General concept:

1. Decrease time scrolling on yelp to find places to eat
2. Good visual on what the dish looks like
3. Selections based on user preference filter (distance, price point, cuisine)
4. Steps
   1. User completes filter
   2. User selects favorite option
   3. User is directed to platform for online ordering OR app makes another round of recommendations based on favorite option
      1. Example: user selects waffles as favorite option. App presents 5 other restaurants with their waffle dishes





1. Advanced Filtering Options

**Objective**: Enhance user experience by providing comprehensive and customizable filtering options that cater to diverse dietary needs, preferences, and lifestyle choices.

**Features**:

* **Dietary Filters**: Include options for vegetarian, vegan, gluten-free, keto, paleo, and allergen-free menus, allowing users to easily find meals that meet their dietary restrictions.
* **Cuisine and Ingredient Filters**: Allow users to filter menus based on specific cuisines (e.g., Italian, Mexican, Japanese) or key ingredients (e.g., chicken, tofu, avocado), catering to taste preferences and ingredient sensitivities.
* **Nutritional Information Filters**: Enable filtering based on nutritional parameters like calorie count, protein content, sugar levels, etc., supporting health-conscious users in making informed choices.
* **Preparation Method Filters**: Offer filters for cooking methods such as grilled, steamed, baked, or raw, appealing to users with specific dietary philosophies or preferences.

**Implementation Considerations**:

* Collaborate with restaurants and food providers to ensure accurate and comprehensive data tagging for all menu items.
* Design an intuitive and user-friendly filtering interface that allows for easy selection and combination of different filter options.

2. Personalized Recommendation Engine

**Objective**: Boost user engagement and satisfaction by delivering personalized dish and restaurant recommendations based on individual user behavior, preferences, and order history.

**Features**:

* **Machine Learning Algorithms**: Utilize machine learning to analyze user data and identify patterns in order preferences, frequently visited restaurants, and favored cuisines to tailor recommendations.
* **Contextual Recommendations**: Incorporate context such as time of day, weather, and user location to offer situationally appropriate suggestions (e.g., recommending warm, comforting dishes on cold days).
* **Feedback Loop**: Implement a system for users to rate and review their experiences, which the recommendation engine can use to refine future suggestions.

**Implementation Considerations**:

* Ensure robust data privacy and security measures to protect user information.
* Continuously update and refine the recommendation algorithms based on user feedback and evolving preferences.

3. Dynamic Menu Display

**Objective**: Enhance the discoverability of menu items by dynamically showcasing dishes based on popularity, seasonal availability, user preferences, and promotional campaigns.

**Features**:

* **Real-Time Popularity Tracking**: Display trending dishes based on real-time order data, highlighting popular choices to new users.
* **Seasonal and Thematic Menus**: Rotate menus to feature seasonal specialties, holiday-themed dishes, or limited-time offers, keeping the content fresh and engaging.
* **User Behavior Analysis**: Adapt the menu display for returning users by highlighting previously enjoyed dishes, recommended options based on past orders, and items frequently paired together.

**Implementation Considerations**:

* Develop an adaptive and scalable content management system to support real-time updates and personalization of the menu display.
* Design the user interface to seamlessly integrate dynamic elements without overwhelming users with options.