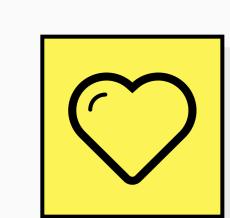
# Restaurant Recommendation System



#### What are they thinking

What do they expect from the system?
Do they trust the sytem?
Do they get the results they desire

I hope the recommendations will be accurate and align with my taste.



#### What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

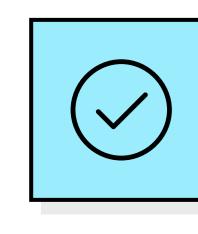
Recommendations and feedback from → friends, family, or △ colleagues.

Influencer or celebrity endorsements for certain restaurants.

Positive or negative online reviews and ratings for restaurants.

Advertisements and promotions for various dining establishments.

Conducts online research on various restaurant options



### What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

How recent and reliable are the reviews and ratings of the restaurants?

#### GOAL

What do they THINK and FEEL?

Excited about trying new and highly recommended restaurants

#### **PAINS**

Overwhelmed by

the abundance

of restaurant

options and

reviews

What are their fears, frustrations, and anxieties?

Fear of wasting

money and time

on a

disappointing

dining

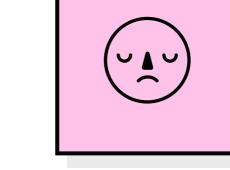
experience

Difficulty in finding

reliable and

personalized

recommendations



#### GAINS

What are their wants, needs, hopes, and dreams?

Saving time and effort in finding suitable dining options

Building trust and reliance on the recommendation system for future dining decisions

Discovering new favorite restaurants that match their preferences

Considers

previous positive

dining

experiences

when making

choices

What other thoughts and feelings might influence their behavior?

Social Validation:
Influenced by the popularity of a restaurant among peers or online communities.

## Budget Consciousness: Balancing

affordability with the desire for a good dining experience.

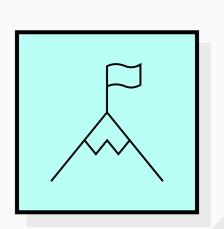
Reads reviews and checks ratings on multiple platforms.

#### What are they feeling?

Are they excited to try the new system?

Are they a little worried if they make a mistake?

How will they know they were successful?

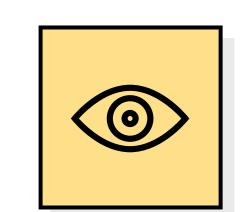


Anxious about making a wrong choice and having a disappointing dining experience

Mobile app/website interface with various options to search and filter

restaurants.

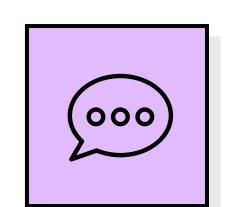
Ratings, reviews, and images of the restaurants.



#### What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

I'm looking for a great restaurant to try out for a special occasion.



#### What do they SAY?

What have we heard them say? What can we magine them saying?

Asks friends or family for restaurant recommendations

I want recommendations that suit my dietary preferences and budget