

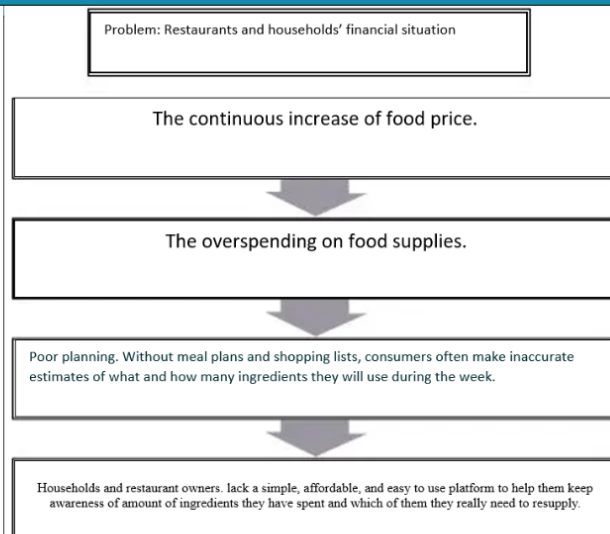
1. Identify a Problem

- In a study published on 2017 it is stated that the fundamental weaknesses of the restaurant industry are too distinctive to overlook or underestimate. According to Lee et al. (2016), in Australia 99% of restaurant firms were small and medium enterprises and 63% of restaurants earned less than 2% net profit. In a study by Parsa et al. (2011), 25% to 49% of restaurant firms failed during the first year of operation in the U.S. due to a lack of financial and human resources. Due to this industry-wide vulnerability in terms of operational and financial aspects even a 1% or 2% increase in operating expense can easily force a restaurant firm into a cash flow shortfall or to operate at a deficit.
- Households are responsible for the largest portion of all food waste. ReFED estimates that US households waste 76 billion pounds of food per year. Approximately 40 to 50 percent of food waste (including 51 to 63 percent of seafood waste) happens at level of the consumer. In the US, an average person wastes 238 pounds of food per year (21 percent of the food they buy), costing them \$1,800 per year. Overbuying food and poor planning are attributed to be a few of the root problems for this.

2. Set a Target

- The goal to be achieved is to create an online platform that will allow users to create an account to keep track of their food supplies by logging in the ingredients they use at the time of cooking or use. This platform also allows logging in the ingredients and the amounts they bought at the time of resupply. All this to help track and minimize the amount of ingredients spent, bought, or even wasted.

3. Analyze the Causes



4. Propose & Implement Countermeasures

- Create a system that allows the clients to track the amounts of an ingredient they use - [Feasibility - 5/5]
- Create a shopping list system that shows the client which ingredients to restock or resupply when they are under a specific threshold - [Feasibility - 5/5]
- Create a system that helps the client plan their usage of ingredients (meal plans) for the week - [Feasibility - 4/5]
- Help the client track which are the ingredients they use most and which they almost never use so they can stop buying if it is an option - [Feasibility - 3/5]

5. Check & Evaluate

User satisfaction, especially after at least the first few months is extremely important:

- Session frequency - [2-3 times a day; ideal]
- Session duration - [5- minutes; ideal]
- User feedback - [5 star reviews; ideal]

User traffic, and growth:

- Number of accounts created - [10% growth every month; ideal]
- How much is the app shared in key sites like different social media - [15% of users; ideal]

6. Act and/or Standardize

Responsibilities:

- The project team is responsible of taking care of programming functions and meeting the requirements to the best of their ability

Version Control Procedures:

- Develop Kitchen Tracker web application
- The implementation of meal planning and shopping list systems
- Listening to users' feedbacks
- Communication plan as part of the branding for the project

Archiving Conventions:

- Using a database for the application.