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Code the Future of Travel

In partnership with Marriott International, sponsored by Pamplin College of Business

DineSmart

"Discover Restaurants that Match Your Taste, Every Time."

by
AI Concierge

Meet AI Concierge Team

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Major: BIT
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Decision Support Systems

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PRESENT YOUR HYPOTHESIS

- What are you addressing through the theme you have selected?

  - **Curated & personalized service**: Offers guests a tailored approach to nearby restaurants based on their preferences
  - **New technological opportunity:** Leverages location-based services & APIs to enhance guest experience
  - **New business objective**: Aligns with Marriott's goal to put the customer first and provide exemplary personalized service
  - **Competitive pressure**: Brings customers combining technology, food, and culture
  - **Addressing a problem**: Solves the challenge of finding suitable restaurants, enhancing guest satisfaction

- What Value will it deliver? Is it just one or some or all of them?

  - **Functional Value**: Simplifies the dining search, making stays more convenient

  - **Lifecycle Value**: Encourages repeat stays through increased satisfaction

  - **Emotional Value**: Builds a deeper emotional connection with the Marriott brand

  - **Brand Value**: Strengthens Marriott's reputation for guest-centric innovation

  - **Economic Value**: Drives loyalty, positive reviews, and retains members

    - Marriot Bonvoy Members: Basic, Silver Elite, Gold Elite, Platinum Elite, Titanium Elite and Ambassador Elite.

AI Concierge Solutions Architecture Diagram

AI Concierge

Solutions Architecure Diagram

This diagram details business drivers, capabilities, and methodologies to scale that will help Marriott provide personalized service towards guests with recommendations on where to dine near Marriott Hotels which aligns with our goal in putting our customers first.

Marriott

Business Drivers

Enhanced Guest Experience	Increased Loyalty and Retention	Data-Driven Decision Making	Seamless Integration of Services	Scalable Infrastructure

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Modularity & Composability

CSV Management: Centralized access for orchestrating data interactions between services and external systems

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Technology Choices

CSV Database: Utilizaiton of Python to read and analyze CSV file displaying results to user

Front-End Development: Use of HTML and JavaScript to display relevant informaiton and provide a dyanmic user interface

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Security

Data Privacy Compliance: No usage of API so all data is stored securely, mitigating risks for breach

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Scalability

SQL to API: Marriott can integrate API in the platform to ensure real-time changes and accurate updates

Personalization Engine: Machine learning-driven algorithms to suggest restaurants based on user behavior.

Chatbots and Virtual Assistants: Integrated AI services for real-time recommendations and customer support.

AX / CX / UI (User Experience Focus)

Personalized User Interfaces: Adaptive UI components that cater to user profiles and preferences

AI Concierge Prototype

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Dine Smart Github Repository

https://github.com/notjameskang/DineSmart