Team: QWERTY
Date: February 23, 2017
Team Members: Alex Le, Brendan Kao, Jacob Motta, Jason Springer

TINDER, BUT IT'S FOOD

Description:

"Tinder, But It's Food" is an easy to use app that helps cure indecisiveness when it comes to food. It enables users to select a food category and quickly swipe between restaurant choices to determine whether or not the feast awaiting them is that which currently satisfies their pallets. Our app personalizes and understands what foods each of our individual users love best , and ensure new and exciting food suggestions. Along with a plethora of other quirky features described below, our app is sure to help users make the right choice every time.

Need for the product:

This app will be designed for "Foodies" of all ages that are on the go. Currently there is no way to quickly find the type of food you are looking for without typing out exactly what you want or searching through google maps with hundreds of results. This app will satisfy the needs of people that prefer visuals, love swiping left and right in order to find what they want, and is simple in design for people of all ages and technical abilities.

Potential Audience:

The potential audience for "Tinder, But It's Food" ranges from young adults and older. There is no age limit for our audience, which will help our app gain a larger follower base. Only one of our features, "TakeOut", will require an age limit, as this feature includes the possibility of meeting other users offline.

According to statistics, roughly 58% of Americans eat out per week while 15% of Americans use dating apps in 2016. Since our culture is shifting towards "eating out" as well as "online dating", "Tinder, But It's Food" contains the best of both worlds while satisfying one of the most asked questions of all time "What do you feel like eating?". It attacks the rising issue of indecisiveness that is growing in our current population. Also, it will appeal to all since everyone has a biological necessity to eat.

Our audience will not need to be extremely technologically savvy since the application interface will be simple and easy-to-use; swipe left for no and swipe right for yes. They will need to have an existing smartphone, but ideally anyone will be able to

install the app and understand how to use it after a few minutes of use. To be realistic, we will have our largest audience in the older teens up to middle age adults who are more likely to be focused on dining out as well as potentially dating.

Competing Products:

Due to our application blending the idea of two already successful applications, Yelp and Tinder. It is very likely that those two will be our main competing products, but it is also very possible to have dating sites implement their own versions of our application through their mobile websites.

However, our advantage is that "Tinder, But It's Food" will be the first introduction of this type of app. Our goal will be to make using the application convenient to use and aesthetically pleasing enough so that once a user begins to use our application, they will grow a comfort to it and stay a loyal user of our application.

Our goal eventually is to also create connections with restaurants to add specific food events or coupons. This will promote more users to try a restaurant, bringing them more revenue, while on the other hand, more customers will wish to download our application for the additional perks that they can receive only on our application.

Ways to stay ahead of our competitors will require for us to be constantly updating our database with new images, new restaurants, and new features without completely redoing the existing user interface since we want our users to have the ability to find new places, but still have a sense of familiarity and ease of use.

High-Level Technical Design:

"Tinder, But It's Food" is powered through a few key components to ensure that both our front-end and back-end are secure and structurally sound. Our application is developed using Android Studio, and written with XML and Java.

Our login service offers three simple choices: Facebook Login, Google Sign-In, and our own local sign-up done with Google Firebase. These three simplistic login services will allow anyone to easily sign up or use previously created profiles (via Facebook or Google) to start using our app and getting matched food right away.

Our food knowledge base is be implemented through Yelp, allowing us to easily grab local restaurants around our users, conveying locally reviewed and priced

gourmet. In addition, users will be able to see recommended food based on other users that share similar preferences.

Users will be able to bookmark their favorite foods dishes, allowing other users to view their bookmarks. This will be done via Google Firebase. Users will be able to search using Firebase's query interface. These searches include search by most popular by area, by ratings, and etc.

Resource Requirements:

Our project requires computers to program the app. The app will be programmed in Android Studio and will use Google Firebase to manage the database. To test the app, we will need to use an android emulator or an android device.

Potential Approaches:

Our approach was used particularly due to its simplicity. Users of various technological skill will be able to use our app with ease.

Assessment of Risks:

All applications that gather user information face risk of security regarding personal data. If we are to gather information such as name, personal preferences, location tracking, as well as providing a service that allows individuals to meet with one another, we will need to find a way to guarantee that data will not be shared with outside sources and that data that our user provides will be safe.

Another risk is with our feature, "TakeOut", since we will be allowing users to match up with one another through their common interest of food, we may be risking the safety of our users through gathering their location. We want to ensure users that we will not be sending them into potentially dangerous situations.

We understand that our application is mostly database focused while allowing users to add their own data to it and that any type of data will be sensitive, whether it is from the creators, the users, or the restaurants. Our biggest risk will be the confidentiality and integrity of our data, since we will need to keep user data safe, but also need to be able to detect when there are unwanted side effects or false data written into our database.

Features:

"Tinder, But It's Food" hosts an array of user-friendly, user-oriented features that help to increase functionality of our application, as well as making our app more fun to use for each of our unique users.

- Food Crush - "Food Crush" acts initially as a questionnaire, allowing our app to get to know each of our unique users, and match them with the food of their dreams. Our unique algorithm creates the perfect romance between our users and their soul food.
- Chives - Our friendly assistant "Chives" is always on the lookout for great food options for our users. Chives is set to offer new and great food suggestions everyday so that our users always have a new place to eat!
- TakeOut - "TakeOut" allows users to search for a specific food category that they're in the mood for, and matches them up with another user who is also in the mood for that food. This app feature will allow users to set a specified time to meet other uses for a food date, and a price guideline, so that our algorithm can pick the perfect spot for our users to meet and eat.

Next Steps: