



# YUMMY CRUMMY

MELISSA JENKINS

CASSIDY LAMM

NICO WOOD

(THE MEME TEAM)

# PROBLEM

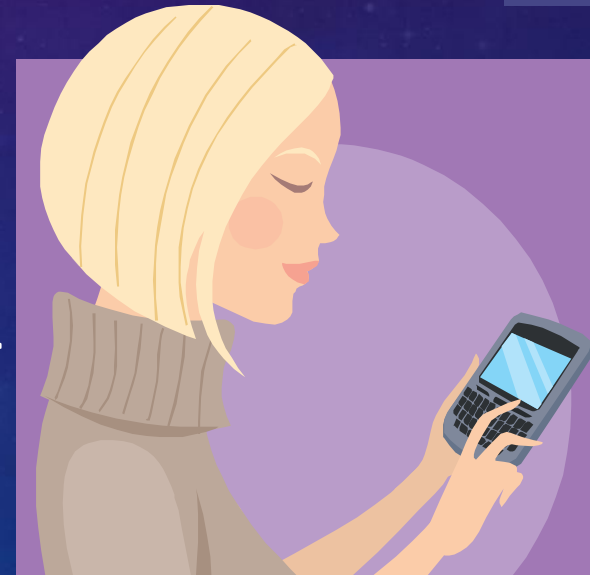
- Kids are picky
- Parents mix up what each kid does and does not like
- Physical lists are not practical



“Alright, kids, write down everything you will eat and carry this with you for handy reference at all times.”

# SOLUTION OVERVIEW

- Apps are handy!!
  - Much more so than paper lists
- Easily customizable
- Track your child's likes and dislikes per restaurant



“Tina has changed her mind about McDonald’s chicken nuggets...again...”



# CUSTOMER BASE

- Parents!!
- Grandparents!!
- Doting Aunts and Uncles!!



# KEY FEATURES

- Ability to create profiles for each child
- Keep track of their likes and dislikes at each restaurant
- Search for restaurants and see statistics for dishes





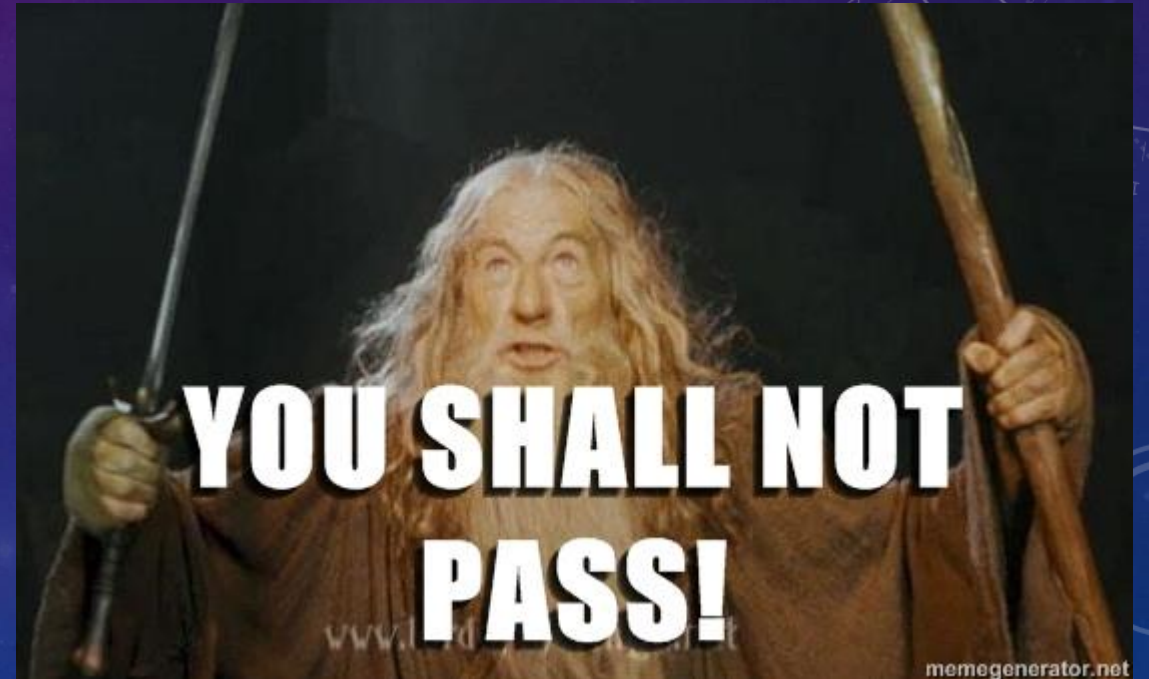
# STEPS TO IMPLEMENTATION

- Manually add menus from local restaurants
- Create internal structure for information storage
- Implement profiles and optimize for usability



# POSSIBLE ROADBLOCKS

- Simplicity of UI
- Optimizing data storage
- Scalability





# CURRENT APPS

- thefork
  - Restaurant booking
- Evernote Food
  - Document recipes and food “journey”
- EAT24
  - Food delivery and takeout





# FILLING IN THE GAP

- Glorified social media for restaurants
- Geared towards takeout and reservations
- Not kid friendly



# EXPANSION

- More Restaurants
- Recommendations and statistics
- User ratings
- Food photos
- Adult menu items



# THAT'S ALL FOLKS!

