



Cafenaut

Group G5

Chua Chen Ler, A0200025H

Chua Wei Jie Timothy, A0218271J

01

BACKGROUND



SG CAFE BACKGROUND

938
Cafes

.....
were formed between
2019 to 2022



5.7M kg
Coffee

.....
consumed this much
coffee in 2022 alone

SG CAFE BACKGROUND



ANALYSIS & REVIEW

Burpple

No rating system
1 image per review



Social Media

Sponsored reviews
No cafe specificity



Meet Halfway

No review & cafe system
Only a location resolver



Google Reviews

Rating-only reviews
No cafe specificity



Food Blogs

Sponsored reviews



TripAdvisor/Yelp

Sponsored ads/recommends
Paid & fraudulent reviews



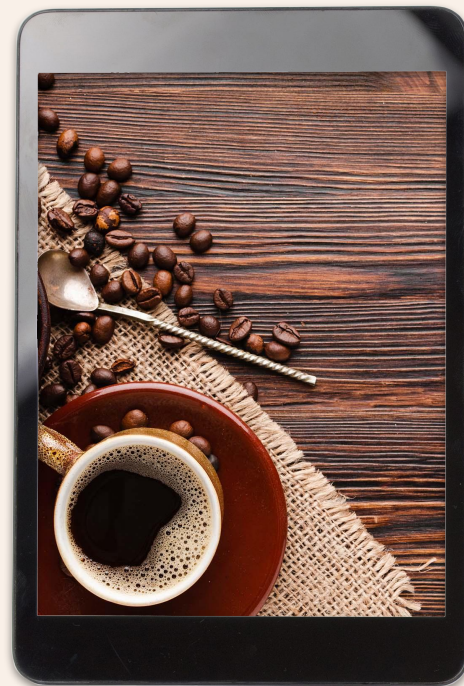
02

FEATURES



CAFENAUT FEATURES

- User Classification
- Multi-step Add Review system
(Aspect-based)
- Weighted Aggregated Rating system
- Emojified Sentiment of Reviews
- Following / Followers
- Authenticity Detection
- Middle-Ground
- Cafe Pins



USER CLASSIFICATION



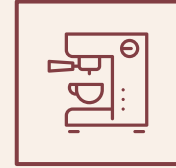
Casual
Coffee



Casual
Tea



Tea
Connoisseur



Coffee
Connoisseur

USER CLASSIFICATION



Reviews



CAFE ASPECTS

- Coffee 
- Tea 
- Work / Study Friendly 
- Ambience 
- Pricing 
- Cuisine 
- Speciality 
- Amenities 
- Pet-Friendliness  

CAFE REVIEW

- Multi-step, aspects-based
- Multi-image drag-and-drop upload
- Sub-ratings for each aspect

Images

Drag 'n' drop some images here, or click to select images



Add Review (Please fill in aspects if applicable)

Progress bar showing 11 steps: 1. Select Cafe, 2. Overall, 3. Coffee, 4. Tea, 5. Ambience, 6. Work/Study Friendly, 7. Pricing, 8. Cuisine, 9. Speciality, 10. Amenities, 11. Pet-Friendliness.

Tea Leaves Selection

☒ Black ☐ Green ☒ Oolong ☒ Pu-erh ☒ White

Milk Selection

☐ Low-fat ☐ Almond ☐ Oat ☐ Soy

Thoughts on Tea

They serve premium tea with all the proper tea brewing pots and devices. Each pot can be shared by 2.

★★★★★

Prev Next

Cancel

Review

A very quaint place and nice tea store~

Posted by: Tea Hero

05/04/2023, 17:42:28

Tea Time (茶傳)

Tea Time

Sentiment: 😊

Authenticity: 79%

SUMMARY

★★★★★

Nice experience. Might come back when I want to pamper myself.

ASPECT: COFFEE

★★★★★

Beans

Arabica Excelsa Liberica Robusta

Milk options

Low Fat Almond Oat Soy

Non-caFFEinated option

ASPECT: TEA

★★★★★

Leaves

Black Green Oolong Pu-erh White

Milk options

Low Fat Almond Oat Soy

They serve premium tea with all the proper tea brewing pots and devices. Each pot can be shared by 2.

WEIGHTED AGGREGATED RATING SYSTEM

70%	Casual Coffee	Coffee Connoisseur	Casual Tea	Tea Connoisseur
Coffee	0.4	0.6	0.01	0.01
Tea	0.01	0.01	0.4	0.6
Ambience	0.19	0.08	0.19	0.08
Price	0.1	0.01	0.1	0.01

Remaining 30%

Work / Study Friendly, Cuisine, Speciality, Amenities, Pet Friendliness



WEIGHTED AGGREGATED RATING SYSTEM

Bob

 Tea Connoisseur

VS

Bob

 Coffee Connoisseur



+ Follow Tea Hero

TEA TIME (茶侍)

A very quaint place and nice tea store~

Nice experience. Might come back when I want to pamper myself.

TH

Tea Hero

05/04/2023, 5:42:28 pm

Sentiment: 😊

79%



+ Follow Tea Hero

TEA TIME (茶侍)

A very quaint place and nice tea store~

Nice experience. Might come back when I want to pamper myself.

TH

Tea Hero

05/04/2023, 5:42:28 pm

Sentiment: 😊

79%

EMOJIFIED SENTIMENTS

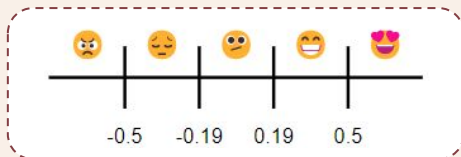
Analyze Review Free-Text



Generate Sentiment Score



Map Sentiment Score to Emoji



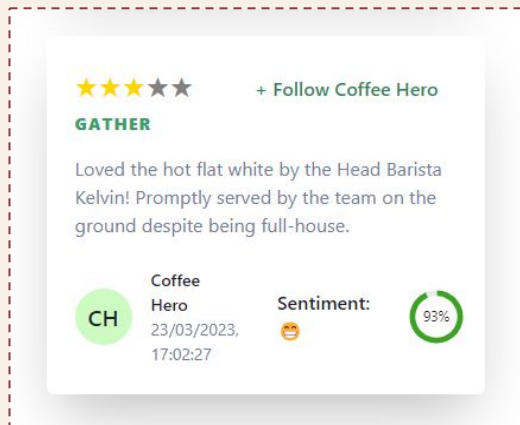
"Dog cafe rocks!"



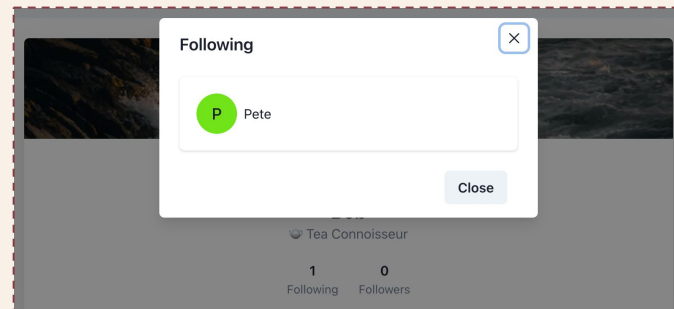
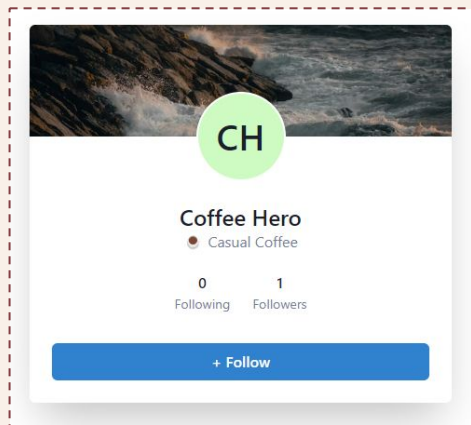
0.75



FOLLOWING / FOLLOWER



Easily follow a user from a post / profile



View list of Following / Followers

AUTHENTICITY DETECTION

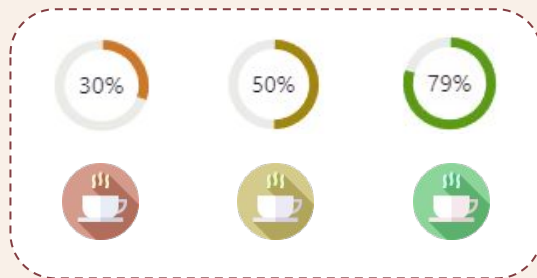
"Genuineness and truthfulness of a piece of information."

Spam

Confidence if review contains spam patterns

Senti-Rating

Discrepancy between sentiment and rating



AI-Content

Confidence if review generated/written by AI

#Reports

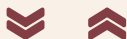
Number of flags by users if review is suspicious

MIDDLE-GROUND MAP

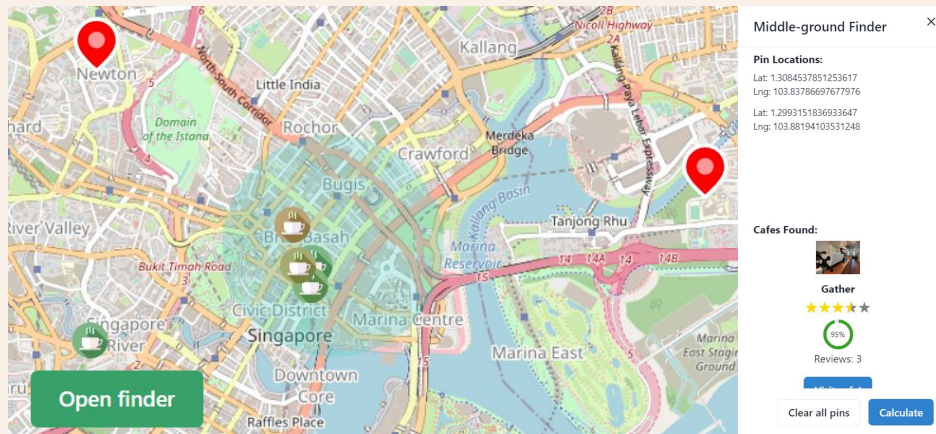
Find Midpoint of all Coords



Retrieve Cafes within Radius



Expand Radius &
Shift Midpoint to CBD



LIVE DEMO



03

THANK YOU

Group G5

Chua Chen Ler, A0200025H
Chua Wei Jie Timothy, A0218271J

CREDITS: This presentation template was created by **Slidesgo**,
including icons by **Flaticon**, infographics & images by **Freepik**

