



-EEI Final Project-

The Research of A Random Restaurant Recommendation Platform

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Outline

- 5W1H
- Demo
- Future direction







Introduction

- Platform economy
 - A platform business can be defined as a medium which lets others connect to it.





WHAT



A Random Restaurant Recommendation Platform

午餐沒點子?抽個籤吧!







WHO







WHY

中午吃飯時間,肚子咕嚕咕嚕叫,





tubao's Blahhhlog! | http://m





WHEN







爭子



晚餐

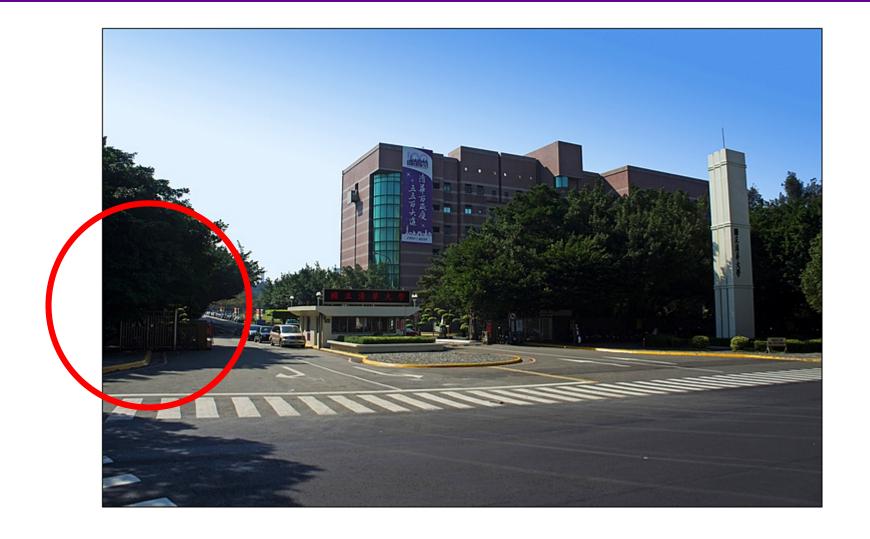


宵夜





WHERE







WHERE







HOW

How to construct the platform?





店家資訊

店家電話:(03)571-8709

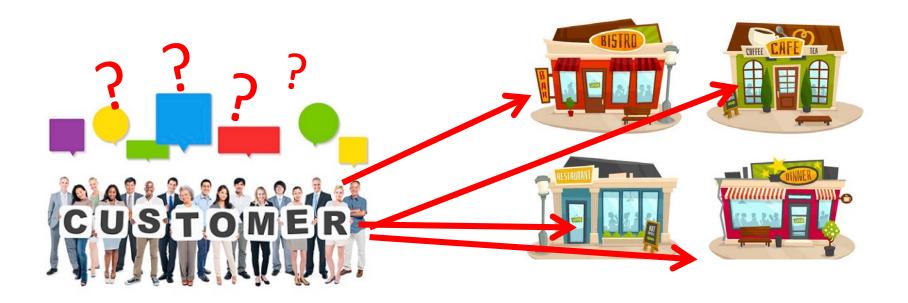








As is model









To be model







Freemium business model

- Freemium is a pricing strategy by which a product or service (typically a digital offering or application such as software, media, games or web services) is provided free of charge, but money (premium) is charged for additional features, services, or virtual goods.
- Google, YouTube......

a lot of customers

oral spreading

Good service





BUSINESS MODEL CANVAS

KEY PARTNERS

Who are your key partners?

Restaurants who provides coupons

KEY ACTIVITIES

What are the activities you perform every day to deliver your value proposition?

Coupons & turntable

KEY RESOURCES

What are the resources you need to deliver your value proposition?

Restaurants on the platform

VALUE PROPOSITION

What is the value you deliver to your customer? What is the customer need that your value proposition addresses?

Information **Discounts** Web traffic

CUSTOMER RELATIONSHIPS

What relationship does each customer segment expect you to establish and maintain?

recommender or friend

CHANNELS

How do your customer segments want to be reached?

Internet

CUSTOMER SEGMENTS

Who are your customers?

Students & faculties in NTHU

COST STRUCTURE

What are the important costs you make to deliver the value proposition?

> Costs of constructing and maintaining the website

REVENUE STREAMS

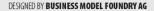
How do customers reward you for the value you provide to them?

Web traffic Data Advertising revenue













Future Direction

1. Apply the platform at different areas.









2. Construct the booking system in the platform.

3. Directly show the information page of the selected store when it was selected.