

# BITEWISE

## Fall '24

Bitewise is an Arduino-powered desktop device that prints a randomized restaurant recommendation on a thermal receipt, reducing decision fatigue and making the selection process quick and engaging.

Group Project:  
David Ausman, James Kaleh



David Ausman

[DAVIDAUSMAN.DESIGN](https://DAVIDAUSMAN.DESIGN)

DAVID@AUSMAN.COM

San Francisco, CA

B.S. ID, SFSU

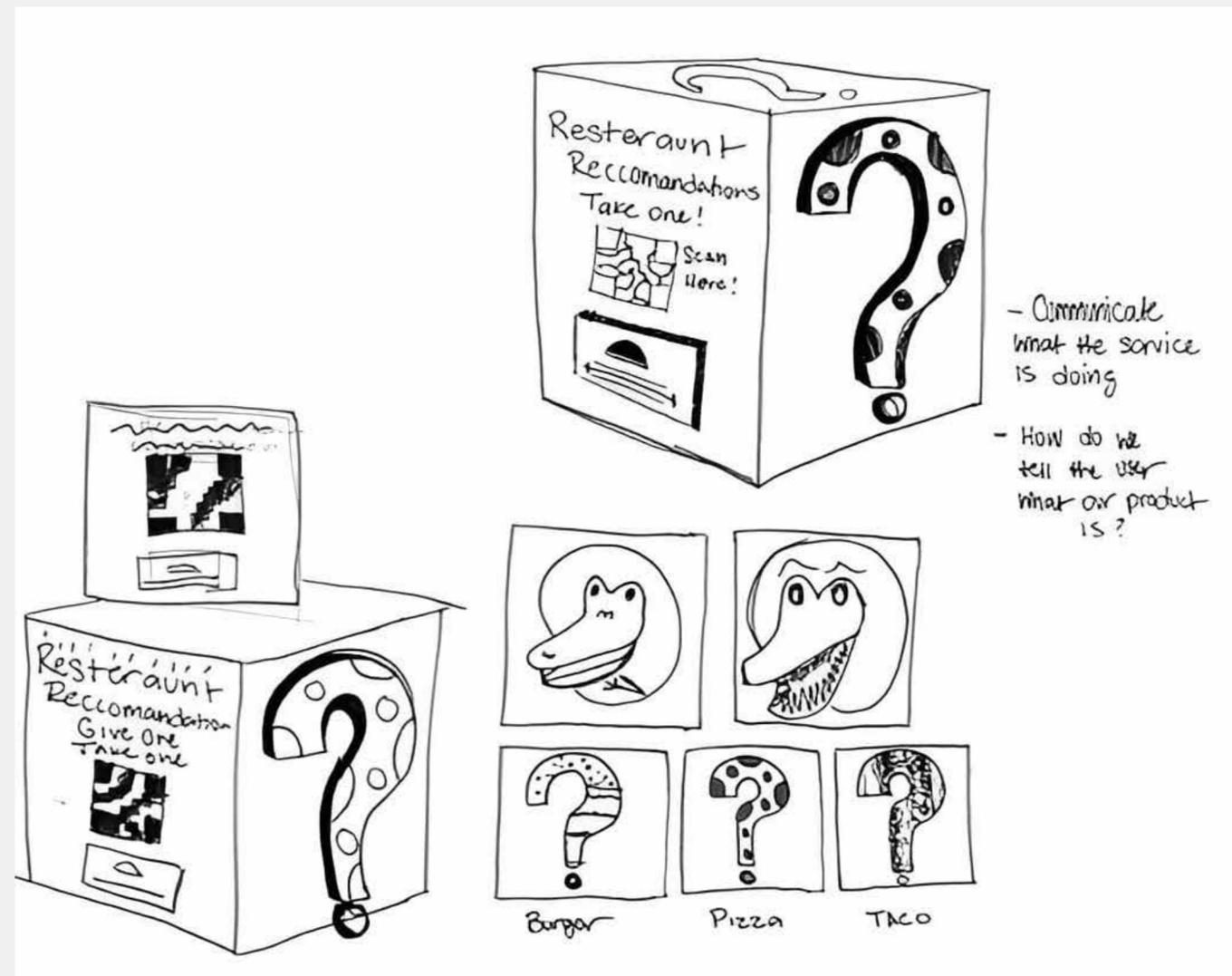
# Project Brief

For this project, my teammate and I designed a product built around exchange: the user contributes something and receives something in return. We explored how participation could be rewarded through a simple interaction, and developed a restaurant recommendation device that trades user input for an instant, printed suggestion.



# IDEATION

Our ideation focused on building an intuitive visual identity. We tested multiple icon directions, then selected a chef's hat to communicate dining and a question mark to represent the uncertainty and delight of a randomized recommendation.



# LOW-FI MODEL

The initial prototype let us quickly test size, layout, and visual hierarchy. An 11 × 11 in. box provided enough surface area to explore element placement, with the chef's hat acting as the primary restaurant cue.



# HIGH-FI MODEL

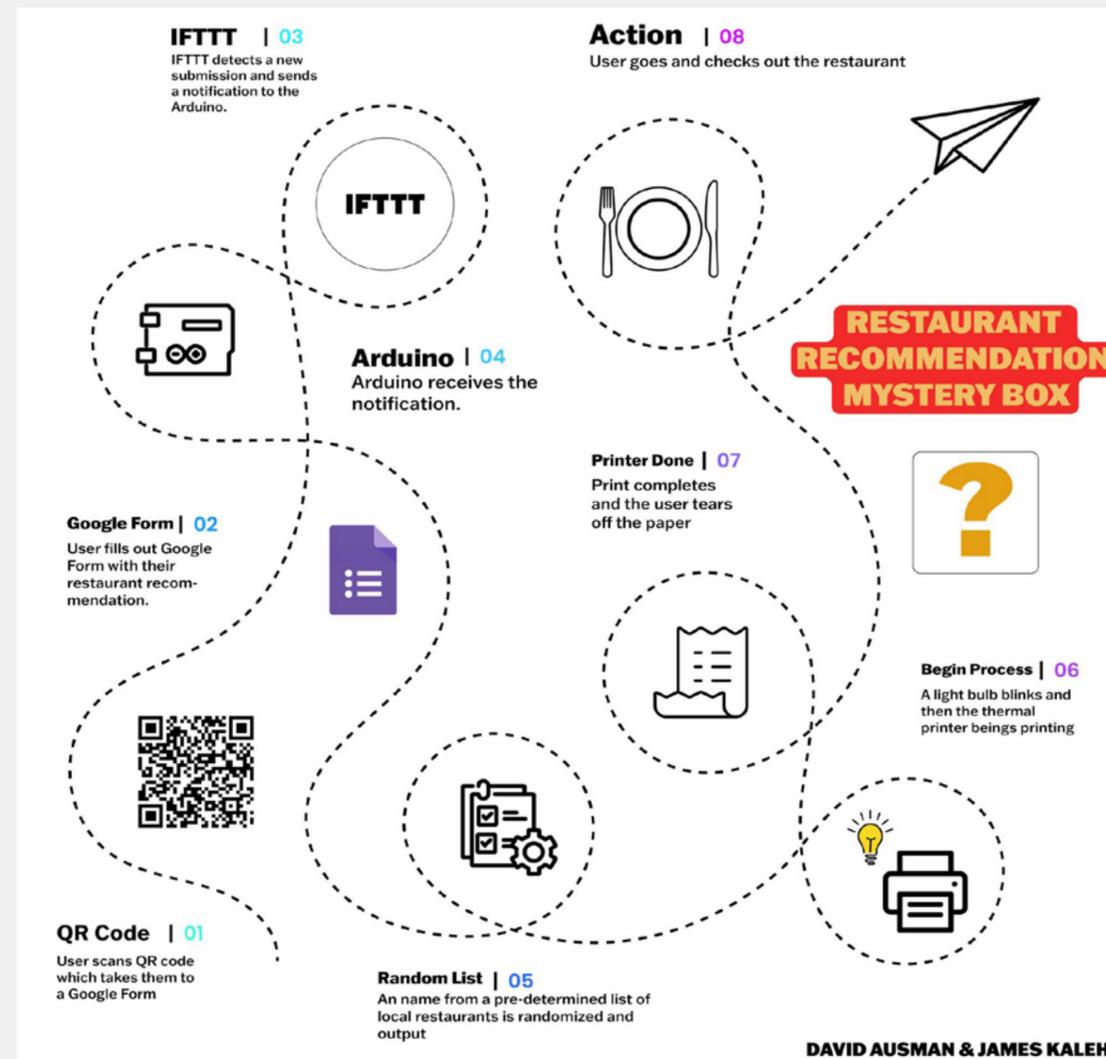
05

Our high-fidelity prototype used painted MDF construction with a hinged back panel, a laser-cut, vinyl-wrapped question mark, and a bobblehead-style chef hat. Future improvements: stronger contrast, better button integration, and clearer user instructions.



# PROCESS MAP

The initial concept used a Google Form to trigger the Arduino over the internet, but testing showed it added unnecessary complexity and failure points. I switched to a physical button to start printing, simplifying the workflow and improving reliability.



# PRINTING PROCESS

---

07

Bitwise draws a single restaurant from a curated list, randomizes the selection, and uses a brief light cue to signal that printing has started. The thermal printer then outputs the recommendation on a small receipt. The user tears it off and takes it as a simple, tangible prompt to try a new place.



# BITEWISE

Bitewise is a restaurant recommendation device. Users scan a QR code to submit a restaurant via a Google Form. Pressing a button on the box randomizes a restaurant from a preloaded list on the Arduino and prints it using a thermal receipt printer, ready to tear off and explore.



IN  
USE

