

Elevator Pitch Executive Summary – LetsEat  
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Whether the occasion is grabbing dinner with family, taking business clients out, or just grabbing a meal with friends, people regularly make the decision about where to eat. With our website application, LetsEat, making this decision is easier. Our application is a restaurant recommendation system that asks users to answer simple questions about their dining preferences and the dining occasion. With these answers, we use a machine learning model to calculate the best restaurant match for that circumstance. This machine learning algorithm uses relevant user reviews, taken from real, online reviews, to give the best possible recommendation of a restaurant based on the given situation. This is because the intended atmosphere for a romantic date night differs from that of a dinner with a large group of friends, which also differs from that of a business dinner to take out clients. This data is relevant when the algorithm is determining the one best possible restaurant based on the scenario. Instead of the user scrolling through all the restaurants they could go to, our application makes the decision for the user, using relevant data.

This product can be beneficial for many kinds of users. The development will focus on young adults, who frequently dine at restaurants in groups, such as on dates or with friends. In these situations, the group collectively decides on where to dine. The application will also benefit professionals who want to take out clients, and families who dine out together. The target customers are such residents and inhabitants of Washington, DC, because the city has many restaurant options. For these listed circumstances, a decision must be made for the group, and the ambiance differs. Our application takes this information into account to give the user the best restaurant for the situation, making the decision process easier for the user.

There are already applications on the market that allow users to research restaurants, such as Yelp, OpenTable, and Resy. However, our application differs from these products. These products have a similar user experience, where they allow the user to enter a very limited number of search terms and the user must scroll through the many options to decide where to dine. Our product is unique because it is not a search engine for restaurants. It takes a few answers from the user and outputs the one restaurant that best for that user and their scenario.

Our product is innovative because it is intelligently recommending a restaurant to the user, which removes the difficulty of making a decision. The answers we receive from the users, such as distance, price range, occasion, group size, and atmosphere, makes the recommendation intelligent. This way, we have information not only about simple filtering data, like price, location and other filters implemented in current products, but also have information about the atmosphere they are interested in. All of this information goes into making the suggestion. The restaurant suggestion will be decided based on a machine learning algorithm. To increase accuracy of the model, we will use data from online restaurant reviews that go into detail about the users' experience. For example, if a user published a review about their positive date night at a specific restaurant, this kind of review will help to train the model about attributes that meet the occasion of date night. By using this data, our algorithm will be able to give recommendations that match the ambiance and atmosphere the user is looking for. In addition, with more use of our application, the model will continue to learn and become more intelligent. This will allow us to continue to give better recommendations to the user for the restaurant that is best for their scenario.

As previously stated, individuals are making dining decisions on a regular basis. For many people, especially those living in Washington DC, can find it difficult to come to a decision about where to eat. Our application eases the stress of making this decision. In situations where groups of people need to agree on one restaurant to eat at together, this can reduce the disagreements and arguments that ensue because of the difficulty to make decisions. The product makes picking a restaurant simpler and decrease the difficulty of the decision-making process.