

## Project Initialization and Planning Phase

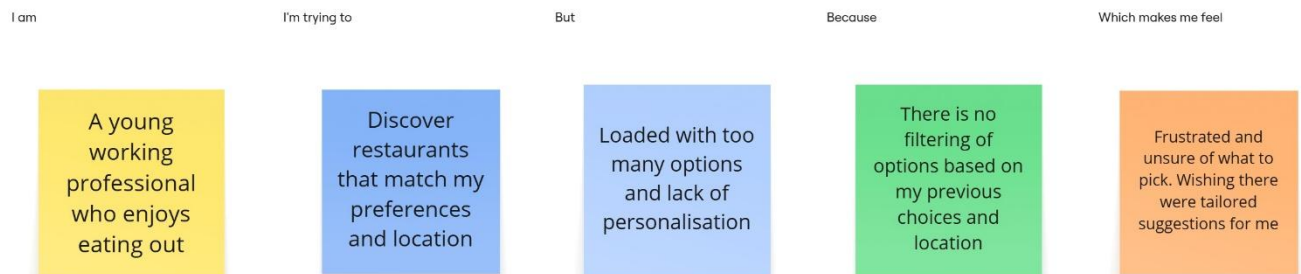
Date	18 June 2025
Team ID	SWTID1749631993
Project Name	Restaurant Recommendation System
Maximum Marks	3 Marks

### Define Problem Statements (Customer Problem Statement Template):

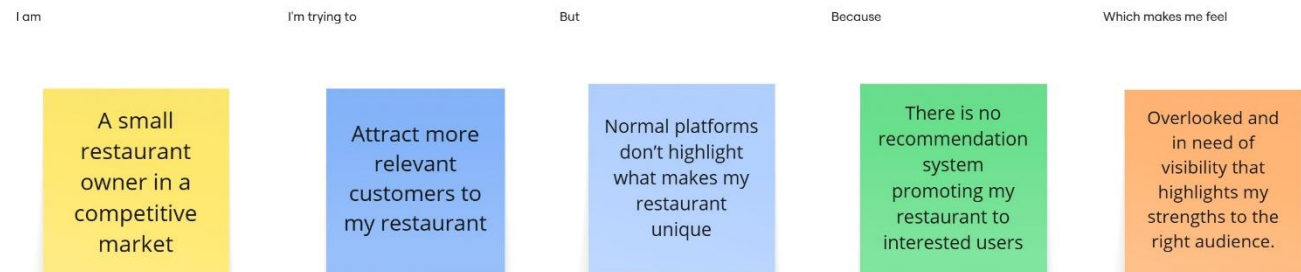
The existing mechanism of discovering appropriate dining options is problematic for users, lowering the overall experience and satisfaction. Diners, particularly those visiting new cuisines or unknown locations, encounter obstacles in the form of information overload, absence of personalized recommendations, and variable restaurant quality. These issues generate a frustrating experience that impacts decision-making, satisfaction, and repeat business.

To enhance the dining experience and more closely meet user needs, we seek to address these problems by tapping into a data-driven recommendation engine. By knowing specific taste profiles, budget limitations, and location-based context, we can provide smart, personalized recommendations. This increases user activity, encourages exploration of new restaurants, and creates lasting loyalty—ultimately creating a smooth, enjoyable connection between eaters and dining service sites.

#### PS-1



#### PS-2



#### PS-3

I am

I'm trying to

But

Because

Which makes me feel

A food  
delivery app  
product  
manager

Improve user  
engagement  
and order  
volume

Users leave  
the app  
without  
ordering

There's no smart  
recommendation  
engine that  
understands user  
tastes and order

Concerned  
about  
reduced  
loyalty

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A young working professional who enjoys eating out	Discover restaurants that match my preferences and location	Loaded with too many options and lack of personalisation	There is no filtering of options based on my previous choices and location.	Frustrated and unsure of what to pick. Wishing there were tailored suggestions for me
PS-2	A small restaurant owner in a competitive market	Attract more relevant customers to my restaurant	Normal platforms don't highlight what makes my restaurant unique	There is no recommendation system promoting my restaurant to interested users	Overlooked and in need of visibility that highlights my strengths to the right audience.
PS-3	A food delivery app product manager	Improve user engagement and order volume	Users leave the app without ordering	There's no smart recommendation engine that understands user tastes and order history	Concerned about reduced loyalty