**MA SOLUTIONS**

**Project Title:** CRAVE COMPASS

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**Overview:**

The city's increasing curiosity has led to a higher demand for information about exploring places. Social media platforms are being used to share location-based information, but the current systems lack specialization and often fail to advertise businesses fully.

The widespread use of social media platforms like TikTok, X (formerly Twitter), Facebook, and Instagram has transformed how trends are established. This is especially evident in food trends, which constantly influence people's tastes and preferences. Adapting to these preferences can be challenging for businesses and customers, as meeting customer needs often requires specialized knowledge. For customers, finding a restaurant that caters to their specific tastes and aligns with current food trends can be hit or miss.

Although internet reviews, online food guides, delivery apps, and social media platforms try to serve the market, they often lack specialization and specific features, making it difficult to cater to users' preferences. As a result, businesses lose revenue and publicity, and customers waste time and effort researching locations instead of enjoying their favorite snacks.

**Solving the Problem:**

The lack of knowledge and preferences in current food trends is supplemented with the implementation of an application where it contains various information related to the users’ preferences with food categories, locations, and menus that serve to present information to the customer. It will also include a dynamic database of food cost to further provide recent food prices which reduces anxiety caused by the lack of detail surrounding food establishments. To construct the necessary framework, data gathered from a sample size of 5-20 respondents, which criteria should be that the respondents uses existing apps with a similar design such as grabfood, foodpanda, or even used food guides as reference points. The ideas will be used to create a basic framework for which the team will use as a reference point for the design and features of the application. After which, it will be subjected to another survey and a working prototype will be provided once all steps have been completed.

**The Application:**

* **Application Name:** Crave Compass
* **What it is:**
* Crave Compass is a portable application designed and developed by MA Solutions. Its intended purpose is to provide extensive data regarding food retail, services, and locations based on a user’s preferences or current food trends. This is to address the lack of an existing single platform that covers these criteria, which often becomes a problem for customers.

**Features:**

Based on the initial research conducted by the team, the following features are provided in the application which includes:

* **FOOD GUIDE.** The application provides a map of locations of food establishments found on areas, and with manual/automated implementations, highlights current food trends as gathered from social media platforms.
* **FOOD MENUS.** The application provides recent menus with updated information regarding item costs which aims to inform users on their potential visits to certain food establishments.
* **FOOD CATEGORIES.** The application provides various food locations sorted to the user’s preferences and highlights foods found on current trends.

These features are based on preliminary discussions and research on current trends which features may be added or removed based on the results of the surveys.

* **Questions about the application:**
* **Who are the potential users?**
* This application primarily targets teenagers, young adults, students, influencers, and tourists who are interested in exploring food locations in specific cities based on their preferences and current trends. The application's features are not limited to the mentioned demographics and can cater to a wide range of users.
* **What tasks do they seek to perform?**
* The mentioned demographics are looking for a single application that can provide most food-related information about specific locations. This simplifies their exploration process, making it faster and less troublesome.
* **What functionality should any system provide to these users?**
* The main functionalities the application includes focus on providing the users with updated and relevant information when it comes to food exploration and experience.
* **What constraints will be placed on your eventual design?**
* The application will mainly be in the English language, which poses a problem for the locals wanting to use the application but find it complicated to use the application with limited English knowledge.
* While features for people with disabilities can be implemented, the base program will only feature basic features such as TTS, visual enhancements, and basic speech-to-text for basic commands.
* Since portability is one of the key features of this application, this will only be using mobile devices and as such there will be no dedicated application on other devices. However, a web version may be implemented if the survey shows results with the demand.
* **What criteria should be used to judge if your design is a success or not?**
* Based on the included features, the team’s criteria with the success rate of the application is determined with these factors:
* It contains relevant information beneficial to the user.
* The information provided results in noticeable changes to business demands.
* The provided information is accurate and informative.
* A diagram of a process

  Description automatically generated**Approach:**