



TasteBuddies

Team Iron
Fall 2024

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Meet the Team



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Creative Director
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Grant Fitch
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Sommelier / Cicerone



Oronde' Brown
Backend Developer
Saucier



Ashley Barasebwa
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Grillardin



Nate Donald
Backend Developer
Rôtisseur



The Dish (background)



Inflation is up 2.53% over the year with restaurants up 4.1%, affecting the price of dining out and wages not keeping up with these increases.[3][7]



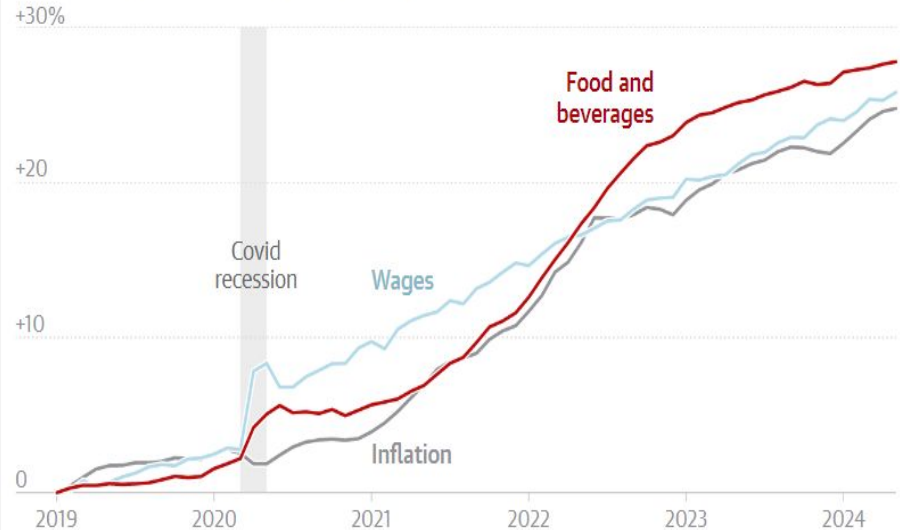
27% of diners have noticed lower-quality of service. [6]



Inability to to browse restaurants by similar taste as others causes people to avoid taking a risk on going to a restaurant

Food prices have risen more than wages and overall inflation

Percent change from January 2019 to May 2024



Problem Statement

68% of Americans are eating at home instead of going to restaurants due to general inflation and the 4.1% price increase of restaurants compared to eating at home that has dropped by 0.2%. The difficulty of finding worthwhile restaurants is risk many are not willing to take.[3] There is no assured way to dine out and enjoy the company of others without risking disappointment and financial loss.

Problem Characteristics

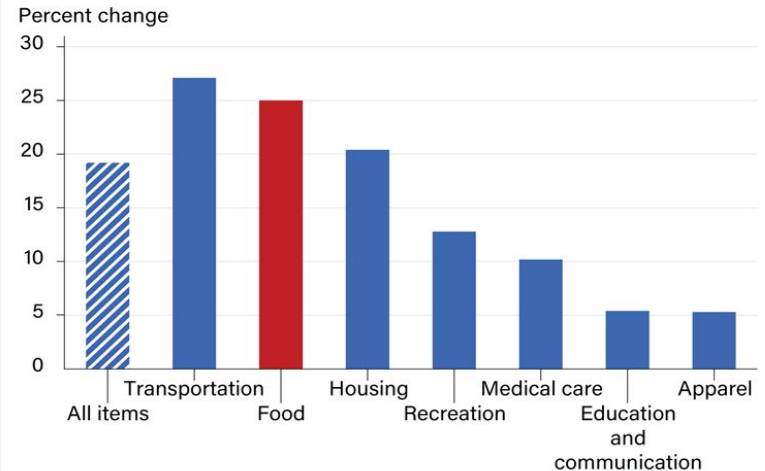


High Financial risk: With restaurant prices outpacing inflation, dining out has become a more expensive and risky decision for the average consumer. In recent years, United States food prices rose by 25%. [4]



Difficulty in Dish Selections: Customers experience indecision when selecting dishes, making it difficult to confidently choose meals they will enjoy based on taste.

Price change for major Consumer Price Index (CPI) categories, 2019–23



Source: USDA, Economic Research Service using U.S. Department of Labor, Bureau of Labor Statistics, Consumer Price Index data.

Problem Characteristics (Continued)



Mismatched Expectations: Online reviews may not accurately reflect the customer's personal taste, leading to dissatisfaction in the dining experience. About 30% of online reviews are fabricated. [7]



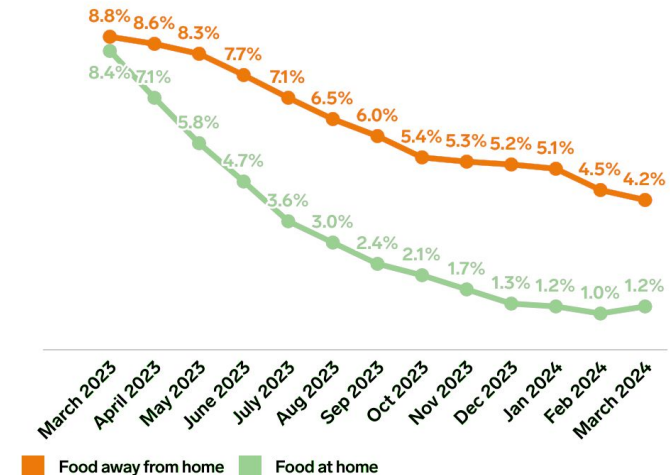
Food prices have risen more than the average worker's salary in the U.S. [5]



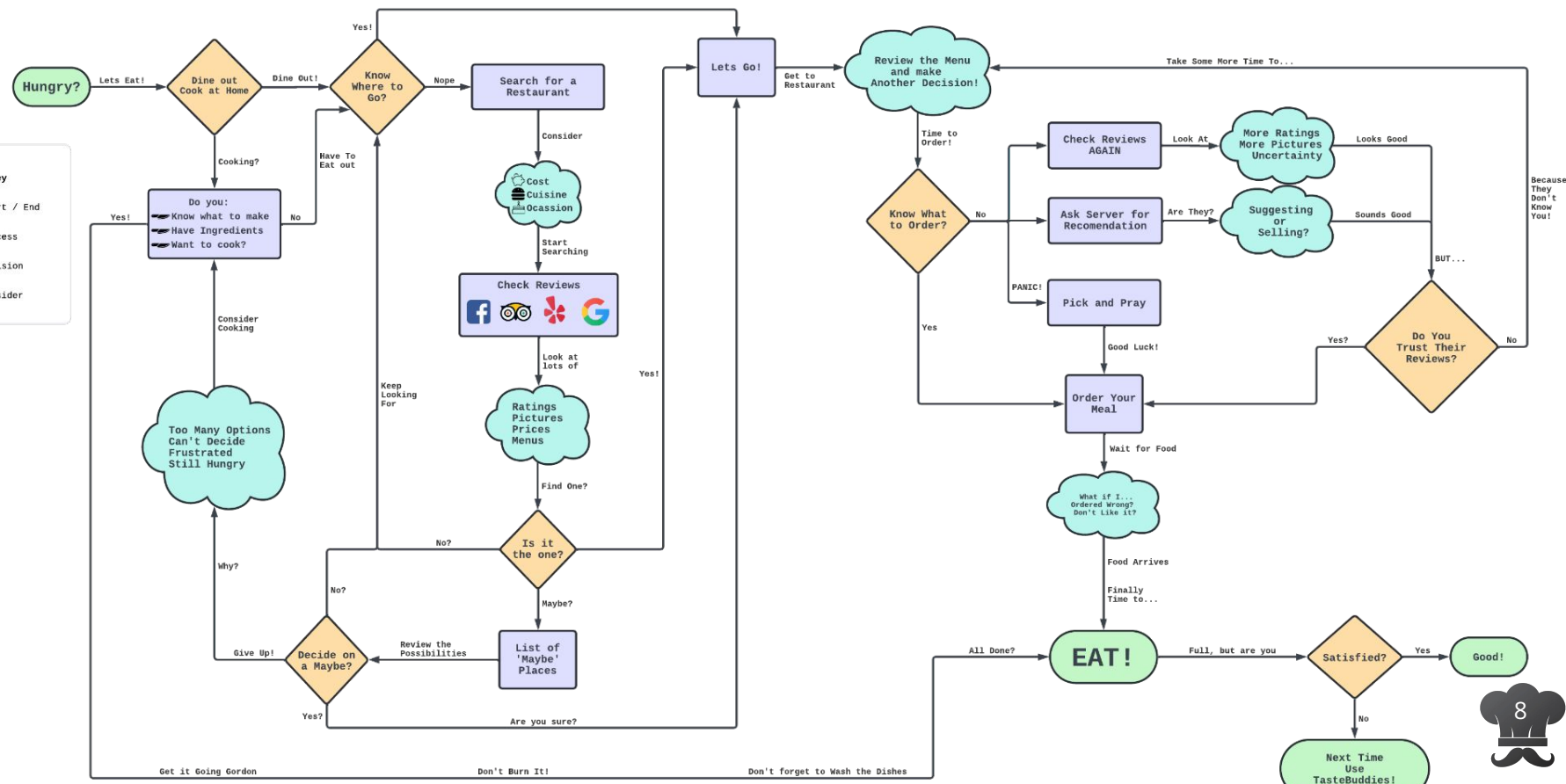
Inflation rates on dining out are up 4.2% while eating at home is only 1.2%, making eating out significantly more expensive than dining at home. [9]

The Cost of Eating Out Continues to Rise Faster Than the Cost of Food at Home

% change in US consumer price index, March 2023–March 2024



Current Process Flow





Steakholders



Everyone Eats, and Everyone Wants to Eat Well

Users/Customers

Users

Adventurous Eaters



Users looking to try new things and explore different cuisines.

Conservative Eaters









Users who prefer familiar foods but may be in a new location and want reliable recommendations.



Restaurants win






Customers

-  Increased Customer Satisfaction
-  Less Food Waste
-  Increased Revenue
-  Potential for regular clientele
-  New Dishes land
-  Client Outreach

Local Economy Feasts on Diners



Stakeholders

-  Restaurants attract more visitors.
-  Increased foot traffic supports surrounding businesses, creating a positive effect in the local economy.
-  The more guests enjoy their dining experience, the more likely they will spend impulsively.[8]








Solution: Dine with confidence

The slide is decorated with various food items. In the top right corner, there are illustrations of a pea pod, a loaf of bread, and a croissant. In the bottom left corner, there are illustrations of a pepper and a tomato.

TasteBuddies is a smartphone app that will provide tailored restaurant and dish recommendations based on taste profiles. TasteBuddies will use data clustering to connect users with others who share similar preferences, offering relevant suggestions rather than generic reviews. Instead of guessing if a review is relevant, TasteBuddies users can rely on aggregated data that is catered to their taste.

By using TasteBuddies diners will get the most out of their dining experience, reducing dissatisfaction, while restaurants benefit from fewer complaints, less food waste, and happier customers who are more likely to return, give positive reviews, and tip well.

Solution Characteristics

-  **Personalization:** Our revolutionary app will provide tailor-made dish and restaurant recommendations tailored to individual tastes rather than offering a one-size fits all approach
-  **Tailored Recommendations:** Instead of relying on broad, generic reviews, the app connects users with others who have aligned taste profiles, offering a more accurate and customized dining experience
-  **Customer Satisfaction:** By offering recommendations based on individual preferences, the app helps customers get a better value for their money, enhancing the dining experience.
-  **Reduced Waste:** With more accurate recommendations, fewer dishes are sent back due to dissatisfaction, reducing food waste and lost revenue for restaurants.
-  **Increased Tips:** Happier customers lead to increased tips for working staff and more positive reviews, benefiting restaurant owners and workers

Solution Process Flow (v2)

This is another flowchart (one that serves as a complement to the [current process flow](#)). It must summarize and show how the Real World Product (RWP) will change (improve) the overall process.

When you are building and presenting this flowchart...

1. Emphasize what has changed
2. Described how that change is beneficial
3. Summarize any automation (fully automated and partially automated)
4. Use color to highlight steps that have changed (do not forget a key)

Keep in mind that if a process has *too many steps to show in a single diagram*... start with a high-level view and split the discussion into a sequence of smaller diagrams that *zoom in* on the different sub-sequences within the process. **Be sure to discuss this with your teacher and team.**

If you find yourself spending more than four (4) minutes on the Current Process Flow... give some consideration to splitting diagram discussion.

TasteBuddies Will Provide..



Social
Engagement

Taste
Profiles

Intelligent
Systems

...Social Engagement



Tastebuddies: Connect with users who share highly similar taste profiles for accurate suggestions.



Super Tastebuddies: Follow taste influencers for expert recommendations in specific cuisines or dishes.



Opt-in notifications for seasonal dishes or specials that users loved previously.

T

...Taste Profiles



Users can select their favorite restaurants and dishes, which will be used to create a personalized taste profile.



Uses machine learning to continuously refine taste profiles and improve recommendation accuracy.



Recommendations are based on the collective data of users with similar profiles..



Filters for allergies, dietary restrictions, and preferred dining experience.

Intelligent Systems



Prioritizes reviews and ratings from users with similar taste profiles and preferences, ensuring relevant feedback.








Match restaurants to fit the preferences of a group, perfect for company dinners or family outings.




Recommends dishes based on the user's current mood.

TasteBuddies Will Not

-  Provide recommendations for non-restaurant establishments or experiences
-  Offer health advice or weight loss recommendations
-  Prioritize generic reviews from all users
-  Offer food delivery or pick up
-  Offer budgeting tools

Competition Matrix

Feature	TasteBuddies	yelp*	Tripadvisor	Google	facebook
Taste Profiles					
Personalized Dish Recommendations					
Lifestyle personalization					
Reviews					
Followers					
Restaurant notifications					



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