Tackling the Challenge of Social Connection through Dining-Focused Platforms - Design Thinking and strategic business development for a social dining platform

Felix Fischbacher

Work project carried out under the supervision of:

Hugo Menino Aguiar

13/01/2025

Abstract

When adapting to new environments, newcomers often struggle to expand their social circles and integrate into local life, lacking effective platform support. This thesis revolves around the development and implementation of Nibble, an innovative social dining application that integrates trusted dining recommendations, flexible dining organization, personalized user profiles and posting content. Nibble, based on the Bubble No-Code platform, simplifies technical implementation and ensures rapid response to user requirements. Strategic analysis highlights market positioning, monetization strategies, and implementation paths, showcasing its unique advantages. Nibble blends dining with social activities, offering newcomers opportunities to integrate into urban life and fostering cultural integration.

Keywords: Social Dining Experience, Community Building, Low-Code Development, Platform Implementation, Technical Framework, Design Thinking, Strategic Business Development

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of Contents

1 Introduction & Initial Research

1.1 Project Background

When people arrive in a new city, dining often serves as their first introduction to local culture and a way to make new friends. Sharing meals helps break the ice and foster connections, but newcomers often struggle to find an application that meets their dining and social needs. With countless restaurant options and anonymous reviews, the process can be overwhelming, this makes people miss out on the best local dining and social opportunities.

Studies show that 89% of consumers believe recommendations from friends and family over strangers (Statista 2022), social media like Instagram and TikTok allow sharing restaurants, but they are not well organized. Further, safety concerns discourage users from participating in social activities. This points out the requirement for applications that combine trusted dining recommendations with a secure social environment and efficient means of connecting, thereby helping newcomers find reliable restaurants, meeting like-minded people, and feeling at home in a new city.

1.2 Problem Statement

Newcomers often have a hard time adjusting to the environment and socializing opportunities in a new city (Godwin 2023). While online applications offers many restaurant reviews, these reviews are from strangers and therefore difficult to trust for reliability (Shukla Goh 2024). While social media is a popular way of recommending dining locations, it is usually not well-organized, so recommended restaurants get saved but rarely revisited because they are forgotten. Safety is another concern, since it may feel unsafe to meet new people through social

media connection. That alone discourages many from forming their social relationships with dining. Without an application that combines trustworthy dining recommendations and safe, substantial social interactions, newcomers miss out on an opportunity to acclimatize smoothly in a new environment and to build lasting relations.

1.3 Research Objectives

Based on the challenges and requirements of newcomers, we decided to build a social dining application called Nibble. You can scan the QR-Code below to access Nibble. We have 10 test users in total, for testing use user1 (user1@gmail.com), and the password is user1pw.

Figure 1: Nibble QR-Code

Nibble plans to create recommendations from trusted sources such as friends and family, as well as integrate restaurant recommendations from social media applications such as Instagram and TikTok into the map to help users make confident dining choices and create personalized and community-driven dining experiences.

Users can save favourite restaurants, write reviews, upload photos, and receive AI-generated recommendations based on their interests. Nibble also makes it easy for users to organize activities and manage dining information. Whether it's inviting friends or meeting new people, users can connect by posting dining activities.

Each user has a personal profile that shows their dining experiences, the activities and recommendations they have posted, making it easier to connect with like-minded people. Users

can also interact with other users' posts, increasing interaction between users.

With the No-Code platform, we were able to rapidly iterate on functions and adjust them based on user feedback to ensure that the user experience is seamless and intuitive. It also allows great teamwork and collaboration and encourages diverse ideas and innovation within the team. Our goal is to build a reliable and interactive community where users can explore local cuisine and make meaningful connections.

2 Literature Review & Market Analysis

2.1 Current Solutions Analysis

This chapter analyses market solutions and highlights what makes Nibble unique. In our exploration across lots of industries, we have identified opportunities to solve problems by integrating services from multiple platforms into a unified concept. This approach provides more of a holistic solution and encourages user interaction. The following sections review the market landscape, major and minor competitors, as a benchmark for Nibble.

2.2 Market Analysis

The global foodservice market is growing steadily and is valued at 2.9 billion dollars in 2023 and is expected to reach 3.12 billion dollars by 2024 and 3.9 trillion dollars by 2028 (Business Research Company 2024). This growth in the industry is supported by increasing consumer spending on dining out, urbanization, and increased numbers of fast food and quick-service restaurants, which also evidences the ability of the industry to adapt itself according to changing lifestyles. According to a 2023 survey, Generation Z, a significant demographic group, shows a strong preference for eating out, with 85.9% saying they eat out often or occasionally (Statista 2024b). Despite the rising cost of living, dining out is still favoured by Gen Z for

strengthening social connection reasons (Statista 2024a). This is more indicative of the growing trend of valuing “social connection”.

These trends are in perfect harmony with the purpose Nibble was created for: an application combining trusted dining recommendations with social interaction. Nibble has been answering the exact needs of today's market by responding to the growing demand for meaningful connections and curated dining experiences.

2.3 Competitor Overview and Market Positioning

Meetup

Meetup is a worldwide application for organizing activities and events based on common interests like dining, hobbies and socializing. Its strength lies in creating community-oriented experiences and fostering meaningful connections (Ricken, Barkhuus, Jones 2017). While Meetup has a wide-ranging focus on activities that appeal to socially inclined users, its lack of specialization in the dining department leaves room for competitors.

The main audience of Meetup are people aged 18 to 35, including students and professionals seeking a community in urban areas. Although it has nearly a million global users, participation varies by location and group activities.

Corner Inc.

Corner uses AI to present users with tailored restaurant recommendations depending on their preferences and activity on social media. It learns the dining history of users to provide them with tailored recommendations and to see reviews of friends, allowing the sharing of reviews and presenting itself as a tech-focused, convenient application. This focus on customisation distinguishes it from competitors that rely on generic or anonymous reviews.

Corner targets tech-savvy millennials and Generation Z users and has gained attention in urban markets. However, it faced initial challenges in gaining users' trust when they tested its AI recommendations.

TimeLeft

TimeLeft enables its users to have spontaneous social activities through matching with group dinners at preset restaurants. Its real-time algorithm makes connections fast, catering to young professionals and students who find more spontaneity in fewer-planned interactions.

Although TimeLeft's highly engaged user group values its spontaneity, the retention rate of users who seek structured experiences may be affected.

2.4 Secondary Competitor

Google Maps as a secondary competitor, is a dominant application for discovering restaurants. It offers location-based recommendations, user-generated reviews and ratings. Its global reach and accessibility make itself become a commonly used tool for quick and reliable information (Das 2023). However, it lacks social interaction and personalized functions like Meetup, so its role is limited to a transactional utility.

Although Google Maps provides some recommendations based on user history, it can't match AI-driven applications like Corner that focus on customized recommendations and social contexts. It focuses on scale, and basic utility means it falls short in providing curated dining experiences or facilitating community connections.

2.5 Behavioural Patterns of Newcomers

2.5.1 The Role of Dining Decisions in Adaptation

Dining is a key element that helps newcomers adjust to the new environment. It is a kind

of cultural entry point for the application of creating social connections. Trying local foods helps them get in touch with the culinary traditions and create supporting networks. Research from the University of Oxford shows that social eating strengthens bonds, well-being, and integration (University of Oxford 2017). Positive dining experiences create a welcoming impression of the city, encouraging exploration and easing adaptation. Conversely, negative experiences can disturb this process by creating unfavourable views of safety and community.

2.5.2 Dining Choices of Newcomers

Newcomers often try to eat local food to immerse themselves in the culture of the city and to create more opportunities for social interactions. In their dining choices, trust in friends, families, social media, and online reviews plays a very strong role. Many newcomers face "choice paralysis" or "information overload" when too many options are available (Manolică et al. 2021). With clear and reliable guidance, they make decisions faster, which usually means more successful experiences. (Scheibehenne, Greifeneder, & Todd 2010)

2.5.3 Social Behaviour Patterns of Newcomers

Restaurants are one of the important places where newcomers can come in contact with people and integrate socially, particularly during group activities. Others use social media to share experiences of dining and advice in real-time to boost a sense of belonging. Safety also affects social behaviour; newcomers prefer venues and activities that will provide a safe and friendly environment in which to interact socially, as suggested by Wallace (2024).

2.5.4 Factors Influencing Behavioural Patterns

The cultural background, personal preference, and city environment are major factors in the behaviours of newcomers. Their diverse cultural backgrounds set different eating and

socializing habits. Individual preferences for food and openness to socializing differ greatly. Diversity in restaurants and their accessibility, along with social atmosphere, also influences their decision. Digital dining apps, through real-time personalized suggestions, make it easier for decisions and enhance the experience of newcomers.

2.6 Competitor Analysis

To understand the competitive landscape, we used Porter's five forces analysis, this model assesses five key forces: competitors, threat of new entrants, threat of substitutes, customer bargaining power, and supplier bargaining power. The advantage is that it can systematically reveal industry dynamics and help identify strategic advantages and risks (Dälken 2014). Applying this model helps us better understand the challenges and opportunities in the social dining markets.

Competitors (High)

The industry has fierce competition from players like Meetup, Corner, and TimeLeft. Each has its own strengths. Meetup is known globally for social activities. Corner uses AI for personalized recommendations. TimeLeft promotes quick social activities with real-time algorithms, attracting spontaneous young people. Big applications like Google Maps dominate the discovery area. To stand out, Nibble must integrate the key strengths of competitors: personalization, community-building focus, and spontaneity. By creating a hybrid model that combines these elements and add our special functions like map and social media importing functions, we can stand out, meet a wider range of user needs, and form a unique value proposition.

Threat of new entrants (medium)

Low-Code and No-Code platforms have lowered the technical barrier, making it quicker to develop and launch new applications. But building up the loyalty of users and gaining their trust in the recommended content is difficult for new entrants, this takes time and resources.

Still, innovative functions or targeting niche communities can help smaller entrants get a foothold. To counter this threat, Nibble will focus on personalized recommendations and enhanced user experience, like adding map functions. We'll attract users and build trust through innovative social functions and unique design, improving retention and forming a differentiated advantage over competitors.

Bargaining Power of Suppliers (Low to Medium)

Restaurants and local businesses are eager to work with applications that bring new customers, this keeps the bargaining power of suppliers relatively low. For Nibble, currently in the MVP stage without any direct partnerships yet, we can effectively lower the suppliers' bargaining power early on by concentrating on delivering the value that users truly desire. Nibble focuses on personalized recommendations and community social experiences. It links users to local dining, bringing potential customers to restaurants. This meets user requirements and gives restaurants a new way to increase exposure and engagement. In the MVP stage, we aim to increase initial user traffic through great experiences to show Nibble's appeal and market potential.

As the user group grows, we can partner with small and medium restaurants with data and user participation, giving them a precise target group. This makes it easier for restaurants to see our value, reducing their bargaining power and setting the stage for long-term cooperation.

Bargaining Power of Buyers (High)

In a market full of choices like Meetup and Google Maps and other niche apps, users have a lot of influence. Switching among applications is easy, so loyalty depends on consistent value. Users also look for recommendations they can trust. Personalized or socially validated content, like recommendations from friends or family members, are much more appealing than anonymous reviews.

Nibble concentrates on providing value by its personalized dining recommendations and community-driven method. By promoting genuine social connections and presenting an engaging, user-cantered experience, Nibble positions itself as more than just a discovery tool. It creates a trusted place that encourages long-term user engagement and lessens the temptation to switch to other applications.

Threat of Substitutes (High)

Users have multiple alternative options for discovering restaurants or organizing social activities. The substitutes include Google Maps, Meetup, and informal recommendations from influencers on Instagram and TikTok. Besides, users can organize activities through general social networks. To mitigate this threat, Nibble will emphasize personalized presentation, community building, and dining-related socialization, rather than just simple restaurant discovery. Functions such as personalized profiles, organizing social activities, friend-based recommendations, and locate the activities and recommendations address on the map will distinguish Nibble with the other applications, make it become an important application for user's normal life.

By addressing the five forces, we can establish clear strategies to address the competition, reduce risk, and achieve a unique market position for long-term growth. More details about

strategic analysis and business models are discussed in Chapter 9.

2.7 Persona

The following persona represents the ideal target user for Nibble, perfectly aligning with its core audience and objectives:

Name: Jamie

Age: 25

Gender: Female

Occupation: Intern

Location: Major City

About Jamie:

Jamie moved to a new city for an internship. For her, dining is the best way to experience the local culture and meet new people. With a tight budget, she hopes to find dining experiences that will be memorable yet moderately priced. She relies on recommendations from friends and social media to make reasonable choices.

How Nibble Helps Jamie:

With trusted recommendations from friends or family members, multiple dining activities, affordable options, different user's posts, and personalized profile pages, Jamie will be able to make confident exploration of the city's dining scene, connect to like-minded people, and make new friends while having meaningful social connections while staying within her budget.

2.8 Value Proposition

Nibble supports newcomers by bundling personalized and authentic dining recommendations with social interaction, thus turning dining into an occasion of exploration,

connection, and integration into a new environment. Here are the key benefits:

Personalized recommendations: Trusted recommendations from friends, family, and social media make users confident in trying dining options in a new city.

Community interaction: Support users to participate in or organize dining activities, promote social relationship building, and quickly integrate into social networks.

Map function: Combine restaurant suggestions and activities into intuitive maps that make it easier for users to plan and manage dining.

Interactive profiles: Users can post their dining and activity experiences, this can connect users with their like-minded people and enhance social interactions.

Nibble seamlessly integrates dining exploration with social interaction and is an ideal application for the newcomer to adapt and fit into their new life.

3 Survey Analysis

3.1 Survey Methodology & Design

The survey aimed to capture key insights into how individuals discover and recommend restaurants, organize social dining events, and save dining suggestions from social media, aligning with the thesis objective of developing a dining app that fosters trusted recommendations and social connections for newcomers to a city. Using a closed-question format (Meffert et al. 2019), the survey incorporated multiple-choice and Likert scale questions to ensure systematic quantification and analysis. This method reduces ambiguity and adheres to quantitative research principles, enabling a clear understanding of user preferences and behaviours (Homburg 2020, 206). Questions focused on trusted friend-based recommendations and social media's influence on dining choices.

The survey was distributed via online communities, student networks, and social media groups, targeting individuals likely to be new to a city or interested in social dining. This digital approach ensured a diverse audience with relevant dining habits and preferences. The sample included 76 respondents, with approximately 70% residing in major cities and 30% in suburban or rural areas, providing a broad geographic perspective.

3.2 Survey Findings & Implications

In the next section are the listed findings and Implications (Appendix 1). A significant 65% of respondents discover restaurants through social media platforms like Instagram and TikTok, while 25% rely on friends' recommendations and only 10% use review sites. This preference for visually driven, influencer-based content aligns with studies showing that 1/3 of consumers trust social media recommendations more than advertisements (Statista 2023a).

1. Friend-Based Recommendations: Approximately 75% of participants prefer friend-based recommendations over anonymous reviews. Therefore, reinforces findings that 92% of consumers trust recommendations from people they know (Statista 2022).

2. Interest in Social Dining Events: Sixty percent of respondents indicated interest in attending social dining events organized through the app, particularly younger users aged 18-34. Only 5% expressed no interest, suggesting strong potential for community-building features.

3. Saving Dining Recommendations from Social Media: While 68% frequently save social media dining recommendations, 45% lack an organized system to manage them. This gap highlights a clear need for tools to save and categorize dining suggestions effectively.

4. Interest in Saving Recipes: Over half (52%) of respondents expressed interest in saving recipes from platforms like Instagram, and 40% identified a need for recipe organization, showcasing a potential secondary use case for the app to appeal to food enthusiasts.

5. Implications Based on Findings: Nibbles should focus on user-preferred functions like saving social media recommendations, a friend-based recommendation feed to build trust, and tools for managing social dining activities. An interactive dining map with activity and recommendation management functions would make it a comprehensive solution for dining and social enthusiasts, enhancing trust and user satisfaction.

6. Limitations and Future Research: The survey's reliance on digital channels may have skewed responses toward younger, tech-savvy individuals, limiting the diversity of dining preferences captured. To address this, future research should expand the sample to include older demographics and rural users to identify broader user needs and potential feature adaptations.

4 Platform Design & Feature Development using the Design Thinking Principles

We decided on a very practical approach to build our prototype for Nibble. This was done by using the Design Thinking principles. (Ideo n.d.)

4.1 How Desing Thinking improves “Nibble”

Design thinking is a human-centred approach that combines user requirements with technically feasible and economically viable applications. This method aligns, and emphasises understanding, capturing and recognising the user perspective, encouraging creativity and prototyping to effectively solve real-world problems. It is particularly relevant to the innovation of platforms such as ours, as it emphasises user experience and engagement as the basis for development as empathized by Brown & Wyatt (2010).

However, implementing the full spectrum of design thinking can be challenging for projects with limited capacity. In the development of ‘Nibble’, the focus was on delivering a functional MVP (Minimum Viable Product), an approach advocated by Ries (2011, 96), which emphasises creating a version of the product with just enough features to gather validated learning about customers with minimal effort. This method prioritised testing and iteration over refined design, aligning with the principle of "Build-Measure-Learn," which supports prompt and constant improvement and development. By only developing basic functionalities and learning through early feedback, Nibble was able to achieve its goals while setting the foundation for future refinements. The resulting MVP reflects these priorities and focuses on functional deliverables that fulfil key user needs while leaving room for future UX/UI

refinements.

Testing and feedback loops played an important role in validating the key features of the social dining platform to ensure it met user expectations upfront. This process provides a solid starting point for subsequent fine tunes, where the broader design thinking framework can be reapplied to improve aesthetics and user engagement as mentioned by Brown (2009).

4.1.1 Empathizing with Users

The first phase of design thinking uses empathizing with its users. Nibble was built on a user survey (Chapter 2.7) conducted in the early stages of development. This survey's goal was to identify the main problems with social dining, such as concerns at meetings, logistical challenges in organizing events, and frustrations in managing saved recommendations through social media. Survey participants emphasized the need for an intuitive tool to create events and build trust between users. These insights formed the basis for prioritizing features such as event/recommendation creation, basic event workflows, and tools for saving and organizing recommendations.

4.1.2 Improving insights with "Jamie"

The survey results were summarised as a user persona to help solve the design challenges. For Nibble, 'Jamie' was created, a young professional who is new to a city, representing users who prioritize safety and ease of use. Jamie's concerns fed directly into features like event creation, while her need for simplicity influenced decisions about navigation and event creation tools. This persona was created to ensure that the design of the platform matched the actual behaviours and expectations of Nibbles future users.

4.1.3. Additional insights from prototyping and feedback

We decided to build our prototype in Bubble, a no-code tool, that enables the key features to be developed and tested quickly. While the importance of saving recommendations was emphasized in the survey, prototyping revealed the need to improve navigation for accessing saved elements. Based on user feedback, a map-based view of recommendations was introduced to counteract the 'save and forget' behaviour identified in the survey. So, the created recommendations and events are shown in each users profile. While Bubble enabled functional testing, the visual design prompted us to create low-fidelity wireframes (Appendix 8) in Figma to adjust navigation, button placement, and overall consistency, which are later described in the upcoming chapters.

4.2 Ideation and Prototyping

In this phase, the design principles align closely with the systematic approach of design thinking for social innovation where brainstorming, and functional prototyping while addressing the core user needs as described by Bender-Salazar (2023).

4.2.1 Ideation phase

In the ideation phase, ideas for features were developed and prioritised that addressed the challenges identified in the empathy phase, with a focus on developing a minimum viable product (MVP). Brainstorming techniques were used that were aligned with user-centred principles to design features that balance user needs with technical feasibility. The main features identified were:

Opt*imized organization of meetings:* Users needed a simple and intuitive way to plan and organise dinners. To achieve this, workflows were developed to optimize appointment

scheduling, guest management and event management.

Improved recommendation management:

Users expressed frustration with saving and retrieving food recommendations on social media. Therefore, a card-based user interface was proposed that allows users to easily organize and retrieve recommendations. Depending on the object type (restaurant or event), there are different pins that make the card clearer.

User profiles and security mechanisms: Since trust and authenticity are of crucial importance on a social dining platform, the option for users to create profiles and view the profiles of other participants was prioritized. To ensure security, mechanisms for verifying user authenticity will be developed, such as registering with real names or linking profiles to verified email addresses. Feature ideas were evaluated based on their potential to address user pain points, their technical feasibility, and their alignment with the project's MVP goals.

4.3 Prototyping Phase:

In the prototyping phase, wireframing and functional prototyping were combined to test and refine the proposed features and ensure that the platform meets users' needs while considering technical and resource constraints.

Wireframing with Figma:

For effective and quick prototyping, the no-code tool Figma was used, where drawing and creating a basic framework of Nibble was easy to do. Further, to save time while prototyping in bubble. In Figma, the platform's basic user interface (UI) and basic user experience (UX) were designed. These wireframes (Appendix 8) had the goal of giving us a clear structure of the screen layouts, and the placement of where certain elements like buttons should be. They

provided a visual basis for usability testing and eliminating pain points before functional prototyping began.

Functional prototyping with Bubble: The functional prototypes were built in Bubble, a no-code platform chosen for its ability to rapidly develop and test workflows. During the prototyping phase, the focus was on validating the following features:

Workflow for creating events: This feature guided users through the steps of creating food events, including planning, displaying and creating recommendations as well as uploading content to the users feed. A card-based feature was implemented that allows users to save, organize, and access recommendations.

User profile: A profile system was developed that allows the user to view profiles of other friends or other users. Further people could post their events. Security mechanisms such as real-name registration and verified accounts were not yet integrated. These steps will be done as soon as the app is in a further development process to ensure authenticity and build user trust. User testing and iterative refinements: Feedback was used to refine the prototype:

Improvements to navigation:

The interface for saving recommendations has been updated to make it easier to access and organise. Optimisation of the workflow: The process for creating events has been optimised to improve usability and reduce the effort required of users.

Conclusion:

These design thinking steps align with the approaches highlighted in systematic reviews of design thinking for innovation by Bender-Salazar (2023). The next chapter addresses the platform requirements.

5 User Testing & Evaluation

A usability survey of the MVP was conducted to test and get insights for refinement. The survey's main purpose was to assess usability and areas of improvement. The participants were selected based on user criteria to ensure that the feedback was directly relevant for Nibble. Therefore, it is shown that the app was overall intuitive and easy to navigate, with 80% of respondents expressing this. Yet, there are some areas of improvement such as map features and accessing saved recommendations. This survey was conducted by eleven people who did intensive prototype testing and submitted feedback through a survey. The three main suggestions (Appendix 9):

1. *Recommendation Map*: To improve usability, it is suggested that features such as improved icons and the ability to link saved markers to specific recommendations for better accessibility.

2. *Posting Features:* Respondents recommended introducing reminder notifications that allow syncing up with calendars after saving recommendations to address concerns about losing track of saved entries.

3. *User Profiles and Social Features:* While users liked the social features, additional functionality such as direct messaging and improved profile layout spacing was suggested.

While these improvements should be prioritised for adjusting them, it was not possible to implement them due to time constraints fully. Instead, efforts focused on enabling core features and functionality, to ensure that the MVP addressed the users' primary needs as represented by the "Jamie" persona. These areas have been documented for future iterations.

6 Strategic Analysis & Business Model

To plan Nibble's future, a strategic analysis aligns its vision with its business goals, ensuring market relevance and success. Building on earlier chapters, insights from design thinking and user research inform Nibble's strategies, ensuring alignment with real user needs. The analysis focuses on three key areas—market positioning, monetization strategy, and go-to-market planning—to guide Nibble's growth in the competitive social dining market.

6.1 Market Positioning (TAM, SAM, SOM)

Using a top-down approach, the following section estimates the app's overall market potential

6.1.1 Total Addressable Market (TAM)

European Young Adults (18–35): Europe's population is about 447 million, with 20%—or 89 million—aged 18–35 (Statista 2024c). This group spans older Gen Z and younger Millennials, known for high digital adoption. Urban Concentration: Roughly 75% of Europeans live in urban areas (Urban Innovative Actions, n.d), reducing the cohort to 67 million. Social Media Penetration: Over 84% of these urban young adults (16-29) use social media. Assuming the same pattern behaviors for the 18–35-year-olds (Eurostat 2023). Therefore around 50 million individuals are well-suited to a social dining app. **TAM ≈ 56 million**. This figure represents the maximum potential audience of 18–35-year-olds in European cities who could adopt a social dining platform, assuming ideal market conditions and minimal competition.

6.1.2 Serviceable Addressable Market (SAM)

Interest in budget-friendly Social Dining: Not every urban 18–35-year-old is actively seeking community-driven, budget-conscious dining experiences. By assuming around 50% of

the TAM genuinely cares about social dining, we narrow the 56 million potential users down to 28 million. **SAM ≈ 28 million** This refined segment represents young, urban diners who rely on friend recommendations and social apps for affordable, social dining choices.

6.1.3 Serviceable Obtainable Market (SOM)

Initial Market Penetration: For a new app with localized marketing and strong network effects, capturing **2–6%** of the SAM in the first 2–3 years is an ambitious but attainable goal.

Lower bound (2%): 28 million×2% ≈560,000 users

Upper bound (6%): 28 million×6% ≈1.68 million users

SOM ≈ 0.5 – 1.68 million users

This range represents the near- to mid-term user acquisition our platform could feasibly attain, given resource constraints, competition, and marketing strategy. (Airfocus n.d.)

6.2 Monetization Strategy

6.2.1 Revenue Streams

The revenue streams are split into two parts to sustain nibble for a long time and guarantee a revenue-generating model. This strategy encompasses both primary and secondary revenue streams to encourage user acquisition, engagement, and collaboration. Each revenue stream is aligned with Nibble's mission to drive engagement in the app and provide enhanced social dining experiences, easy-to-use profiles, engaging UI/UX, and easy-to-find places for events and recommendations.

6.2.2 Primary Revenue Streams

To ensure that users don’t lose interest initially, Nibble focuses on the freemium strategy, which provides free access to core features but delivers advanced features via paid premium

subscriptions. Premium users benefit from AI-driven location suggestions, promotional tools for event visibility, and exclusive dining experiences. This strategy facilitates user acquisition and scales monetization through enhanced services (Cagan 2018).

Additionally, Nibble partners with local restaurants and event organizers for targeted advertising, including location-based display ads and sponsored listings. This approach generates sustainable revenue while leveraging engaged audiences, as described by Nosheen (2024).

6.2.3 Secondary revenue streams

The secondary revenue streams give attention to leveraging user behaviour and business partnerships. These revenue streams are sponsored recommendations and events, where companies pay for greater visibility within the platform. For example, restaurants, cafés or bars can display their listings as ‘Top Picks’ or event organisers can promote their events to attract more attention. This strategy not only gives companies a competitive advantage but also meets users' preferences for selected recommendations. As Meffert, Burmann and Kirchgeorg, and Eisenbeiß (2019) discussed sponsorship (pp.771-772), platforms that effectively integrate sponsorship can generate more revenue while maintaining user trust.

6.3 Pricing Models

To achieve growth and financial sustainability, Nibble implements a hybrid pricing strategy that combines a freemium model with subscription plans and monetisation through strategic advertising partnerships as suggested by Tissier (2023a).

6.3.1 Freemium Subscription:

The Free Subscription provides access to fundamental features such as browsing restaurant

recommendations, joining public dining events, and creating basic user profiles. By enabling an easy entry, this model leverages network effects that are critical for early-stage platform growth. Similar strategies have been successfully implemented by platforms like Meetup and Eventbrite, establishing the efficiency of free subscriptions in scaling active user bases through cost-free entry points (Cagan 2018; Fuchs 2022).

6.3.2 Premium Subscriptions (€5 per month)

This Subscription provides personalized recommendations, premium events, and unlimited organization of saved recommendations. For users to choose the premium subscription, this offers enables users to use features such as AI-driven recommendations, exclusive event access for hard-to-get reservations, priority customer support, and analytics tools. Priced at €5+ per month, this plan caters to high-value and high frequency users willing to pay for enhanced functionality. This pricing strategy maximizes adoption without alienating cost-sensitive users, mirroring successful approaches by platforms like Hinge (Tissier 2023).

6.3.3 Native In-App Advertising

Nibble integrates **native ads** that blend seamlessly into the app's content, such as recommendation feeds, event timelines, and dining lists. These ads mimic the platform's design to maintain a natural user experience while offering targeted visibility for restaurants and event organizers. To maintain user trust, all native ads are clearly labelled as promotional content. This approach balances engagement and transparency, reflecting successful models used by platforms like Instagram and TikTok (Tissier 2022b).

6.3.4 Why Hybrid-Based Pricing?

A hybrid pricing strategy allows Nibble to capture a broader audience while ensuring

scalable monetization. Combining **freemium access** with tiered subscriptions and targeted advertising lowers barriers for new users, encouraging adoption and platform growth. This approach allows Nibble to segment users based on willingness to pay, enabling tailored offerings that meet diverse user needs. Subscription models also foster user retention, as recurring engagement builds long-term loyalty (Tissier 2022a)

Platforms such as NeoTaste and SaaS models like Spotify highlight the scalability and financial predictability of subscription-based strategies (Gillen 2024; De Marzo 2023).

6.3.5 Long-Term Revenue Growth

To achieve long-term growth, Nibble must focus on scalable solutions, data-driven personalization, and strategic partnerships. Scalability, as defined by Jansen et al. (2023), enables growth without proportional cost increases, achievable through subscription models, targeted advertising, and AI-driven recommendations. Leveraging eco-friendly technologies and AI, as interviewed by Kaminer (2024), can modernise dining experiences by optimizing operational efficiency and enhancing market reach. AI systems can manage reservations, personalize customer interactions, and reduce waste through data-driven predictions, making them vital for modern restaurants. In our case, this could mean implementing AI that uses data-driven suggestions, recommendations and useful content for the profile app.

Entrepreneurial teams also play a vital role. Hanifzadeh et al. (2024) emphasize team diversity and adaptability as critical factors for scaling startups.

Strategic partnerships, such as collaborations with restaurant chains, can expand Nibble's market presence and credibility, as highlighted by Mula, Zybura, and Hipp (2024).

6.4 Go-to-Market Strategy

6.4.1 Market Entry Plan

To ensure a smooth user experience, Nibble focuses on improving its core features, such as recommendations and event planning, to ensure stability and scalability. They will place particular emphasis on performance optimization to ensure that application speed and usability do not decrease as user activity increases. As Komodo Digital (2023) notes, focusing on performance enhancements such as faster loading and seamless scrolling is one reason for higher user satisfaction and lower churn.

User Testing and Metrics：

Nibble will conduct beta tests with Millennials, Gen Z, and expats in Lisbon to evaluate app usability and feature functionality through surveys, interviews, and focus.

Usability testing will ensure the interface is intuitive and easy to navigate, while functional testing will verify the reliability of core features such as recommendations and event planning (Komodo Digital 2023). Metrics like user engagement and retention will be tracked to assess the platform's ability to meet expectations and support sustainable growth over the long term (Terekhov 2023).

Refining features:

We will focus on refining the UI/UX design through user testing and best-case practices, further improving the recommendation algorithms, and the event creation workflow.

For example, a well-structured user interface that meets the needs of users not only leads to satisfaction but also promotes brand loyalty over time (Ullah 2023).

6.4.2 Digital marketing channels

Digital marketing is an essential part of Nibble's strategy to establish itself in the competitive social dining market. By combining various tactics, success can be achieved, as suggested by Purnomo (2023). As most of our users are Millennials and Gen Z, By targeting millennials, Generation Z and expats through platforms such as Instagram, TikTok and LinkedIn, Nibble ensures tailored engagement with its core audience. The AIDA model (Awareness, Interest, Desire, Action) guides this strategy and enables a structured approach to attracting, engaging and converting users (Bruhn 2012, p. 207).

For each phase of the funnel, there are possible ad mock-ups that generate AIDA shown below.

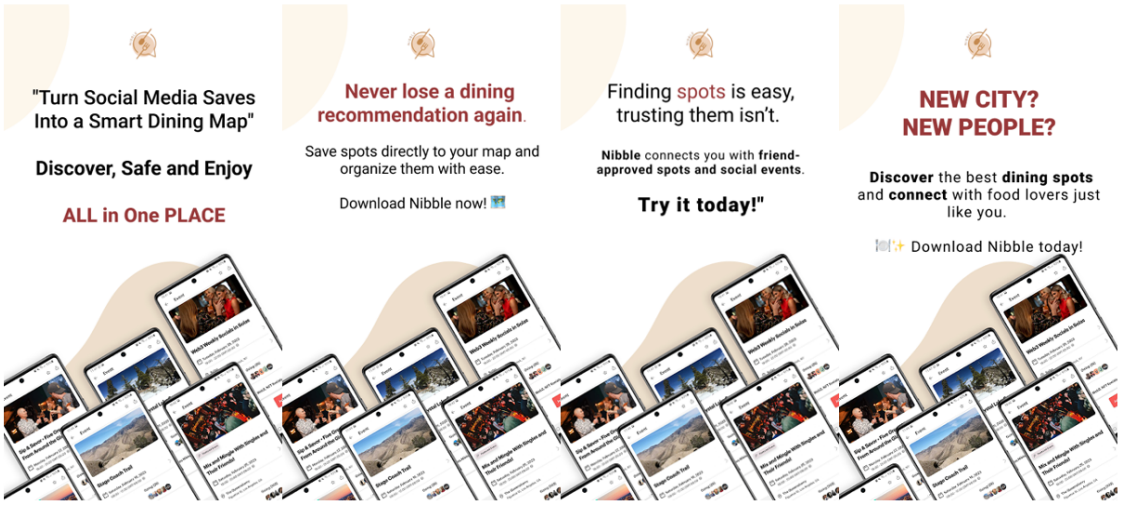


Figure 2: Funnel Phase (AIDA)

Attention (Awareness – Top of Funnel)

In this phase, the goal is to attract the attention of a broad audience unfamiliar with Nibble. Visually striking and creative ads are essential to capture users' attention in a crowded digital terrain with a lot of competitors (Young 2018). Platforms such as TikTok and Instagram Reels are used to share short videos highlighting food events and user stories. Further, with Google

Ads targeted keywords such as 'restaurant recommendation', 'social dining', 'new city, new people' are targeted to keywords such as ‘social dining in Lisbon’ or ‘food apps for foodies’. These strategies ensure that Nibble stands out and piques the curiosity of potential users.

Interest (Consideration – Middle of Funnel)

Once awareness is established, the focus shifts to driving interest by providing informative and relevant content. Tailored messages build trust and encourage deeper user engagement (James 2024).

For example, content marketing: blog posts, user testimonials and restaurant guides educate users about Nibble's unique features, such as AI-driven recommendations and curated restaurant events.

Retargeting ads: using Meta's retargeting tools (Instagram and Facebook), users who have interacted with Nibble's ads but have not yet converted are retargeted. Personalised and educational content at this stage builds credibility and engages potential users.

Desire (Desire - Lower Funnel)

To create desire, Nibble will emphasise showing how the platform meets users' needs and enriches their lives. This is in line with the findings of Nuseir et al. (2023), who highlight the role of emotional attachment in fostering user loyalty.

Success stories and testimonials: Ads featuring user experiences and social proof will showcase the benefits of using Nibble for event planning and restaurant discovery.

Collaborating with influencers: By working with local influencers, the Nibble brand becomes more human, and a stronger emotional connection is created with target audiences.

Action (Conversion - – Bottom of Funnel)

The last phase is about encouraging users to act, such as downloading the app or subscribing to premium features. Clear calls to action (CTA) and well-timed incentives are key to increasing the conversion rate (Stoll 2020). In Nibbles case these can be:

Referral programmes: Incentives such as free premium trials or discounts for referred users motivate downloads and referrals to friends. By optimising the user experience and offering actionable incentives, Nibble ensures high conversion rates.

6.4.3 Network Effects and Scalability

To assure that Nibble will be able to scale, it should use networking results and make itself seen in the competitive social dining market. These strategies provided concentrate on community-driven engagement, gamification tools, and user retention and feedback loops to ensure the platform's long-term sustainability.

1. Growing through referrals: Referrals have proven to be a very effective method to grow. Therefore, this will be a cornerstone of Nibble's growth strategy. They allow users to invite their friends while benefiting from incentives. Gamifying the referral process with points, badges, and tiered rewards incentivizes users to engage actively. For example, referrers can receive exclusive perks such as discounts or access to premium events, which drives organic growth of the platform (FasterCapital 2024). In Nibbles example, this could mean that referring people get you for example a free drink or something similar in a restaurant you saved.

2. Gamification for engagement: Gamification allows users to continuously visit the platform again by rewarding them with options that are commonly used in games. An example would be badges and challenges. Users receive awards for attending their first event or creating a gathering or sharing a few recommendations. Further, Seasonal challenges such as ‘Eat at 5

new places this summer' keep interactions fresh and engaging could be created. Another option would be Leaderboards: One opportunity there could be that the more people visit your profile and the recommendations you provided, giving them a higher status. These game-like elements encourage repeat use and improve user experience (Cloke 2023).

3. Scalability through feedback and iteration: To ensure that the platform is up to date and is optimized actively through iterations to ensure that the platform remains up to date and optimized, regular iterations based on user feedback are essential. Implementing gamification techniques, such as rewarding users with points for providing detailed feedback on events, recommendations, or the platform's UI/UX, can encourage engagement. Additionally, offering incentives like streak bonuses for consistent participation—e.g., attending multiple events consecutively—helps sustain user interaction over time. Such approaches are consistent with findings by Bitrián, Buil, and Catalán (2021), who emphasize gamification's effectiveness in enhancing user engagement in mobile apps.

4. Conclusion and Performance Metrics: Clear KPIs allow Nibble to measure the effectiveness of its strategies and make data-driven adjustments to optimize growth, engagement, and profitability.

For example, tracking app downloads and conversion rates from ads as part of the user acquisition goal helps evaluate the success of marketing campaigns with a target goal of 20,000 downloads in the first three months, ensuring a strong initial user base for the platform.

7 Conclusion and Future Outlook

The development of Nibble represents a significant step toward addressing the challenges newcomers face in creating meaningful social connections through dining options. Designed with a user-focused approach, Nibble combines dining options with social interaction, simplifying the process of finding restaurants, organizing events, and building trust among users. Guided by design thinking principles (Chapter 4), the application's development prioritizes empathy, iterative prototyping, and a strong commitment to user needs. The use of map-based functionality enhances usability by enabling users to locate saved recommendations and events with ease. The design of the landing page reinforces the application's purpose and outlines future functions, such as importing restaurant data from external applications.

On the technical side, the no-code development method has enabled quick prototyping and efficient iteration. The workflows for event creation and content sharing underline the focus on ease of use and engagement, ensuring that users can navigate the application without difficulty.

From a strategic perspective, Nibble's freemium business model (Chapter 9) balances accessibility and monetization by offering core features for free while encouraging premium upgrades. Advanced options, such as AI-driven recommendations and access to exclusive events, provide additional value for paying users. The potential for advertising partnerships and sponsored recommendations further diversifies revenue streams. Nibble's initial focus on urban European markets, supported by SAM and SOM projections (Chapter 9), positions it well for growth in other regions.

Future Outlook

Looking ahead, Nibble is well-positioned to expand its reach and enhance its offerings

through a combination of growth strategies, technological improvements, and sustainable practices.

Expanding to New Regions

Building on its initial success in Europe, Nibble has considerable opportunities for growth in urban areas across North America, Asia, and other parts of the world. These regions are home to key demographics like Millennials and Generation Z, who often seek engaging dining and social applications. Adapting to local cultures, working with regional influencers, and including location-specific recommendations will be essential for entering these markets effectively.

Enhancing Technology

As Nibble scales, it will need to transition from its current no-code framework to a hybrid or fully customized solution. This shift will enable the integration of advanced features, including AI-driven personalized recommendations, improved map tools for live navigation and content filtering, and stronger security measures like ID verification and safety checks. These upgrades will not only improve the user experience but also open up opportunities to collaborate with restaurants and event organizers, offering them insights based on Nibble's data.

Increasing User Engagement

To sustain interest and keep users active, Nibble will introduce gamified features such as achievement badges, seasonal challenges, and leaderboards. For example, users could be rewarded for trying new restaurants or hosting events. Enhanced social tools, such as messaging and group event planning, will also encourage interaction and build a stronger sense of community.

Focusing on Sustainability

By aligning with eco-conscious values, Nibble can differentiate itself further. Partnerships with environmentally friendly restaurants, initiatives to reduce food waste, and features that highlight sustainable dining options will attract users who prioritize responsible consumption. Incorporating these practices into its operations and messaging will strengthen Nibble's appeal in the market.

Ongoing Improvement through Feedback

User feedback will remain central to Nibble's growth. The application will refine its functions, such as the recommendation and activity pages, based on user input. By actively responding to feedback and leveraging analytics, Nibble can ensure its offerings remain relevant and continue to meet the evolving needs of its users.

References:

Airfocus. (n.d.). What is market penetration strategy? Airfocus Glossary. Accessed December 12, 2024. https://airfocus.com/glossary/what-is-market-penetration-strategy/

Attest. 2023. "Gen Z Food Trends: How Social Media Is Shaping Gen Z's Food Choices." Accessed December 10, 2024. https://www.askattest.com/blog/research/gen-z-food-trends.

Bender-Salazar, Rahmin. 2023. "Design Thinking as an Effective Method for Problem-Setting and Needfinding for Entrepreneurial Teams Addressing Wicked Problems." Journal of Innovation and Entrepreneurship 12 (1): Article 15. https://doi.org/10.1186/s13731-023-00291-2.

Bitrián, Paula, Isabel Buil, and Sara Catalán. 2021. "Enhancing User Engagement: The Role of Gamification in Mobile Apps." Journal of Business Research 132: 170–185. https://doi.org/10.1016/j.jbusres.2021.04.028.

Brown, Tim, and Jocelyn Wyatt. 2010. "Design Thinking for Social Innovation." Stanford Social Innovation Review 8 (1): 31–35.

Brown, Tim. 2009. Change by Design: How Design Thinking Creates New Alternatives for Business and Society. New York: HarperCollins.

Bruhn, Manfred. 2012. Marketing: Grundlagen für Studium und Praxis. 11th ed. Wiesbaden: Springer Gabler.

Business Research Company. 2024. „Market Insights | Global Market Model". 2024. Accessed December 13, 2024. https://www.thebusinessresearchcompany.com/market-insights/.

Cagan, Marty. 2018. Inspired: How to Create Products Customers Love. Silicon Valley Product Group.

Cloke, Harry. 2023. "19 Gamification Trends for 2022–2025." Accessed December 7, 2024. https://www.growthengineering.co.uk/19-gamification-trends-for-2022-2025-top-stats-facts-examples/.

Dälken, Fabian. 2014. „Are Porter's Five Competitive Forces Still Applicable? A Critical Examination Concerning the Relevance for Today's Business". Info:eu-repo/semantics/bachelorThesis. University of Twente. 30. Juni 2014. Accessed December 14, 2024. https://essay.utwente.nl/65339/.

Das, Rushali. 2023. „A Guide On Google Restaurant Reviews | Statusbrew". Statusbrew Insights. 3. November 2023. Accessed November 22, 2024. https://statusbrew.com/insights/google-restaurant-reviews/.

De Marzo, Stefano. 2023. "German Gastronomy App NeoTaste Snaps €5.9 Million to Expand Its Customer-Restaurant Interactions Solution." EU Startups. Accessed December 5, 2024. https://www.eu-startups.com/2023/08/german-gastronomy-app-neotaste-snaps-e5-9-million-to-expand-its-customer-restaurant-interactions-solution/.

Eurostat. (2023, July 14). Daily internet use among young people in the EU, 2022 [News release]. Accessed December 12, 2024. https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230714-1

FasterCapital. 2024. "Leveraging Customer Referrals for Organic Growth." Accessed December 9, 2024. https://fastercapital.com/content/Customer-Referrals-How-to-Leverage-Customer-Referrals-to-Boost-Your-Business-Growth.html.

Fuchs, Jay. 2022. "Freemium Pricing: How to Leverage It and 4 Popular Models." HubSpot Blog. Accessed December 12, 2024. https://blog.hubspot.com/sales/freemium-pricing-strategy.

Gillen, Cecilia. 2024. "16 Pricing Strategies and Examples (and How to Set Yours)." Zapier. Accessed December 13, 2024. https://zapier.com/blog/pricing-strategy/.

Godwin, Karina**.** (2023, March 6). *Living in a foreign country: Do you feel like an outsider?* Counselling Directory. Accessed November 10, 2024. https://www.counselling-directory.org.uk/articles/living-in-a-foreign-country-do-you-feel-like-an-outsider

Hanifzadeh, Faezeh, Kambiz Talebi, and Vahid J. Sadeghi. 2024. "The Scalability of Startups: The Impact of Entrepreneurial Teams." Journal of Global Entrepreneurship Research 14 (1): 1–21. https://doi.org/10.1007/s40497-024-00383-7.

Homburg, Christian. 2017. Marketing Management: Strategy, Instruments, Implementation, and Company Management. Wiesbaden: Springer Gabler. https://doi.org/10.1007/978-3-658-13656-7.

IDEO. n.d. "Design Thinking." IDEO. Accessed November 16, 2024. https://designthinking.ideo.com/.

James, Katie. 2024. "The AIDA Model Explained." Rebellion Marketing. Accessed December 12, 2024. https://rebellionmarketing.co.uk/the-aida-model-explained-2/.

Jansen, Justin J. P., Ciaran Heavey, Tom J. M. Mom, Zeki Simsek, and Shaker A. Zahra. **2023.** "Scaling-Up: Building, Leading and Sustaining Rapid Growth over Time." Journal of Management Studies 60 (2): 581–604. https://doi.org/10.1111/joms.12910.

Kaminer, Michael. 2024. "AI Is Coming to a Restaurant Near You, Says OpenTable CEO Debby Soo." Barron's. Accessed December 12, 2024. https://www.barrons.com/articles/ai-is-coming-to-a-restaurant-near-you-says-opentable-ceo-debby-soo-bd5db070.

Komodo Digital. 2023. "How to Improve an App: Strategies for Success." Accessed December 9, 2024. https://www.komododigital.co.uk/insights/how-to-improve-an-app/.

Maatta, Petri. 2023. „Goal Setting Statistics: Research Studies Facts & Findings (2023) - DreamMaker“. 29. Dezember 2023. Accessed November 29, 2024. https://dreammakerr.com/goal-setting-statistics/.

Manolică, Adriana, Andreea-Sînziana Guță, Teodora Roman, and Lorin Mircea Dragăn. 2021. "Is Consumer Overchoice a Reason for Decision Paralysis?" Sustainability 13, no. 11: 5920. https://doi.org/10.3390/su13115920

Meffert, Heribert, Christoph Burmann, Manfred Kirchgeorg, and Maik Eisenbeiß. 2019. Marketing: Grundlagen Marktorientierter Unternehmensführung. Konzepte – Instrumente – Praxisbeispiele. 13th ed. Wiesbaden: Springer Gabler.

Mula, Claire, Nora Zybura, and Thomas Hipp. 2024. "From Digitalized Start-Up to Scale-Up: Opening the Black Box of Scaling in Digitalized Firms towards a Scaling Process Framework." Technological Forecasting and Social Change 202: 123275. https://doi.org/10.1016/j.techfore.2024.123275.

Nosheen, Mussarat. 2024. "Location-Based Advertising: How to Capture Local B2C Markets." Analytico Digital. Accessed December 12, 2024. https://www.analyticodigital.com/blog/location-based-advertising.

Nuseir, Mohammed T., Ghaleb A. El Refae, Ahmad Aljumah, Muhammad Alshurideh, Sarah Urabi, and Barween Al Kurdi. 2023. "Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review." In Studies in Computational Intelligence, 21–44. https://doi.org/10.1007/978-3-031-12382-5_2.

Purnomo, Yudiyanto Joko. 2023. "Digital Marketing Strategy to Increase Sales Conversion on E-Commerce Platforms." Journal of Contemporary Administration and Management (ADMAN) 1 (2): 54–62. https://doi.org/10.61100/adman.v1i2.23.

Rajagopal, Kannan, and Vaishali Mahajan. 2023. "Technology and Sustainable Business Practices as Enablers for Startups Scalability." In Ecosystem Dynamics and Strategies for Startups Scalability, 154–174. Hershey, PA: IGI Global. https://doi.org/10.4018/979-8-3693-0527-0.ch008.

Ricken, Stephen, Louise Barkhuus, and Quentin Jones. 2017. „Going Online to Meet Offline: Organizational Practices of Social Activities through Meetup“. In *Proceedings of the 8th International Conference on Communities and Technologies*, 139–48. C&T '17. New York, NY, USA: Association for Computing Machinery. https://doi.org/10.1145/3083671.3083705.

Ries, Eric. 2011. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. New York: Crown Business.

Scheibehenne, B., Greifeneder, R., & Todd, P. M. (2010). Can there ever be too many options? A meta-analytic review of choice overload. Journal of Consumer Research, 37(3), 409–425. Accessed Dezember 12, 2024. https://doi.org/10.1086/651235.

Shukla, Aishwarya Deep, and Jie Mein Goh. 2024. „Fighting fake reviews: Authenticated anonymous reviews using identity verification“. *Business Horizons* 67 (1): 71–81. https://doi.org/10.1016/j.bushor.2023.08.002.

Statista. 2022. "Consumer Trust in Different Types of Advertising Worldwide 2021." Accessed December 10, 2024. https://www.statista.com/statistics/222698/consumer-trust-in-different-types-of-advertising/.

Statista. 2023a. "Trust in Influencers for Brand Recommendations." Accessed December 16, 2024. https://www.statista.com/statistics/1455067/trust-in-influencers-for-brand-recommendations/.

Statista. 2024a. „Generation Z - Herausforderungen der Gesellschaft 2024“. Statista. 2024. Accessed December 14, 2024. https://de.statista.com/statistik/daten/studie/1024529/umfrage/weltweite-umfrage-unter-der-generation-z-zu-gesellschaftlichen-herausforderungen/.

Statista. 2024b. „Popular Leisure Activities by Generation Germany“. Statista. 2024. Accessed December 14, 2024. https://www.statista.com/statistics/1310736/popular-leisure-activities-by-generation-germany/.

Statista. 2024c. "Population of Europe by Age." Statista. Accessed December 16, 2024. https://www.statista.com/statistics/1251600/population-of-europe-by-age/.

Stoll, Xenia. 2020. "AIDA-Formel: Das Werbewirkungsmodell Erklärt (Inkl. Beispiel)." HubSpot Blog. Accessed December 7, 2024. https://blog.hubspot.de/marketing/aida-formel.

Terekhov, Vladimir. 2023. "Importance of User Experience (UX) in Mobile App Development." Accessed December 9, 2024. https://attractgroup.com/blog/importance-of-user-experience-ux-in-mobile-app-development/.

Tissier, Nicolas. 2022a. "The Complete Guide to Subscription Business Models in 2022." Purchasely. Accessed December 15, 2024. https://www.purchasely.com/blog/the-complete-guide-to-subscription-business-models-in-2022.

Tissier, Nicolas. 2022b. "6 Most Effective App Monetization Strategies in 2022." Purchasely. Accessed December 15, 2024. https://www.purchasely.com/blog/app-monetization.

Tissier, Nicolas. 2023. "App Pricing Models: How to Choose the Best Pricing Strategy for Apps." Purchasely. Accessed December 15, 2024. https://www.purchasely.com/blog/app-pricing-models.

Ullah, Ahmad. 2023. "The Importance of UI/UX Design for Application Development." Accessed December 9, 2024. https://reloadux.com/blog/importance-of-ui-ux-design-for-application/.

University of Oxford. 2017. „Social Eating Connects Communities | University of Oxford“. 16. März 2017. Accessed November 11, 2024. https://www.ox.ac.uk/news/2017-03-16-social-eating-connects-communities.

Urban Innovative Actions. (n.d.). Introduction & background: Context. Accessed December 16, 2024. https://www.urban-initiative.eu/online-guidance-innovative-actions/introduction-background/context#:~:text=Out%20of%20447%20million%20European,%25%20by%202050%5B1%5D

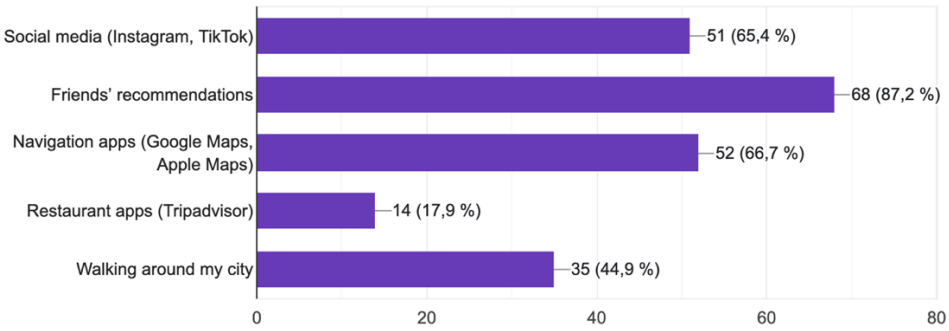
Wallace, M. (2024). Exploring Social Media and Local Connections as an Expat. GreenbackTaxServices.com. Accessed December 12, 2024. https://www.greenbacktaxservices.com/blog/leveraging-social-media-as-an-expat/

Young, Miles. 2018. Ogilvy on Advertising in the Digital Age. New York: Bloomsbury Publishing.

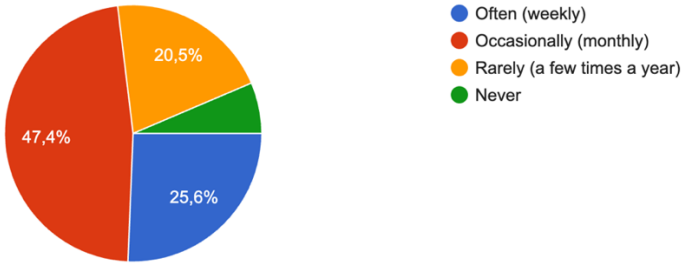
Appendix

Appendix 1: Market Research Survey

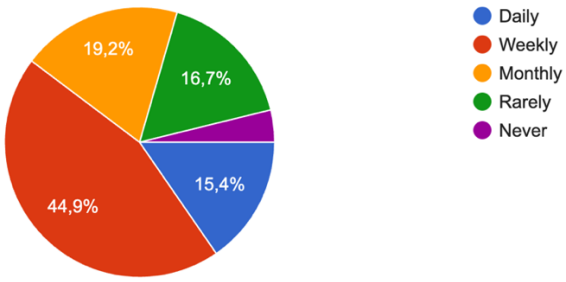
How do you typically discover new restaurants?
78 Antworten



How often would you use a feature that allows you to recommend restaurants directly to friends?
78 Antworten

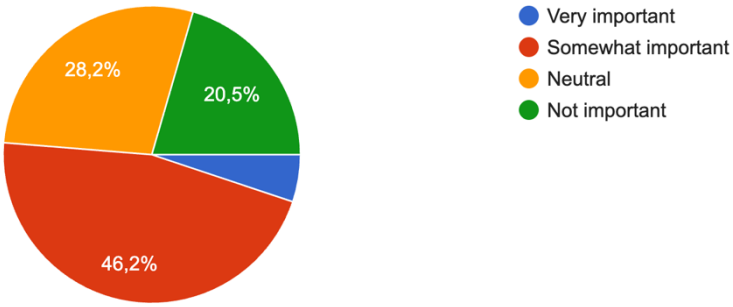


How often do you save recipes or dining recommendations from social media (e.g., TikTok, Instagram)?
78 Antworten



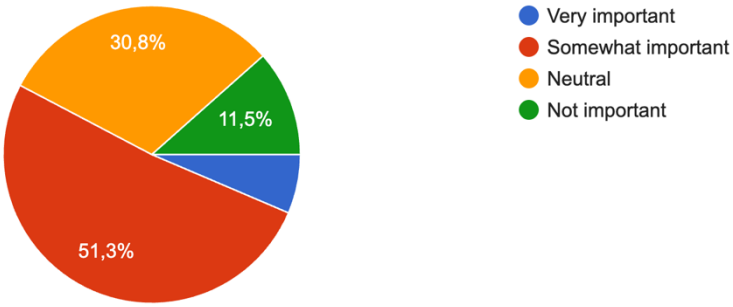
How important is it to see your friends' restaurant recommendations on their social profiles?

78 Antworten



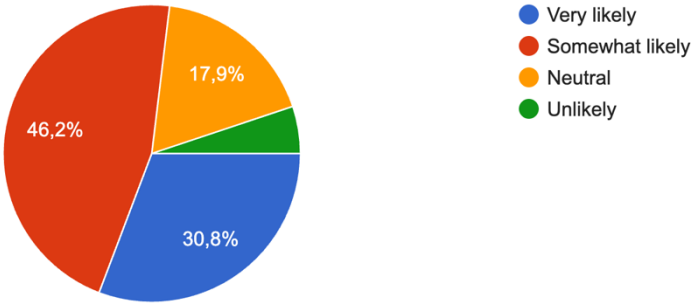
How important is it to see what restaurants your friends have saved and recommended on their social profiles?

78 Antworten



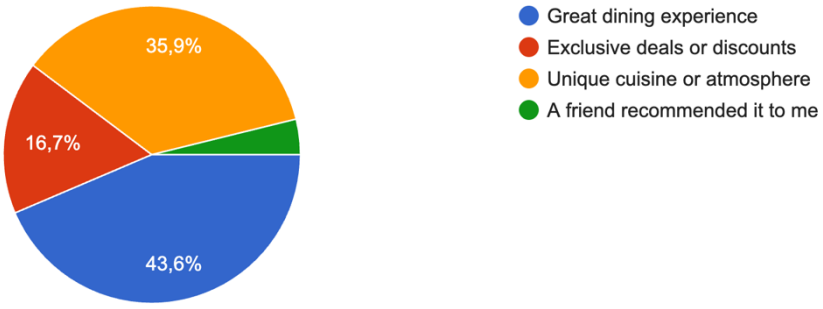
How likely are you to recommend a restaurant to your friends through the app if you had a great experience?

78 Antworten



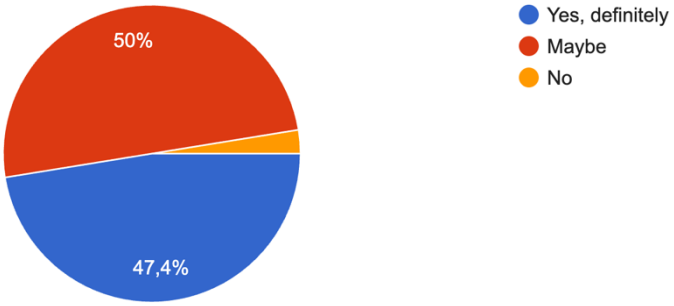
Which of the following would motivate you the most to recommend a restaurant to friends?

78 Antworten



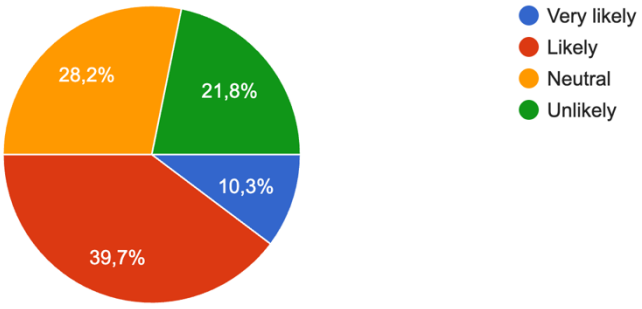
Would you find it useful to see your friends' favorite cuisines and saved restaurants on their profile?

78 Antworten



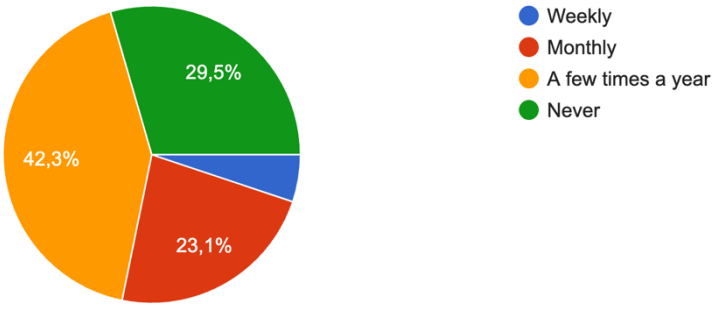
How likely are you to attend a social dining event organized through an app when everything is safe (Profil Check, Same interests) (e.g., going to a restaurant/bar/café with new people)?

78 Antworten



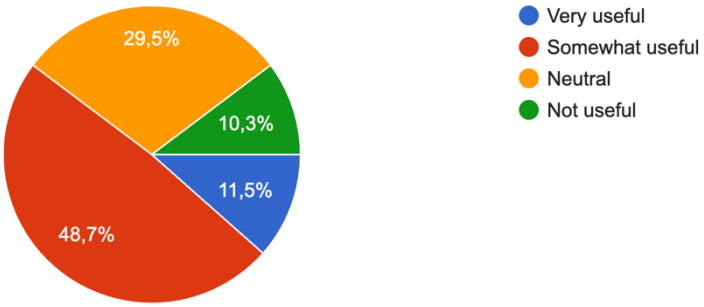
How often would you use an app to organize group dining events with new people?

78 Antworten



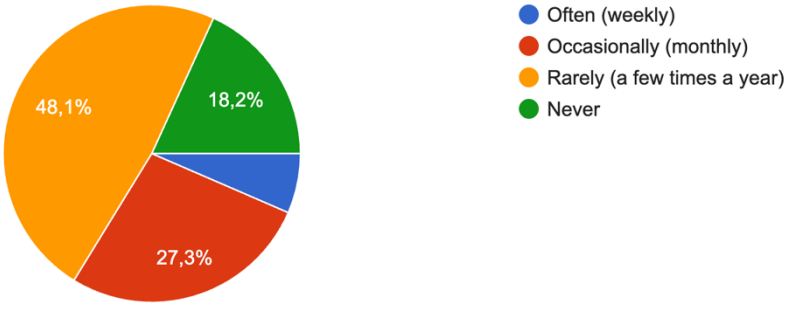
How useful would it be to organize breakfast, lunch, or dinner with people based on a restaurant you saw on social media?

78 Antworten



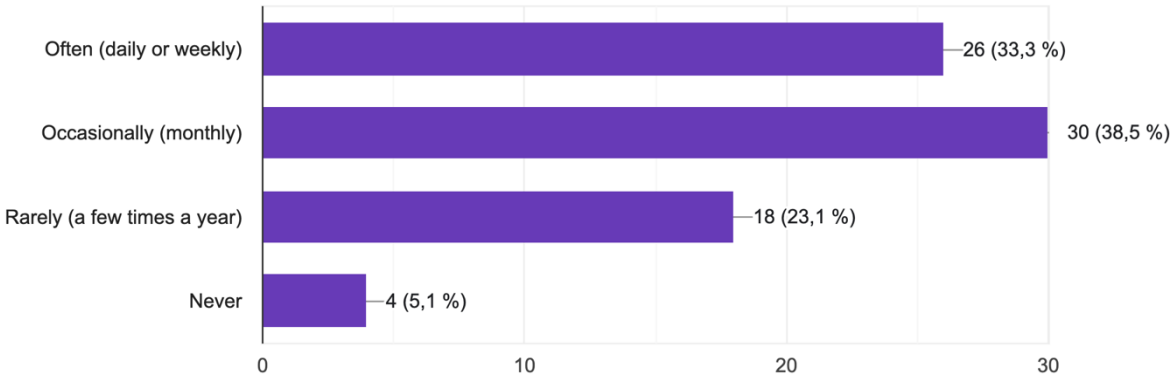
How often would you plan to meet up with new people for social dining (e.g., breakfast, lunch, or dinner)?

77 Antworten



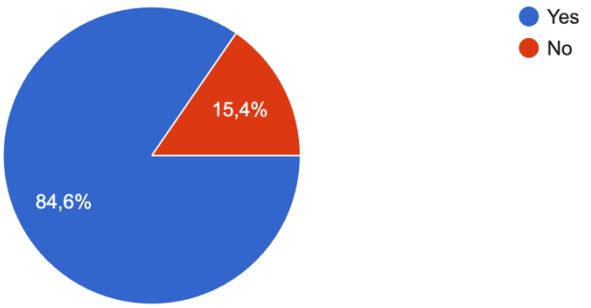
How often do you discover restaurants through Instagram or TikTok that you would like to visit?

78 Antworten



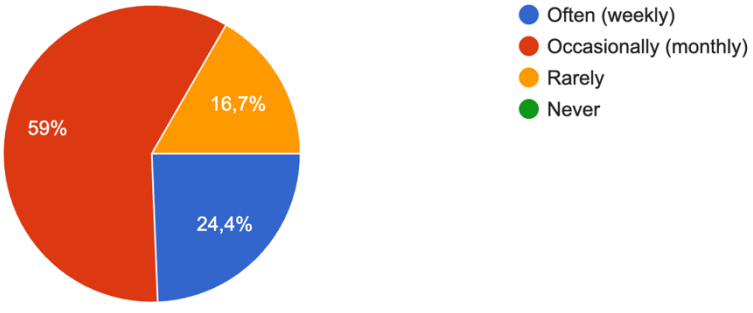
Would you prefer an app that allows you to save restaurants from social media in an organized manner (e.g., by location or cuisine)?

78 Antworten



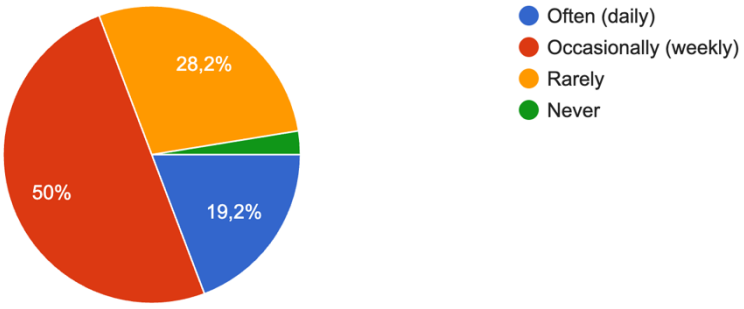
How often do you recommend restaurants to friends based on your own experiences?

78 Antworten



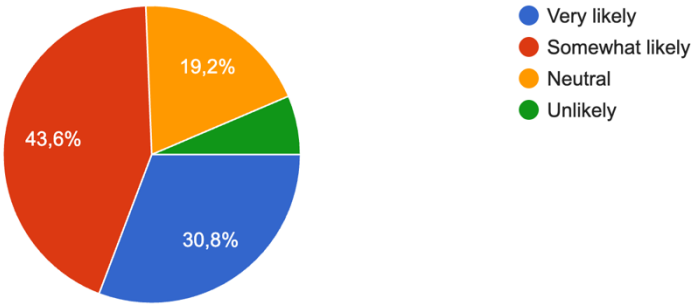
How often do you use social media to save restaurant recommendations

78 Antworten



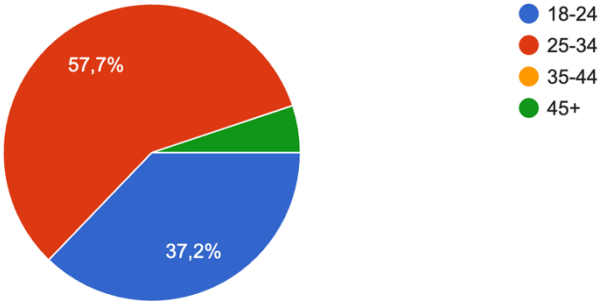
How likely are you to use a feature that allows you to save restaurants from TikTok or Instagram directly to the app?

78 Antworten



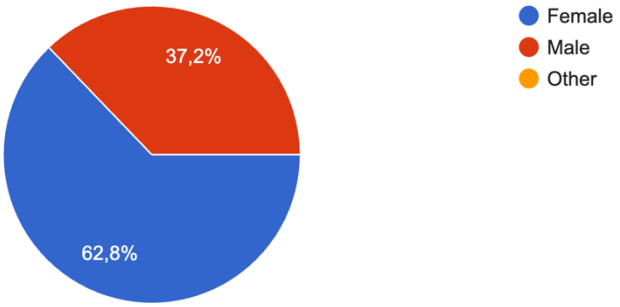
What is your age group?

78 Antworten



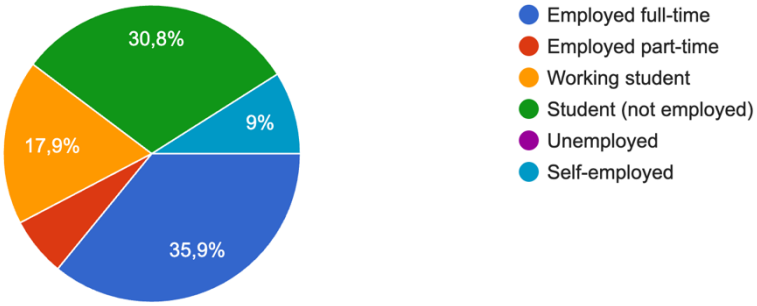
What is your gender?

78 Antworten



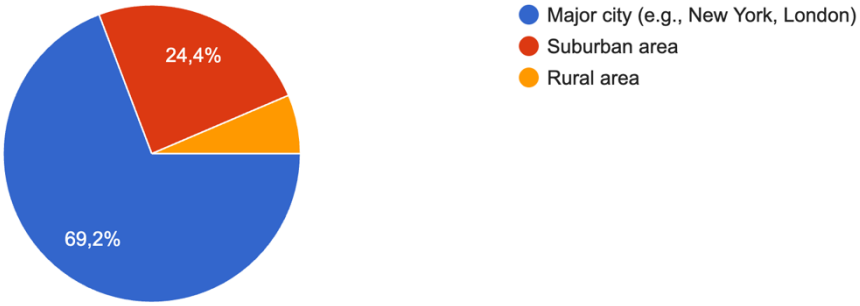
What is your current employment status?

78 Antworten



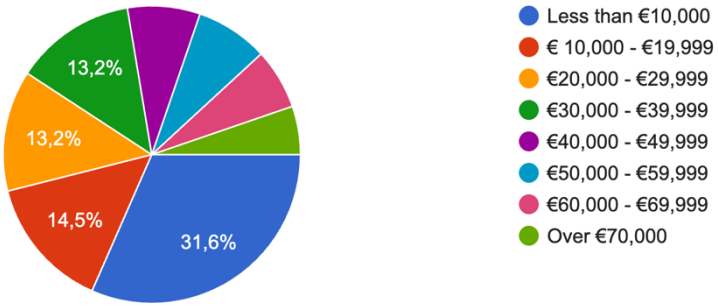
Where do you currently live?

78 Antworten



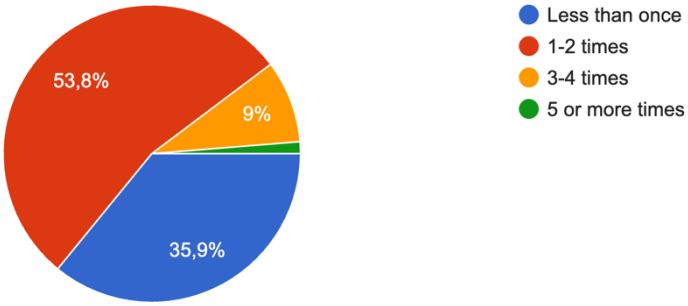
What is your approximate annual income (in euros)?

76 Antworten



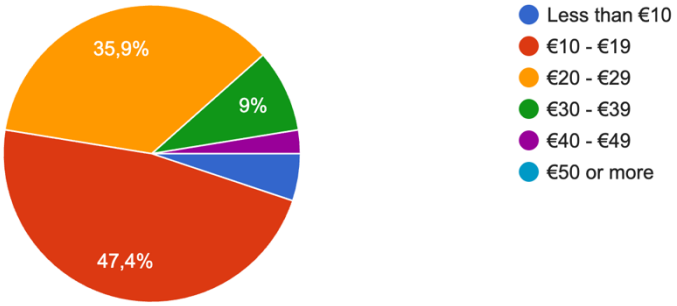
How often do you dine out per week?

78 Antworten



How much do you typically spend on dining out per meal (in euros)?

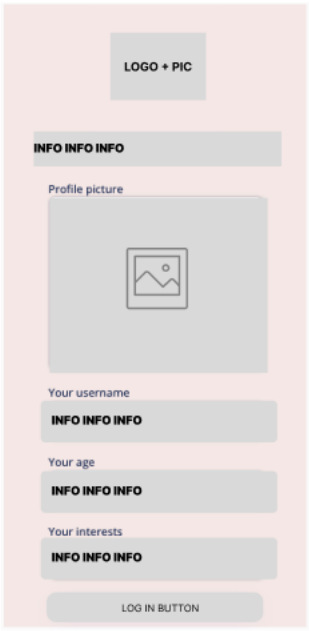
78 Antworten



Appendix 8: Figma Wireframes:

Frame 16

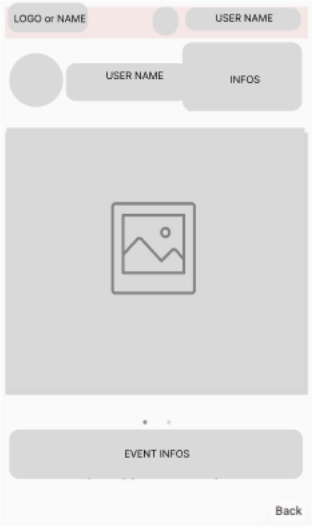
Sign UP Page



USER EVENTs PAGE

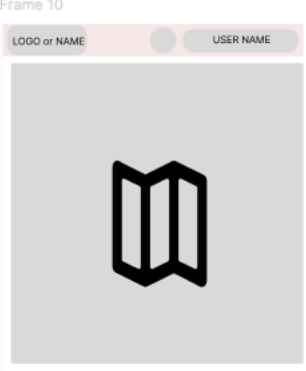
Frame 7

User Joined EVENT



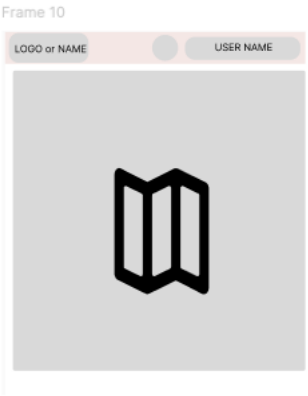
MAP PAGE (On this map there should be pins (from events and Recomm)

Frame 10

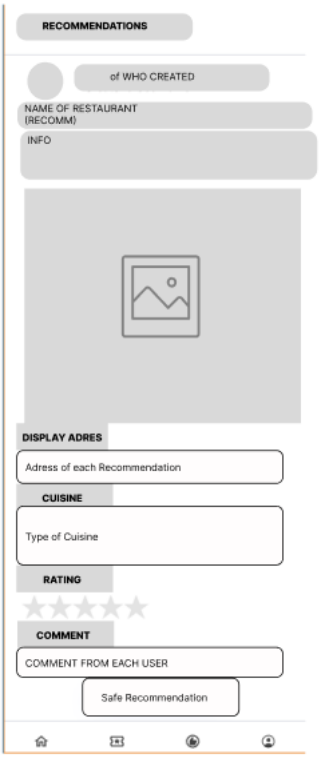


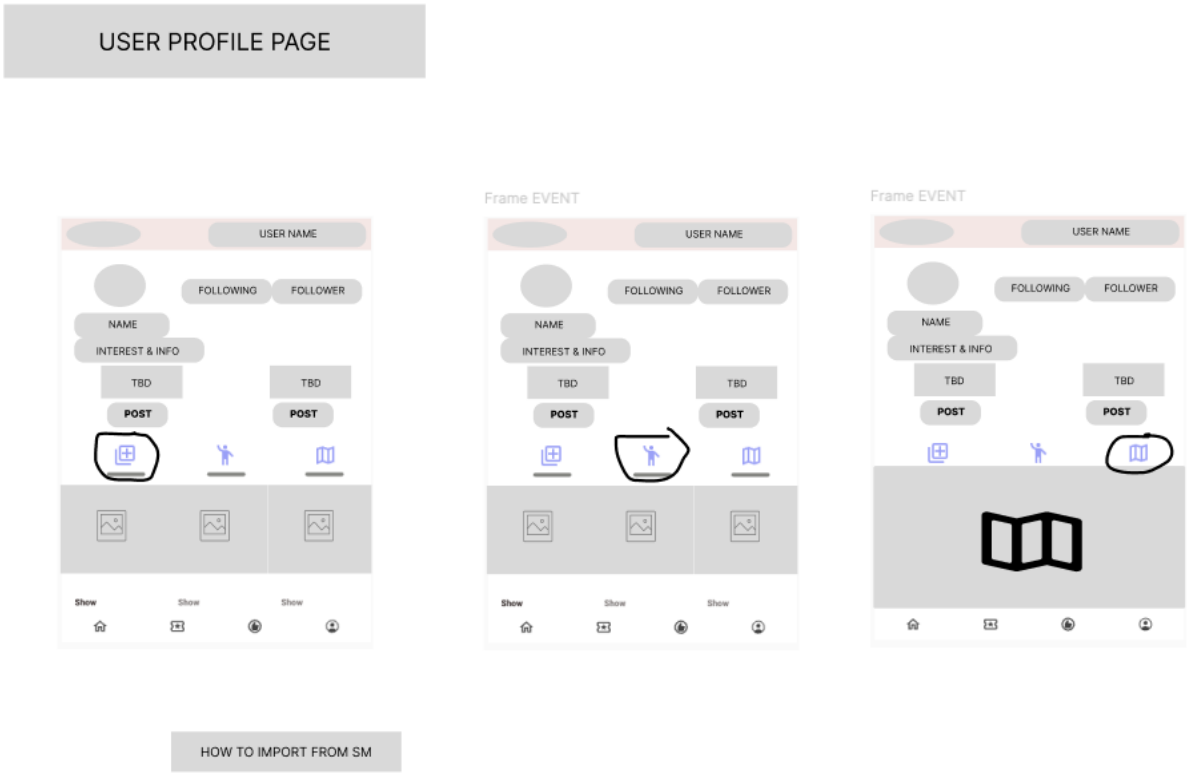
Create an REcommendation and Show Recommendation

MAP PAGE (On this map there should be pins (from events and Recomm)

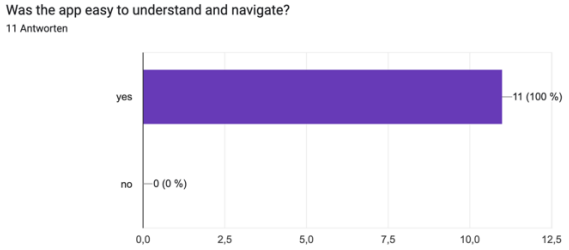


Create an EVENT PAGE



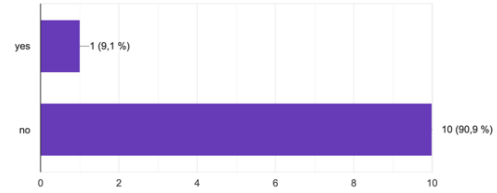


Appendix 9: Survey 2: Nibble User Testing



Did you experience any difficulties while using the app?

11 Antworten



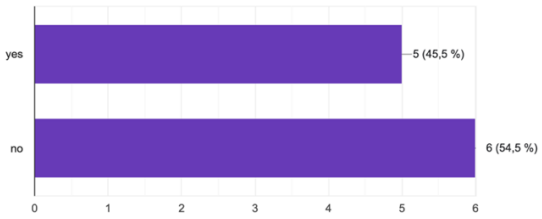
If yes, please describe the issue.

1 Antwort

Jumping to the Recommendation

Map Function: Were you able to view your saved recommendations on the map?

11 Antworten



Map Function:
What improvements, if any, would you suggest for the map feature?

11 Antworten

If I can See what I save of recommendation, that will be good

No, I think it's good.

I want to See the saved recommendations in map.

If I click the recommendation, it can jump to the map to show, that will be great.

I only can See what I Post on map, but Not what I saved.

More Icons

I want to See more detail Info when I click the Marker, now it only Show the Name of the Restaurant.

I think for a MVP, it's more than enough now, but If I can Check what I have that will be good.

No, it is good now.

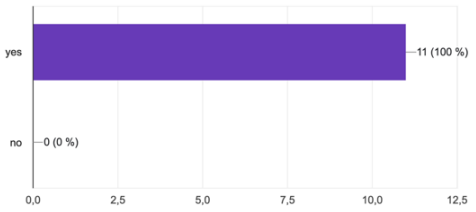
Posting Recommendations:
What improvements, if any, would you suggest for the map feature?

11 Antworten

- No, I think it is good.
- If I click the Marker in the map can also Show detailed information.
- When I use my Computer to click each recommendations, it jumps to the map, but on the Phone it doesn't Work.This can be improved in the Future.
- I didn't receive a reminder after I click Post, so I am a little bit lost at that time.
- I think this is good.
- None
- I want to have the recommendations Base on my interested, avoid the other recommendations away.
- No,it is good
- When I click the Marker on the map, I Hope it can See more Detail instead of only a Name.

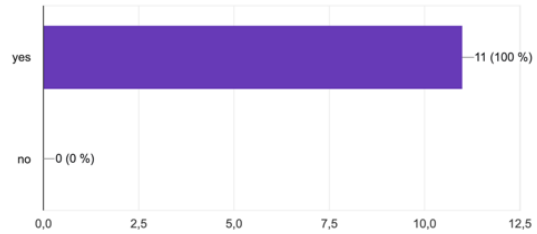
Posting Recommnedation: Did the process feel intuitive?

11 Antworten



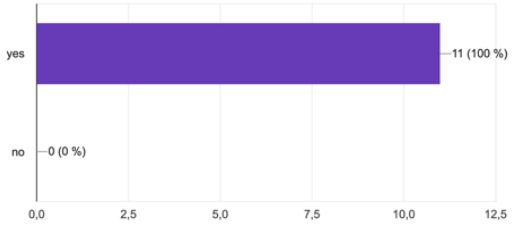
User Profiles and Social Features: Were you able to view posts and comments from other users?

11 Antworten



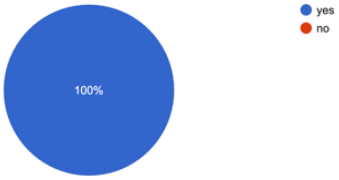
User Profiles and Social Features: Did you find the posts/comments section engaging?

11 Antworten



User Profiles and Social Features: Was adding a comment to a post easy and intuitive?

11 Antworten



User Profiles and Social Features:
What improvements would you suggest for the profiles or social features?

11 Antworten

- It is good now
- No, it is good now.
- Maybe Text to the other Person can also be include in Nibble.
- No, I think it is good, I Like the color and the pattern Nibble has.
- I want to text the other person through Nibble.
- I think it is already really good.
- More spacing in-between
- Profile is good, I Like it.
- No, I Like now.

Section 3: Overall Experience

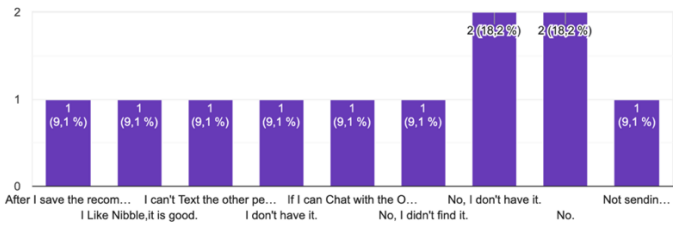
What did you like most about the app?

11 Antworten

- The Profile Page is good, it make me understand the other User immediately.
- I Like the Homepage, it divide the content really clearly, so I can only Check the Page which I am interested in
- I think Overall it's good, I Like each Part, really New App.
- I Like the map function, it is really convenient for me to know the Restaurant and Activity Location
- I think the map is great, make me know the restaurant location immediately
- I Like the Activity Part, it really give me a way to meet New people and friends, really useful.
- The recommendation function to safe
- I Like the Profile, really clearly divide the content, and the Design also Looks good.
- I Like the Homepage, so I can Check the Friends Posts immediately, without other Stranger Posts

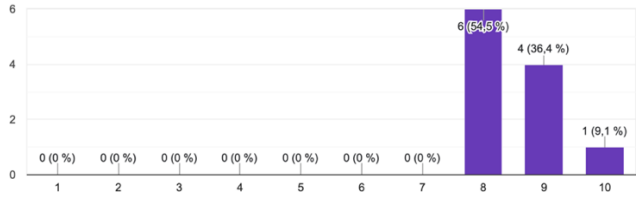
What did you find most frustrating or least useful?

11 Antworten



On a scale of 1-10, how likely are you to recommend this app to a friend when the app is fully functioning

11 Antworten



Do you have any other comments, suggestions, or ideas you'd like to share?

11 Antworten

- No, it is good for an MVP
- If the suggestion can base on my interested and behaviour that will be good.
- No, it's good.
- If we have personalized suggestions for Activity and recommendation will be good.
- After I post, I want a reminder message.
- No, perfect MVP!
- Continue
- No
- No, it is good.