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Intro to Web Development

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Project Statement / Goal	The website is a decision-making tool which helps people to choose which restaurant to eat. It matches users' requests with restaurants' style, reviews etc. and choose the best matching restaurant for users, so that users will no longer struggling with choosing restaurants. It also allows users to store special dietary needs and add tags for restaurant after signup. It is somewhat a crowd-sourced restaurant-categorizing platform.
Your motivation, drive, and/or purpose	I'm really into eating and I love discovering new restaurants. However, I feel hesitate and indecisive every time I'm choosing a new style of restaurant. I think I'm not the only one who feel struggling and sometimes regret about my own decision. Thus I want to make a website that release this unnecessary pressure and be responsible for any wrong choices.
Target Audience	People who want to try new restaurants and feel hard or don't have time to read reviews and instructions to make decisions.
Competitive Analysis	There are a lot of third-party review websites for restaurants online, among which the most popular one is Yelp. I'm not doing a similar review website because they've done a really nice job and have a large market share. I'm thinking about taking advantage of the existing review website, getting rid of those long sometimes dull review and leaving categorizing label only, thus the decision making process will be quick and simple.
Content Inventory	Restaurant profiles, various categories/labels, matching algorithm, customer accounts, restaurant accounts, links to existing third-party review websites.
Technical Requirements /Functionality	It basically relies on the core algorithm which matches customers' needs and restaurants profile. I also want to add some random function to add some fun. It is a crowd-sourcing website to some extend so it needs enough space fo the incoming rating data from users.
Creative Brief	I want to make the interface as simple as possible since the primary intension for building this website is to make decisions without any complexity.
Future Iterations	In the first edition I want to have the basic matching algorithm works. And I'll gradually add in user rating and restaurant self-evaluation.
Risks	The core algorithm doesn't work. Customer rating has bias. Restaurant boast to much.