

Interactive Design Business Concept Documentation

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Summary: Midnight Bites+ is a digital platform designed to help users discover hidden local food gems based on budget, time, and authentic story. The service specifically targets night owl people, including university students and gamers, who value affordable and unique food experiences.

While competitors often cause decision fatigue, this platform simplifies the process with a smart filtering system focused on budget-friendly, late-night options. The Unique Value Proposition centers on finding high-quality local spots with real stories behind every bite, even in the middle of the night.

To ensure speed and ease of use, the website features a simple UI that helps hungry users find food quickly. To balance efficiency with engagement, some listings include a story section that users can click to open. This section uses concise text and graphics to share the history of local restaurants and foods.

By focusing on the gaps in the current market, Midnight Bites+ aims to turn late-night cravings into meaningful local adventures. Ultimately, the goal is to encourage real visits to independent eateries that might otherwise be overlooked.

Business title: Midnight Bites+

About us: Midnight Bites+ is a digital platform that helps users discover hidden local food spots based on budget, time (especially late-night), and authentic local stories.

UVP: "Discover hidden local food gems that fit your budget — anytime, even late at night, with real stories behind every bite."

Website goal: To help users quickly find, filter, and navigate to affordable hidden food spots based on time and budget, and encourage real-world visits.

Target audience: University students, Young adults (18–30 years old), Budget-conscious users, Night owls (gamers, late workers)

Their characteristic: Frequently struggle to decide what to eat, Prefer affordable food options, Active during late hours, Use mobile devices for quick decisions, Value authentic and local experiences over mainstream restaurants

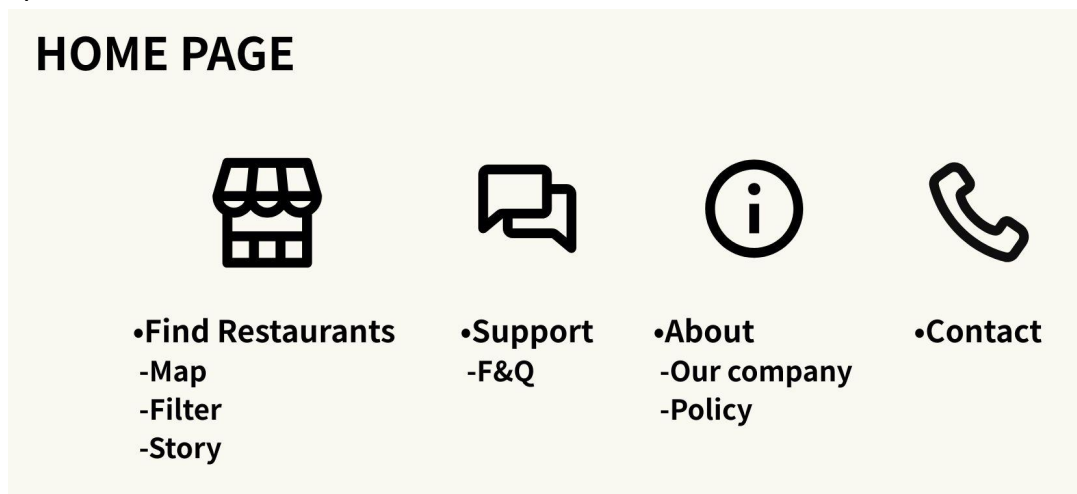
Competitor Analysis:

Competitor	Strength	Weakness
Google Maps	- Accurate location and navigation - Large database of food places - User reviews and ratings	- Too many options → decision fatigue - Lack of curated "hidden gems" - No focus on budget or late-night filtering
Grab Foods	- Convenient food ordering - Wide restaurant selection - Strong user interface	- Focuses on delivery, not discovery - Promotes commercial/chain restaurants - Limited storytelling or uniqueness
Instagram Food Pages	- Strong visual appeal - Trend-driven food discovery - Influencer recommendations	- Information is unstructured - No filtering (budget/time/location) - Hard to search efficiently

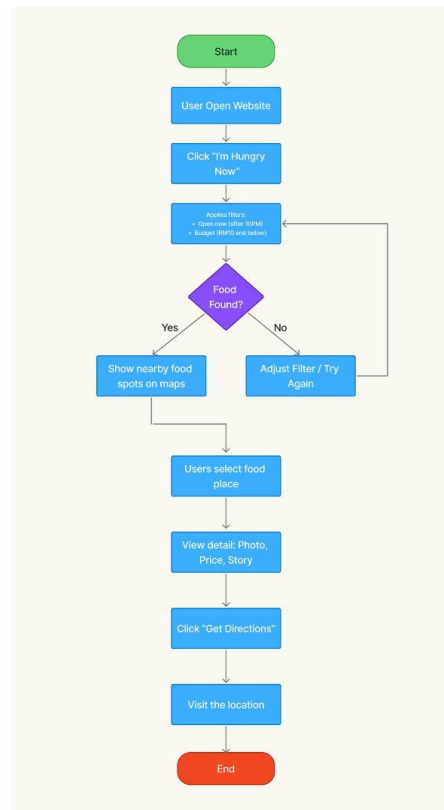
Current Market Gaps: Too many choices causing decision fatigue, Lack of focus on budget-friendly options, No dedicated late-night food discovery, Limited authentic local storytelling

Our opportunity: Provide smart filtering system (budget + time), Highlight hidden local food spots, Offer late-night discovery features, Deliver story-driven food experiences

Site map:



User flow:



Design Rationale: We will make the website a simple and easy UI. This makes users get the food and fill their stomachs faster. But at the same time, we want to tell them about the stories behind the food and restaurants, so we will include something like the story section, which can open/close by click, and short, intriguing text, image, and graphics.