



EatRev



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

EatRev

Business Report

SEMESTER 2 2023/2024

CNS3400-1: APLIKASI
MUDAH ALIH (MOBILE
APPLICATION)





EatRev

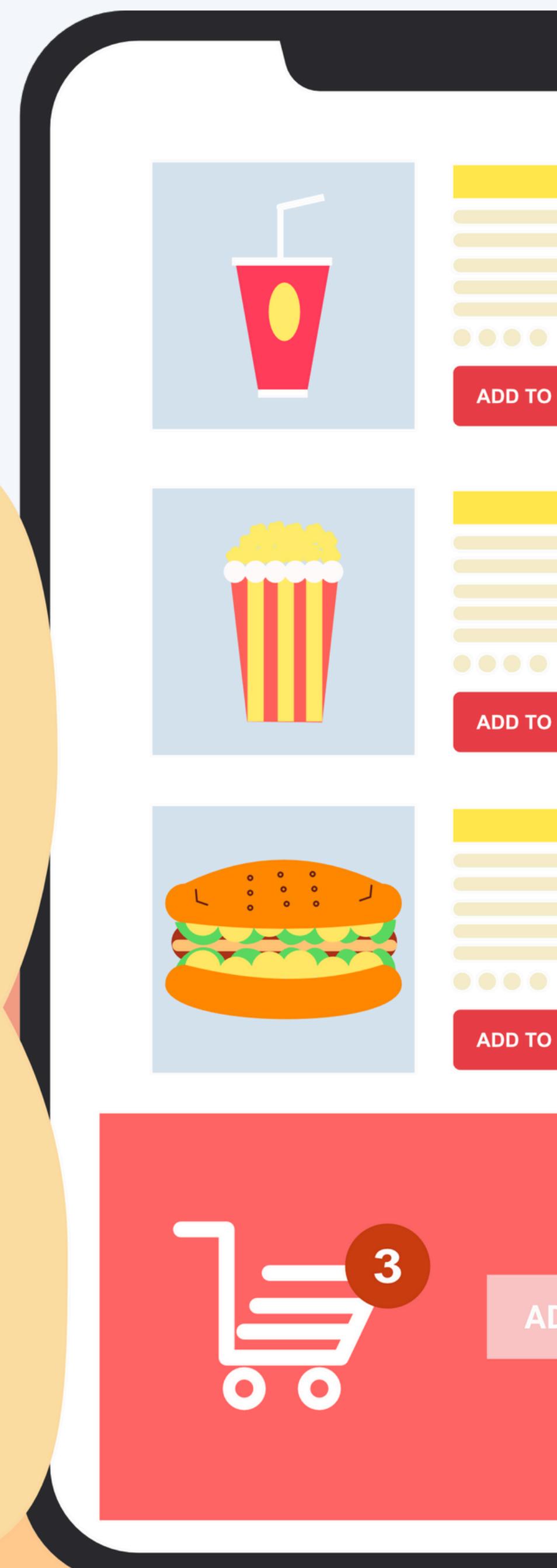
Welcome to EatRev!

EatRev: The ultimate platform for food enthusiasts, amateur and professional food critics, restaurant owners, tourists, and social media .

Our mission

To connect food lovers worldwide and enhance dining experiences through detailed reviews, stunning images, and personalized recommendations.

Join us in discovering, reviewing, and sharing your culinary adventures.



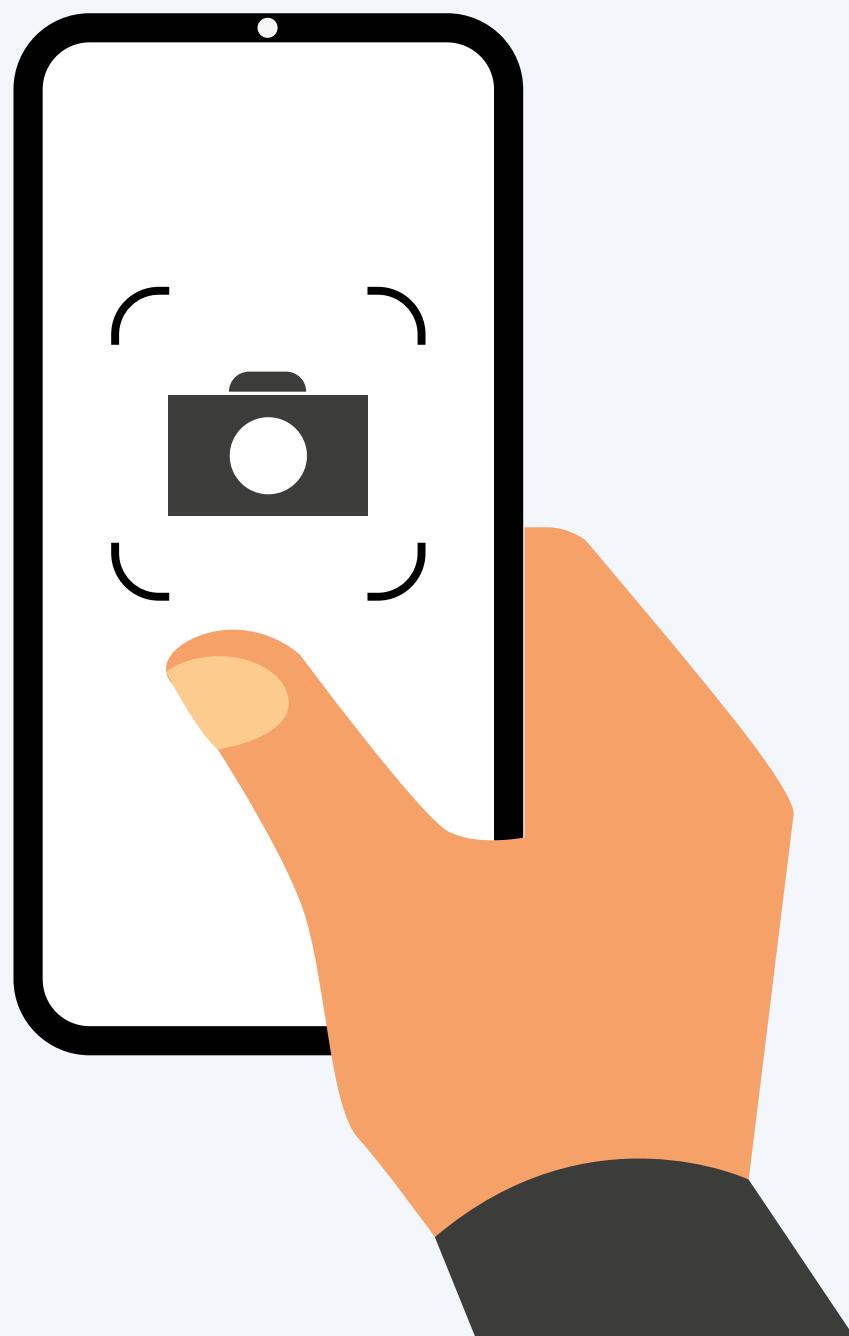


What is EatRev?



With EatRev, you can capture images of your meals, write detailed reviews, and rate your dining experiences.

EatRev is a user-friendly mobile application designed to bring together food lovers and enhance their dining experiences.



Our app provides personalized recommendations based on your preferences and reviews, fostering a vibrant community of food enthusiasts.



EatRev

Our Mission and Goals

Our objective is to create a comprehensive platform where food lovers can connect, share their experiences, and discover new dining spots.



Our Aim:

Provide valuable insights to restaurant owners, helping them improve their services based on customer feedback.

By fostering a community of food enthusiasts, we seek to enhance dining experiences globally.



EatRev



Meet the Team

Behind EatRev is a dedicated team of professionals passionate about food and technology.

Members	Matric
MUHAMMAD ANAS BIN MOHD MARZUKI	212125
ADAM IDRIS BIN MOHAMAD ISMOL	212077

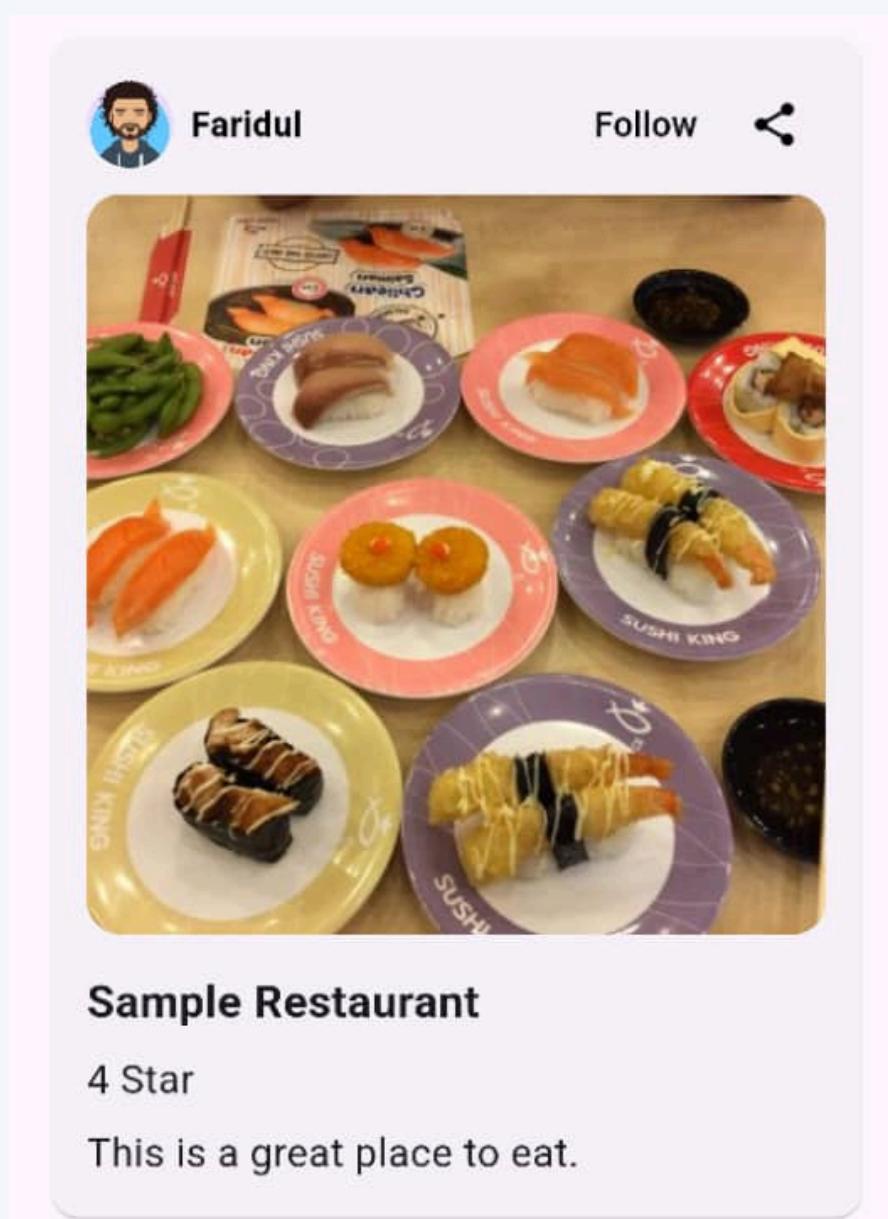




Key Features and Specifications

EatRev is packed with features to enhance your food review experience:

Image Capture and Review: Take photos of your meals, write detailed reviews, and rate your dining experiences.



Community Engagement: Follow food critics, comment on reviews, and interact with others.

User-Friendly Interface: Navigate the app effortlessly with our intuitive design.



From Concept to Creation

The design process for EatRev was structured around three key stages: Observation, Ideation, and Design.

Observation:

We started by observing the existing market, identifying gaps in current food review platforms, and understanding user needs focus groups. This phase helped us gather critical insights and define our target audience.



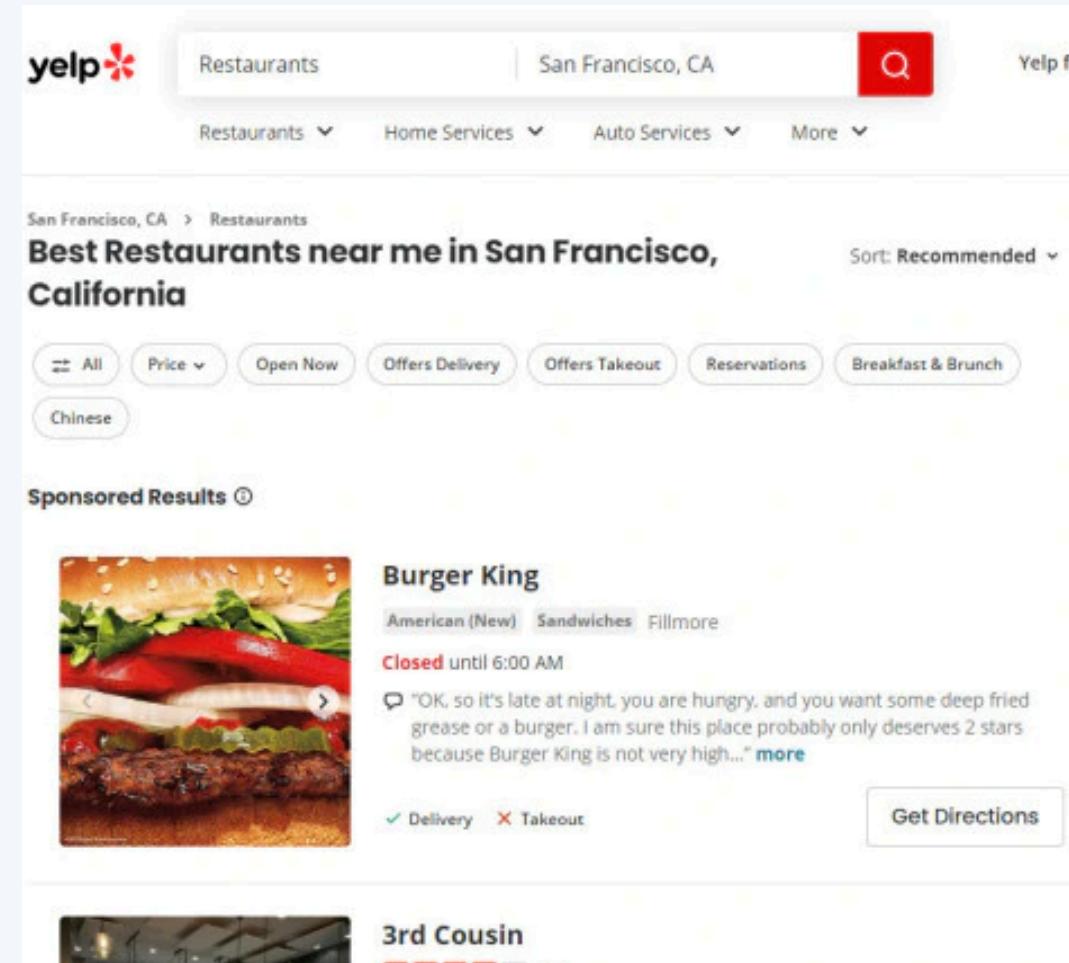
Subjectivity of Reviews

Limited Geographic Coverage

Lack of User-Generated Content

Advertising Influence (Eater relies on advertising revenue to support its operations)

Limited Interactivity



Review Authenticity and Bias
Highly-Impactful Negative Reviews
Limited Control
Advertising Pressure

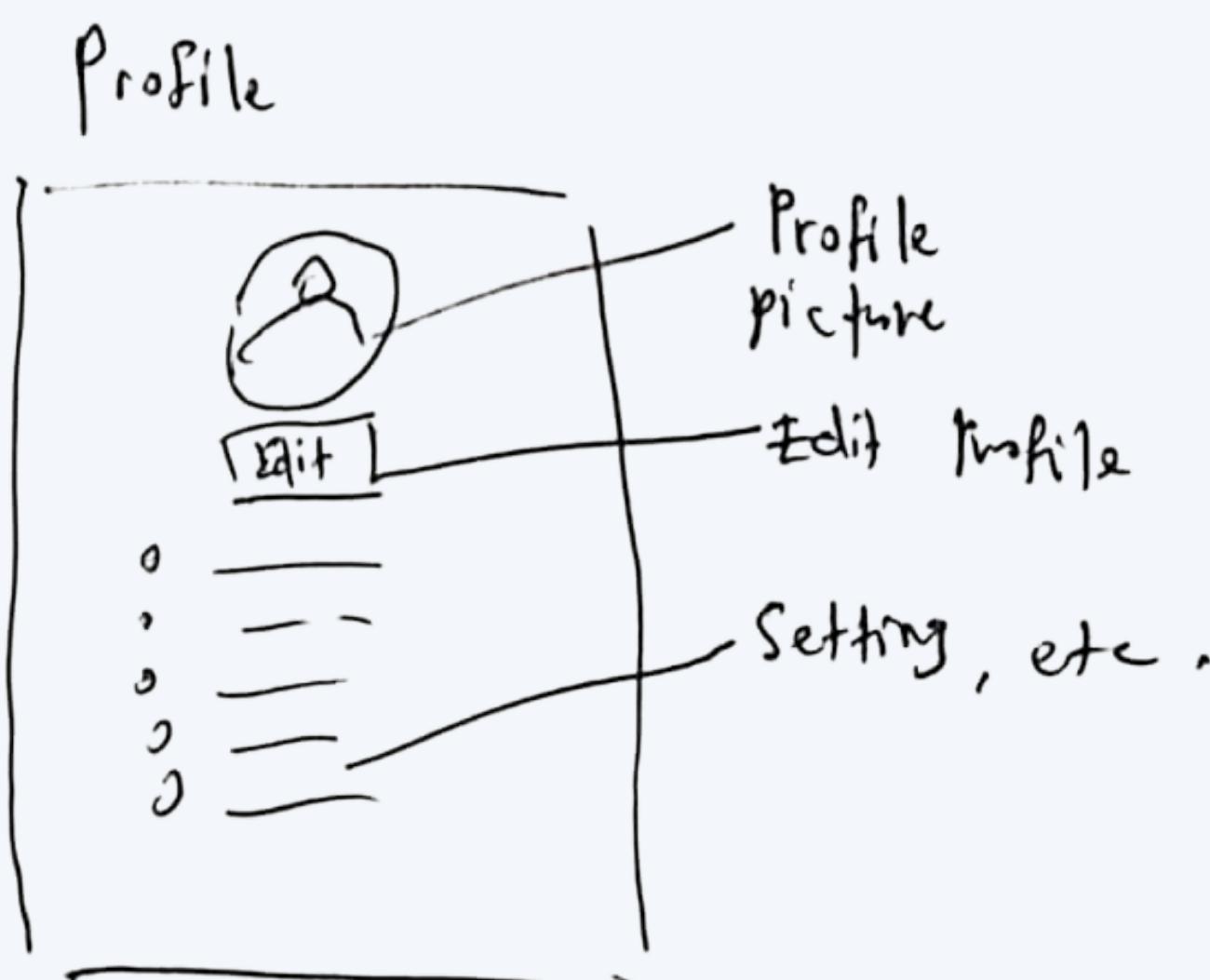
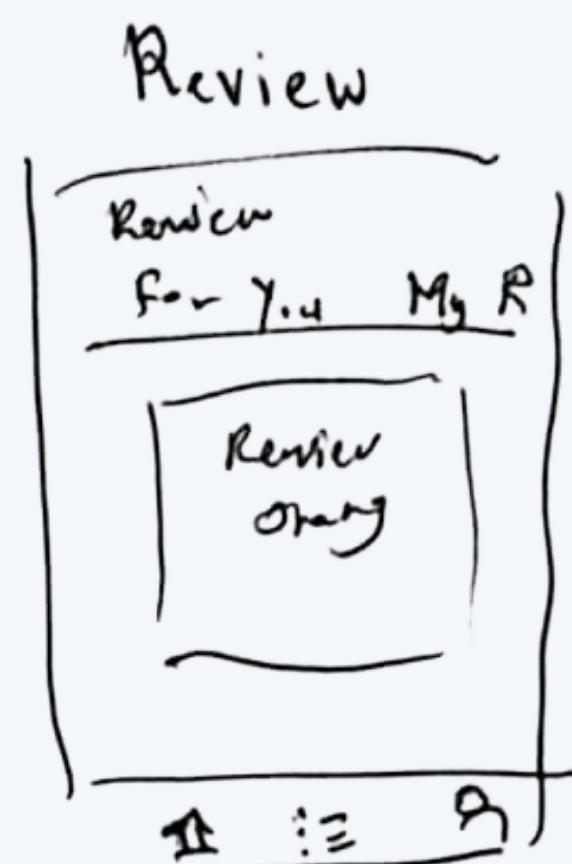
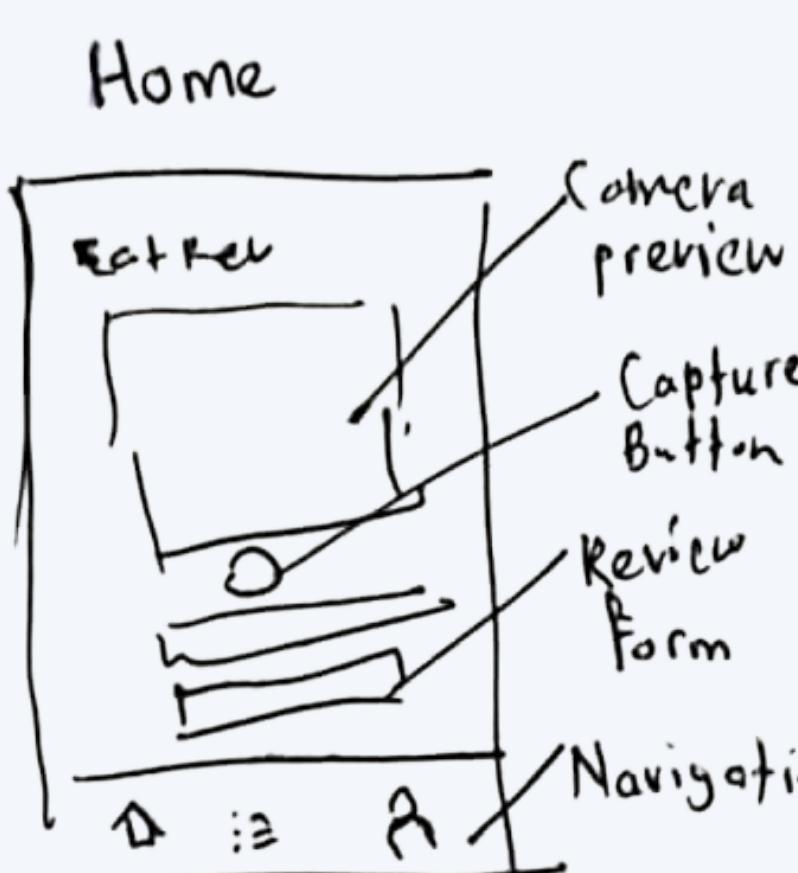
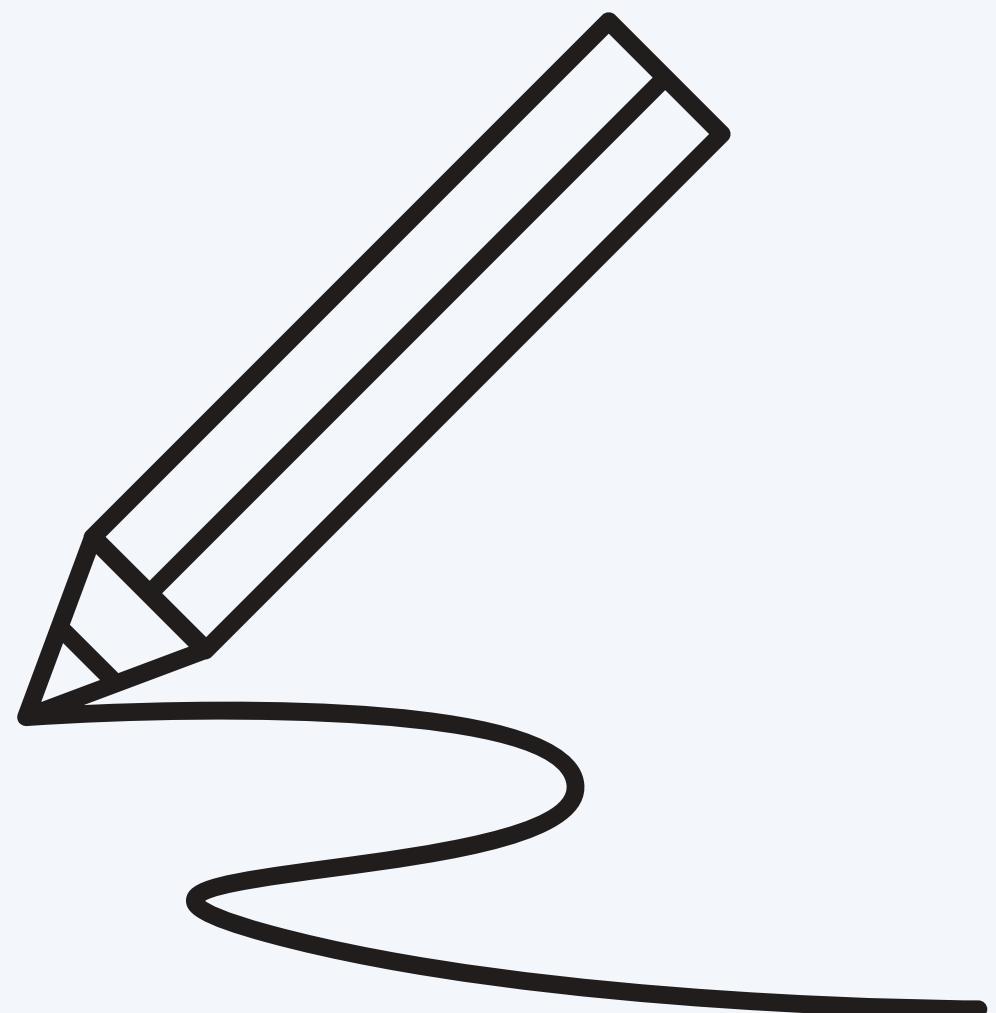
We want to make our app more community based, curating more user contents and interaction for a more raw review of foods and restaurants.

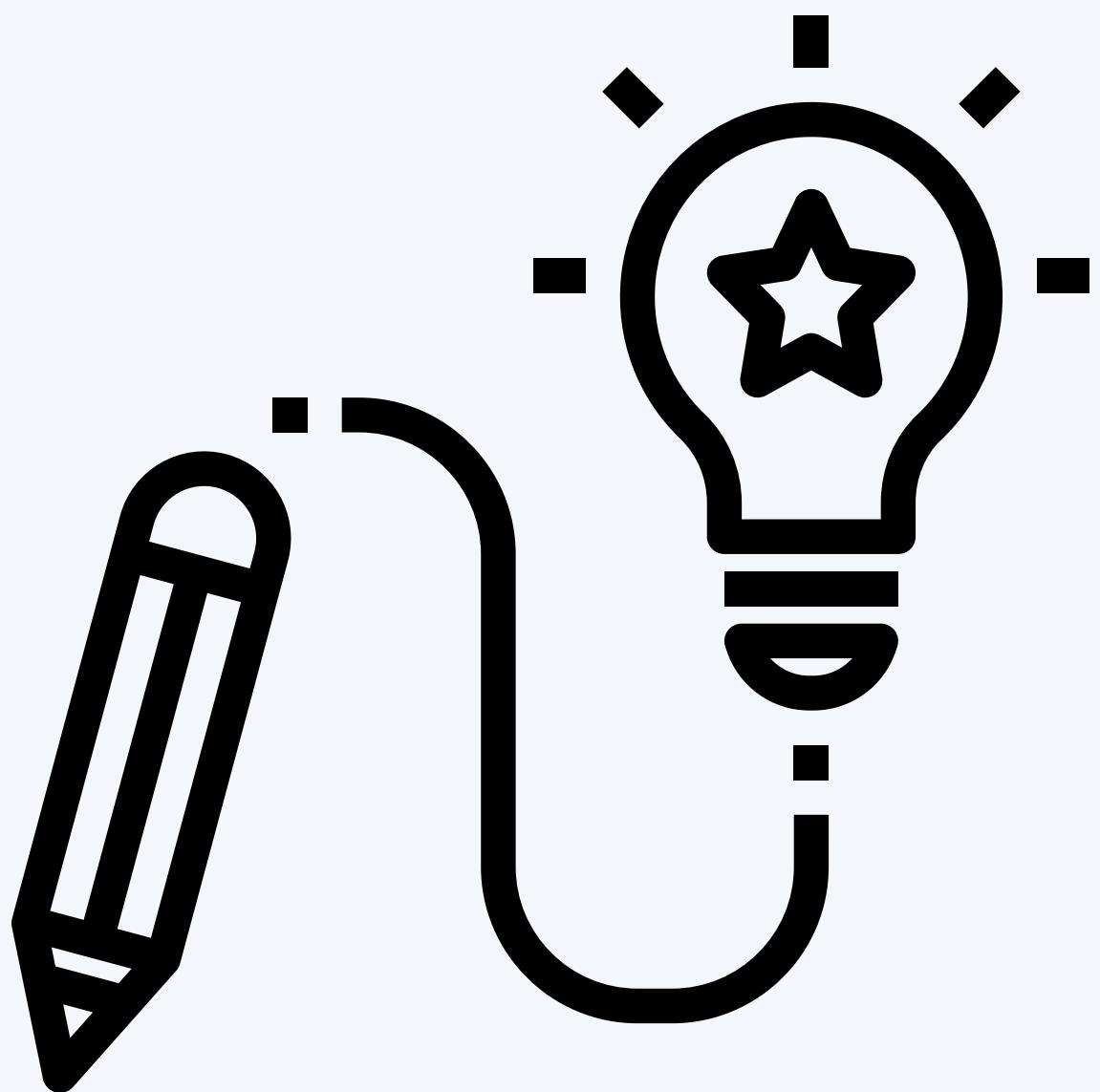


from Concept to Creation

Ideation:

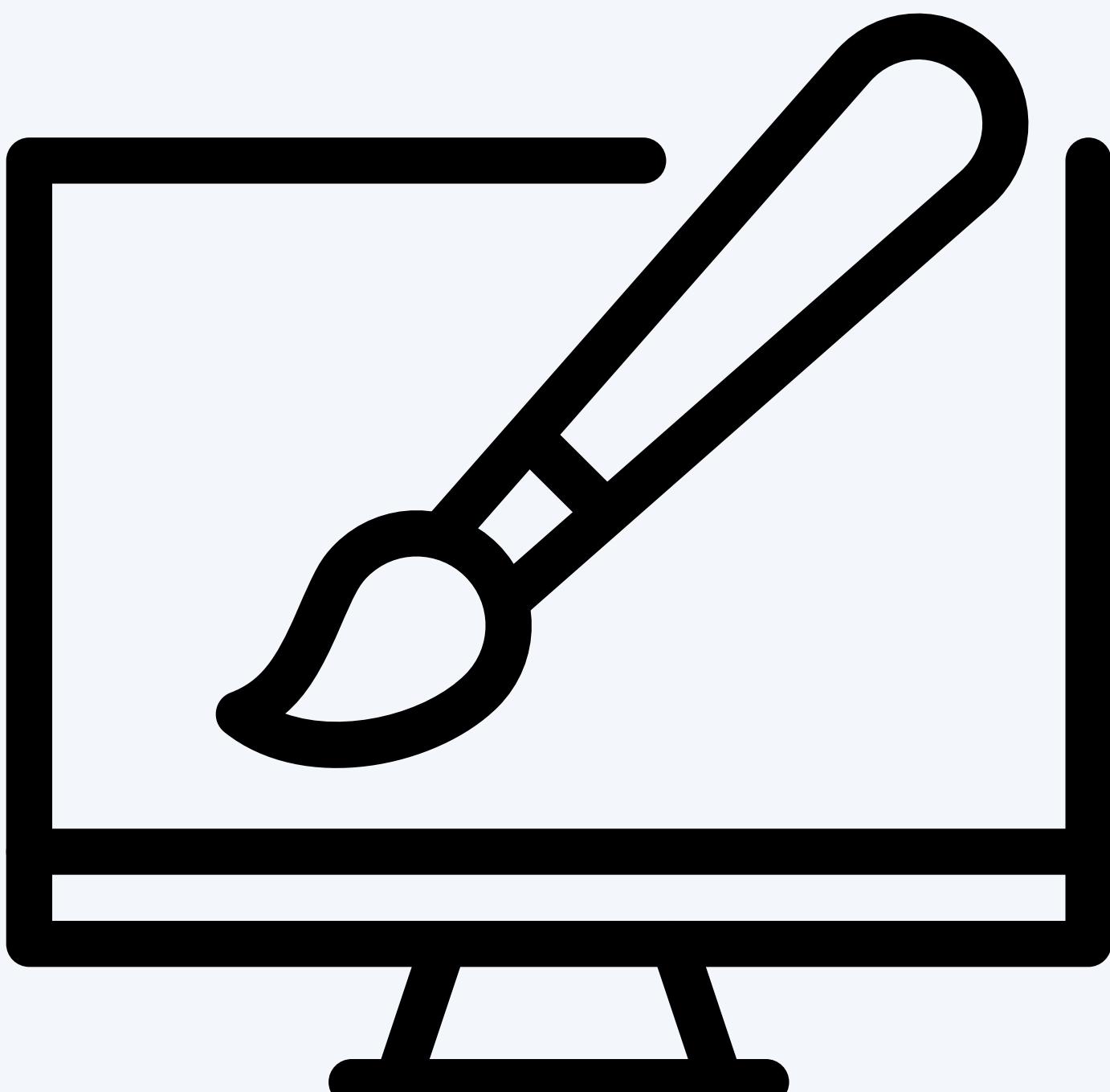
With a clear understanding of user needs, we brainstormed various ideas to address the identified gaps. Our team held multiple workshops to generate innovative features and design concepts, focusing on user engagement and ease of use.





Design:

Our design team translated these ideas into wireframes and prototypes. We aimed to create a visually appealing and intuitive interface that enhances the user experience. The iterative design process involved regular user testing and feedback sessions to refine our designs.



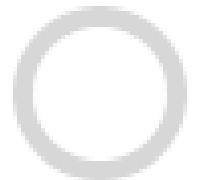


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From Concept to Creation

EatRev

Camera Preview

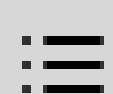
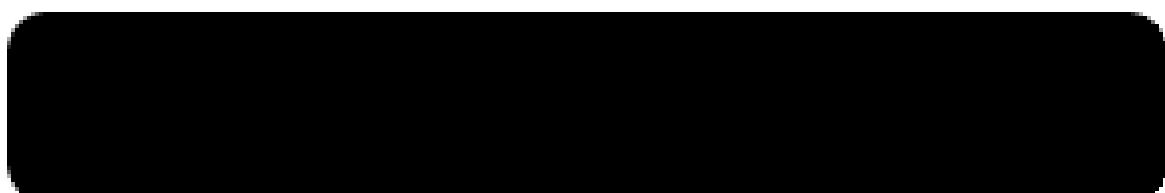


Name of Place

Star Rating



Description





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Review

For You

My Review

People's Review

People's Review

Submit





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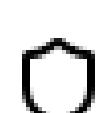
From Concept to Creation

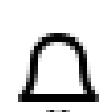
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 Settings

 Version

 Security

 Notification

 My Review

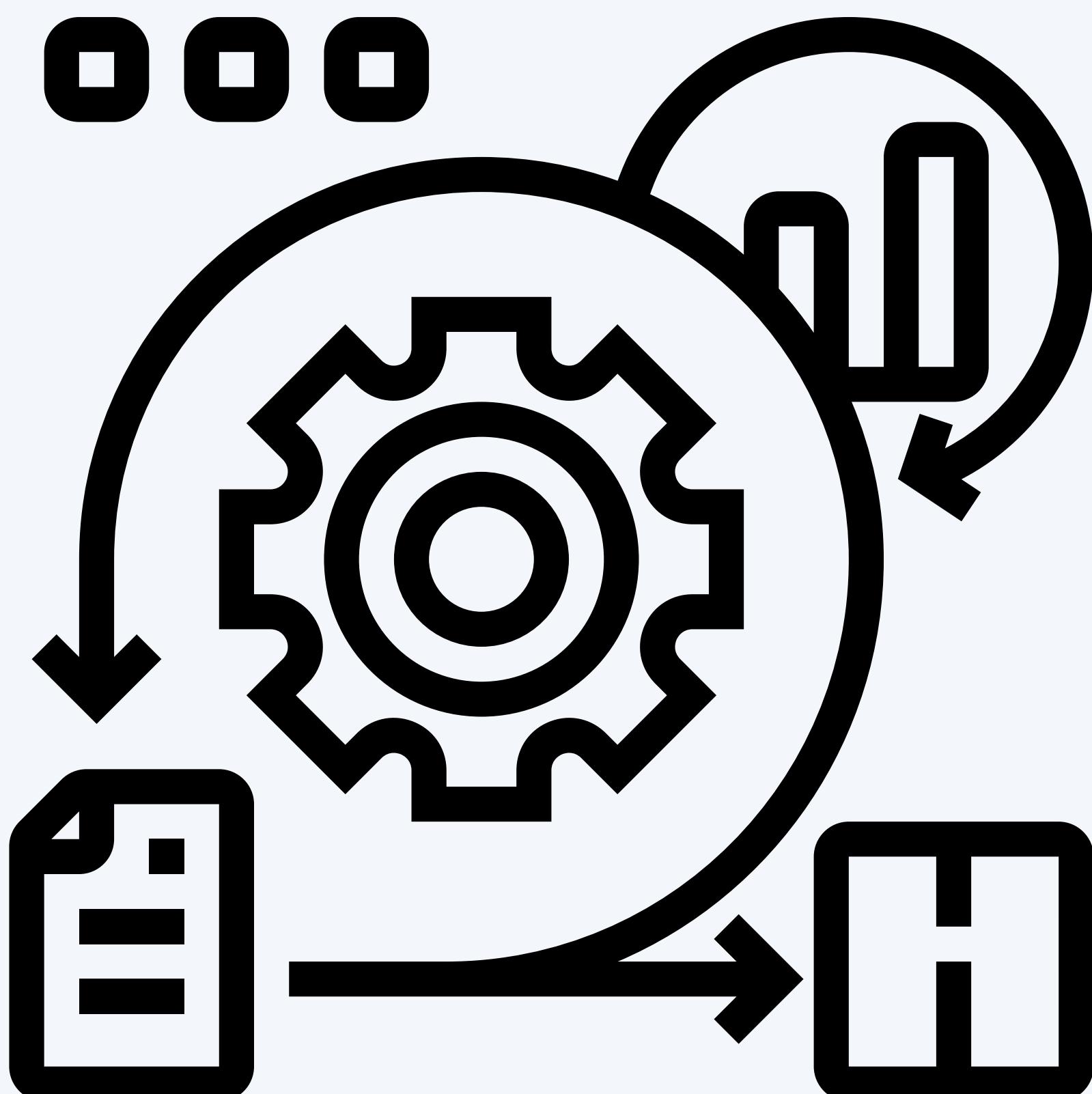
Submit





Bringing Ideas to Life

Once the design was finalized, we moved into the prototyping and implementation phase. Our development team used agile methodologies to build the app incrementally, ensuring each feature was tested thoroughly before proceeding.



Interactive Community: Features like comments, likes, and follows to build a vibrant user base.

User-centered Content: Features user sourced content for a more interactive community.

Social media implementation: Focuses on user interaction rather than system publications



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Bringing Ideas to Life

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Name of Place

Star Rating

Description

Submit



Home



Reviews



Profile



Review Page

For You

My Review

Add your first review



Home



Reviews



Profile



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Bringing Ideas to Life

Review Page

For You

My Review

My Review



Kampung Laut

5 Star

Rasa serunding ayam



Home



Reviews



Profile



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Review Page

For You

My Review



Faridul

Follow



Sample Restaurant

4 Star

This is a great place to eat.



Safwan

Follow



Home



Reviews

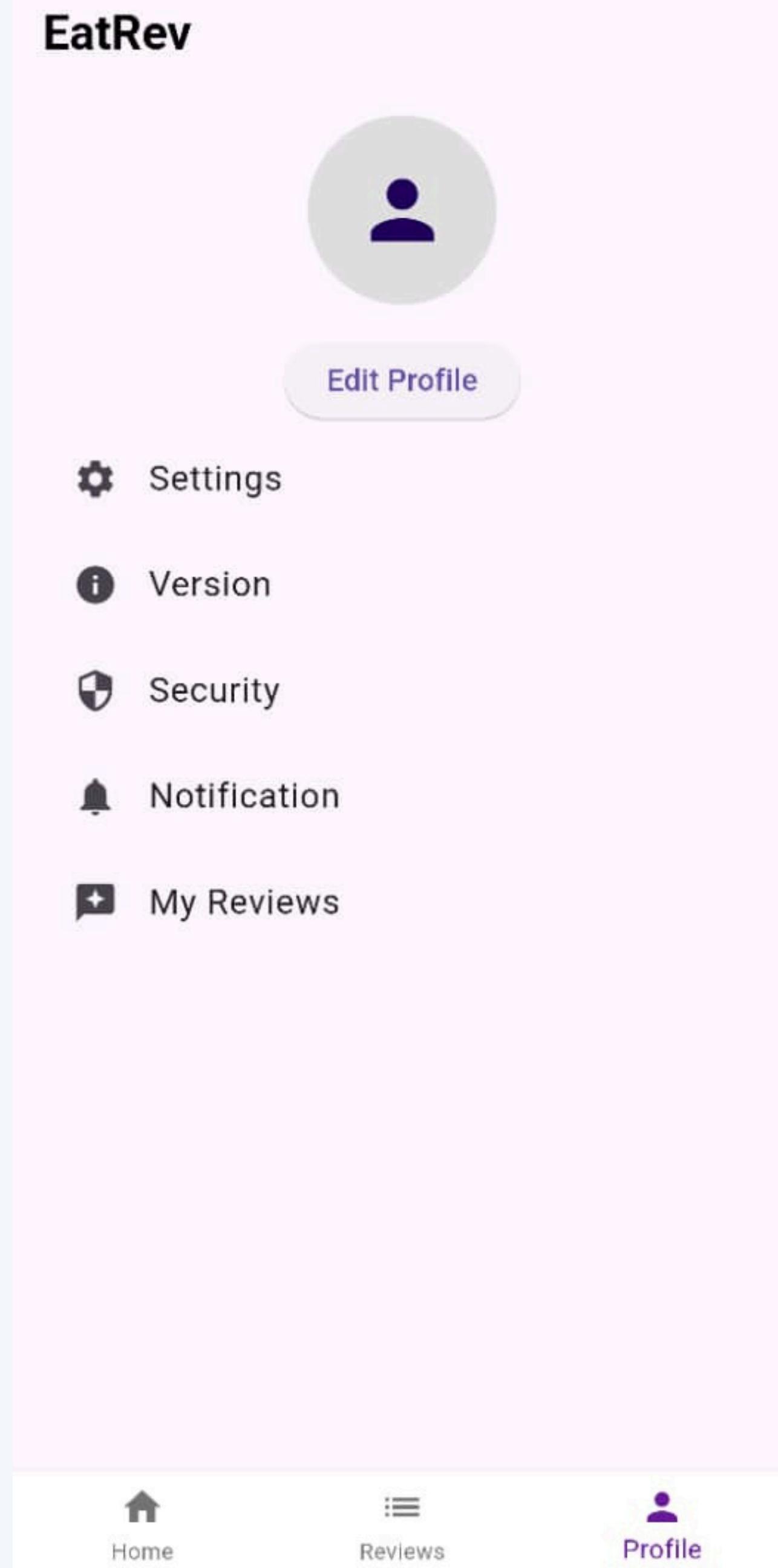


Profile



EatRev

Bringing Ideas to Life



Clean Layout: Minimalistic design with a focus on essential features.

Consistent Design Language: Uniform color schemes, typography, and iconography to ensure a cohesive look.

User-Centric Navigation: Intuitive menus and easily accessible features for a seamless user experience.

Engaging Visuals: High-quality images and animations to enhance the visual appeal.

Bringing Ideas to Life



What Worked Well:

Collaborative Team Effort: Close collaboration between designers, developers, and testers ensured smooth implementation.

User Feedback Integration: Regular user testing helped us identify and fix issues early, improving the overall user experience.

Gaps and Solutions:

Technical Challenges: Some features were technically challenging to implement. We bridged these gaps by consulting with experts and incorporating new technologies.

User Experience Issues: Initial user feedback highlighted areas for improvement in navigation. We addressed this by simplifying the interface and enhancing the user flow.





THANK YOU

We look forward to having you as part of our community.

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