

# Rock-et Application

Customer reviews are a win-win situation for both restaurants and customers, our applications will make it easier for both, as follows;

Restaurants should focus on the needs and wants of their customers, this used to be done through paper surveys, or food applications and websites like what the high-end restaurants and big food chains had done to collect their customers' reviews. So, we are here to provide a less expensive option for restaurants to receive their customers' reviews.

Customers on the other hand are always searching for their perfect restaurants, and always deal with the customers reviews as a credible source of information about the service they are willing to get, according to Google trends since 2016. Of course, the trend was affected by the pandemic but it started to increase again since April 2021.

So, our 2 applications "Rocket" & "Rock" will provide the restaurants with a less expensive solution to receive their customers reviews and will help customers to easily find their perfect restaurants.

Our idea was implemented by 2 mobile applications, supported by a backend database, to make it more user friendly, as follows;

"Rock" is the application for restaurants, they will be able to customize their restaurant survey and allow customers to give their review by generating codes with their pay check to correlate the results of the survey with the customer visit time and order. The results won't be shared in public, but the overall rating and reviews will be the only data shared on "Rocket".

"Rocket" is the application for customers, providing a user-friendly search for restaurants with the location, phone number, website, overall rating and reviews. For the un-subscribed restaurants, customers will be able to share their overall ratings and reviews. While the subscribed restaurants will provide the customer with the code with their pay check to submit their review.

The submitted project contains the backend code and the two android applications. Before launch 3 months are needed for tests, sample trials and marketing campaign. Our first targets will be restaurants that have no automated tools with a big customer base. So, their customers will download "Rocket" and use it. And after launching the application, our targeted segment will be the millennials (the age between 18 – 35 years old) males and females, and the tech-savvy people.

Our future plan will include creating an IOS application version, allow restaurants to give more incentives for their customers to encourage them to give their reviews, adding maps, nearby options in the "Rocket" application, and providing restaurants with the customer reviews results and statistics on "Rock".