



# pickniq

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**Overview:** Pickniq is a restaurant selection app for Android which helps groups of people select a restaurant based on their individual preferences. Pickniq collates the preferences of each person in the group and displays three options to choose from, using a simple interface.

**The Problem:** Pickniq solves a simple and common problem: deciding where to eat with friends or family while planning to meet or during a road trip. Individuals may have very different ideas when it comes to what constitutes a good meal; Pickniq saves users the headache of working that out with a group by highlighting the most logical options for you. Users log-in with their Google account and specify their restaurant preferences including location, cost, rating, and food type. Search-along-route is an option for those who are traveling.

**Audience:** Pickniq is for families and friends who have trouble deciding where to eat. If one person is vegetarian, another refuses to eat fast food, and a third who doesn't want to drive very far, it can be a nightmare to figure out where to eat. Pickniq solves that problem by providing the top three most ideal locations for any specific user group. If one of the three selected restaurants cannot be agreed upon, Pickniq will provide the option of broadening the search criteria (such as distance) to offer more suitable choices.

**Competition:** Competition for Pickniq would indirectly include review sites such as Yelp! and TripAdvisor, which provide extensive reviews for restaurants but lack one specific function: picking one for you. Pickniq will also have the option to call and make a reservation, or navigate to the selected restaurant - all directly from the app.