



**HEALTHY DINING FINDER
Direct Unpaid Internship
Marketing/Information Systems
Undergraduate Students**

Organization Background

Since 1990, HEALTHY DINING's culinary nutrition experts have been guiding and inspiring chefs and restaurateurs to create and serve a selection of HEALTHY DINING menu options. A leader in restaurant nutrition, the company works with hundreds of restaurants nationwide and has analyzed thousands of menu items for nutrient content. In collaboration with the National Restaurant Association, HEALTHY DINING leads the largest-ever restaurant industry nutrition initiative.

Project Overview

This project entails designing and conducting a usability study for the website HealthyDiningFinder.com. We would like the student intern to help us with the following:

- Better understand which aspects of the site appeal to users; which should be modified (and how)
- Test whether the navigation paths are clear and messaging is clear and appealing
- Know what additional features and information our target population would like to see in a "next generation" HealthyDiningFinder.com

Skills and Requirements:

- Knowledge of usability studies and/or market research
- Very good (clear, precise) verbal and written communications
- Interest in nutrition or health a bonus
- Familiarity with websites, some IT background desirable
- Ability to work independently

To apply send your resume to Erica Bohm at Erica@healthydiningfinder.com