

RESTAURANT NETWORKING APP

Group 30 - IE418

202201022 - Gunesha Shahu

202201062 - Khushi Prajapati

202201412 - Ayush Popshetwar



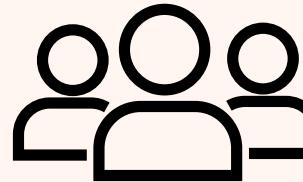
APP BRIEF

Spoonfed is a dynamic restaurant networking app designed for food enthusiasts to discover, review, and share dining experiences. Whether you're exploring new cuisines, tracking favorite spots, or connecting with friends over meals, Spoonfed enhances every step of your food journey.



Expert-Curated Content

Get the best dining tips, food trends, and expert reviews to elevate your culinary journey.



Discover & Share Favorite Restaurants

Bookmark go-to spots, explore trending places, and connect with friends over shared dining experiences.

Research

In today's fast-paced world, food enthusiasts struggle to discover, track, and share dining experiences efficiently. Traditional review platforms lack personalized recommendations, real-time social engagement, and seamless restaurant tracking. Food lovers often rely on scattered information across multiple apps, making it difficult to bookmark favorite spots, exchange trusted reviews, and coordinate dining plans with friends.

Spoonfed addresses this gap by providing a socially-driven restaurant networking platform that enables users to explore new places, track their food journey, and connect with others over shared dining experiences; all in one place.

Competitor Analysis

The screenshot shows the Yelp homepage with a search bar for "Takeout" in "San Francisco, CA". Below the search bar are filters for "Restaurants", "Home Services", "Auto Services", and "More". The main content is titled "Top 10 Best Takeout Near San Francisco, California" and includes a map of San Francisco. The results list four restaurants: Starbucks, IHOP, Denny's, and Yummy Pizza, each with a thumbnail image, name, cuisine type, price range, and review count. Each listing also includes "Get Directions" and "View Web" buttons.

Restaurant	Cuisine Type	Price Range	Review Count
Starbucks	Coffee & Tea	\$	3.0 (229 reviews)
IHOP	American	Burgers	3.6 (18 reviews)
Denny's	American	Breakfast & Brunch	3.6 (18 reviews)
Yummy Pizza	Salad	Pizza	3.6 (18 reviews)

YELP

- Overwhelming interface – too much clutter for casual foodies
- No social graph or connections – users can't see what friends are recommending or visiting
- No tracker or revisit log – lacks continuity in food discovery
- No personalized recommendations – suggestions aren't tailored to your taste or history

Spoonfed can bridge the gap by focusing on a clean, social-first experience with a tracker layer.

Ideal Users

Food Enthusiasts

Local Food Discoverers

Diet-Conscious Diners

Frequent Travelers

Social Foodies

Restaurant Critics

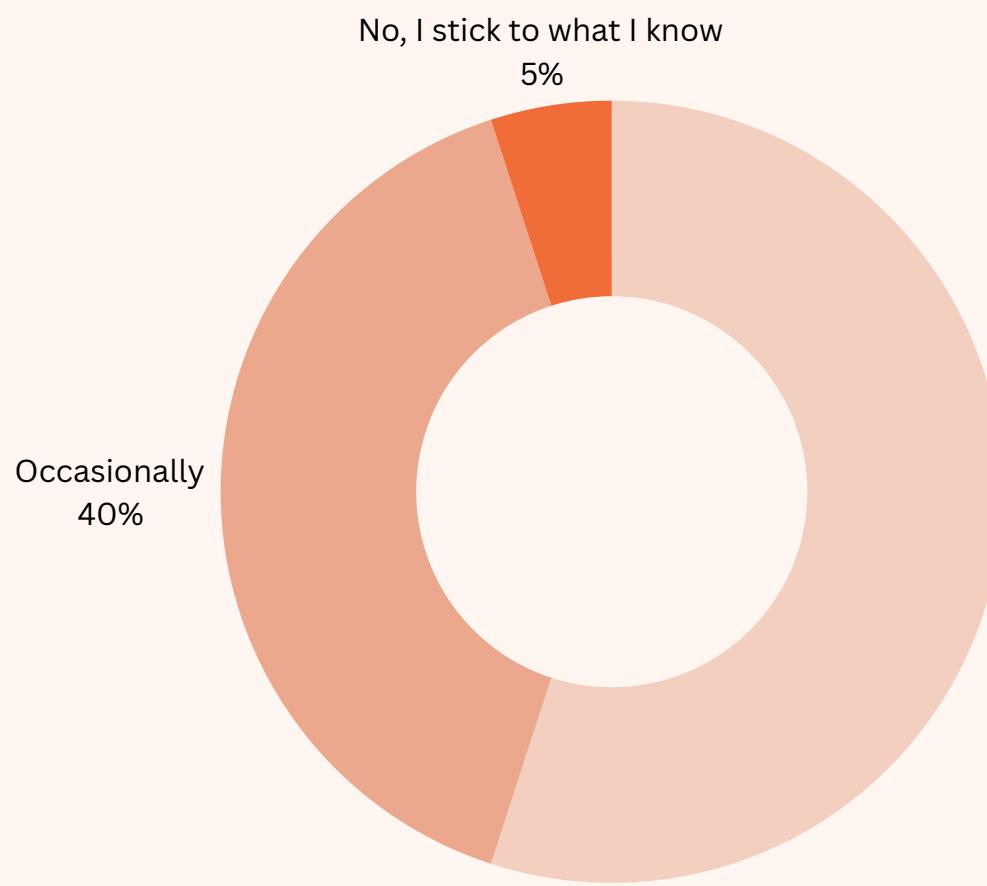
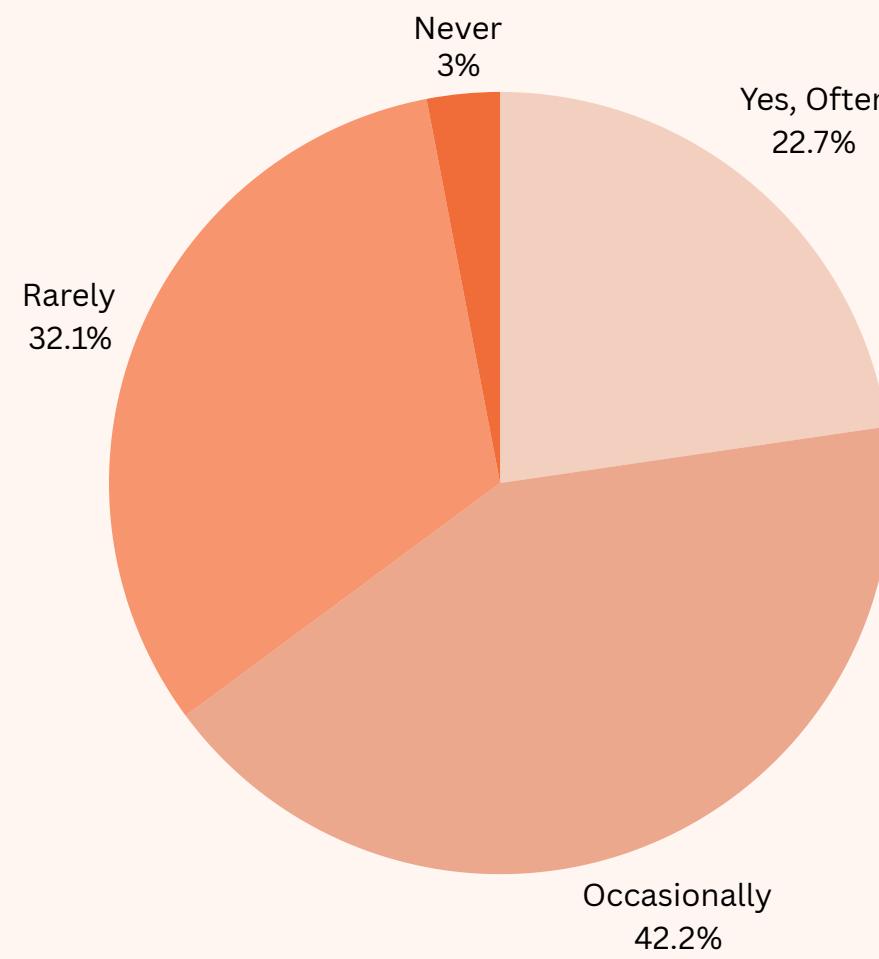
Bloggers and Influencers

Event Planners

QUESTIONS

1. How often do you dine out or order food in a month?
2. What type of restaurants do you prefer?
3. How do you usually decide where to eat?
4. Do you have any specific dietary preferences?
5. How much time do you spend on food-related apps weekly?
6. What factors influence your choice of restaurant the most?
7. What challenges do you face when choosing a restaurant?
8. Have you ever been misled by online reviews?
9. What features do you find missing in restaurant apps?
10. What do you expect from a restaurant networking app?
11. Would you share your dining experiences on the app?
12. How important are social features (e.g., connecting with friends and others) in the app?
13. Would you use the app to try new cuisines?
14. What is the one feature you wish restaurant apps had?

Key Takeaways



Trust in Online Reviews:

- 41.5% have occasionally been misled by online reviews.
- 22.6% often find reviews misleading, highlighting trust issues.
- Only 32.1% rarely experience misleading reviews, and very few (green segment) never do.

Trying New Cuisines:

- Over half (54.7%) would use the app occasionally to try new cuisines.
- 39.6% actively love experimenting.
- A small fraction prefers sticking to familiar options.

Expectations from the App:

- The top expectation (60.4%) is reliable reviews and ratings.
- Discovering new restaurants is also significant (49.1%).
- Features like tracking dining history (32.1%) and connecting for recommendations (30.2%) are less prioritized.

User Persona



Priya Kapoor

AGE: 28

LOCATION: Mumbai

OCCUPATION: Marketing Manager

Priya is a social butterfly who enjoys dining out with friends and colleagues. She values reliable reviews and clean, aesthetically pleasing restaurants but often struggles with overcrowded venues and misleading online information.

GOALS

- Discover new restaurants with trustworthy reviews.
- Avoid long waiting times and crowded spaces.
- Track dining history to revisit favorite spots.

MOTIVATIONS

- Social connection and memorable experiences.
- Convenience and hygiene.
- Personalized recommendations.

FRUSTRATIONS

- Dirty restrooms or poorly maintained restaurants.
- Inconsistent menu photos or descriptions.
- Difficulty finding nearby vegetarian-friendly options.

PERSONAL CHARACTERISTICS

Detail-oriented, sociable, health-conscious.

HOBBIES & INTERESTS

Food blogging, weekend brunches, travel.

“A great meal is about good food, ambiance, and zero compromises on cleanliness.”

User Persona



Arjun Mehta

AGE: 34

LOCATION: Bangalore

OCCUPATION: Software
Engineer

Arjun is a tech-savvy food enthusiast who experiments with new cuisines weekly. He relies heavily on apps for discounts, real-time crowd updates, and discovering hidden gems.

GOALS

Access real-time crowd data to avoid busy hours.
Earn rewards for frequent visits or reviews.
Plan group dinners effortlessly.

MOTIVATIONS

Cost-effective dining and culinary exploration.
Efficiency in decision-making.
Social validation through app features.

FRUSTRATIONS

Overhyped restaurants with poor service.
Limited menu details or unresponsive apps.
Difficulty coordinating group outings.

PERSONAL CHARACTERISTICS

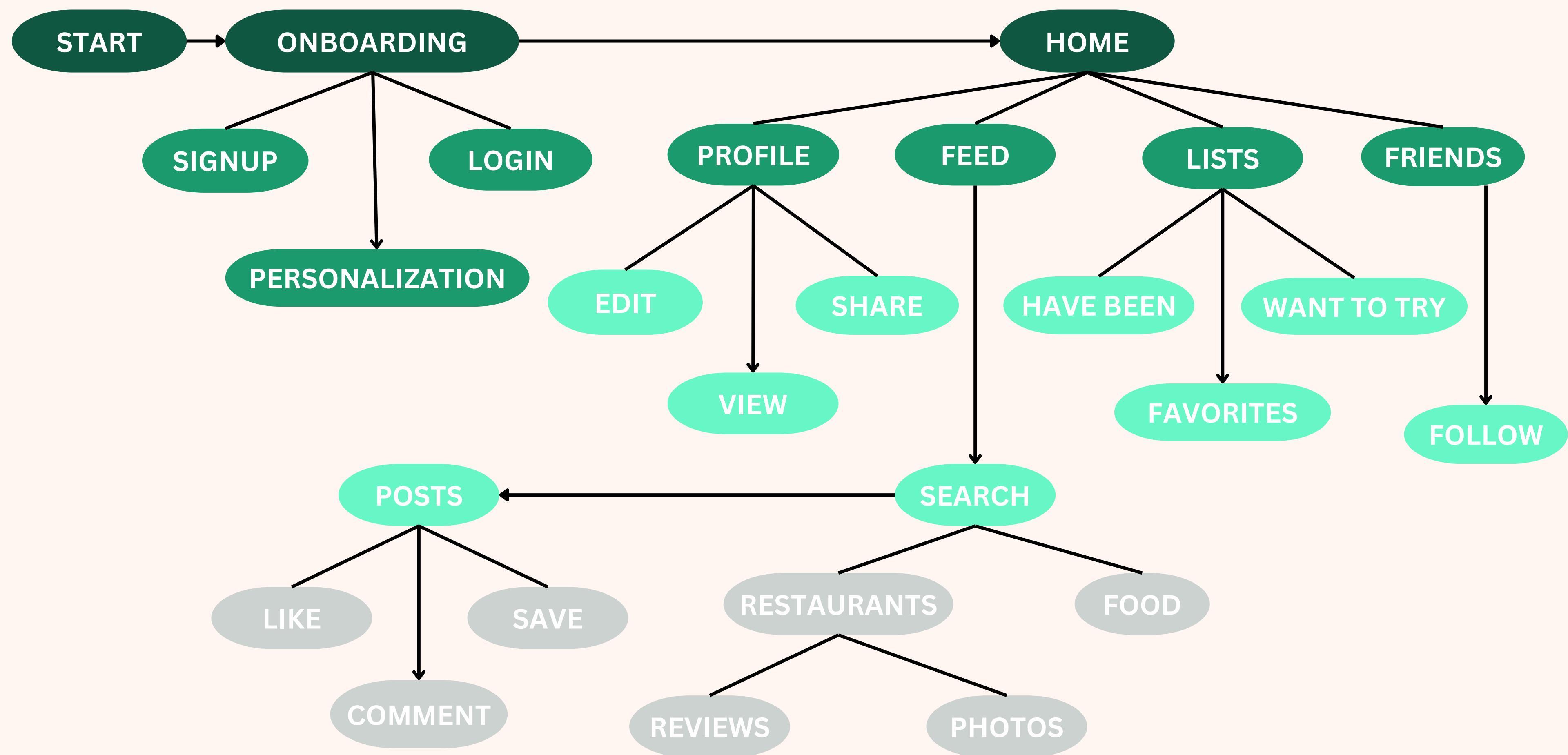
Adventurous, pragmatic, tech-dependent.

HOBBIES & INTERESTS

Food photography, board games, attending pop-up eateries.

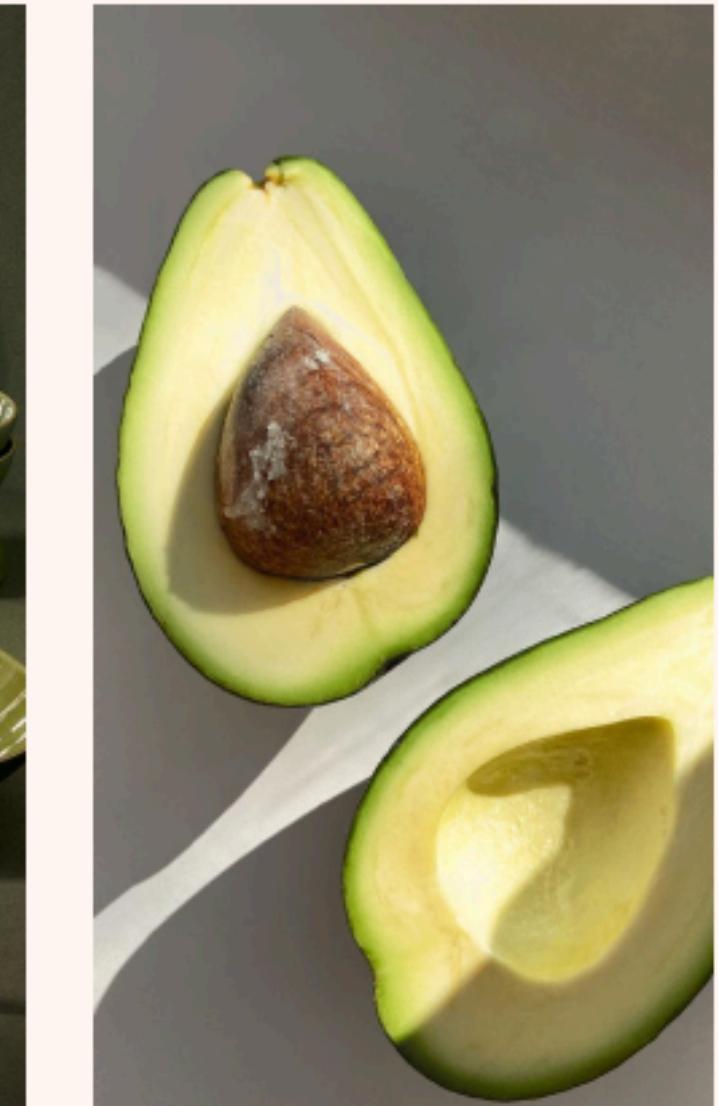
“Why settle for average when an app can guide you to the best?”

Information Architecture



MOOD BOARD

Search



Orange represents warmth, appetite and social engagement. Teal adds trust and sophistication. Brown and beige represent comfort and coziness. The warm brown color brings a feel of luxury dining.

Aa Aa

Cabin

Kaisei Opti

We chose the font Kaisei opti for the headers because it gives off a very professional and trustworthy feel just like in the New York Times. The font Cabin is for the rest of the text because it is clean and inviting and despite being common is very effective.

COLOUR PALETTE



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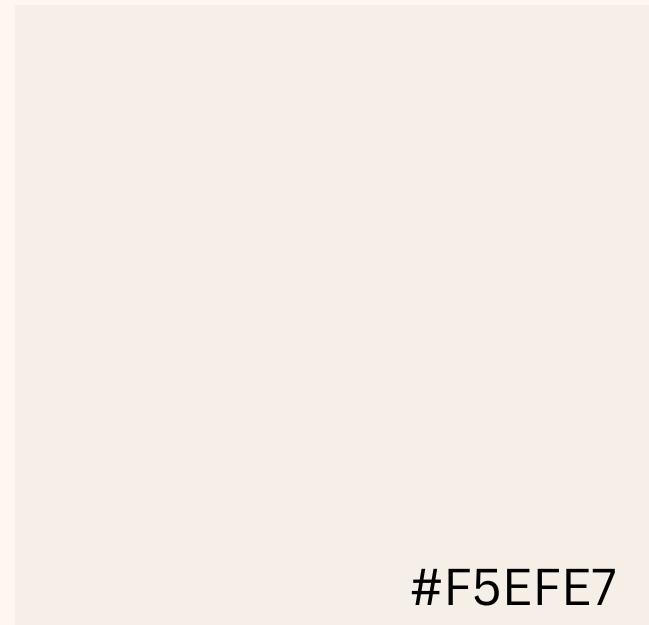
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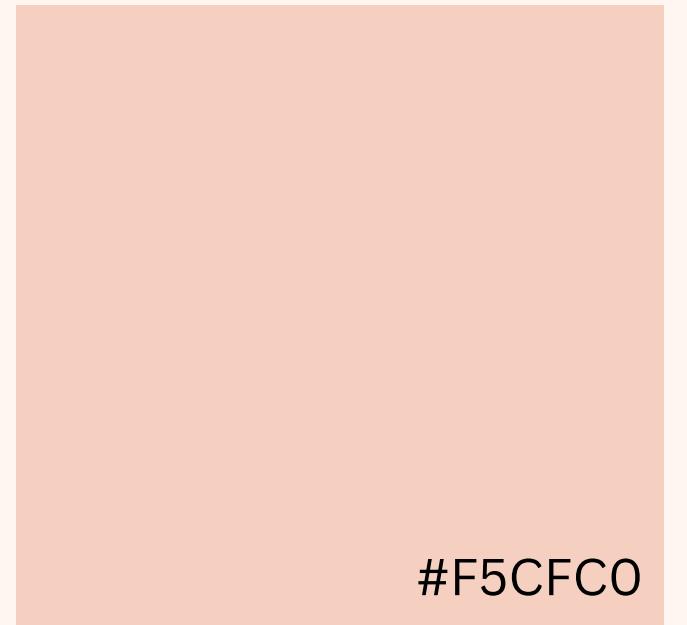
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Low Fidelity

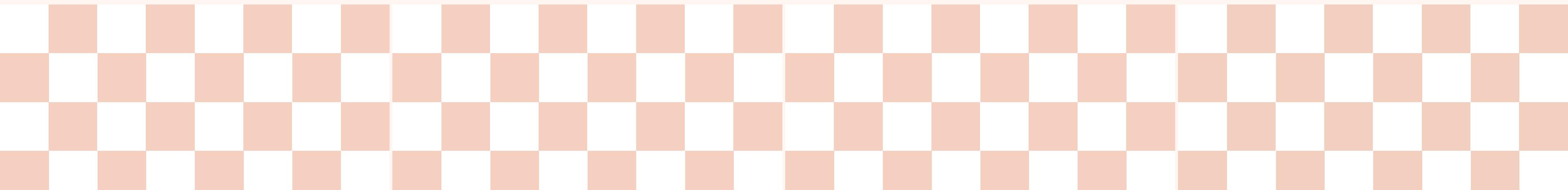
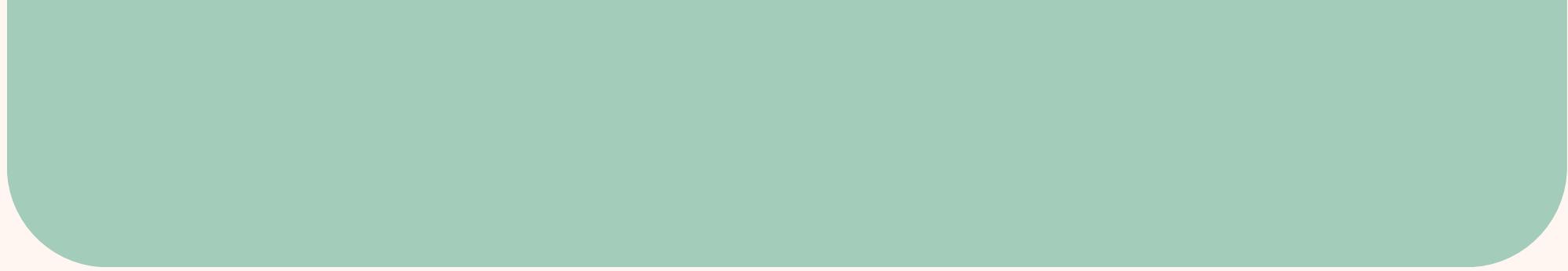
SPOONFED

The Spoonfed app's low-fidelity wireframe includes:

- Onboarding:** Three screens: "Track" (Keep ranked lists and maps of every restaurant you've been to and want to try), "Share" (See where your friends are eating and what they love and hate), and "Discover" (Get personalized recommendations you are sure to love). Each screen has a "NEXT" button at the bottom.
- Login:** Fields for Email (test@gmail.com) and Password (test@123). Includes "Remember me", "Forgot Password", and "LOG IN" buttons. A "SIGN UP" link is at the bottom.
- Forgot Password:** Field for Email (test@gmail.com). Includes "SEND CODE" and "VERIFY" buttons. A numeric keypad for entering a verification code is shown below.
- Verification:** Field for Code (9 6 4 2). Includes "VERIFY" and "Resend in 60 sec." buttons.
- Sign Up:** Fields for Username (@Robin_Williams24), Email (test@gmail.com), Password, and Re-type Password. Includes "NOPE, I LIKE EVERYTHING" and "SIGN UP" buttons.
- Dietary Restrictions:** List of cuisines: Chinese, Mexican, Indian, Thai, American, Italian, Japanese, Any Other?, and a "NOPE" button.
- Where are you eating the most?**: A dropdown menu labeled "City" with a "CONTINUE" button.

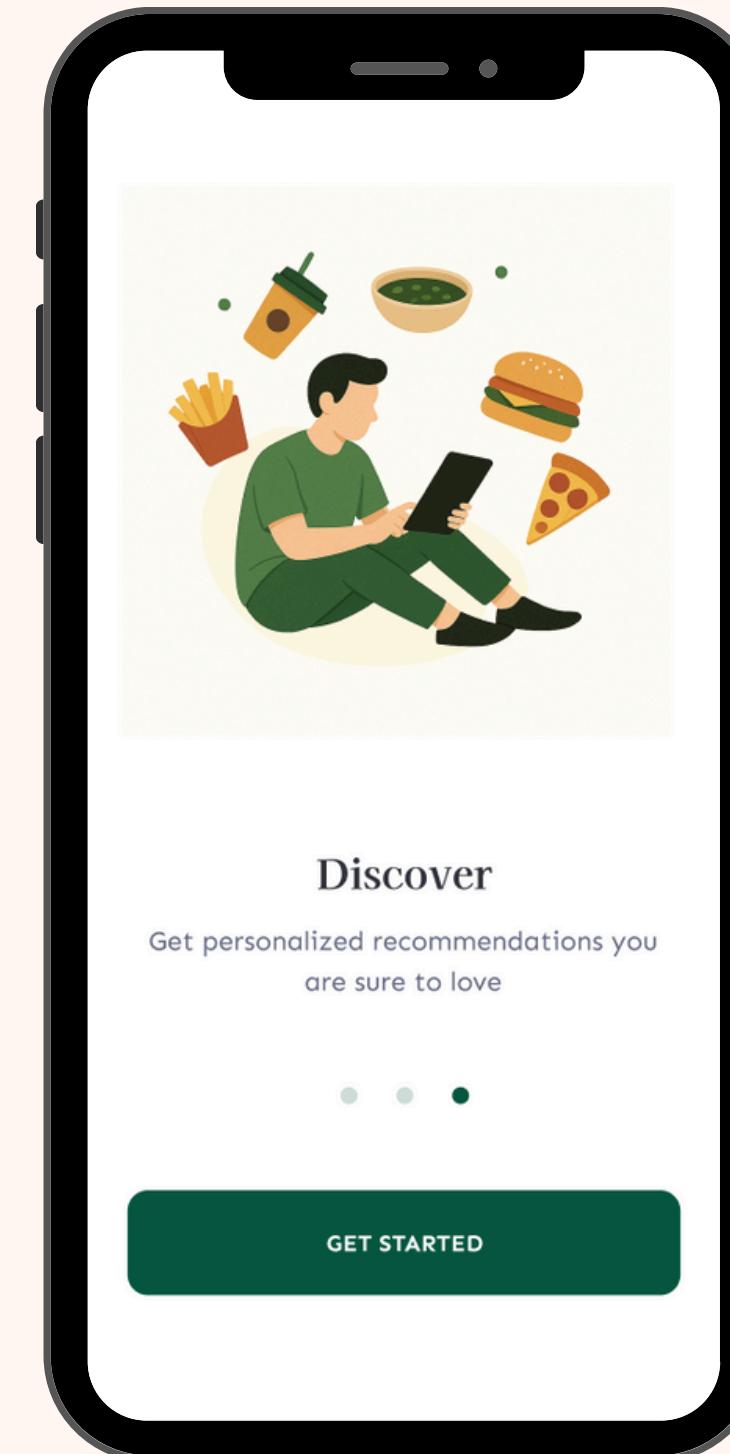
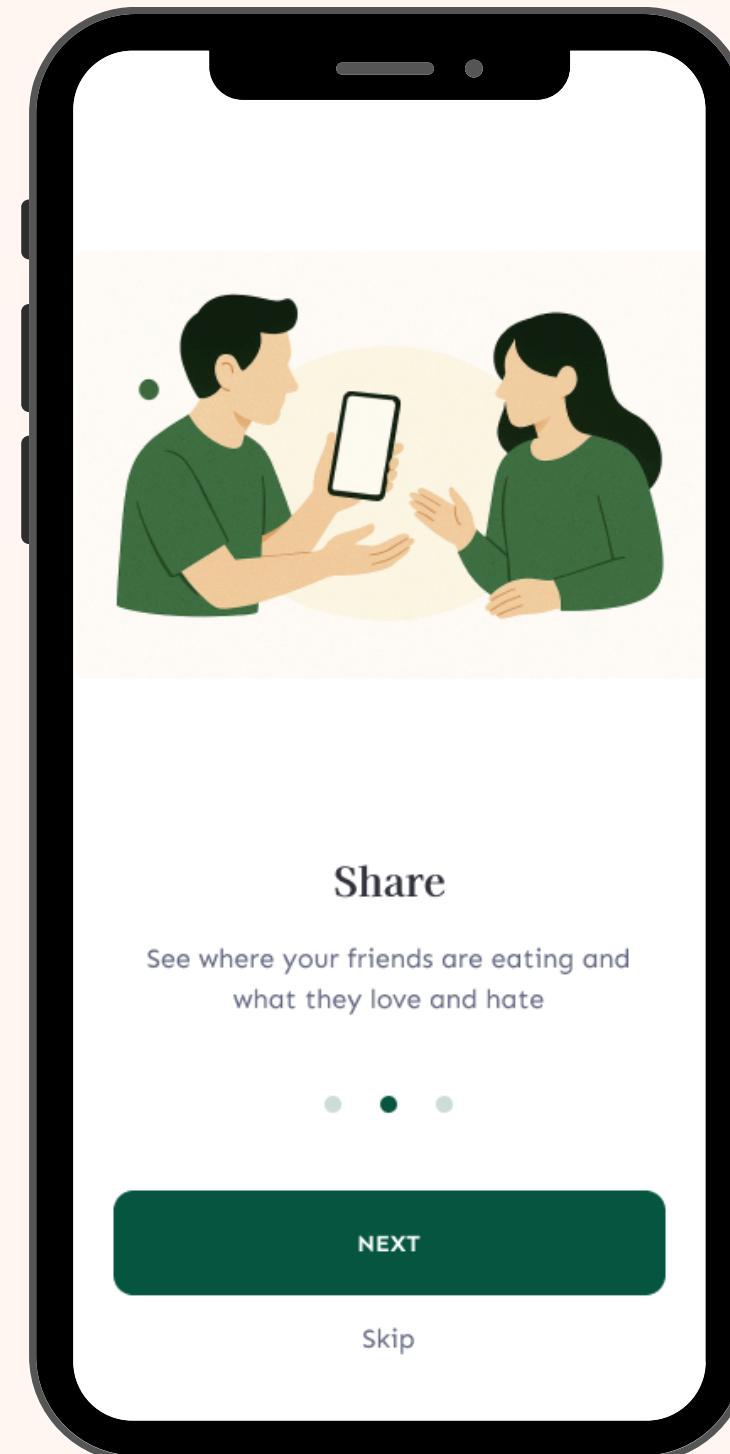
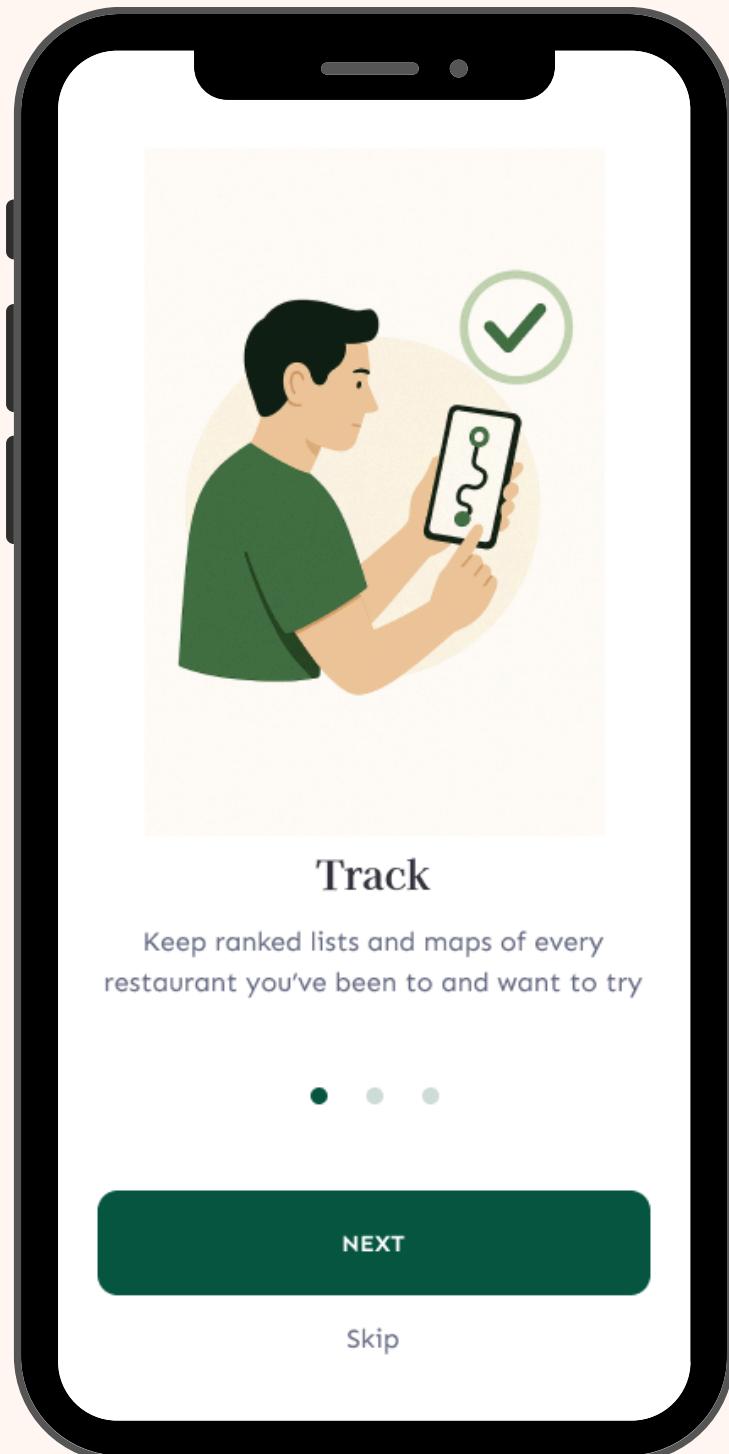
The Spoonfed app's low-fidelity wireframe includes:

- Feed:** Shows a list of posts with placeholder text and engagement metrics (123, 98, 7, 21).
- User Profile:** Shows a bio (HEY RAJ!), categories (All Categories, Open Restaurants), and a list of restaurants (Under The Neem Trees, Vishalla, New Irani, Earthen Oven).
- Search:** Shows a search bar (Pizz), recent keywords (Italian, Mexican, Indian, Mediterranean), suggested restaurants (Lollo Rosso, Nathen, Li Yun), and popular cafes (European Pizza, Buffalo Pizza).
- Restaurant View:** Shows a restaurant card (Under The Neem Trees) with a rating (4.7), photos, and call-to-action buttons (Website, Call, Directions).
- My List:** Shows a list of restaurants categorized as "Been", "Want to try", and "Recs".
- Edit Profile:** Shows fields for Username (@RajKumar01), Email (raj.kumar@gmail.com.co), and Phone Number (+91-83144-62342). Includes a "SAVE" button.
- Personal Info:** Shows a bio (I love exploring food) and a "Follow" button.



HIGH FIDELITY WIREFRAME

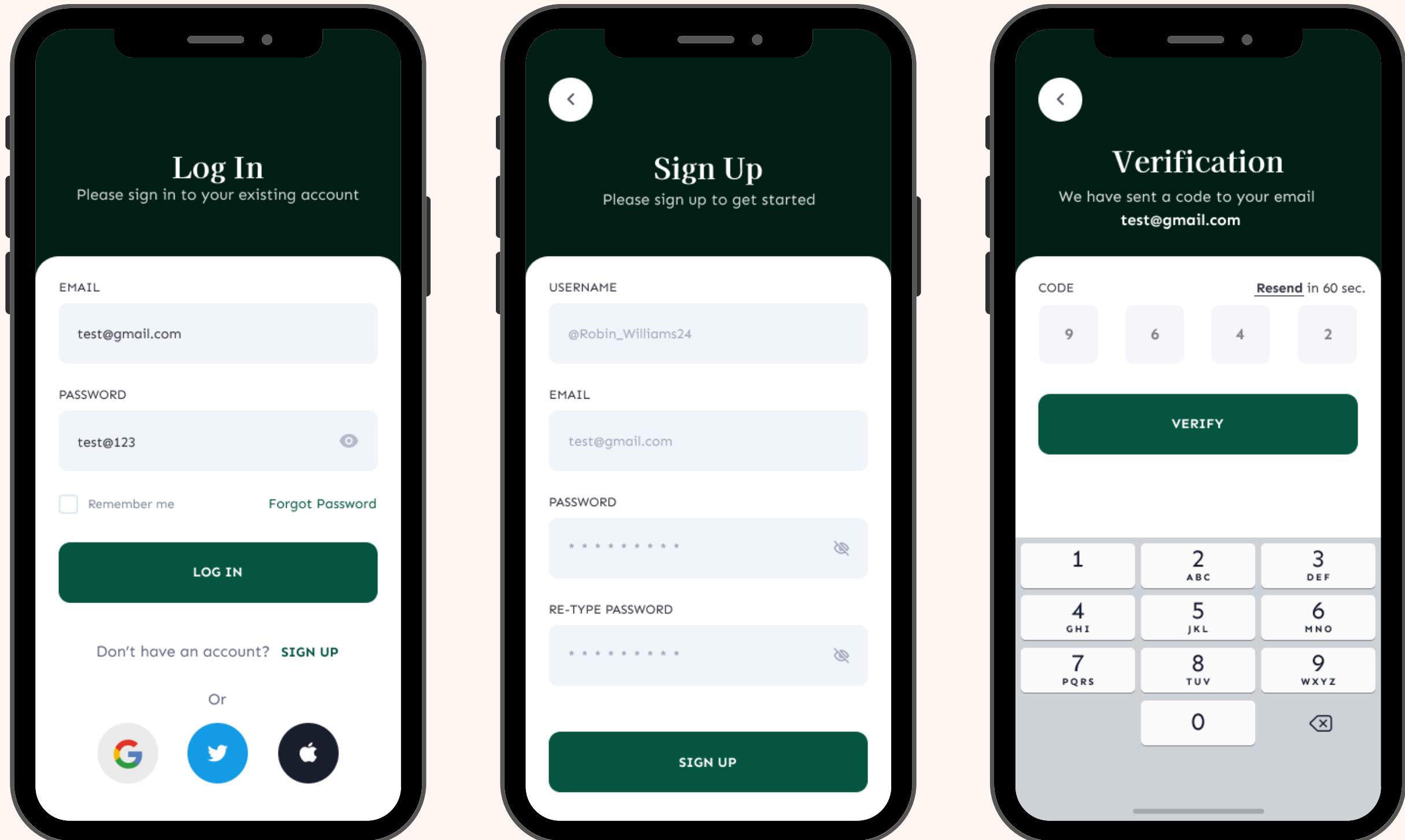
ONBOARDING



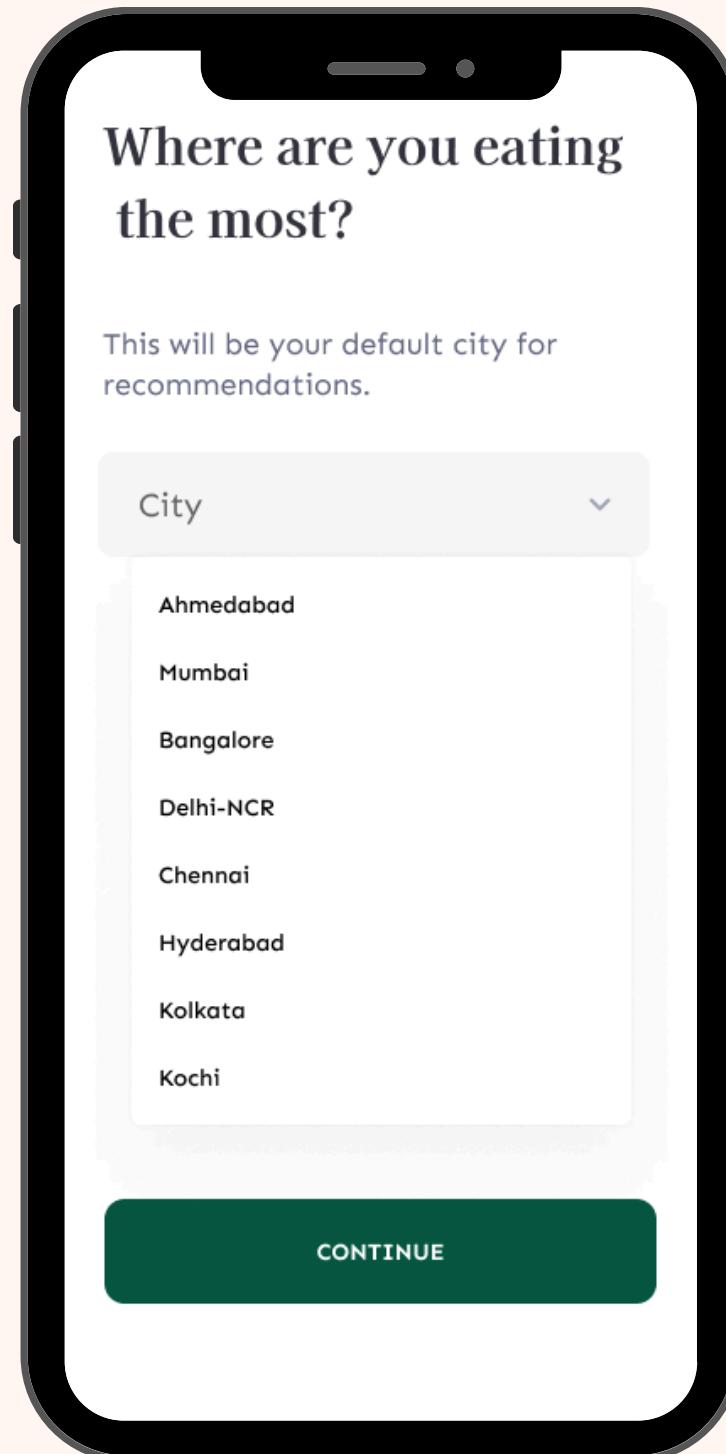
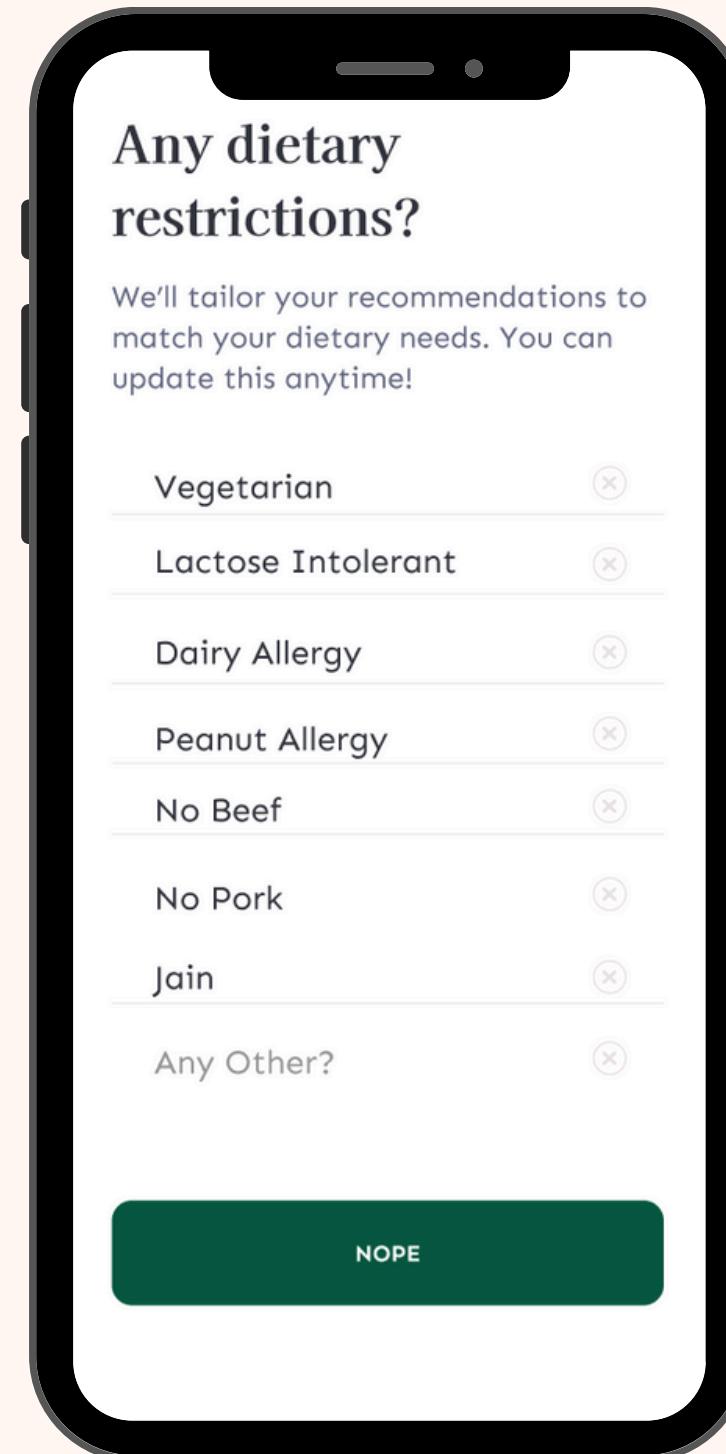
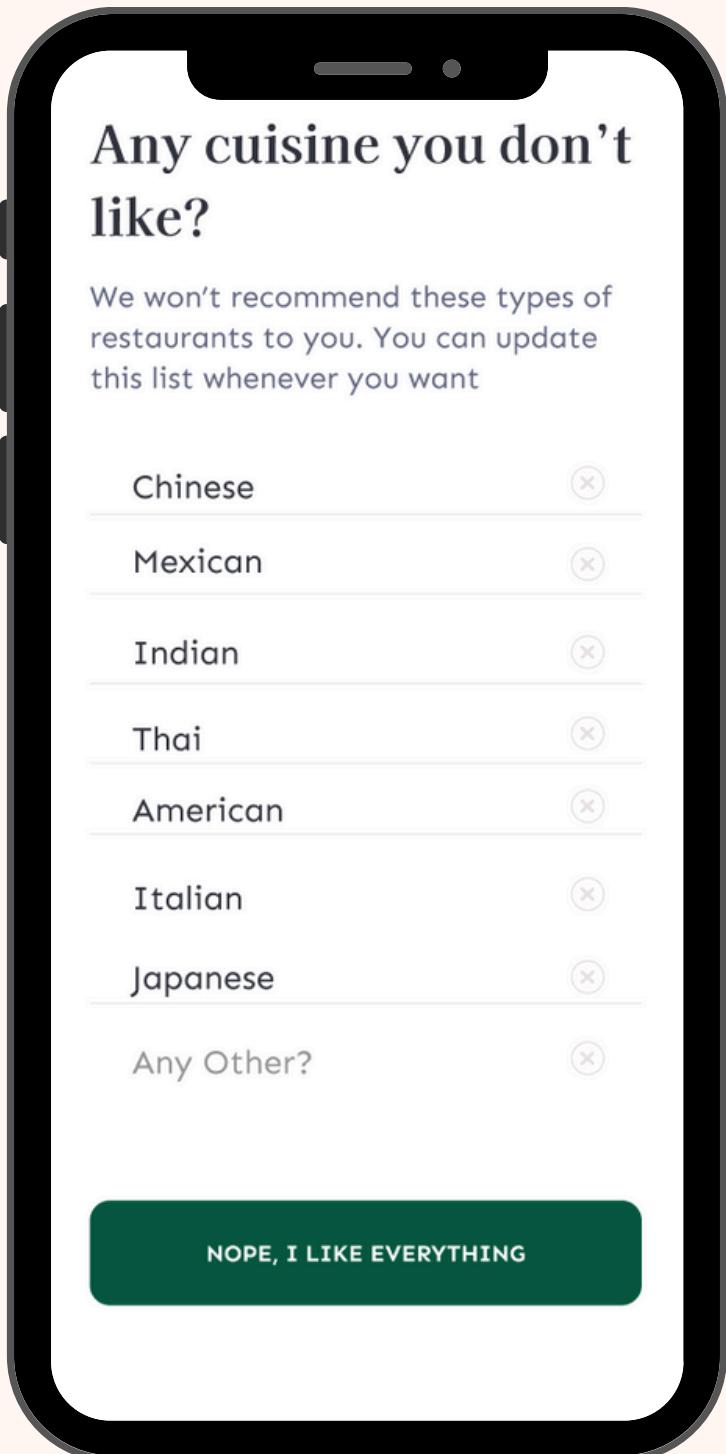
- **Broken into three simple chunks to avoid sensory overload.**
- **Clean visuals and brief descriptions reduce friction and improve understanding.**
- **Skip gives control to users who don't want the walkthrough.**

LOGIN & SIGNUP

- Each screen is designed with a single, clear purpose.
- Clear labels and placeholders make the forms easy to understand and quick to fill out.
- The “Re-type Password” field helps catch typos before they cause login issues.
- Email verification ensures account security without overwhelming the user.



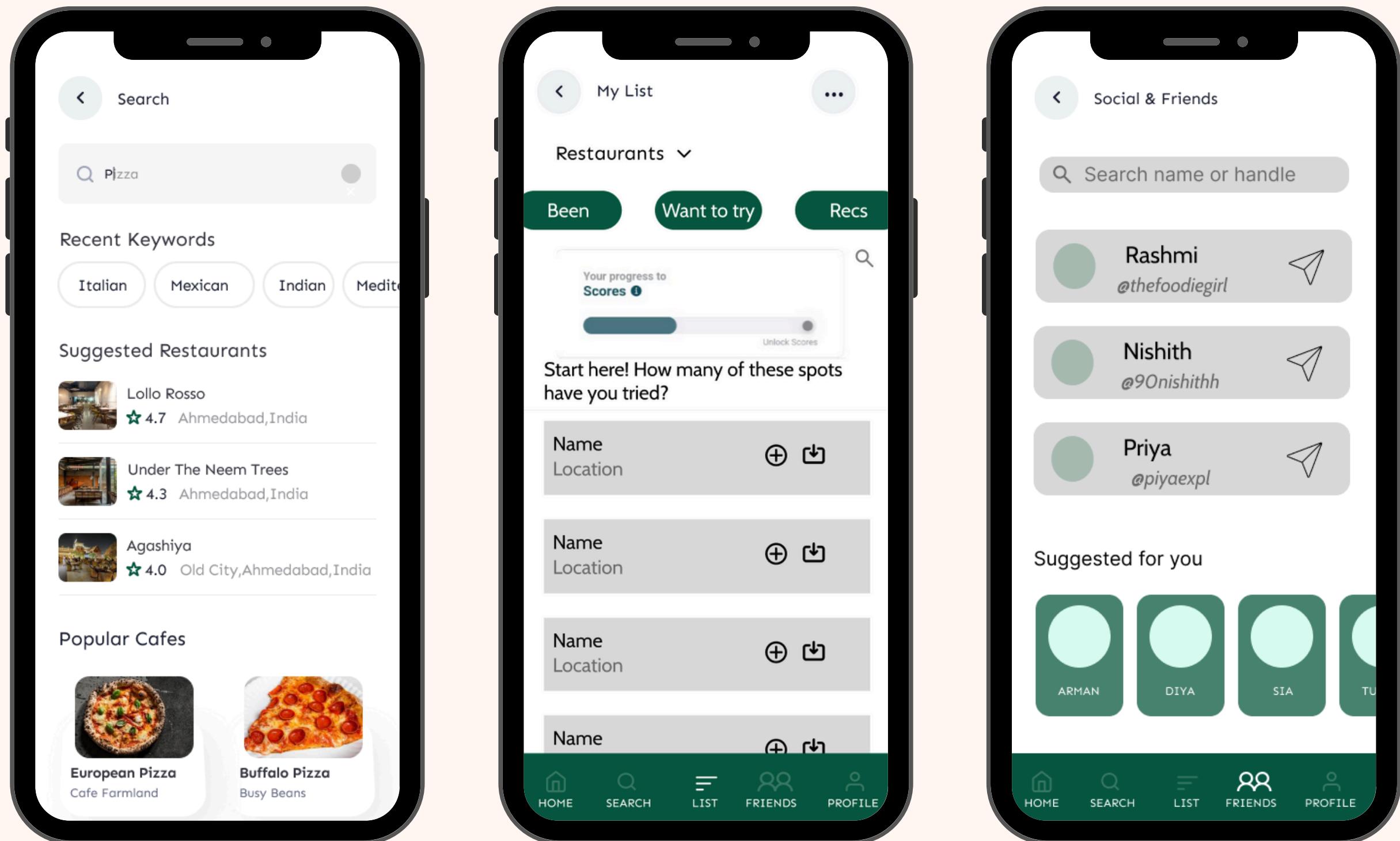
PERSONALIZATION



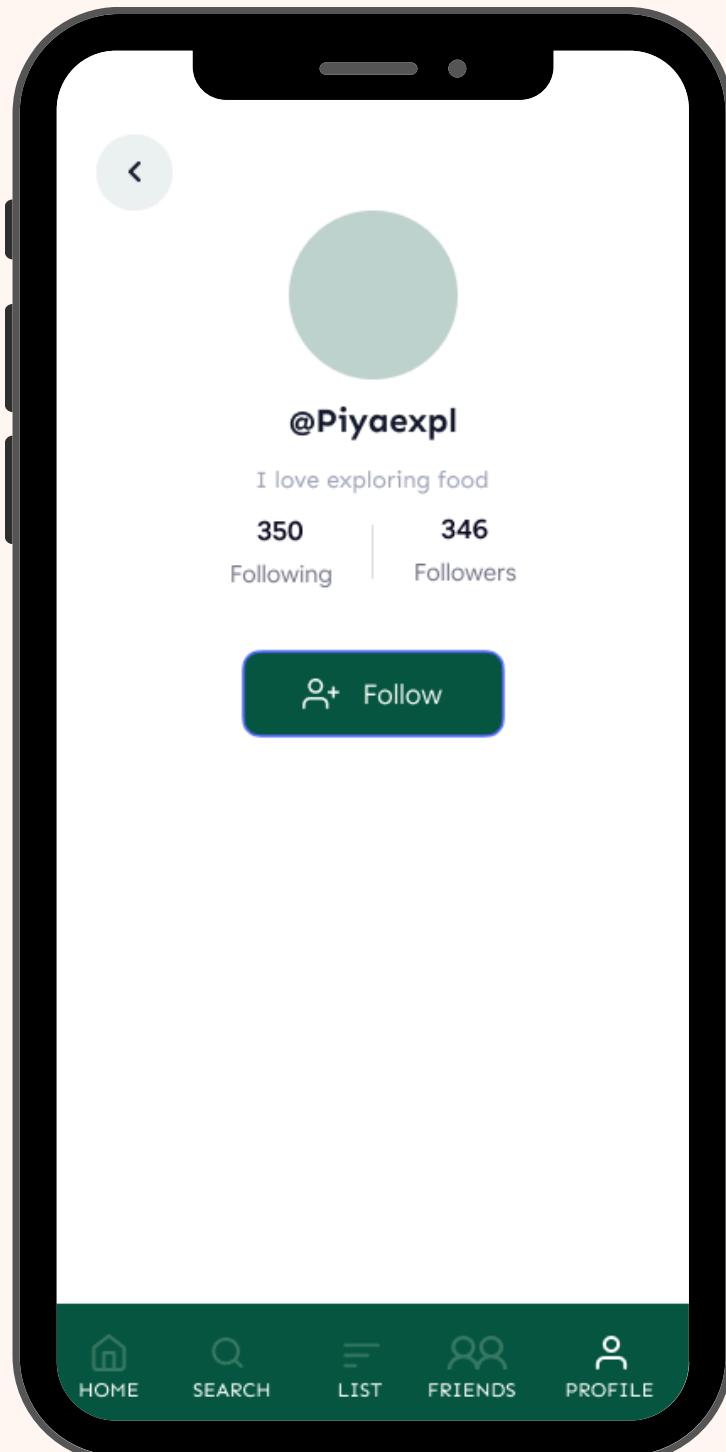
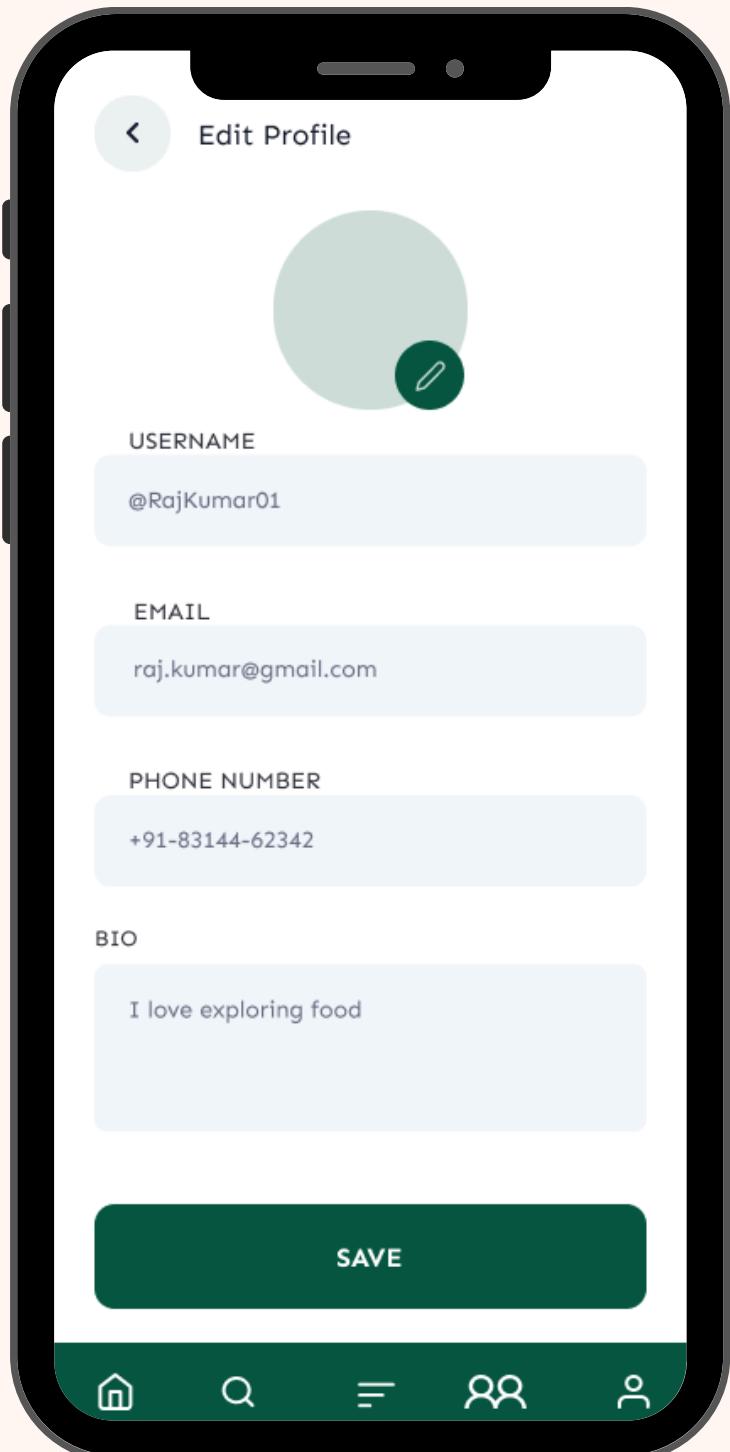
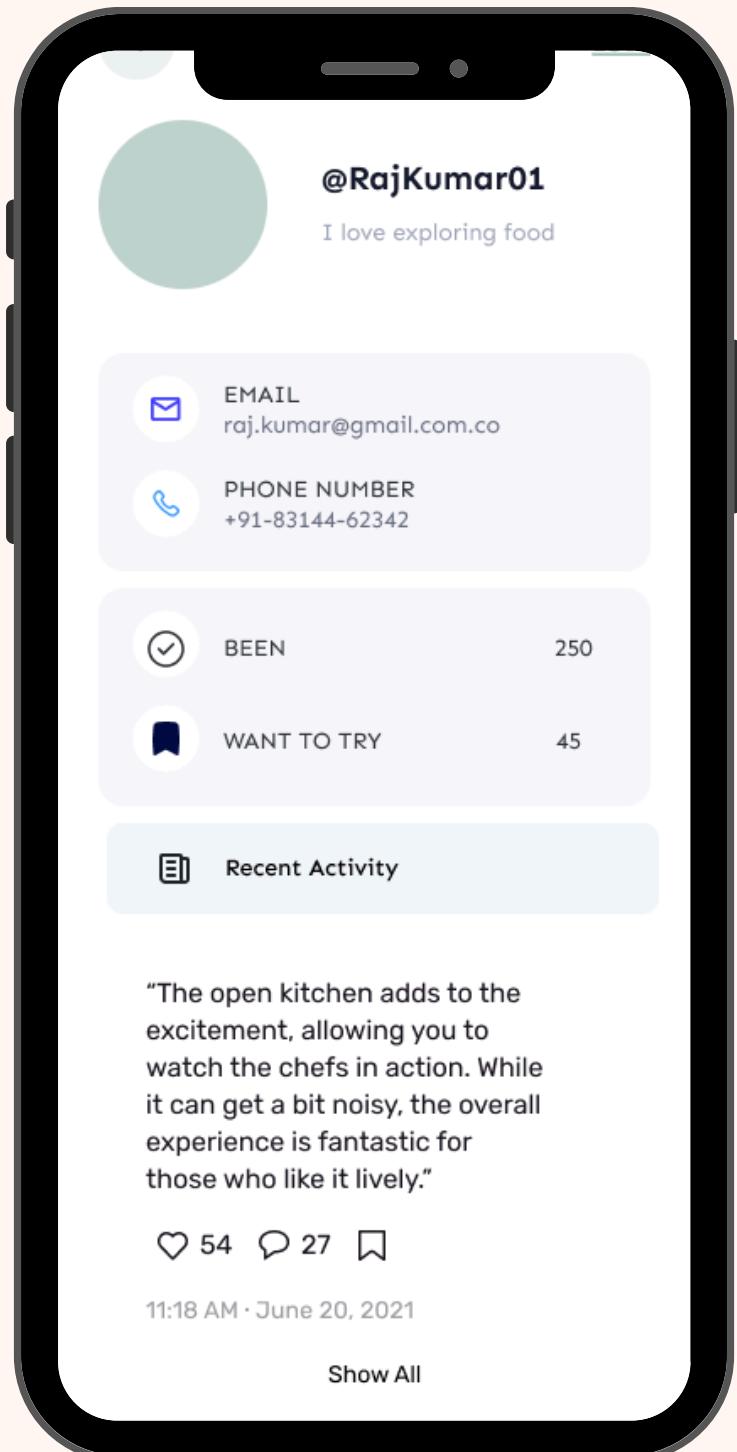
- Starts tailoring recommendations from the very beginning, improving user engagement and satisfaction.
- Instead of asking too many questions during sign-up, this screen smartly comes after authentication, when user interest is higher
- Balances simplicity with value - collects just enough to personalize without overwhelming the user.
- All inputs are optional and editable later, respecting user choice and evolving preferences.

KEY APP FEATURES

- Find restaurants faster with keyword suggestions and trending spots based on your preferences.
- Easily track places you've been and want to try by creating personal lists and managing them.
- Follow friends, view their lists, and get inspired by where they're going. Discover recommendations from your circle.
- A constantly learning system that refines suggestions the more you interact - always adapting to your taste.



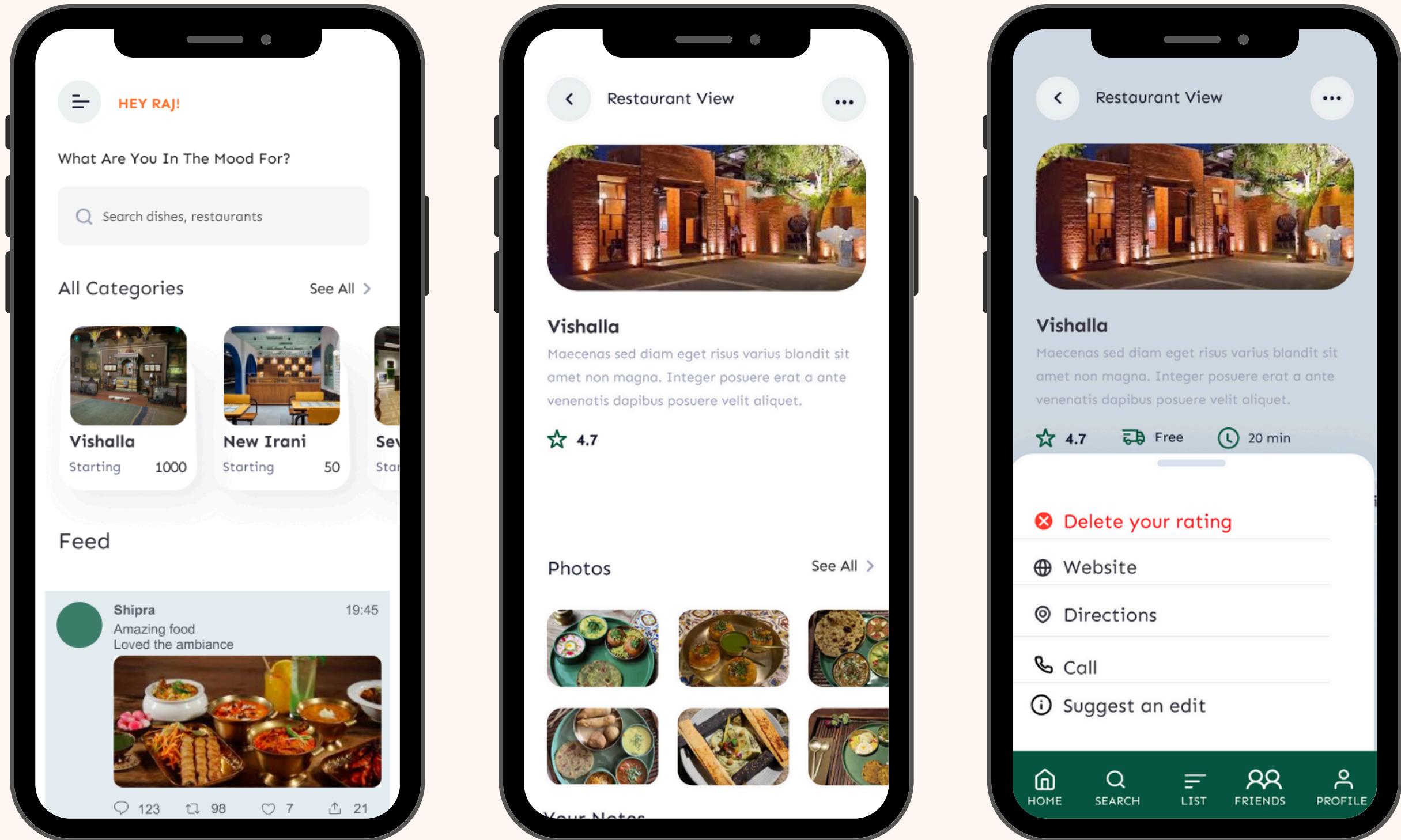
PROFILE PAGES



- Easily explore other users' profiles to follow and discover food interests, preferences, and recent activity.
- Update details like username, contact info, and bio anytime for a personalized experience.
- See how many places you've visited, saved, or want to try - along with a feed of your recent activity.

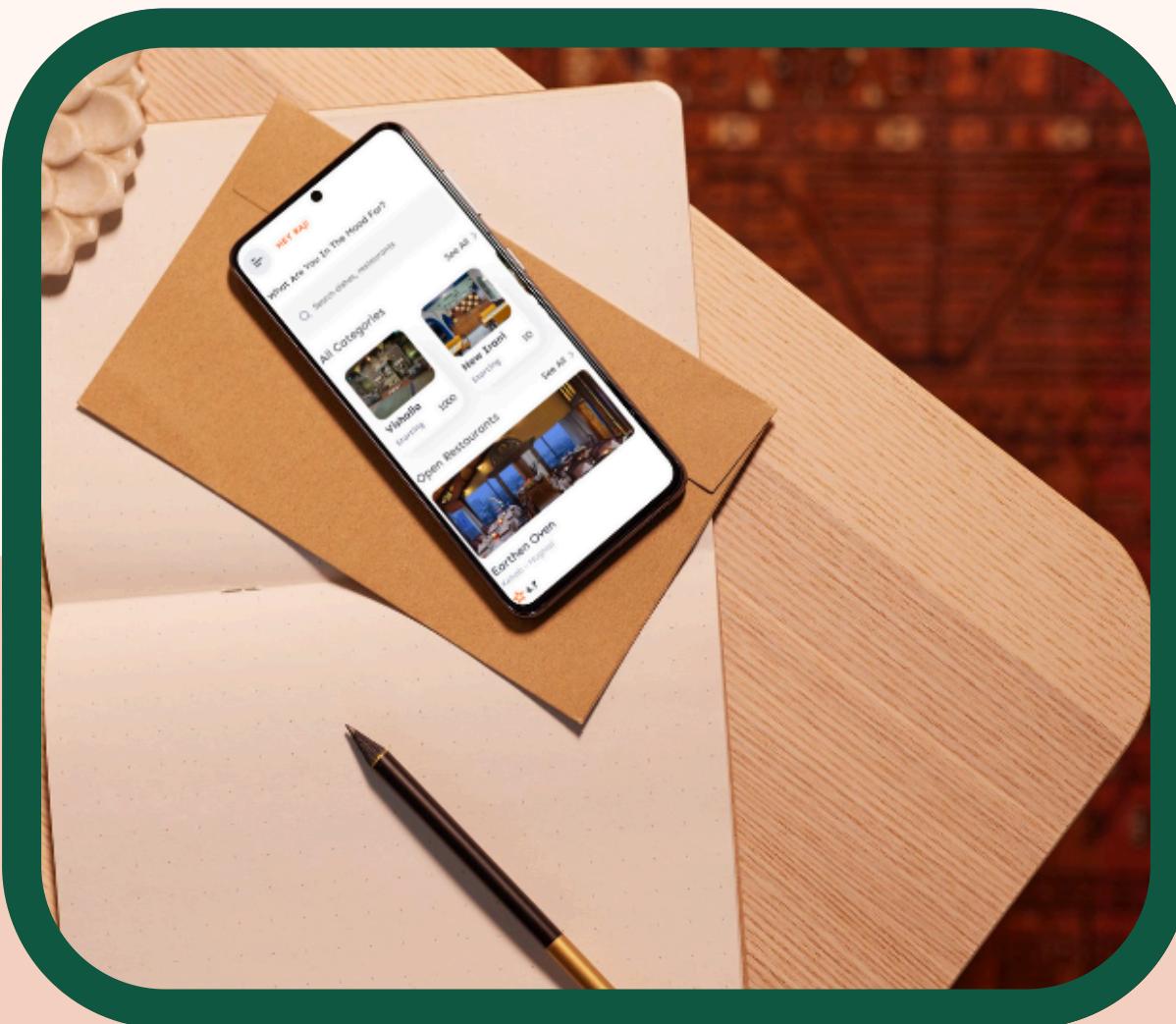
RESTAURANT HUB

- Easily browse and discover restaurants right from your home screen.
- Tap on any listing to explore full details - photos, reviews, ratings, and more.
- Quick actions available: visit website, get directions, call, or suggest edits.
- Personalize your experience by adding, updating, or deleting your own ratings.

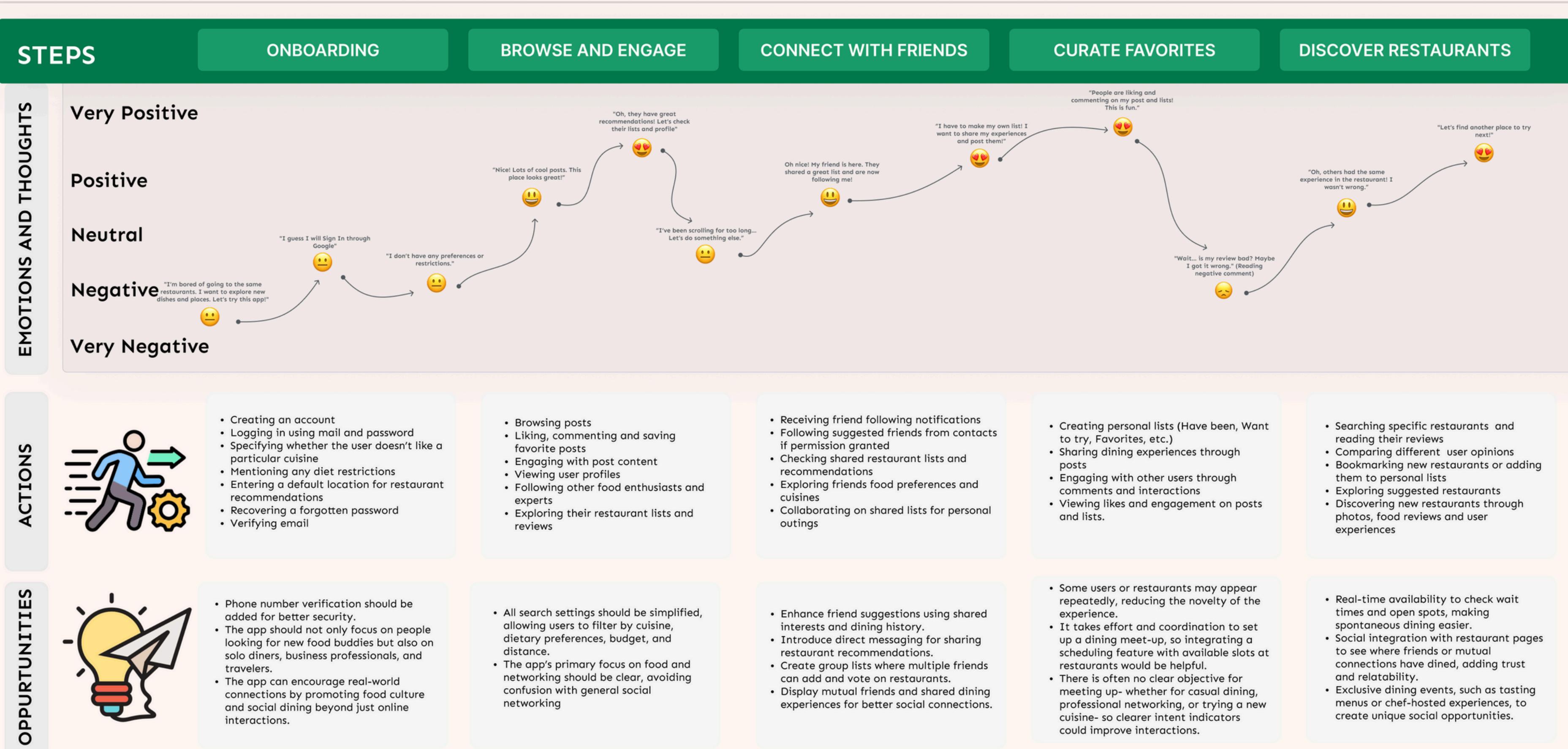




MOCKUPS



USER JOURNEY MAP



Thank You