Project Brief
Product-based Capstone Project

Sajiin Dong

Product Capstone

Team ID   : **C241-PS433**

Selected Themes/Case   : Fusion Unleashed: Art, Entertainment, and Media Transformation ▾

Mentor Name   : **Muhammad Adisatriyo Pratama,** Mentoring done on 29 May 2024,
Labina Kirby, Mentoring done on 20 June 2024

Member Name   :

1. M381D4KY2900 - Rey Aji Darusalam - Jenderal Achmad Yani University - Machine Learning - [active]
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BACKGROUNDER:

`Sajiin Dong' aims to redefine the future of dining by integrating AI technology to offer personalized food recommendations aligned with individual health needs and taste preferences. 'Sajiin Dong' will improve diet management by suggesting nutritionally balanced meals tailored to personal health goals and preferences. We aim to build a more interactive and personalized relationship between restaurants and their customers, fostering a new dining culture combined with innovation. In doing so, 'Sajiin Dong' sets the stage for a futuristic approach to dining, where technology and tradition merge to enhance the gastronomic experience.

1. Machine Learning : Build a machine learning model consisting of preprocessing Dropout layers and Dense layers, preprocess the data using Missing Values Imputation, and building models with TensorFlow lite and TensorFlow. Js.
2. Mobile Development : Develop the UI design and Android app using Kotlin to integrate all tech stacks for users.
3. Cloud Computing : Provide an API for food and beverage recommendation based on machine learning model using Flask.

PROJECT STATUS :

- 98% Project Plan Completed

PROTOTYPE :
[Figma](#)

SCREENSHOTS/DEMO VIDEO :
[Screenshot/Demo Video](#)

DATASET LINK :
[Food recommend Dataset](#)
[Beverage recommend Dataset](#)

DEPLOYED LINK :
[Deployed Link](#)

GITHUB REPO LINK :
[Team Github Repository](#)

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10-MIN VIDEO PRESENTATION LINK :
[Video Presentation](#)

SLIDE PRESENTATION LINK:
[Presentation Link](#)

GO-TO-MARKET PROPOSAL
a. TARGET MARKET
- The target market of 'Sajiin Dong' consists of individuals who are health-conscious, have limited time to prepare meals, and are environmentally conscious. Because of this, the target market of 'Sajiin Dong' mainly includes professional workers such as office workers with an age range of 25-45 years old.
- Why does your target market need your solutions?
  1. Purpose-driven :
     `Sajiin Dong' aims to redefine the future of dining by integrating AI technology to offer personalized food recommendations aligned with individual health needs.
  2. Data-driven :
     We use machine learning algorithms to analyze user preferences and health data for precise food recommendations.
  3. Government Reasoning :
     With food recommendations aligned with individual health needs, it can help the government's efforts to improve public health through better nutrition.
  4. Stakeholders related to and benefitted from your solutions :
     The stakeholders that can benefit are consumers, restaurant owners, and the government.

b. MARKETING STRATEGY
  1. Digital Marketing Campaigns
     - Social Media: Utilize platforms such as Instagram, Facebook, and Twitter to create awareness and engage with potential users through targeted ads, posts, and stories.

- Content Marketing: Create and distribute valuable content related to health, nutrition, and personalized dining experiences through blogs, videos, and infographics to attract and retain users.
2. Partnerships and Collaborations
   - Restaurants: Partner with local and national restaurants to offer exclusive deals and promote the app through their channels.
   - Health Organizations: Collaborate with health organizations and dietitians to endorse the app and provide credibility.
3. Influencer Marketing
   Health and Fitness Influencers: Engage influencers in the health and fitness niche to promote the app through sponsored posts, reviews, and testimonials.
4. Email Marketing
   Send regular newsletters with personalized meal recommendations, health tips, and updates about the app to keep users engaged and informed.
5. Referral Programs
   Implement a referral program where existing users can earn rewards for referring new users to the app, increasing word-of-mouth promotion.
6. Events and Webinars
   Host webinars and online events focused on health, nutrition, and the benefits of personalized dining experiences to educate potential users and create a community around the app.

c. **COMPARISON WITH SIMILAR SERVICE/APPS (if any)**
   - Similarity percentage
     Yummly : 60%
   - Analysis of the different or unique
     Provides comprehensive AI-driven dietary and taste-based recommendations, and fosters a new dining culture with interactive restaurant features.

d. **Sustainability: Profit Projection per Year**
   Format

No	Description	Total
INCOME		
1	Cash	10.000.000

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2	Sales (penjualan)	500.000.000
3	Project (proyek)	200.000.000
4	Subscription (langganan)	300.000.000
5	Grants (hibah)	150.000.000
6	Soft Loan (pinjaman)	50.000.000
Total Income (A)		**1.210.000.000**
EXPENSES		
A	**Additional Budget for Team Salary**	
1	Developer Salaries	500.000.000
2	Team Leader Salary	130.000.000
B	**Additional Budget for Research/Ops**	
3	Research Materials	200.000.000
4	Operational Costs	220.000.000
C	**Marketing and Sales**	
5	Marketing Campaigns	400.000.000
6	Sales Team Salaries	440.000.000
Total Expenses (B)		**1.890.000.000**
Total Revenue (A-B)		**-680.000.000**

e. **SWOT Analysis of the project**
   - **Strengths**
     1. Uses AI and machine learning to provide personalized food recommendations based on health data and user preferences.
     2. A system capable of customizing food recommendations according to health needs.
     3. The application provides highly personalized food recommendations based on individual health data and preferences.
     4. By suggesting nutritionally balanced meals, the app supports users in achieving their health goals.

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   5. Utilizes advanced AI and machine learning techniques to enhance user experience.

- **Weaknesses**
   1. The effectiveness of recommendations relies heavily on the quality and quantity of user data.
   2. Convincing users to adopt a new technology-driven dining solution may be challenging.
   3. High initial cost for developing and maintaining the application.
- **Opportunities**
   1. Increasing awareness of health and nutrition among people creates a large market opportunity.
   2. Potential partnerships with restaurants and health organizations to expand the app's reach.
   3. Opportunities to integrate additional features like fitness tracking, meal delivery, etc.
- **Threats**
   1. Presence of other health and diet apps in the market.
   2. Handling and protection of sensitive health data may raise privacy issues.
   3. Changes in health regulations may affect the app's functionality and compliance requirements.

MENTORING REMARK(S), IF ANY:
Put remarks from your mentoring, if any.

Did the implemented capstone project differ from the original plan, and if so, how did these changes impact the project's success and outcomes?
There were no changes in our project.