



Concept Video



HELLO!

Team Muncher



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VALUE PROPOSITION

MUNCHER

FIGHT LESS, DINE MORE

1

PROBLEM & SOLUTION

Overview of the problem we aim to solve

PROBLEM & SOLUTION

Context

Have you ever gotten **frustrated by deciding** where to eat with friends?

Problem

Muncher **takes the indecision out** of the group dining experience.

Solution

Our **human concierge** maintains the human touch of interaction, takes into account all your **personal preferences**, and **decides where you should go**.

2

TASKS

Core 3 tasks our app enables



TASK 1: (simple)

Express personal preferences and mealtime specific preferences



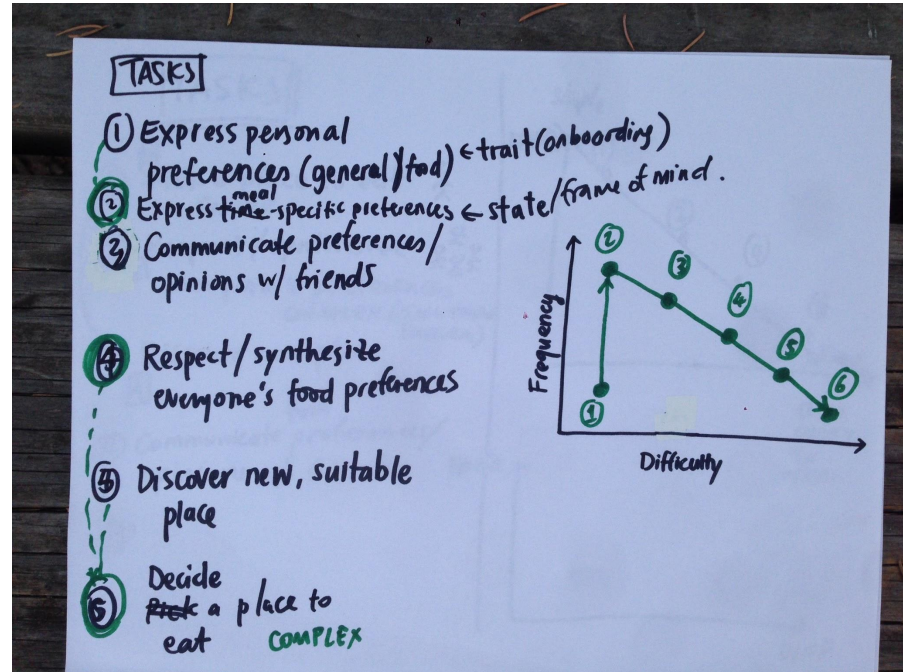
TASK 2: (moderate)

Respect and synthesize the food preferences of everyone in a group



TASK 3: (complex)

Decide a place to eat

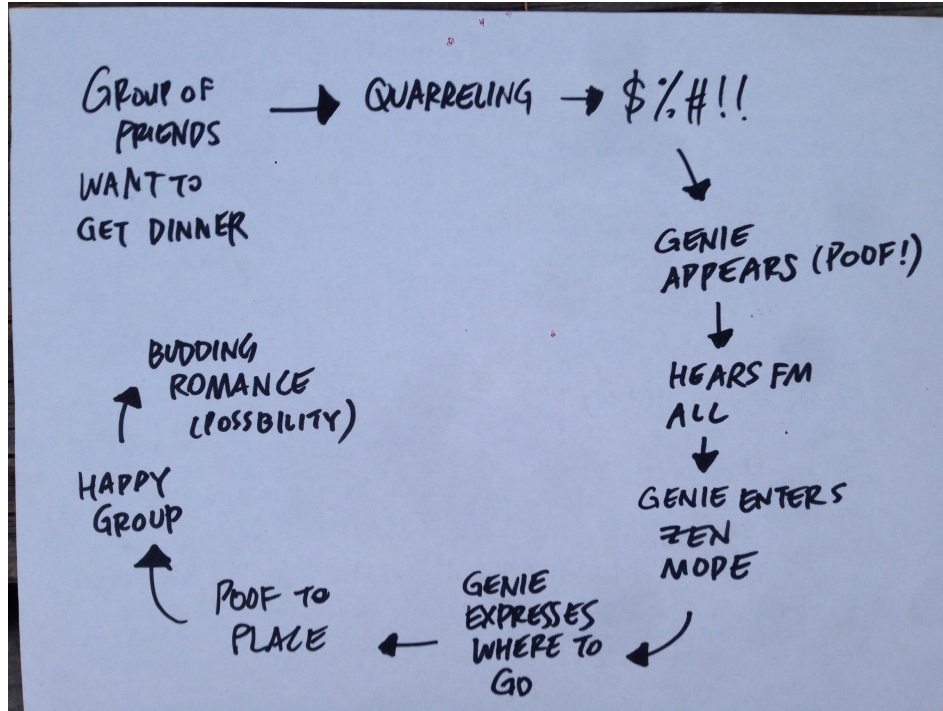


3

VIDEO STORYBOARDS

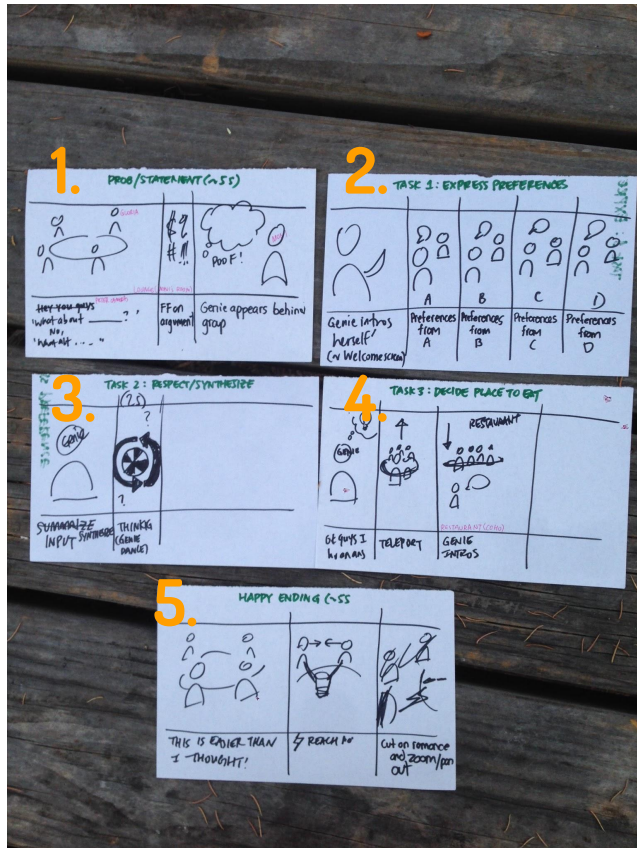
Scenes to portray our tasks

STORYBOARD LAYOUT



Brainstorming on the general flow of the concept video

STORYBOARD SCENES



1.

Setting the stage

2.

Task 1

3.

Task 2

4.

Task 3

5.

Resolution/Ending

4

CONCEPT VIDEO

<https://youtu.be/fUAK3Cl2M-4>



THANKS

Any Questions?