

Problem

Despite the fact that dining out offers a rich experience—bringing people together and enhancing social bonding—rising inflation has shifted the behavior of many Americans and most are now choosing to eat at home. This means that people are missing out on new culinary experiences and the well-being benefits of communal dining. Furthermore, with the overwhelming number of restaurant choices and generic reviews, finding the perfect dining option has become a risky financial decision, leaving many diners hesitant to explore new venues.

Solution

TasteBuddies is a smartphone app that will provide tailored restaurant and dish recommendations based on taste profiles. TasteBuddies will use data clustering to connect users with others who share similar preferences, offering relevant suggestions rather than generic reviews. TasteBuddies dynamically enhances user confidence with real-time feedback from crowdsourced data on dish quality and level of business, adding a layer of insight to support an optimal dining experience.

Problem Characteristics

High Financial Risk

Overwhelming Choice

Generic Reviews

Group Indecision

Solution Characteristics

Personalization

Tailored Recommendations

Customer Satisfaction

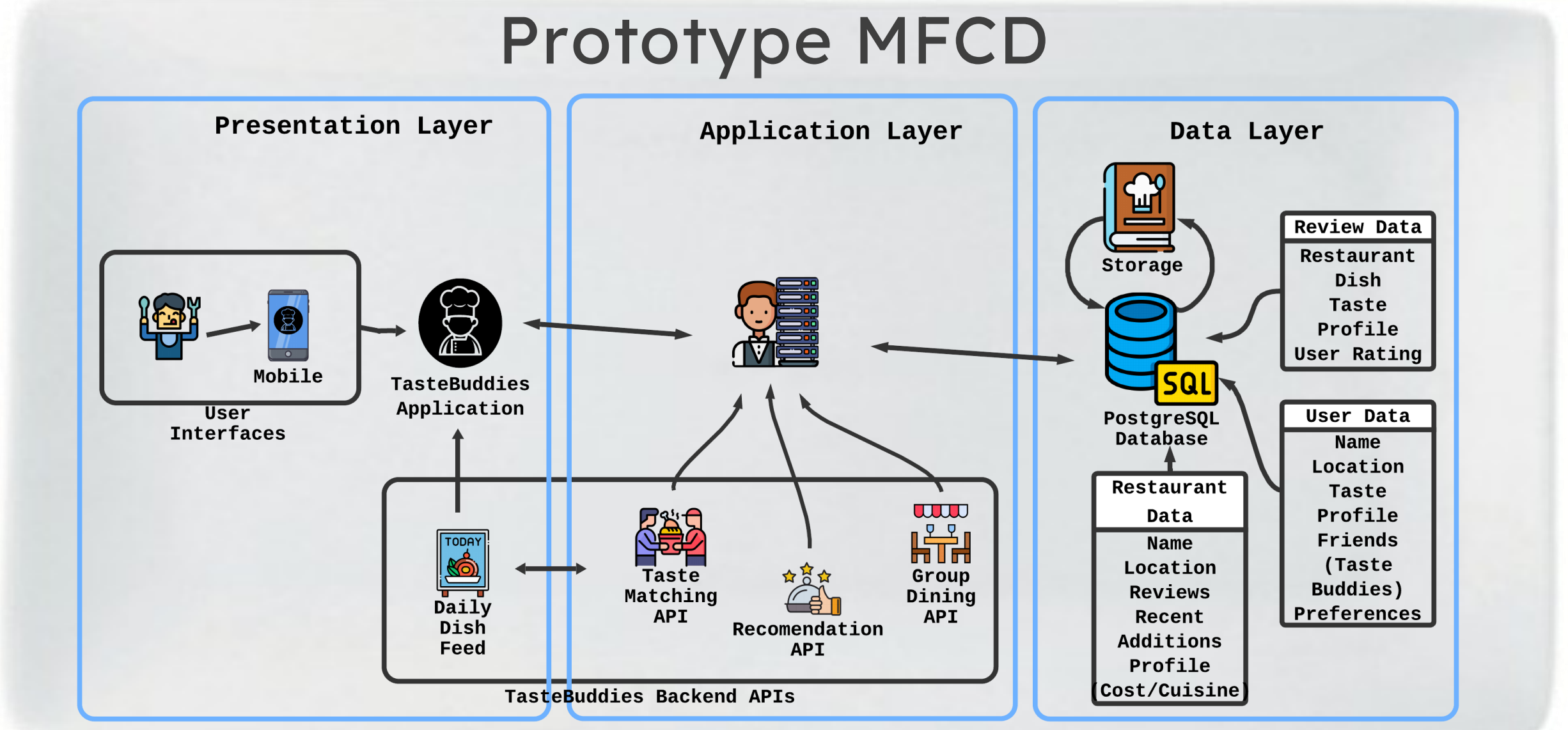
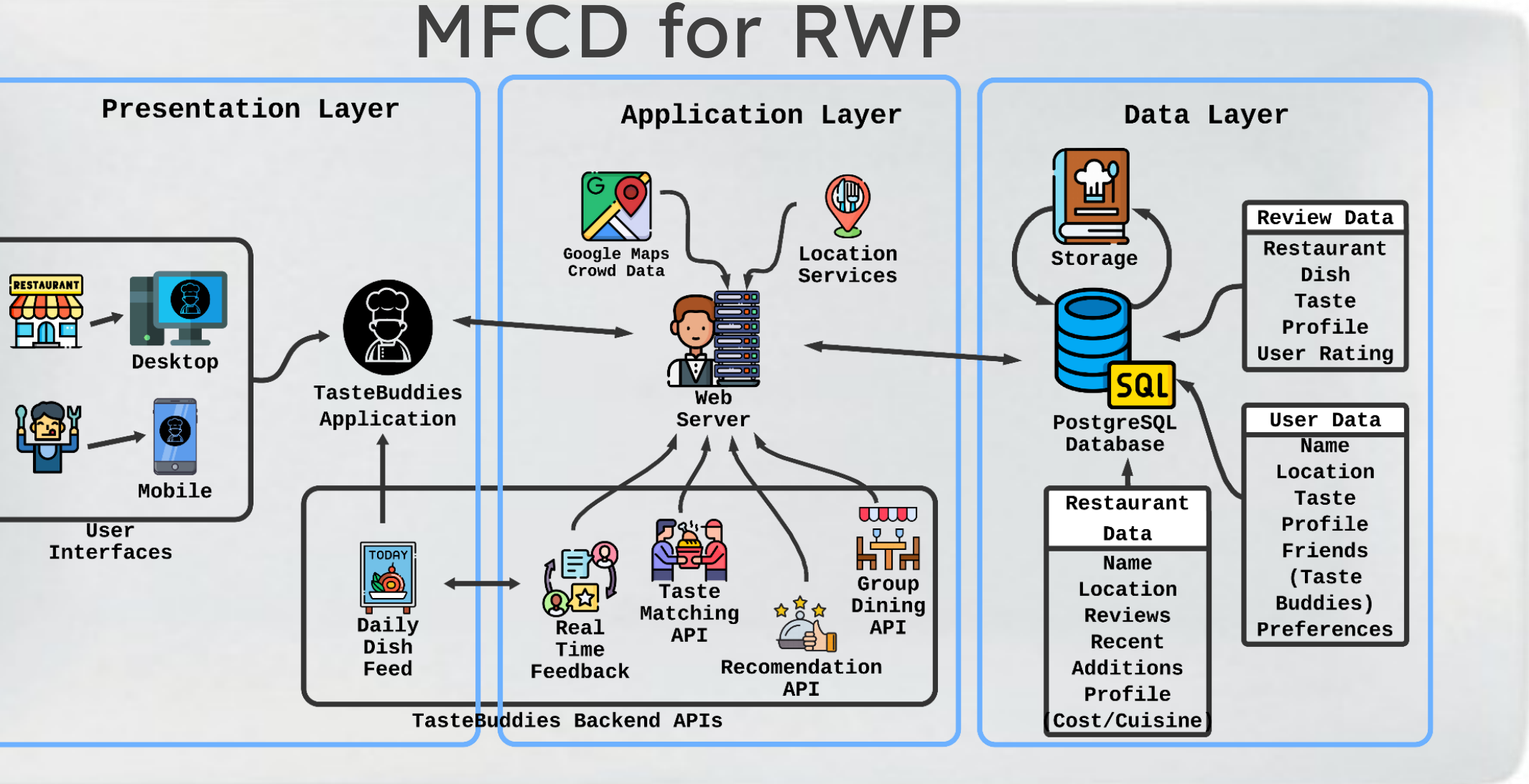
Reduced Waste

Increased Tips

Crowdsourced Updates

Innovative Features vs Competition

Feature	TasteBuddies	yelp	Tripadvisor	Google	facebook	Foodaholic
Taste Profiles						
Personalized Dish Recommendations						
Lifestyle Personalization						
Restaurant Reviews						
Dish Review						
Followers						
Restaurant Notifications						
Group Restaurant Matching						



Prototype Features

Category	Features	Real World Product	Prototype
Account Management	Account Creation	Fully Implemented	Fully Implemented
	Access Permissions and Preferences	Fully Implemented	Partially Implemented
	Taste Profile	Fully Implemented	Fully Implemented
Mobile App Features	Social Engagement	Fully Implemented	Partially Implemented
	Daily Dish Feed	Fully Implemented	Fully Implemented
	Group Restaurant Matching	Fully Implemented	Partially Implemented
	Dish Recommendations	Fully Implemented	Fully Implemented
	Taste Profile Builder	Fully Implemented	Fully Implemented
	Reviews	Fully Implemented	Partially implemented
	Community Updates	Fully Implemented	
	Dish Validation	Fully Implemented	
	Taste Matching	Fully Implemented	Fully Implemented
	Notification Features	Fully Implemented	
Database Management	Engagement Features	Fully Implemented	
	Data Analytics	Fully Implemented	
	Data Privacy and Security	Fully Implemented	Fully Implemented
	Trend Reports	Fully Implemented	
	Data Backups	Fully Implemented	Fully Implemented

UI/UX Screens

Daily Dish Feed

- ◆ Get live updates.
- ◆ Keep abreast of what your friends are doing.
- ◆ Get the latest news on your favorite restaurants and dishes.
- ◆ Get dish recommendations on the fly.

Friends and Group Dining

- ◆ Connect with friends.
- ◆ Follow and interact with people who have similar taste.
- ◆ Create groups and get personalized restaurant recommendations for the whole crew.

Restaurant Dashboard

- ◆ Viewable on desktop or tablet for easy update for staff.
- ◆ Let your customers know about specials and dish availability.
- ◆ Let your followers know what's new or special at your establishment.
- ◆ Keep in the loop and interact with reviews.

Restaurant, Dishes, and Dish Detail

Post live updates ◆ Scroll through restaurant and dish matches
Read and post reviews ◆ Save dishes for later

Restaurant Statistics

Gain valuable insights on:
Clientele ◆ Foot traffic ◆ Dish popularity

Want a better taste?

Website

Prototype