Writing 3 - Business Proposal and Social Impact: MyPerfectMeal

My name is Abed Kassem. I am a senior at The George Washington University, pursuing a degree in Computer Science. I would like to introduce you to AK Solutions, a company founded in early 2015. AK Solutions provides iOS based Mobile Application solutions to real world problems. It is with great excitement that I introduce our next big project.

The problem many consumers often face when dining is finding a meal guaranteed they will love. We have all been there and had the similar disappointing experiences in ordering a meal we later regretted. This problem is greater if the consumer is suffering from health disorders, taking medications, or has food allergies. Finding a meal at a restaurant specifically tailored for the individual consumer based on certain preferences is not available.

In an effort to find a solution to this age-old problem, AK Solutions has developed “MyPerfectMeal” - *A Perfect Meal for Every Serving*. MyPerfectMeal (MPM) uses a user’s personal information, as well as intelligent algorithms to understand them. The application will then use data collected to perform an analysis and produce a recommendation for a specific meal at a local restaurant. The results produced come in the form of meals and are guaranteed to be preferred and enjoyed. After the consumer accepts a meal, they are asked to rate it. The rating system will aid in producing a subsequent meal using the application’s meal tracking capability.

MPM allows registered users with the ability to provide their personal details. This includes health goals, medications currently taking, food allergies, and health disorders. Each of these categories and options will allow the application to consider some of the conditions the user may suffer from. This feature allows the application to be utilized by anyone regardless or their condition. The application understands relationships between all conditions and ingredients of meals to avoid. Through market research, we determined this is the first time this feature has been implemented in an application of this nature.

MPM allows the user to continuously improve the application’s suggestion capability. Under the “Restaurants” tab, all restaurants are listed. These restaurants are added by the user. This model is the same with the restaurant’s general information, meals on the menu, and ingredients in each meal. Using the users as the driving force for the application’s Restaurant tab, will allow us to expand our database. As the database increases in restaurants, meals, and ingredients, the application will have more options and suggestions to produce. This ensures an ever changing list of results, as well as a variety of suggestions for the user.

The application features a rich user interface. The user interface was designed with the consumer in mind. The layout of the application is easy to read, use, and predictable. All buttons and labels are placed where a first time user excepts them to be. This allows the user to quickly familiarize themselves with the app, so the time spent learning how to use it is dramatically reduced. This user friendliness layout was designed to retain the user and increase comfort with the app usage.

The application currently being developed will be released in the middle of the year 2016. The goal is to release the application under the “Health and Fitness” category of the App Store. According to Statista.com, this category accounts for 2.87% of all application submissions to the App store. The category we are targeting is low competition based on the statics, which has a huge potential for the application to become #1 at the top of that category. This category has very low competition so the ability to become #1 in that category allows for excellent attention.

As a free application, we must look for revenue outside the apple store. There exists a high potential of earning in featuring restaurants based meal suggestions. This may be implemented in selling ad space on the results page of the application. Another way of utilizing ad space is by running promotions for certain restaurant they may have on the application.

The application does not have real competition as no other applications suggests a specific meal to the user. Competition may come in terms of generic restaurant suggestions. Yelp, which is a popular restaurant review website, is the closest competitor to our application. Yelp provides users with suggestions based on their search inquiry. The Yelp application fails to provide users with a specific meal at the restaurant, which is what the user really wants.

The fastest way to grow our user base is through marketing. Marketing may come through direct advertisement on various food and health related blogs and social media. Using targeted advertisement will allow the application to be more exposed to the customers we want to attract. Another form of advertisement may be through the restaurants itself. Restaurants may encourage their customers to download the application and use it to find them meals they will enjoy at their location. The application has the capability of using social media accounts to login. This allows the user to share their suggested meals to their social media accounts and increase our exposure.

A great deal of the success the application comes from its creativity. No other application suggests meals or becomes personally tailored to serve the customer. Lots of improvement may be made to continue the success of the application. A large portion of consumers who dine outside usually dine with a friend or with a group. The application currently being developed does not consider multiple personalities and requirements so the suggestions do not apply to groups. An improvement may be made here so that multiple users may be included in the user suggestion.

The application has a huge opportunity in being widely used by multiple demographics. The application may encourage users to explore new restaurants previously overlooked due to the lack of knowledge about the meals. Not all restaurants post ingredients or meals online, so having a user generated and populated database can be used to the user’s advantage.

The application can also benefit local restaurants. With the introduction of featured ad-space advertisement, restaurants may use the application to directly target customers. Direct marketing has proven multiple times to be the best form of advisement and the restaurants can tap into this.