Team 1: Sidharth Banbah (sb4283), Jeswanth Yadagani (jy3012), Ujwal Dinesha (ud2130), Asit Sahoo (aks2244)

App name - Eat-List

> ### Submission Details
>
> > Website: http://columbia-web-app.herokuapp.com/
> > Github Repo: https://github.com/SidBambah/Django-Web-App
> > Admin User
> > > Username: admin
> > > Password: samplepass
> > Normal User
> > > Username: columbia
> > > Password: samplepass

Summary

Platform for real time visual recommendation engine for social search (restaurants in beta), saving sharing of favourite lists for private and public, in the **most visually soothing interface**.

Target Audience

1. Personas - Aspirational Influencers, Aspirational Connoisseurs, Celebrities
2. Psychological appeal - Social validation, kicking dopamine release for being liked and for being able to help
3. Primary age group –
   a. Consumption users – 14+ years --> 35 years
   b. Influencer users – i. Existing Specialist or Connoisseurs, ii. Celebrities iii. Aspirational social influencers

Customer Pain point

1. Generally, consumers prefer the recommendation from the top three alternatives given. When we look for any recommendation, we get a list of the top choices in the form of a list. However, the pictorial representation is confusing, and it is cumbersome to find the top choices.

2. People want to share their list of favorites for each category with their friends and families who are looking for some recommendations. Most of the time, we have to either recall the names of our favorite top 10 places, the order of preference is a difficult conversation, and then type the names on messenger for sharing. This is not only inefficient but highly cumbersome. Even if we can do this for one category of our interests, however, we may have many interests and tastes for other categories such as Fitness, Tres, Tourist spots which we are not able to save systematically either for our future consumption or for sharing with others.

3. Social validation as a connoisseur gives a positive kick or satisfaction to people. So, when people either share their lists with private or public members (depending on their privacy preferences) and when people like or comment on their lists, they get that satisfaction that they are doing something good for people and their interests are being validated. In return, they may also get some better recommendations from others for their consumption. Getting a tiered batch or recognition like "Travel connoisseur", "Food connoisseurs", etc once they become popular depending on the likes and positive comments their posts get will trigger them to posts the favorite lists.

4. Later we can add our experiences such as photos and videos to the location of our favorites that the consumer may choose to tag to the pin and share with the public. This would add to the popularity of the place with good linkages. And in the long term, the restaurants or the owners of these consumer places may give some financial benefits to these fan consumers which will benefit both the stakeholders.

5. Later based on user's favorite lists, they could be thrown notifications when they pass by some places of interests similar to theirs. Real-time geo favorite recommendation is a big business opportunity and experience draw in for both sides.

1. ***Login & Register***

   a. Login required only when user data saving related to lists are required.

   b. Idea is to get consumers to the platform first and not make it cumbersome.

2. ***Module 1***

   Search for recommendations of the categories eg. Restaurants in 10 miles zone in order of ratings in this case.

   a.   Login not required for using this functionality
      i. We want consumers to use our platform and find what we offer to help them

   b.   The inputs are category search types such as cuisine preference and maximum distance in the restaurant use case.
         i. The display is a google map that has different colored pins for the top three search results for easy info consumption and rest information displayed for the extra search.

3. ***Module 2***

   The app does the saving of the items into different categories automatically when he/she presses just the plus sign. Idea is to make adding intuitive and useful.
   1. Login required for this functionality to save in the lists
   2.   Sharing within the app and single click on connected social channels such as Facebook, Snapchat, Linkedin, Yelp would be available.

4. ***Module 3***

   The display board for most trending lists for my selected categories would be available
   a. Search for the top public lists available
   b. Liking of each item on the public lists possible.
   c. Commenting on other lists possible.
   d. Auto-generation of the most popular for each category auto generated for all.
         1. The machine scans the most liked or shared restaurants in a category and generates the list in real-time and it's fresh always.

Use Cases Example

a. ***Current Use case - Samples***

   1. Finding the best Chinese restaurant in the area and saving it for future reference.
   2. Sharing the list of my favorite Mexican restaurants privately with my cousin who is visiting New York.
   3. Sharing the list of my favorite Indian restaurants with the public for people to help them and get their comments

b. ***Future use cases - Samples***

   1. Share the list of best plays or Broadway shows that I want to endorse or share in public
   2. With more recommendations and valuable engagement, the user could get the batch from the platform as a "theatre enthusiast" and later "theatre connoisseur". This would be very satisfying for a user and may help them both professionally and personally too.