FoodMark

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2. Overview

With the advent and rapid development of social media, platforms such as TikTok, YouTube, and Instagram now provide short videos that are **increasingly popular** with users.

Food-related short videos, such as food **reviews, cooking guides, and more,** attract thousands of people. Users watch these videos **every day** and frequently save their favorite or "intend to try" content (restaurants they want to visit or dishes they want to learn). However, it takes a **significant amount of time** for them to organize or retrieve these videos when needed. For instance, a user who saved a video about a Russian restaurant **cannot easily find it** among hundreds of saved videos when they're looking to have a Russian meal.

Recognizing this critical need for organization, FoodMark aims to help users discover, save, and share food-related experiences. By connecting TikTok content with real-world locations and recipes, FoodMark provides:
- Intelligent food video analysis.
- A personalized food map and restaurant manager.
- Guided cooking experiences.
- Social features for sharing and recommendations.

3. Target users and environments:

- **Users**: travelers, social media users who frequently interact with short-form food content.
- **Environments**: cross-platform (mobile and web).

4. Key Features:

- **TikTok Integration:** Import/share TikTok food videos.
- **Info Extraction:** Auto-detect restaurant & recipe details.
- **Restaurant Map:** Interactive map of saved spots.
- **Cooking Guide:** Auto-generated step-by-step recipes.
- **Collections:** Customizable, searchable food folders.
- **Food Tours:** Multi-stop routes with Google Maps links.
- **Social:** Add friends & share food spots.
- **Multi-Platform:** Full Android app + light web version.