

UR Hungry

A UGC Approach to On-Campus Food

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Executive Summary

Finding food on a college campus can sometimes be a difficult project that involves elements of deduction and exploration. A student needs to know not only what's open and what's on the menu of the day but also whether or not this food is any good. The different eateries on campus also need feedback to know what students prefer the most and what dishes should be prepared more often. UR hungry is a step towards solving these problems for a number of different user from a number of different backgrounds.

UR hungry would be a site dedicated to User generated Reviews of the various eateries on the University of Rochester campus. It would divide the campus food into the major areas to eat, namely: Danforth, The Pit, Douglas Dining Hall and the attendant Meliora restaurant, and possibly the Medical Center's Food Court. Each site would be further subdivided into the different eateries available at each site. For example, The Pit would include: Panda Express, Blimpies Subs, The Grill, Zoca Mexican Grill, The Pizzeria, and the sushi that is brought in every day.

These different eating options would then be rated based on reviews submitted by students. The rating system (still to be determined) would grade individual menu items and give suggestions based on good reviews or user feedback. Furthermore, through the use of multimedia elements, these reviews could include audio or visual elements like photos taken of the food in question or recorded testimonies of just how the review feels. The site's usefulness would also be increased tenfold by the fact that it could also be useable on mobile devices, allowing for easy use on the fly.

Use Case 1: The Prospective

Henry is a senior in high school who is interested in attending University of Rochester. He has made a point of trying the food at every school that he visits but he has yet to try the food at UR. To that end, when he asks about food during the tour of the campus, the student guide gives him the website's address and tells him that it works on mobile devices.

After the tour, Henry is interested in getting something to eat and His family would like to experience one of the school's more traditional eateries. Henry pulls up the mobile site and reads the reviews of the day's menu for Douglas. The menus isn't to their liking but they notice that they day's fare at Danforth has gotten a number of good reviews. He and his family decided on the later and grab a bite at the dining hall where all three have a nice meal.

Impressed by the food and the website itself, Henry is now that much more interested in the University of Rochester.

Use Case 2: The Delegate :

Professor John Farrow is meeting with an associate from a different college and has decided that he'd like to discuss matters of a meal. Professor Farrow decides that it would be appropriate to eat on campus but is unsure of where to eat. Furthermore, he is uncertain of the exact time when his associate will be arriving.

Professor Farrow logs onto UR hungry and looks up the schedules for the individual eateries and comes up with a plan on where to go depending on whether his guest arrives now or later. Sure enough, the visitor arrives later than expected and Farrow's first choice, the Mel, has closed for the day. To compensate, he takes his associate to the Pit for the salad bar but decides that it would be fine to eat in his office while they discuss matters. The visitor appreciates the convenient food and that there are non-fast food options that are available so readily. His spirits are high as they begin to discuss matters.

Use Case 3: The Unknown

The Meliora restaurant has introduced a new menu item, a chicken sandwich, and John is interested in trying it. But he's heard rumors that the menu item's newness means that it is inconsistent since the staff doesn't always have the same ingredients available.

John decides to look up reviews of the sandwich on the site and learns that there are more or less two different versions of the sandwich. Most of the time, the sandwich has its own sauce that has gotten decent reviews but when the sauce is unavailable the staff puts on the classic Mel Sauce instead. The reviews on the first iteration of the item are positive but for some reason the sandwich just doesn't work with the Mel Sauce. Furthermore, one of the reviews notes that you are more likely to get the unique sauce early in the week because it seems that the staff gets new shipments over the week end.

John takes this information into account and decides to go the following Monday. He likes the sandwich quite a bit and writes his own positive review.

Use Case 4: The Chef:

Chef Adam loves preparing food for students. He knows plenty of good recipes but is not sure what people prefer the most here and what dishes students would love to have more often. He also enjoys reading positive feedback that motivates him to give even better food quality, and is always open to suggestions to try new things that appeal to international students.

Chef Adam decides to check this website constantly and get anonymous honest feedback about his work. That helps him meet the students needs and enjoy the recognition of his efforts when people express their happiness about the food quality.

Technology:

- Server Side Framework: Apache OFBiz for Java Web Development
- Ajax: To allow the user to compare multiple reviews at the same time.
- Multimedia: To add an extra dimension to reviews.
- Go Mobile: Allows the user to access the site on-the-go.
- Database: To store the reviews of individual users. Personal information would not be required.