Ideation Phase

Empathize & Discover

Date	12 November 2023
Project Name	A machine laerning approach to Restaurant Recommendation System
Maximum Marks	4 marks
Team Id	Team-592784

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Refrence:-

https://app.mural.co/t/prajwaljha2021vitstudentacin2577/m/prajwaljha2021vitstudentacin2577/1700633447352/64059e15b445cc3f7cad9787bd49e9d4b2a1ffc0?sender=ub03f9284ddfbe8442b375097

Strengths

What do we do well?
What separates us from competitors?
What unique resources do we have?

Great User Experience, Accurate recommendation, data privacy, provide platform for sharing reviews and ratings, diverse recommendations.

Swift recommendations, sleek interface, Budget -Friendly Filters, Event recommendations and offers recommendation, .Responsive customer supoort.

Local Expertise, User-generated content, Collaborations with popular and unique restaurants, AI powered prediction using algorithms, Social connection.

Restaurant Recommendation System

Weaknesses

Limited user Engagemneent, Limited feature set, poor offline functionality

What do we lack??
What do competitors do better?
Where are our resources limited?

Enhanced Personalization, Innovative technologies

Financial constraints, Technical Expertise, Limkited acess to high quality data, Customer Support Capacity

Opportunities

Where do we see opportunities to meet people's real-world needs?
Where are people under-served by existing offerings?

Accesible techlnology, Local Business Support, Ghost kitchens and virtual brands.

Limited Diversity of Recommendations, Negatives Bias in reviews, Insufficient Offline Functionality

Integrated Delivery Platforms, Global Expansion of established platforms, voice-Activated and virtual reality platforms

Threats

What competitors are emerging?
What might get in the way of our success?

Poor user experience, Inaccurate Recommendations, Privacy Concerns, Limited Diversity in Recommendations

See an example