

Executive Summary for LetsEat

Overview

LetsEat is a restaurant cuisine recommendation website that provides users with personalized recommendations for where to eat based on their preferences. These preferences come from questions posed to the user during profile creation and everytime the app is used. LetsEat works by using a machine learning algorithm to match users with restaurants that have been liked by other users with similar preferences. Therefore, using other users' preferences to find restaurant recommendations allows for a diverse selection of restaurants to give any user a recommendation that has worked for others. The specific use case proposed hasn't been seen before and is designed to solve the problem of choosing a restaurant, especially one that accommodates their preferences without spending too much time researching.

Problem

Whenever going out to eat by yourself, it can feel like you are eating at the same places and may want to try something new. Likewise, when eating with other people, it can be a nuisance to accommodate everyone's preferences when trying to find somewhere to eat. It can also be overwhelming depending on the occasion that you're going out to eat; whether it be going out with friends or taking clients out. This is especially true when living in an area that has a wide choice of restaurants. Given the amount of options an individual has to consider when choosing a place to eat, it can be overwhelming and many people will choose to go somewhere that they are comfortable with instead of trying somewhere new.

Customer Base

With LetsEat, we hope to reach a wide range of clientele, as most people like to eat at restaurants. This includes people that are using the app only for special occasions to people who use it multiple times a week. For the initial rollout of the app, we are focusing on people who live in the Washington D.C area since there are many restaurants to choose from. We expect the majority of people who use our app will be initially younger, as they are the most common to go out in groups, but the app can accommodate people of all ages. No matter the age of the person or any other factor, our app will have options that should suit any common situation.

Value Proposition

The value of LetsEat comes in its uniqueness in design and application. As far as we know, there are no other applications of any sort that take common decision criteria like occasion into consideration when choosing a restaurant. Additionally, our website provides simplicity and definiteness in making a decision, as only one restaurant is recommended (with the option to reroll). In this way, LetsEat takes the difficulty out of searching and deciding on a restaurant as it does both for you, based on what you like.

Innovation

The main innovative aspect of the application is the single recommendation that is given to the user that takes the hardship of deciding on a restaurant away. Currently, a person has to sort through lists on Google, Yelp, or other sites and manually compare restaurants based on loose criteria. Our application is fundamentally different to this approach as it takes the comparison and searching away from the user to be handled by our machine learning algorithm. Given that the preferences and potential pool of restaurants will grow over time, the recommendations will only grow to be better and more diverse. The other main innovation is including more nuanced questions like what the occasion is. In this way, our approach to this problem goes much further than the simple filtering of restaurants

Societal Impact

We think LetsEat will have a great impact on people's lives as it will reduce the stress and time involved in choosing a restaurant. LetsEat will also hopefully widen the pool of restaurants that people are accustomed to going to and allow people to try places they may have never before. Our hope is for LetsEat to become a staple in people's inventory for choosing places to eat.