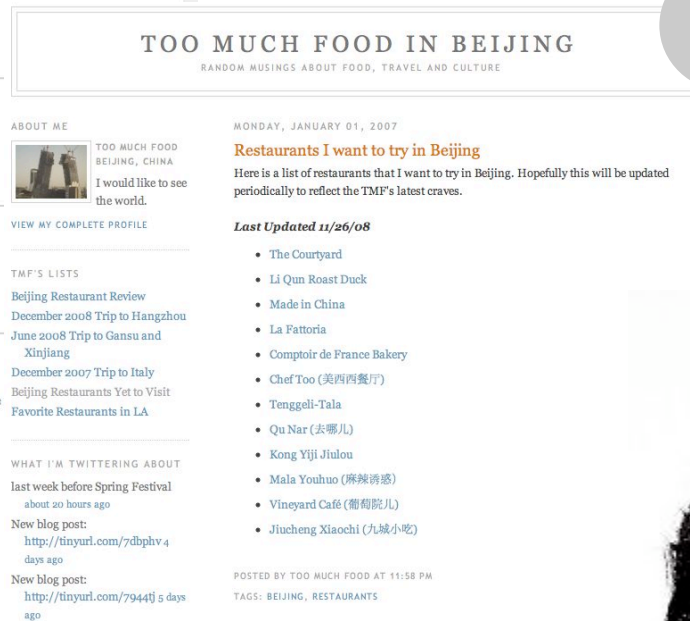
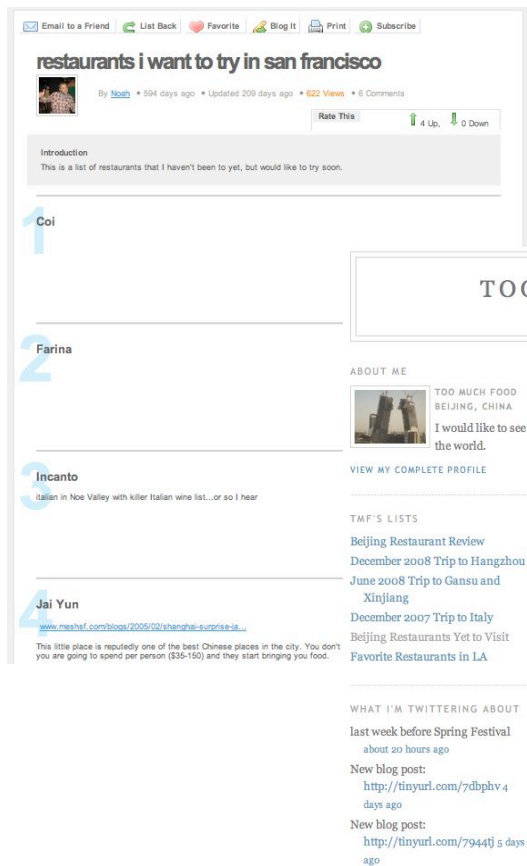


Managing each step of the journey



The Search – keeping tabs on where to go



Building a mental
rolodex



Maintaining a list of places to try

The **Discovery** – assigning personal and relevant meaning

Paradou
8 Little W. 12th St. (bet. Greenwich & Washington Sts.) Manhattan, NY 10014
Phone: 212-463-8345 Reserve Online
Fax: 646-435-0621 Website: www.paradounewyork.com

Cuisine: French (Bistro), Provence
Neighborhood: Meatpacking District

ZAGAT Ratings & Review
Food: 20 | Decor: 17 | Service: 17 | Cost: \$43
"Less pretentious" than most in the Meatpacking District, this Gallic mini-bistro piles "elevated" Provencal "comfort food", including a "wonderful" "champagne brunch", this year-round "garden in the back" is "lovable" even when the staff's "French temperament" isn't.

118 Member Reviews for: Paradou
Show: Newest First | 1-5 of 118 | +

Reviewed by **Kevin123** on 12/19/2008.
Member since February 2008, Total Reviews: 20 (Male, 40s, Gloucester, MA)
I found the food to be just ok. The beet goat cheese tart appetizer was topped with way too much goat cheese. No one at our table liked it. The foie gras was very good. The main course was disappointing. I had the cassoulet which was nothing special and the steak was a bit tough. My other friend did like the short ribs. The service was very good but I would not make a special trip for this restaurant.

Paradou Stats
Meals Served:
Dinner
Brunch
Saturday
Sunday
Reservations:
Suggested (Highly)
Payment:
Accepts Major Credit Cards
Dress Code:
Casual
Date Opened:
Oct. 2001
Special Features:
Garden
Outdoor Seating
Garden

Handwritten Annotations:
- Charming Hidden
- right next to Pastis
- Authentic Provencal
- crêpes
- Patio
- meatpacking dist
- west village
- Near: One Geanservot Hotel
- Pastis
- Guests
- Date
- little tables

agency.com

+

ZAGAT SURVEY

Remember your favorites (and not so favorite) by tagging

The **Discovery** – documenting where we’ve eaten

Every restaurant I've been to since moving to New York

Since moving in April, I've been to 179 restaurants. I don't have time right now to rate them, but maybe soon.

Here is the final list, repeats (5 of them, I went to each exactly twice) marked by an asterisk. I also included 2 restaurants in Newark:

1. Capitol Grille
2. Butterfield 8
3. Ben's Pizza
4. Havana Central
5. Baden Baden
6. Spitzers Corner
7. Casa mono
8. Dos caminos
9. Cubana cafe
10. Snack
11. Florent
12. Momofuku
13. Surya
14. Castillo de jagua
15. Choon moo ro
16. Spain
17. Elephant
18. Mandoo
19. Via emilia
20. Persopolis
21. Joe's pizza
22. Tomoe
23. Benjamin's
24. Le pere pinard
25. Allen & delancy
26. The park
27. Camaje
28. Balthazar
29. Fr.o.g
30. Calxico
31. Fabianne's
32. Spring Natural
33. Hampton chutney co
34. El Cantinero
35. Better Burger
36. Pax
37. Sacred chow
38. Ginger house
39. Alidoro
40. Energy kitchen
41. Otto's
42. Boqueria
43. Kunjip



Collecting “trophy”



Mapping the restaurants we’ve visited

flickr

Home The Tour Sign Up Explore

Burger Tour 2008. A quest to find Toronto's best burger.



Stop number four was Craft Burger. A new edition to the Toronto burger scene, Craft burger is a little pricey, but my oh my is it a tasty burger, and the fries are amazing.

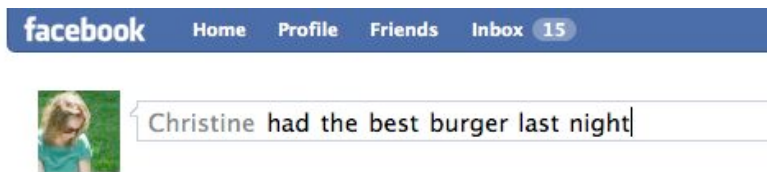
Recording the experience

agency.com

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ZAGAT SURVEY

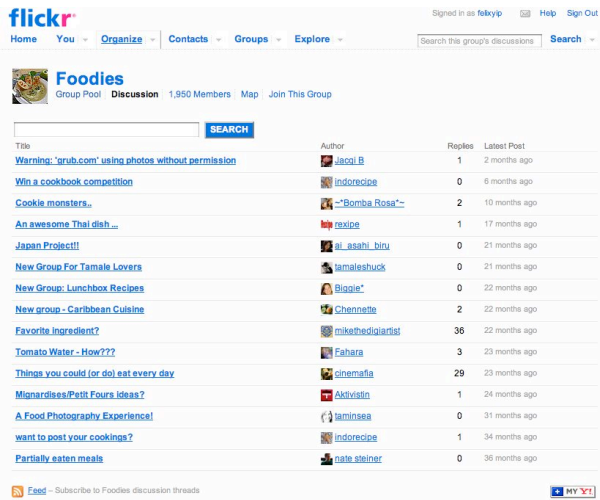
The Buzz – sharing with others



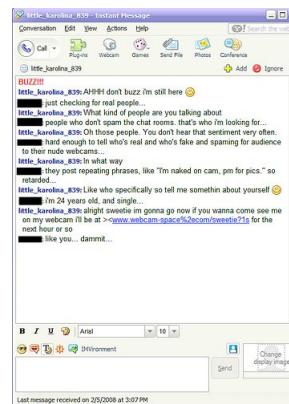
Facebook status



Casual conversation



Discussion forums



IM



Email

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ZAGAT SURVEY

Different foodies take different paths



Explorer Emma



***“Don’t knock it until
you’ve tried it ”***

- Late 20s young professional
- Digital native
- Dining is a big aspect of her social life
- Adventurous and willing to try new things
- Fully engaged with her passions
- Developing her taste and figuring what she likes and doesn't

Networker + Organizer

agency.com

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ZAGAT SURVEY

Source: Persona informed by Zagat User Segments, 2006

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Connoisseur Chris



***“No distance is too far
for good food”***

- Mid 40s
- Enjoys spending time with friends and family
- Knows what he likes and is on a quest to finding new taste that will exceed his expectations
- Willing to hunt for new experiences and make the effort
- Less likely to buy into the hype and more concerned over the quality of the food

Networker + Habitual

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ZAGAT SURVEY

Source: Persona informed by Zagat User Segments, 2006

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Mingling Maggie



***“Lunch is never
just lunch”***

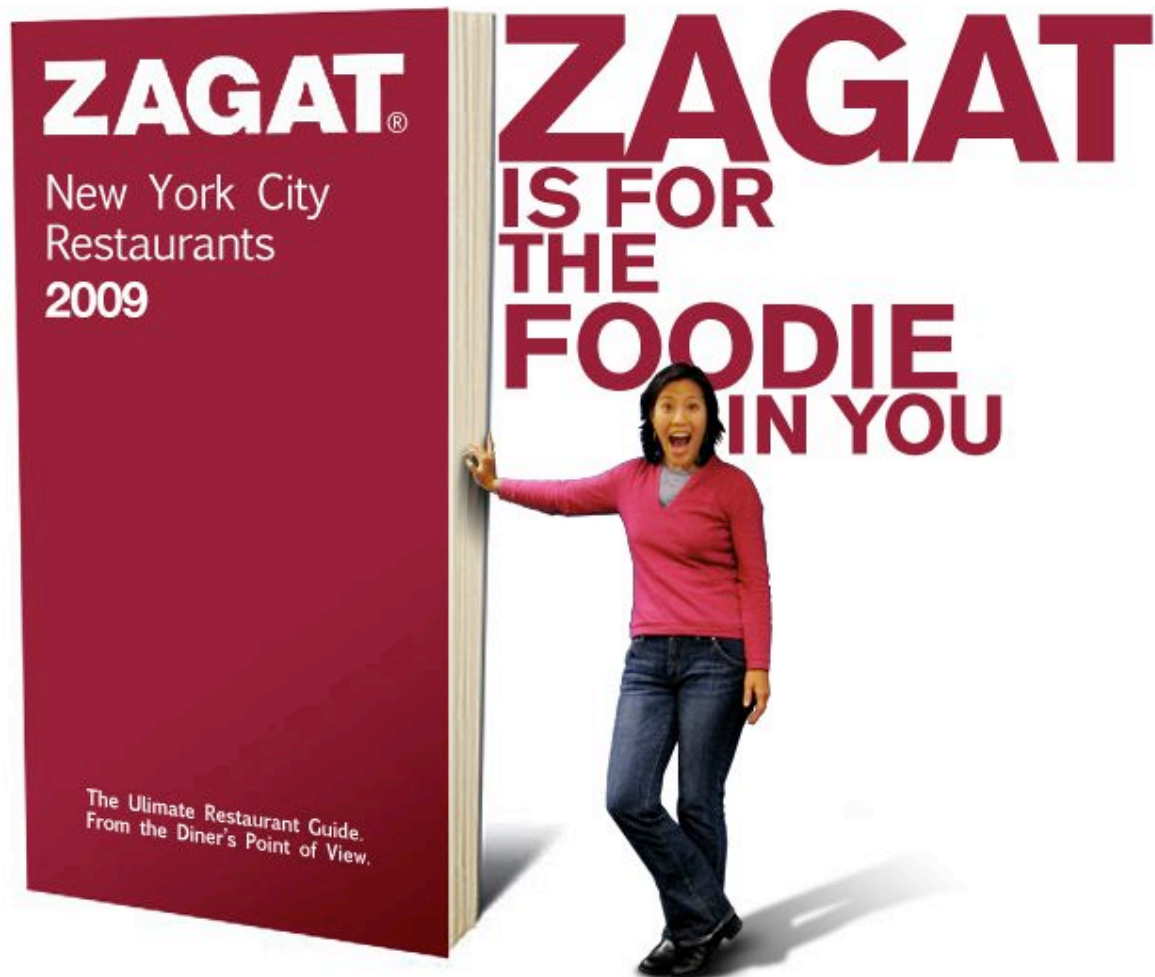
- Late 30s business executive
- Looking for a variety of reliable locations
- Like to be ‘in the know’ and up on the latest happenings
- Others’ opinions really matter to her
- Socially active and engaging

Organizer + Habitual

Source: Persona informed by Zagat User Segments, 2006

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The idea



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ZAGAT SURVEY.

FOODIES SEARCH

- We are constantly on the lookout for new restaurants, new places, and new finds.
- We have different favorites for different occasions, places, and events.
- The perfect place could be just a minute or a click away ... how do we know for sure? Is it the right place for me, for my friends?
- It's an art to find the right place.

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ZAGAT SURVEY

FOODIES DISCOVER

- We love the joy of discovery - a new date place downtown, a new restaurant by our favorite chef.
- When we find it, we want to know everything about it. Do others like it? How do they rank it?
- And then we have to make that decision — and roll the dice for everyone.

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ZAGAT SURVEY

FOODIES BUZZ

- And whether it's good or great, we love the conversation about restaurants, we love the story behind them. We are proud of where we've been, and where we want to go.
- We share with each other, we give each other better odds.
- We keep mental lists of our favorite restaurants for groups, for dates, for 2 people, for 10 people, for work people, for uptown, downtown, in other towns.
- We compare and contrast, and ask people their opinions, we make reservations without any reservations.

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ZAGAT SURVEY.

Guiding
principle

ZAGAT.com is your seat at the table



User
experience

ZAGAT.com is your seat
to search, discover & be part of the buzz

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YOU

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ZAGAT SURVEY



Introducing Z-LIST:

Search becomes discovery

agency●com

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ZAGAT SURVEY.

Step 1:

You are hunting for restaurants for a date next week. Set concierge to “Eat” mode and create a quick list of downtown, romantic restaurants.

Sponsored link appears.

Z-LIST Your Personal Zagat List Maker

Enter your city and type as many key words as you want, Concierge will make a ZAGAT Tops list just for you. Make as many lists as you want. Save, Share and Enjoy.

MY LISTS **SAVE THIS LIST**

Jack's Luxury Oyster Bar

Food	Decor	Service	Cost
24	24	20	\$67

101 Second Ave. (bet. 5th & 6th Sts.) Manhattan, NY

Lavagna

Food	Decor	Service	Cost
24	24	20	\$67

545 E. Fifth St. (bet. Aves. A & B) Manhattan, NY

Balthazar

Food	Decor	Service	Cost
24	24	20	\$67

80 Spring St. (bet. B'way & Crosby St.) Manhattan, NY

Scalini Fedeli

Food	Decor	Service	Cost
24	24	20	\$67

165 Duane St. (bet. Greenwich & Hudson Sts.) Manhattan, NY

Sponsored link:
Get flowers for your date at Downtown florist >

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ZAGAT SURVEY

Refine your list by adding “French” to the list criteria.

Z-List

Your Personal Zagat List Maker

Enter your city and type as many key words as you want,
Concierge will make a ZAGAT Tops list just for you.
Make as many lists as you want. Save, Share and Enjoy.

Eat

< >

New York City

MY LISTS

SAVE THIS LIST

Downtown, Romantic, French

Balthazar

Food

Decor

Service

Cost

24

24

20

\$67

80 Spring St. (bet. B'way & Crosby St.) Manhattan, NY

✓

X

📷

🗺️

🌐

📅

🔍

|

👍

👎

+

Le Jardin Bistro

Food

Decor

Service

Cost

24

24

20

\$67

25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY

✓

X

📷

🗺️

🌐

📅

🔍

|

👍

👎

+

Raouls

Food

Decor

Service

Cost

24

24

20

\$67

180 Prince St (bet. Sullivan & Thompson Sts.) Manhattan, NY

✓

X

📷

🗺️

🌐

📅

🔍

|

👍

👎

+

Kitchen Club

Food

Decor

Service

Cost

24

24

20

\$67

30 Prince St. (Mott St.) Manhattan, NY

✓

X

📷

🗺️

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📅

🔍

|

👍

👎

+

Sponsored link:
Romantic Paris getaways - 2 fly for the price of 1 on Air France

Step 3:

You are curious about Balthazar and expand the listing to read the ZAGAT review.

Z-LIST Your Personal Zagat List Maker

Enter your city and type as many key words as you want, Concierge will make a ZAGAT Tops list just for you. Make as many lists as you want. Save, Share and Enjoy.

MY LISTS **SAVE THIS LIST**

Balthazar

Food **24** Decor **24** Service **20** Cost **\$67**

80 Spring St. (bet. B'way & Crosby St.) Manhattan, NY

"More juggernaut than restaurant", Keith McNally's "action-packed" SoHo "beehive" offers "toothsome" French food, "deft" service and a "pitch-perfect" rendering of a Parisian brasserie; expect lots of "hubbub", "tough reservations", moderately "pricey" tabs and a "loud" crowd that runs the gamut from "skeletal models" and fat cats to "celebs" and starstruck "tourists"; in sum, it's presque Paris.

Le Jardin Bistro

Food **24** Decor **24** Service **20** Cost **\$67**

25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY

Raouls

Food **24** Decor **24** Service **20** Cost **\$67**

180 Prince St (bet. Sullivan & Thompson Sts.) Manhattan, NY

Sponsored link:
Romantic Paris getaways - 2 fly for the price of 1 on Air France >

Step 4:

You can check out photos right here.

Z-LIST Your Personal Zagat List Maker


Enter your city and type as many key words as you want, Concierge will make a ZAGAT Tops list just for you. Make as many lists as you want. Save, Share and Enjoy.


MY LISTS **SAVE THIS LIST**

Balthazar

Food	Decor	Service	Cost
24	24	20	\$67

80 Spring St. (bet. B'way & Crosby St.) Manhattan, NY






Lorem ipsum dolor sit amet, consectetur adipiscing elit.

◀ 1 of 3 ▶

Le Jardin Bistro

Food	Decor	Service	Cost
24	24	20	\$67


25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY



Raouls

Food	Decor	Service	Cost
24	24	20	\$67

180 Prince St (bet. Sullivan & Thompson Sts.) Manhattan, NY



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Romantic Paris getaways - 2 fly for the price of 1 on Air France >

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ZAGAT SURVEY

24

Step 5:

You decide it's not the right type of place for your date nights and gives it a thumbs down.

Z-LIST Your Personal Zagat List Maker


Enter your city and type as many key words as you want, Concierge will make a ZAGAT Tops list just for you. Make as many lists as you want. Save, Share and Enjoy.


MY LISTS **SAVE THIS LIST**

Balthazar

Food	Decor	Service	Cost
24	24	20	\$67


80 Spring St. (bet. B'way & Crosby St.) Manhattan, NY





Lorem ipsum dolor sit amet, consectetur adipiscing elit.


◀ 2 of 3 ▶



Le Jardin Bistro

Food	Decor	Service	Cost
24	24	20	\$67

25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY







Raouls

Food	Decor	Service	Cost
24	24	20	\$67

180 Prince St (bet. Sullivan & Thompson Sts.) Manhattan, NY





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ZAGAT SURVEY

25

Step 6:

Z-List adjusts the recommendations based on your input.

Z-LIST Your Personal Zagat List Maker










Enter your city and type as many key words as you want, Concierge will make a ZAGAT Tops list just for you. Make as many lists as you want. Save, Share and Enjoy.

MY LISTS **SAVE THIS LIST**

Le Jardin Bistro

Food	Decor	Service	Cost
24	24	20	\$67










25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY



Kitchen Club

Food	Decor	Service	Cost
24	24	20	\$67










30 Prince St. (Mott St.) Manhattan, NY



La Ripaille

Food	Decor	Service	Cost
24	24	20	\$67










605 Hudson St. (bet. Bethune & W. 12th Sts.) Manhattan, NY



Jules

Food	Decor	Service	Cost
24	24	20	\$67

65 St. Marks Pl. (bet. 1st & 2nd Aves.) Manhattan, NY



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Romantic Paris getaways - 2 fly for the price of 1 on Air France >

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ZAGAT SURVEY

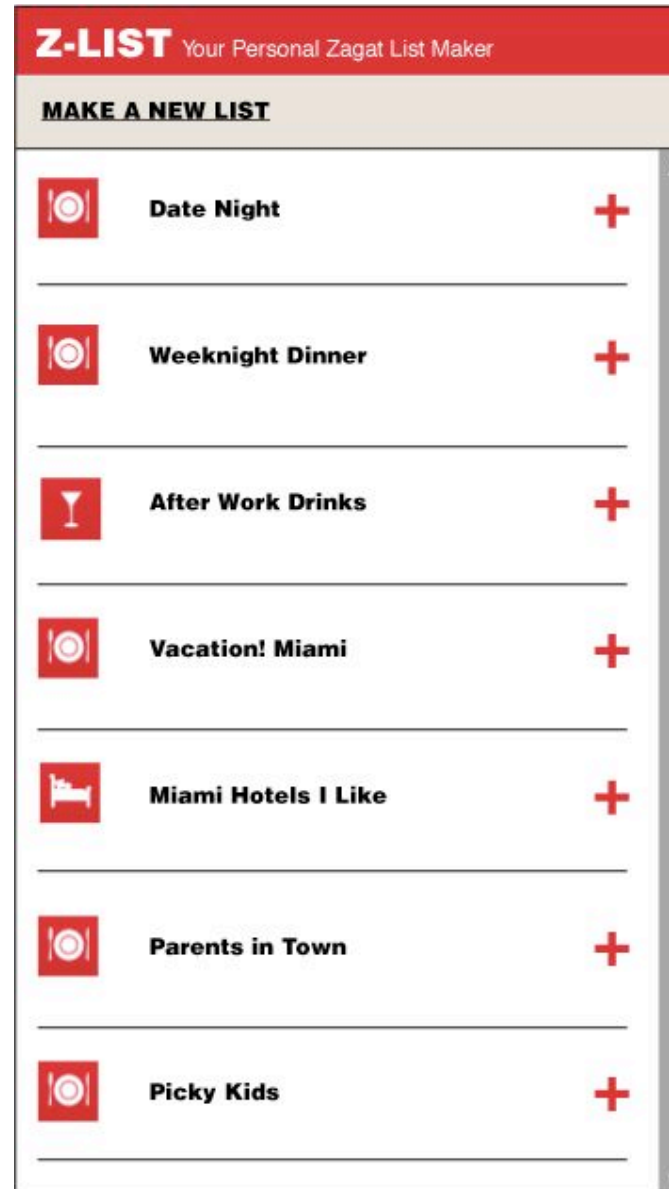
26

You're happy with your new personal list and name it "Date Night."

agency.com + **ZAGAT SURVEY**

Step 8:


You are taken to your personal list library where you can view all saved lists or make a new list.



Step 9:

Add a restaurant from this list to your favorites in your MY ZAGAT.

Z-LIST Your Personal Zagat List Maker











 **DATE NIGHT**

MY LISTS **SAVE THIS LIST**

Le Jardin Bistro

Food	Decor	Service	Cost
24	24	20	\$67



25 Cleveland Pl. (bet. Kenmare & Spring Sts.) Manhattan, NY

       |   

Kitchen ADD

To MY ZAGAT FAVORITES











TAGS

La Ri

Food	Decor	Service	Cost
24	24	20	\$67











605 Hu

       |   

Jules

Food	Decor	Service	Cost
24	24	20	\$67

65 St. Marks Pl. (bet. 1st & 2nd Aves.) Manhattan, NY

       |   

SAVE IT

Sponsored link:
Romantic Paris getaways - 2 fly for the price of 1 on Air France >

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29

MY ZAGAT:
Your voice at the table

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ZAGAT SURVEY.

Step 1:

User arrives at their MY ZAGAT. They have all the navigation tools of Z-List with the added social features to view news and see other foodies' lists.

The screenshot displays the 'MY ZAGAT' mobile application interface. At the top, a red header bar contains the 'MY ZAGAT' logo and the tagline 'ZAGAT's Foodie Community Network'. Below the header, a navigation bar features four tabs: 'FAVORITES', 'MY LISTS', 'MY FRIENDS', and 'FEATURED'. The main content area shows a list of restaurant profiles under the heading 'my fancy faves'. Each profile includes a restaurant name, a set of four rating boxes for Food, Decor, Service, and Cost, and a row of social sharing icons. The restaurants listed are Le Jardin Bistro, Paradou, Peter Lugar, Momofuku, Juniors, and Babo. Each restaurant has a consistent rating of 24 for Food, Decor, and Service, and a Cost of \$67. The number of friends or followers for each restaurant is displayed in a red box: 12 for Le Jardin Bistro, 8 for Paradou, 5 for Peter Lugar, 3 for Momofuku, 3 for Juniors, and 3 for Babo.

Restaurant	Food	Decor	Service	Cost	Friends
Le Jardin Bistro	24	24	20	\$67	12
Paradou	24	24	20	\$67	8
Peter Lugar	24	24	20	\$67	5
Momofuku	24	24	20	\$67	3
Juniors	24	24	20	\$67	3
Babo	24	24	20	\$67	3

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ZAGAT SURVEY






Step 2:

View all members who have
“Le Jardin Bistro” on their Z-Lists.
See their lists and add him to your
Friends list.

MY ZAGAT ZAGAT's Foodie Community Network

FAVORITES **MY LISTS** **MY FRIENDS** **FEATURED**

FOODIES WHO LIKE LE JARDIN BISTRO

	FOODIE212	ADD TO MY FRIENDS VIEW LIST
	JDOE	ADD TO MY FRIENDS VIEW LIST
	CHEFNYC	ADD TO MY FRIENDS VIEW LIST
	JONS FAVES	ADD TO MY FRIENDS VIEW LIST
	YUMYUM	ADD TO MY FRIENDS VIEW LIST

Step 3:

MY LISTS is where you can publish and share saved Z-Lists with friends.











Step 4:

MY FRIENDS features Z-Lists of your friends. The number next to name signifies the number of additions/changes to their Z-List since you last visited.

MY ZAGAT ZAGAT's Foodie Community Network

FAVORITES MY LISTS **MY FRIENDS** FEATURED

MY FRIENDS >

	Merloniac26	REMOVE FRIEND VIEW LIST	15
	FOODIE212	REMOVE FRIEND VIEW LIST	14
	MZUCKER	REMOVE FRIEND VIEW LIST	12
	Adamrom	REMOVE FRIEND VIEW LIST	7
	dnycpi	REMOVE FRIEND VIEW LIST	5
	MarioB	REMOVE FRIEND VIEW LIST	5
	BFLAY	REMOVE FRIEND VIEW LIST	3
	BITEMAN	REMOVE FRIEND VIEW LIST	3

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ZAGAT SURVEY


Step 5:

FEATURED LISTS can include all kinds of interesting collections of lists, including sponsored lists from advertisers.

MY ZAGAT ZAGAT's Foodie Community Network


FAVORITES **MY LISTS** **MY FRIENDS** **FEATURED**

FEATURED Z-LISTS




TRENDS

[ADD TO MY FRIENDS](#)
[VIEW LIST](#)




GUEST CURATOR
TOM COLICCIO

[ADD TO MY FRIENDS](#)
[VIEW LIST](#)



V-DAY PICKS

[ADD TO MY FRIENDS](#)
[VIEW LIST](#)



BRITISH AIRWAYS
TASTE OF THE
UK IN NYC

[ADD TO MY FRIENDS](#)
[VIEW LIST](#)

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ZAGATSURVEY.

Example of MY ZAGAT accessible throughout the site

RESTAURANT REVIEW

FIND

VOTE

CHAT

BUZZ

MEDIA

SHOP

MY ZAGAT

ENTER SEARCH HERE

CHANGE LOCATION

LOGIN/REGISTER

[RESTAURANTS](#) • [NIGHTLIFE](#) • [HOTELS](#) • [ATTRACTIONS](#)

GRAMMERCY TAVERN

123 Address St. (with cross streets), City, ST 12345

Phone : 555.555.5555

Website : [www.name.com](#)

Cuisine : French, Thai

Neighborhood : East Village

REVIEW & STATS

MENU

PHOTO

VIDEO

MAP & DIRECTIONS

Meals Served:

Dinner

Lunch

Reservations:

Suggested (Highly)

Payment:

Accepts Major Credit Cards

Dress Code:

Casual

Date Opened:

Jun. 1997

Good For:

Singles

Twentysomethings

Special Features:

Delivery Available

Same Served

Open Late

Takeout Available

Vibe / Atmosphere:

Offbeat

Special Meals & Menus:

All Day Dining

Hours:

Mon: 12:00PM - 12:00AM

Tues: 12:00PM - 12:00AM

Wed: 12:00PM - 12:00AM

Thurs: 12:00PM - 12:00AM

Fri: 12:00PM - 1:00AM

Sat: 12:00PM - 1:00AM

Sun: 5:30PM - 12:00AM

Update or Add to this information

E-mail This Restaurant

ZAGAT REVIEW

MEMBER REVIEWS

+

ADD TO YOUR

+

ADD YOUR

Print

Send to Phone

E-mail a Friend

Add to Favorites

Add Notes

Link To This Page

MAP

FIND PLACES NEAR ELEPHANT, THE

Within 1 Mile

☐ Restaurants
 ☐ Nightlife
 ☐ Hotels
 ☐ Attractions

GO

view my Zagat

MY ZAGAT

ZAGAT's Foodie Community Network

FAVORITES

MY LISTS

MY FRIENDS

FEATURED

my fancy faves

Le Jardin Bistro

Food 24 Decor 24 Service 20 Cost \$67

12

Paradou

Food 24 Decor 24 Service 20 Cost \$67

8

Peter Lugar

Food 24 Decor 24 Service 20 Cost \$67

5

Momofuku

Food 24 Decor 24 Service 20 Cost \$67

3

Degustation

Food 24 Decor 24 Service 20 Cost \$67

3

Babo

Food 24 Decor 24 Service 20 Cost \$67

3

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Evolution of discussion boards with sponsor/ad opportunity

RESTAURANT REVIEW

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[CHANGE LOCATION ▼](#)
[LOGIN/REGISTER](#)

C

Look in:    

[reset](#)

CONVERSATIONS

- Menus (257)
- Service (123)
- Take Out (45)
- Tipping (34)
- Dessert (21)
- Meat Lovers (16)
- Cocktails (12)
- Wishes (8)
- Etiquette (5)

TABLE TALK - RESTAURANTS

More Gluten Free options at Magnolia Bakery

Posted by **FOOD NETWORK** on 1/17/09



1286

While I love the cupcakes and cakes, I have to fly solo when I go. My best friend can't eat anything because they don't offer any gluten-free options. Would love them to introduce a line or at least a few gluten-free products.

comments(65)

Restroom attendants at The Park

Posted by **Hankly22** on 1/13/09



905

Recently had a pushy restroom attendant at The Park where they followed me out the door looking for a tip! First of all, that place isn't fancy enough to require attendants. They need to remove the attendants from that bathroom and

comments(0)

Warnings about Peanut allergies

Posted by **Seanjean87** on 1/13/09



657

The waitstaff at Chan Pen on W. 51st St. wasn't able to answer my question about the dessert containing peanuts nor did they care to find out for me. Luckily I caught it before I took a bite. I think all menus at NYC restaurants should list any dishes that may have anything related to peanuts for those of us with peanut allergies. It's a growing epidemic and a potentially dangerous one. These few words could save restaurants and their customers from a lot of trouble.

comments(120)

AD/PROMO

AD/PROMO

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ZAGAT SURVEY.

Comparing open access, registration and full membership

RESTAURANT REVIEW

FIND

VOTE

CHAT

BUZZ

MEDIA

SHOP

MY Z

ENTER SEARCH HERE

CHANGE LOCATION ▼

LOGIN/REGISTER

C

Look in:      

reset

GET YOUR SEAT AT THE TABLE

Three ways to join and enjoy the global community as only Zagat can serve up.

Basic access, without registration

- Full Zagat listings
- Zagat user reviews
- Make reservations
- Photos/Video/Virtual Tours

Free Account

- Full Zagat listings
- Zagat user reviews
- Make reservations
- Photos/Video/Virtual Tours
- Create 3 personal Z-LISTS
- Share your own reviews
- Follow up to 10 members on MY ZAGAT

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- Complete Zagat ratings and reviews
- Organize your event
- Make reservations
- Invite your friends
- Follow an unlimited number of lists
- Share your lists
- Access to food and dining trends
- Free Zagat Concierge Mobile
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ZAGAT SURVEY

Design exploration:

Bringing a unique ZAGAT experience to life

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ZAGAT SURVEY.

Sample simplified but useful home page wireframe

HOME PAGE

FIND

VOTE

CHAT

BUZZ

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“Feels like you’re in 1940’s Cuba as you down incredible drinks and authentic fare.”

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TABLE TALK RIGHT NOW

Whats going on now:

-  **CHEFNYC**
Reviewed Per Se +
-  **GeoMetro2**
Ate french toast at Bistro +
-  **Rosen's**
Just released their Spring menu +
-  **ZAGAT Event**
Open Bar at Lorem Ipsum +
-  **Merloniac26**
Saved a Concierge list to their Z-List +

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Z-List

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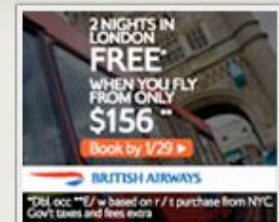
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Grocery

A trusted name for 30 years, Zagat.com is a consumer's ultimate guide to enjoying food, drinks, shopping and

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“Service so attentive
you may have to ask for
some privacy.”

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TABLE TALK RIGHT NOW

Whats going on now:

-  **johnny123**
Went to Grocery last night +
-  **CHEFNyc**
Reviewed Per Se +
-  **GeoMetro2**
Ate french toast at Bistro +
-  **Rosen's**
Just released their Spring menu +
-  **ZAGAT Event**
Open Bar at Lorem Ipsum +

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