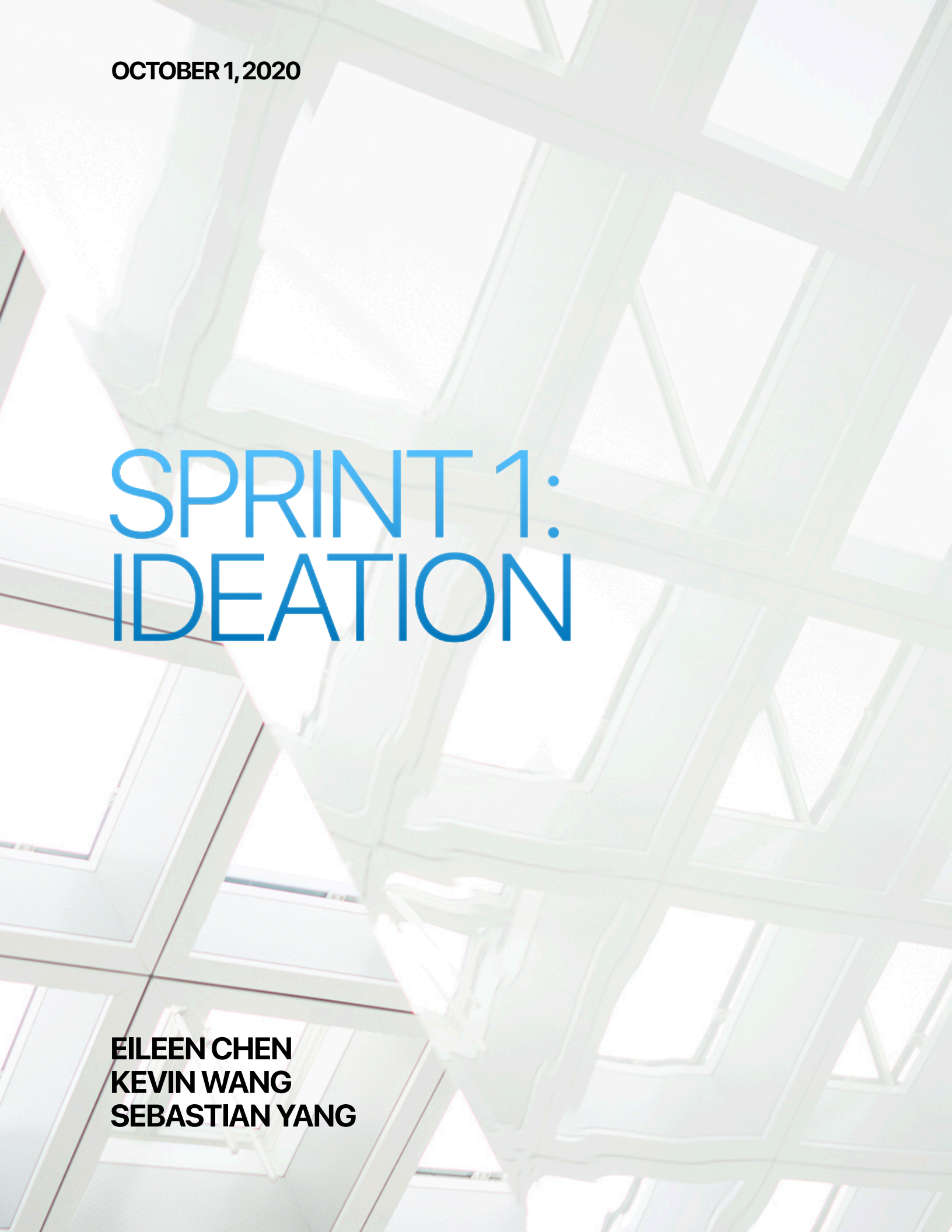

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SPRINT 1: IDEATION

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THE 10 QUESTIONS

1. How well does the app fit in with the mobile mindset?

- "I'm microtasking" - Users would use this app when they need to quickly and more easily decide what to order or where to go for lunch or dinner. They can use this app on the go as well.
- "I'm local" - If given consent, the app will know where users currently are and recommend restaurants that are closer and local to them.

2. Does this app utilize any of the strengths of the mobile platform?

- **Spontaneous** - friends groups or individuals can decide on a whim that they want to get take out or go eat somewhere; the app will allow them to quickly make a decision without any planning ahead of time
- **Geo-sensitive** - the app will use the phone's location/GPS to find out nearby restaurants
- **Short periods of use** - the app will only take a few minutes at most to for users to fill out preferences
- **Focused activity** - on the app, users are just filling out their preferences and getting a group suggestion; the scope of the app will not be large and interactions will be simple
- **Personalization** - the app will save users' food preferences and be ready anywhere they are
- **Gesture detection** - the app will detect a user's shake of the phone as a wanting to see a different suggestion
- **Date/time** - the app will know the date and time from the phone to know which restaurants are opened or closed

3. What are the main features of the app?

- Host can start a What2Eat group and share that link with friends
    - ✓ Host can set settings in What2Eat group such as whether the generated suggestion should be accepted by all or by majority

- Users can fill out a form with parameters such as location, rating, cuisine preference, delivery time, and casual/fine dining and the weights of each (e.g. scale of 1-5 of importance for each parameter)
- Host has a generate suggestion button that pops up after seeing that everyone submitted their preferences
    - ✓ Host can see names pop up when people submit their preferences
    - ✓ Host can also generate suggestion by shaking the phone
- The suggestion is shown in real-time to other users and users can decide to accept or deny the suggestion
- Depending on the group settings, the app will generate another suggestion
- List view of the different What2Eat groups that someone is in

4. Who are the target users of the applications?

✓ Couples, Potential Partners

✓ Friends in Friend Groups

✓ Housemates

5. What is the pain point that your app addresses?

"What's for dinner?" It is a question we have encountered many times in our lives. People have trouble with making decisions regarding dining choices because of choice overload.

- Deciding what to eat is time-consuming: we spent nearly 2.5 hours per week on deciding what to eat.
- It is also hard to make such a decision among a group of people because of a lack of facilitation and failures to respect everyone's preferences. We intend to address both problems with our app.

6. What is the value provided by the app?

- **Save Time:** People save the time spent on deciding (or even arguing for) what to eat by providing a wide variety of dining options tailored to their preferences.

- **Collaborative Decision-Making for Food:** When it comes to deciding what to eat among a group of people, the app facilitates the collaborative decision making process, providing choices that respect everyone's preferences and are not just random (like many current decision apps).

7. What is your app's lifespan? Opportunity for return users?

- We expect people to return to our app on a daily basis because people encounter the problem with deciding what and where to eat on a daily basis.
- According to one research, the question of "what do you want to eat" is, on average, asked 6.67 times per person per week by Americans.
- Our app is well-positioned to be the go-to place for restaurant recommendation and collaborative dinner decision-making.

8. What has been learned from user research performed to date to support these positions?

- Our users informed us that having trouble deciding what to eat is very prevalent, especially when hanging out with friends.
- Some suggested that they may be afraid to voice their preferences in front of their friends (don't like spicy food, etc) because they don't want to be the outlier that disagrees with the rest of the friend group. There is groupthink that often occurs in a friend group and peoples' true preferences are not heard.
- Choice overload of restaurant options exacerbates the trouble with the decision making process.
- Romantic relationships in the early stages make it harder to decide on what to eat because both parties would want to appear polite.
- People sometimes spend up to 10-20 minutes deciding what to eat.
- There is often a constant texting back and forth over a group chat trying to list out suggested cuisines, then suggested restaurants from those cuisines, then taking into account where the restaurant is, etc
- Deciding what to eat is often harder with more people (e.g. groups of 4+) and easy when people have similar tastes and already know each others' preferences

9. What (if any) existing APIs are you planning on using?

API Name	Purpose
Yelp Fusion	Restaurant Information
Siri Intents API	For intelligent intents recommendation
Maps API	Geo-Location
CoreML	Collaborative Filtering

10. What is the biggest foreseeable challenge for implementation?

Accuracy of Algorithm

- We need to combine multiple preferences and provide 2-3 recommendations, meaning we need to spend a lot of time refining the algorithm and solving edge cases to provide a desirable result for our users.
- We are also not sure whether the information provided by the API is enough to provide a recommendation or not.

CONCLUSION

In conclusion, our app is feasible because we are using existing APIs to get the most up-to-date information and the recommendation algorithm can improve through each iteration. It is desirable because we solve a very common problem about deciding what to eat by recommending a restaurant that takes into account all the participants' preferences. It is viable because our stakeholders are the users, restaurants, and the API provider. We are bringing value to both users and restaurants by connecting users to their desirable restaurants. And we are adding value to the API provider because we increased their popularity by using their API, and will pay them if we reach a certain scale. Thus, we think that this is an innovative app that fits with the mobile mindset and provides value to users.

MENTOR MEETING REPORT

(Sep 27) 1st mentor meeting: Meet and greet; pitched preliminary idea list and received feedback

(Sep 16) 2nd mentor meeting: Pitched the 3 ideas on a narrowed down list on and received feedback

Feedback summary (from two meetings)	Actions we took/will take
Do competitive analysis to find out what there is already in the market and what specific niche or value your app ideas can bring	• Searched up similar apps that already exist for each of our ideas and found how we can innovate within the area (competitive advantage) • Came up with other ideas based on pain points we experienced • Conducted user interviews with questions such as "Describe the last time you ordered take out with friends. How did you decide what to order?"
Shared expenses • Not sure about feasibility, but idea is solid • How do you do transactions, know of some issues with Venmo API	Since not everyone is on board with this idea within the team either, we are not going to pursue this idea.
Gamified to-do list • Unsure about the game aspect, it has to be really alluring (e.g. pretty graphics) for me to use the app • Biggest challenge would be making people want to use this app, or at least incentivize them to use this app • Good common problem	We may create some simple prototypes and test on users to see whether they think this concept would be desirable
Food decision making • Alina did a project on making decisions, a lot of times even when someone is given a task they would refresh a thing until they get something they want. • "Will they actually pick the first thing?" • Definitely a problem for young adults • Seems most interesting of a problem • If pick one out of the three, would go with this	We would like to do more research on how people make decisions. Since there could be many different interactions and ways a suggestion can be made as well as how users react to a suggestion, we plan to make several different lofi prototypes of our app with different workflows to see which works best for our users.