

# **SYNOPSIS ON**

# **BLACK DONUT**

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# PROBLEM STATEMENT

In today's digital food ecosystem, discovery is dominated by food delivery platforms that prioritize convenience, sponsored listings, and mass popularity over authenticity and cultural value. As a result:

- Hidden local food gems remain undiscovered.
- Regional and traditional dishes lack digital visibility.
- Food culture and the stories behind iconic dishes are lost.
- Users explore based on ratings and ads rather than real experiences.
- Smaller vendors struggle to compete with heavily promoted brands.

There is no dedicated platform focused purely on authentic food discovery and cultural exploration – a space where people can explore real local dishes, uncover hidden gems, and connect with the stories behind food.

BLACKDONUT SOLVES THIS GAP BY REDEFINING FOOD EXPLORATION AS AN EXPERIENCE, NOT JUST A TRANSACTION.

# PROJECT OVERVIEW



BlackDonut is an authentic food discovery platform designed to help people explore real local dishes, uncover hidden culinary gems, and experience the stories behind iconic foods.

Unlike traditional food delivery applications that focus on ordering and convenience, BlackDonut prioritizes experience, authenticity, and cultural exploration. The platform connects users with local food traditions, lesser-known eateries, and regional specialties that often go unnoticed in mainstream food apps.

BlackDonut aims to redefine food exploration by shifting the focus from transactions to storytelling – enabling users to discover not just where to eat, but what makes the food meaningful.

Through curated content, location-based discovery, and community-driven insights, BlackDonut empowers users to experience food as culture, history, and identity – not just a product.

# WORKING

## How BlackDonut User Works

### Sign Up & Set Preferences

- User creates an account
- Selects food interests & location (Optional)
- Gets personalized recommendations
- Access to Global Reel Section (non-personalized discovery)
- AI Chatbot assists users in finding dishes & experiences
- AI personalizes reel feed based on interests and interactions

### View Food Details

- Read the story behind the dish
- See real photos & authentic reviews
- Check location & cultural tags
- Explore rare & authentic experiences (e.g., village home cooking, traditional preparation process)
- Navigate to the Food Partner profile
- Call or chat for more details
- Book an appointment based on partner availability
- Experience-based charges applied if required

### Discover Authentic Food

- Explore hidden gems & real local dishes
- Search by dish name, location, or category
- Watch short food reels & authentic stories
- Like, comment, and save posts
- Share discoveries with others

Clean, simple, and presentation-ready

# WORKING

## How BlackDonut Food-Parthner Works

### Sign Up & Create Profile

- Register as a Food Partner
- Add personal / business details
- Upload photos & verification

### Share Authentic Food (Food Partner)

- Showcase hidden gems & local dishes
- Add dishes with stories and cultural background
- Upload short food reels & photos
- Engage with users through comments
- Receive likes and saves on reels
- Build visibility through shares and discovery

### Manage Food Details (Food Partner)

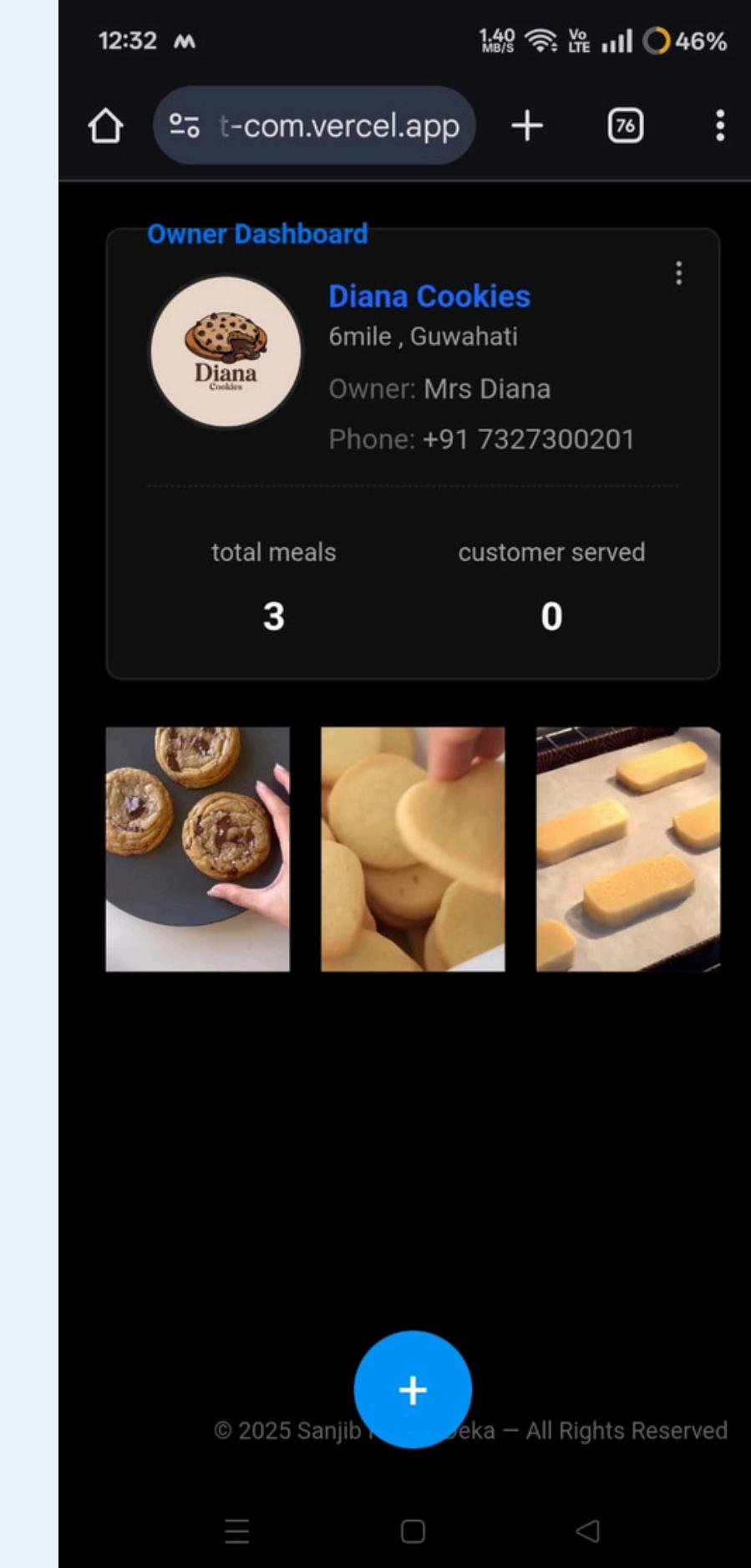
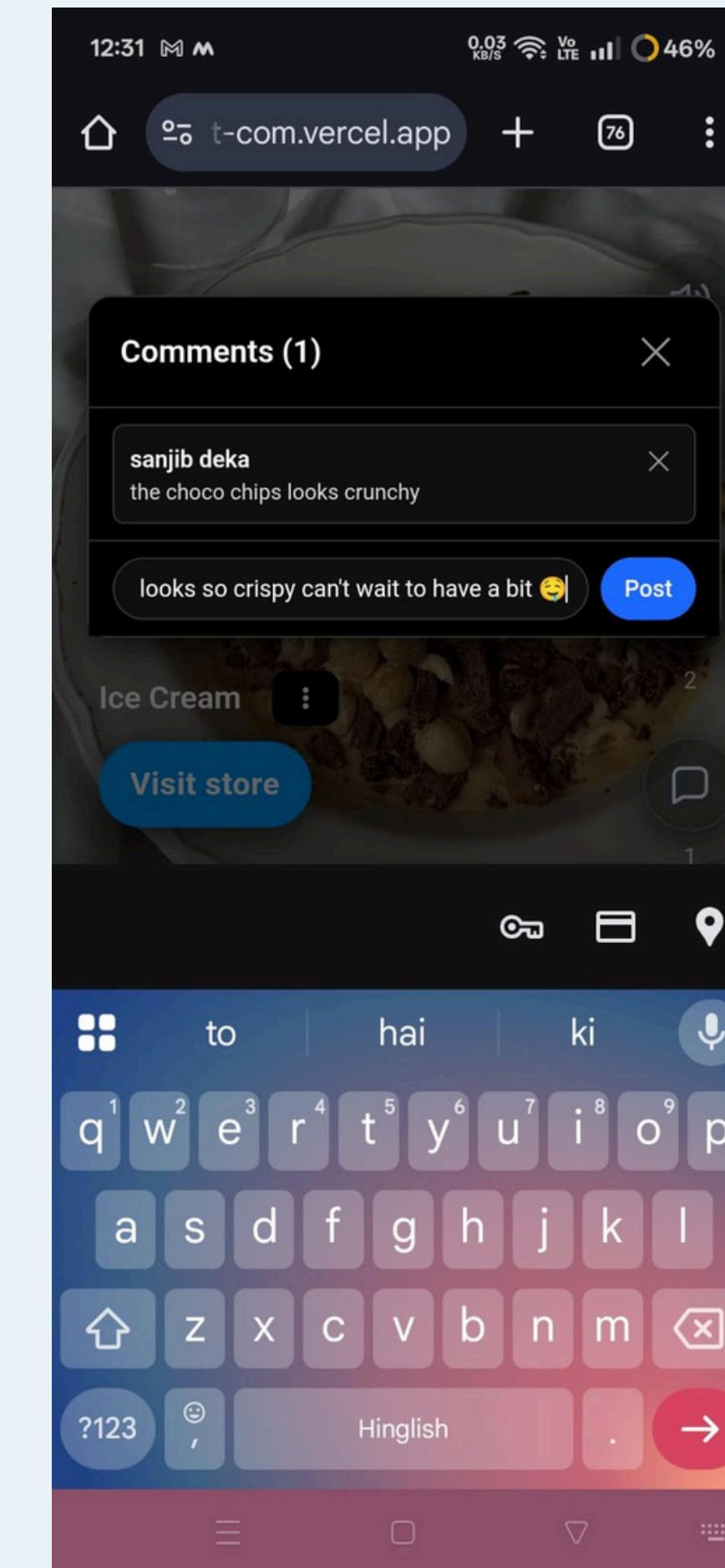
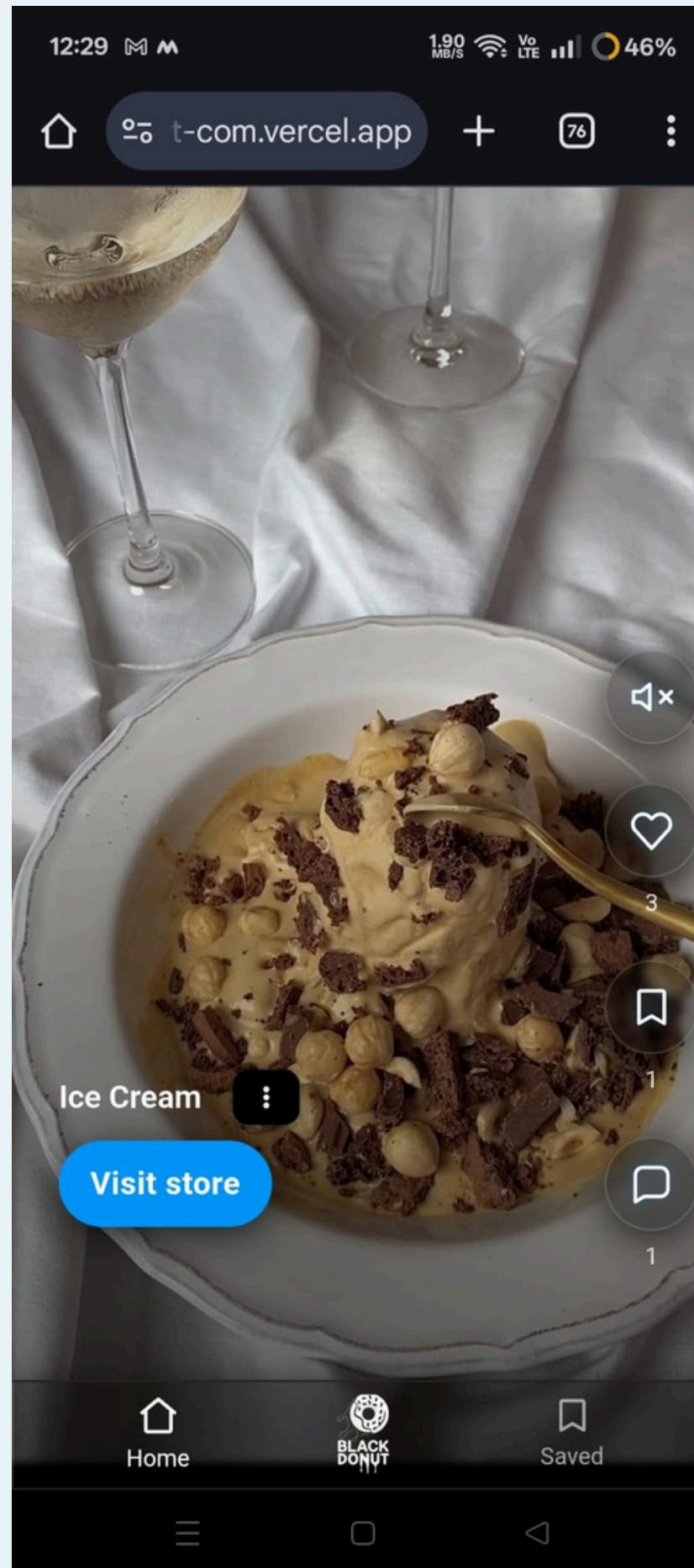
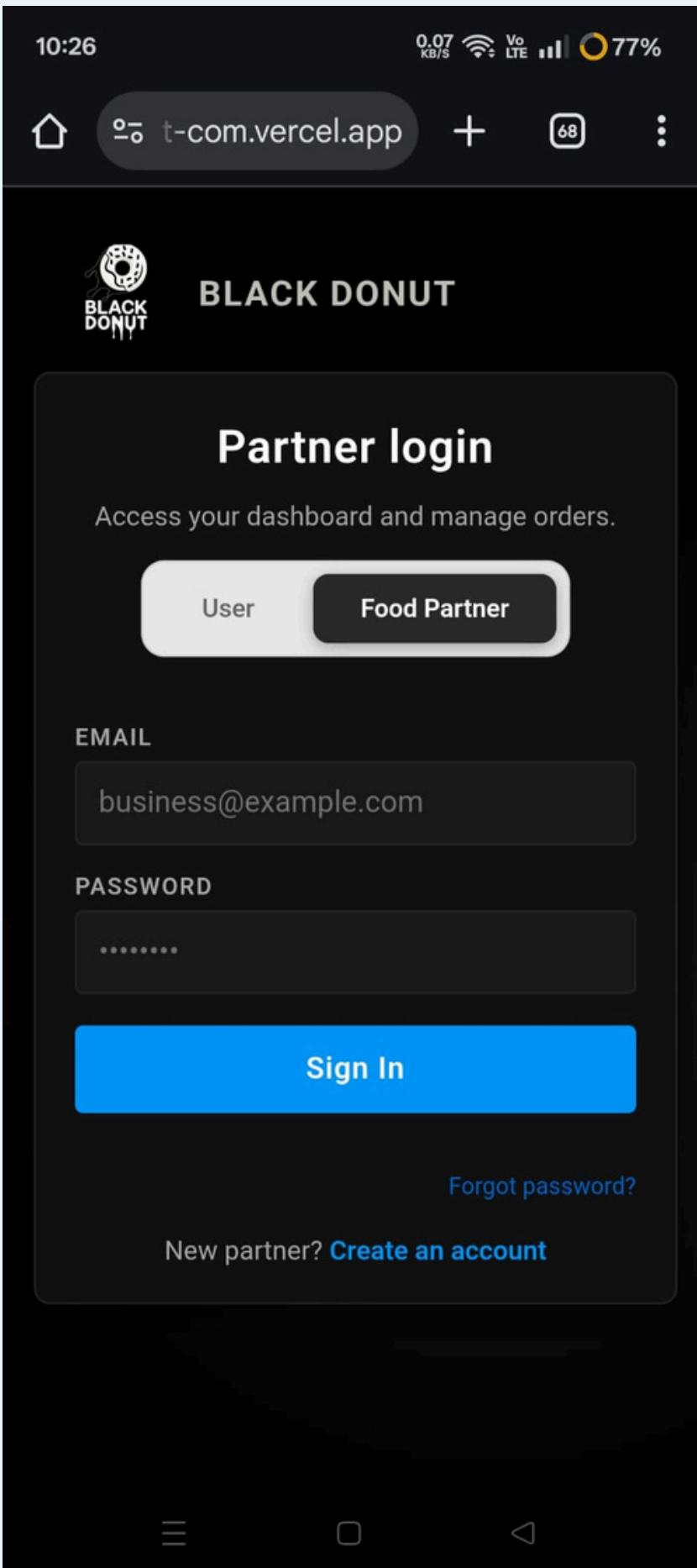
- Add and update dish stories
- Upload real photos & authentic content
- Add location details & cultural tags
- Create rare & authentic experiences
  - (e.g., village home cooking, traditional preparation process)
- Manage Food Partner profile information
- Enable call or chat support
- Set availability for bookings
- Define experience-based charges (if applicable)
- Accept and manage appointment requests

# BlackDonut – Project Progress

- What We Have Built (Completed)
- User & Food Partner Authentication System
- Global Reel Section
- Like, Comment, Save & Share Features
- Food Partner Reel & Profile Management
- Experience Booking System (Basic Flow)
- Backend built with Node.js + Express
- Scalable API Structure Implemented

## Ongoing Development

- AI Chatbot Assistance
- Real-Time Chat (User ↔ Food Partner)
- Food Detail Page with Stories & Cultural Tags
- Location-Based Content Filtering
- Personalized Reel Feed
- Advanced Feed Optimization
- Improved Pagination & Lazy Loading



# THANK YOU