

Product / App main features

Most likely will be in an app due to easy access

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The app will have a user friendly interface, will be easy to use and will have accessibility features for those who need it

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Maybe it needs a feature for tracking location in order to gain accuracy

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Create accessibility things within the app, and change features regarding dietary problems

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There is no in app purchases, free use from the start to finish

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Incentive for product usage

How will we partner with potential brands for rewards? Maybe sponsors?

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Cannot use money as an incentive directly but maybe giftcards or potential "exchanges" with other restaurants

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There can be a point system regarding the information you give the app. Information can be whether where the user is eating, what they're eating, how much food they did not eat but grabbed

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How will it create an incentive for people to log their eating habits?

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Maybe there can also be an in app feature to help students track their diets, and help them create a healthy and balanced diet

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Customer needs / wants and bonuses

The app directly creates a user, which is linked to the user's University and gives them all of their dining options in campus

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How will it be connected to multiple school cafeterias? How will it track it

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Users can select the dining hall that they will attend in advance, by doing so they gain points

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Accounts will be formally connected to the school of the user, and they can check their meal plan money

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Different cafeterias could add a feature of daily menu to let users ahead of time know what is being served, helping them choose. it also includes ingredients being used

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Data analysis, patterns and objective

Will there be an issue regarding data privacy? Is it an issue if people consent to share information?

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How will this machine be taught? How to get training data sets in order to predict future food consumption?

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Creating an algorithm that tracks people's eating habits and can predict future eating habits

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The app's main demographic above all is schools and institutions (the product will be sold to them in order to connect with their campus) rather than the students

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Cafeterias will have a more accurate idea of how much food to make with the data, therefore less food will go to waste

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