

Introduction: Finding a Unique Place to Eat in Burbank

The Problem: A hungry person in Burbank (California) wants to get food.

The Bigger Problem: They've been to many places, and don't want "the same thing."

The Biggest Problem: Where to go?

Without a profile of venues a person has visited, how likely are they to find a unique place to eat in Burbank? Would they do better in neighboring Glendale? Or nearby Los Angeles? (Note: to manage project scope, we consider only three examples: our city, one comparable, and a larger one.)

The problem of finding a unique place to eat becomes:

1. Rate of Opportunity. How many different choices are available? (And how close?)
2. Suggestions: Make a list of unique venues.