

1. Define the right problem: In a world with many options, ordering takeout can be a difficult decision. Moreover, this decision becomes exponentially more difficult as the number of people sharing a meal increases. The freedom of choice ultimately confuses us more; therefore, we want to have the illusion of choice, yet have an authority decide for us.

Choosing what to eat, especially as a group, is a decision that can be difficult and frustrating to execute.

2. Define a solution (the right solution?)

A digital application where the user completes a form about their diet, restaurants, and food they enjoy. Additionally, it collects data about the previous restaurants the user visited. The user's data and location are analyzed using a machine learning algorithm. The algorithm finds what local restaurants and food the user might be interested in. The user is given the option to choose between the top 3 restaurants (Highest match percentage). Once the order has been ordered and received, the user is given the chance to rate their meal. This rating data will then be used to improve the machine learning algorithm. If the user frequently uses the app, then their restaurant suggestions will improve. This helps incentives the user to continue using the application.

The application will allow multiple user profiles to be combined into a single entity. This will allow the algorithm to analyze a group's restaurant/food preferences. The group will then be presented a restaurant with different meals tailored for each individual. The user's order, consume and rate the meal.

The goal of the application is to remove the frustration of ordering food when no one knows what they want. When using the application, the user has the illusion of choice, yet in reality, an algorithm is analyzing and choosing for them. Human inherently love to feel in control, yet dislike the confusion and frustration that the freedom of control brings. The application hopes to eliminate the frustration of choice when ordering food alone or as a group.

3. Define Mood Board

<https://pin.it/3xltthytnwpepx>

4. Define task / achievements participants engagement

Application Task (What the application should be able to do)

- Record user restaurant preferences
- Analyze user restaurant data
- Locate restaurants near the users location
- Recommend nearby restaurants user would like
- Order meals that the user would like
- Deliver meals to users current location
- Aggregate different user's preferences
- Use aggregated user group data to recommend restaurants
- Order meals that each individual group user would enjoy
- Deliver meals to user group to predefined location
- Allow users to rate their meal
- Learn from user recommendations and preferences

Participant Achievements (What the user should be able to complete/experience)

- Have the illusion of choice
- Not stress about choice
- Filter out restaurants
- Learn about restaurant habits
- Receive a meal one would enjoy
- Not stress about where/what to eat
- Easily order food as a group
- Receive meals enjoyed by each group member
- Learn about nearby restaurants
- Get quick access to food