Tourist

Empathy map canvas

Restaurant Recommended System

Originally created by Dave Gray at

XPLANE®

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Restaurant Recommended System

Enhancing the advantages of creating an advanced and tailored recommendation system that assists users in discovering dining choices that align with their tastes, while also extending beyond their immediate social networks.

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

Food blogger

Tourist

Event Planner

Travelers hard find to Good restaurants

Travelers

Residents of the city

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

It is located in a backward area....

Does the restaurant offer online delivery?

Is the cuisine at the restaurant of high quality?

GOAL

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Install the AI system project build by us

Users might seek out special promotions, discounts and other offers.

Location of restraunt

Giving their preferences

Type of food restaurant offers

Menu without food photos

some of the restaurants not having Basic facility

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

Concerns about reliability and accuracy of reviews.

some of the restaurants not having Basic facility

users struggle with information overload from too many choices

Reservations: Users looking to make reservations may face challenges if the reservation process is not streamlined.

Difficulty for people who do not know the local language and restaurants doesn't have support.

GAINS

What are their wants, needs, hopes, and dreams?

Enjoying the process of exploring restaurant options.

Customer seek time and cost savings when using the system.

Diners relying on reviews can choose highly rated restaurants as per their needs.

Diners can explore unique, lesser-known restaurants that they might not have found otherwise.

Supporting local businesses and encouraging users to dine out helps boost the local economy.

What other thoughts and feelings might influence their behavior?

Some users want to try new variety of food and are curious to try new things.

Users want recommendations from locals with a deep understanding of the area's dining scene.

connecting with a community of food enthusiasts

Users with limited time may prioritize quick-service options or nearby restaurants.

Budget-conscious diners will consider pricing when choosing a restaurant.

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Is the restaurant budget friendly?

What do they SAY?

What have we heard them say?
What can we magine them saying?

I need recommendations for different cuisines and price ranges.

I don't want to spend too much time searching; it should be easy and quick.

Recommendations options and with friends as well as social media.

parking facility I could not locate. Staff can be little more local speaking

What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Look for the food that matches their interest

Spend 30mins scrolling and quit at end.

Customers leave the reviews and feedback on the platform.