

menyou

the **menu** for **you**

People are **picky** eaters...

menyou



Likes



Dislikes



Diet



Allergies



Popularity



Budget

...but apps don't pick eats



Restaurants

Craigie on Main
Legal Sea Foods
Oleana

Menu

Grilled Salmon
Crab Cake
Louisiana Gumbo
Spiced Tuna
Seafood Casserole
Fish & Chips
Fried Clams



use **questions** to create **taste profiles** and make **meal recommendations**

Do you like **spicy** foods?

What are you **allergic** to?

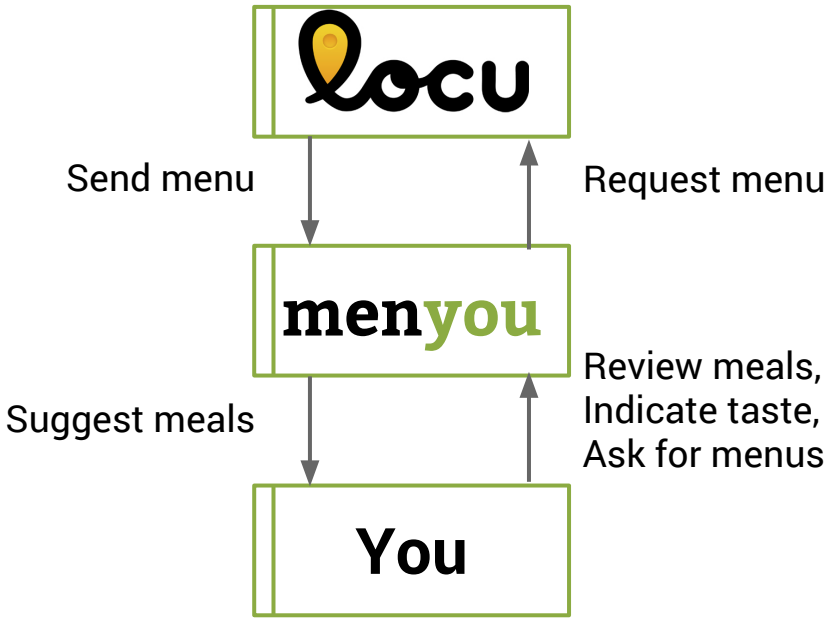
How much should lunch **cost**?

Try **Chicken Kiev** from **Cuchi Cuchi**

Check out **Sultan's Delight** from **Oleana**

use **questions** to create **taste profiles** and make **meal recommendations**

Likes, Dislikes, Allergies, Budget, Diet



What could go wrong?

Recommendation is **hard**

Don't use machine learning (use **points and filters**)

Accept **imperfection**

Simplify the taste profile

Is Locu's **data incomplete**?

We've **already used it**

Use a **backup** (Yelp, OpenTable)

Fill in missing pieces **by hand**