

Application to Surf Food Items Videos

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ABSTRACT: Our idea is to develop an application to solve the problem of the street food makers. The problem is despite they make good tasty food they have a very limited customers confined to that particular area. So they don't get noticed by the people in other areas and even if they are noticed somehow then also customers don't have that much time to personally go and buy the food. To solve this problem we will develop an application in which these street food makers will be registered and customers can book different food items from them. In this way customer's reach of those vendors will also increase as well as the customers don't need to take out time to personally go and buy the snacks

I. INTRODUCTION

The format of home delivery or the takeaways have gained plenty additional customers in locations like malls, offices and big-party orders for residential complexes. Individuals missing breakfast on the thanks to work, order-in. People, United Nations agency want a higher selection of company lunch or party, order in too. Everybody appears to be in awe of the net food order and delivery possibility for the convenience and immediate supply of food reception The demand of online ordering is real. It conveys to the customer base that you are a modern growing restaurant and very challenging to others that wants to be a convenient and accessible for all the guests who used to ordered regularly. The most important that which will always need to contact the quality of enhancing online food ordering ever is the only one that has to be maintain the customer as a regular customer, In the sense provides good qualities and quantities of food, time maintain, delivery asap. This will give you the perfect result for online food ordering system fulfilled. Offering online ordering lets your guests place an order more conveniently. Without feeling pressure to wrapup their order,

customers are more inclined to explore all of their menu options, and even end up spending more than they would when ordering over the phone or in person. With no line behind them, the pressure for your guests to make speedy orders is gone, and they'll be more inclined to get that extra item. In the same way we will be providing the application having food items videos in it. These food items will be the street food that are prepared in a unique way. This app will provide the option to give ratings and reviews.

Why Mobile Application? Mobile applications have proven to be quick and effective in engaging customer interest and communicating product launches, new services, promotional offers, improved features and discounted rates. Building customer loyalty is a critical and tricky aspect of marketing a business. Business apps help smoothen this road by developing a connection between the customer and the brand through constant reminders and notifications. These reminders create awareness about the products and services that are offered and encourage the customers to make the purchase

II. AIMS AND OBJECTIVES

1. Easy to use :The food ordering mobile apps are easy to use and offers high convenience with time and effort saving for the customers. This has encouraged more users to use the mobile apps and order their favourite food online. The UI/UX of these apps, along with the ease of navigability and efficient search options enhances the convenience of the food ordering apps.
2. Ratings and Reviews: Ratings will be given in terms of star out of 5 based on the taste, hygiene and uniqueness of the food item. The users can view the ratings and reviews before ordering the food which will help them to have quality food. This will also help to maintain healthy competition among food vendors.

3. Better user experience via actual food items videos that are uploaded in the application. These videos will have a description about the food and street food vendor preparing the food.

4. Platform for street food vendors : Street food vendors will be able to showcase their talent of preparing unique food items and can expand their business.

III. REVIEW OF LITERATURE

A) EXISTING SYSTEM

The online food ordering system is one of the latest services most fast food restaurants in the western world are adopting. With this method, food is ordered online and delivered to the customer. This is made possible through the use of electronic payment system. Customers pay with their credit cards, although credit card customers can be served even before they make payment either through cash or cheque. So, the system designed in this project will enable customers go online and place order for their food. Due to the great increase in the awareness of internet and the technologies associated with it, several opportunities are coming up on the web. So many businesses and companies now venture into their business with ease because of the internet. One of such business that the internet introduced is an online food ordering system. In today's age of fast food and take out, many restaurants have chosen to focus on quick preparation and speedy delivery of orders rather than offering a rich dining experience. Until recently, most of this delivery orders were placed over the phone, but there are many disadvantages to this system.

It is possible for anybody to order any goods via the internet and have the goods delivered at his/her doorsteps. But while trying to discuss the transfer method of the goods and services, attention is focused on the payment mode. In other words, how possible is it to pay for goods and services via the internet? This then leads to the discussion of the economic consequences of digital cash. What are the implementations from the view point of economic? Since the world is fast becoming a global village, the necessary tool for this process is communication of which telecommunication is a key player. A major breakthrough is the wireless telephone system which comes in either fixed wireless telephone lines or the Global System of Mobile communication (GSM).

B. METHODOLOGY

Food item videos (Recommendation):

"Food item videos" module will have short videos

of uniquely made food items. Based on user's choice the application will recommend different food videos which will enhance user experience.

Location:

Here the users can get the location by seeing the videos. They can either order the food online or can personally visit the place. The link will be provided for each food item video so user can order the food online.

Near Me:

The "Near Me" module will contain the videos of food item that are currently being prepared in nearby locations. The application will be designed in such a way that it will access the user's current location to show the videos that are within 5km of circumference.

Ratings and Reviews.:

The "Reviews and ratings" module will contain the reviews provided by the user itself. Ratings will be given in terms of star out of 5 based on the taste, hygiene and uniqueness of the food item. The users can view the ratings and reviews before ordering the food which will help them to have quality food. This will also help to maintain healthy competition among food vendors.

C. ALGORITHM

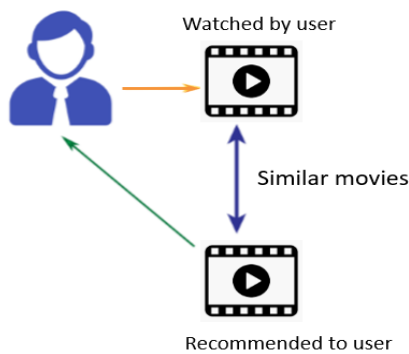
Content-based Filtering :

Due to information over loading in the web which is explained before, different approaches provided to tackle with this issue. One common method that used to automatically categorize, filter, and provide recommendations to users is content-based filtering (Ferman et al., 2002). This method compares the available items with a user's profile and item rated previously to find the best match to generate recommendations. This technique is different from IF and IR methods. For instance, information retrieval allows users to specify their interest explicitly in form of keywords. This means that users retrieve their needed information, however, content-based filtering is based on finding suitable information automatically. In this technique, at first, data about the target user is gathered. This data could be acquired explicitly and implicitly with doing analysis on the user profile. Then based on the analysis the user's tastes identified and as a result a set of items will be recommended to the users. Although, IR has significant differences with recommender systems, however, content-based algorithms are driven from IR (Jannach, 2010).

In content-based filtering available items,

rated items and users' preferences are shown as vectors (Yih, 2009). CF uses this technique by letting each user profile be represented by a vector, and then compare user similarities by interpreting the vectors. In addition, some IR techniques can be utilized in content-based filtering such as Boolean search indexes (Arnold & Voss, 2004). In this technique keywords are combined with Boolean operators as a part of the recommendation process (Cummins,2008).

Content-Based Filtering



Probabilistic retrieval systems are also another information retrieval technique that is used in content-based filtering. In this technique, probabilistic reasoning is employed for getting the probability of a document in order to know whether the document is met the user's needs (Lee&Lee,2005). Natural language query is another method that looks for queries in natural sentences (Siddiqui & Tiwary,2008). Many different recommender system applications leverage on content-based filtering to provide recommendations to users. For instance, Stuble Upon is a recommender system that assists users in web browsing (Trivedi et al., 2010). In this system, the user behavior is tracked and based on the history and interaction appropriate web pages are recommended to the user. Content-based filtering is also widely used in music domain. Last.Fm(Petersen & Hansen, 2011) is a successful example of content-based recommender system in the music industry. In Last. Fm, predictions are given to users based on previous items that they rated over time. Google News is a successful news recommender system which is used both collaborative and content-based filtering approaches to provide recommendations. In this system, the user clicks behavior is modeled in order to identify the likelihood interest of articles by

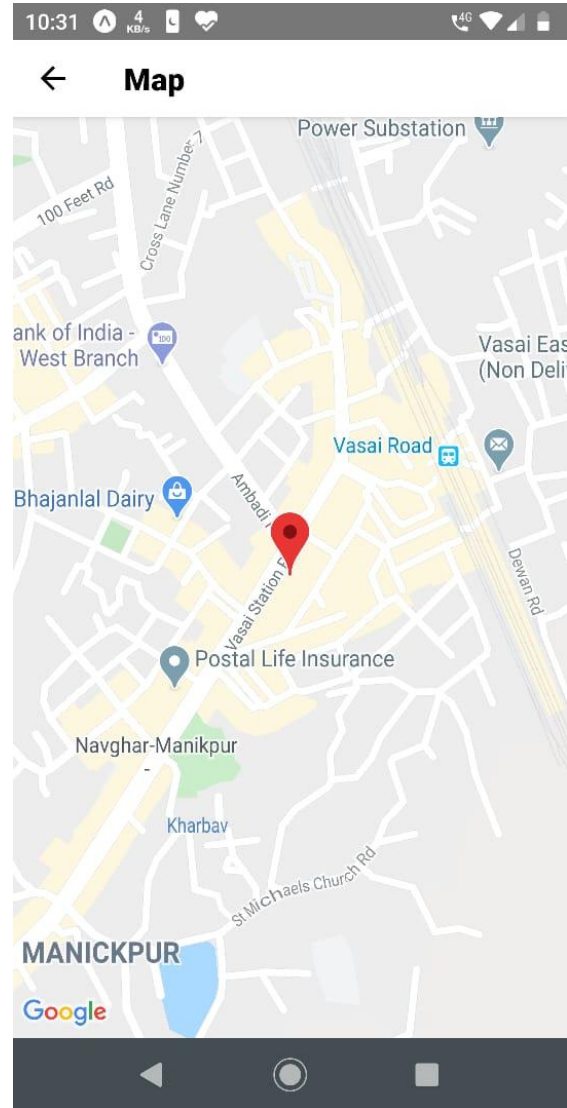
the user (Liu, Dolan & Pedersen, 2010). All the mentioned examples have one feature in common. They are functioning on textual contents or textual metadata or meta-description. Textual information could be easily parsed and categorized automatically with available techniques.

IV. RESULTS

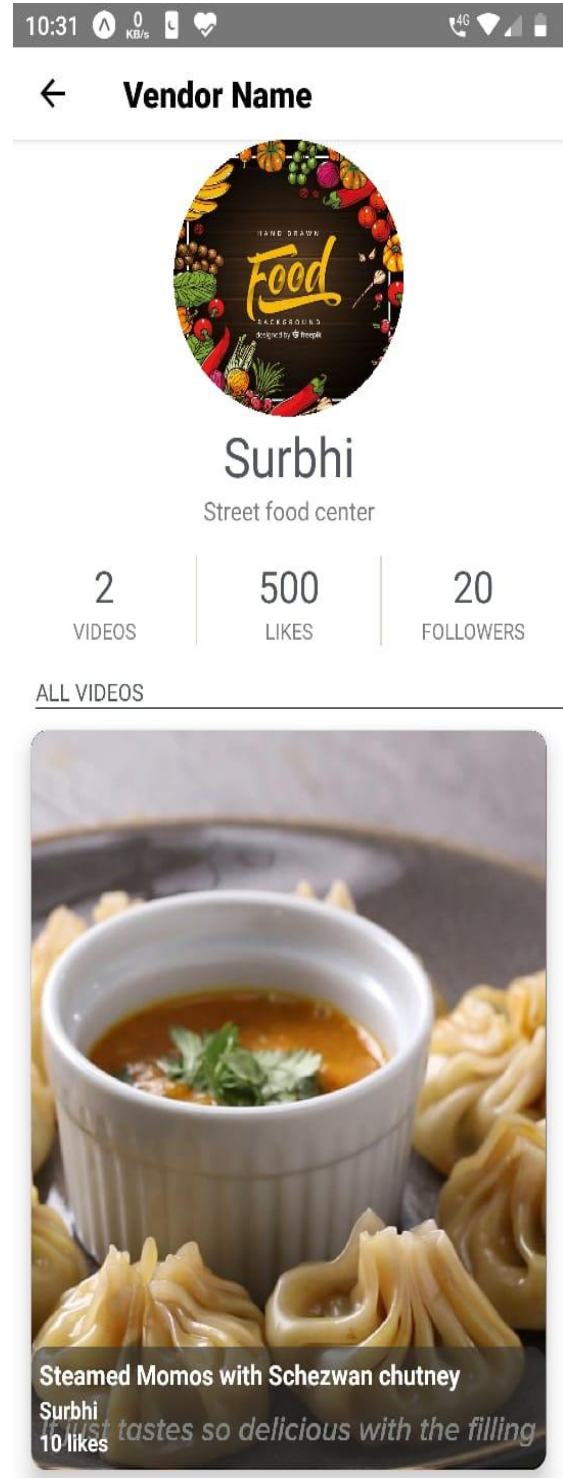
Explore :



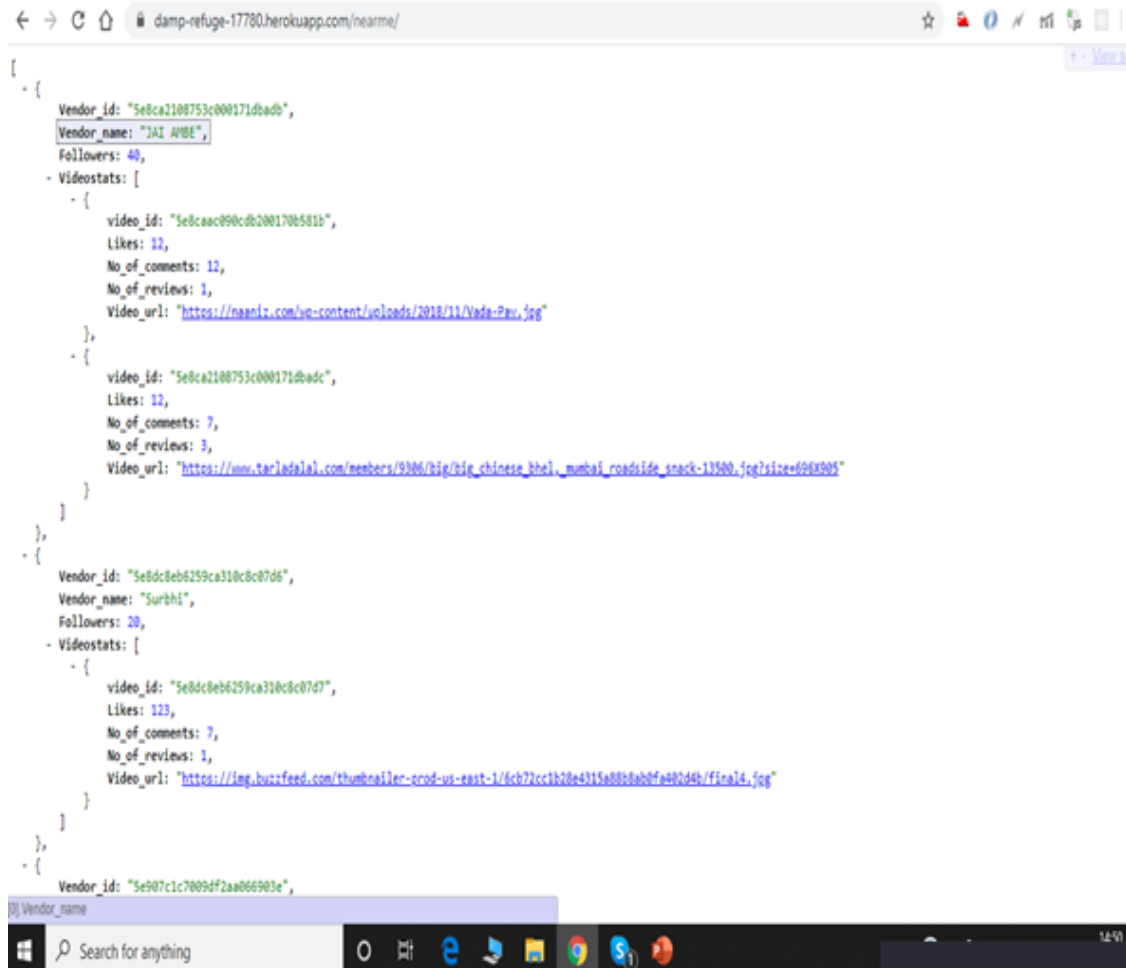
Near Me :



Trending Videos:



JSON Data from API call:



```

[
  {
    Vendor_id: "5e8ca2108753c000171dbadb",
    Vendor_name: "JAI AMBE",
    Followers: 40,
    Videostats: [
      {
        video_id: "5e8caec090c0b2001706581b",
        Likes: 12,
        No_of_comments: 12,
        No_of_reviews: 1,
        Video_url: "https://naaniz.com/wp-content/uploads/2018/11/Vada-Pau.jpg"
      },
      {
        video_id: "5e8ca2108753c000171dbadb",
        Likes: 12,
        No_of_comments: 7,
        No_of_reviews: 3,
        Video_url: "https://www.taraladala.com/members/9306/Big/big_chinese_bhel_mumbai_roadside_snack-13580.jpg?size=696x505"
      }
    ]
  },
  {
    Vendor_id: "5e8dc8eb6259ca310c8c07d6",
    Vendor_name: "Surbhi",
    Followers: 20,
    Videostats: [
      {
        video_id: "5e8dc8eb6259ca310c8c07d7",
        Likes: 123,
        No_of_comments: 7,
        No_of_reviews: 1,
        Video_url: "https://img.bizfeed.com/thumbnailer-crod-us-east-1/dcb7fcc1b38e5315a885b0b0f4d87d4b/ffinald.jpg"
      }
    ]
  },
  {
    Vendor_id: "5e907c1c7009df2aa066903e",
    Vendor_name:
  }
]

```

V. CONCLUSION

As per the project requirements we have developed an application for surfing food items videos and ordering food online. Users will be able to directly install this app on their mobile devices and start using the app by giving some basic information about them. This information may include their interests of food items. This system will help in keeping track of the hygienity and food quality via ratings and reviews. It will help vendors to increase their customer reach and no need for external marketing .

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