

# FlavourFlix Company Factbook

## Company Overview:

FlavourFlix is a leading player in the restaurant-recommendation industry, dedicated to enhancing culinary experiences for its users. With the guiding principle of "Discover. Taste. Repeat.", FlavourFlix has positioned itself as a comprehensive platform catering to the diverse needs of food enthusiasts.

In essence, FlavourFlix stands as a pioneer in the realm of restaurant discovery, offering a holistic suite of tools and features that contribute to a more enjoyable and personalized dining journey for both users and restaurant proprietors.

## Company Foundation:

FlavourFlix, a dynamic restaurant-recommendation platform, was established in 2023 by a group of talented individuals enrolled in the Capstone Project curricular unit of the bachelor's degree program in data science at NOVA Information Management School (NOVA IMS). The foundation of this innovative venture is rooted in a collaborative effort, with each founder contributing unique skills and expertise to the project.

Bruno Moreira, serving as the business analyst, brings a keen understanding of market dynamics and strategic planning to FlavourFlix. Carolina Shaul, in her role as the project manager, orchestrates the team's efforts with precision, ensuring seamless project execution. Guilherme Carriço, the quality assurance specialist, plays a crucial role in upholding the platform's performance standards and user experience. Lastly, Madalena Frango, the marketing specialist, employs her insights to enhance FlavourFlix's visibility and reach.

This dynamic team of founders, united by their commitment to excellence, conceived FlavourFlix as a comprehensive solution for restaurant enthusiasts.

The foundation of FlavourFlix not only reflects the collective expertise of its developers and founders but also the academic rigor of NOVA IMS. Rooted in the Capstone Project, FlavourFlix stands as a testament to the integration of theoretical knowledge and practical application, exemplifying the potential of academic initiatives to birth innovative, real-world solutions.

## **Company Founders:**

**Bruno Moreira - Business Analyst and Developer** - Bruno Moreira, originally from the vibrant city of Lisbon, has always had a passion for exploring the diverse culinary scene. Growing up in a family that cherished home-cooked meals, he developed a keen interest in the art of flavours from a young age. Bruno's love for technology and data science was complemented by his appreciation for good food, driving him to merge both worlds seamlessly. Bruno graduated from NOVA Information Management School in Lisbon with a bachelor's degree in data science. His analytical mindset and coding skills paved the way for his role as a Business Analyst. With a knack for understanding market trends and consumer behaviour, Bruno played a pivotal role in shaping FlavourFlix's business strategy. His dual expertise in business analysis and development proved invaluable in creating a seamless and efficient restaurant-recommendation platform.

**Carolina Shaul - Project Manager and Developer** - Hailing from the sunny coastal region of Algarve, Carolina Shaul brings a warm and organized approach to the FlavourFlix team. Raised in a family that cherished both traditional and modern cuisine, she found herself naturally drawn to the intersection of technology and gastronomy. Carolina's ability to balance work and play is reflected in her love for planning, a skill she has honed both in and out of the kitchen. Carolina is a graduate of NOVA Information Management School, having earned her bachelor's degree in data science. Her proficiency in project management and coding made her a standout candidate for the role of Project Manager at FlavourFlix. Carolina's dedication to precision and efficiency ensured the successful implementation of the platform's features. Her commitment to delivering high-quality results has been instrumental in FlavourFlix's journey.

**Guilherme Carriço - Quality Assurance Specialist and Developer** - Born and raised in the historic city of Lisbon, Guilherme Carriço developed a refined palate influenced by the rich culinary heritage of the region. His curiosity and attention to detail extend beyond the world of flavours, encompassing a passion for ensuring perfection in every aspect of his life. Guilherme's enthusiasm for both technology and gastronomy led him to find the sweet spot where quality meets innovation. Guilherme is an alumnus of NOVA Information Management School, where he completed his bachelor's degree in data science. His fascination with precision and accuracy naturally guided him towards Quality Assurance. As the Quality Assurance Specialist at FlavourFlix, Guilherme played a crucial role in guaranteeing the flawless functionality of the platform. His commitment to maintaining the highest standards ensured a seamless and enjoyable experience for users.

**Madalena Frango - Marketing Specialist and Developer** - Madalena Frango, originally from the picturesque town of Évora, brings a touch of creativity and cultural richness to the FlavourFlix team. Growing up surrounded by the flavours of traditional Portuguese cuisine, she developed a deep appreciation for the stories that food can tell. Madalena's vibrant personality and love for storytelling

shine through not only in her marketing strategies but also in her culinary explorations. Madalena is a graduate of NOVA Information Management School, having completed her bachelor's degree in data science. Her passion for both technology and marketing made her a natural fit for the role of Marketing Specialist at FlavourFlix. Madalena's creative vision and technical prowess played a pivotal role in establishing a strong online presence for the platform. Her ability to blend data-driven insights with compelling narratives has been instrumental in FlavourFlix's success.

### **Company Mission:**

FlavourFlix is on a mission to curate a world where every meal is an adventure, connecting individuals with exceptional dining choices, fostering unforgettable moments, and pushing the boundaries of culinary innovation.

### **Company Vision:**

FlavourFlix's vision is to be the guiding light in the gastronomic universe, leading people to extraordinary tastes, fostering a community of food enthusiasts, and transforming ordinary meals into extraordinary memories.

### **Company Values:**

FlavourFlix is guided by 6 important values:

**Culinary Diversity** - At FlavourFlix, we celebrate the rich tapestry of global cuisines, offering a delightful palette that reflects the diverse tastes and preferences of our users. From street food gems to fine dining treasures, we curate a culinary journey that transcends borders, bringing people together through the universal language of food.

**Authentic Connections** - FlavourFlix's commitment extends beyond recommendations. We cultivate genuine connections, ensuring that every interaction - be it with users, restaurants, or partners - resonates with sincerity and shared passion for culinary experiences. It's not just about dining; it's about building a community that values authenticity and the joy of exploring the world of flavours together.

**Seamless Experience** - We prioritize your journey from craving to satisfaction. A user-centric approach ensures a seamless experience - effortless searches, intuitive interfaces, and personalized recommendations, culminating in the joy of discovering and savouring your perfect dining experience.

**Sustainable Choices** - Beyond taste, we savour responsibility. Our commitment to sustainability echoes in every restaurant choice, promoting eco-friendly practices that contribute to a healthier planet. Join us in making informed, conscious choices that go beyond the plate, shaping a sustainable future for food enthusiasts worldwide.

**Honest Recommendations** - Transparency is our guiding principle. FlavourFlix delivers honest, unbiased recommendations, eliminating guesswork and ensuring every culinary adventure aligns with your unique preferences. Trust the authenticity of our insights as you embark on a personalized journey, discovering new flavours and rediscovering old favourites with confidence.

**Transparent Trust** - Our platform thrives on trust and transparency. We empower users with reliable information, ensuring every culinary exploration is grounded in a trustworthy foundation. FlavourFlix is more than a recommendation system; it's a commitment to openness, integrity, and the unwavering belief that every foodie deserves a trustworthy companion on their gastronomic journey.

### **Company Value Proposition:**

FlavourFlix strives to bridge the gap in personalized dining recommendations, ensuring that users receive tailored suggestions aligning with their unique tastes, thus enhancing their overall culinary experiences.

### **Company Target Audience:**

People who want to make every meal an event worth remembering. Crave variety, love trying new experiences, and value tailored recommendations that push culinary boundaries. Enjoy leveraging technology for various aspects of their lives.

### **Company Website:**

FlavourFlix, a dynamic restaurant-recommendation platform, extends its services through its dedicated website at <https://flavourflixx.wixsite.com/flavour-flix> . The site serves as a centralized hub for users to access essential information about the company and its innovative product offerings. Here's a brief breakdown of the key sections available on the FlavourFlix website:

**Home Page** - The landing page provides a succinct introduction to FlavourFlix, emphasizing its mission with the tagline "Discover. Taste. Repeat." Users can explore the core features and benefits of the platform.

Product Information - Detailed insights into FlavourFlix's restaurant search engine, analytics dashboard, customized recommendations, and smart virtual assistant are available. Users can gain a comprehensive understanding of how these features work together to enhance their dining experiences.

Blog - The blog section keeps users informed about industry trends, new features, and noteworthy culinary experiences. Regular updates provide a valuable resource for those passionate about discovering the latest in the world of gastronomy.

FAQ (Frequently Asked Questions) - The FAQ section addresses common queries users may have, ensuring clarity and a seamless user experience. It serves as a quick reference for individuals seeking information about FlavourFlix's functionalities and usage.

FlavourFlix's website is designed to offer a user-friendly experience, allowing visitors to navigate effortlessly and access relevant information. Whether exploring the platform's capabilities or seeking answers to specific questions, users can rely on the website as a central point for all things FlavourFlix.

### **Company Instagram Profile:**

FlavourFlix extends its presence on Instagram, serving as a dynamic hub for the latest updates and insights. Our Instagram profile is dedicated to sharing timely news, general information, and engaging content about our revolutionary restaurant-recommendation platform. Discover the world of culinary excellence with FlavourFlix as we showcase our restaurant search engine, analytics dashboard, customized recommendations, and our intelligent virtual assistant. Follow us for a taste of innovation and stay connected with the culinary journey.