Cafenaut

Group G5
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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

Free-Text

Expertise

Connoisseur or Casual

Beverage

Coffee or Tea

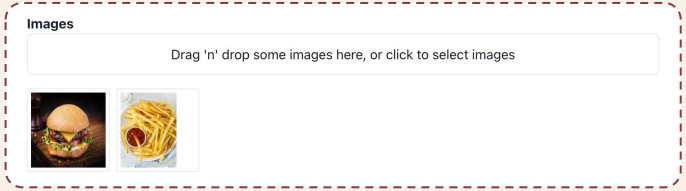
"Casual Coffee"

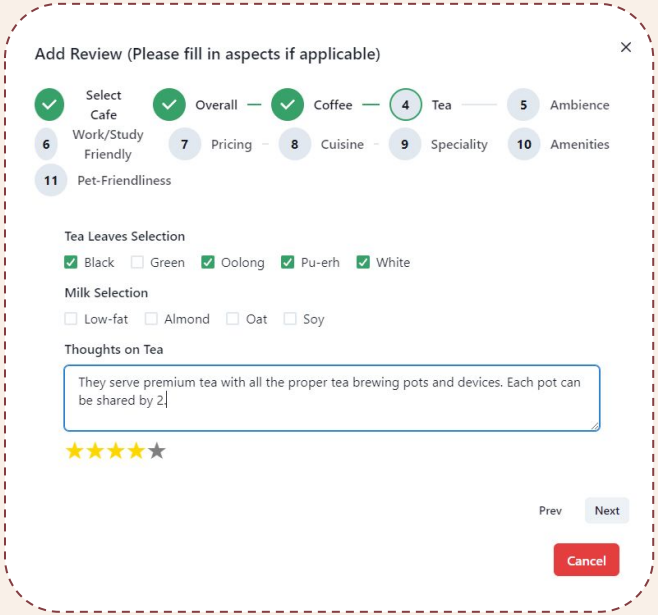
CAFE ASPECTS

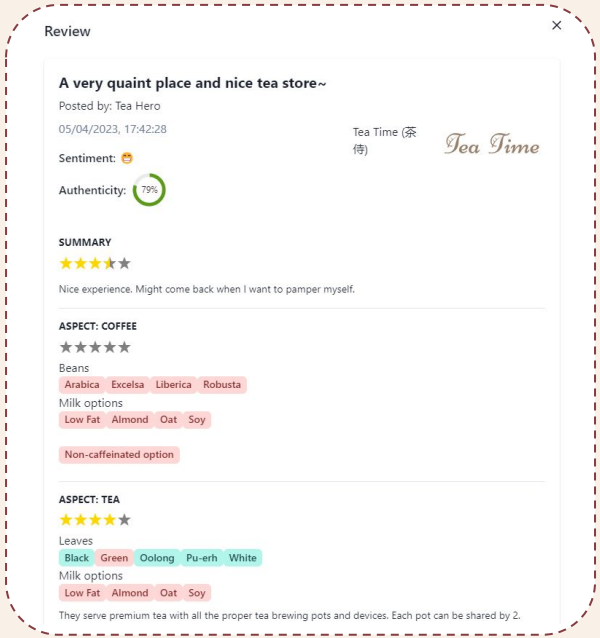
- Coffee
- Tea
- Work / Study Friendly
- Ambience
- Pricing
- Cuisine
- Speciality
- Amenities
- Pet-Friendliness

CAFE REVIEW

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







WEIGHTED AGGREGATED RATING SYSTEM

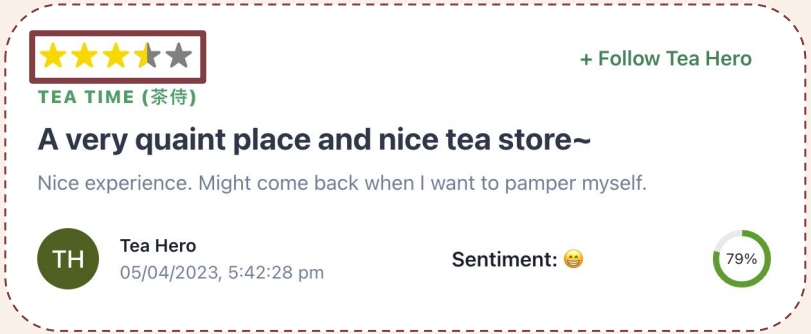
70%	Casual Coffee	Coffee Connoisseur	Casual Tea	Tea Connoisseur
Coffee	**0.4**	**0.6**	0.01	0.01
Tea	0.01	0.01	**0.4**	**0.6**
Ambience	0.19	0.08	0.19	0.08
Price	0.1	0.01	0.1	0.01

Remaining 30%

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

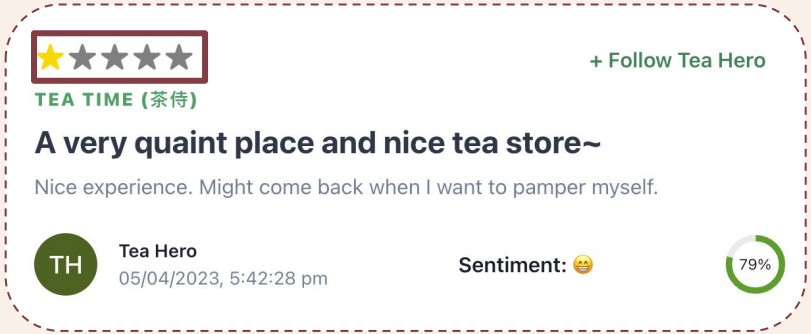
WEIGHTED AGGREGATED RATING SYSTEM

Bob
🫖 Tea Connoisseur



vs

Bob
☕ Coffee Connoisseur

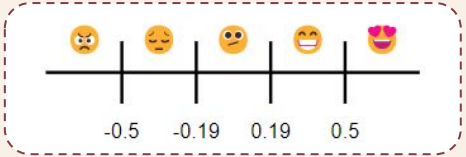


EMOJIFIED SENTIMENTS

Analyze Review Free-Text

Generate Sentiment Score

Map Sentiment Score to Emoji

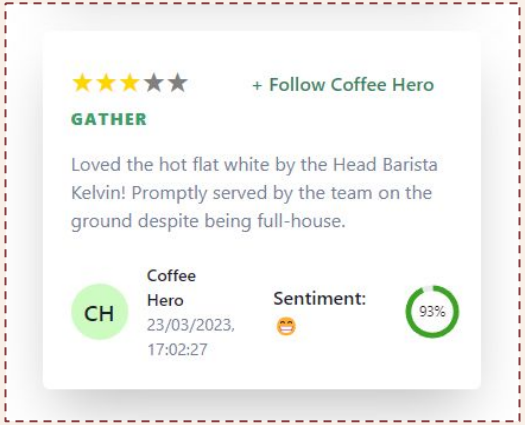


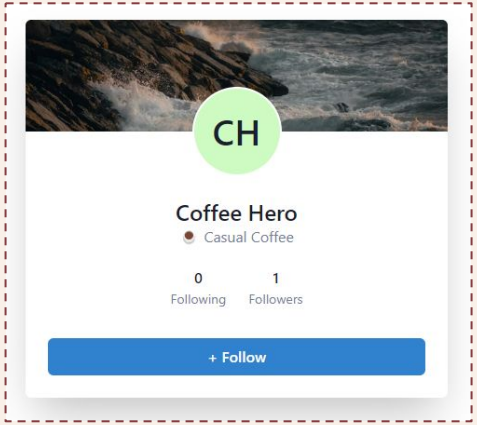
"Dog cafe rocks!"

0.75

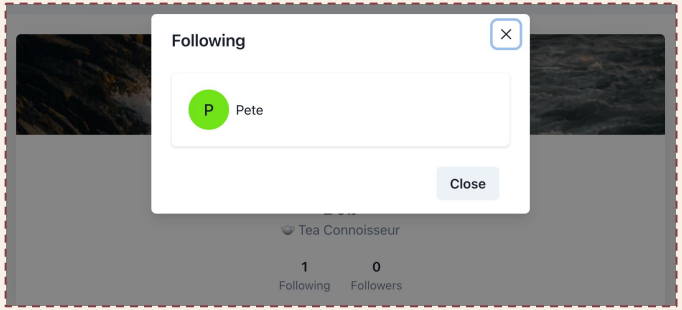
😍

FOLLOWING / FOLLOWER





Easily follow a user from a post / profile



View list of Following / Followers

AUTHENTICITY DETECTION

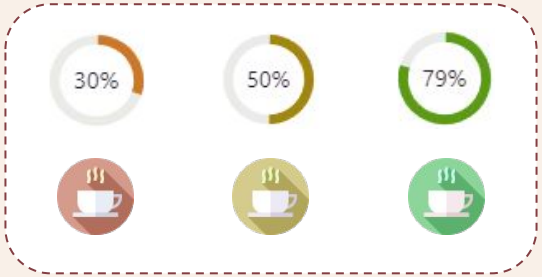
"Genuineness and truthfulness of a piece of information."

Spam

Confidence if review contains spam patterns

Senti-Rating

Discrepancy between sentiment and rating



AI-Content

Confidence if review generated/written by AI

#Reports

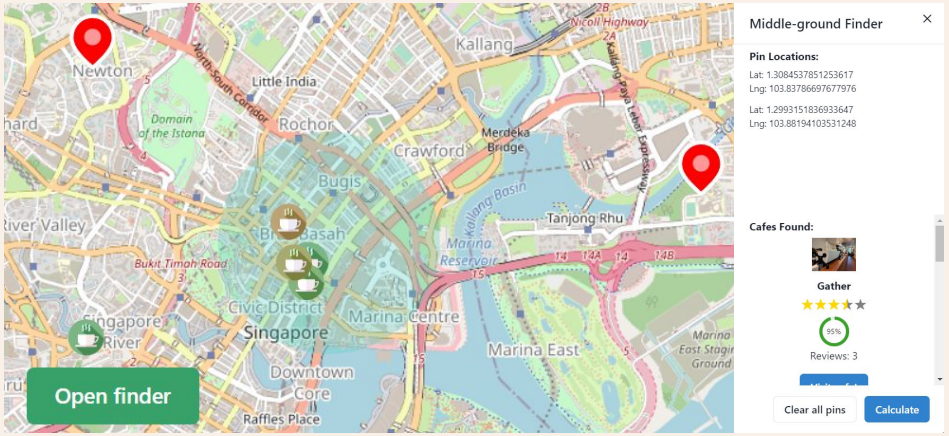
Number of flags by users if review is suspicious

MIDDLE-GROUND MAP

Find Midpoint of all Coords

Retrieve Cafes within Radius

Expand Radius &
Shift Midpoint to CBD



LIVE DEMO

03

THANK YOU

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