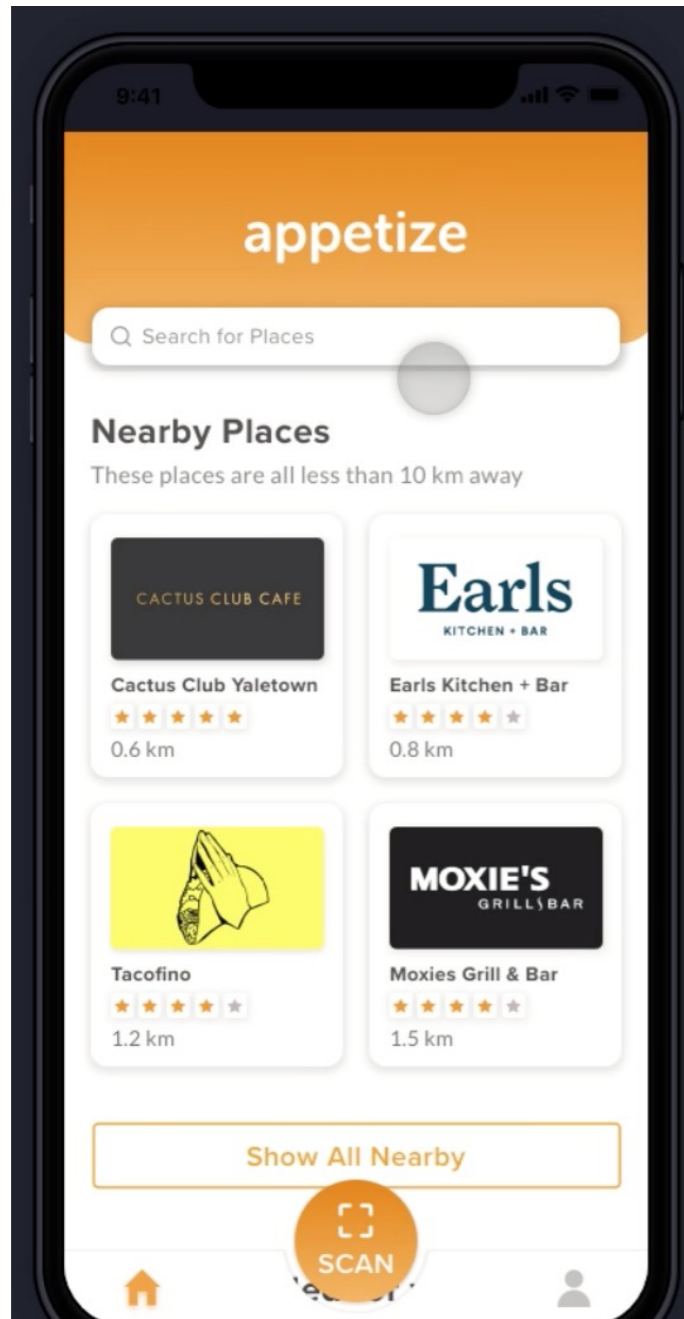


Appetize

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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

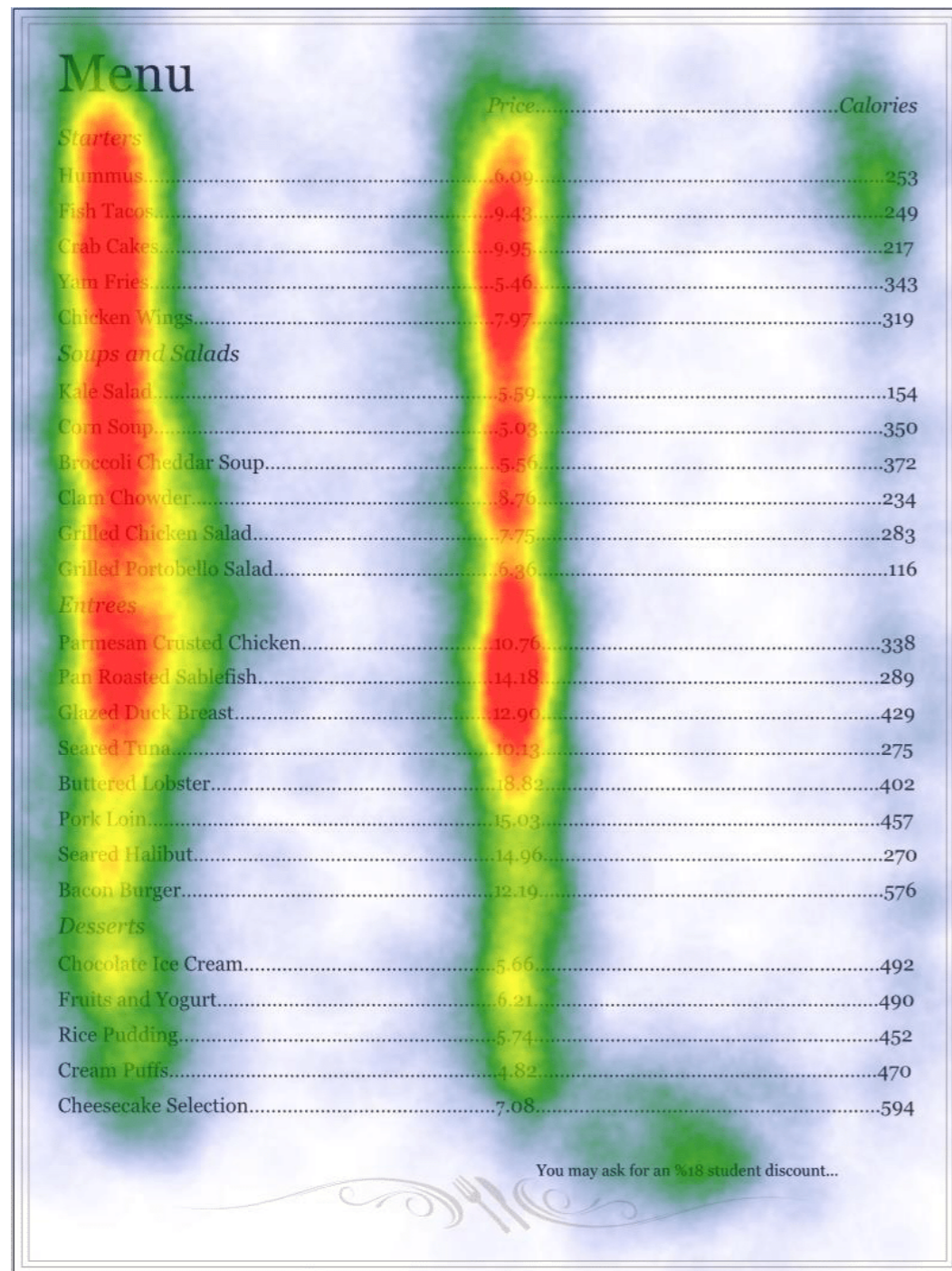
Data Abstraction

- **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.

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



- Which part of the menu has been clicked more
- Solution: Heat-map

Scenarios of Use: Customer/Promotion

- Which customers are loyal and which ones are not?
- Which customers should be given promotions

Customer Loyalty

Each point on the graph represents a customer.
Select a customer to send them a promotion

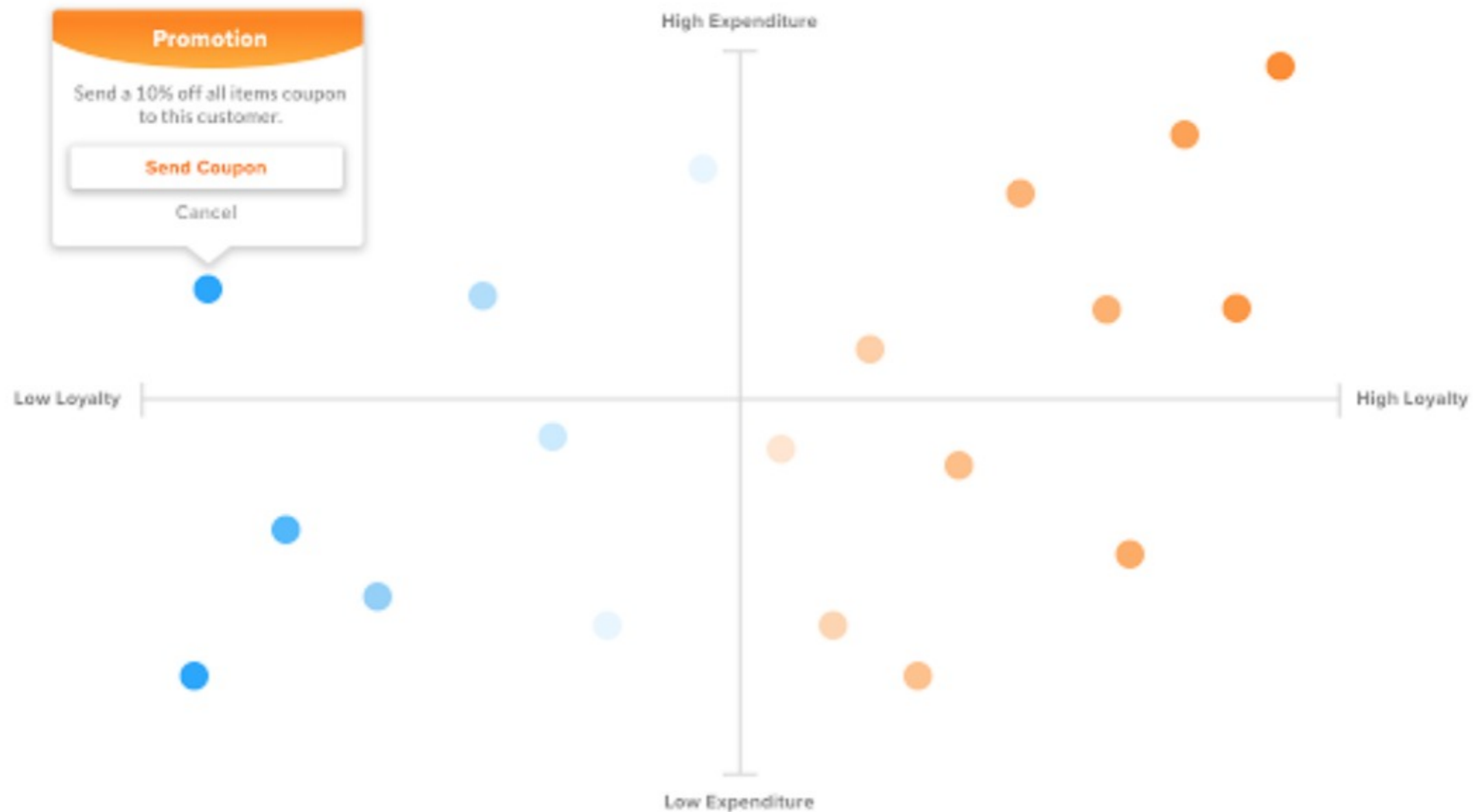


Promotion

Send a 10% off all items coupon to this customer.

Send Coupon

Cancel



Scenarios of Use: Customer/Promotion

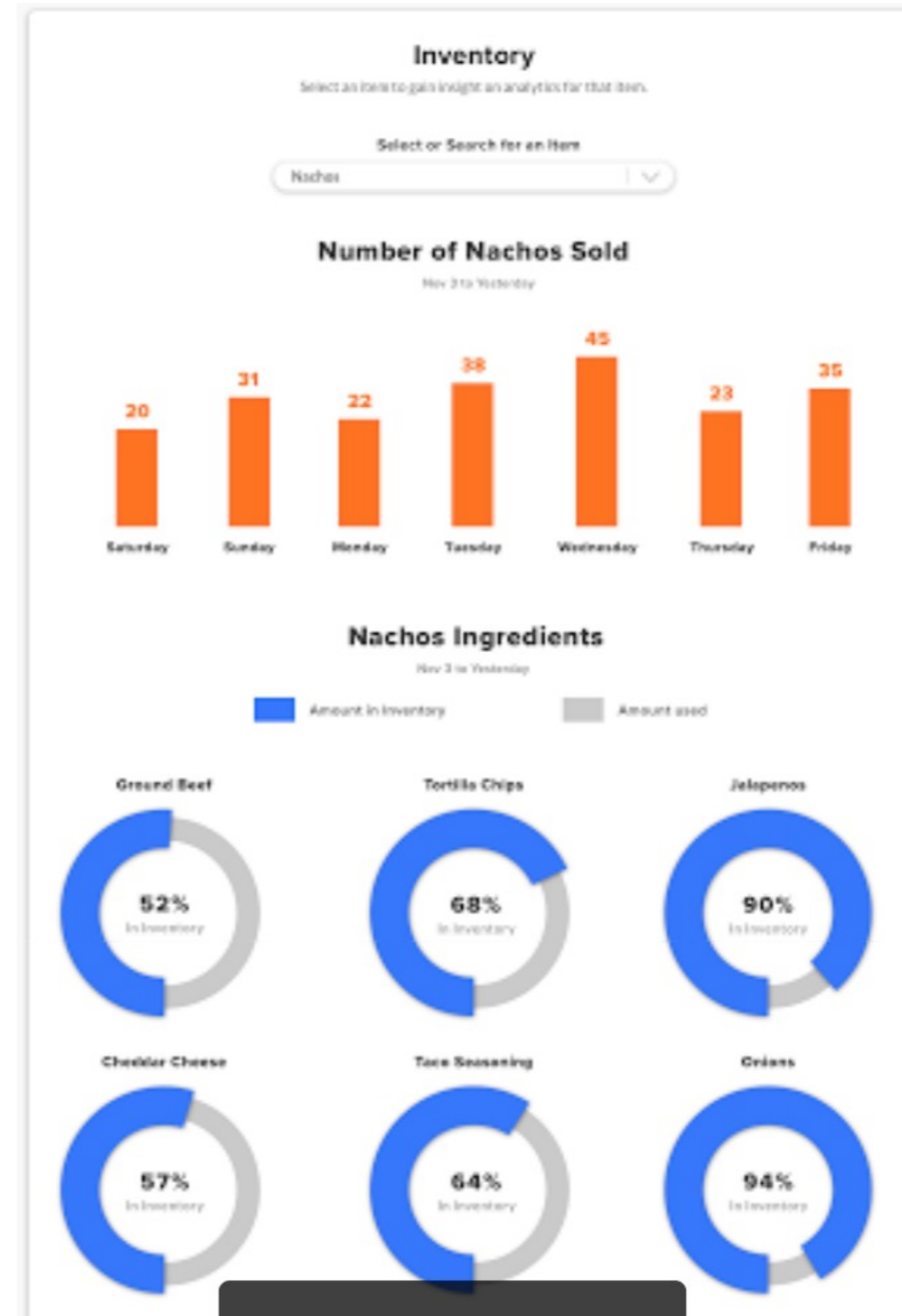
- compare each restaurant with an average of similar restaurants.
- How should we define some restaurants as similar?
- What time is the busiest time for the restaurant?

Scenarios of Use: Customer/Promotion

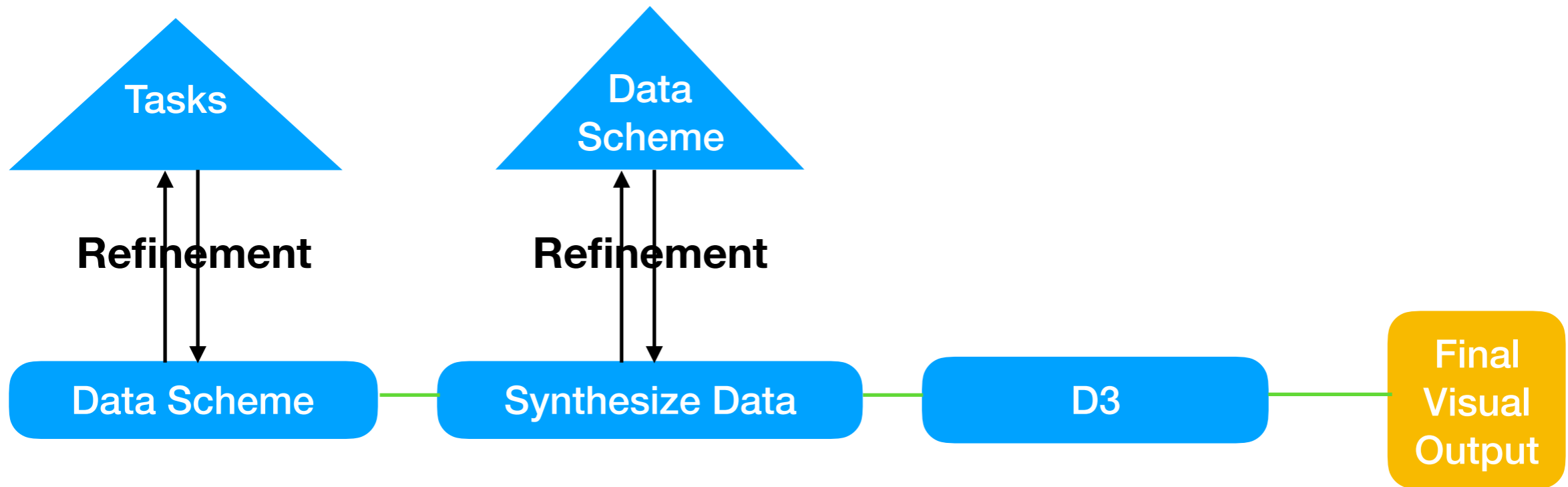


Scenarios of Use: Inventory management

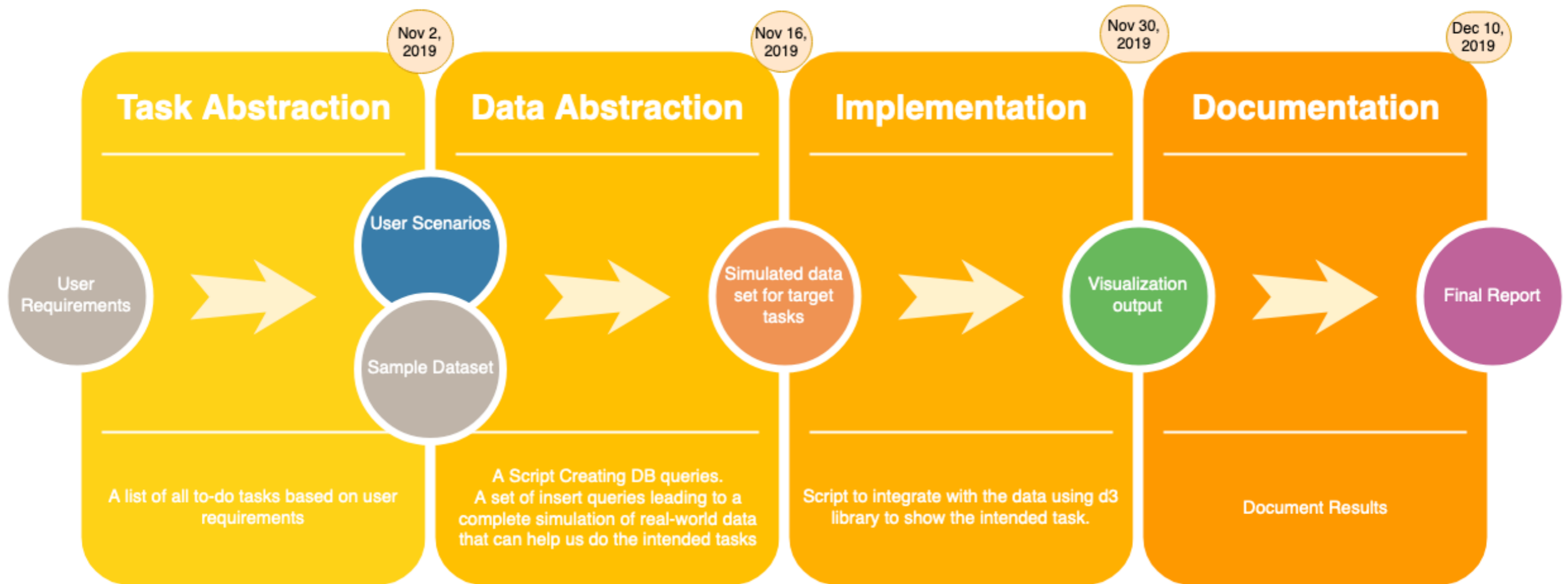
- how much of their ingredients are left and whether they need to order anything soon or not.
- very hard task for restaurant owners and it has been done manually most of the time.



Implementation



Milestones



Questions?