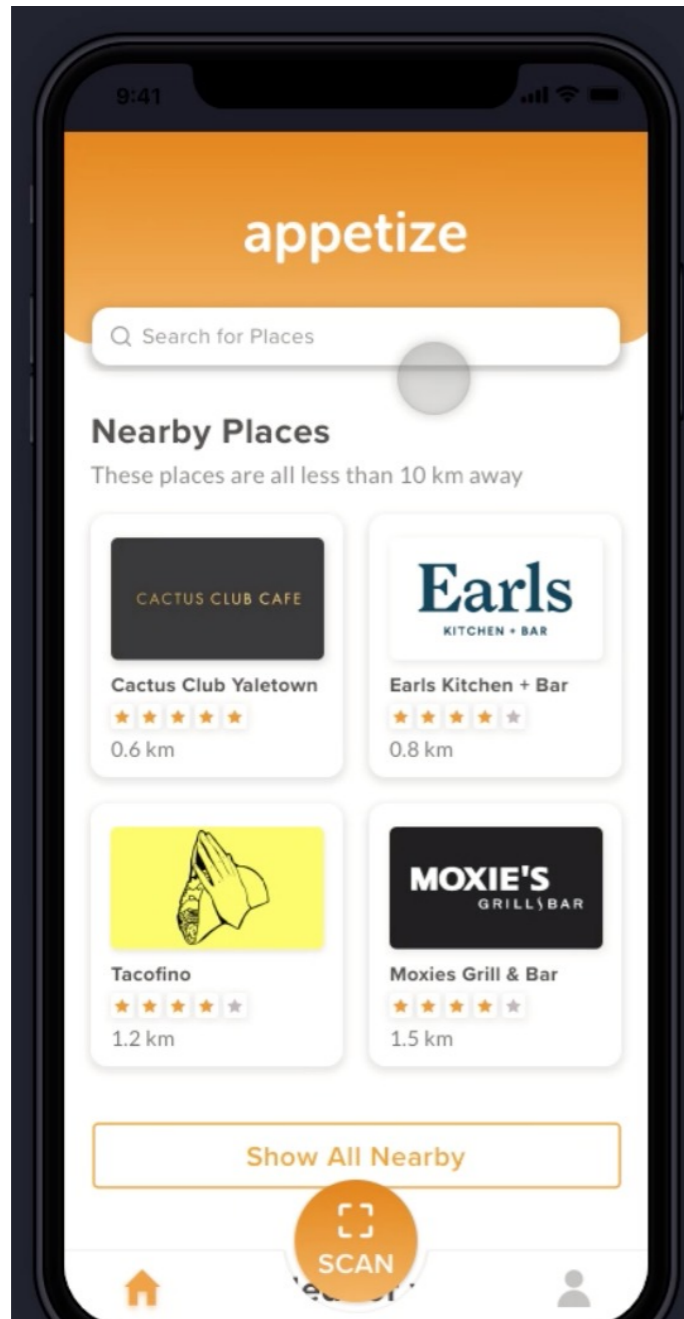


Appetize

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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

Menu

	Price.....	Calories
<i>Starters</i>		
Hummus.....	6.09	253
Fish Tacos.....	9.43	249
Crab Cakes.....	9.95	217
Yam Fries.....	5.46	343
Chicken Wings.....	7.97	319
<i>Soups and Salads</i>		
Kale Salad.....	5.59	154
Corn Soup.....	5.08	350
Broccoli Cheddar Soup.....	5.56	372
Clam Chowder.....	8.76	234
Grilled Chicken Salad.....	7.75	283
Grilled Portobello Salad.....	6.86	116
<i>Entrees</i>		
Parmesan Crusted Chicken.....	10.76	338
Pan Roasted Sablefish.....	14.18	289
Glazed Duck Breast.....	12.90	429
Seared Tuna.....	10.13	275
Buttered Lobster.....	18.82	402
Pork Loin.....	15.03	457
Seared Halibut.....	14.96	270
Bacon Burger.....	12.19	576
<i>Desserts</i>		
Chocolate Ice Cream.....	5.66	492
Fruits and Yogurt.....	6.21	490
Rice Pudding.....	5.74	452
Cream Puffs.....	4.82	470
Cheesecake Selection.....	7.08	594

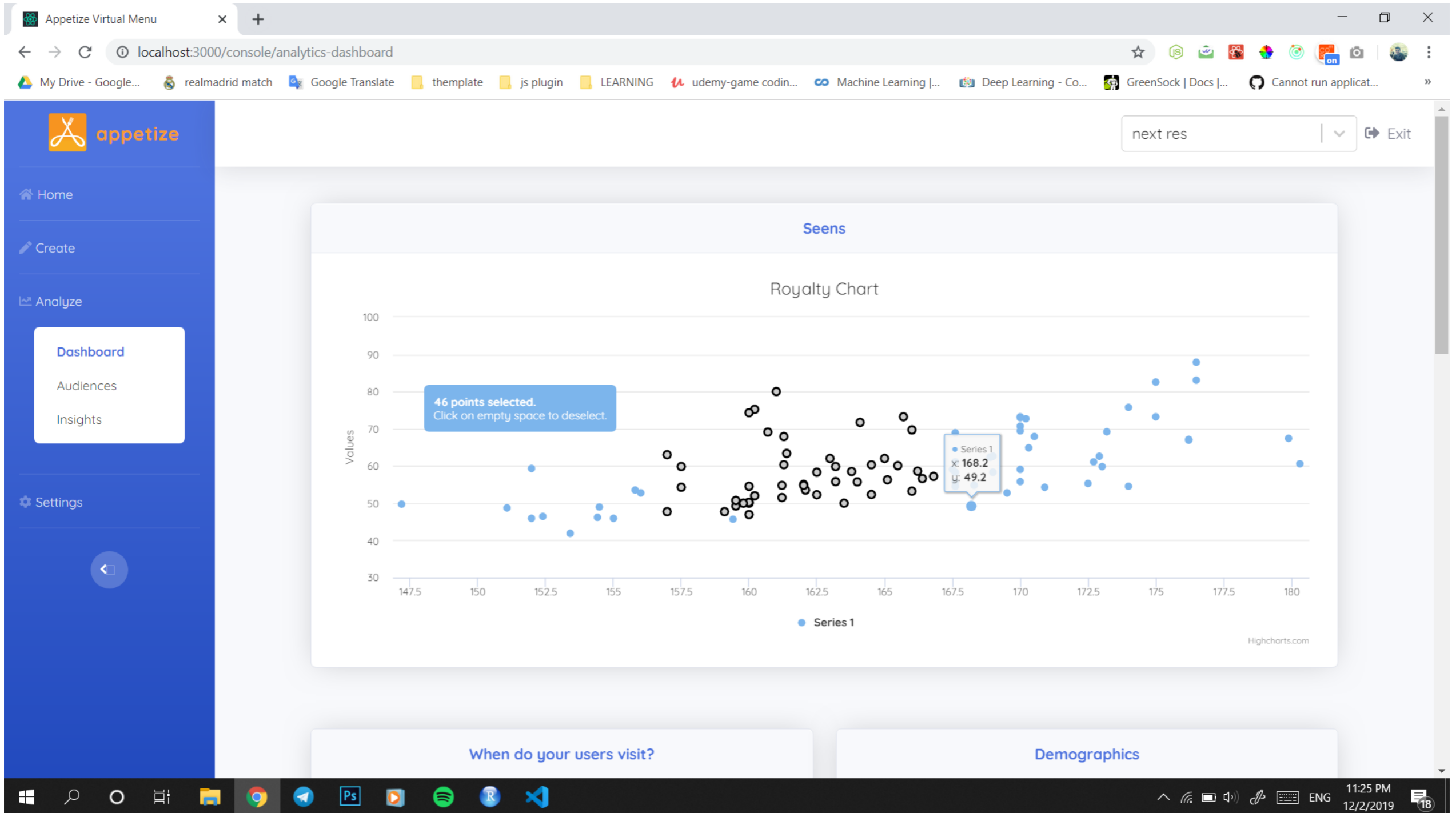
You may ask for an %18 student discount...

- 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

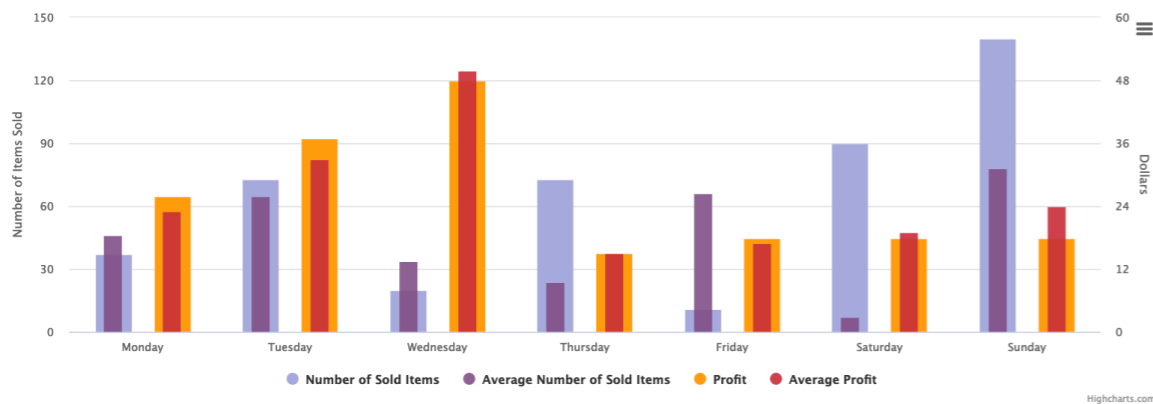
Implemented

Mock-up

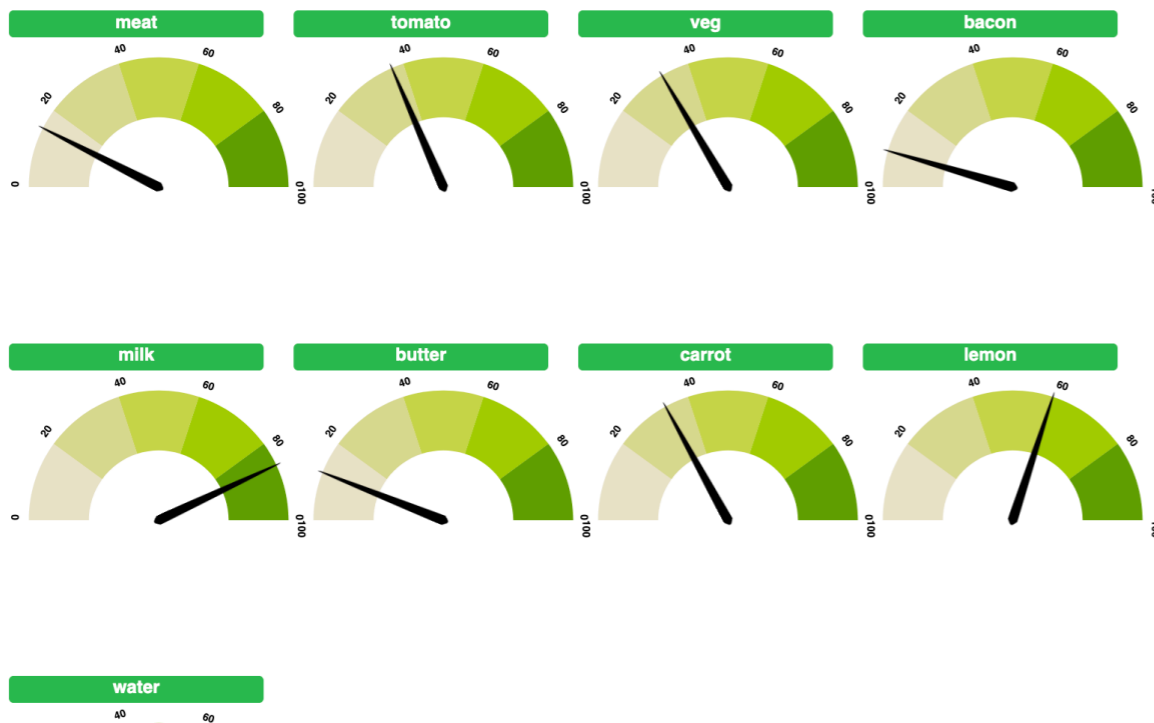
Select your desired item

Choose Item -

Item Statistics



Inventory Management



Inventory

Select an item to gain insight on analytics for that item.

Select or Search for an Item

Nachos

Number of Nachos Sold

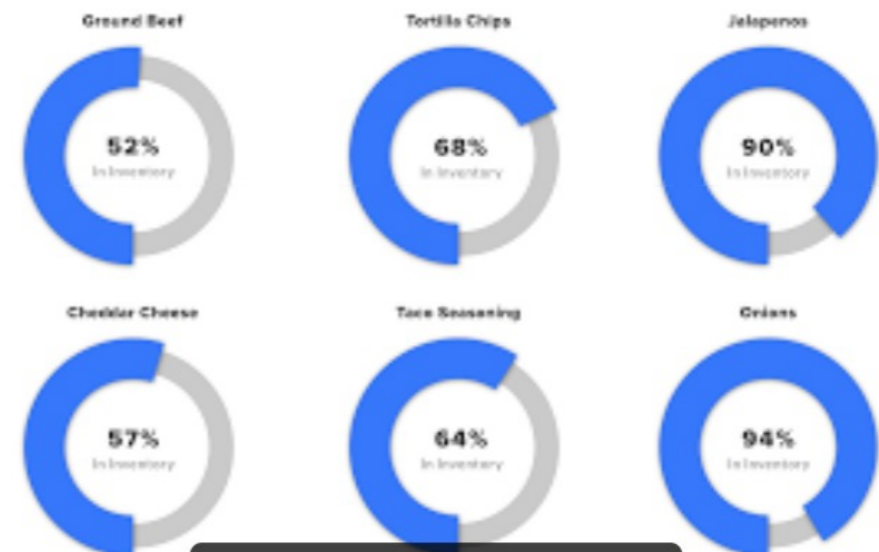
Nov 3 to Yesterday



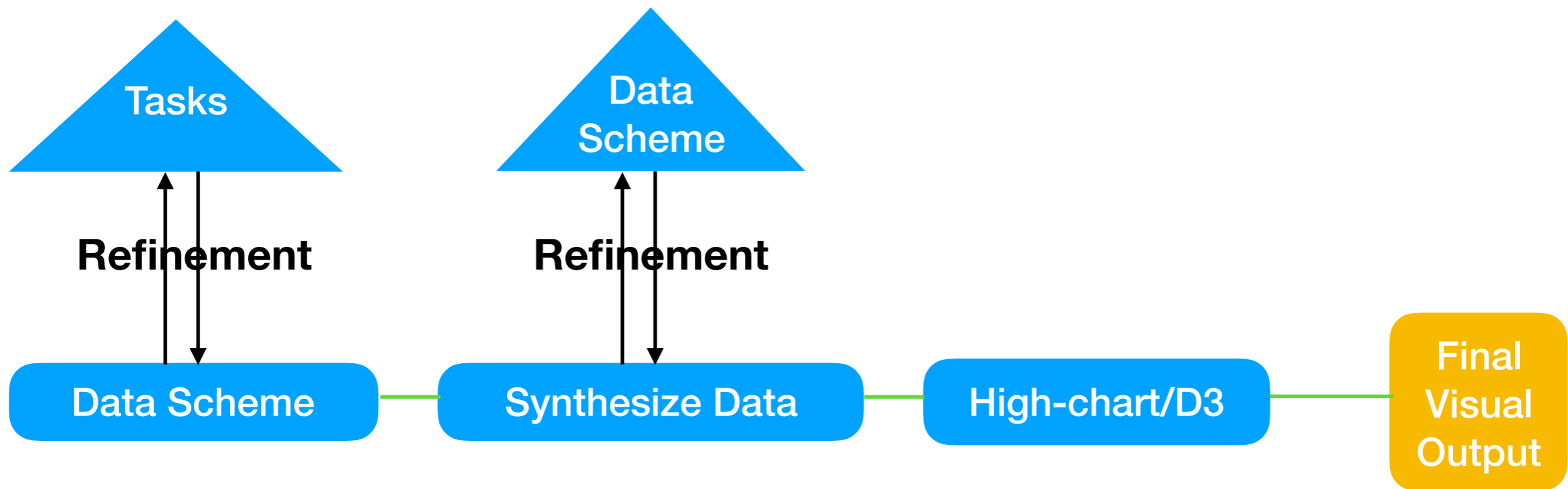
Nachos Ingredients

Nov 3 to Yesterday

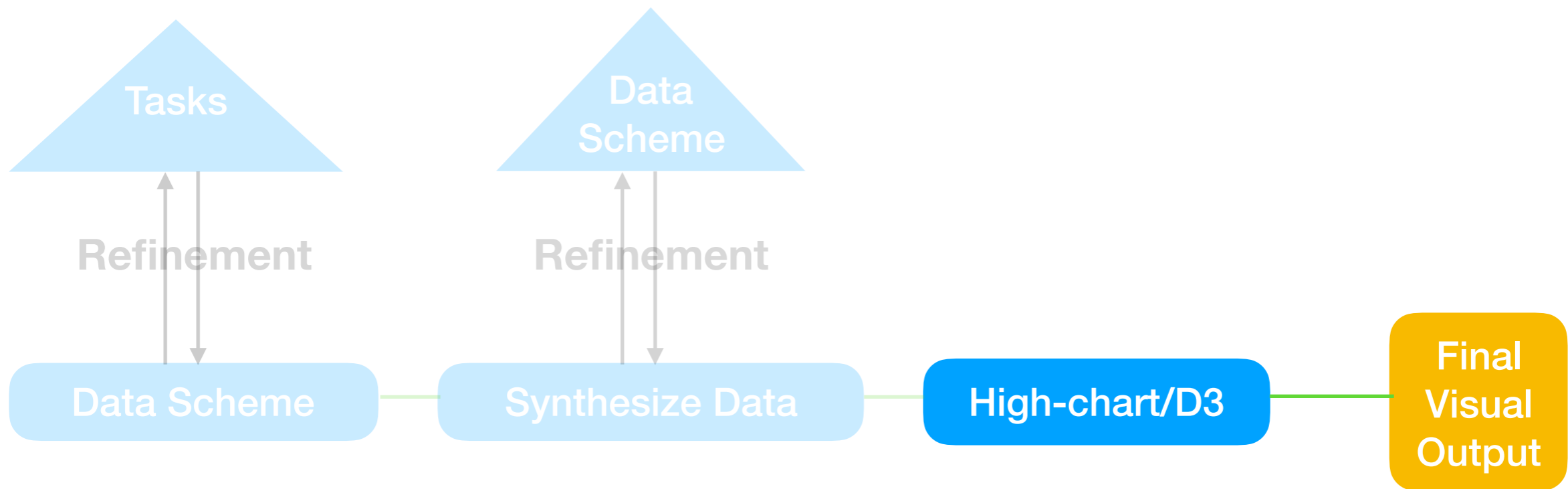
Amount in Inventory (Blue) | Amount used (Grey)



Implementation



Implementation



We are currently in this stage. We have done 60% of coding until now.

2 out of 4 views are almost done.

Questions?