**FOOD RETAIL:**

*“FoodTrip with DiDA”*

**Problem Statement:** How might we improve the customer experience by reinventing the ordering process of food retail services?

**Focus Point:** Increasing the accessibility and convenience of food retail.

**Sources:** Long queue lines, Inconvenient distance from the customer, Misunderstandings between the cashier and the customer, Limited reviews to gauge judgment regarding the decision of where to order food

**Virtual Outcome:** 1) Accessibility

2) Convenience

3) Improved decision making

**The Asset:**

FoodTrip with DiDA v1.0 (Dietary Demands Assistant) is a mobile app that includes a digital assistant, a delivery service – similar to GrabFood or Postmates, and a preorder service. All of which tailors to the user’s specific profile and preferences.

The main module of the app serves as a food retail compendium that involves the use of aggregations from different companies which leverages their data to be accessed by the user at a single location for his/her convenience. This aggregation of data includes data from various food review sources – including Yelp, Google, Facebook and the like, data from food delivery services, and data from payment services. The app makes use of these data by presenting them to the user through its built-in digital assistant, DiDA. DiDA schedules food ordering services according to the parameters set by the profile of the user, from the user’s preferred diet to his/her medical restrictions. This assistant also receives input from the user through voice command or through haptic input. DiDA activates either through a schedule or on the manual command of the user. At activation, the app informs the user of the most frequent choices of food made and asks him/her what the user wants to order. If the user made a choice contrary to the prescribed diet, DiDA will remind the user regarding the restriction that the user himself/herself made regarding the diet. Upon confirmation of the food choice, the app will then present a list of the closest restaurants that offer the selected food choice, along with all the reviews and ratings regarding those restaurants – the data comes from various review sources to enable the user to make an informed decision. When the restaurant is selected, the app will then inquire if the user would want the food item to be delivered or if the user would head to the restaurant to pick the item up or if the user would eat at the restaurant instead. At any selection, the app would then inquire as to what kind of payment method the user would like to make. Payment options include cash, credit, digital payment, or through barcode/QR code. Digital payment options include popular payment methods like PayPal, Venmo, Alipay, and the like. DiDA would then inform the user of the preparation time of the food item and at what time it would be ready. The user can also schedule when he/she would like to have the item delivered/be picked up. After all transactions are complete and the food is either delivered or consumed, the app would then request the user to review and rate the restaurant chosen.

On the restaurants’ side, there exists a restaurant-exclusive version of the app which informs the restaurant of the decisions made by the customer regarding the service the customer requires of the restaurant. The “server-side” app would inform the restaurant the food item chosen by the user; the decision of the customer whether the food is to be delivered, picked-up, or consumed at the restaurant itself; and if the customer has set a schedule of when he/she expects the food to be prepared. Finally, the app also reveals the review and rating of the customer regarding the restaurant’s service.

FoodTrip with DiDA v2.0 takes the features given by the first version and adds upon them by providing the user an AR rendering of the food item chosen, enabling the user to chat with the delivery service or the restaurant itself, showing the user either the best route to take to the restaurant or the route taken by the delivery service, informing the user of discounts and coupons offered by various restaurants, and also enabling the user to share his/her experiences to social media. For the “server-side” of the app, the restaurant is shown the best route to take if the customer requests a delivery of the food item, is provided with the capability to communicate with the customer through in-app chat and is given the opportunity to advertise their products through various social media platforms.

**The Test**:

Sheldon Cooper is a young introverted software programmer who is also a foodie with hypertension. Most mornings, Sheldon wakes up to DiDA inquiring if he is hungry and already presenting a list of food options to which Sheldon can choose from based on his frequency of ordering the food options. He tells the app that he wants lechon kawali for breakfast to which DiDA reminds him that he shouldn’t eat that due to his high blood pressure. Sheldon concedes to this fact and instead opts for tapsilog. DiDA presents him with a list of restaurants near him that offers said food item and shows each of their reviews and ratings from different sources. The app also notes of a certain coupon that Sheldon acquired which can be redeemed at certain restaurants in the list. He sees the restaurant Angel’s Tapsi and requests from DiDA if he can be shown an AR rendering of their tapsilog. Regretfully, DiDA informs him that Angel’s Tapsi doesn’t support such services but instead, DiDA suggests another restaurant that supports AR rendering, Mang Jose’s Tapsihan. Sheldon agrees and is shown an AR rendering of Mang Jose’s signature tapsilog. Seeing that the tapsilog appears to be appetizing, Sheldon chooses Mang Jose and asks DiDA if he can chat with the chef for certain modifications to his order. He chats with the restaurant representative and requests that his tapsilog be segmented into three different parts, one part regular, another part spicy, and the other seasoned with the restaurant’s signature sauce. After chatting with the restaurant, DiDA asks Sheldon if he would want the order to be delivered, picked-up, or eaten at the restaurant. Sheldon chooses to pick it up there. DiDA shows him options of routes to take there and offers a recommended route to which Sheldon agrees and tells DiDA to store it in the navigation app of his phone. Finally, DiDA offers him the price for his transactions and inquires what kind of payment method Sheldon would like to take, by cash, credit, digital, or tap, to which he chooses to pay through his Beep Card. Upon being informed that the order would be ready in ten minutes, Sheldon chooses to take it after twenty. Arriving at Mang Jose, Sheldon proceeds to the counter where he is immediately greeted by his order, and with a quick tap of his Beep Card, completes his transaction and leaves the restaurant as quickly as he came. On the app, Sheldon rates the restaurant according to their service and shares a quick snap of his food to Facebook, Instagram, Twitter, and MySpace. Transaction complete.

**Findings:**

In this fast paced and busy world, making the most of one’s time is an important facet of a person’s day-to-day life. This is relevant information when considering creating a service tailored for the everyday man. One of the most common problems people have with their time is waiting in line and the queues for food are no exception. People dislike lines and if the lines are too long then they look somewhere else which is harmful for any business, restaurants included. By introducing the means to bypass these lines and also be served with additional useful services, people would be sure to jump on the opportunity to acquire these services. This is where FoodTrip with DiDA comes in. Through the multitude of services that the app provides, from pre-orders to a digital assistant to bleeding edge AR rendering, FoodTrip with DiDA ensures that the experience of a hungry customer is frictionless, convenient, and is as accessible as a breath of fresh air.