Customizable Food Selector

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Problem Statement

Users are having a difficult time deciding on a place to eat because there are so many food options and there are many factors that go into deciding on a food venue. Our solution should make it easy for any user to make a decision that caters to them based on their personal preferences.

Who is experiencing the problem?

Indecisive and picky users who need to pick up a meal for themselves or a group.

What is the problem?

Variety in food choices is too large and it can be impossible to narrow down the selections.

Where does the problem present itself?

Typically when choosing a fast food venue, since food is a necessity and the American population eats out an average of 4-5 times a week.

Why does it matter?

Eating outside of the home is a common practice in the US; this problem comes up quite often and is one that many relate to. Users waste time in deciding where they want to go; a simple problem to which there can be a simple solution. If a solution to this problem can be found, it will save the user a lot of time and energy.