

A3 Problem Solving: Food Choices

Background: People think that having more choices is better and therefore will make them happier. But there is vast research that shows that having more choices will actually make you unhappier. Why is this? Questioning whether your decision was good or bad is actually the factor that leads to unhappiness. Let me give an example, if you go to an ice cream parlor that has a 100 flavors, you look at the menu terrified, plus you're holding up the line, and when you do pick a flavor, you end up questioning if you made a good choice or if there was a better flavor you could have gotten. Whereas, if you are on your way to the beach and there is this ice cream man that offers only two flavors, and you pick whichever, you are more likely to feel more pleased. Having to think less about your choice will actually make you more satisfied with your decision.

1. Identify the problem or need
 - a. Restaurants have large menus and people do not know what to get.
 - b. People love a particular dish, yet do not know which restaurant makes the best version of that dish.
 - c. When people are in a restaurant, many times they are not aware of the restaurant's best tasting dishes, so end up ordering something else, which can lead to unsatisfaction.
 - d. They do not know what's good from a place, because online reviews rate the restaurant as a whole.
2. Set a target
 - a. Help undecisive customers pick a place to eat and what to eat.
3. Analyze the causes
 - a. Why are you not returning to the restaurant? Because I was unsatisfied with my dish.
 - b. Why are you unsatisfied with your dish? Because I feel I could have picked a better dish.
 - c. Why do you feel you could have picked something better? Because I picked something quickly.
 - d. Why were you in a hurry to decide? Because the waiter stood there while I was deliberating.
 - e. Why were you deliberating? Because there were a ton of options in the menu.
4. Propose and implement countermeasures
 - a. Increase people's satisfaction by reducing the number of dishes available.
 - b. Help people make an informed decision, if they are unsure of what to get from a varied menu.
 - c. Help restaurants identify their strengths and see what the customers like.
 - d. Guide people to the best options if they are looking for a particular food.
5. Check/Evaluate
 - a. Ask for customer feedback and measure their satisfaction in comparison to someone who did not use the application to decide what to eat.
 - b. Ask the customer if they took the system's recommendation of the plate and if they enjoyed their meal.

6. Act/Standardize

- a. Application that allows users to search for their favorite food and see which restaurant serves the best version of the dish. If you already picked a restaurant, you could see the best they have to offer. Currently, you can know the ratings of restaurants as a whole, but not their individual dishes. If you are undecided of where to eat, you can also search by area and get the best restaurants of the city and their best plates. If you crave a particular food, say tacos for example, find the best scores for tacos, and additionally filter by next to you. If you are a foodie, you can create an account and rate the dishes. Important to know that you can only upvote for a particular dish once. If you say the best “Mofongo” is from X restaurant, you have to stick to your vote. If you change your mind, you can revoke your vote and give it to another restaurant. You can also downvote plates if you got something you did not like. As an additional feature, we can have a “Plate of the Week” which will be the plate with the most upvotes for the previous week and it will be featured on the home page.