzard's* selective employment process meant that departments remain somewhat small, but the amount of responsibility per person is high. It is a rarity to socialize with people in other departments because of this. And even within some departments, employees are so focused on their own work that they do not find the time to speak with their coworkers in the same department.

It became our mission during the internship to realize the *Lunch Roulette* idea and turn it into a functioning product that would add value to *Blizzard*. During the summer, we utilized the human centered design process to craft a product that would interest multiple parties, while helping to realize the *One Blizzard* vision set forth by the executives earlier in the year. This process book details the design process of the product that would eventually become known as *Looking for Lunch*.

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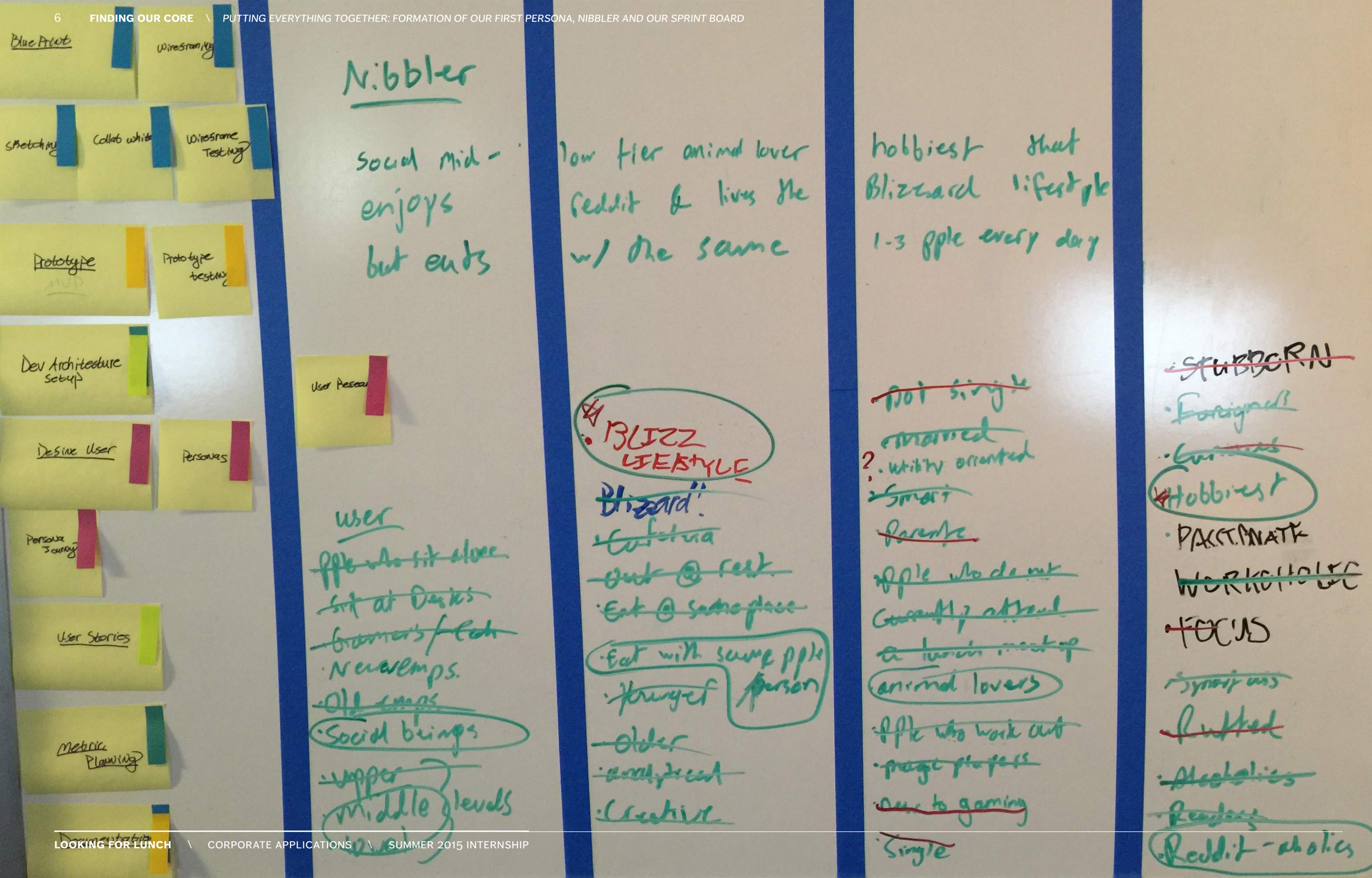
Blue Print
Wireframing
Sketching
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Wireframe Testing
Prototype
Prototype testing
Dev Architecture Setup
Desire User
Personas
Persona Journey
User Stories
Metric Planning
Nibbler
Social mid-enjoys but eats
low tier animal lover reddit & lives the w/ the same
hobbiest that Blizzard lifestyle 1-3 pple every day
User Research
user
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~~Gamers / Eat~~
Newemps.
~~Old emps~~
Social beings
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middle levels
BLIZZ LIFESTYLE
~~Blizzard~~
~~Cafeteria~~
~~out @ rest~~
~~Eat @ same place~~
Eat with same pple person
~~Younger~~
~~Older~~
~~analytical~~
Creative
~~Not single~~
~~married~~
? utility oriented
~~Smart~~
~~Parents~~
~~pple who do not currently attend a lunch meet up~~
animal lovers
~~pple who work out~~
~~mage players~~
~~new to gaming~~
~~Single~~
~~STUBBORN~~
~~Foreigners~~
~~Curious~~
Hobbiest
PASSIONATE
~~WORKOHOLIC~~
~~FOCUS~~
~~Synergy~~
~~Rutted~~
~~Alcoholics~~
~~Readers~~
Reddit-aholics

Finding Our Core

THE WHAT AND HOW

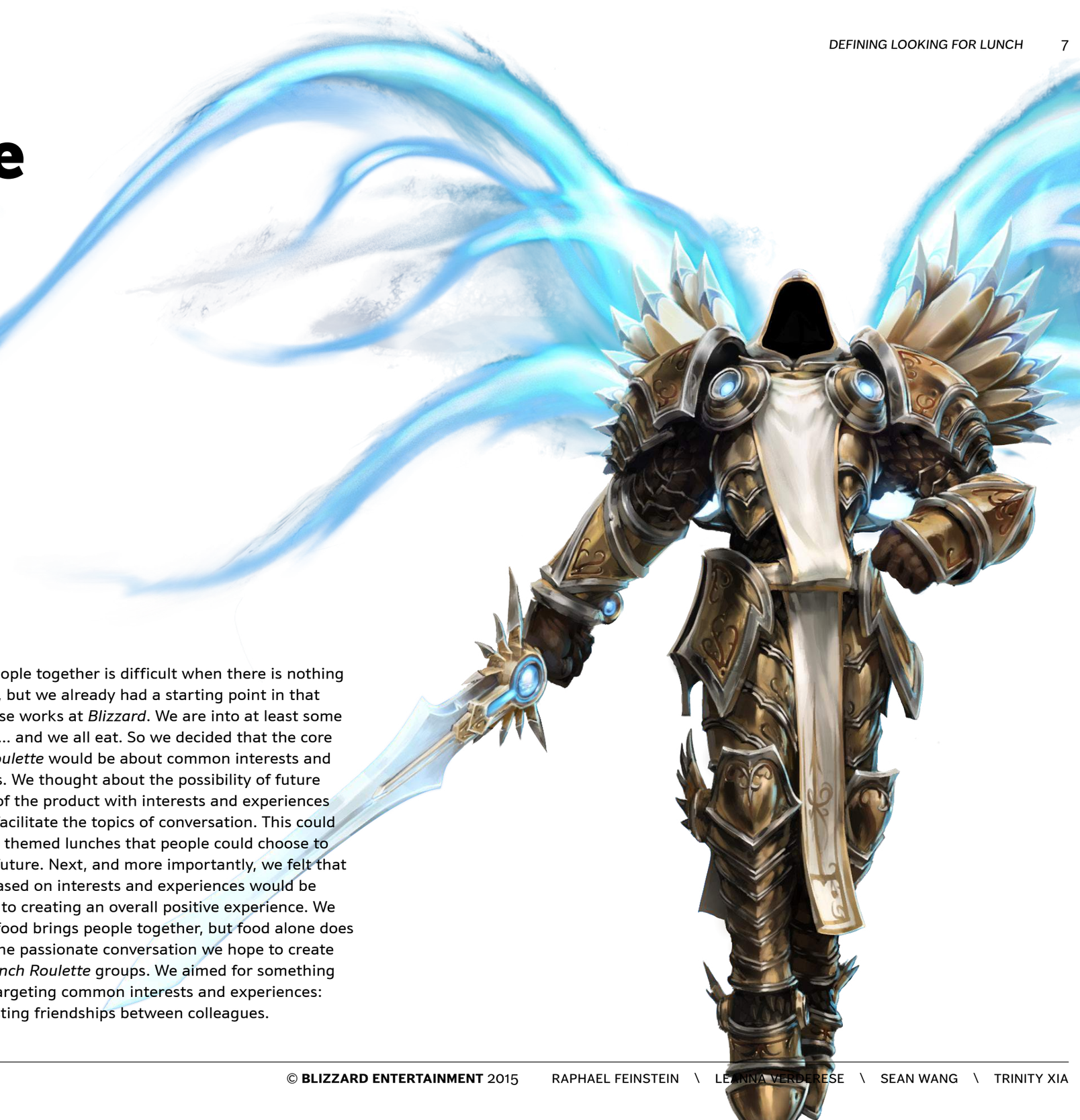
WHAT IT IS: Making cross departmental connections by sharing common interests and experiences over lunch.

HOW WE GOT THERE: Finding a core is like trying to get a group of people to agree politically on every aspect. Most people have very different perspectives so they see the problem in different ways and want their understanding to be reflected in the core statement. So we started broad.

We decided to stay with the lunch concept early on since lunch happens during business hours and everyone is already in the same starting place: work. Lunch is also a designated time to socialize beyond normal business banter. We agreed on lunch vs. dinner or breakfast. The next step was to understand the user base we were trying to bring together for lunch.

The system would be bringing people together over lunch, but who were these people? We started with the idea of pure randomness. Random didn't cut it though, because if matching was totally random, people may end up going to lunch with the same people or people in their same team. So instead, we started thinking about how people were organized, by team, department, discipline, level, years at *Blizzard*, etc. But we went back to the original concept that came from the idea of *One Blizzard*, which led us on the path to prioritizing people from different departments. Just as important were the categories we disregarded – gender, level and discipline. This was to focus on the real problem: the locked doors that separated us. Of course, we added rules such as no repeat individuals, unless there was no other way to form a group for that day, to keep the groups as fresh as possible. Now, the next challenge was to figure how we would connect them.

Bringing people together is difficult when there is nothing in common, but we already had a starting point in that our user base works at *Blizzard*. We are into at least some geeky stuff... and we all eat. So we decided that the core of *Lunch Roulette* would be about common interests and experiences. We thought about the possibility of future expansion of the product with interests and experiences helping to facilitate the topics of conversation. This could also lead to themed lunches that people could choose to join in the future. Next, and more importantly, we felt that grouping based on interests and experiences would be paramount to creating an overall positive experience. We know that food brings people together, but food alone does not ignite the passionate conversation we hope to create with the *Lunch Roulette* groups. We aimed for something bigger by targeting common interests and experiences: creating lasting friendships between colleagues.



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Users & Personas

STAKEHOLDER INTERVIEWS

At the start of the project we collected information from wherever we could. We had been told that some disciplines were currently holding lunches every few months and they were being organized by specific individuals within the company. We interviewed the coordinator of the producer lunch, Shani Edwards, the engineer lunch, Jonathan Shaw, and the artist lunch, Seth Spaulding.

All three were extremely helpful, giving us valuable insight into how they run their system as well as some of the back story. Unfortunately, they were all pretty new to the role. They had either been handed the position or had started the lunch system recently and did not have the long term knowledge that we were hoping they would have.

We also came to realize that the coordinators were running their discipline based lunches to answer a different set of problems than what we had discussed with our mentors. The coordinators were looking to automate the grouping aspect of the lunch. The grouping was a problem because after the second lunch, hand organizing groups with their criteria was tedious work. While their core problem was different, *Lunch Roulette* could still cater to them in that it would assist with automating the formation of groups. We kept their needs in mind when crafting our coordinator persona, *Jack*.

CAFE INTERVIEWS

We also wanted to know if there was general interest in the idea of a cross department lunch system. So we conducted some impromptu interviews with random people around the cafe during lunch time. Not only did we meet some very interesting people – we also pulled a range of perspectives and insights. Some people were interested to meet people, while some would feel too shy to go out on their own. There were still some who preferred to meet and eat with specific people. We used this data to help shape our *Lacy* and *Nibbler* general personas.

DEFINING THE USER

Finding a user persona was as much about brainstorming words that defined the culture at *Blizzard* as it was about interviewing people about what they do, how they do it and why they do things the way they do them. We created a list of characteristics about *Blizzard* employees which we then started to narrow down, crossing words off. This left us with key words that we thought defined a good portion of the *Blizzard* family with which we created our primary persona, *Nibbler*, which you'll see on the next page.

“People like mixing even after the organized lunch”

“Random is rare, it is not necessarily useful”

“The idea is that the engineering lunch creates a discipline context for conversation and interest”

Nibbler, 28

“Break up the team based culture”

GOALS

Find people who are interested in socializing.
Learning what other people do inside *Blizzard*.

PAIN POINTS

Silos within the company artificially prohibit employee relations.
Small team sizes keeps him very busy.
Fast expansion inside the company means that he doesn’t even know everyone in his own department anymore.

BACKGROUND

Nibbler has been working at *Blizzard* for a few years now and has always wanted to meet new people. Outside of the employees he meets in the cafeteria, he can’t say he has many non-departmental friends. Despite his flexible schedule, there’s always something to do work wise for Nibbler, so making the time to meet more people is difficult. He’s also noticed that *Blizzard* events draw employees in, but the primary purpose is to collect something or drink free alcohol with existing friends. Creating new relationships, at best is secondary. Nibbler has heard of the *One Blizzard* movement and hopes it succeeds in bringing *Blizzard* back to its roots as a “large company with a small community feeling”. He feels that there would be a great deal of interest from the company for the *One Blizzard* movement and is excited to see what comes next. Maybe now he can get some of his burning questions about *Heroes* and *Hearthstone* answered!

Nibbler's Scenario

Our design at this point was still ambiguous, so this scenario focused on Nibbler's wants as a user of *Lunch Roulette*.

1. As usual, Nibbler checks his email account when he arrives to work in the morning.

2. He sees an email titled "Meeting the People of *Blizzard*" which piques his interest, he opens it and clicks the link to visit the *Lunch Roulette* application.

3. He configures the categories in *Lunch Roulette* based on his needs.

4. Nibbler's lunch hours are open everyday except for Thursday this week. He has a lunch meeting with his department on that day. Otherwise, his schedule is flexible.

5. After inputing his needs, he clicks on the opt-in button. A thank you pop up appears, confirmation page appears saying he will receive an email after sign-ups close.

6. On the back-end, after sign-ups close, *Lunch Roulette* pairs people up based on the criteria given to it.

7. He receives an email confirmation with his lunch mates cc'ed in his *Outlook* account.

8. Nibbler reaches out, letting his teammates know that he has a flexible schedule.

9. One of Nibbler's teammates is unable to do lunch before 12:30PM.

10. They all agree to do lunch in the *Blizzard* cafeteria at 1:00PM.

11. They meet and eat lunch at the *Blizzard* cafeteria. The lunch was successful and they decide they want to eat lunch together again.

12. At some point, the *Lunch Roulette* system sends out an email with a link to an optional feedback system.

13. Nibbler decides to do the survey. He has had a positive experience and is excited to use the *Lunch Roulette* system again.

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Jack, 32
The Coordinator

"I want to promote knowledge share between engineers across departments"

GOALS
Remove the need for the manual processing he does.
Connect with people who he cares about.

PAIN POINTS
His bias makes it impossible to tell what is better for the company. His process is solving one problem, while there is another problem to be solved. Engineers don't want to talk to artists, unless there is a direct connection between them.

BACKGROUND
Jack has worked at *Blizzard* for 9 years. He is excited for his shield and works hard to let his team know that he supports them. A few months ago, Jack was asked to manage the cross department Engineer lunch. This is an opt in lunch just for engineers in the company. His solution for this was to create an *Excel* sheet and send an email blast to all the engineers, which was provided by HR. 140 people signed up. Jack's criteria are basically getting people from different departments and levels to meet one another.

He has had two successful lunches but the tedious and time consuming nature of being the coordinator is taking its toll. It is time consuming having to add new people to the list, switching groups around and making sure that no one is overlapping with some past group mate. He knows this process could be automated, but he does not have the bandwidth to do it. Thus Jack is stuck with the manual process, even though it's becoming more time consuming. After hearing about *Lunch Roulette*, Jack became excited with the idea that they might be able to take some or all of the work from him and automate it. He advocates for a management system or a tool with program filters, with or without admins. He has participated in the first lunch but was not able to take part in the second lunch. He feels it wouldn't add value to meet random people, but rather to identify different groups each time and set it up that way. Or to do this for departments, so he can meet and get to know all the people who work around him.

Lacy, 29

“Lunches are solo affairs”

GOALS
Really take a break at lunch.
Be part of a social atmosphere.

PAIN POINTS
Lacy does her thing, she would probably need some type of incentive or motivation to get her to use the tool. She is social but non-committal, and she might just forget because she has a designated routine.

BACKGROUND
Lacy has been working at *Blizzard* for four years, almost coming up on five. She is a social person but tends to eat lunch alone, pondering what she has been doing that day, drawing an awesome gun or helping a fellow artist figure out how to shade in a new character’s eyes. She occasionally eats lunch with other team members but doesn’t like the rush of the cafeteria to buy food, so she usually goes early, leaving her alone at a table. She tends to people watch and likes the busy atmosphere around the tables.

Lacy has a set of games she plays, mostly to keep up in her own work and waits till the weekend to go out with people. Lacy has worked in two departments and doesn’t really know a whole lot of other people. She does not even know all the people from the games she has worked on. Lacy has attended the artist lunches and has enjoyed them so far, and now she wants to go to more, but they are few and far between. Lacy is approachable, mellow and in tune with what she is working on. She likes her current team but she notices that they work in their own silo, separate from most of the happenings going on around *Blizzard*.

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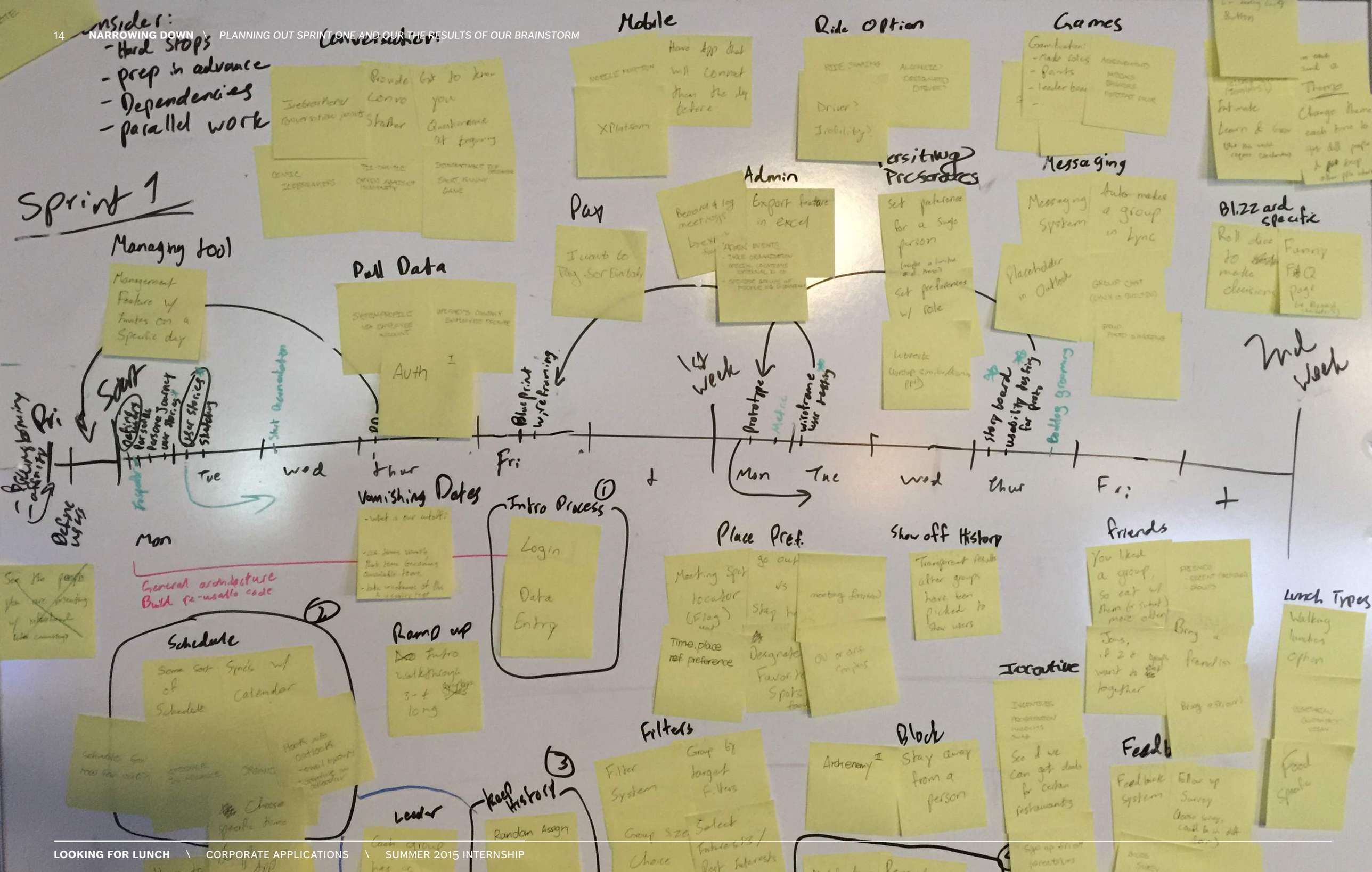
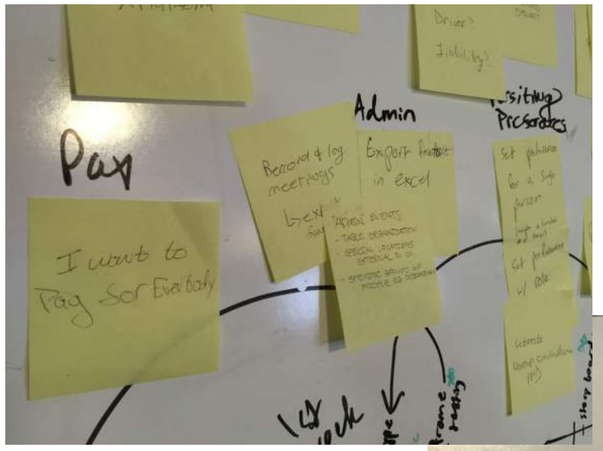
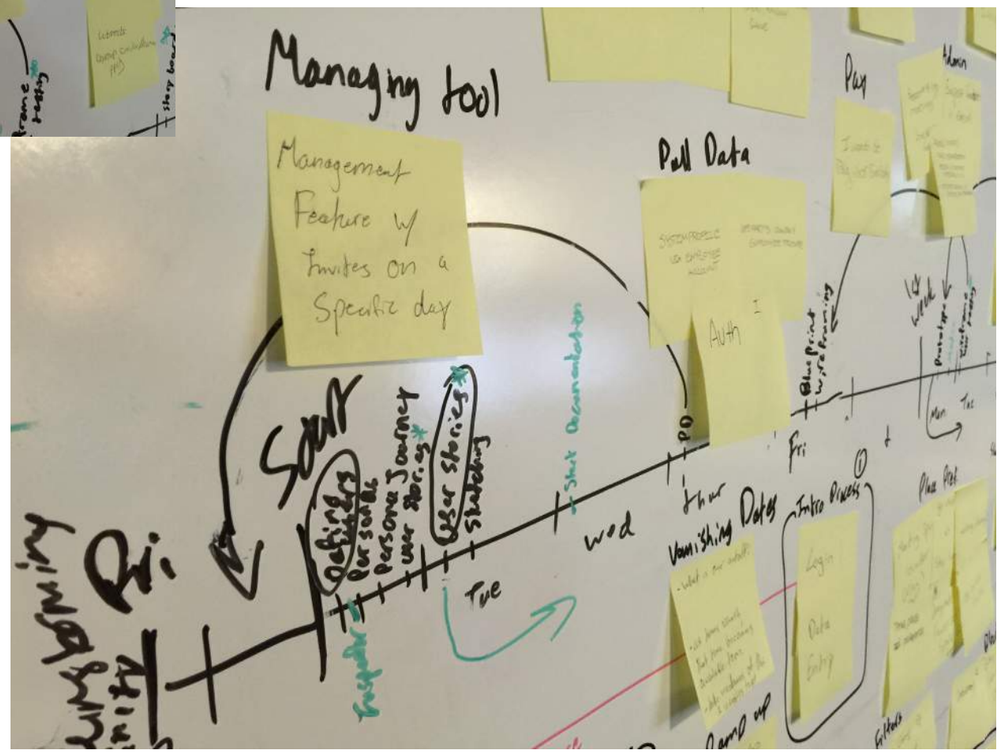

Sprint 1
Consider:
- Hard stops
- prep in advance
- Dependencies
- parallel work
Conversation
Mobile
Ride Option
Games
Admin
Pay
Messaging
Blizzard specific
Managing tool
Pull Data
Auth
Start
Mon
Tue
wed
thur
Fri
1st week
2nd week
Vanishing Dates
Intro Process
Login
Data Entry
Place Pref.
Show off History
Friends
Lunch Types
General architecture
Build re-usable code
Schedule
Ramp up
Filters
Block
Incentive
Feedback
Leader
Keep History
Random Assign
Notification
Reminders

Narrowing Down





AFFINITY CLOUD
We did a brainstorming session and organized our ideas in an affinity diagram. We identified the major features for the MVP: scheduling, loading icon, history, communication, introductory process. These were the features that users expected the product to be able to do at a minimum. We used these major features to help us frame our user story generation. These are some of the questions we asked ourselves while crafting our user stories:

SCHEDULING: How do we allow users to input what time, day, week and month they are free? How much control do we give the user? How can we create the most opportunities to pair people for lunch?

INTRODUCTORY PROCESS: How do people access *Lunch Roulette* on a PC vs. a MAC? Is there a sign up process? Can users input their interest?

HISTORY: How does the system remember pairings? Do we visualize this to users?

COMMUNICATION: How do we connect users together after the pairing has occurred? Is there a use for a *Lync* group?

NARROWING OUR FOCUS
The prioritized concepts helped us focus in on a core set of features that we could see being built out over the course of the internship.

Once we were able to get past the initial set up of what we wanted to do, the team started to settle into the core functionality of scheduling lunches. Our focus turned from all possible features to "how can we start making our MVP great?" Later we came to realize we did not start simple enough. If you really want people to meet other 'random' employees during lunch, all you need is a single button. Users who pressed this button would then be sorted into a group by the program using the pool of people who signed up on that day. But at the time, we were under the mindset that lunch times and schedules were paramount to the user and therefore MVP material.

We narrowed in on how to schedule. We considered the idea of making *Lunch Roulette* a limited time event that would happen once every so often based on user feedback. However, we decided to go with a spontaneous approach which would allow for more potential functionality down the road.

We tried different ranges of time but decided on a two day solution, catering towards the user who knows they want to go to lunch 'today'. We worked in different layouts and styles, user testing them to narrow down to one concept for our initial MVP interface.

We also decided a name for the product: *Looking for Lunch*.

Participatory Design
Phase One: Problems

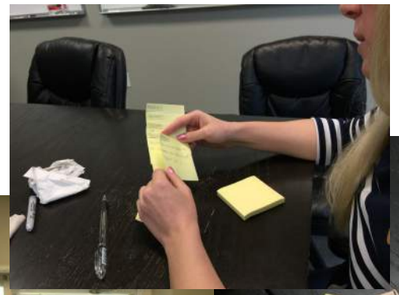
WHY
We conducted a Participatory Design workshop session with our department to better see the problem from the standpoint of our users.

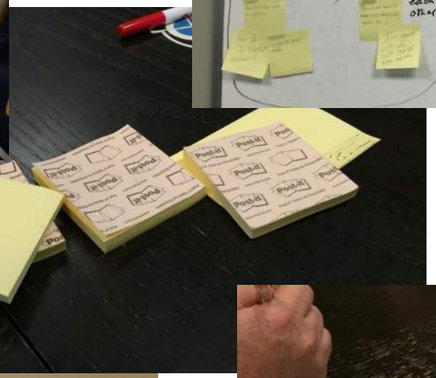
PHASE ONE
Participants spent 5 minutes writing concerns about the issues that were presented earlier. After, participants share their concerns with the rest of the group.

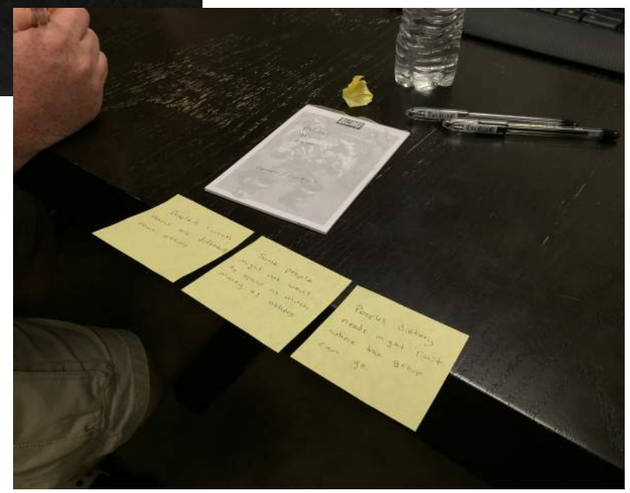
MODERATOR
Raphael Feinstein

RECORDERS
Leanna Verderese
Sean Wang

PARTICIPANTS
Rachael Callahan
Lynn DeVries
Rick '*Intern*' Fox
Mike Hall
Chris Pyle







Lunches felt super awkward, but my shining personality made it not too bad.

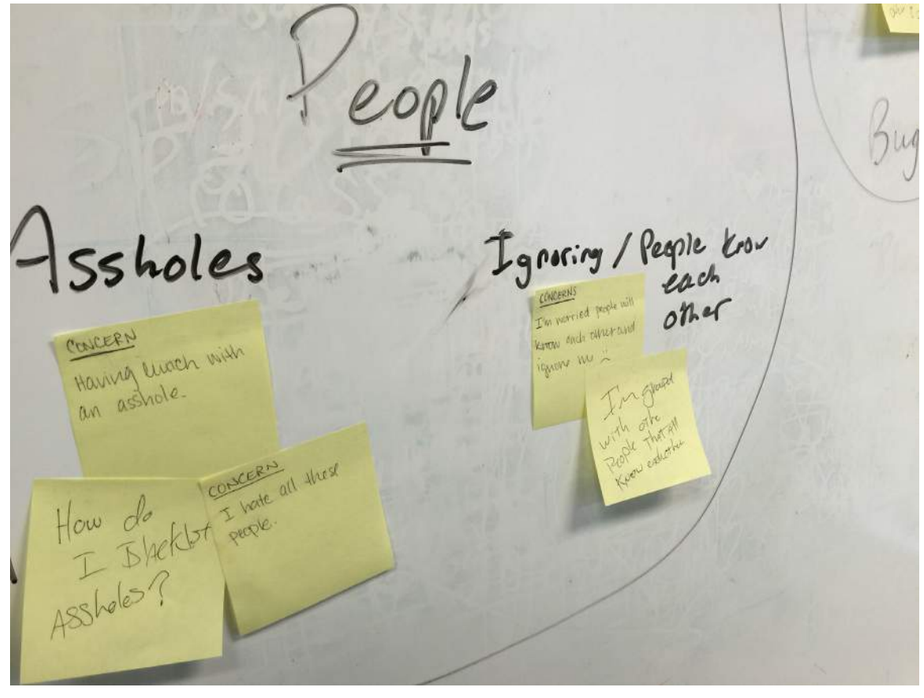
We had nothing in common programming wise, but we talked about other stuff.

People at *Blizzard* are awkward introverts.

Not once did we talk about work.

PHASE ONE NOTES

- The lunches are super awkward.
- Sounds like 1½ hours of awkwardness with 2 guys who know each other talking on the side.
- Racheal: "What do you mean common interests?"
- Rick: "What question are we trying to answer?"
- New people meeting or a tool?
- In regards to engineering lunches: "We had nothing in common..."
- There was no gained work benefit... But it was still fun.
- I met one of the guys from mine again at the *Heroes* toast and we hung out for a bit.
- I'm looking for random!
- In regards to the production lunches: "Even in the production lunches, where what we do is more similar across teams, we still didn't talk about work..."
- What is the assumption for payments?
- Do they assume it is sponsored?
- Chris: "I like hearing about what others, even different kinds of engineers, are going through..."
- Food Choices and scheduling can go together.
- Everything is kinda tied together.
- Ranking System?
- A blind one so people can't see what others vote for?
- Go with groups multiple times?
- Need a bail button!
- I hate all the people!
- I want to be able to choose how often I go on lunches.
- Variety vs. I don't care.
- No shows are mitigated if you get to choose your own schedules to an extent.
- Food Choice/Place/Who is driving?
- In regards to driving: Who drives? How long is the drive?



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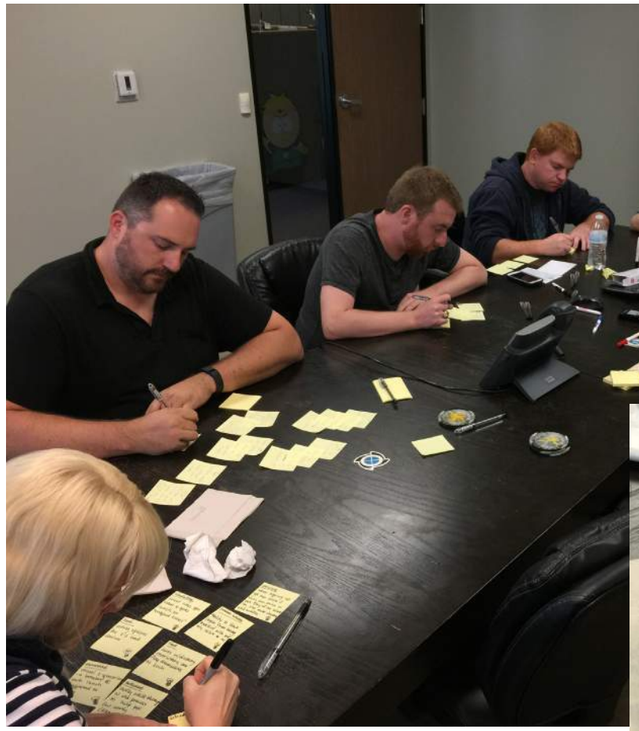
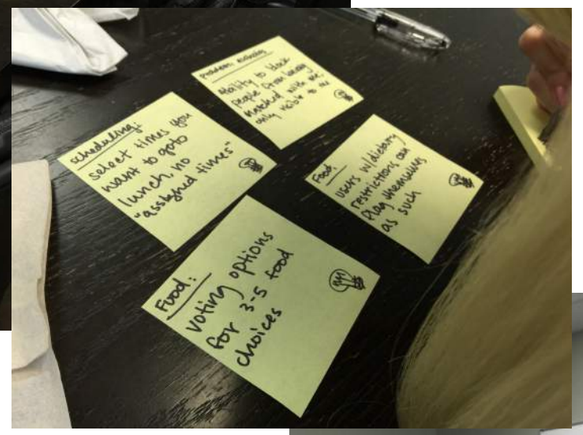
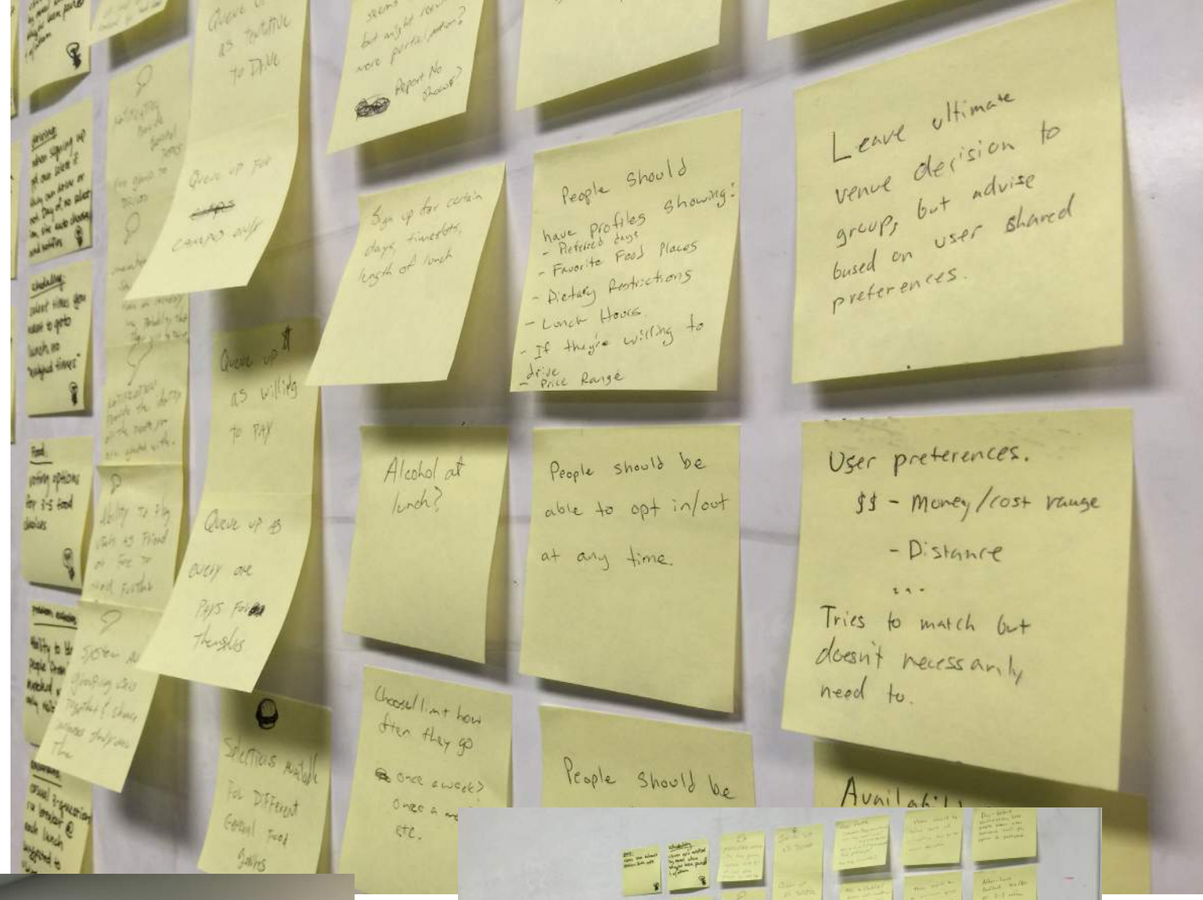
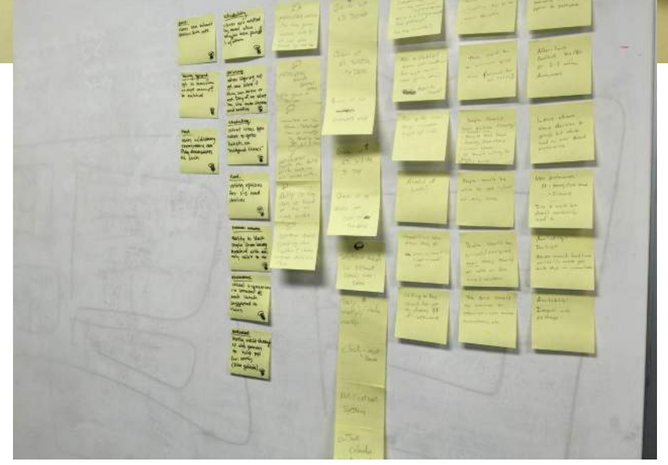








Participatory Design
Phase Two: Solutions

After categorizing the problems together as a group, participants spent another 10 minutes coming up with solutions that addressed the concerns they mentioned. After 10 minutes, they presented their solutions to the rest of the group.

There also needs to be the: 'I don't give a fuck show me where to go persona.'

I feel terrible to write negative feedback about someone. I don't want it recorded.

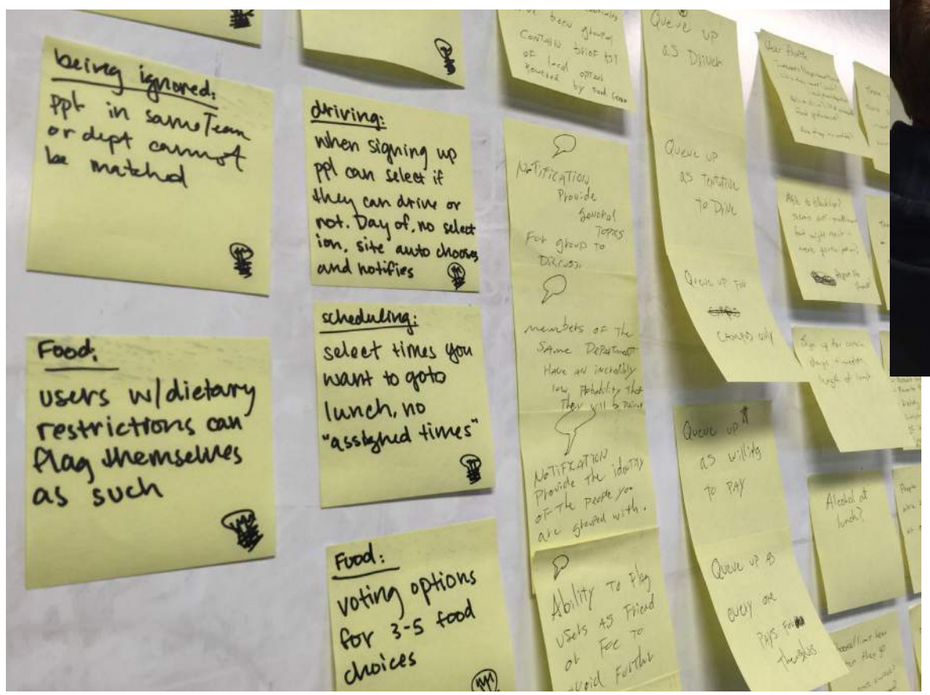
I don't want the system to tell me where to eat.

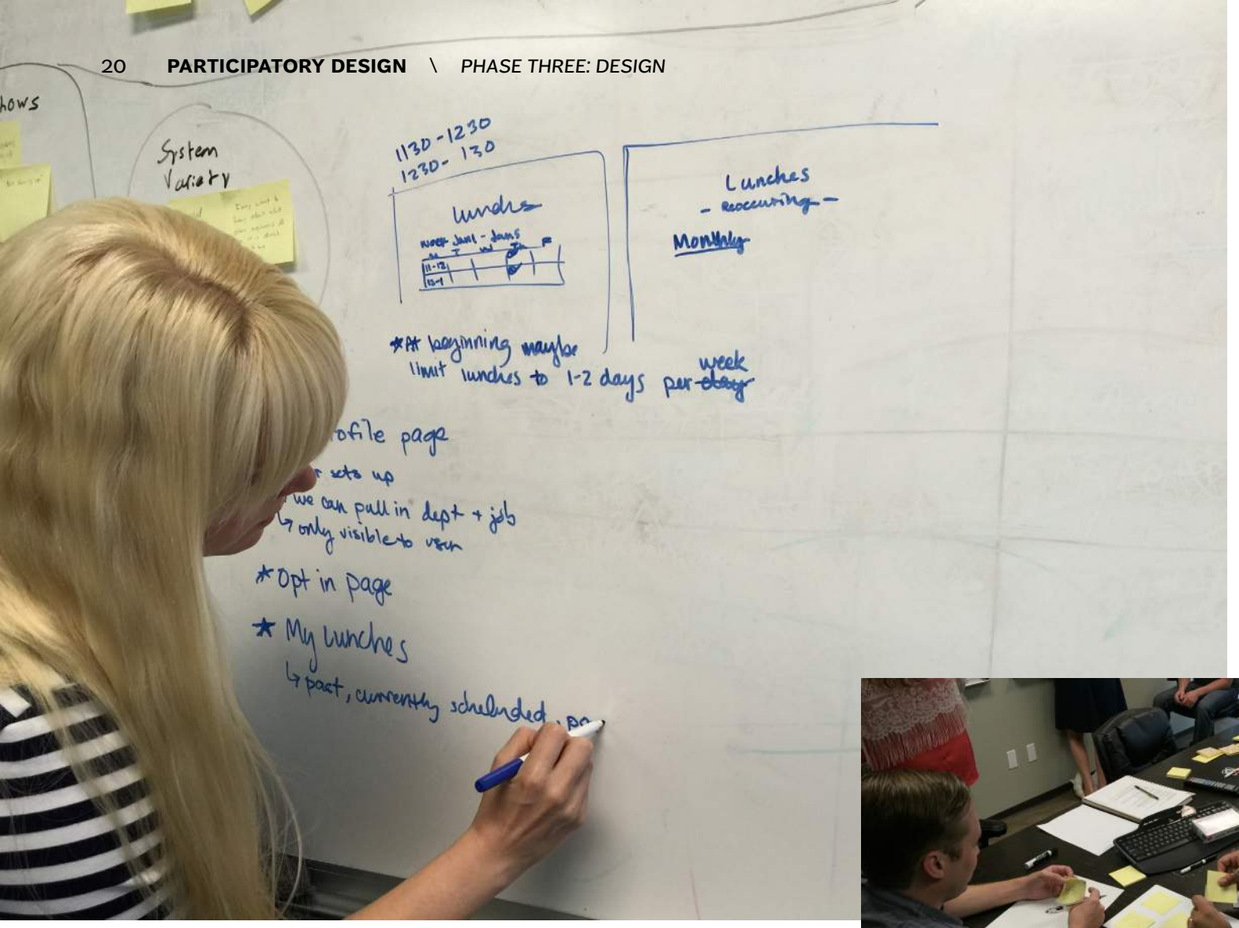
It was interesting to learn about bullshit they need to deal with that we do not need to.

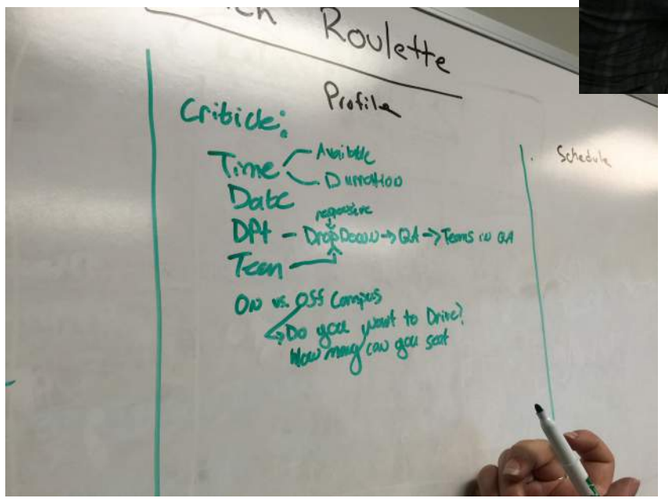
Also, 'are you an *asshole*?' checkbox.

PHASE TWO NOTES

- Do we still want to go if someone can't go anymore?
- Assigning negative data to people in an application. is questionable...
- Criteria like a '$' for how much people want to spend. This is possibly something that is weighted very low in the algorithm in the future.
- Incentives! (Thumbs up from everyone)
- Opt in or out at any time?
- Allow for last minutes changes?
- Voting system for location and the like.
- Cool, but I don't want to be annoyed by the process...
- Everybody likes Thai / sushi / burgers.
- Can you suggest to go to a place?
- Specific place?
- Reoccurring settings?
- Friend or Foe?
- Driving inputs.
- Tentative vs. Opt in.
- How many seats?
- Track average time and cost at a place.
- Restaurant Exploration.
- Voting for specific locations.







Participatory Design

Phase Three: Design

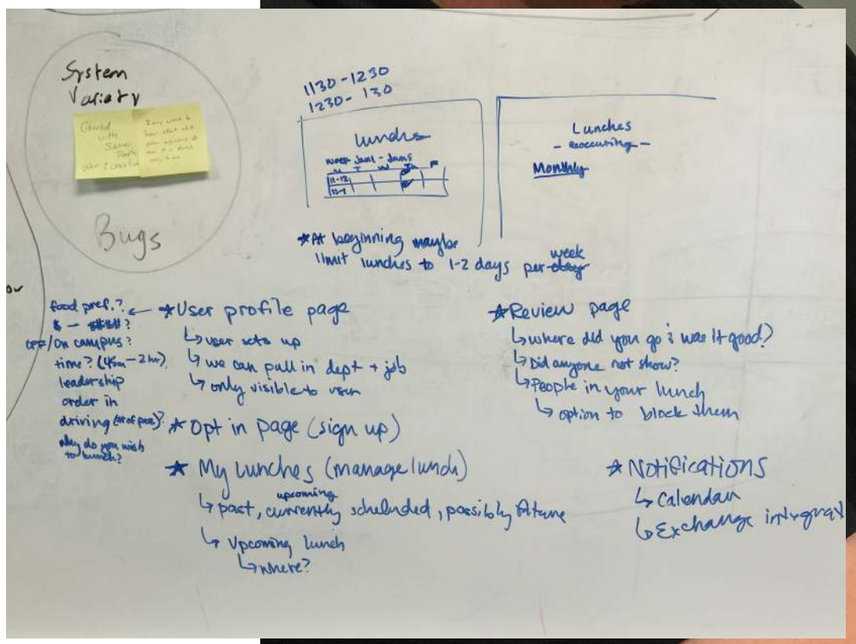
Participants were paired and tasked to come up with a design solution keeping in mind the group discussions earlier in the session. This particular phase was 20 minutes long.

RACHEAL AND RICK

- Profile Page.
- Only visible to the user.
- Pull in some preferences from the database.
- Opt in.
- Times on a day / premade times.
- Only monthly for now.
- A 'Manage Lunch' page.
- See all lunch history.
- Gamification?
- Upcoming lunches.
- Instigate email chain.
- Make custom suggestions.
- Feedback.
- Did anyone not show up?
- Blackball someone.
- Start with one predetermined day for MVP.

LYNN AND CHRIS

- One page.
- Slots fill in for who is in the group as people sign up.
- Possibly show pending confirmations?
- Show common food types.
  - Populate options.
  - Allow for reviews of the places.
  - Yelp API?
  - Voting on them?
  - Comments.
  - Helps with the hype.
- Feedback.
- Opt out dialogue.
- Be able to opt out for one lunch, a week or forever?
  - Ask why they are opt out.
  - Just a quick little blurb expected.



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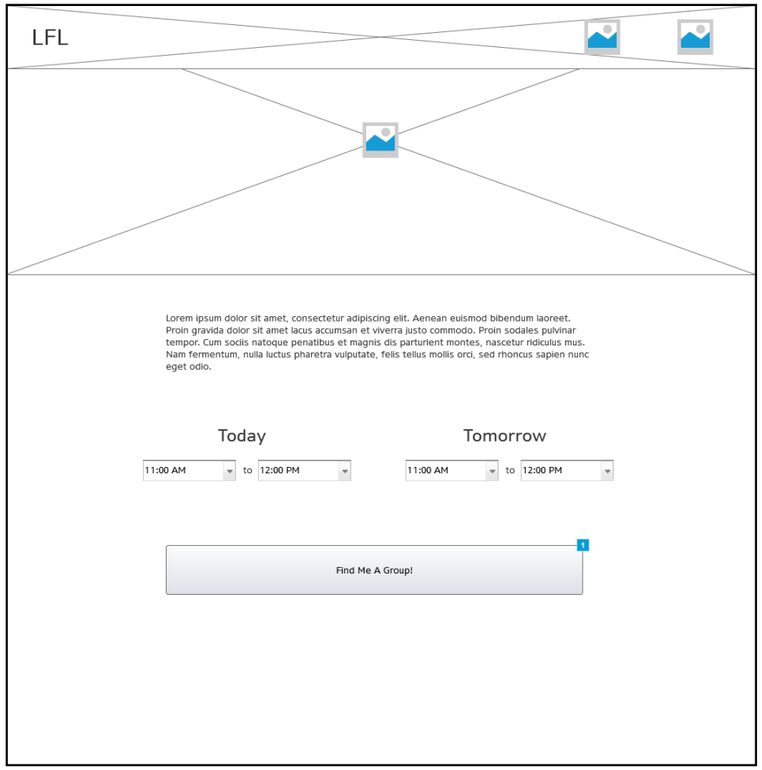
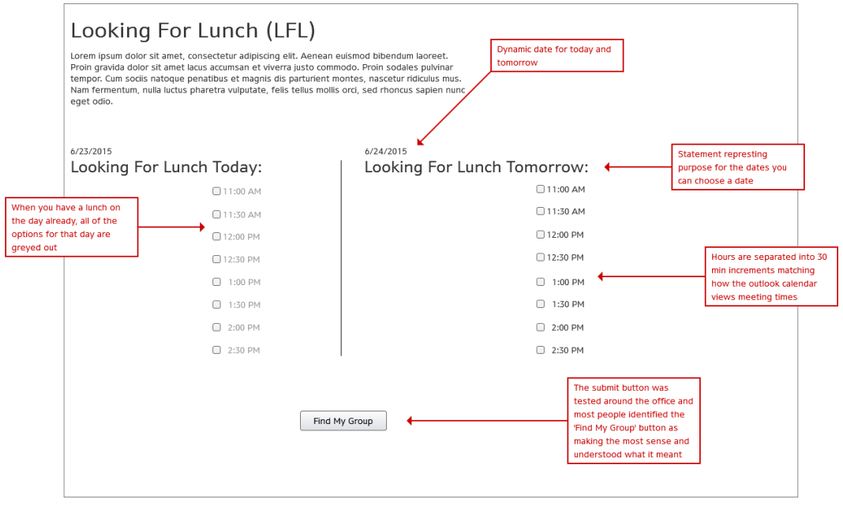
The MVP

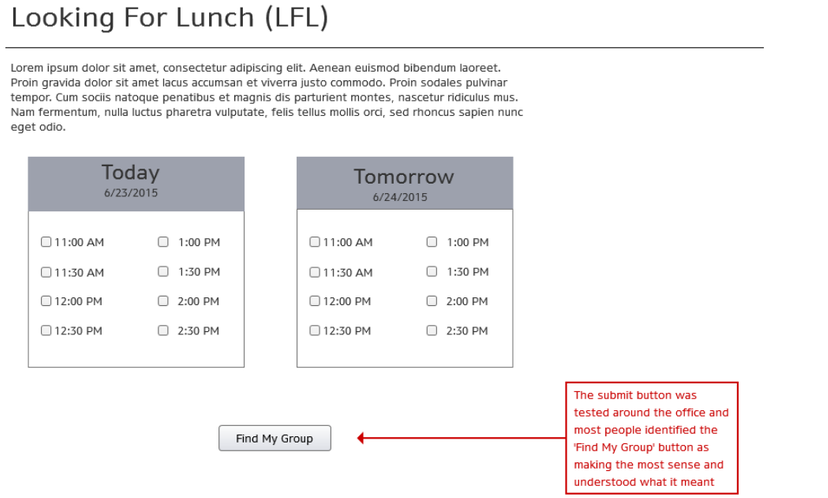
Throughout the process we developed wireframes, ran usability tests and then updated them. This process was continuous, as we started with individual parts and pieces. We iterated on the time scheduling all the way down to the specific wording on the buttons. As an MVP, we did not need the application to be perfect, but we wanted it to work for people.

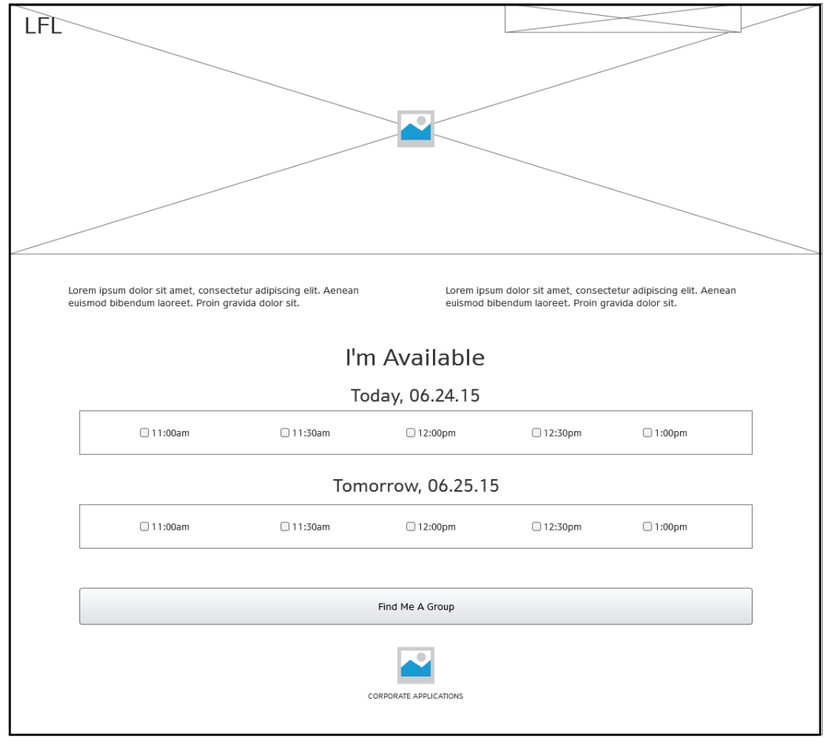
The wireframes were made in *Axure*. Each iteration was annotated and made to match the desired interaction in order to help communicate the vision to our engineer.

Usability tests were rapid, using the RITE methodology to keep the concept up to date, with the best solution, as we tested multiple users. Most of our user tests were conducted within the *Corporate Applications* team. They would be our first deploy.









The MVP

Typographic Exploration

This is a quick typographic exploration to ensure our MVP interface has clear hierarchy.

LOOKING FOR LUNCH: FIRA SANS

FIRA SANS: SUBTITLES
Fira Sans: Making sure LFL looks good type wise. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rhoncus libero ut ex gravida, sit amet viverra turpis porta. Quisque blandit augue sapien, non egestas elit pretium non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

SUBTITLES
Nulla vitae justo velit. Ut iaculis rhoncus eros, a sollicitudin magna. Duis finibus elit vel elit vehicula interdum. Suspendisse enim velit, tincidunt eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis. Etiam eget dui aliquet, fringilla magna sed, volutpat dui.

LOOKING FOR LUNCH: CORBEL

BIZZARD: SUBTITLES
Blizzard: Making sure **LFL** looks good type wise. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rhoncus libero ut ex gravida, sit amet viverra turpis porta. Quisque blandit augue sapien, non egestas elit pretium non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

SUBTITLES
Nulla vitae justo velit. Ut iaculis rhoncus eros, a sollicitudin magna. Duis finibus elit vel elit vehicula interdum. Suspendisse enim velit, tincidunt eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis. Etiam eget dui aliquet, fringilla magna sed, volutpat dui.

LOOKING FOR LUNCH: RALEWAY

EXPO SANS PRO: SUBTITLES
Expo Sans Pro: Making sure LFL looks good type wise. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rhoncus libero ut ex gravida, sit amet viverra turpis porta. Quisque blandit augue sapien, non egestas elit pretium non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

SUBTITLES
Nulla vitae justo velit. Ut iaculis rhoncus eros, a sollicitudin magna. Duis finibus elit vel elit vehicula interdum. Suspendisse enim velit, tincidunt eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis. Etiam eget dui aliquet, fringilla magna sed, volutpat dui.

LOOKING FOR LUNCH: MUSEO SANS

SOFIA PRO: SUBTITLES
Sofia Pro: Making sure LFL looks good type wise. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rhoncus libero ut ex gravida, sit amet viverra turpis porta. Quisque blandit augue sapien, non egestas elit pretium non. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

SUBTITLES
Nulla vitae justo velit. Ut iaculis rhoncus eros, a sollicitudin magna. Duis finibus elit vel elit vehicula interdum. Suspendisse enim velit, tincidunt eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis. Etiam eget dui aliquet, fringilla magna sed, volutpat dui.

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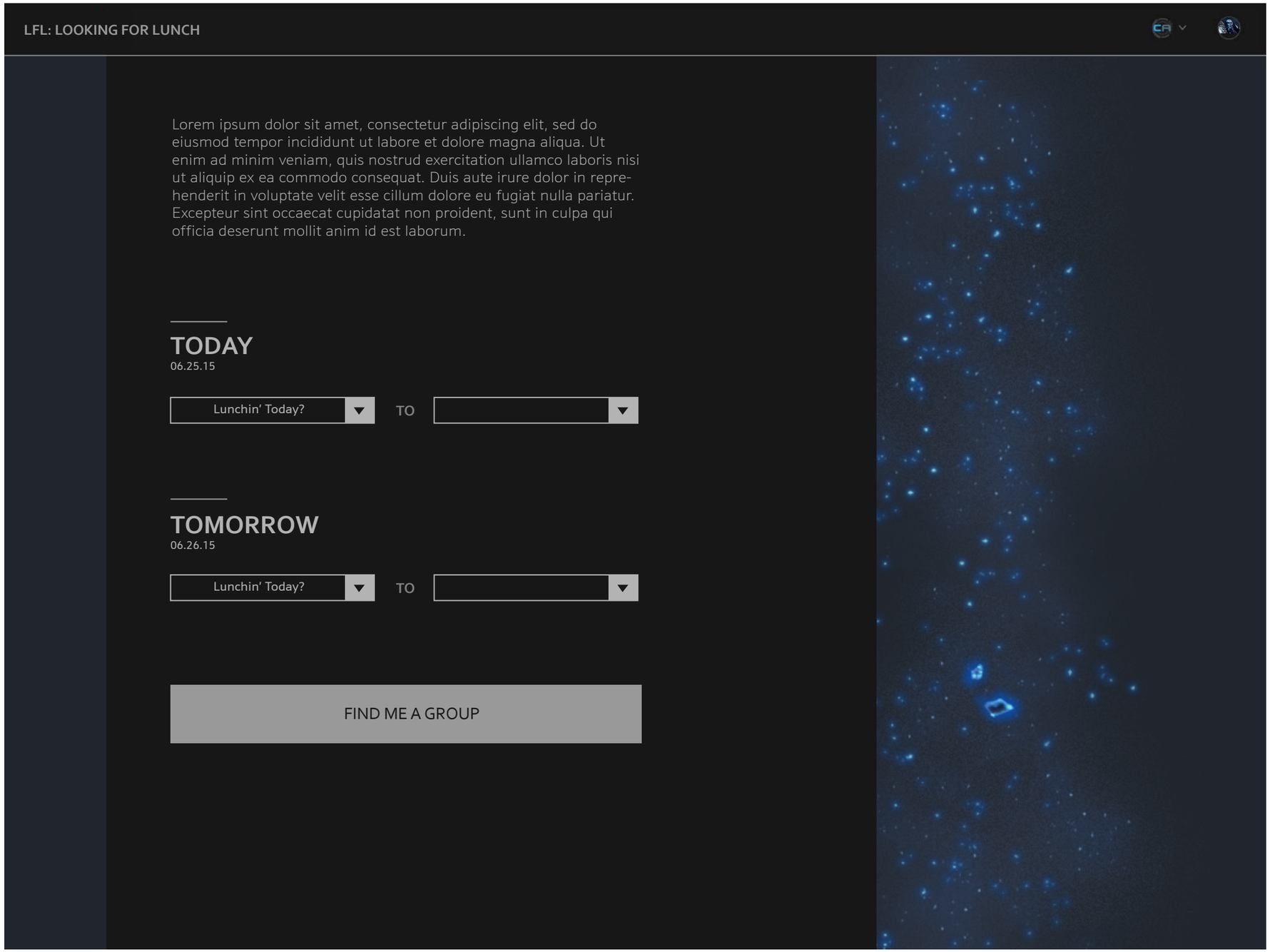

The MVP
Interface

HEADER 1 ALL CAPS
Corbel Bold 12pt

HEADER 2 ALL CAPS
Corbel Bold 21pt

Header 3
Blizzard Regular 9pt

p1
Blizzard Light 12pt

COLORS
Black: #171718
Header Gray: #999999
Body Copy White: #B3B3B3
Find Me A Group Button: #999999
Background: #21262E
Sticky Corporate Applications Bar
Stroke: #808080

Kickoff & Style Tiles

COMMUNICATING STYLE DIRECTION WITH PRODUCT OWNERS

Fortunately, LFL's product owners were intimately involved with the project, affording us the luxury of not needing to start with on a clean slate with the style kickoff. The goal of the style kickoff meeting was to extract the client's stylistic opinion. We started the meeting with first aligning our definition of what LFL was: "LFL aims to bring down the silos of *Blizzard Enterintament* by bringing the employees of various departments together for lunch. LFL does this by acting as the instigator by pairing employees up into groups of 3 to 4 for lunch"

The product owners agreed with our definition of the product. Some other questions that we asked: "What would exceed your wildest dreams?" ... "Can you describe the feeling the site will give users?" Therefore the goal for the meeting was to see what the product owners had in mind before introducing the style tiles.

Looking for Lunch hopes to help realize the idea of *One Blizzard*. The style directions therefore were created to communicate the idea of *One Blizzard*. In total, 4 styles were created for presentation to the project owners.

Overall, style tiles are an essential communication tool between the designer and the product owner(s). What follows are the questions that were asked in the meeting.

WHAT IS THE BUSINESS PROBLEM/GOAL?

WHAT WOULD EXCEED THE YOUR WILDEST DREAMS?

DESCRIBE THE STYLE OF THE SITE

Example: Minimal, textured, warm, clean, futuristic, grungy, modern, elegant

DESCRIBE THE FEELING THE SITE WILL GIVE USERS

Example: Calm, exciting, friendly, playful, creepy, party

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LOOKING FOR LUNCH

Pull up a chair by the hearth!

VISUALS
Hospitable, Warm, Energetic, Witty

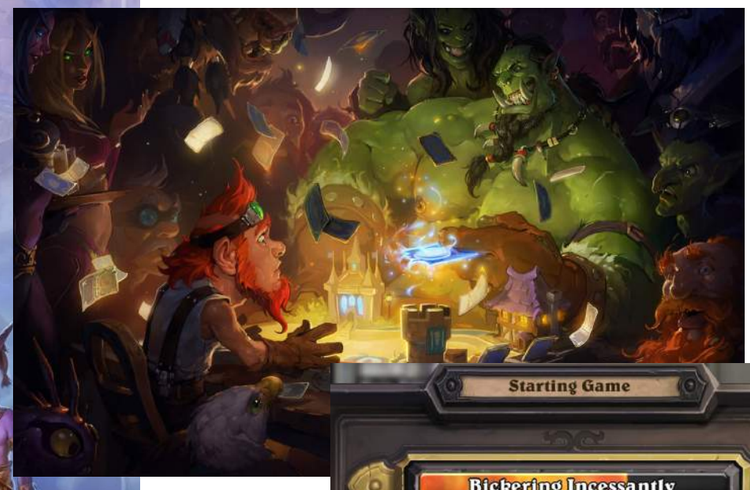
INTERACTIONS
Analogue, Imperfect

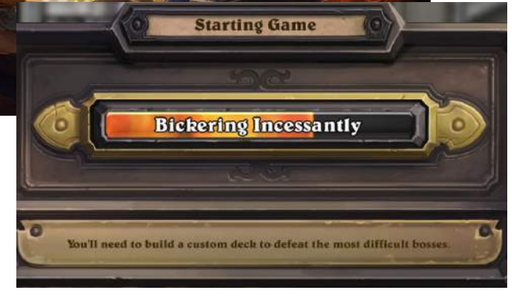
TYPOGRAPHY
Title: Belwe BD BT, Body: Palatino

WELCOME TO THE INN!
Hearthstone represents a social environment that brings inn patrons together in a friendly, fun card match. Hearthstone is ideal because it evokes the welcoming, warm and intimate aura we aim to capture with Looking for Lunch.

So pull up your browser, choose your time, and get ready to LFL!

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris tristique pretium venenatis.





LOOKING FOR LUNCH

THE WORLD COULD ALWAYS USE MORE HEROES!

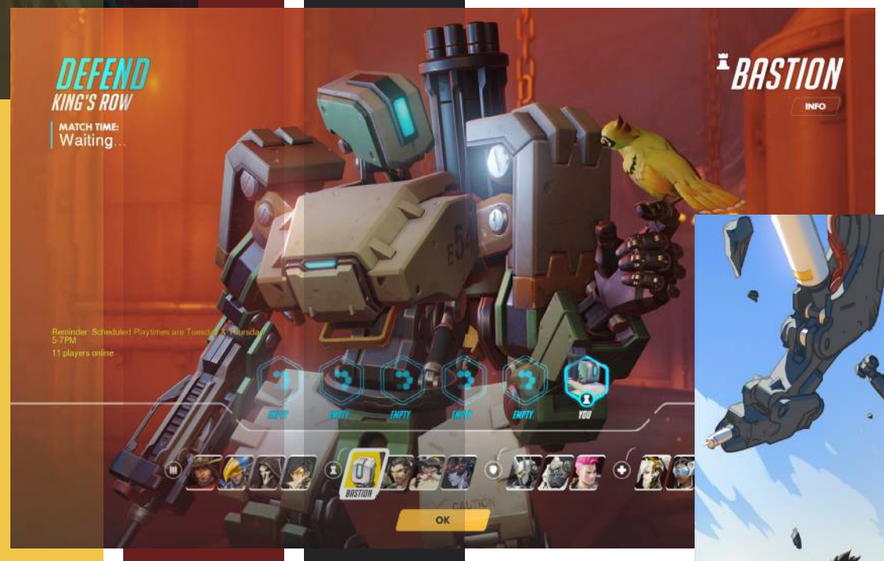
VISUALS
Sassy, Futuristic, Retro, Energetic

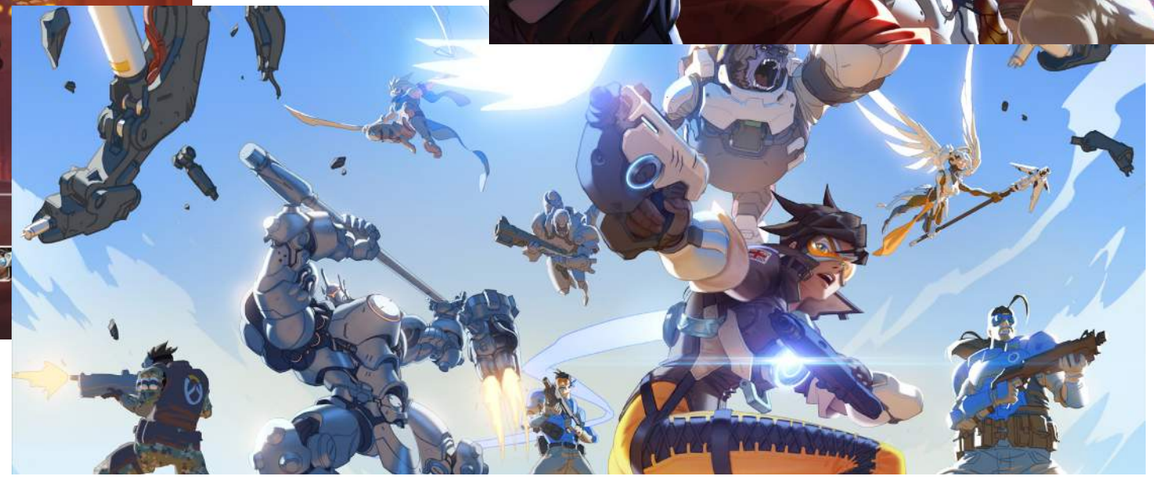
INTERACTIONS
Street Fighteresque Flat, Comic Like

TYPOGRAPHY
Title: *BigNoodleTitling*, Body: *Blizzard*

IT WAS CALLED... SILOS
Artists. Designers. Engineers. One Blizzard.

Overwatch is a game about heroes working together as a team. Much like *Overwatch*, LFL aims to bring together people of different disciples. As the first new *Blizzard* IP in many years, *Overwatch* is a metaphor for the next phase in *Blizzard*'s history, a company that is aiming to return to its foundation with One Blizzard, making it a great candidate for LFL's style. Eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis.





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LOOKING FOR LUNCH

Life is an adventure. I mean, have you seen this Nexus place?

VISUALS
Blizzardry, Futuristic, Sleek

INTERACTIONS
Digital, Snappy, Smooth

TYPOGRAPHY
Title: Exo, Body: Blizzard

THE BATTLE BEGINS... HEROES

Heroes of the Storm is *Blizzard*: The Game. Representing over 20 years worth of company and character development, *Heroes* aims to bring everything together in one place. *Heroes* are matched up, similar to how *Blizzard* employees are matched in *Looking for Lunch*. Life is an adventure, LFL is the starting point.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque rhoncus libero. Eget scelerisque nec, consequat et nisi.

LOOKING FOR LUNCH

Angels seek to exist in harmony among their own kind.

VISUALS
Art Deco, Radiant, Geometric

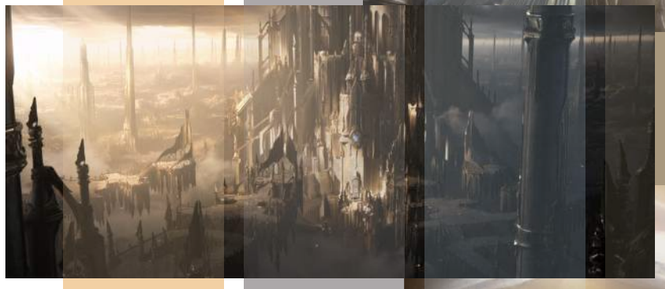
INTERACTIONS
Soft, Mechanical, Purposeful

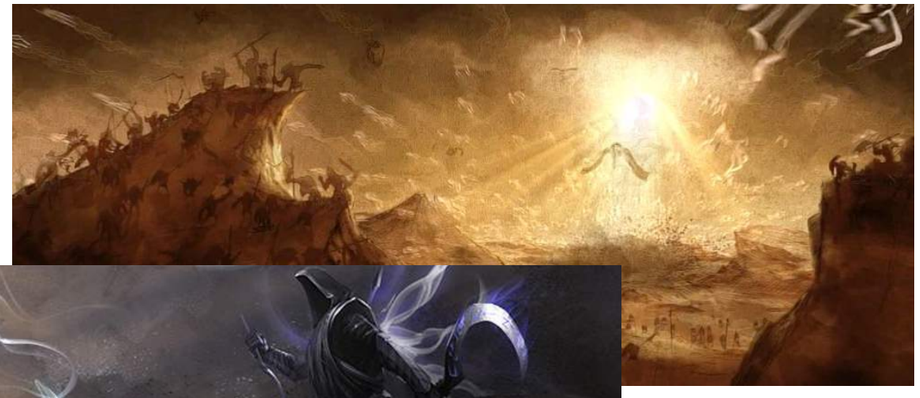
TYPOGRAPHY
Title: Museo Sans, Body: Helvetica Neue

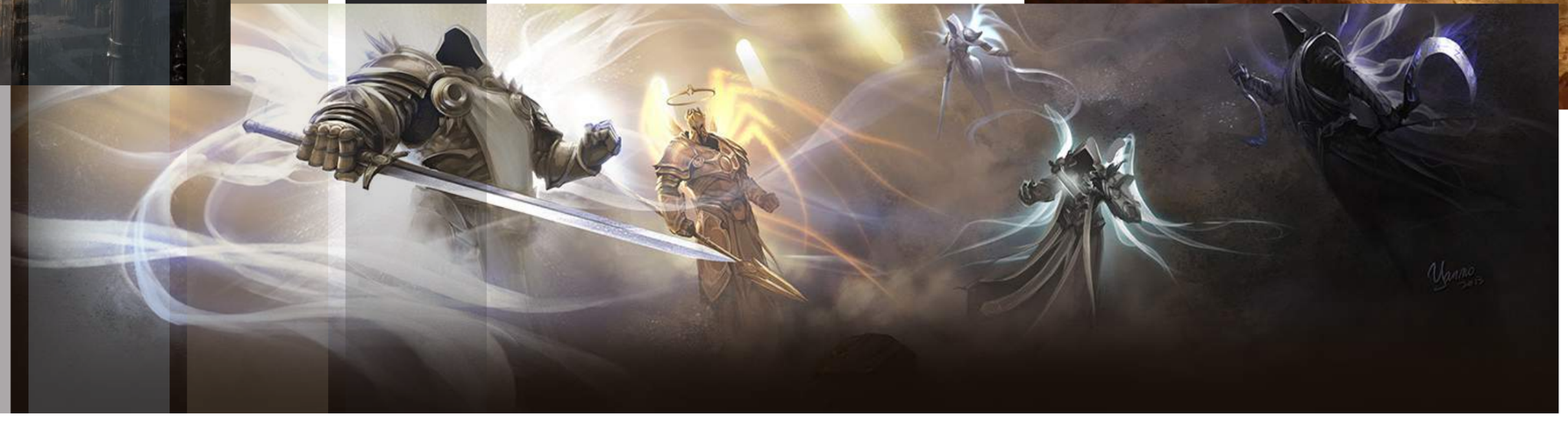
THE HEAVENLY HOST

Since the beginning, Heaven has always stood for unity and oneness. The ruling council of angels, known as the Angiris Council — is comprised of five Archangels. The council acts as one nimble unit, allowing the Heavenly Host to perform efficiently in contrast to the Burning Hells, where infighting and civil war is common. The Angiris Council's reputation for acting as one collaborative body was renowned, even to Diablo.

Each Archangel represents a virtue, which is relatable to the different departments at Blizzard. Similar to Heaven, Looking for Lunch aims to bring the different aspects of Blizzard together under the banner of One Blizzard.







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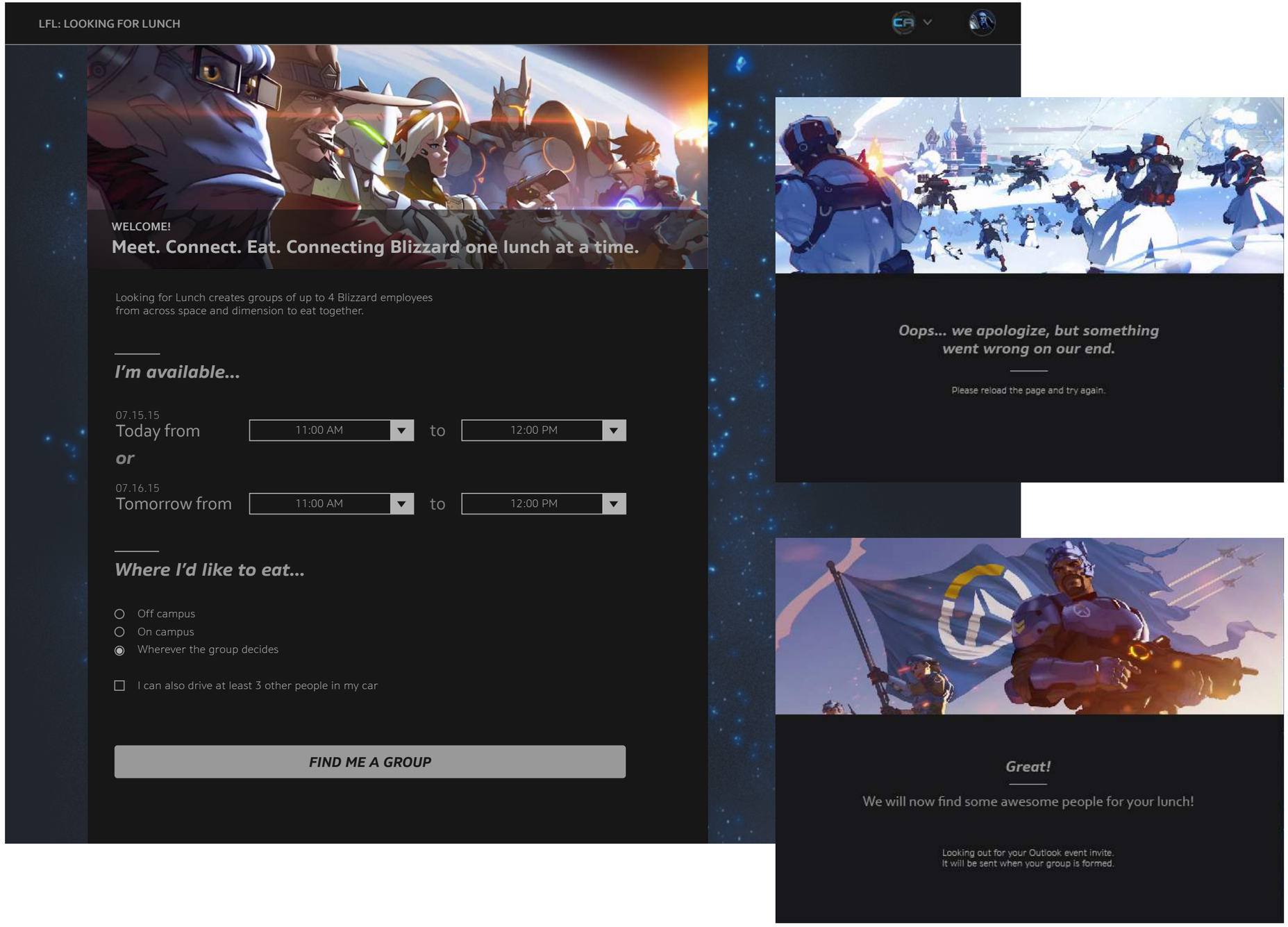
MVP 2.0

Production was taking longer than we anticipated. A style had not yet been selected by us and the product owners. So we decided to get more mileage out of the original MVP by including additions to the design since the original MVP interface was created.

We choose to spice up the initial MVP with artwork from *Overwatch*, one of the semi-finalist style directions from the first style tile meeting. This was not ideal however because too much valuable production time was being spent on the temporary interface.



One Direction

The previous style meeting resulted in *Overwatch* and the *High Heavens* styles as the semi-finalists. Eight different color palettes were created: four for each of the semi-finalists.

We scheduled another meeting with our product owners to decide the victor in *Heaven* vs. *Overwatch*.

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Overwatch is a trademark, and Blizzard Entertainment is a trademark or registered trademark in the U.S. and/or other countries.

REINHARDT

THE WORLD COULD ALWAYS USE MORE HEROES!

VISUALS
Sassy, Futuristic, Retro, Energetic

INTERACTIONS
Street Fighteresque Flat, Comic Like

TYPOGRAPHY
Title: *BigNoodleTitling*, Body: *Blizzard*

IT WAS CALLED... SILOS
Artists. Designers. Engineers. One Blizzard.

Overwatch is a game about heroes working together as a team. Much like *Overwatch*, LFL aims to bring together people of different disciples. As the first new *Blizzard* IP in many years, *Overwatch* is a metaphor for the next phase in *Blizzard*'s history, a company that is aiming to return to its foundation with *One Blizzard*, making it a great candidate for LFL's style. Eget scelerisque nec, consequat et nisi. Mauris tristique pretium venenatis.

#FECA42 #E3CFD8 #E76266 #6669B7 #342828

ANUBIS

THE WORLD COULD ALWAYS USE MORE HEROES!

VISUALS
Sassy, Futuristic, Retro, Energetic

INTERACTIONS
Street Fighteresque Flat, Comic Like

TYPOGRAPHY
Title: *BigNoodleTitling*, Body: *Blizzard*

IT WAS CALLED... SILOS
Artists. Designers. Engineers. One Blizzard.

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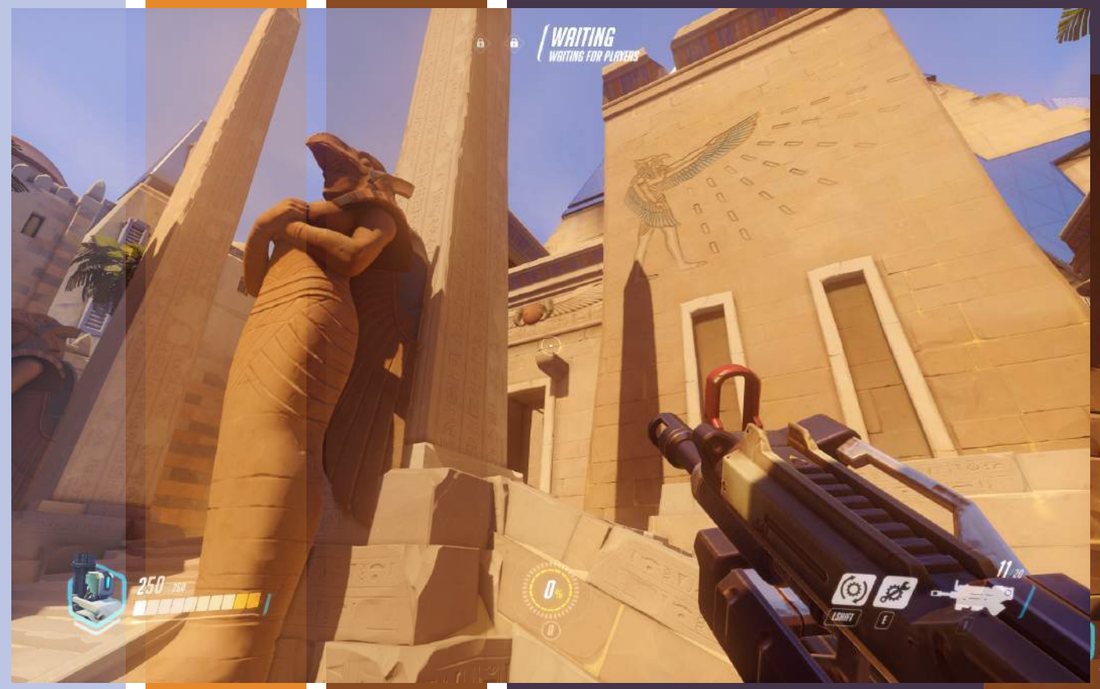

#FECA42 #BDC4E3 #E5892C #894A21 #44354A

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RAPHAEL FEINSTEIN \ LEANNA VERDERESE \ SEAN WANG \ TRINITY XIA

BASTION

THE WORLD COULD ALWAYS USE MORE HEROES!

VISUALS
Sassy, Futuristic, Retro, Energetic

INTERACTIONS
Street Fighteresque Flat, Comic Like

TYPOGRAPHY
Title: *BigNoodleTitling*, Body: *Blizzard*

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#FEEF70 #FEECE0 #D5925E #548161 #37384C

GIBRALTAR

THE WORLD COULD ALWAYS USE MORE HEROES!

VISUALS
Sassy, Futuristic, Retro, Energetic

INTERACTIONS
Street Fighteresque Flat, Comic Like

TYPOGRAPHY
Title: *BigNoodleTitling*, Body: *Blizzard*

IT WAS CALLED... SILOS
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#FF943F #FFDEC4 #7884CC #4444A1 #1C2125

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JUSTICE

Angels seek to exist in harmony among their own kind.

VISUALS
Art Deco, Radiant, Geometric

INTERACTIONS
Soft, Mechanical, Purposeful

TYPOGRAPHY
Title: Museo Sans, Body: Helvetica Neue

THE HEAVENLY HOST

Since the beginning, Heaven has always stood for unity and oneness. The ruling council of angels, known as the Angiris Council — is comprised of five Archangels. The council acts as one nimble unit, allowing the Heavenly Host to perform efficiently in contrast to the Burning Hells, where infighting and civil war is common. The Angiris Council's reputation for acting as one collaborative body was renowned, even to Diablo.

Each Archangel represents a virtue, which is relatable to the different departments at Blizzard. Similar to Heaven, Looking for Lunch aims to bring the different aspects of Blizzard together under the banner of One Blizzard.

#9AA7D7 #E1E3F2 #C1AD92 #5F4E3C #201B15

DIAMOND GATES

Angels seek to exist in harmony among their own kind.

VISUALS
Art Deco, Radiant, Geometric

INTERACTIONS
Soft, Mechanical, Purposeful

TYPOGRAPHY
Title: Museo Sans, Body: Helvetica Neue

THE HEAVENLY HOST
Since the beginning, Heaven has always stood for unity and oneness. The ruling council of angels, known as the Angiris Council — is comprised of five Archangels. The council acts as one nimble unit, allowing the Heavenly Host to perform efficiently in contrast to the Burning Hells, where infighting and civil war is common. The Angiris Council's reputation for acting as one collaborative body was renowned, even to Diablo.

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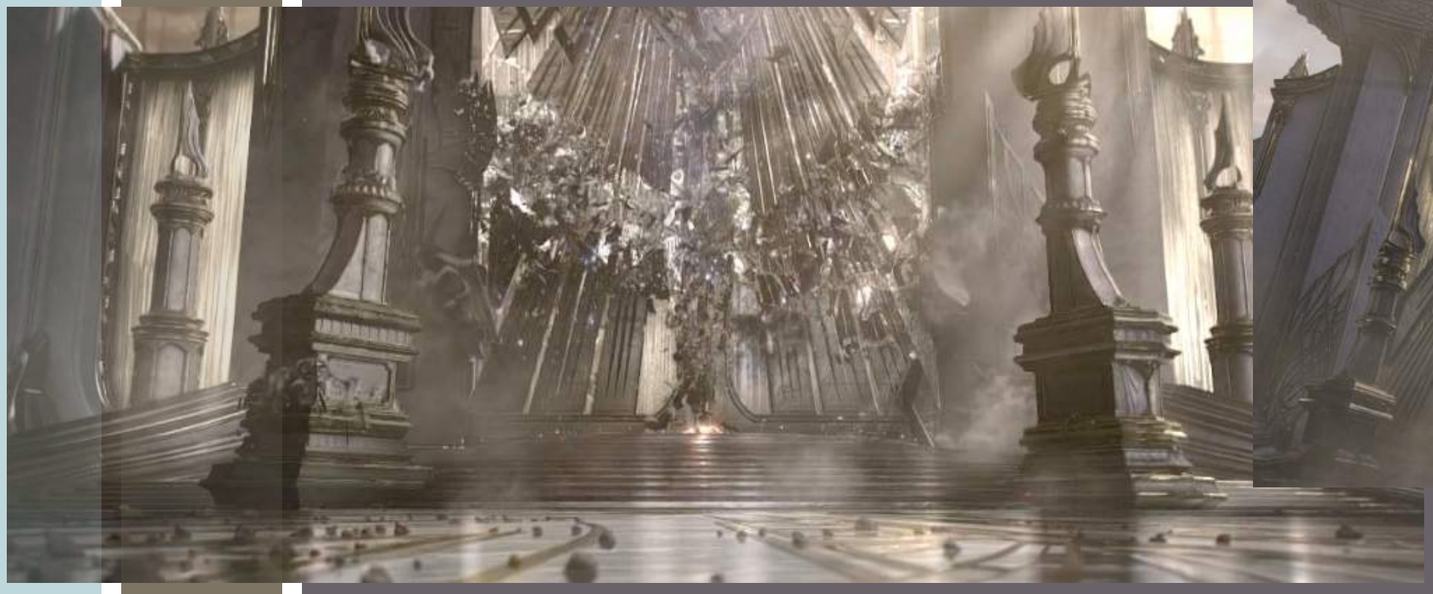

#CFBEA4 #EAF2FA #BED7DA #7D7463 #696269

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VALOR

Angels seek to exist in harmony among their own kind.

VISUALS
Art Deco, Radiant, Geometric

INTERACTIONS
Soft, Mechanical, Purposeful

TYPOGRAPHY
Title: Museo Sans, Body: Helvetica Neue

THE HEAVENLY HOST

Since the beginning, Heaven has always stood for unity and oneness. The ruling council of angels, known as the Angiris Council — is comprised of five Archangels. The council acts as one nimble unit, allowing the Heavenly Host to perform efficiently in contrast to the Burning Hells, where infighting and civil war is common. The Angiris Council's reputation for acting as one collaborative body was renowned, even to Diablo.

Each Archangel represents a virtue, which is relatable to the different departments at Blizzard. Similar to Heaven, Looking for Lunch aims to bring the different aspects of Blizzard together under the banner of One Blizzard.

#FAE5AD #FFFBE0 #E39690 #E49262 #2C2014

BOOK OF TYREAL

Angels seek to exist in harmony among their own kind.

VISUALS
Art Deco, Radiant, Geometric

INTERACTIONS
Soft, Mechanical, Purposeful

TYPOGRAPHY
Title: Museo Sans, Body: Helvetica Neue

THE HEAVENLY HOST

Since the beginning, Heaven has always stood for unity and oneness. The ruling council of angels, known as the Angiris Council — is comprised of five Archangels. The council acts as one nimble unit, allowing the Heavenly Host to perform efficiently in contrast to the Burning Hells, where infighting and civil war is common. The Angiris Council's reputation for acting as one collaborative body was renowned, even to Diablo.

Each Archangel represents a virtue, which is relatable to the different departments at Blizzard. Similar to Heaven, Looking for Lunch aims to bring the different aspects of Blizzard together under the banner of One Blizzard.

#DBBC77 #CEDEDB #798950 #3B5040 #130F10

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Marketing
Inspiration

The results from the final style meeting were two winners: the *Anubis* palette from *Overwatch* and the *Valor* palette from *Heaven*. The project owners wanted us to make the final call on which franchise and color palette to use. We choose to use *Overwatch* as the inspiration for our final interface. *Heaven* was interesting, however obtaining the assets and crafting the art deco style we had in mind would have taken more time than we had left in the internship.

We decided the previous day to do a marketing push around the company, and we needed the material for that as soon as possible. So work began in earnest on the marketing material.

At this point we were still aiming to launch *Irvine* wide, so we targeted the *Blizzard* cafeteria as the location to focus on (and because prominent team areas were off limits in regards to posting fliers).

I wanted to craft our marketing material around the kid form the *Overwatch* cinematic. The kid was a character people connected with in the movie, and we thought he would provide a breath of fresh air. So we started with that.

Marketing
Iteration

It turns out the *Overwatch* kid did not work for all the marketing material. He also solicited feelings that *Looking for Lunch* was a product for kids. So instead, we crafted the posters with art from *Overwatch*. The versions of the posters on this page had issues with hierarchy and had too much information on the page.

Additionally, we decided to use the bold and vibrant *Anubis* color palette for the marketing material, saving the *Valor* color palette for the interface.

Looking for Lunch was also designed with the idea of *One Blizzard* in mind. However the material communicated the opposite, utilizing only *Overwatch* assets. There were also comments that this was a team four sponsored project, which LFL is not. So we made a last minute decision to swap the art on two of the posters to art from the other franchises to better align with the central philosophy of *One Blizzard*: unity and oneness. The final posters and trifold are displayed on the following page.

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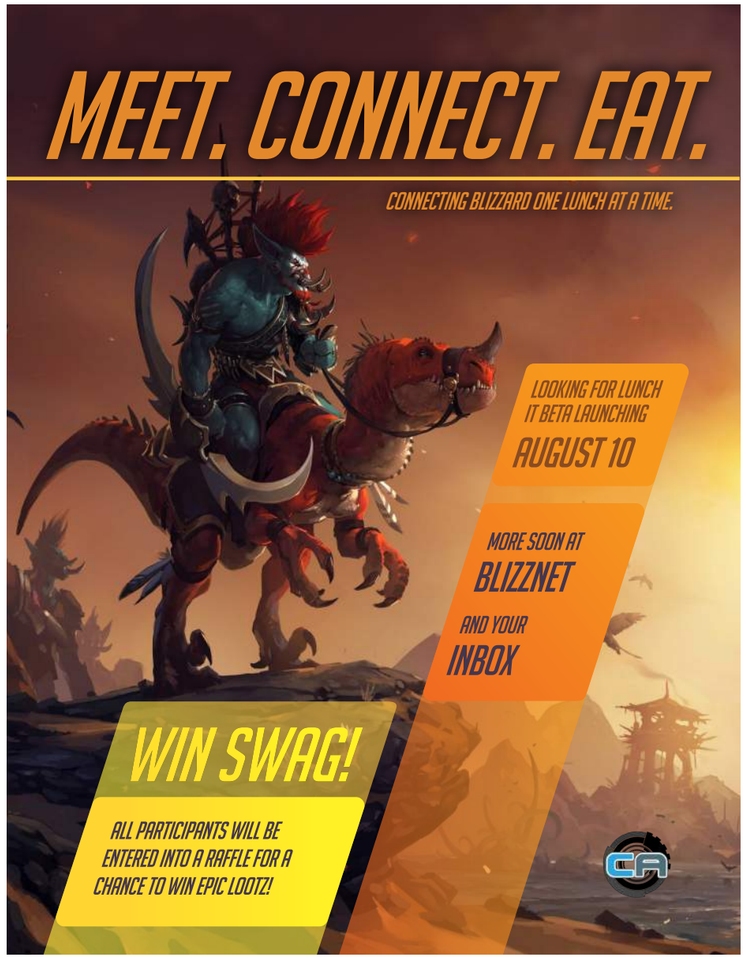
MEET. CONNECT. EAT.
CONNECTING BLIZZARD ONE LUNCH AT A TIME.
LOOKING FOR LUNCH
IT BETA LAUNCHING
AUGUST 10
MORE SOON AT
BLIZZNET
AND YOUR
INBOX
WIN SWAG!
ALL PARTICIPANTS WILL BE ENTERED INTO A RAFFLE FOR A CHANCE TO WIN EPIC LOOTZ!


MEET. CONNECT. EAT.
CONNECTING BLIZZARD ONE LUNCH AT A TIME.
LOOKING FOR LUNCH
IT BETA LAUNCHING
AUGUST 10
MORE SOON AT
BLIZZNET
AND YOUR
INBOX
WIN SWAG!
ALL PARTICIPANTS WILL BE ENTERED INTO A RAFFLE FOR A CHANCE TO WIN EPIC LOOTZ!

MEET. CONNECT. EAT.
CONNECTING BLIZZARD ONE LUNCH AT A TIME.
LOOKING FOR LUNCH
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WIN SWAG!
ALL PARTICIPANTS WILL BE ENTERED INTO A RAFFLE FOR A CHANCE TO WIN EPIC LOOTZ!

Marketing
Deliverables

Our plans changed. Our product owners decided to not launch the product to all of *Blizzard*. Instead, we would do an exclusive IT beta. We also moved the launch date back to the 10TH from the original date of the 6TH. Additionally, we limited our marketing push to IT exclusive areas vs. posting material in the cafeteria as we had originally planned.

Overall, the marketing material took longer than expected to craft, however the time spent here polishing the design paid dividends the following day when it came time to work on the interface itself. And with the internship wrapping up, we were effectively in crunch time now.

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Final Interface
The Sprint

After iterating, testing and iterating and testing again, we eventually deployed the MVP interface to *Corporate Applications*.

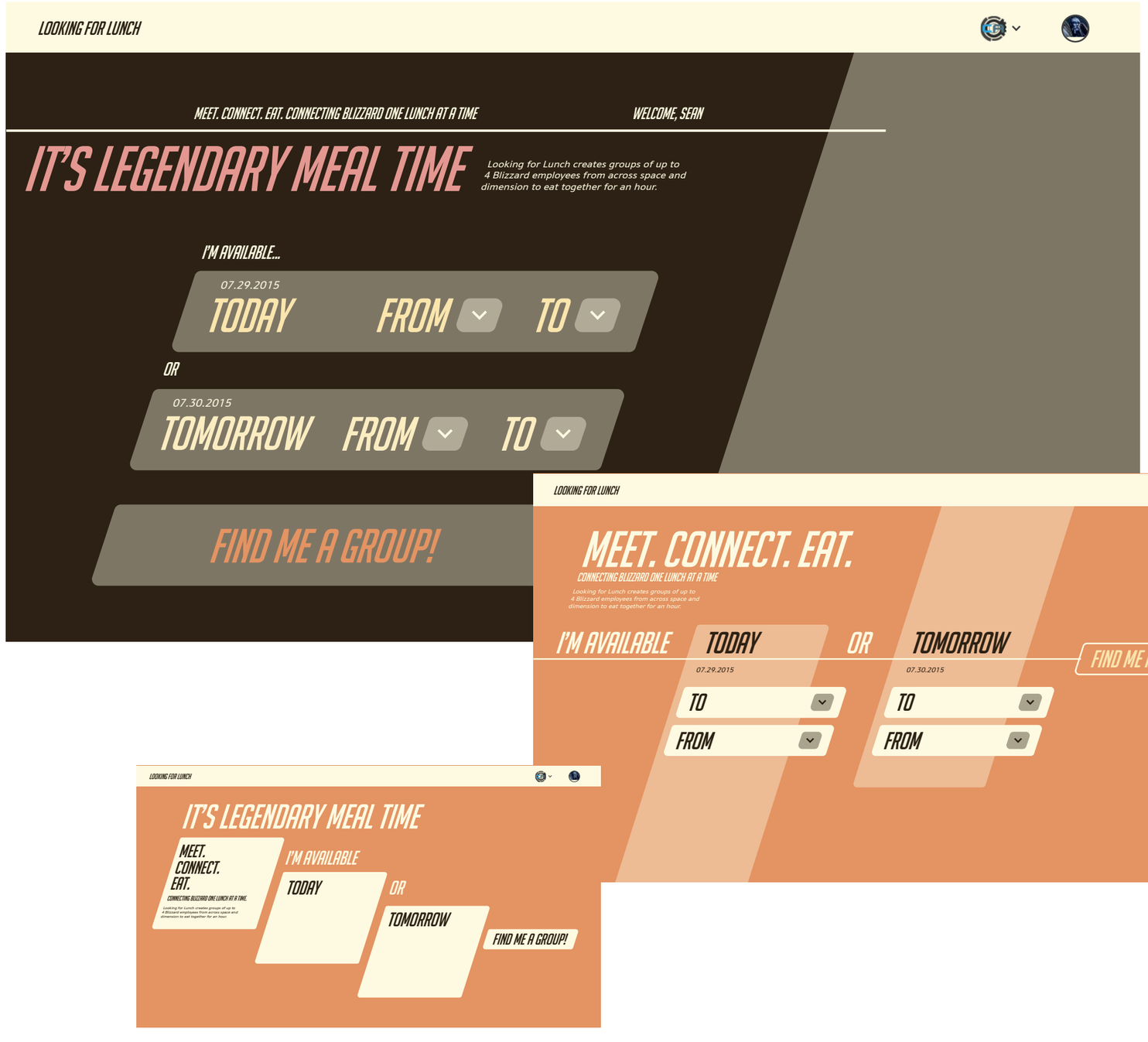
We received valuable feedback that helped us look at the product in a new light as we encountered seven major problems:

1. Having too early of a cutoff time
2. Incorporating a reset button
3. Timing of the confirmation window
4. Clarifying the day differentiation
5. Page transitions in a two day layout
6. Loading the most updated information
7. Only being able to sign up for one day despite having both days to choose from on display

At first the team gathered and figured out a way to work through the identified issues using the current design. We then tried using a different layout and found that many of the issues were solved without having to drastically alter the design.

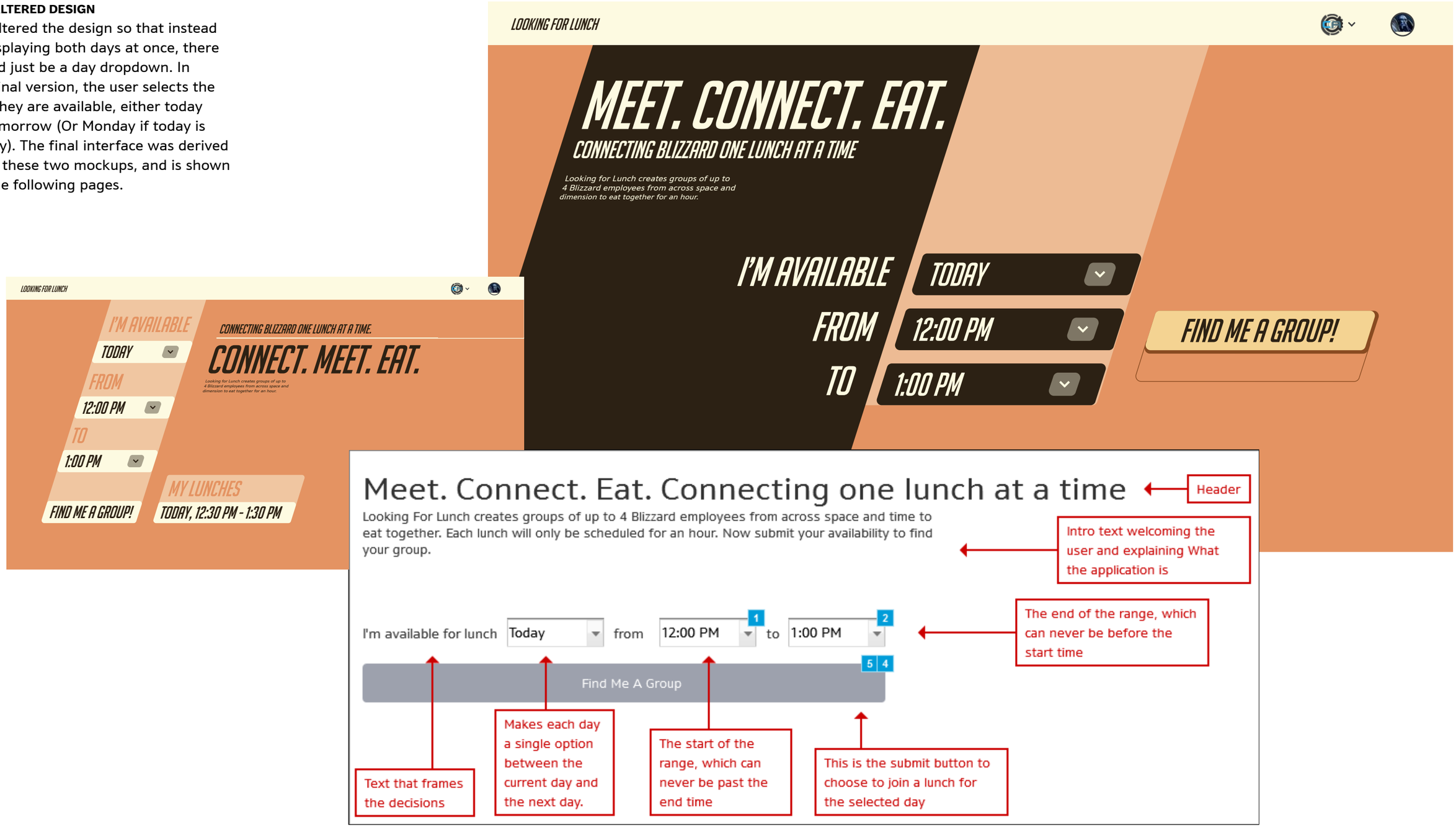
So we did just that, we started by white boarding the new solution, redoing the wireframes and updating the mockups, which you will see on the following pages.

The layouts on the right side of this page were started right after the marketing material was completed. We decided to change the scheduler later that same day to the simpler dropdown design which is on the next page. On a related note, the *Valor* color palette was used for the interface because it is easier on the eyes.



THE ALTERED DESIGN

We altered the design so that instead of displaying both days at once, there would just be a day dropdown. In the final version, the user selects the day they are available, either today or tomorrow (Or Monday if today is Friday). The final interface was derived from these two mockups, and is shown on the following pages.



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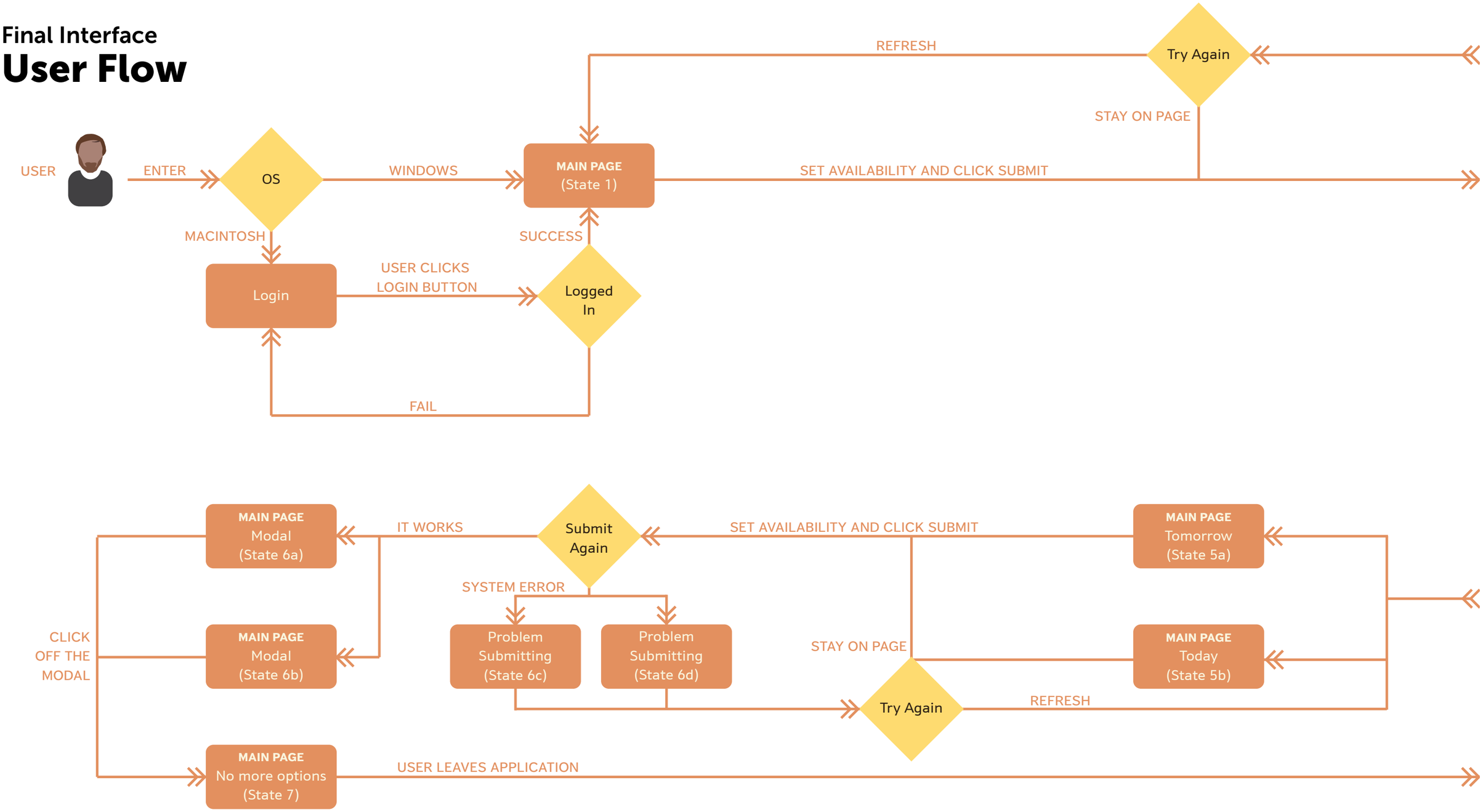
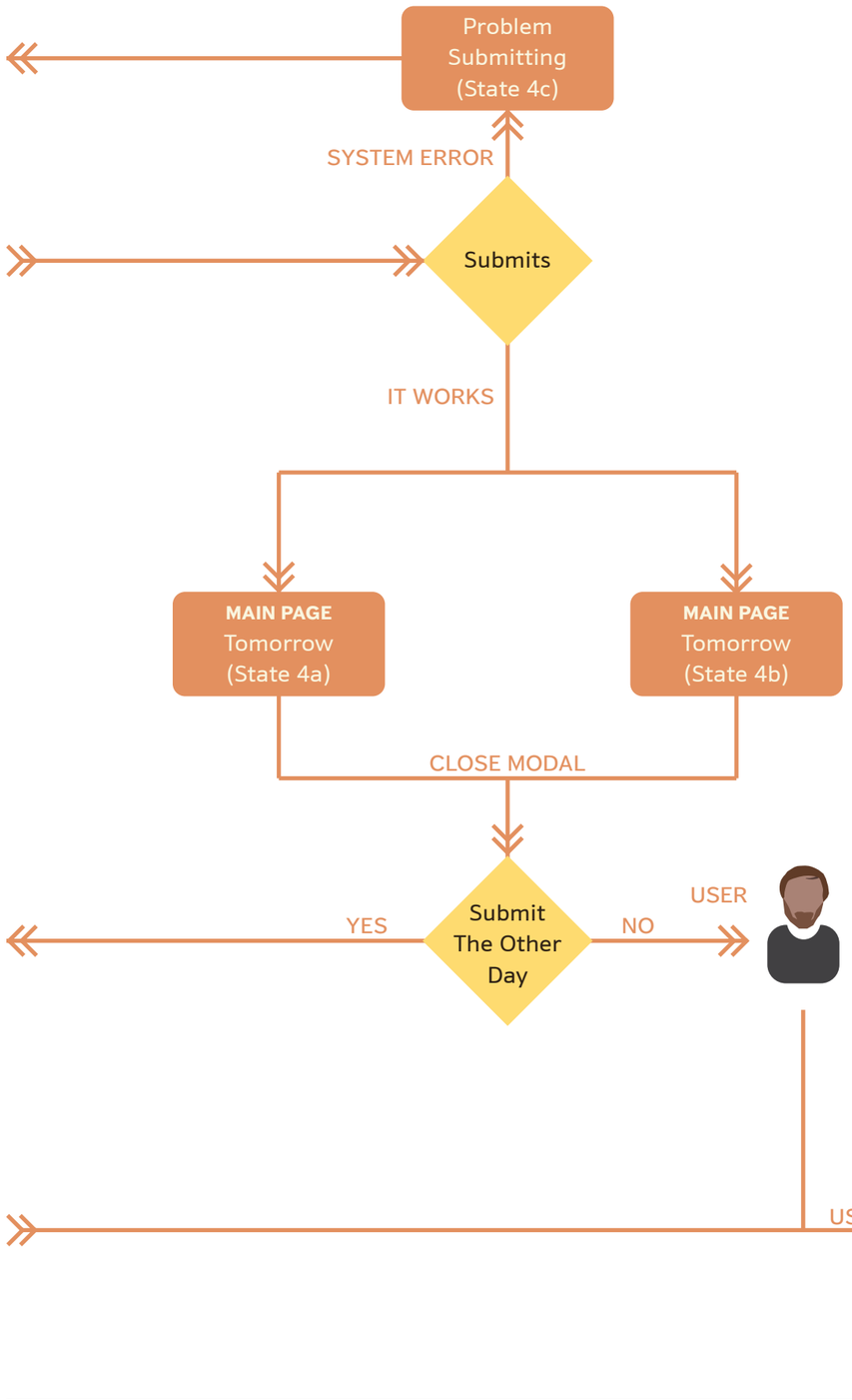
Final Interface
User Flow





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MEET. CONNECT. EAT.

Connecting Blizzard one lunch at a time.

Looking for Lunch creates groups of up to four Blizzard employees from across space and dimension to eat together for an hour.

The use of the "Looking For Lunch" service is completely voluntary and not a condition of your employment.

Hourly employees – remember to enjoy lunch on your own time "off the clock." This is not a company sponsored event.

I'M AVAILABLE

TODAY

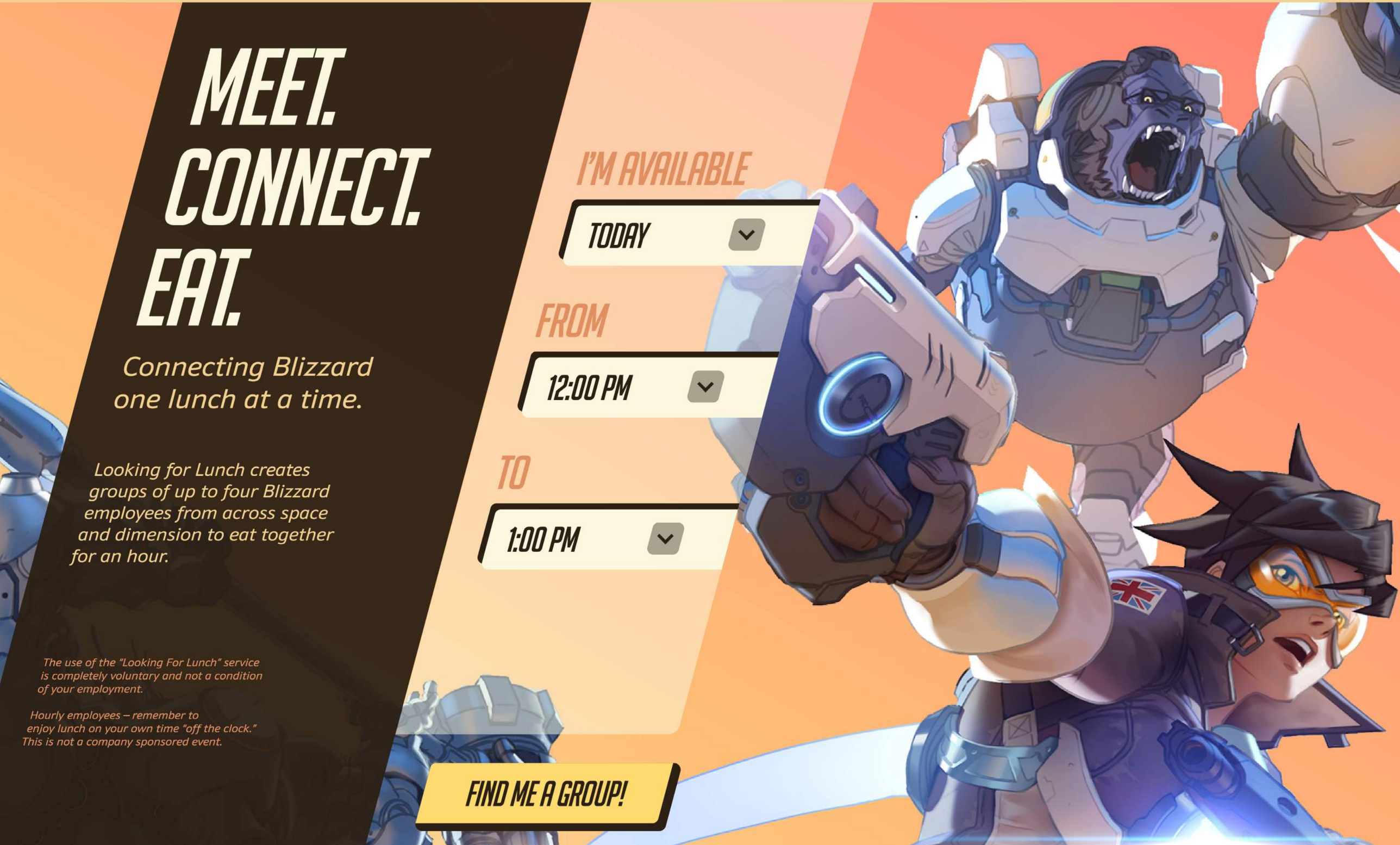
FROM

12:00 PM

TO

1:00 PM

FIND ME A GROUP!



HEADER 1
BIGNOODLETITLING REGULAR
110 PT, 15 DEGREE SHEAR, -20 TRACKING, 103 LEADING

Header 2
Blizzard Italic
27 Pt, 5 Degree Shear, -5 Tracking, Default Font Leading
Each <br> individually indented to match 15 degree shear of composition

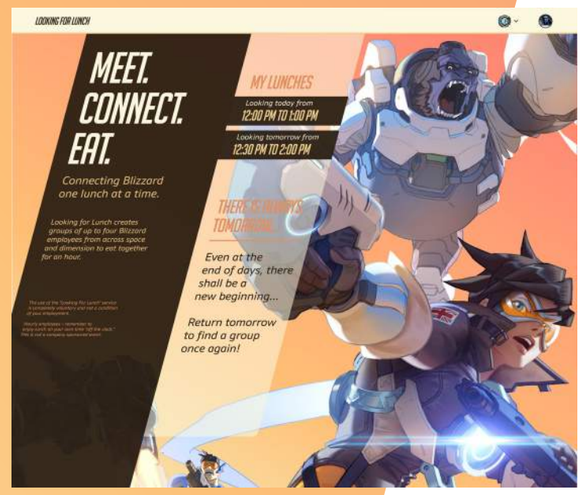
Paragraph 1
Blizzard Italic
18 Pt, 5 Degree Shear, -5 Tracking, Default Font Leading
Each <br> individually indented to match 15 degree shear of composition

PARAGRAPH 2
BIGNOODLETITLING REGULAR
48 PT, 15 DEGREE SHEAR, -20 TRACKING, DEFAULT FONT LEADING

PARAGRAPH 3
BIGNOODLETITLING REGULAR
36 PT, 15 DEGREE SHEAR, -20 TRACKING, DEFAULT FONT LEADING

Legal Text
Blizzard Italic
11 Pt, 5 Degree Shear, -5 Tracking, Default Font Leading
Each <br> individually indented to match 15 degree shear of composition

#2C2014
#E39161
#E39690
#FCF9E0
#FFDC70
#F4D291
#FAE2A9
#FFC076
#FFA275
#FF8673



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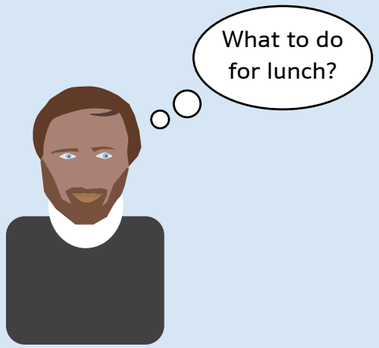
Final Interface
User Journey

After we deployed to *Corporate Applications* we started on the post implementation research on our final interface.

We first developed a user journey map that visualized the high and low points of the *Looking for Lunch* process, from the initial context all the way to the final evaluation. By understanding this, we could see which points influence others before making future changes that can have an overall effect on the product.



Context

The user has an initial thought that triggers the problem space.

"Man, I would really like to do something new for lunch."

"It would be cool to meet new people at *Blizzard*."

"What do people from *Corp Apps* do?"

"I want to eat with a group of people today."

Need Creation

Certain feelings or motives arise that put the user into the *Looking for Lunch* solution space.

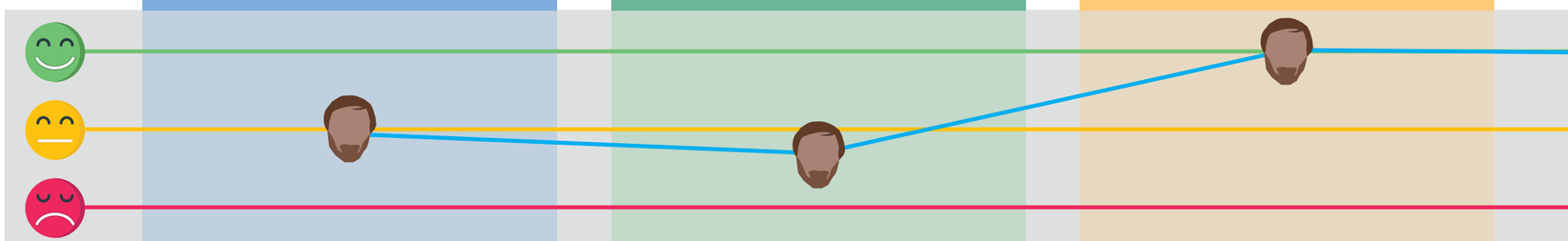
ALTERNATIVE: The user may have needs at lunch time that do not correlate to LFL.

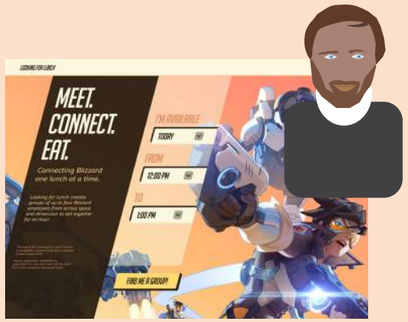
Discovery

The user remembers seeing post ers and trifolds in the cafe for a group lunch program.

The user could have also received an email, heard about it through word of mouth or found out he could win swag.

ALTERNATIVE: The user may not know about LFL.





Engagement

The user logs into *Looking for Lunch*, sets his availability and submits a lunch request. The application informs him that he will receive an email when his grouped is formed.

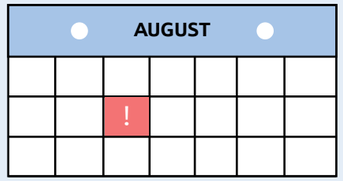
ALTERNATIVE: Does not use LFL.

ALTERNATIVE: The user has to switch between his calander and the page to choose a time.

Disengagement

He does not recieve an email for a little while. He becomes anxious and thinks, "Maybe I won't be grouped afterall."

ALTERNATIVE: The email is sent right after signup.



Continuation

The email arrives. He accepts the lunch invitation and emails the rest of his group about a restaurant he wants to try.

ALTERNATIVE: He is not grouped.

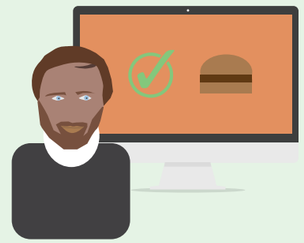
Culmination

He meets his group in front of the orc statue and they head to lunch.

ALTERNATIVE: The group is smaller than four people.

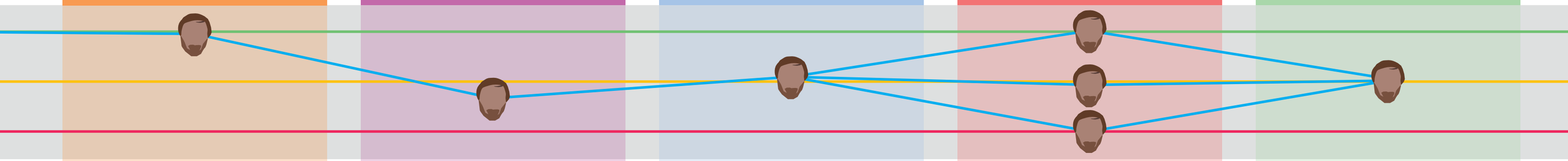
ALTERNATIVE: They eat at *Blizzard* cafe.

ALTERNATIVE: He is unable to attend the lunch.



Evaluation

The user recieves a follow up email asking him to fill out a survey about his lunch experience.



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Final Interface
Heuristic Evaluation

METRIC

4 EFFECTIVE

3 SUFFICIENT

2 COULD BE BETTER

1 NEEDS IMPROVEMENT

0 DOESN'T EXIST

After a system has been deployed, we can evaluate the ten base heuristics of the application that are considered standards across the field of usability. The heuristics do not have to be followed and do not measure success, but it is important to note that good ratings in these categories create more fluid and transparent experience for users.

VISIBILITY OF SYSTEM STATUS

THE SYSTEM SHOULD ALWAYS KEEP USERS INFORMED ABOUT WHAT IS GOING ON, THROUGH APPROPRIATE FEEDBACK WITHIN REASONABLE TIME.

2 - COULD BE BETTER

- Good Visibility.
- All the inputs respond as they are clicked.
- When the user chooses a time range, the other dropdown selection is greyed in conjunction with the 'or' indicate that only one of the ranges can be utilized.
- The second dropdown in each day can start at an hour after the beginning time. Anything earlier is greyed out, keeping the user from making a range less than an hour. When the form is submitted, the page quickly directs the user to the confirmation or error page.
- Users do not receive their group until 10:30AM the day of the lunch. So users will not know if they have been grouped until just before they are supposed to leave for lunch. While being a single point of failure, this issue will overwhelmingly hinder the process flow and user experience.

MATCH BETWEEN SYSTEM AND THE REAL WORLD

THE SYSTEM SHOULD SPEAK THE USERS' LANGUAGE, WITH WORDS, PHRASES AND CONCEPTS FAMILIAR TO THE USER, RATHER THAN SYSTEM-ORIENTED TERMS. FOLLOW REAL-WORLD CONVENTIONS, MAKING INFORMATION APPEAR IN A NATURAL AND LOGICAL ORDER.

3 - SUFFICIENT

- Good Real World Matching.
- Language used is also used when people talk about going to lunch.
- Factors like car size and variable ranges of time create realistic expectations for group lunches.
- By forming continuing sentence flow the eye tracks through the wording to figure out where to go.
- The most important features are towards the top and all filter options are set to neutral until selected otherwise.
- Does not meet the needs of a planner, that wants to do this a week later.
- Does not take care of many of the decisions that are made when going to lunch, like where.
- The application does not feel food related. When I come into the application, I think 'game'.

USER CONTROL AND FREEDOM

USERS OFTEN CHOOSE SYSTEM FUNCTIONS BY MISTAKE AND WILL NEED A CLEARLY MARKED "EMERGENCY EXIT" TO LEAVE THE UNWANTED STATE WITHOUT HAVING TO GO THROUGH AN EXTENDED DIALOGUE. SUPPORT UNDO AND REDO.

3 - SUFFICIENT

- Good User Control.
- The entire application lives on a single page, so the user cannot get lost.
- Any option that is chosen can be changed.
- If the user can only choose one date range, it seems that there is no way for the user to reset, without reloading, to choose the other range.
- Once the *Find Me A Group* button is clicked, there is no way to alter the selection in the application. Once the application is submitted, all control moves to *Outlook*, the user would need to communicate via email to cancel.

CONSISTENCY AND STANDARDS

USERS SHOULD NOT HAVE TO WONDER WHETHER DIFFERENT WORDS, SITUATIONS, OR ACTIONS MEAN THE SAME THING. FOLLOW PLATFORM CONVENTIONS.

4 – EFFECTIVE

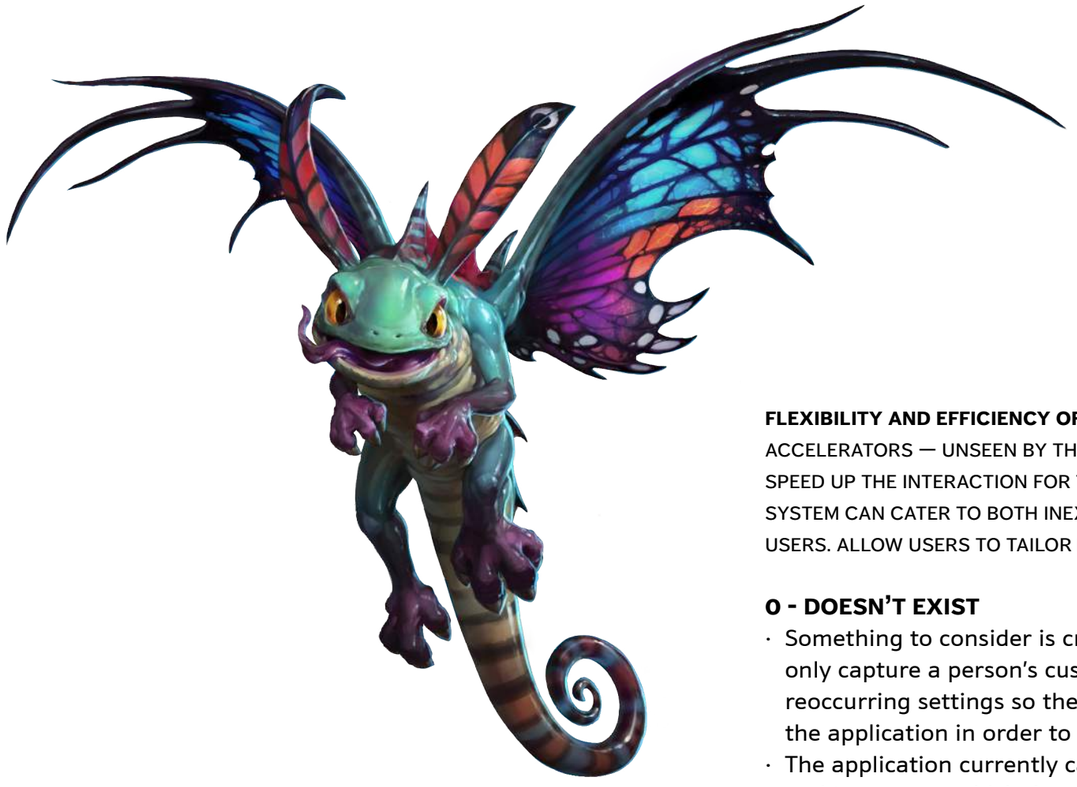
- Effective Consistency and Standards.
- Wording was carefully chosen in order to match real world speak.
- Even ambiguous wording such as today and tomorrow, which changes each day is clarified using dates.
- Times are selected the same way for either day.
- The user always gets a message after the *Find me a Group* button is clicked, whether it is for success or an error.
- Formatting is consistent.

ERROR PREVENTION

EVEN BETTER THAN GOOD ERROR MESSAGES IS A CAREFUL DESIGN WHICH PREVENTS A PROBLEM FROM OCCURRING IN THE FIRST PLACE. EITHER ELIMINATE ERROR-PRONE CONDITIONS OR CHECK FOR THEM AND PRESENT USERS WITH A CONFIRMATION OPTION BEFORE THEY COMMIT TO THE ACTION.

4 – EFFECTIVE

- Effective Error Prevention.
- The *Find Me A Group* button cannot be clicked until a time range for either today or tomorrow is set.
- A user cannot sign up for the same day twice.
- Users cannot set less than an hour of time for lunch.
- The default for where the person would like to eat is essentially 'either'.
- All information of who is involved, where they should meet and when they should meet is included in the *Outlook* event invite email.



RECOGNITION RATHER THAN RECALL

MINIMIZE THE USER'S MEMORY LOAD BY MAKING OBJECTS, ACTIONS, AND OPTIONS VISIBLE. THE USER SHOULD NOT HAVE TO REMEMBER INFORMATION FROM ONE PART OF THE DIALOGUE TO ANOTHER. INSTRUCTIONS FOR USE OF THE SYSTEM SHOULD BE VISIBLE OR EASILY RETRIEVABLE WHENEVER APPROPRIATE.

3 - SUFFICIENT.

- Good Recognition.
- The user does not have to remember anything. Everything is on the UI that is an option. An email is sent to the user to create the lunch with the group of people
- The lunch is either happening today or tomorrow, so it should still be fresh in their mind.
- The user cannot set defaults, so they have to set everything, every time.
- The user cannot see the history of their lunches. So if they wanted to get lunch with a new friend at some other point and they are trying to find their email, they have to sort through their email or calendar to find it.
- The user has to switch between their calendar and the application to see when they are free.

FLEXIBILITY AND EFFICIENCY OF USE

ACCELERATORS — UNSEEN BY THE NOVICE USER — MAY OFTEN SPEED UP THE INTERACTION FOR THE EXPERT USER SUCH THAT THE SYSTEM CAN CATER TO BOTH INEXPERIENCED AND EXPERIENCED USERS. ALLOW USERS TO TAILOR FREQUENT ACTIONS.

0 - DOESN'T EXIST

- Something to consider is creating preferences that not only capture a person's custom defaults but also create reoccurring settings so the user no longer needs to access the application in order to participate.
- The application currently caters only for two days: today and tomorrow, which does not support the planning of future lunches, which might be necessary for more frequent users.

AESTHETIC AND MINIMALIST DESIGN

DIALOGUE SHOULD NOT CONTAIN INFORMATION THAT IS IRRELEVANT OR RARELY NEEDED. EXTRA UNITS OF INFORMATION IN A DIALOGUE COMPETES WITH THE RELEVANT UNITS OF INFORMATION AND LOWERS USABILITY BY DIMINISHING THEIR RELATIVE VISIBILITY.

3 - SUFFICIENT

- Good Aesthetic Design.
- Everything in the UI serves a purpose.
- Everything contributes to the core. It is only trying to do one thing well.
- The directions at the top could be made better, without overpowering the rest of the page.
- Some information, like willingness to drive, could be determined rather than a user input.
- There are probably more efficient or simpler ways of getting the user to submit their availability instead of multiple dropdowns.

HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

ERROR MESSAGES SHOULD BE EXPRESSED IN PLAIN LANGUAGE (NO CODES), PRECISELY INDICATE THE PROBLEM, AND CONSTRUCTIVELY SUGGEST A SOLUTION.

4 – EFFECTIVE

- Effective Error Recovery.
- Currently there are only two paths of error.
- One is covered with an in-app error page that explains that the fault lies with the application, so the user should try again. A button is also placed at next to the message for the user to try and resubmit.
- The other is covered through an email, when the user is the last person, ungrouped, because of time range issues. The email informs the user of the inevitable issue, tries to make them feel better and asks them to sign up for tomorrow's lunch, giving a direct link to the application.

HELP AND DOCUMENTATION

EVEN THOUGH IT IS BETTER IF THE SYSTEM CAN BE USED WITHOUT DOCUMENTATION, IT MAY BE NECESSARY TO PROVIDE HELP AND DOCUMENTATION. ANY SUCH INFORMATION SHOULD BE EASY TO SEARCH, FOCUSED ON THE USER'S TASK, LIST CONCRETE STEPS TO BE CARRIED OUT, AND NOT BE TOO LARGE.

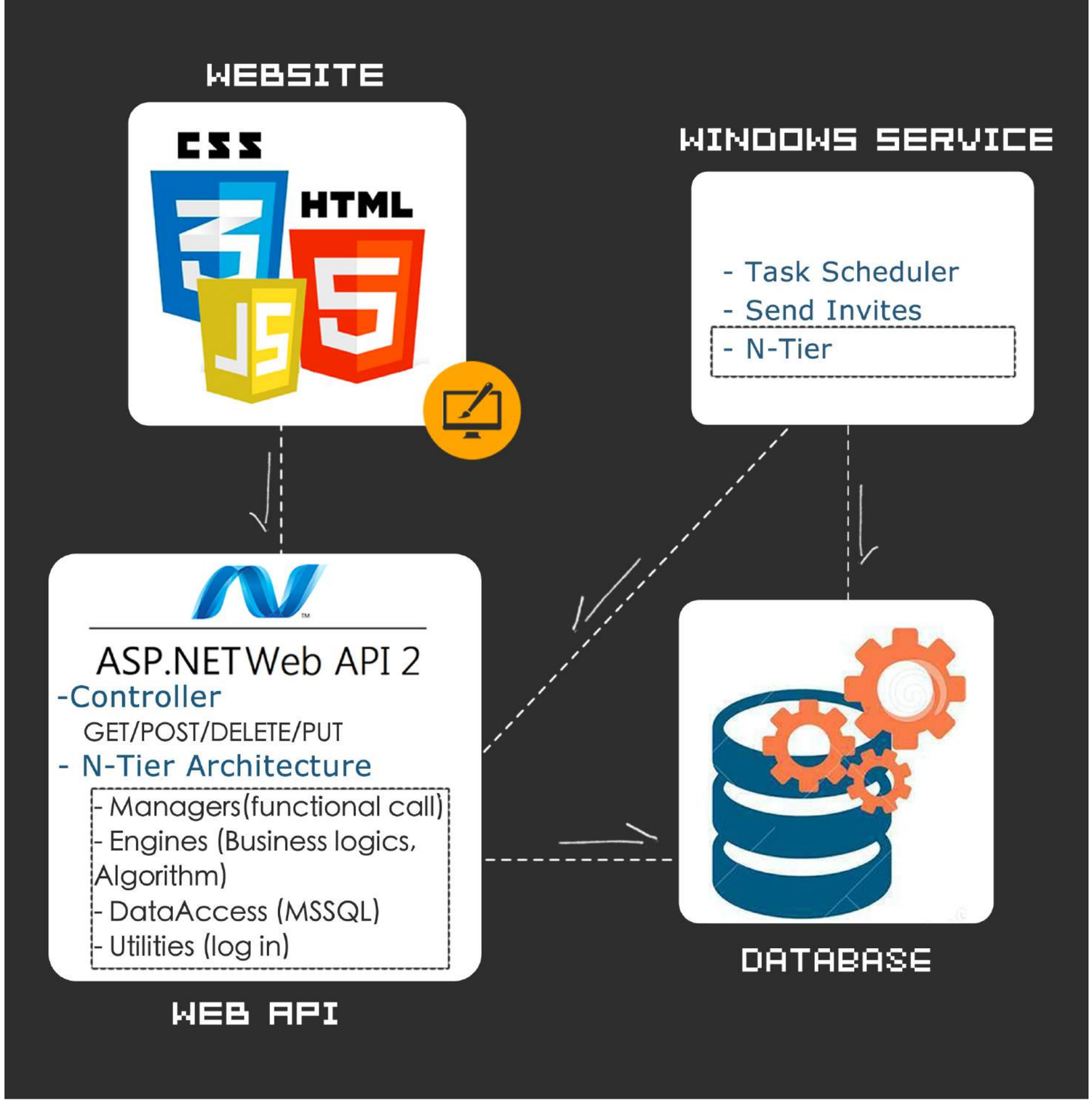
0 - DOESN'T EXIST

- While currently the application has been deemed simple enough not to have documentation of any kind, we have planned for there to be an intro walk-though after certain features have been added. The idea of a FAQ page has also been logged because people might want to know more information before participating.

Final Interface
Backend Implementation

We moved beyond the Model-View-Controller (MVC) backend architecture with *Looking for Lunch*, instead we used a hybrid of the *N-Tier* architecture and *Composite* methodology. One of the benefits is that this hybrid does much more separation of concern vs. MVC. Separations of concern is a *Computer Science* term where the program is broken up into distinct sections, with each handling a specific task.

The downside is that there was considerable work that needed to be done on the backend by building up the bridge between the different layers. This initial investment however saves time in the long run and enables future developers who might not have comprehensive knowledge of the entire project to make changes quicker than they would otherwise. For instance, *Corporate Application's* own *Deckard* library is accessed on the DataAccess layer. Because the architecture of *Looking for Lunch* was designed with separation of concerns in mind, developers without knowledge of *Deckard* could still implement functions in other layers without touching the base *Deckard* functions.



Final Interface

Future Considerations: Cross Platform Mobility

Though it will not be built out in the foreseeable future, we designed what the application could look like in a mobile format. The application is more robust, with features on the backlog that we designed out, but did not have time to implement. A major focus of the mobile interface is on themed lunches. Themed lunches could be planned by any employee with the goal to get coworkers from across the company to connect over their favorite foods, causes, etc.

New Horizons

We had a time box of just 3 months to complete the MVP of LFL and have the product in a strong enough state to hand off to a future team. A lot of the ideas that we brainstormed and designed for *Looking for Lunch* ended up on the backlog. One of these features was themed lunches.

Early on, we decided to target a spontaneous approach to grouping with LFL vs. a limited time event which would repeat after a period of time had passed. We did this because a continuously available system would give us more room to create deeper interactions with *Looking for Lunch* beyond the cross department lunch grouping system that we built out for the MVP.

For the long run, we think the MVP version of *Looking for Lunch* would probably not stand the test of time. Therefore we designed theme lunches with repeatability in mind. They would be a way for employees to organize their own lunch events and make them available to the rest of the company. Themed lunches would add another dynamic layer of functionality that aligned with our intent for LFL, which is to bring people together who share common interests using food as an instigator. We think that the themed lunch feature would cement LFL'S place on the *Blizzard* network.

In the end, *Looking for Lunch* had a successful launch. We deployed to all of IT. On day one, over 200 people visited the LFL site, and 27 lunch groups were formed. Enthusiasm for LFL increased as word got out. Employees at the *Blizzard Austin* office wanted to know when / if LFL was ever going to come their way. The executive team was looped in by Derek Ingalls and they too were excited for the product: "LFL is a great example of what can be achieved by the internship program" *University Relations* likewise, was thrilled.

Looking for Lunch was a hit at the intern expo, with many people stopping by our displays to inquire about the product. Some of the comments were: "When is this launching company wide?", "You do your department proud today."

We created this process book as a way to present our process, and we hope that it remains a useful resource in the future.

BEST,
The Citizens of Internia

LOOKING FOR LUNCH

Connecting Blizzard one lunch at a time.

MY MAGIC WILL TEAR SILOS APART

Explore new horizons by meeting employees across Blizzard.

TAKE IT SLOW...

Or not. Whatever the case, eat and meet on your lunch schedule.

BASED ON SOARING IDEALS

Take action and help make One Blizzard a reality!

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COLOPHON
Process Book Type and Grid

THESE ARE BODY SIDE NOTES. THEY HELP TO EX-PLAIN ANYTHING THAT MAY NOT BE CLEAR IN THE BODY COPY.

Lorem ipsum dolor sit amet, sonet alterum saperet mea ad. Viderer partiendo te duo, at voluptua appellantur his. Eos in erat lobortis, ea mel ponderum senserit expetendis. Cum decore molestie no. No putent dissentias mei, has ad wisi erant homero, veniam concludaturque ut. Et vel summo tis electram neglegentur, no iriure maiestatis adipiscing usu, duo in albucius reformidans efficiantur. Eos in erat lobortis, ea mel ponderum senserit expetendis. Cum decore wisi nan molestie no. Qui at quodsi alienum sensibus, nonumy et en veritus ex assueverit cu qui. Duo erant libris ne, nonumes referrentur ex quo, quo ea tale mazim explicari. Ne ius ad percipit urbanitas appellantur. Vis ex natum munere ex ea forensibus. que moderatius ad. Te percipit probatus wisi forensibus sit, vix cu prima accusamus scribentur, magna constituto deseruisse nam ad te. Nec ad facilis verterem ex sensibus, vis aeque tamquam probatus ne. Eos in erat et ad lobortis, ea mel ponderum senserit expetendis. Cum ex decore molestie no. No putent dissentias mei, has ad wisi erant homero, vix veniam concludaturque ut. Ex veri his deleniti comprehensam sea. Lorem ipsum dolor sit amet, sonet alterum saperet mea ad. Ex veri deleniti et his at comprehensam sea.

Pull quotes, sentence case only (no all caps). Museo Sans 900 18pt (Body Copy) or 24pt (Elsewhere)

BODY SUBHEADER

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BODY SUBHEADER

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GLOBAL FONT SIZES

MUSEO SANS 900 36pt-60pt
Title copy

MUSEO SANS 700 36pt-60pt
Alternative Title copy

MUSEO SANS 500 36pt-60pt
Title copy

MUSEO SANS 100 36pt-60pt
Title copy

DAGNY PRO REGULAR 11PT
BODY HEADER CAPS (ONLY WITH BODY COPY)

DAGNY PRO REGULAR 11PT
BODY COPY CAPS (ONLY INSIDE BODY COPY)

Blizzard Regular 11pt
Body Copy, Leading 15pt

DAGNY PRO BOLD 13PT
BODY ANNOTATION HEADER CAPS (ONLY OUTSIDE BODY COPY)

DAGNY PRO REGULAR 13PT
BODY ANNOTATION CAPS (ONLY OUTSIDE BODY COPY BLOCK)

Museo Sans 900 18pt (Body Copy) or 24pt (Elsewhere)
Pull quotes, sentence case only (No all caps)

Museo Sans 700 18pt (Body Copy) or 24pt (Elsewhere)
Alternative pull quotes, sentence case only (No all caps)

WORD BLOCK SIZE
- Body copy size no larger than 3 columns, no smaller than 2 columns.
- Pull quotes no larger than 4 columns.
- Annotation no longer than 1 column.