Meet N Eat

PRODUCT DEVELOPMENT LAB AND PROJECT - IM49001
PROJECT REPORT

Submitted by

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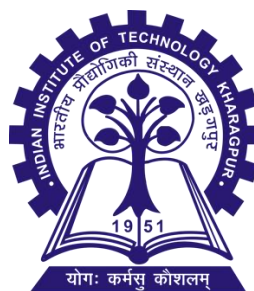**PARAM CHAUHAN [19IM30007]**
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Certificate from the Group Members

We hereby certify that the project report entitled, **Meet N Eat** and submitted is completely original and has not been submitted for award of any degree anywhere.

Yours Sincerely,

Sign. (with date)

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ABSTRACT (250-350 words)

Meet N Eat app is a software mobile applications designed to generate connections between people interested in food, casual networking, or friendship to dine out with the companion from the app. Downloaded onto mobile phones, they feature algorithms based on factors like age, gender of the user and desired partner, and the distance users will travel to meet one another—many apps also access information from social media platforms like Facebook to create prospective matches. Meet N Eat app run on Wi-Fi or data and use real-time geo-social information to update user profiles, which distinguishes them from more traditional online dating sites that recirculate the original information input into user profiles generate matches. This application make dining experience mobile and ever-changing, and over ninety-one million people worldwide are currently using one or more dating apps. To begin the process, users download the Meet N Eat app onto their smartphone and then set up a profile. The profile involves posting several photos (often between three and six), writing a brief blurb, and selecting different variables that are used to generate potential matches (i.e., age, gender, interests). Meet N Eat app have additional feature to complete and options for users to choose from, which are designed to produce more fine-tuned matches i.e., Personality test. Once this information is entered, the algorithm generates a selection of profiles that align with their chosen criteria. Users then review them and decide if they like (connect) or dislike (reject) the individuals selected for them. If both parties have connected or favourably reviewed one another, a match is made and opening conversations can proceed.

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Chapter 1 – Introduction

1.1 Introduction

- The name of the product is **Meet N Eat**. It is a restaurants & other food outlets mobile search application that suggests places to our targeted market according to their preference to dine with a companion matched through our product application.

- Our Targeted Market - IIT KGP Students

- Partners - All the dining places in and out of IIT KGP

1.2. Project Objectives and questions

The objective is to come up with a mobile application which offers almost all the services to connect with people and restaurants without any hassle and trouble to the customer. We want to design a seamless experience for customers to be sure of their experience once using the app and come up with an efficient system to satisfy their needs.

1.3. Scope and Limitations of the Study

Our objective is to provide our customers list of recommended restaurants or food outlets to dine out with a companion, and provide them the comfortable and beautiful experience using Meet N Eat app.We limit ourselves to extending our services IIT KGP students covering all the restaurants/food outlets, Customer help Support, and Privacy & Security Support. A major obstacle in our study Page 7 of 23 was that the appropriate target customer group for this product is people aged 18-25 years and above, ideally, individuals who have had sufficient experience in dining out are well aware of the places in the KGP, also are reluctant to go out with complete stranger (who is an user in the app). However, since we are college students and most of our circle consists of people in the age range of 18-25 years, it was a bit easier to reach out to the desired survey population and get verified and trustworthy results.

1.4 Structure of the Study

This study has been divided into multiple sections to understand how our research progressed chronologically—from idea generation and screening, where we identify the core objectives our product tries to solve and different ways to achieve this, to defining our target market, audience demographics, business goals, key assumptions, and constraints. In the next section, we explore customer needs and how likely potential customers are to try our product. This section also goes over our mission statement and the core problems we are trying to solve. We later venture into concept development and establishing a set of target specifications. The final concept and specifications to be pursued are chosen using benchmarking, concept testing, and reciprocating the result

Chapter 2 – Project Proposal – Idea Generation and Idea Screening

2.1. Type of opportunity is your proposed product?

Our product Meet N Eat will not generate any income in its initial stages. For the first year, we will let our database grow enough customers for it to have its 'find companion' work. Then, we will start with paid advertisements and collecting money from restaurants for hosting on our platforms. It takes nearly 1-2 years for our app to start making money. Hence, it comes under Horizon 1 opportunity.

2.2. Critical issues, problems, and pain-points

According to our study, we found the following:

- People find it tough to find someone to eat with because their schedules clash with their friends or colleagues.

- Our research found that there are hardly any apps on details of all restaurants in a particular locality.

- Restaurants in remote areas are rarely visited or ordered online due to their lacking popularity leading to the closure of their businesses.

- With the growing health and nutritional awareness, most people back away from food that looks oily and greasy even though it isn't.

2.3. Screening exercise and Methodology

We have decided that each one will come up with an idea. The ideas are as follows:

1. A cycle with inbuilt umbrella.

2. A multiplayer role-playing game with self-designable characters and not the inbuilt designed characters.

3. A role-playing game that can be operated directly with our minds only.

4. An all-resource app for our fellow kgpians with study material, books, CDC preparation material, etc.

5. A mobile application of ERP where students need not log in to ERP all the time.

6. Mobile search application that suggests Restaurants & other food outlets to our Users according to their preference to dine with a companion matched through our mobile application.

7. A shop with washing machines, where people can use them by paying a certain amount.

The methodology used to carry out screening exercises and evaluate the above ideas is brainstorming. The following are the selection criteria for our product development according to our brainstorming sessions:

- None of our group members specialize in mechanics and ergonomics. Hence, the reason for the rejection of Idea 1.

- Ideas 2 and 3 were rejected because of their requirement for a huge amount of resources for research and development.

- We concluded that developing idea 4 would help a lot of us students but it inhibits our growth. Thus, we put a hold on Idea 4 for further discussion.

- Idea 5 cannot be developed without permission from the institute and hence is rejected.

- As a business proposal, idea 7 is good. But it takes away the livelihood of many of the dhobis on our campus. Hence, rejected.

- Finally, we are left with ideas 4 and 6. Weighing the pros and cons for both of them and with the majority voting for idea 6, it was considered for further development.

2.4. Market objectives

The following are the market objectives:

1. Have all the restaurants in and out of the IIT KGP campus as business partners.
2. Have the entire population of our IIT KGP students know about our app.
3. Increase our user database to 80 per cent of the students currently residing on the campus.

2.5. Target market, business goals, key assumptions, and constraints.

Our initial target is only the students of the IIT KGP campus. After we have observed the working of it for an year or two, we will make some change if any for it to be released globally in the market.

Our key business goals can be described as the following

- To on-board most of the restaurants present in and outside of the campus as the app stakeholders.

- Making our users feel secure about using our mobile application

- Reaching the customer satisfaction levels, defined using some scientific techniques.

Assumptions

- We considered our target market into mainly 3 customer personas - Extrovert, Ambivert, Introvert.

- It has been assumed that food while socializing idea attracts the most customers.

Constraints

- Some restaurants are not open for reservations.

- Restaurants may not be willing to give away their nutritional value of their dishes and beverages.

- Users may have security concerns on sharing personal information with a stranger.

- Tapping the introverted section of people who might not put in the effort to search for a dining partner. Or they might be the ones who extensively use our application. This is a double-edged sword.

Chapter 3 – Mission Statement and Customer Needs

3.1. Mission Statement

Meet N Eat's mission statement - "Enjoy your Food while Socializing"

3.2. Identification and Relative Importance of Customer Needs

Primary Needs – Customer's side pain points

- Able to communicate with the match in the app

- Preferred to dine with like-minded people

- Option to explore the restaurants surrounding KGP (include ratings & reviews of restaurants)

Secondary Needs – App designer side pain points

- User's profile must include their interests in bio (Demographics & behaviour analysis)

- Privacy and Authentication regulations

- Transperancy

Chapter 4 – Concept Development and Target Specifications

4.1. Review of Customer Needs

After reviewing, we found that the customer needs are Privacy and Authentication, regulations, being able to communicate with the companion, liking to dine with like-minded people, exploring various restaurants (Include ratings & reviews of restaurants), securing personal information, customer profile with bio including interests (Demographics, behaviour analysis) and Transparency.

4.2. Identification of Critical Needs and Establishing Target Specifications

Meet N Eat application survey (Forms, video recordings, personal interviews) was used to prioritize needs and these were identified as the 7 critical needs, in order:

- Communication with companion - People are usually afraid to interact with strangers

- Dine with like-minded people - Friends are most preferred

- Explore restaurants surrounding KGP - People are generally confused in selecting restaurants

- Customer Profile

- Customer Behaviour Analysis

- Privacy and Authentication regulations

- Securing personal information

The target metrics decided were:

Metric#	Metric
1	Cost/Price of services
2	Accessibility(mobile app, web)
3	Availability
4	Range of services provided(User behavior analysis, Verifired account)
5	Referral/ Reward system
6	Customer help desk
7	Regular upload of users/restaurants photos
8	Enlistment of verified user profiles
9	Verification of restaurants availabilty for reservation
10	Unreliability of listed properties on websites
11	Security/Legal servies(User privacy authentication & security)

The needs were linked to the metrics by the Needs-Metrics matrix, as shown below:

Normalized Pair-wise matrix Needs (Primary/Secondary)	Priority	Cost/Price of services	Accessibility (mobile app, web)	Availability	Range of services provided (User behavior analysis, Verified account)	Referral/ Reward system	Customer help desk	Regular upload of users/restaurants photos	Enlistment of verified user profiles	Verification of restaurants availabilty for reservation	Unreliability of listed properties on websites	Security/Legal servies (User privacy authentication & security)
Can't pay frequent visits to app	9	☐	☑	☑	☑	☑	☐	☐	☐	☑	☑	☐
Busy schedule, no time to visit restaurants	8	☑	☑	☐	☐	☑	☐	☐	☐	☑	☑	☐
Chat box features for communication among users	5	☐	☐	☐	☑	☐	☑	☐	☐	☐	☐	☐
Personal info security	2	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☑
Background verification of users	3	☐	☑	☐	☐	☐	☐	☑	☑	☐	☐	☐
Privacy authentication	1	☐	☐	☐	☐	☐	☑	☐	☐	☐	☐	☑
Hesitation to dine with complete stranger	6	☑	☐	☐	☑	☐	☐	☐	☐	☑	☐	☑
Unreliability of listed users	7	☐	☐	☐	☑	☐	☐	☐	☐	☑	☐	☑
Unsure if the privacy is well maintained and furnished	4	☐	☑	☐	☐	☐	☑	☐	☐	☐	☐	☑
Scattered info on multiple restaurants	10	☐	☑	☐	☐	☐	☐	☑	☐	☑	☑	☐
Importance		14	34	9	27	17	12	13	16	27	27	20

4.3. Concept Sketches Generation and Selection

We derived 2 concepts for the product, which are as follows:

Concept 1

Mobile search application that suggests Tourist Attraction to Users in their surroundings as well as a place of their liking & other Tourist Attraction to our Users according to preferences to travel**.**

Holiday with a companion matched through our mobile application. Know the experiences of people who visited the place.

- **Pros of Concept 1**

User gets personalized suggestions on places to tour based on trips user enjoyed so far. User gets to know different tourist attractions which he/she might have never heard of. Holiday and enjoy with a companion when schedules don't match with the user's family or friends, and he/she might get a chance to know to understand the habits, nature and culture of different kinds of people.

- **Cons of Concept 1**

Serious security issues when traveling with an unknown person. Leak of personal data when matched for a companion. Tapping the introvert section of people, and extroverts might not use the option of matching with a companion.

Concept 2

A mobile application that suggests different Shopping Attractions in their surroundings & other places according to the Users, based on their shopping history and preferences for shopping. Users can shop and enjoy with a companion matched through our mobile application. They get a list all the brands available in the shop and get to know the shopping services and timings of the shops or stores.

- **Pros of Concept 2**

Users can get personalized suggestion on shopping attractions based on places shopped so far. They can know different kind of shopping attractions in their surroundings which they might have never visited. They are able to shop with a companion when they feel like they need a view of an outsider. They can buy best brands of clothes for cheaper prices by availing better offers with a companion.

- **Cons of Concept 2**

Security issues when shopping with an unknown person. Chance of leak of personal data when matched for a companion. Competition due to online shopping. Shops might not give away the information about the brands available in their shops. Extroverts might not use the option of matching with a companion.

Concept Selection

We select Concept 1 for further development as it supports Growth in Economic factors, tourism creates demand, more consumption is induced, and it boosts wide scale industry revenues. Also customer acceptability is increased

Chapter 5 – Concept Testing

5.1. Purpose of Concept Testing

We have identified the market gap and framed a proposal for product development. Next, we conducted surveys and interviews to understand customer responses to our proposal. We further developed our proposal.

Now, we need to verify whether our developed proposal/concept will be used by our customers or not. If not, we should revise our proposal again until we meet certain a acceptance levels. If we don't, our product will face significant challenges and problems after its launch.

5.2. Surveying Potential Customers and Concept Communication

Our potential customers are our IIT KGP students. We have conducted personal interviews explaining to them details of our product and its alternative concepts. We also sent emails for their impressions on our product proposal with a questionnaire trailing the email. We have circulated a questionnaire explaining our product and its alternatives. The questionnaire contained their impressions, preferences against the main proposal, and alternative concepts and suggestions.

5.3. Customer Response and Purchase Intention

We have received an email response from the 10 sent emails. His name was Subir Gupta, aged 21, pursuing his final year in electrical engineering. Below is my email sent to him.

Nethala Revanth <revanthnethala@gmail.com>
to subirgupta090@gmail.com

Hi Subir

I am glad to inform you that our app 'meetneat' has reached its final stage of development. I thank you for participating in our survey and playing a big part in its development.
First, let me brief you about our product.

Meetneat is a mobile search application that suggests Restaurants & other food outlets to our Users to dine with a companion matched through our mobile application. We also provide the complete list of restaurants and its menu with the nutritional values provided by the restaurants. Table reservations are also offered.
We would be glad if you could answer a few questions which will play a vital role in its further development.

1. Are you interested in using our app? If yes, please state your reason for interest.
2. Are you aware of any existing apps which provide similar services?
3. We have also thought of alternate ideas for our product. They are:
a. Mobile search application that suggests Tourist Attractions to Users to tour with a companion matched with our app according to the user's preferences to travel. It also provides tourist attractions and people's experience and reviews of the places.
b. A mobile application that suggests different Shopping Attractions for Users to shop with a companion matched with our app according to users shopping history and preferences for shopping. It also provides brands offered by the shops and customer reviews on the shops.
Based on the above two alternatives and our original idea, which one would you prefer? Please state your reasons.

We would accept any other suggestions, comments, and remarks. Thanks for your time in advance.
Looking forward to hearing from you.

Regards
Revanth

Next is the email we received from him.

Feedback on Meetneat Inbox ×

Subir Gupta
to me

Hi Revanth,

Glad to know that my responses have played a big part in your development. This seems quite an interesting product. I am more than happy to provide you with my feedback. Below are my thoughts on your questions.

1. I am definitely interested in it. Reason for it is, due to the clash in class timing between me and my friends, it is tough to find someone to eat with. And I am one who wishes for company always. At such times I will definitely use your companion search feature.

2. As far as I know, I have never heard of such an app, especially for dining.

3. Both of your alternatives sound interesting but I like your main proposal more. As for the reasons, I mostly shop online so I might rarely use such an app. I tour rarely, so maybe I might not even look for such an app.

That's it I guess. Reach out to me if you wish for any other feedback. Looking forward to your finished product.

GOOD LUCK!

Regards
Subir

We have interviewed few of the people who have filled our initial forms and also some who completely unknown to our product. Most of them reacted positively to our product and some said they would likely use our product if it ensures personal details privacy. Below are the pictorial representation of form responses.
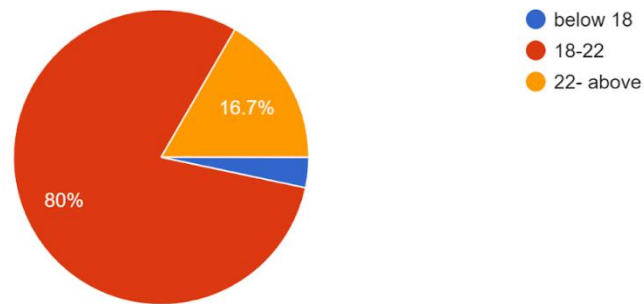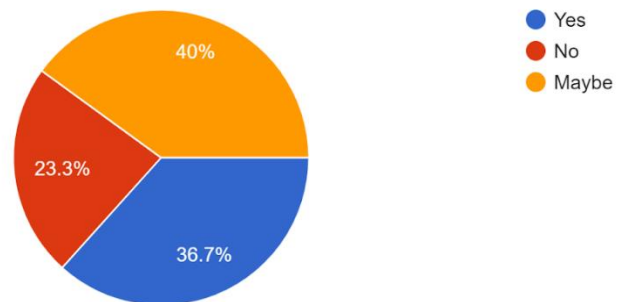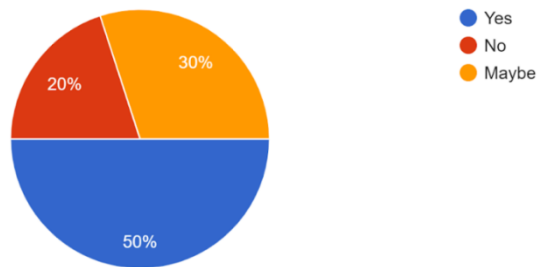
Sex

30 responses

- Male
- Female
- Prefer not to say

30%
10%
60%

Age

30 responses

- below 18
- 18-22
- 22- above

16.7%
80%
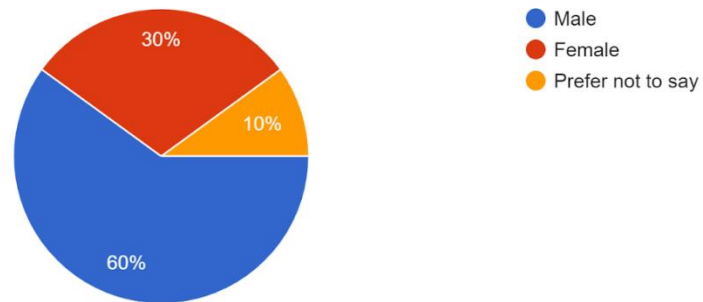
Will you dine with someone whom you met through our app?
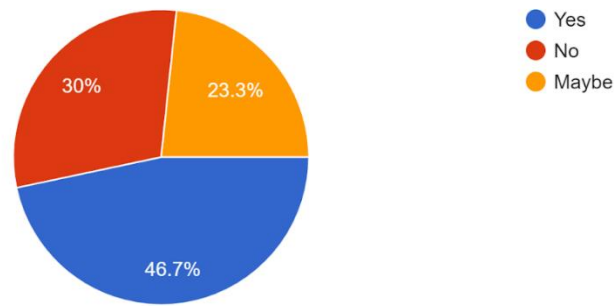
30 responses

- Yes
- No
- Maybe

40%
23.3%
36.7%

If no/maybe to the above question, will you use meetneat app if we can provide discount coupons and other benefits to dine in restaurants?

30 responses

Do you wish to include people other than kgpians in the app?

30 responses

5.4. Results

Based upon the insights, feedback and comments received from our concept testing, we have come to the conclusion that

- Most of the target customers are ready to use meetneat app but have suggested few of the features

- Privacy and authentication

- Security

- Verified accounts

- Accordingly we made meetnet reliable[with verified accounts] and accessible[easy to access and connect]

- Partnering with restaurants to give benefits for better customer engagement.
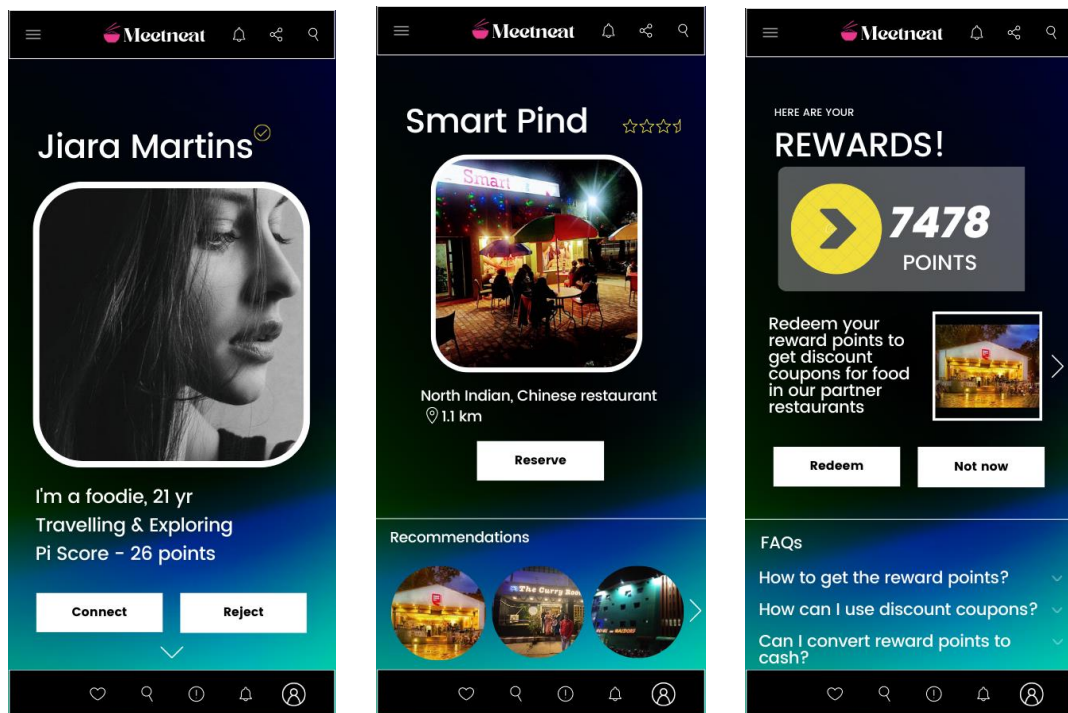
Chapter 6 – Main Contribution and Learning Outcomes

- We understood the importance of communication in our daily life. We have learned to express ourselves clearly for even someone completely unrelated could understand. We have improved our communication skills by leaps and bounds from the interviews, discussions, and presentations conducted.

- This project made us realize the importance of thinking from different perspectives. We are now able to frame different scenarios and can also solve these scenarios.

- We can now analyse the huge amount of data that we learned while performing data analysis on the responses received from the forms circulated.

- We can now find the critical needs of customers by applying AHP analysis to our survey and creating the Need Metric Matrix.

- We have also learned about app development and its deployment while making the prototype for our product.

Bibliography

- [Customer's Meet N Eat application survey 1](#)

- [Survey response sheet](#)

- [Customer Persona framework](#)

- [Customer Empathy Mapping](#)

- [Face to face in person interaction](#)

- [Survey 2](#)

- Email interaction

Appendices

Milestone 1, 2, 3 & 4 – [here](#)