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DEFINE & IDEATE

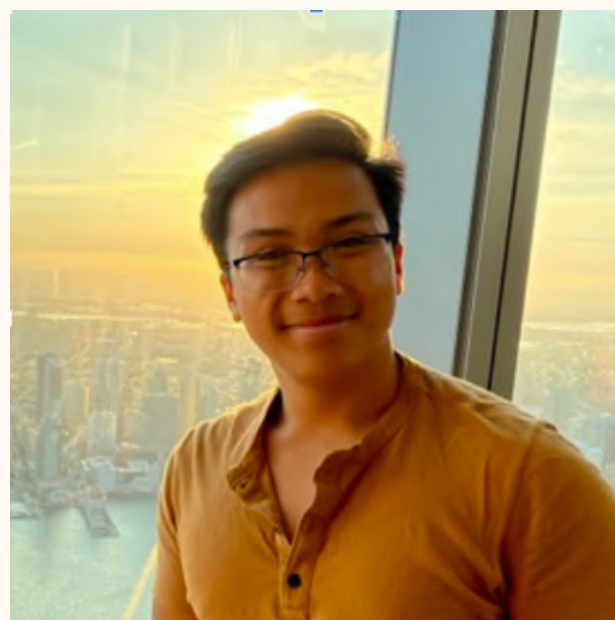Joseph Ngo, Faith Zhang, Kaitlin Peng, Melissa Lee

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OUR TEAM

Joseph Ngo

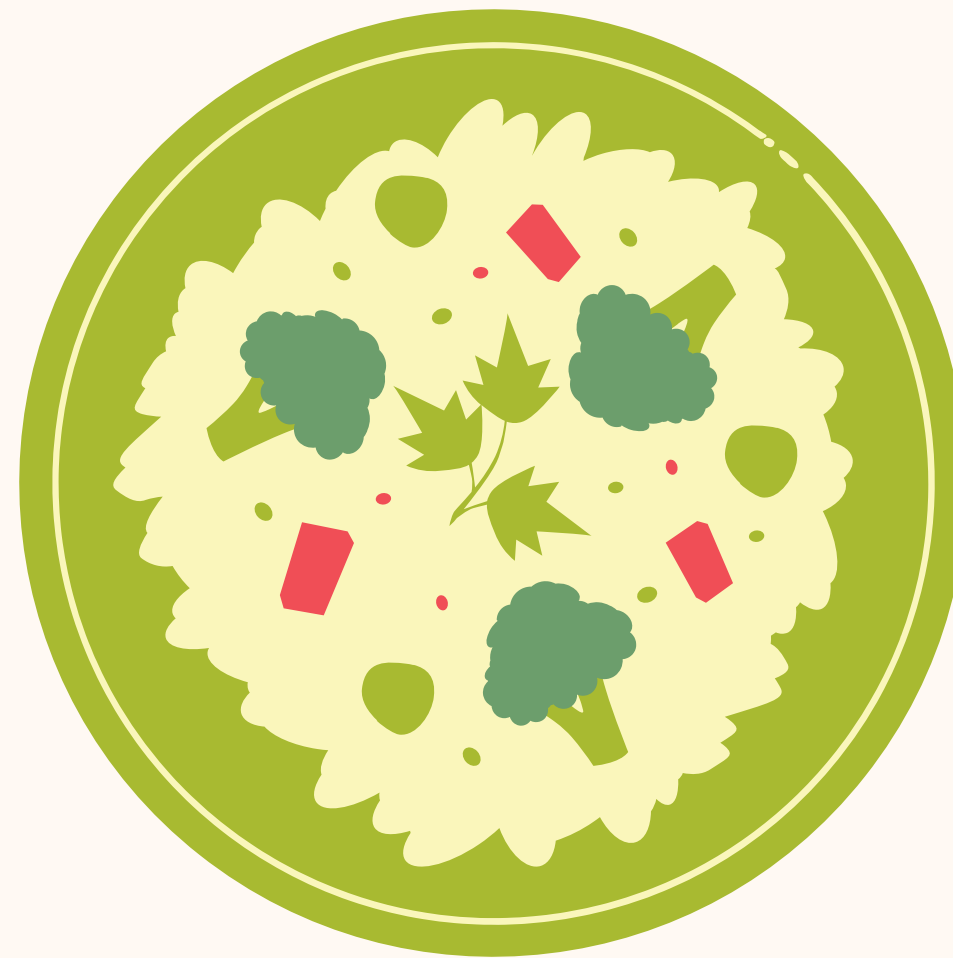Faith Zhang

Kaitlin Peng

Melissa Lee

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RECAP

We saw what our interviewees **struggled** with and **enjoyed** most from their dining experiences. Now, we are brainstorming solutions to **address** their problems.

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DOMAIN NARROWING

What is an everyday problem most people can relate to?

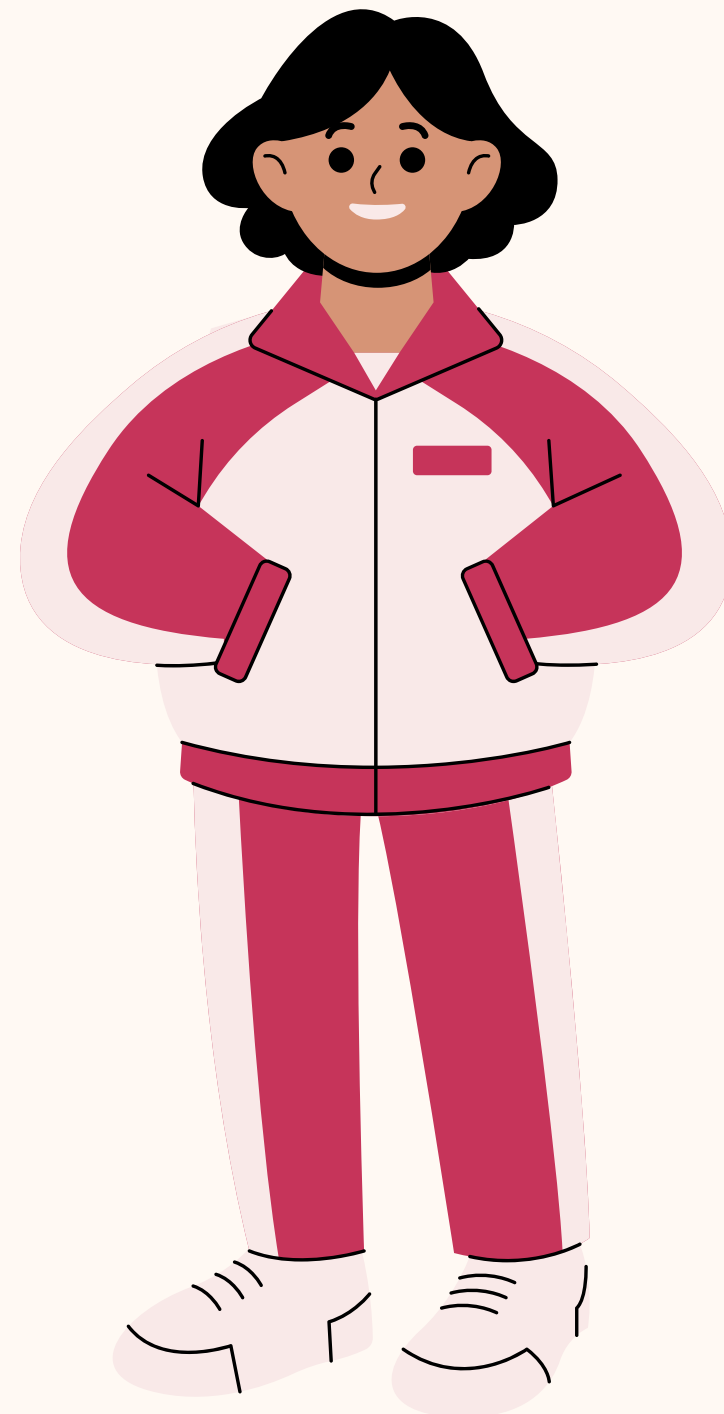How can we improve the dining/ordering experience for customers?

ADDITIONAL INTERVIEWEES

Annie

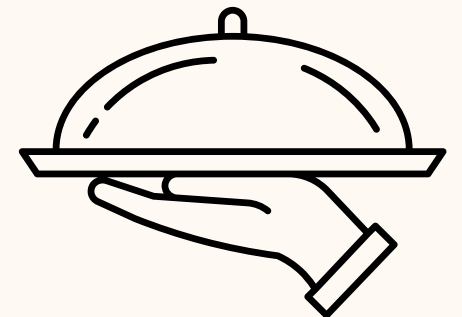a D1 women's wrestler at Columbia University

Travis

an 18yo high school senior & waiter at Cheesecake Factory

WHAT WE LEARNED

Even though she lives in NY, she avoids dining out because of the lack of healthy options around her.

Annie

D1 women's wrestler at Columbia University

Annie prioritizes the nutritional content of her food (protein, carb, sodium intake) over customers reviews.

WHAT WE LEARNED

Restaruant staff & management don't often utilize platforms like Google Reviews, Yelp, etc.

Travis

an 18yo high school senior & waiter at Cheesecake Factory

The most common question customers ask is "What do you recommend?"

POVS + HMWS

INITIAL POVS

We met...
Jason, a Stanford student who enjoys eating out but suffers from several food allergies

We were surprised to realize...
He likes the idea of <u>trying new restaurants</u> and meals, but always <u>ends up ordering the same dishes</u> he is already familiar with

We wonder if this means...
Jason has not been properly accommodated in the past, making him subconsciously hesitant to explore new foods

It would be game-changing to...
Help Jason feel <u>confident in exploring</u> new foods by enabling him to access additional information about items on a menu

HMW...

- Help those with dietary restrictions identify restaurants that can properly accommodate their needs?

- Help customers prioritize meals that fit their dietary restrictions through visualizations?

POV 1 & HMW 1

We met…
Annie, a D1 college wrestler who follows a strict diet to perform her best in competition

We were surprised to realize…
She often sticks to what she's familiar with because she has specific nutritional content that she's looking for in a meal, including protein, macros, and sodium intake

We wonder if this means…
Annie wants to explore new foods but feels deceived by restaurants that inaccurately or incompletely list their ingredients

It would be game-changing to…
Help Annie explore and understand precise information about the ingredients in her meals

HMW…

- Help restaurants promote the health benefits of their food?

- Help those with dietary restrictions feel more confident about their dining choices?

- Foster a sense of adventure and discovery in people's dining experiences?

POV 2 & HMW 2

We met...
Travis, a high school senior that worked as a waiter at Cheesecake Factory

We were surprised to realize...
That the staff regularly dealt with customers taking <u>too long to decide</u> & being left unsatisfied with what they ordered because it <u>didn't match expectations</u>

We wonder if this means...
That waiters are also impacted by customer indecision in terms of <u>satisfaction with their own work</u> and <u>efficiency</u>

It would be game-changing to...
Assist restaurant staff in helping customers make <u>quicker, informed choices</u> on what to order

HMW...

- Help indecisive customers make faster decisions about what to order?

- HMW encourage waitstaff to engage in more meaningful conversations with customers to better understand their preferences and gather feedback effectively?

- HMW improve the overall customer experience by providing real-time information and recommendations to customers?

POV 3 & HMW 3

We met…
Jenna, a Palo Alto-based 51-year-old "foodie" who enjoys traveling around the country

We were surprised to realize…
She is willing to return to a restaurant if she enjoyed the ambience and customer service, even if she was unimpressed with the food

We wonder if this means…
She finds social interaction and intimacy to be the most important parts of a dining experience

It would be game-changing to…
Help Jenna select restaurants that match her vibe by understanding the mood and environment of the place prior to attending

HMW…

- Let diners explore the atmosphere & food of a restaurant before they visit?

- Help restaurants identify their niche and what makes them unique?

- Encourage customers to find others to share their dining experiences with?

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TOP HMWS

POV 1 & HMW 1

We met…
Annie, a D1 college wrestler who follows a strict diet to perform her best in competition

We were surprised to realize…
Though she wishes to explore new foods, she often sticks to what she's familiar with because she has specific nutritional content that she's looking for in a meal, including protein, macros, and sodium intake

We wonder if this means…
Annie wants to explore new foods but feels deceived by restaurants that inaccurately or incompletely list their ingredients

It would be game-changing to…
Help Annie explore and understand precise information about the ingredients in her meals

HMW…

Foster a sense of **adventure & discovery** in people's dining experiences?

POV 2 & HMW 2

We met...
Travis, a high school senior that worked as a waiter at a restaurant over the summer

We were surprised to realize...
That the staff regularly dealt with customers taking too long to decide & being left unsatisfied with what they ordered because it didn't match expectations

We wonder if this means...
That waiters are also impacted by customer indecision in terms of satisfaction with their own work and efficiency

It would be game-changing to...
Assist restaurant staff in helping customers make quicker, informed choices on what to order

HMW...

Help **indecisive customers** make **faster decisions** about what to order?

POV 3 & HMW 3

We met...
Jenna, a Palo Alto-based 51-year-old "foodie" who enjoys traveling around the country

We were surprised to realize...
She is willing to return to a restaurant if she enjoyed the ambience and customer service, even if she was unimpressed with the food

We wonder if this means...
She finds social interaction and intimacy to be the most important parts of a dining experience

It would be game-changing to...
Help Jenna select restaurants that match her vibe by understanding the mood and environment of the place prior to attending

HMW...

Let diners explore the **atmosphere & food** of a restaurant before they visit?

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SOLUTIONS

SOLUTION 1

Use AI to personalize digital menus for each customer based on their past preferences and customer reviews, as well as encourage them to try new dishes and explore the menu

Assumptions

- Customers like to order dishes similar to meals they have previously enjoyed

- Customers want recommendations and value customer reviews

EXPERIENCE PROTOTYPE #1
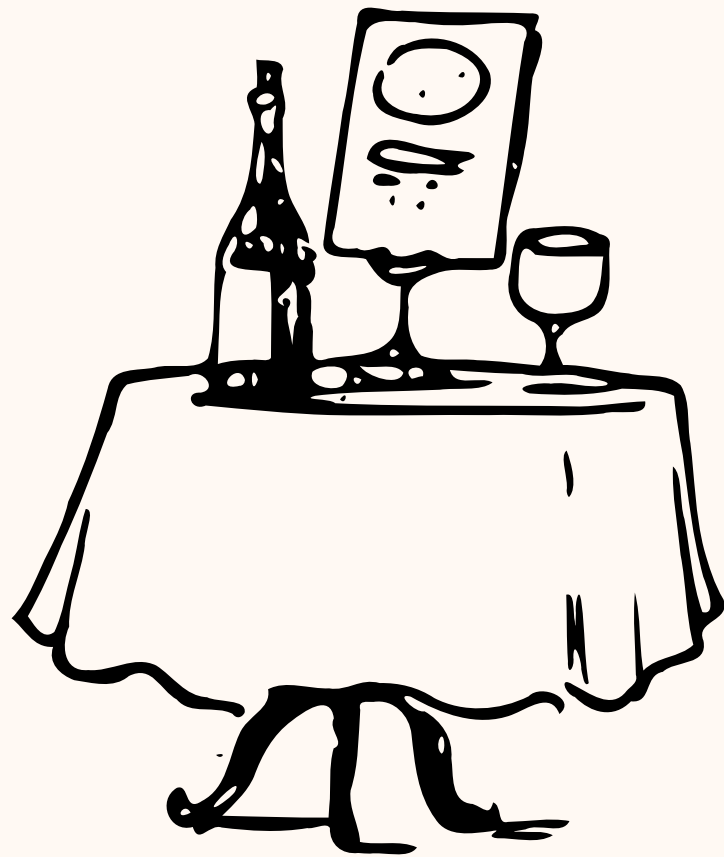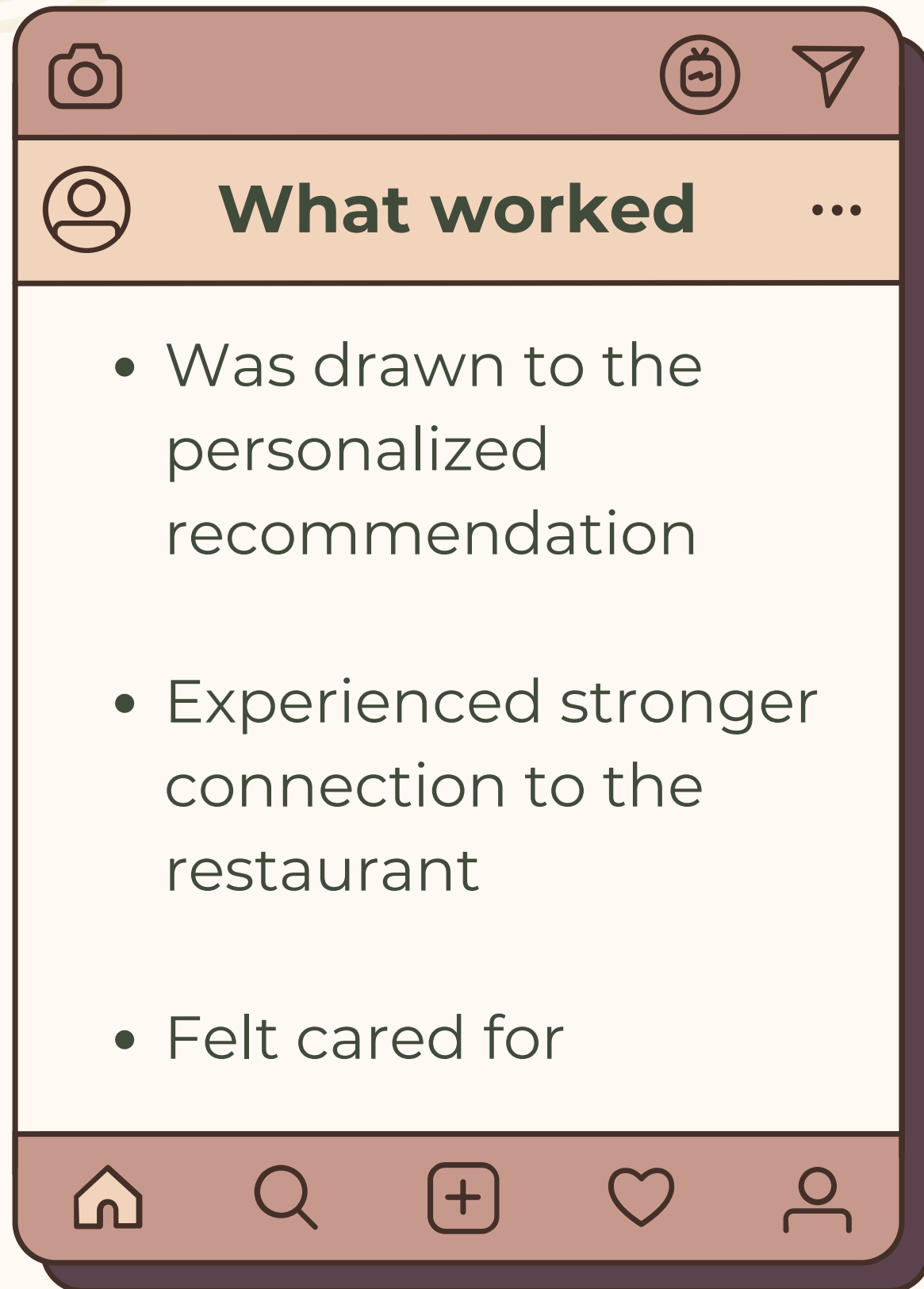

Find person who regularly dines out

Inquire about their favorite restaurant and dish. Create a personalized menu highlighting a new, but similar dish

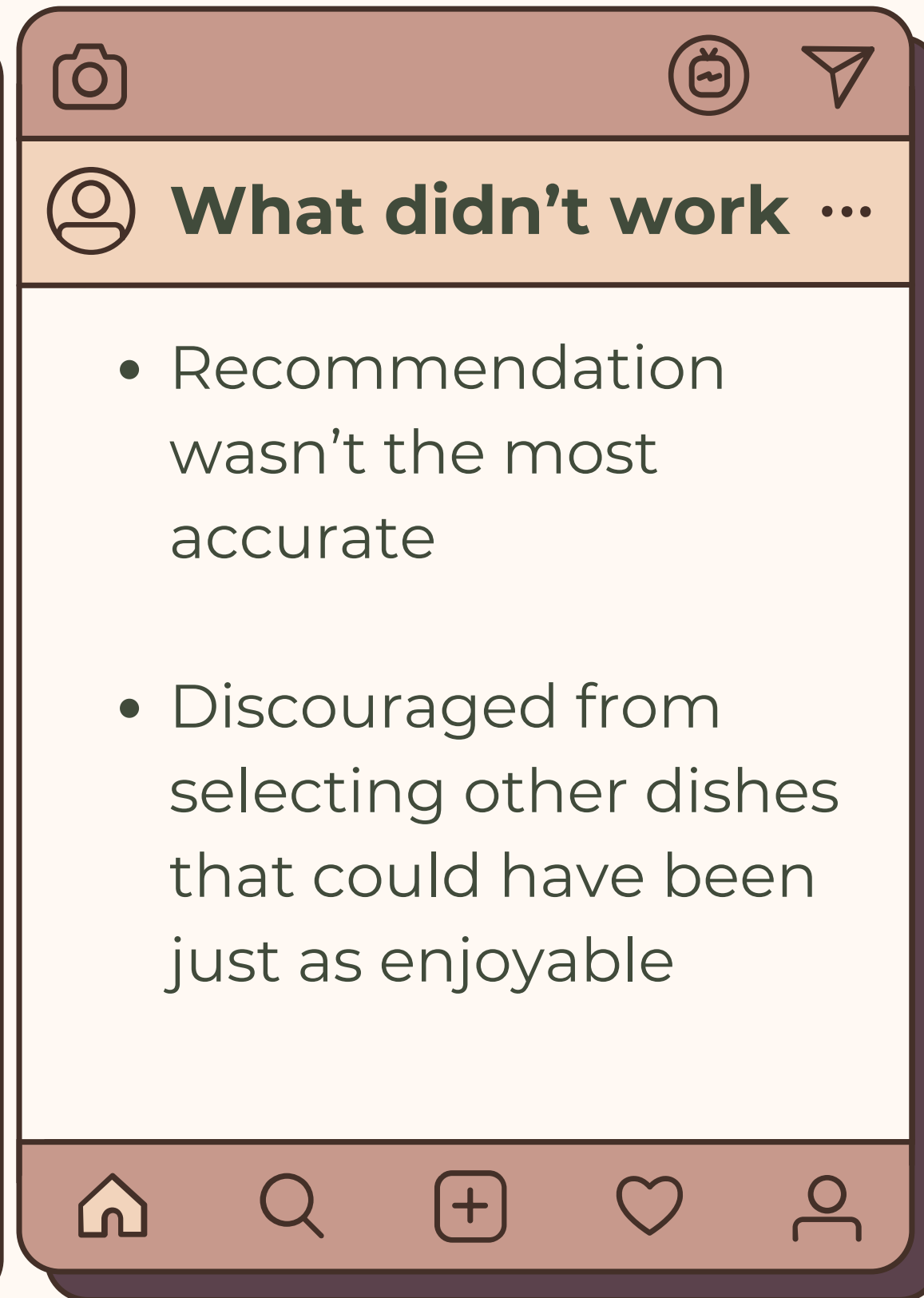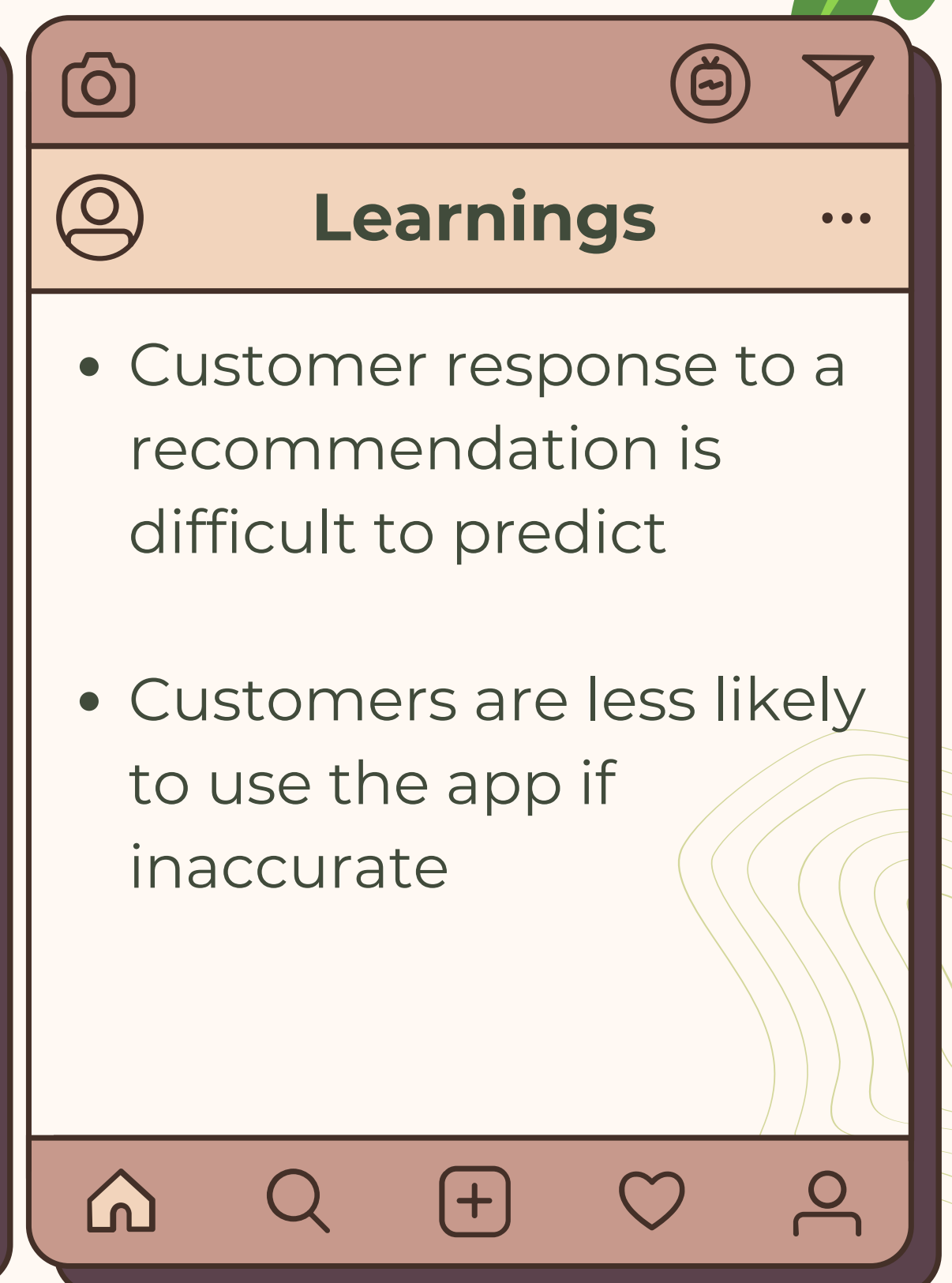Record and assess emotions surrounding dining experience

RESULTS

What worked

- Was drawn to the personalized recommendation

- Experienced stronger connection to the restaurant

- Felt cared for

What didn't work

- Recommendation wasn't the most accurate

- Discouraged from selecting other dishes that could have been just as enjoyable

Learnings

- Customer response to a recommendation is difficult to predict

- Customers are less likely to use the app if inaccurate

SOLUTION 2

Incentivize customers through a **reward system** where customers earn points/discounts for <u>providing feedback</u>, trying new dishes and <u>sharing photos</u>!

Assumptions

- Customers are incentivized by rewards to engage more with feedback system.

- Customers already partake in activities that promote the restaurant.

EXPERIENCE PROTOTYPE #2

Find people about to finish their meal
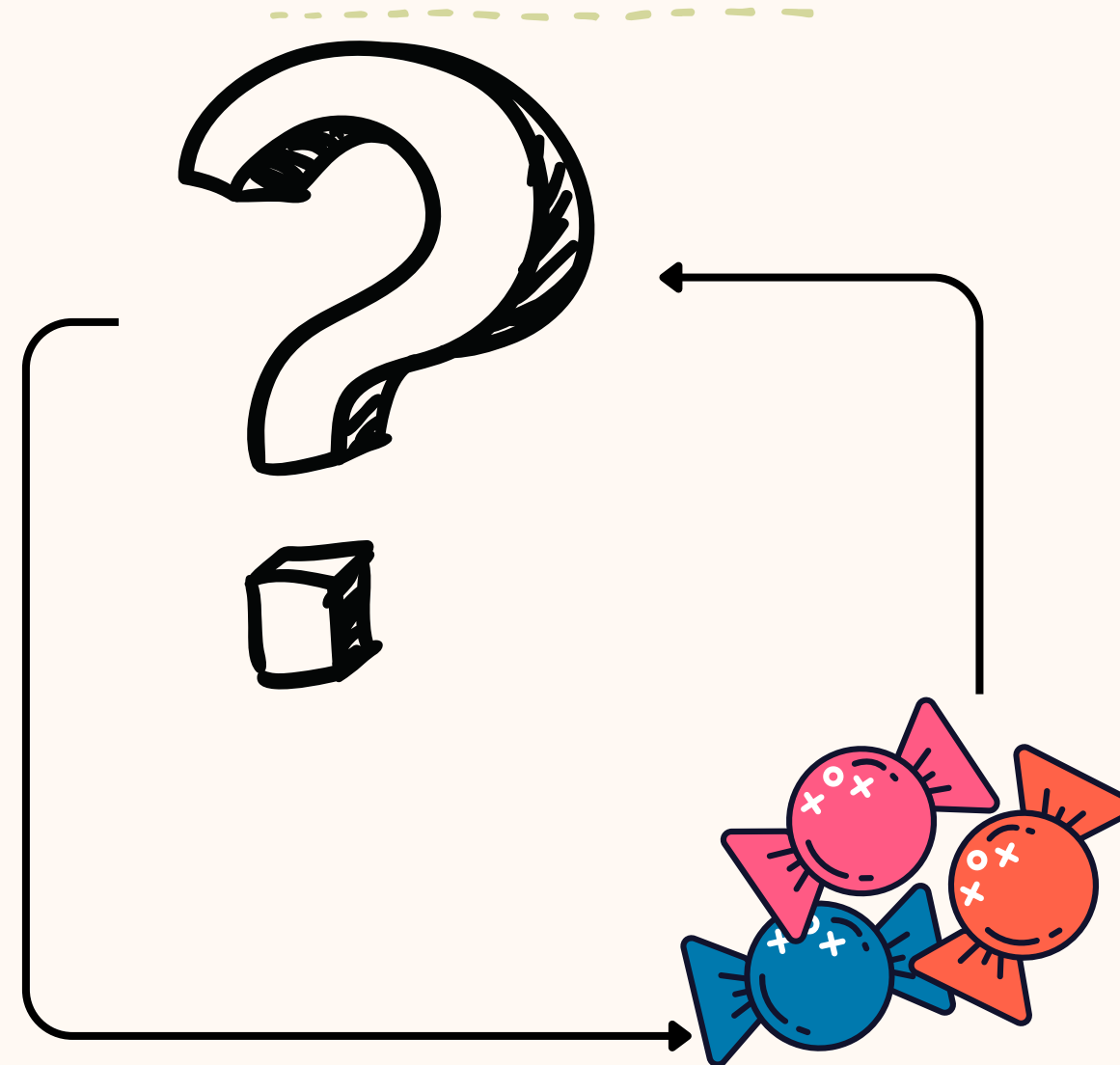
Ask them to provide feedback in exchange for a reward

Record eagerness to give feedback before & after telling them about incentive

RESULTS

What worked

- Offering a reward for feedback was an effective incentive

- Making it easy for the participant to leave a review

What didn't work

- Asking for feedback about ambiance

- Photos

- Sharing food on social media networks (not everyone is a foodie)

Learnings

- Incentives do increase likelihood of customer giving feedback

- Seamlessly integrating feedback into the dining experience is crucial

- People don't go out of their way to share/review

SOLUTION 3

Menu rating system where previous customers can rate and review dishes, helping indecisive customers see popular options

Assumptions

- Customers like to order based on the popularity of the option

- Customers have trouble deciding what to order and want help ordering

EXPERIENCE PROTOTYPE #3
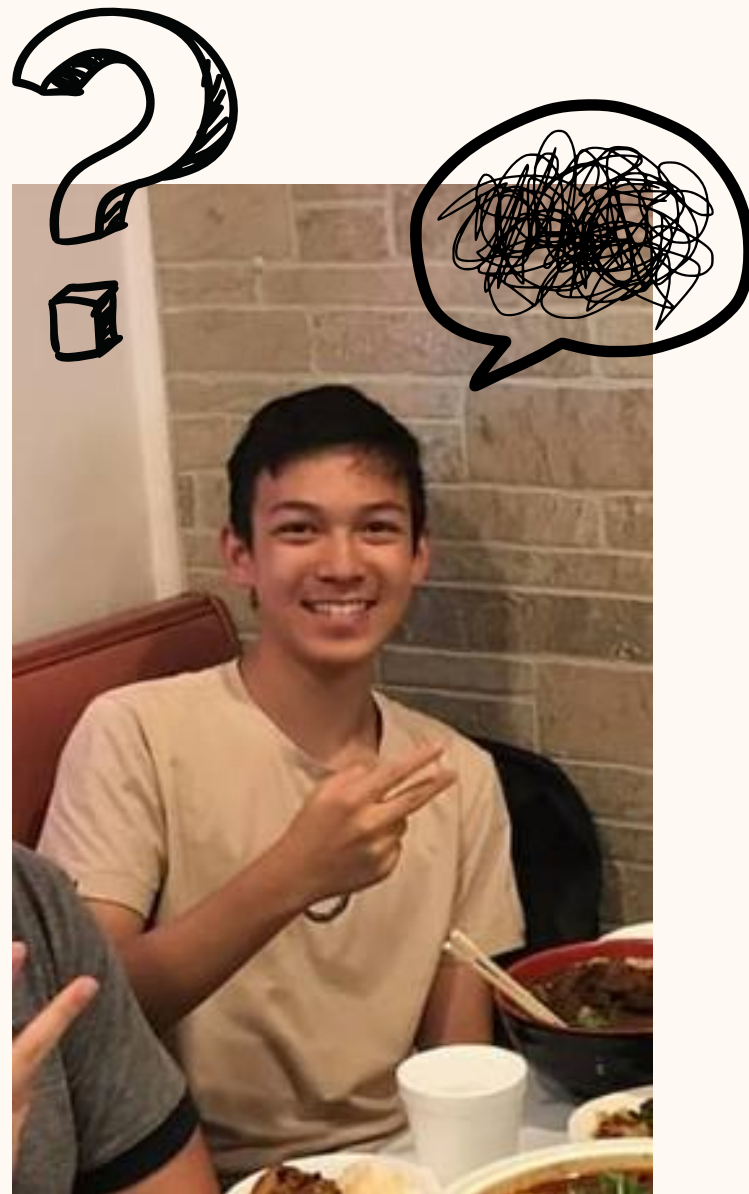
Find person who normally has trouble deciding what to eat when dining out
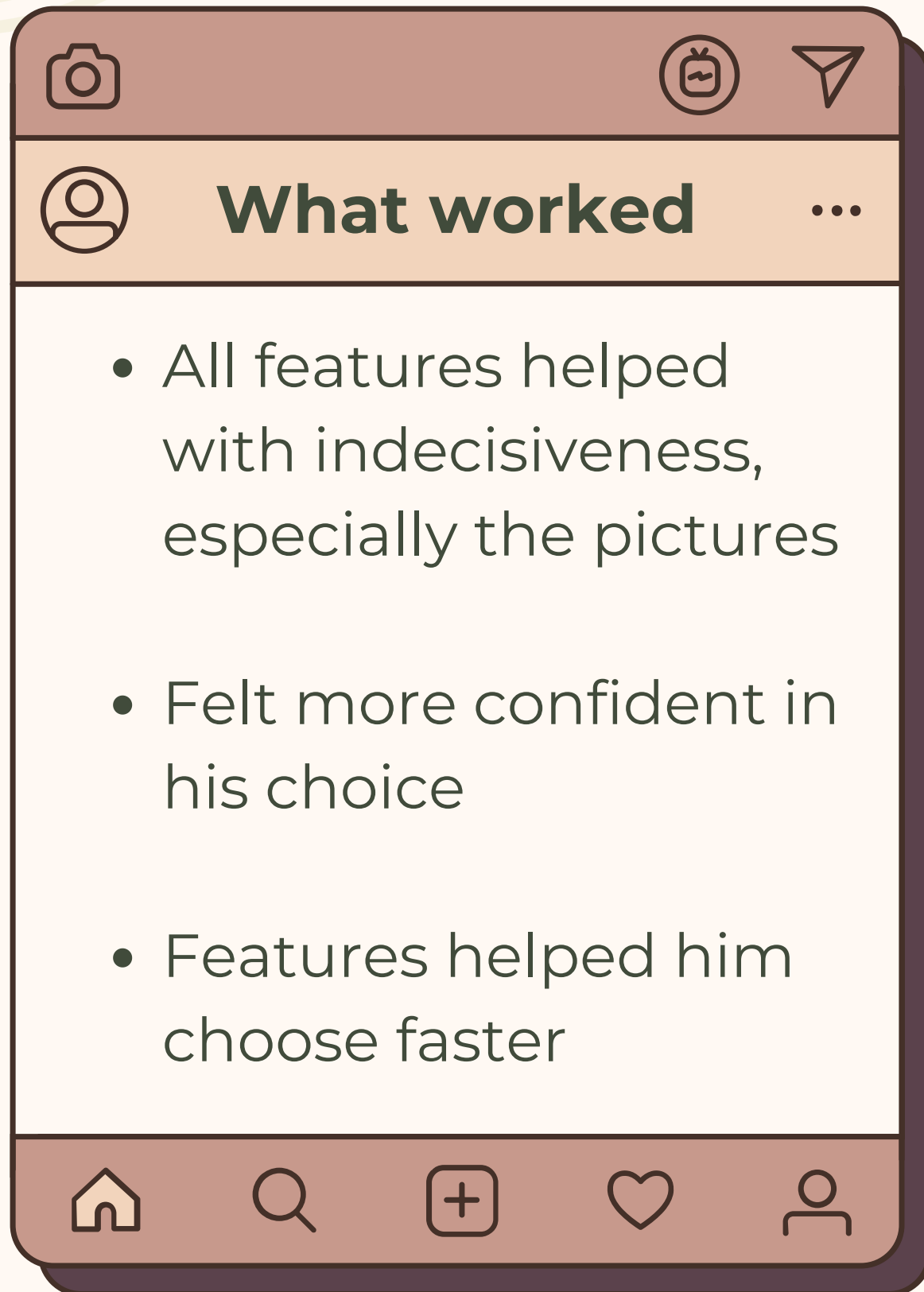
Ask them to order a dish from a menu with only text, then from a menu with text + pictures + ratings + reviews
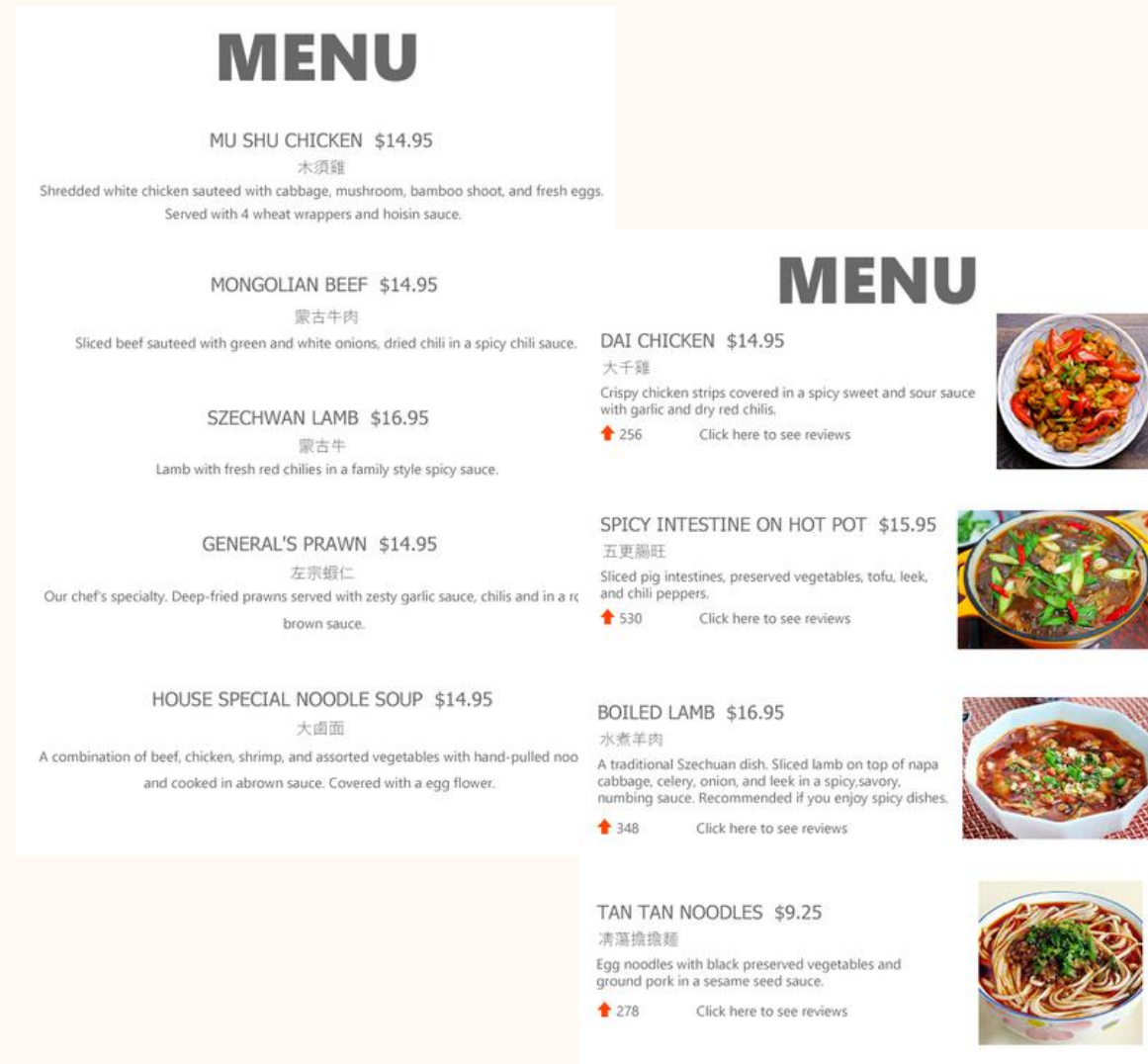
Record the amount of time it took them to choose, their reasoning, and their feelings about the choice
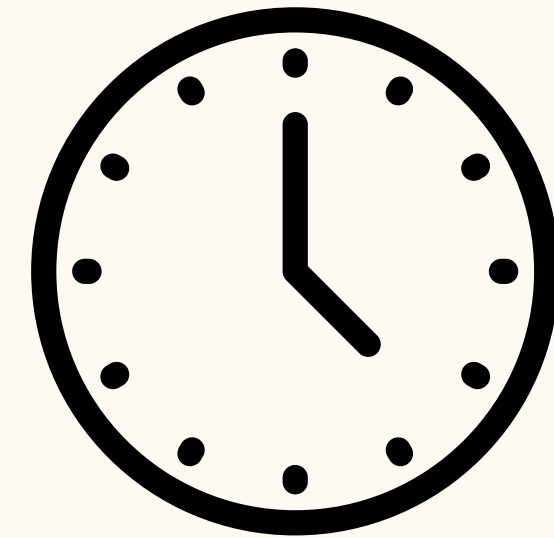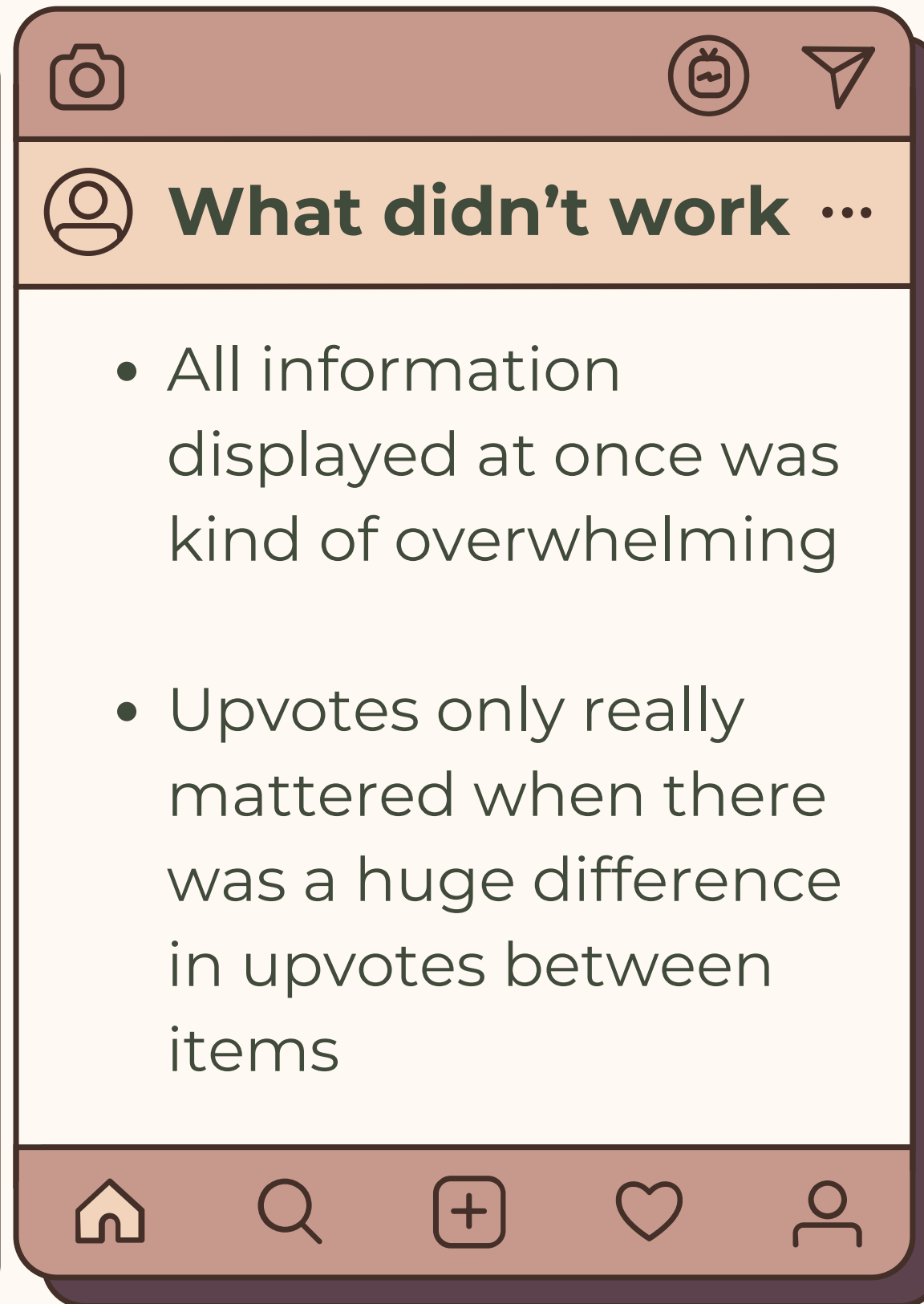
RESULTS
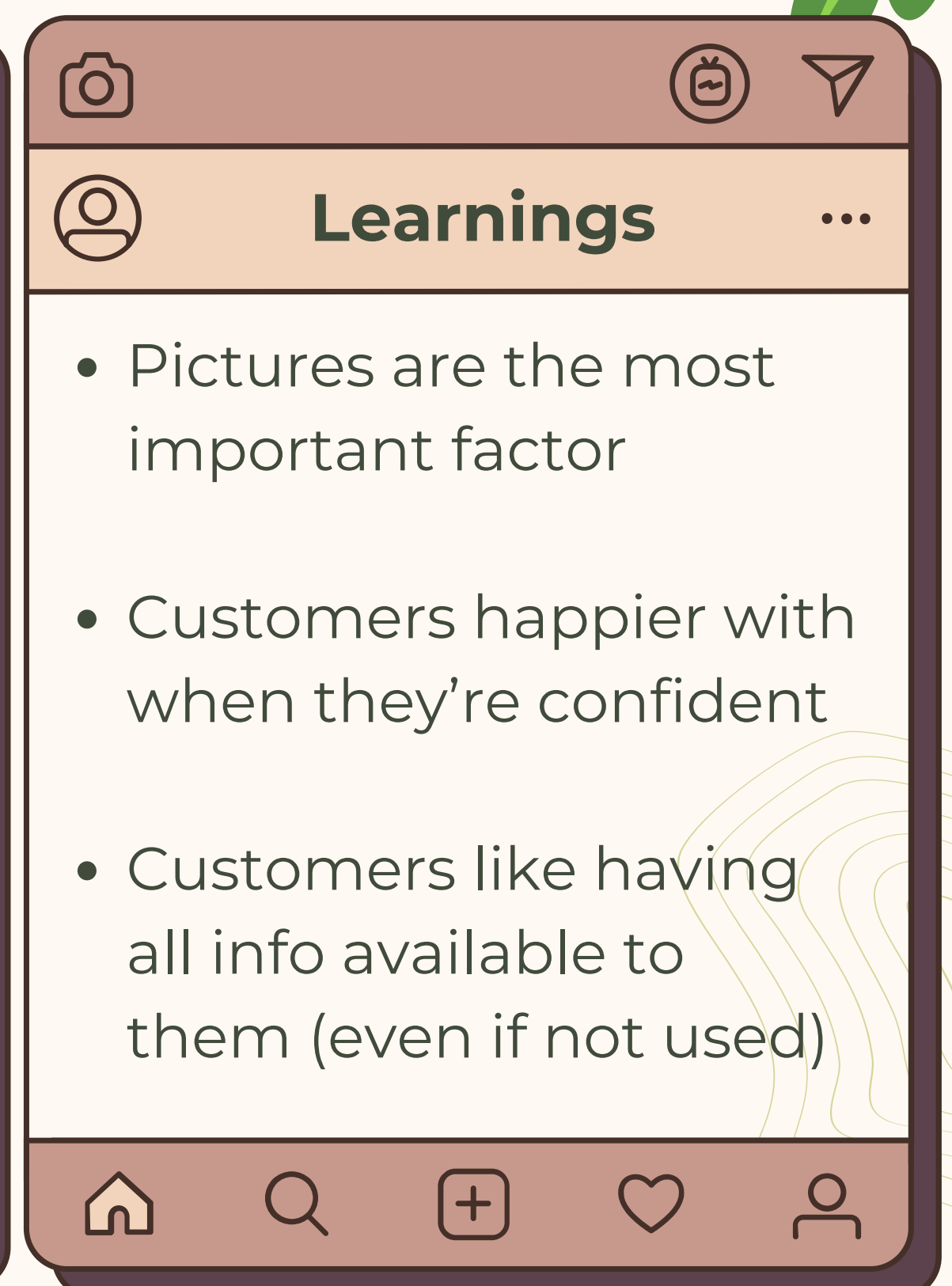
What worked

- All features helped with indecisiveness, especially the pictures

- Felt more confident in his choice

- Features helped him choose faster

What didn't work

- All information displayed at once was kind of overwhelming

- Upvotes only really mattered when there was a huge difference in upvotes between items

Learnings

- Pictures are the most important factor

- Customers happier with when they're confident

- Customers like having all info available to them (even if not used)

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WHAT'S NEXT

NEXT STEPS

Moving forward, we will iterate on a solution that combines **Solutions 1 and 3.**

Use AI to personalize digital menus for each customer, drawing from past preferences and menu item reviews and ratings to help indecisive customers and encourage them to try new dishes and explore the menu

ETHICAL IMPLICATIONS

Using AI to personalize digital menus has several ethical implications that should be considered:

- **Privacy** - would need access to data e.g. past orders, reviews, preferences → transparent data collection and protection measures

- **Transparency** - customers should understand how recommendations are made and why certain dishes are suggested to maintain customer trust

- **Manipulation** - personalized menus may nudge customers toward expensive items or spending more, which would be manipulation

Who it serves...

- Customers
- Restaurants

Who it might leave out...

- Budget-conscious customers
- Those without access to technology

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THANK YOU!

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APPENDIX

HMW BRAINSTORM

Annie HMWs

HMW help restaurants promote the health benefits of their food?

Faith Zhang

HMW help those with dietary restrictions feel more confident about their dining choices?

Faith Zhang

HMW make food exploration more accommodating to those with strict diets?

Faith Zhang

HMW foster a sense of adventure and discovery in people's dining experiences?

Faith Zhang

HMW increase the visibility of restaurants that accommodate strict dietary needs?

Faith Zhang

HMW better inform customers about the positive & negatives about a meal?

Faith Zhang

HMW make dining out more inclusive and stress-free for individuals with specific dietary needs?

Faith Zhang

HMW encourage restaurants to prioritize accessible ingredient information for their menu offerings?

Faith Zhang

HMW help customers prioritize meals that fit their dietary restrictions through visualizations?

Faith Zhang

HMW generate recommendations for customers based on their dining and food preferences?

Faith Zhang

Travis HMWs

HMW help indecisive customers make faster decisions about what to order?

Kaitlin Peng

HMW make it easier for the waiter to pass on feedback from the customer to the managing staff?

Faith Zhang

HMW empower restaurant owners and employees to internalize and reflect on customer feedback?

Faith Zhang

HMW streamline the process of collecting and analyzing customer feedback for restaurant owners and managers?

Faith Zhang

HMW enhance the communication between waitstaff and kitchen staff to ensure accurate and timely dish feedback?

Faith Zhang

HMW improve the overall customer experience by providing real-time information and recommendations to diners?

Faith Zhang

HMW encourage diners to share their feedback proactively, without relying on waiter prompts?

Faith Zhang

HMW facilitate the integration of online reviews and crowd-sourced information into the restaurant's decision-making processes?

Faith Zhang

HMW enable restaurant owners to assess the impact of customer feedback on their menu and overall operations?

Faith Zhang

HMW encourage waitstaff to engage in more meaningful conversations with customers to better understand their preferences and gather feedback effectively?

Faith Zhang

Jenna HMWs

HMW help customers find restaurants that match their personalities?

Faith Zhang

HMW help restaurants identify their niche and what makes them unique?

Faith Zhang

HMW help restaurants increase their visibility to their ideal customer profiles?

Faith Zhang

HMW help restaurants track their online presence?

Faith Zhang

HMW tailor restaurant recommendations to customers' desires for particular moods or environments?

Faith Zhang

HMW personalize dining experiences for each customer?

Faith Zhang

HMW encourage customers to find others to share their dining experiences with?

Faith Zhang

HMW make customers who don't fit the ambience/vibe of a restaurant feel more confident in their environment?

Faith Zhang

HMW let diners explore the atmosphere of a restaurant before they visit the restaurant?

Kaitlin Peng

HMW help customers digest a large volume of information about a restaurant?

Faith Zhang

SOLUTIONS BRAINSTORM

HMW foster a sense of adventure and discovery in people's dining experiences?

Gamify the dining experience -- people earn rewards by trying new items from restaurants or completing challenges set by the restaurant — Kaitlin Peng ⭐👍	Use AI to personalize digital menus for each customer based on their past preferences and customer reviews -- encourage them to try new dishes and explore the menu — Kaitlin Peng +1 ❤️⭐👍	App that prioritizes user-generated content, including photos, reviews, and recommendations from fellow diners – inspire others to explore new dining destinations — Kaitlin Peng	Social network for food enthusiasts, where members can share their dining experiences, recommendations, and food-related adventures — Kaitlin Peng	Let customers co-create menus by voting on dishes, ingredients, or themes for special dining events — Kaitlin Peng
Loyalty program where customers earn points for visiting the restaurant, trying new dishes, providing feedback, or sharing the restaurant with their personal network to be redeemed for exclusive offers — Kaitlin Peng ⭐👍❤️ +1	Incorporate an AR/VR feature into the menu that allows users to scan menu items and access 3D rendering of the dishes — Kaitlin Peng	Develop an app that presents users with a weekly "mystery ingredient challenge" and recommends dishes from restaurants in the area that use that ingredient. They can then share what they ate with other users — Kaitlin Peng	Leaderboard that displays top customers to encourage customer retention and menu exploration — Kaitlin Peng	App where restaurants can host contests based on whatever theme they desire – customers submit content in the form of photos, reviews, or stories of their dining experience to receive a prize — Kaitlin Peng

HMW help indecisive customers make faster decisions about what to order?

AR-enhanced menus that allow customers to scan dishes or drinks to reveal interactive visual and audio descriptions — Kaitlin Peng +1	App that suggests menu items based on dietary preferences and past orders, providing personalized recommendations — Kaitlin Peng	Menu rating system where previous customers can rate and review dishes, helping indecisive customers see popular options — Kaitlin Peng ❤️ +1 👍⭐	Provide QR codes on the menu that link to videos showing the preparation of specific dishes, enhancing the decision-making process — Kaitlin Peng	App that introduces a "Chef's Special" option that changes daily, encouraging adventurous choices with the element of surprise — Kaitlin Peng
Develop a dietary and allergy filter on the menu, allowing customers to narrow down options based on their specific requirements — Kaitlin Peng	AR app that lets users compare two or more menu items side by side. Users can physically see differences in ingredients, portion sizes, prices, and nutritional information to make an informed choice — Kaitlin Peng	AI-powered menu app that offers personalized recommendations based on dietary preferences and past orders ❤️ — Kaitlin Peng	Restaurant-specific social media platform for customers to share dining experiences and see what others have enjoyed at the same restaurant — Kaitlin Peng	Real-time digital menu on customers' smartphones, ensuring that what they see is available, reducing disappointment and aiding decision-making — Kaitlin Peng

HMW let diners explore the atmosphere of a restaurant before they visit the restaurant?

360-degree virtual tours of the restaurant's interior and exterior – can explore the ambiance, seating arrangements, and decor through their mobile devices — Kaitlin Peng	Gallery of high-quality photos and videos that showcase the restaurant's atmosphere, menu items, and special features – maybe include professional photos of the interior, exterior, dishes, and even the kitchen to provide a comprehensive view — Kaitlin Peng ⭐	Live streaming sessions where the restaurant's staff or chefs provide real-time tours and answer questions from users — Kaitlin Peng	App that's connected to all the restaurant's social media profiles, showcasing posts, photos, and reviews from platforms like Instagram, Facebook, and Yelp — Kaitlin Peng	Live chat feature that connects users with restaurant staff. Users can ask questions about the restaurant's atmosphere, events, or any special requests they may have for their visit — Kaitlin Peng
Make a fun quiz that helps users discover the restaurant's vibe by answering questions about their preferences – the app recommends restaurants that match their vibe — Kaitlin Peng	AI-based algorithm that predicts a user's preferred restaurant vibe based on their past dining history and preferences — Kaitlin Peng +1	App that lets users explore a restaurant's nearby nightlife scene, including bars and clubs. Users can plan a complete evening's entertainment — Kaitlin Peng	App that lets users create and share their own "vibe journeys." Users can document their experiences, add photos, and share with others — Kaitlin Peng ❤️	A personal vibe journal app – users can record their thoughts, feelings, and memories about the restaurant's atmosphere for future reference or sharing — Kaitlin Peng