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## **Abstract Book**

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## THE RESTAURANT ORDERING APP “BEBRO BLYNINĖ”

### **Abstract.**

In developing the “Bebro Blyninė” ordering application, we conducted a comprehensive analysis of the competitive fast-food app landscape. By integrating insights from established global players and emphasizing regional preferences, we have crafted a demo version focused on user personalization, loyalty programs, and an intuitive interface tailored to Lithuanian tastes. The introduction of the “Craft Your Blynas” feature and plans for AR menus, geolocation promotions, social integration, and AI recommendations showcase our commitment to innovation. Despite being a work in progress, our demo version, coupled with the strength of the “Bebro Blyninė” brand, signifies a significant step in creating a distinctive and engaging app for Lithuanian users, offering a solid foundation for further refinement and development in this dynamic industry.

**Key words:** *fast-food ordering, personalized experience, technological innovation, regional focus.*

## POSTERS



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**Bebro blynine ordering app**  
Every bite will blow your mind :P

**SCAN ME**

Order a pancake

Product	Price
Pancake 1	5.00€
Pancake 2	5.00€
Pancake 3	5.00€
Pancake 4	5.00€
Pancake 5	5.00€

**Why Choose Bebro Blyninė?**

- 1. Unique Blynai Creation:**  
Craft your own pancakes with a variety of toppings, fillings, and sauces. Personalized culinary experiences delivered at your fingertips.
- 2. Local Love, Global Flavor:**  
We understand Lithuanian tastes and offer a menu that celebrates local preferences. A fusion of global flavors with a touch of hometown love.
- 3. Earn as You Indulge:**  
Earn points with every purchase, leading to exclusive discounts and promotions. Your loyalty deserves to be rewarded.