

Foodstabook

Vision Statement

February 23, 2022

Team: *The Cool Team*

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Product Vision Statement: Foodstabook

For (target audience):

General public age 14 and older.

Who (needs):

Help choosing what to eat for their next meal.

That (Product Solution):

Foodstabook provides food photo suggestions and foodie social media to help them get ideas for what they want to eat.

Expanded Product Vision

Foodstabook is as fun and engaging as the most popular social media apps but centered on food and foodies. Foodstabook is the place where you want to drop your food photos and your go-to app for finding your next food craving. Foodstabook can help you decide what to cook at home, where to get take-out, or what would be a fun brunch date spot.



Product Overview

Deciding what we want to eat is a process we all go through almost every day. Often couples, families, and groups of friends work together to decide what to order for lunch or dinner. This process isn't always so quick or easy and people often use a smartphone app to help them. Foodstabook is a social media app for foodies sharing pictures and information and making it easier to find that great new restaurant that opened nearby. Foodstabook welcomes users to upload photos and tags, share comments and reactions to posts appearing in their custom-real-time feed, and use a meal suggestion tool to pick a restaurant based on their and their selected friend's profile. Foodstabook is a fun, interactive social media app all about food and foodies.

