

-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



chih hsin

WHY

中午吃飯時間，肚子咕嚕咕嚕叫，
卻不知道該吃甚麼...



tubao's Bitchhhlog! | <http://m>

WHEN



早餐



午餐



晚餐



宵夜

WHERE



HOW

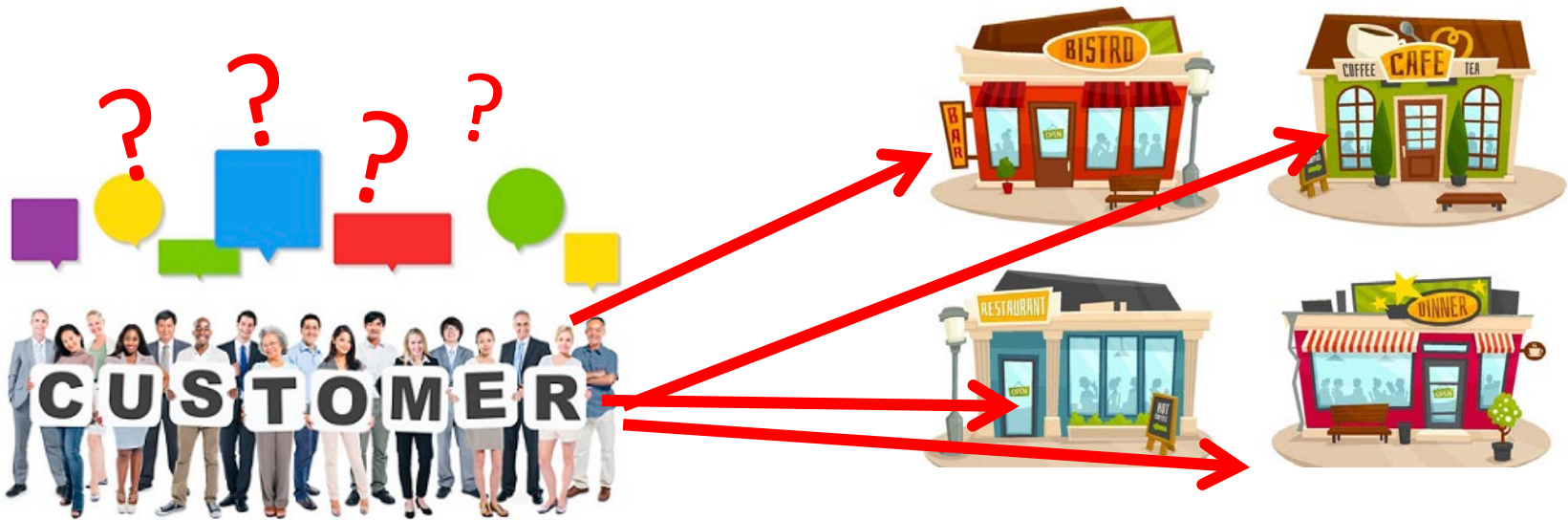
How to construct the platform?



麵朝



As is model



To be model



Freemium business model

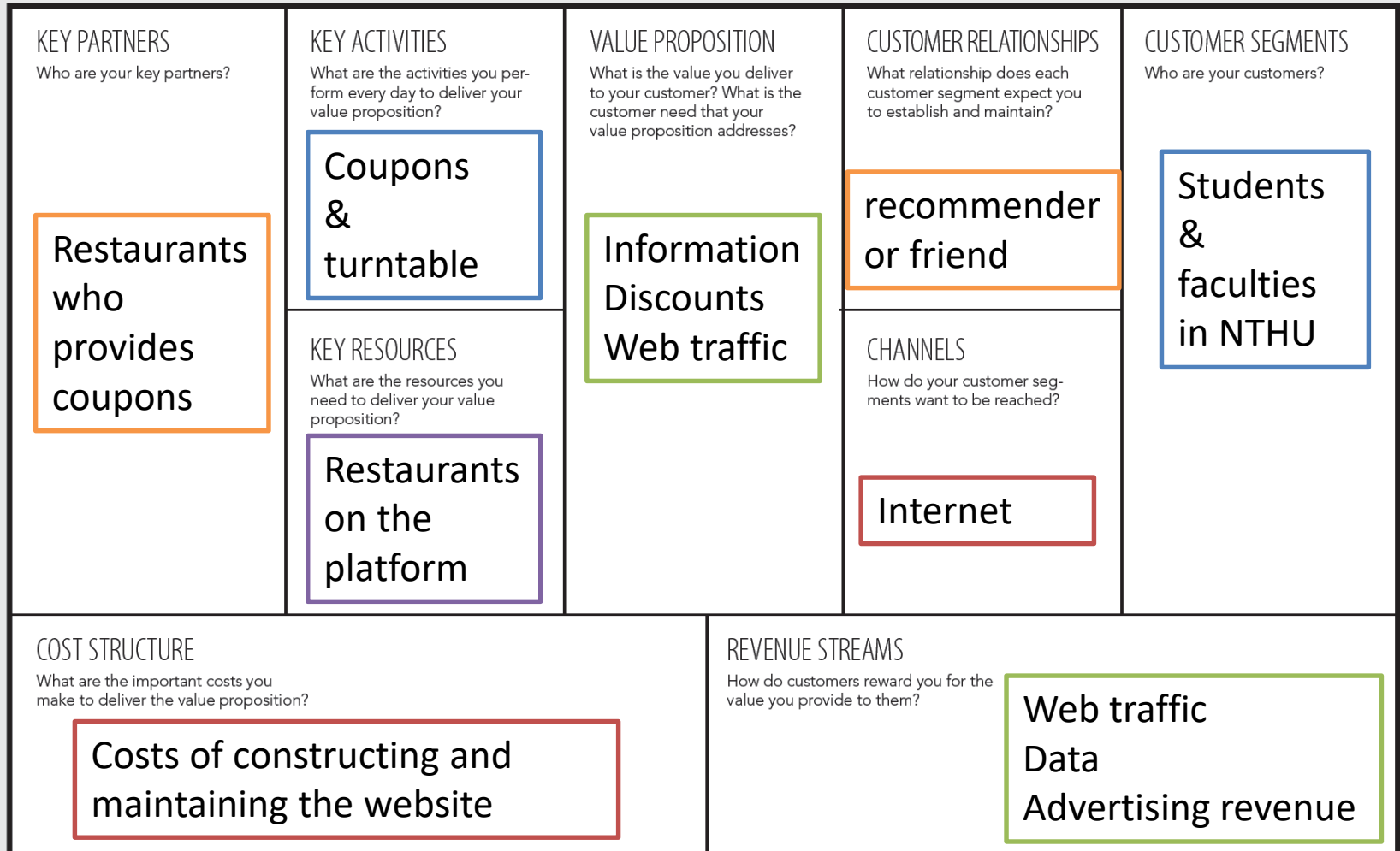
- **Freemium** is a pricing strategy by which a product or service (typically a digital offering or application such as software, media, games or web services) is provided free of charge, but money (premium) is charged for additional features, services, or virtual goods.
- Google, YouTube.....

a lot of customers

oral spreading

Good service

BUSINESS MODEL CANVAS



Future Direction

1. Apply the platform at different areas.



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2. Construct the booking system in the platform.
3. Directly show the information page of the selected store when it was selected.