

IDEATION

Ideation frameworks to expand my current way of thinking, and generate as many out-of-the-box and unique ideas to address the concerns and make the online food ordering experience more convenient and transparent.

Some of the new features introduced are as follows :

1. Categorizing the food on the home page based on the type of restaurant for easy access to categories like “home-cooked meals”, “fast food”, “fine dine”, etc.
2. Introducing a feature where the food aggregators are instructed to upload pictures of their eateries and “kitchens” to increase transparency between the customers and the food places to determine hygiene and quality and renew them after a specific interval to ensure the hygiene is maintained. This would lead users to more transparency by letting them know where their food is coming from.
3. A separate section where users can directly order ingredient boxes to users who want to cook food at home but don't want to stock up the ingredients because of less usage and less knowledge about what all is needed to cook a recipe. — making it easy to gather ingredients.
4. A food social network where users can post written as well as video-based reviews, follow a reviewer for authentic reviews before deciding where to order from

5. A user can also check the following of a reviewer and maintain a list of restaurants they like and curate a list of what they like to order from that food place.
6. Anyone can be the reviewer, more the authentic reviews, more the points which can be redeemed (to encourage people for posting original reviews).
7. One can even initiate a conversation by replying to that review to know more.
8. To know what ingredients are being used in the food, restaurants would have to include a list of ingredients in the recipe which would pop up as the user clicks on “know more” next to the name of the dish.
9. Along with this, each recipe or dish would also be telling nutritional content to determine which food to go for.
10. The users can also set in their targeted nutritional intake before ordering food and then recommendations would be suggested based on that ensuring a healthy amount of intake.
11. Getting food suggestions based on the time of the day on the homepage.