Appetize

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What is Appetize

- Digitize the dining experience for customers as well as restaurant owners
- Mobile application for customers to be able to use a digitized menu, order food, and pay for it
- Using the data and generate useful visualization for restaurant owners
Task Abstraction

Restaurant owners need to

- Know whether an item is **profitable** or not.
- **Reorder the menu** based on customers’ feedback.
- Identify **loyal customers**.
- Identify **busy-times** of the restaurant.
- **Compare their restaurants** with similar restaurants (based on some defined similarity factors)
- Know how empty their **food containers** are
Data Abstraction

- **Restaurant**: Present a restaurant in the system. It contains ID, name, location, website, address, phone, ...

- **Menu**: Present a menu in the system. It can contain different categories.

- **Category**: Present a group of items.

- **Item**: Present a specific food in a restaurant.

- **Ingredients**: Represents the item’s ingredients.

- **Order**: Present a specific order of food by a certain user at a restaurant in a particular time.
User Feedback

We talked to two restaurant owners

• To gather more important requirements.

• To get their feedback about our views.
Scenarios of Use: Item

- After pressing on “item”, we would show them some statistics about their items.

- We have not figured this part out yet but, the question is “Is that specific item profitable or not?”
Scenarios of Use: Menu

- Based on feedback from the restaurant owners, we omitted this view because they stated it is not giving a useful insight to them.
Scenarios of Use: Customer/Promotion

• Which customers are loyal and which ones are not?

• Which customers should be given promotions?

• We added some interactions such as brushing to select users in loyalty view.
Loyalty View
Scenarios of Use: Customer/Promotion

- compare each restaurant with an average of similar restaurants.

- How should we define some restaurants as similar?
  - Based on some feedback from restaurant owners, we defined similar restaurants with these metrics:
    - Neighbourhood.
    - Number of dollar signs from google map.
    - The average of time spent by customers in the restaurant.
    - The average of expenditure of customers.

- What time is the busiest time for the restaurant?
Scenarios of Use: Customer/Promotion

- We haven’t completed the implementation of this view yet.

- We are considering showing stacked bar chart instead of line chart.

- We are considering these metrics for the y-axis:
  - Number of views through the app.
  - Number of successful views.
  - Average of expenditure for each person.
  - Average of time spent by customers in each restaurant.
Scenarios of Use: Inventory management

• how much of their ingredients are left and whether they need to order anything soon or not.

• very hard task for restaurant owners and it has been done manually most of the time.
Scenarios of Use: Inventory management

Implemented

Mock-up
Implementation
We are currently in this stage. We have done 60% of coding until now.

2 out of 4 views are almost done.
Questions?