

Introduction

Restaurant discovery remains a predominantly individual experience in software, despite dining being an inherently social activity. Existing platforms such as Yelp, TripAdvisor, and Google Maps. do not support real-time group decision-making, leaving users to coordinate via external messaging apps such as WhatsApp

Research Claim

HYPOTHESIS

"Integrating collaborative social features into a restaurant discovery application leads to increased user retention compared to applications that offer individual-use functionality only."

Literature Review

Yelp: approximately 20% of Yelp reviews are estimated to originate from paid writers [1]

TripAdvisor: Tourist first design, No dietary filtering; 6% of UK adults have a food allergy [2]

Google Maps Google Maps is a navigation tool first, and group decision-making isn't a use case it was designed for at all.

KEY GAP IDENTIFIED

None of the three platforms supports real-time group restaurant decision making. Users with the strongest social connections within a platform demonstrate significantly lower churn rates compared to socially isolated users[3]

References

[1]Z. Wang, Y. Zhang, and T. Qian, "Fake Review Detection on Yelp," 2017. Accessed: Apr. 17, 2026. [Online]. Available: <https://cs229.stanford.edu/proj2017/final-reports/5229663.pdf>|| [2]FSA, "Around 6% of the UK adult population have a food allergy, new report from the Food Standards Agency finds | Food Standards Agency," [www.food.gov.uk](https://www.food.gov.uk/news-alerts/news/around-6-of-the-uk-adult-population-have-a-food-allergy-new-report-from-the-food-standards-agency-finds), 2024. <https://www.food.gov.uk/news-alerts/news/around-6-of-the-uk-adult-population-have-a-food-allergy-new-report-from-the-food-standards-agency-finds> (accessed May 10, 2026). || [3]C. Yang, X. Shi, L. Jie, and J. Han, "I Know You'll Be Back," Jul. 2018, doi: <https://doi.org/10.1145/3219819.3219821>.

Methodology

A Waterfall development methodology was adopted, with requirements defined before development began. A significant unplanned event, persistent cross platform build failures in the Expo / React Native framework required the front-end to be entirely rebuilt in Swift / SwiftUI in February 2026

User Feedback Results

Would return to the app over an application built for individuals use		18/20
Map view most valued feature		16/20
Found the app more useful than existing platforms for group decisions		15/20

Figure 1 Lobby View

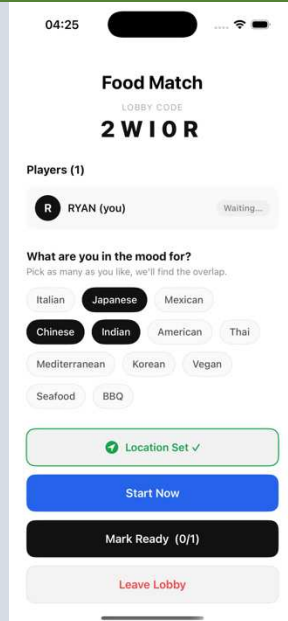


Figure 2 Swipe View

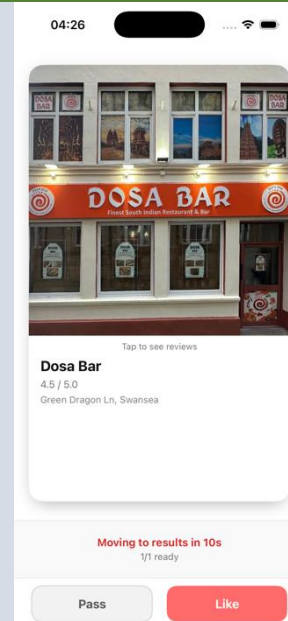
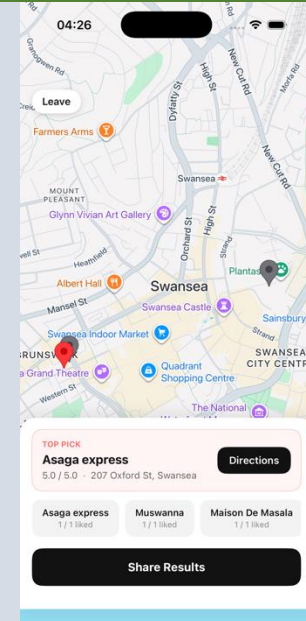


Figure 3 Map view



Testing Results

76

SUS usability score

20

usability
participants

15/15

Manual tests passed

SUS questionnaire handed to every usability participant, ensuring The feedback on the usability score varies from different backgrounds

Conclusion

This project set out to investigate whether embedding collaborative features into a restaurant discovery application increases user retention intent. Based on the results, the answer is broadly yes, 18 of 20 participants stated they would return to the app over an application built for individual use, and 15 of 20 found the app more useful than existing platforms for group decisions.