

Problem Statement for a Restaurant Menu App

Background:

In today's fast-paced world, dining out has become a common practice for many individuals and families. However, choosing a restaurant and deciding what to eat can often be time-consuming and frustrating due to a lack of easily accessible information. Potential diners frequently face challenges in finding current menus, special dietary options, and pricing information before they arrive at a restaurant. Additionally, for people with specific dietary restrictions or preferences, such as vegan, gluten-free, or halal options, identifying suitable restaurants can be even more daunting.

Problem:

The primary issue is the absence of a centralized platform where users can quickly view up-to-date menus, prices, and dietary information from multiple restaurants within their vicinity. Current solutions like individual restaurant websites, social media pages, or third-party apps often contain outdated information, lack comprehensive coverage of all local dining options, or do not cater specifically to users with dietary restrictions. This situation leads to a suboptimal dining experience and restricts customers' ability to make informed decisions about where and what to eat.

Opportunity:

There is a significant opportunity to enhance the dining experience by providing a mobile app that aggregates the most current restaurant menus, along with detailed descriptions and prices, for a variety of restaurants in a user's immediate area. Such a platform should also offer robust filtering tools to accommodate various dietary needs and preferences, ensuring all users can find meals that meet their dietary requirements.

Objective:

The goal is to develop a user-friendly mobile application that:

- Displays an up-to-date menu from various restaurants within a user's locality.
- Offers detailed information on menu items including descriptions, images, prices, and dietary labels (e.g., vegan, gluten-free, organic, etc.).
- Allows users to filter restaurants and menu items based on dietary preferences, price range, and other preferences like cuisine type.
- Enhances the decision-making process for diners by providing features such as user reviews, ratings for dishes, and the ability to bookmark favorite restaurants.
- Supports restaurant owners by providing a platform to update their menu information easily and promote their special offers or new items to attract customers.

Target Audience:

- Diners who looking for a convenient way to discover dining options that meet their dietary preferences or restrictions.
- Busy individuals who prefer to plan their dining options ahead of visiting a restaurant.
- Tourists who are unfamiliar with the dining landscape in new cities.
- Restaurant owners who wish to reach a broader customer base by showcasing their menus and special promotions.

Benefit:

By solving the issues outlined, the app will not only streamline the process of choosing a restaurant but also enrich the dining experience, cater to health and lifestyle choices, and ultimately support the local gastronomy ecosystem. For restaurant owners, it offers a direct channel to communicate with potential customers, helping to drive sales and customer satisfaction.