SEG 4105

Deliverable # 2

Mamadou Diallo 300203858

Tia El Masry 300160596

Review of the first pitch: Address button feature

Problem Statement:
The problem has been well identified and elaborated. It might be useful to include some statistical data to substantiate the need for such a platform. For instance, how often do people eat out compared to wanting home-cooked meals?

Appetite:
The appetite section establishes the demand well. However, we might want to mention any potential competitors in this space and what sets "SimplyEats" apart.

- We also need to add specificity in the implementation timeline or development cycle.

- We should try to add safety and Hygiene somewhere to address potential concerns about food safety and hygiene, especially since these are home chefs.

Review of the second pitch: Recommendation feature

Problem:

The problem is well-defined and concise. However it could be enhanced by explaining a little more about how the application focuses on home-cooked meals as opposed to fast food restaurants.

Solution:

The solution is very well written, giving a good general description of the application as well as the specific feature as well. The focused feature is explained very well, we could enhance it by defining if it only entails recommendations based on cuisines or other factors as well.

Rabbit holes:

The rabbit hole mentions an extremely important aspect which is the complexity of the recommendations feature.

No-Gos:

- The "no-go" section includes very good "no-gos" for the general project. To enhance this section, we could add more "no-gos" that are specific to the food recommendations feature since the rabbit holes section also focuses on it.

The **Recommendation feature Pitch** is the winner.

Reasons about that choice are several:

- **Specificity**: The recommendation feature pitch provides a more detailed plan, especially with the introduction of a development timeline. This displays better preparedness.
- **Unique Feature**: The food recommendation system is an innovative feature that not only increases user engagement but also adds a level of personalization to the platform.
- **Clarity of Purpose**: The "No-Gos" in the recommendation feature pitch precisely defines what the platform is and isn't, allowing for a clear brand identity.
- **Addressing Pitfalls**: The mention of potential pitfalls (rabbit holes) and strategies to avoid them reflects a deeper understanding and anticipation of challenges.

In order to make the winning pitch better, there are several changes that are necessary. They can be as follow:

Statistics: It might be useful to include some statistical data to substantiate the need for such a platform.

Safety and Hygiene: While the pitch mentions chefs preparing meals from their homes, it doesn't address potential concerns about food safety and hygiene. Consider adding a section detailing the measures taken to ensure food quality and safety.

Rabbit Holes: While you've mentioned the complexity of the recommendation system, consider expanding on potential solutions. E.g., "To mitigate the complexities of our recommendation system, we're considering a phased roll-out, starting with basic filtering and slowly introducing AI-driven suggestions as we gather more data."

No-Gos: The point about not offering WYSIWYG menu editing for chefs needs further explanation. Why is this a decision? How does it align with the platform's goals? Clarity here can strengthen the pitch.

Target Audience and Market: It might be beneficial to mention who the target market is, e.g., urban professionals, people with specific dietary requirements, or culinary enthusiasts looking for gourmet experiences at home.

UPDATED PITCH:

Problem:
The modern urbanite's lifestyle is increasingly marked by a pressing demand for quality food delivery services. While platforms like Uber Eats have broadened choices, there remains a discernible inconsistency in meal quality. According to a 2019 PR Newswire report, a staggering 77% of Americans expressed a preference for homemade meals over dining out. This significant trend underscores the value people place on the quality and authenticity of home-cooked dishes. Yet, there's a gap between this desire and the available delivery options. Our mission is to bridge this divide, ensuring that users don't have to choose between convenience and top-notch culinary experiences.

Appetite:
In line with the urgent market demand, we aim to launch our unique service in a swift 6-week cycle. Our focus will be on essential, impactful features to shape a minimum viable product.

Solution:
We're introducing a pioneering food delivery service where meals are exclusively prepared by professional chefs. Whether curated in a central kitchen or a chef's personal culinary haven, every dish promises unparalleled quality and diversity. Through our intuitive app, customers can seamlessly order and savor these chef masterpieces at their doorsteps.
 Understanding the potential concerns about food safety, especially with home kitchens, we're integrating a rigorous vetting process. Our platform is tailored for a diverse audience - from the bustling urban professional craving gourmet experiences at home, the health-conscious individual with specific dietary requirements, to the culinary enthusiast eager to explore an array of global flavors.

Food Recommendation System:
Our app does more than just take your food orders. It helps you find tasty dishes you'll love. With our food suggestion feature, if you like Italian food, for example, we'll show you more of it and even offer special Italian recipes and tips. Our goal is to make using our app fun and help you explore different foods

Rabbit Holes:
We're treading cautiously around the recommendation algorithm's complexity. Our roadmap includes a phased roll-out, commencing with foundational filtering and gradually integrating AI-driven personalization, ensuring user-centricity while respecting privacy boundaries.

No-Gos:
Distinguishing ourselves from conventional platforms, we're intentionally not offering WYSIWYG menu editing for chefs. This aligns with our commitment to uphold the chef's

culinary integrity and vision, delivering to customers a genuine chef-curated experience as opposed to an overly-customized one.

Meeting Notes:

Key takeaways from the Address implementation feature:

- **Scope & Ambition:** The pitch effectively captured the essence of the current food delivery landscape and the gaps within it. The focus on chef-prepared meals as a differentiator is commendable.
- **Presentation:** The pitch was well-structured, breaking down the problem, appetite, and solution systematically.
- **Feature Clarity:** The food recommendation system's details and intentions were clear, indicating a thoughtful approach to user engagement.

Challenges:

- **Safety Concerns:** The proposal of meals being prepared in chefs' homes without addressing the intricacies of food safety and hygiene might be a potential red flag for some stakeholders or customers.
- **Differentiation Factor:** The pitch could benefit from more emphasis on what fundamentally differentiates this platform from existing ones beyond just chef-prepared meals. Are there partnerships, exclusivities, or unique technological integrations to consider?
- **Market Segmentation:** Understanding the target audience more deeply might be beneficial. Are we targeting urban professionals, gourmet enthusiasts, or a different demographic? This would influence marketing strategies and feature prioritizations.