“CAVIAR FOR ALL”
A Case Study of an Innovative Application for Catering, Tourism and Culture

Sílvio M. R. Brito (silvio.brito@ipt.pt)
João P. C. F. Thomaz (jthomaz@amplifiedcreations.com)
Jose C. Sánchez Garcia (jsanchez@usal.es)
Carlos A. P. F. Silva (carlos@meethink.pt)
Caviiar for all an “idea to product”

- Real case study of an innovative application for the information and propagation of catering, tourism and culture (caviiar.pt).
- Caviiar.pt is an uninterrupted service, oriented to give “real time” information about catering services and regional or nearby culture and touristic points of interest.
- To satisfy a basic customer need, defined as ‘Where can I eat (this dish) today?’ and ‘Is this establishment open today?’
Caviar for all an “idea to product”

• Research problem:
  • What could be done to change that?
  • What are the possibilities available?
  • What type of resources would be needed?

• Approach used:
  • creativity & innovation decision-making approach

• Objective:
  • clarify all the elements needed to inform and interact with the client, based on identity, image and a clear, modern and distinctive efficient organizational communication, culture, local and regional tourism.
Creativity Systematic Process

Culture

Domain

Field

Society

Individual

Personal Background

Selects Novelty

Transmits Information

Produces Novelty

Stimulates Novelty
Creativity – Elements

NEED
IDEAS
SOLUTION
EXPERIMENTATION
RESOURCES
POSSIBILITIES

CREATIVITY
Plsek’s Directed Creativity Model
Innovation

• Ridderstråle and Nordström (2006) state that innovation is a process in which ideas gain an economic dimension, making possible the leap from the conceptual to the practical application.

• The value of innovation depends on the market and therefore has a sustainable component closely linked to society’s needs.

• ‘time for ideas’ versus ‘time of their acceptance’
## Creativity & Innovation

<table>
<thead>
<tr>
<th>Creativity</th>
<th>Innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procedure</td>
<td>Individual</td>
</tr>
<tr>
<td>Works</td>
<td>Collectively</td>
</tr>
<tr>
<td>Process</td>
<td>Discontinuous, instantaneous</td>
</tr>
<tr>
<td>Impact</td>
<td>Not measurable, likely</td>
</tr>
<tr>
<td>Condition</td>
<td>Climate</td>
</tr>
<tr>
<td>Training</td>
<td>Learning of methods</td>
</tr>
<tr>
<td>Type of reunion</td>
<td>Brainstorming</td>
</tr>
<tr>
<td>Fuel</td>
<td>Questions, admirations, strange and incomplete ideas</td>
</tr>
<tr>
<td>Type of thought</td>
<td>Divergent</td>
</tr>
<tr>
<td></td>
<td>Good ideas, suggestions retained</td>
</tr>
<tr>
<td></td>
<td>Convergent</td>
</tr>
</tbody>
</table>
Tourism & Catering

- **Catering** is a **vital strategic tourism function**, and **creativity** an indispensable attitude in **tourism**.

- The use of **online catering services** permits **cost reduction**, **performance improvement** in several areas, economics, financing and accounting, human resources and others.

- **Catering services** have many **intangible aspects** that, as said, can be **improved** and can **minimize its stock cost, space, and props**, with a **personalized online service** such as **Caviiar.pt**.
This project began with a set of strategy-focused interviews with the catering, tourism and culture stakeholders that led, among others, to the need of:

- a search engine by dish and other information available;
- photos and the location and how to get there;
- the relevant cultural or touristic information;
- the menu, bookings, contacts and suggestions;
- a web page for each municipality with regional history and gastronomy information and its location on a map;
- information presented in an intuitive and responsive web design way.
Caviar.pt

Restaurante A Carbonada
Rua das Figueiras de Arroio, nº 3, Moita, Malta, Portugal - 2075-098
34936-419

Restaurant

<table>
<thead>
<tr>
<th>rating</th>
<th>average price</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td></td>
</tr>
</tbody>
</table>

Features:
- Air Conditioning
- Easy Access
- WiFi
- Smoking

Schedule:
- Mon: 11:00-14:00, 19:00-23:00
- Tue: 11:00-14:00, 19:00-23:00
- Wed: 11:00-14:00, 19:00-23:00
- Thu: 11:00-14:00, 19:00-23:00
- Fri: 11:00-14:00, 18:00-23:00
Conclusions

• The process of attraction and customer satisfaction through an image and communication of business will consist on the following:
  
  • Caviiar.pt service allows a set of relevant information that highlights catering establishments, and the regional culture and tourism.
  
  • The client interaction is based on identity, image and a clear, modern and distinctive efficient business organizational communication, encouraging the migration of SMEs to the digital environment being one of the main objectives of this project from this question: Where am I going to eat a bean stew?
Thanks for your attention.

Let’s Caviiar.pt!
“CAVIAR FOR ALL”
A Case Study of an Innovative Application for Catering, Tourism and Culture

Sílvio M. R. Brito (silvio.brito@ipt.pt)
João P. C. F. Thomaz (jthomaz@amplifiedcreations.com)
Jose C. Sánchez Garcia (jsanchez@usal.es)
Carlos A. P. F. Silva (carlos@meethink.pt)