



Deal Dash AI

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The Problem

- Food deals are **fragmented across apps**
 - Uber Eats
 - DoorDash
 - McDonald's app
 - Users spend **too much time comparing**
 - Many deals are **hidden or expire quickly**
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- Key takeaway:
 - Users want the best deal fast, but currently have to “hunt” across multiple apps



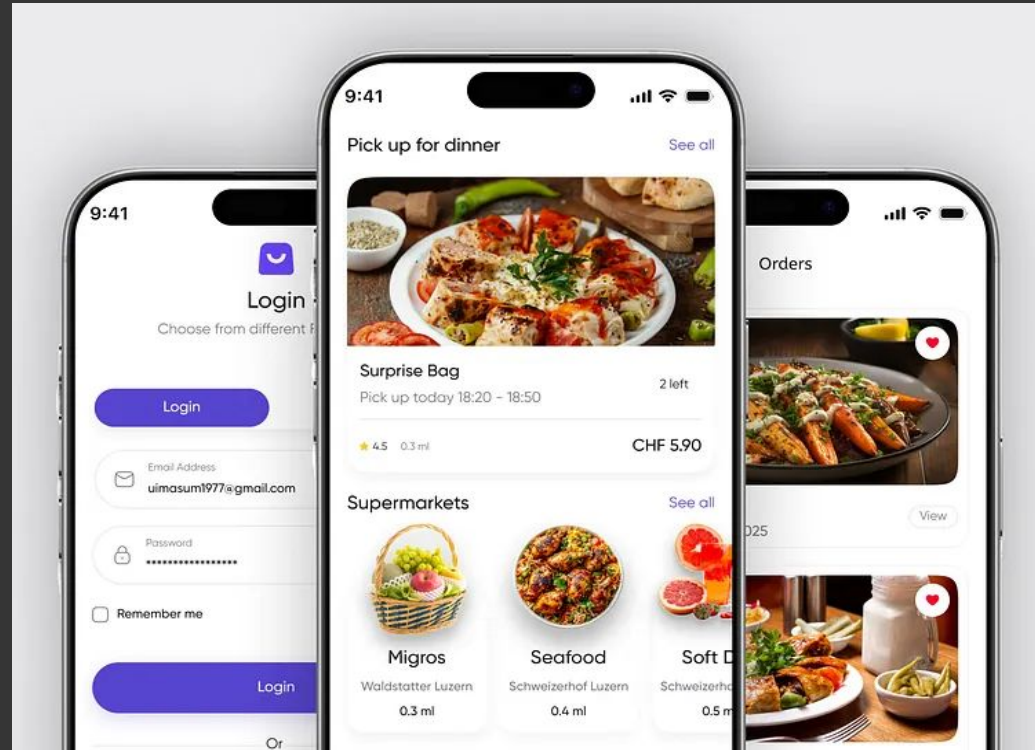
The Solution

DealDash AI:

- Aggregates deals across platforms
- Shows **best option instantly**
- Redirects users to correct app to order

Keys takeaways:

- Not replacing apps → **connecting them**
- Saving time + money



Target Users

- College students (e.g., Penn State University students)
- Budget-conscious users
- Frequent food delivery users

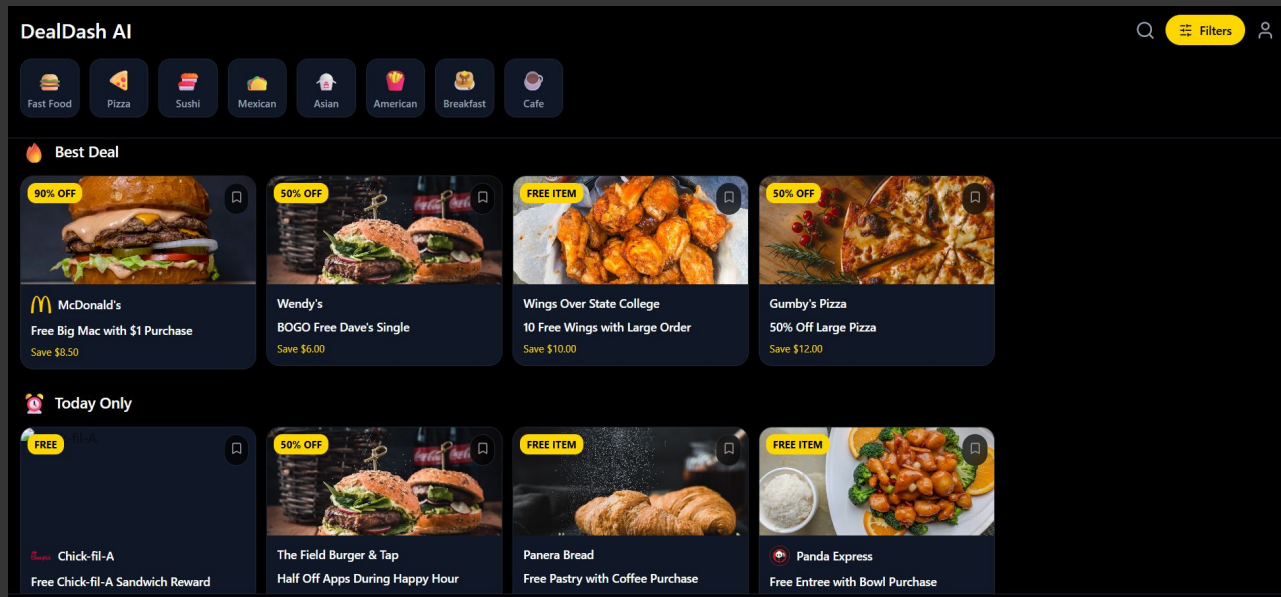
User goals:

- Save money
- Save time
- Discover deals easily



Current Design

Figma Prototype



Keys to the Design

- **Visibility of system status**
 - Clear deal pricing + savings shown
- **Recognition over recall**
 - Icons (pizza, burgers) instead of text-heavy menus
- **Efficiency of use**
 - Horizontal scrolling reduces effort
- **Consistency**
 - Same layout across restaurant pages
- **User control & freedom**
 - Users choose platform (we don't lock them in)

Main Goals:

“We intentionally simplified the UI to reduce cognitive load”



Questions for you:

- Is the homepage too crowded or easy to scan?
- Do the categories/icons make sense?
- Would you trust an app that redirects you?
- What filters are missing?



Current plan

Add:

- Personalized recommendations
- Smarter filters (subscriptions, loyalty rewards)

Improve:

- UI spacing / readability
- Deal comparison clarity

Finish prototype interviews

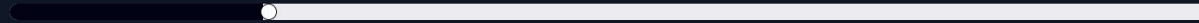
Code AI scraper

Filters

Category

Fast Food Pizza Sushi Vegan Mexican Asian

Distance: 5 miles



Dietary

Vegan Gluten-Free Halal Vegetarian

Deal Type

BOGO Free Item % Off \$ Off

Platform

Uber Eats DoorDash Grubhub Restaurant App

Clear All

Apply Filters

In Conclusion

DealDash AI simplifies food decision-making

While Focusing on:

- Speed
- Savings
- Simplicity

Thank You!

 DealDash AI

Your AI-powered food deal finder



Sign Up

Log In

Email

Password

Confirm Password

Sign Up