QuikPik
Sprint #0 Presentation

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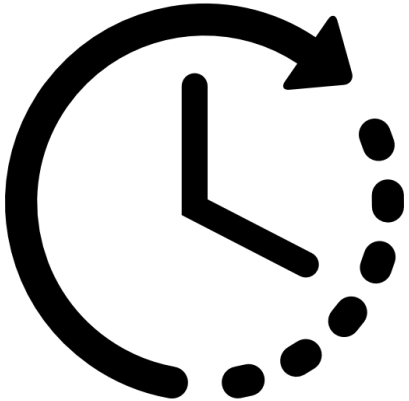
User Need

- **Problem :** Too much time is spent deciding on a place to eat, customers might be unsure what foods are available around them.

- **Solution :** Instantly find a restaurant based on the food preferences the users have set on their profile.

Value Proposition

This application saves the user time and frustration of deciding on a place to eat by automatically suggesting locations they would most likely enjoy based on their defined preferences.



Unfair Advantage

- Automatic suggestions for the user.
- Suggestions are based on what the user sets as their preferred type of restaurant or food.

Technological Innovation

- Use machine learning to match a restaurant or a specific food for the user base on their preferences they have set on their profile and what they have enjoyed from the past.
- Use data gathered from reviews to use for our AI driven feature that can answer a user's question immediately.

How our product is differentiated?

- Interactive AI that answers a question a user has.
  - How many seats per table?
  - What time is happy hour?
- Able to create social groups to share restaurant experiences like group chats or threads.

Secondary Market Research

- 10 Sources Cited

https://www.yelp-press.com/company/fast-facts/default.aspx
https://99firms.com/blog/foursquare-statistics/
https://emerj.com/ai-sector-overviews/ai-in-restaurants-food-services/
https://www.alliedmarketresearch.com/mobile-application-market
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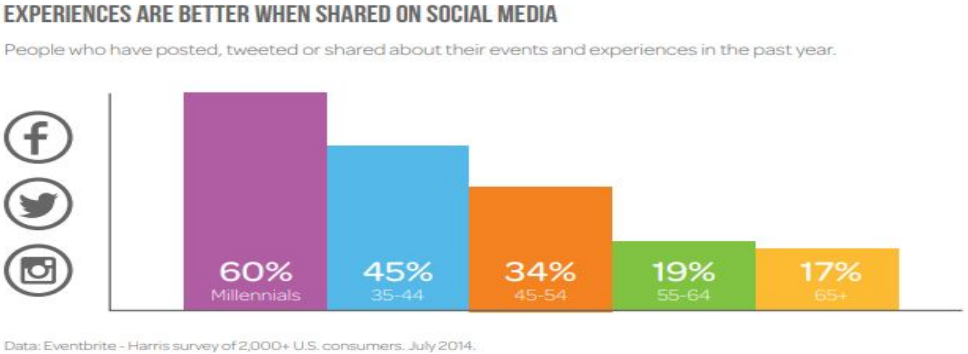
https://www.cnbc.com/2017/09/27/how-much-americans-waste-on-dining-out.html
https://csimarket.com/stocks/single_growth_rates.php?code=YELP&rev
https://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf

Foursquare, Yelp, etc.

- 50 million monthly users (Foursquare)
- Largest age group: 18-24 (Foursquare)
- 600 million personal images shared (Foursquare)
- 38 million monthly unique users on the mobile application (Yelp)
- Age Demographic of Yelp Users: 18-34 - 33%, 35-54 - 35%, 55+ - 32% (Yelp)

Fueling the experience

- 78% of millennials say they would rather spend money on an experience, such as a restaurant or other activity, compared to purchasing an item from a store.
- Nearly 7 in 10 (69%) millennials experience FOMO.
- Since 1987, the share of consumer spending on live experiences and events relative to total U.S. consumer spending increased 70%.



SWOT Analysis

Strengths: - Familiarity with setting up a JDBC server - All of us are competent using Java - Effective communication allows us to function as a cohesive team	**Weaknesses:** - Some of us are unfamiliar with Android Studio, the IDE we plan on creating the app with. - Limited time to implement all of the features we plan on adding.
Opportunities: - AI market is expanding - Surveys show that a majority of consumers use their phone to decide where to eat	**Threats:** - Yelp is a competitor, which is the go to app for deciding what to eat. - Similar AI-based apps are on the market already, such as Foursquare.

Market Research

Geographical	Demographical	Behavioral	Buyer Power
Urban regions with a variety of food destinations	Potential users who have a mode of transportation that allows them to travel to new places around their area with ease.	Potential users who are active on their smartphones may continue to use our app. Outgoing users would be more likely to continue to use our app because they are willing to try new things.	Introducing our app into the market can increase buyer power causing customers to demand better quality features from Yelp. This will mark our product as a potential competitor to Yelp and it will be forced to create features similar to our app.
Size		**Growth Potential**	
The market for our product is fairly large. A 2017 poll conducted by Harvard Business Review stated that, 45% of American adults hate to cook and among them many eat out. All these people are potential users for our app.		Our app has the potential to grow bigger than Yelp because it offers Yelp's recommendations but also adds some of our own innovations. It includes an interactable chatbot that uses machine learning to suggest to the customer a restaurant understanding their preferred tastes. Our app appeals to all demographics so there will be a large user base.	

User Personas (1 out of 2)

Stefani Zhou, 28
Palo Alto, CA
Research Engineer

Background
Stephanie is a Senior Research Engineer and is responsible for managing a research team in hey company. She typically works with a 10-15 member team and is responsible for setting up end of the month lunch meetings with them.

Goals
Stefanie wants to have efficient but meaningful work be done at work. She wants her team to be engaged and always have high morale. She wants to have a great location for her meetings that can fulfill all of her goals.

Frustrations
Stefanie doesn't want to waste time by scrolling through Yelp's reviews to find a restaurant.

Motivations
Stefanie's main motivation is to have a change in scenery for her next team meeting.
She wants the location she picks to be both professional but also have some good food that all of her team members enjoy.

User Personas (2 out of 2)

David Stanley , 23
Santa Barbara, CA
College Student

Background
David is a full-time business student and works a part-time job at the local supermarket.

Goals
David wants to try new and unexplored restaurants near his college and home. He believes he has seen all the best restaurants around and is tired of all of them. David needs an app that shows him a new restaurant that caters to his food preference, which is affordable and nearby.

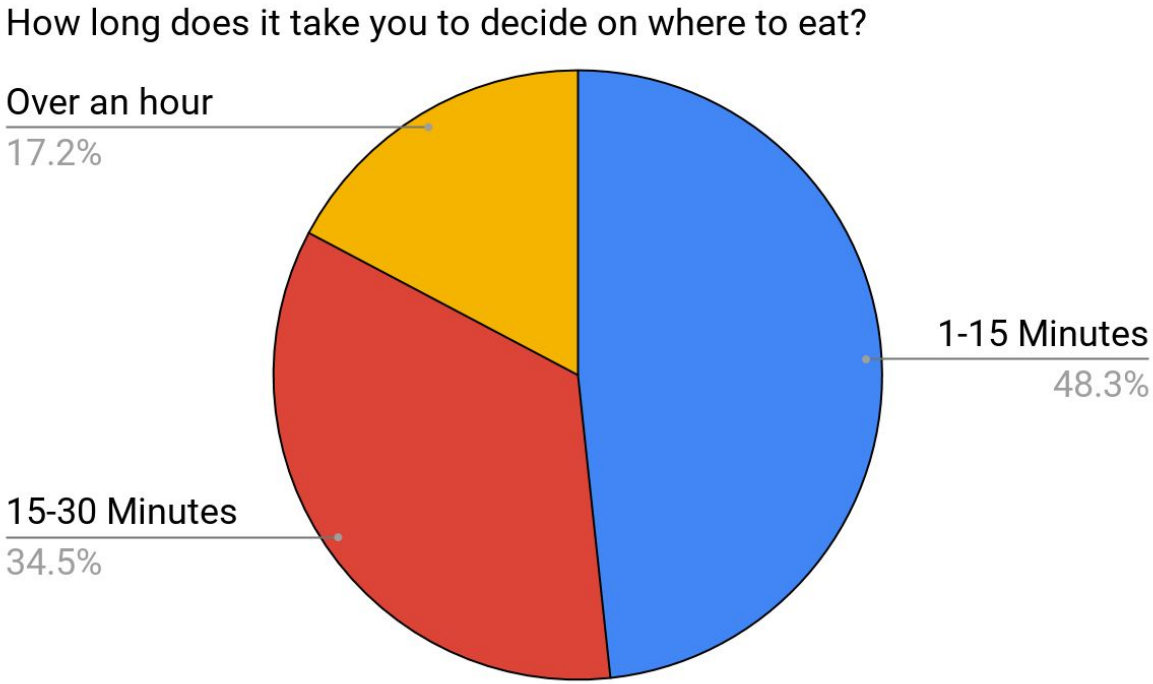
Frustrations
He hates to spend a lot of time planning with his indecisive friends on where they should eat.

Motivations
David's main motivation is to explore an eatery that he has never been before.
He wants to become the 'cool' friend who knows of that great new hole in the wall restaurant that his friends never knew existed in their city.

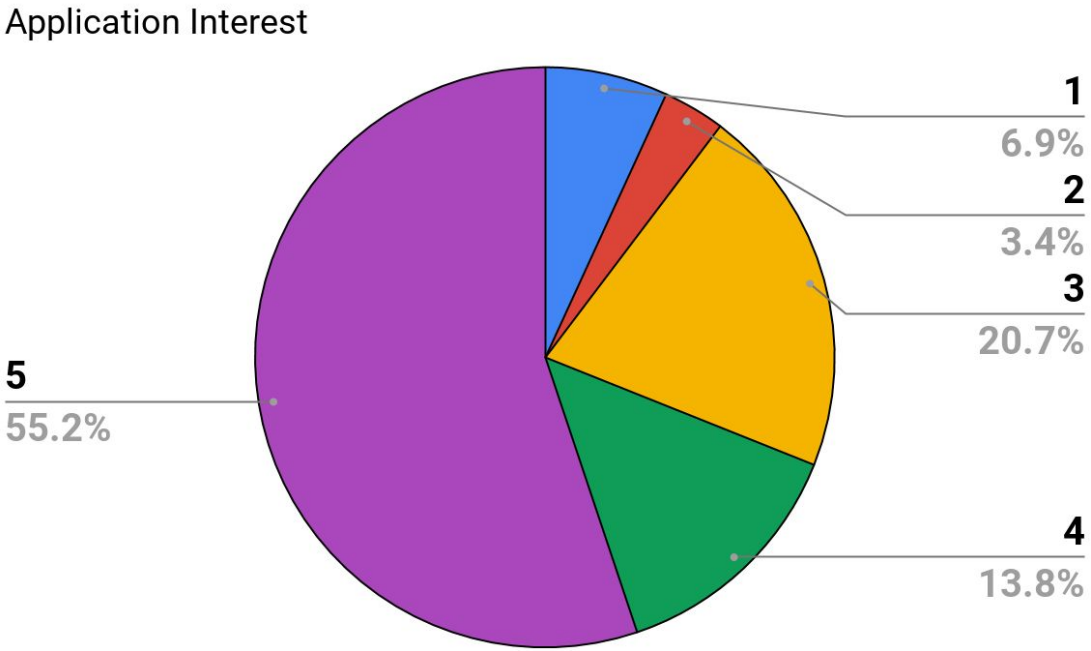
Primary Market Research (9 Questions)

1. Gender
2. Age
3. How often do you have trouble deciding where to eat?
4. How often do you use your phone to look for food places?
5. How long does it take you to decide on where to eat? (On average)
6. Do you consider yourself an adventurous eater?
7. How much is money a factor in your decision making when it comes to deciding where to eat?
8. How much is distance for travel a factor in your decision making when it comes to deciding where to eat?
9. How interested would you be in an application that would decide a food place for you?

How long does it take you to decide on where to eat?



How interested would you be in an application that would decide a food place for you?



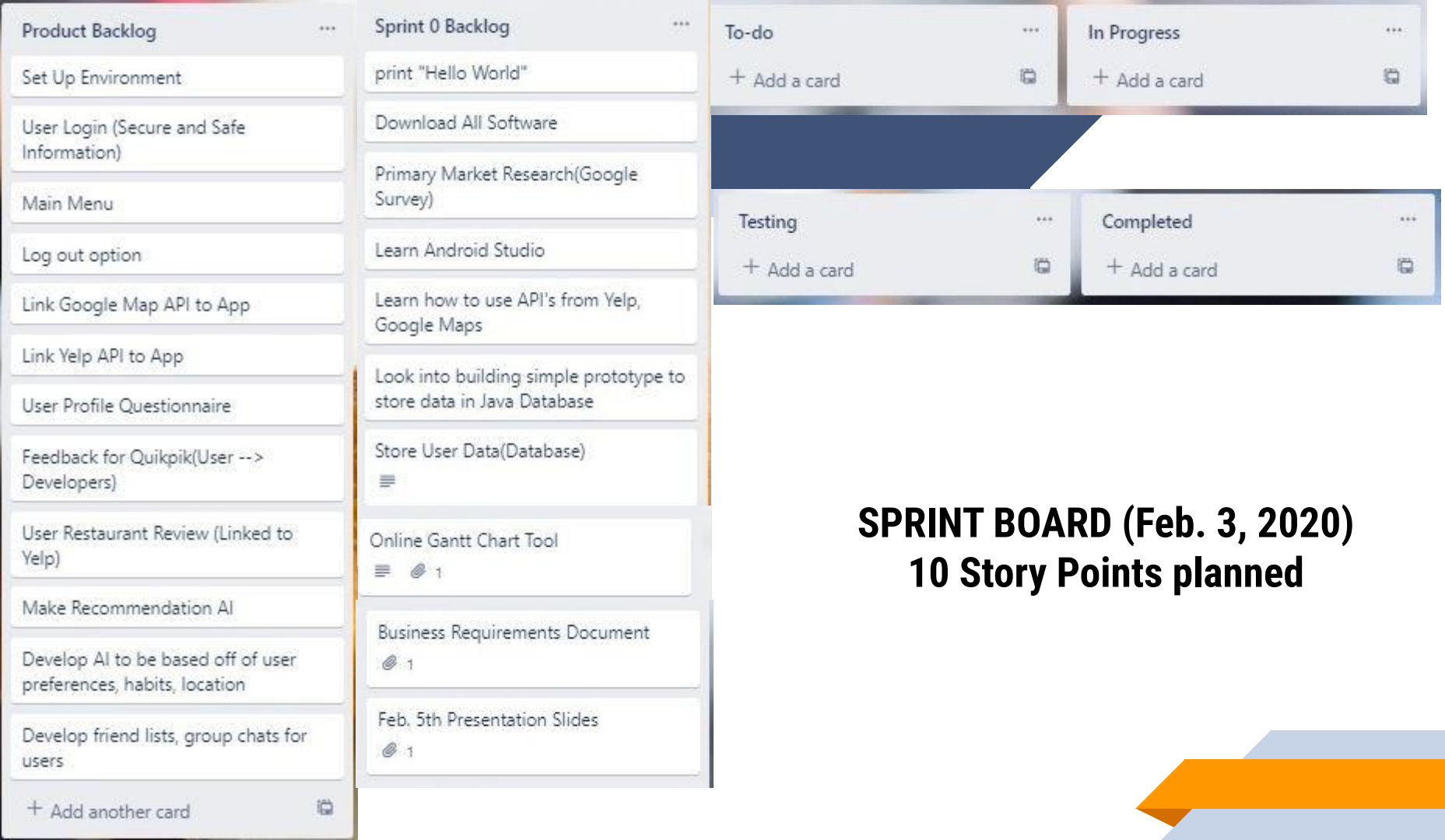
1. Not interested at all
2. Not very interested
3. Neutral
4. Somewhat interested
5. Very interested

Most Significant Competitor

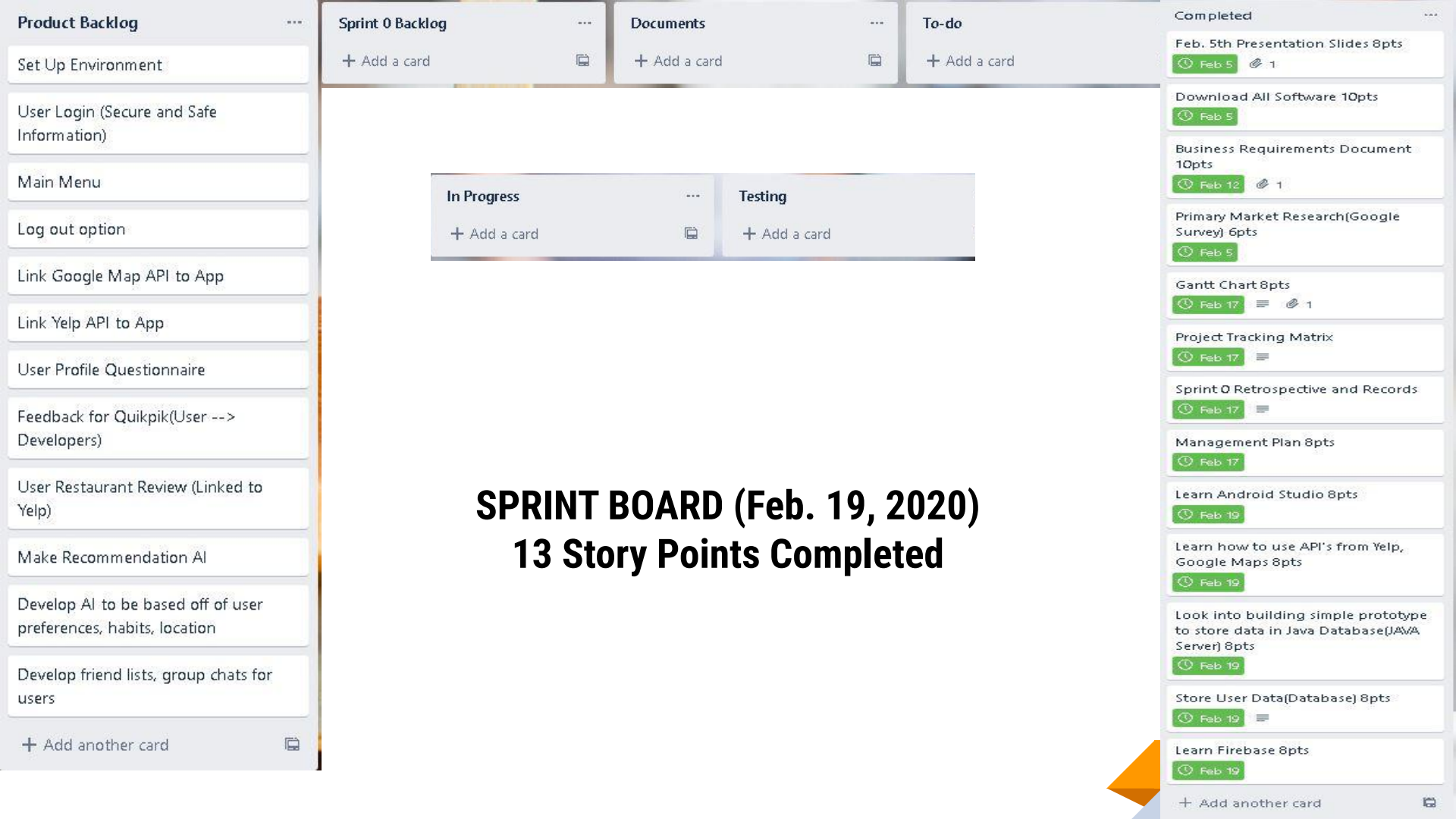
Yelp is a competitor, which is the go to app for deciding what to eat.

Similar apps are on the market already, such as **Foursquare**

A feature our product will have that will differentiate from other similar products like “Yelp” is an integrated AI that will respond to the needs of the customer. The customer will be able to chat with the AI in real time in a chat box and the AI will try to respond to the customers needs with the best possible answer.

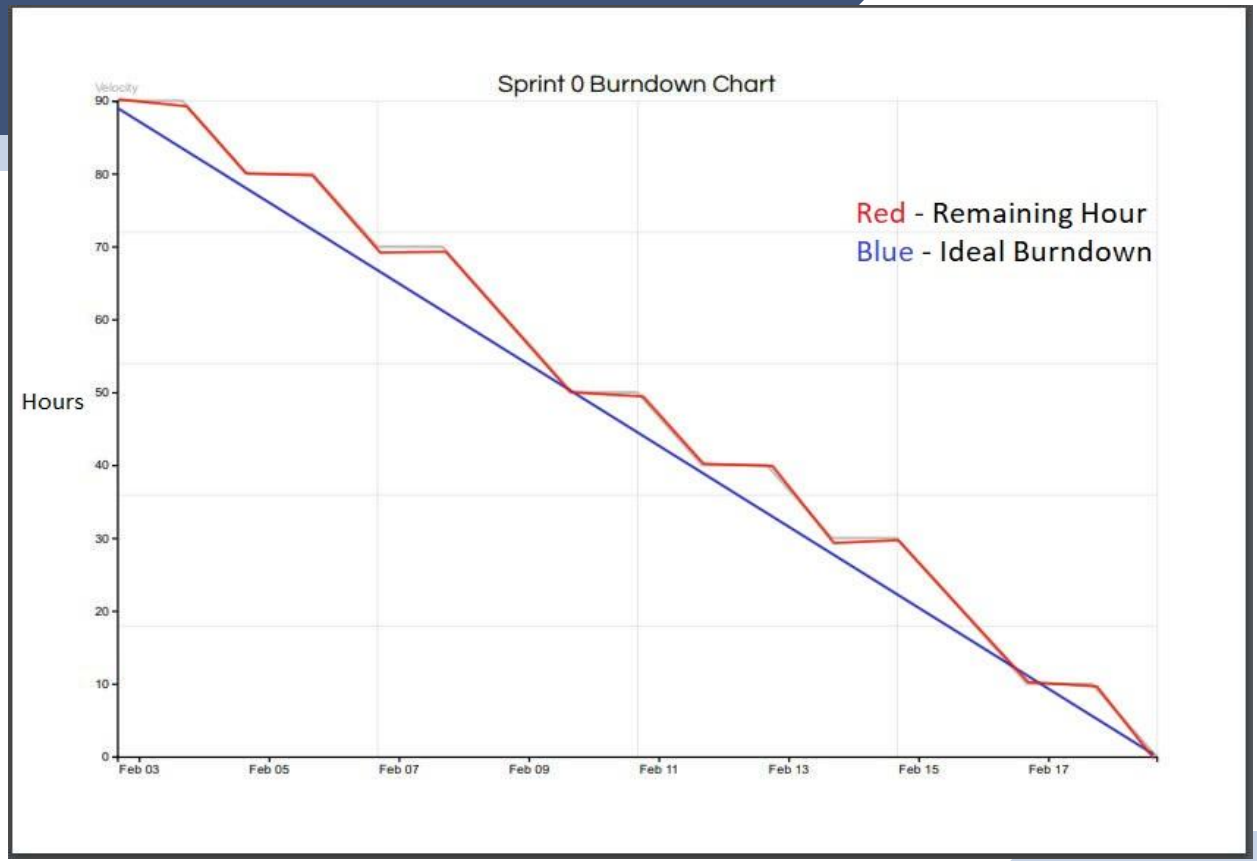


SPRINT BOARD (Feb. 3, 2020)
10 Story Points planned



SPRINT BOARD (Feb. 19, 2020)
13 Story Points Completed

Burndown Chart



Sprint Retrospective

Did the team meet its Sprint Goal?

Yes, the team met its goal for Sprint #0. We made ourselves familiar with the environment that we're working in: Android Studio. We also looked into the API capabilities of Google Maps and Yelp in order to see what we can pull for our Quikpik application.

What was the team's velocity?

Total velocity = Hours Per Week * Amount of Weeks in Sprint* Amount of Team Members

= 5 hours per week * 3 weeks * 6 Team Members = 90

Kano Model - <33% of user stories so far are "must haves"

Sprint Review - Held on February 17, 2020

Plans for next Sprint

- Plan out the next sprint better
- Get started on having a demo available next sprint
- Work on Architecture and Design Doc and Product Requirements Doc