

Problem Background:

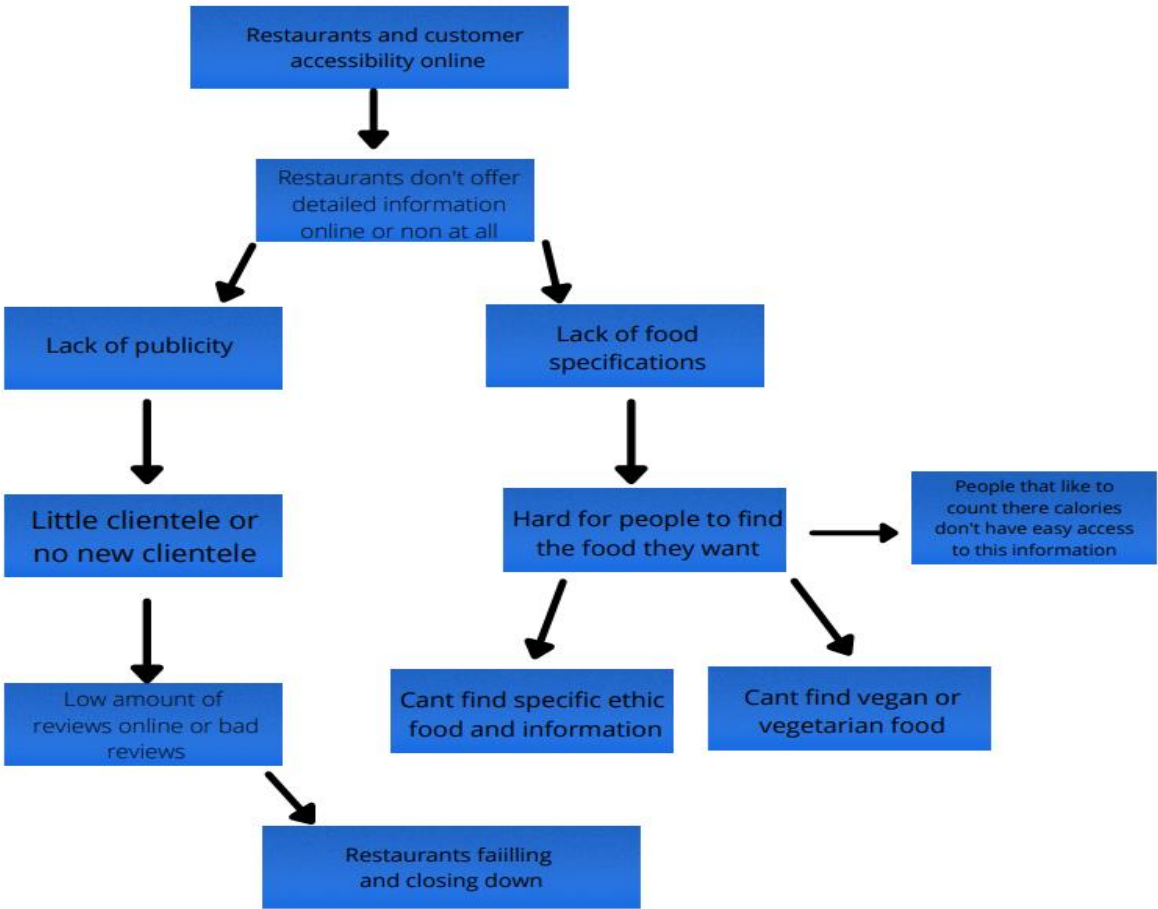
- In Puerto Rico there is a great variety of restaurants all around the island but there is no centralized catalog of said restaurants.
- Some businesses don't have any online presence
- There is no easy way to find specific restaurants for vegan or vegetarian demographic.
- Restaurant's menus normally don't have full detailed menus with the calories of each meal.
- No detailed reviews for the restaurants, causing distrust in future clients.

Target:

Create a platform where restaurants and clients have easy access to:

- Have a complete list of restaurants of all sizes of Puerto Rico
- Make it easier to find niche foods.
- Have more detailed information of restaurants accommodations.
- Help promote restaurants.
- Have full up to date menus with every detail necessary.

Causes:



Countermeasures:

- Give restaurant owners free access to create and modify their restaurants information in the platform while also helping them with the process.
- Make it possible for user to suggest restaurant around their area or that they have recently went to be added to the platform.
- Have a category of restaurants making it easier to find exactly what you're looking for.
- More complex review system for customers, making it easier for them to make detailed review. (ex: making customers choose the selected menu item they got)
- Let's customers have independent list of restaurants they enjoy or wish to go.
- Promote restaurants with coupons or other benefits.
- Give users recommendations with past information in mind.

Check/Evaluate:

- The number of restaurants listed accurately in the platform will give a good indicator of how successful it is.
- The number of customers that use the platform and leave feedback is also important measurement.
- If the platform manages to capture existing restaurants that where normally not active online that would succeed in one of the primary goals.
- Getting new restaurants to include the platform as one of their resources.

Act/Standardize

- Manage to slowly grow the platform to the point where most of the food business in the island is listed.
- Focus on quality of life and accuracy of the listed business.