

People want to use this to explore, and also because location is a big factor in choice.

People were skeptical of the process being too much work for little reward.

People were skeptical of the need for AR to be used here.

People were interested in the level of input that the user had, and wanted to make sure they had a choice.

People were interested in how to make sure the user could know exactly what to expect.

I would want to explore it like Google Earth

Yes but more so to explore than to go out

Location is always something that is a factor

Would use more the map to explore and feed to have fun

Could see myself driving by a cool restaurant and then looking on the app

Balance staying in the moment vs doing a thing for your app.
a. Maybe she just take a clip of her experience while there, and prompted after to add (does the app prompt using geo-location)?

Seems like it's a lot of work for other people

Not sure if I'd do it during AND after the meal

The first part seems cool but seems like a lot of work later on - maybe if I could just see the auras

I would just use a scale or thumbs up/down for service

Still not sure if people would want to do it, but definitely prefer emojis to typing

Emojis seem confusing

Why does she need AR glasses? Wouldn't AR from the phone be sufficient?
a. In the second part of your journey you have Amy using words and emojis in her review. I would expect those to make an appearance in part 1 - not just the aura

AR glasses aren't super popular

Novelty may wear off

Why do this instead of just posting a picture?

Want more data when clicking into aura

People would feel weird if app got something wrong

Use facial expressions in clip to automatically register instead of emojis

Do the users generate the auras?

How are the adjectives generated? By the user or automatically?

How will you make sure that a short clip is accurate and reliable

Allow for selection from multiple photos/clips that feel like they best show the experience

Definitely want the ability to customize - caption or words or images

Would be cool to add reactions to others auras

What about the aura interest her? Are there ways for her to narrow to what she's in the mood for tonight?

Variability of restaurants - ex. a specific band playing - how will I know what to expect