Traditional Foods App:

But why?

Traditional foods are foods and dishes that are passed through generations or which have been consumed for many generations. Traditional foods and dishes are traditional in nature, and may have a historic precedent in a national dish, regional cuisine or local cuisine. As an immigrant and a Hispanic male a lot of times is difficult to find vegetables and other ingredients typical of my country unless I go to a neighborhood with a heavy Hispanic presence or a big city like NYC. The problem I'm trying to address usually comes up when you move to a new neighborhood, a new state or simply just migrated from a different country and don't know where anything is yet.

The Traditional Food apps was conceived to help people from different nationalities find the ingredients from their origin country or based on their religious belief that they can't find in most mainstream supermarkets or around their area because the ethnicity doesn't match (i.e. you can't find halal or kosher food in most upper class white areas or Chinese cabbages outside china town) by connecting them with the small business closest to them that import the foods and/or ingredients they crave to remember their native countries, or simply want to try foreign dishes and they want to make sure the dish is prepared the way is meant to be with the adequate ingredients.

But how would It work?

The Traditional Foods App would be simple in design and functionality, we'll collect information of businesses that sell products like produce, meat and other goods that are mostly consumed by individuals of a specific country/ethnicity, the main advantage of this model is that most of the time these street vendors and super small businesses are not on mainstream apps like google maps or yelp because the can't afford their fees, so my app would give them access to a platform they never had before and at the same time. The app would map all the nearby sellers based on certain criteria, like amount of miles willing to travel, transportation method (on food, subway or car) and the specific product that is wanted.

Initially I and my team would contact non profits and government agencies that work with minority owned businesses like the National Hispanic Business Group,

HCACC - Hispanic and Chinese American Chamber of Commerce, Inc. , Black Founders and many others. Afterwards, depending of the success of the App, we would open an enrollment program to the public to all the business that are willing to sell those types of products, preference given to minority owned businesses of course.

Also would work with native speakers of languages other than English to give a more accurate translations so that the user experience feels natural to the end user.