

# Order Food | Google Maps

## Executive Summary

Google Maps users have expressed interest in a feature that allows them to search for local restaurants and place orders directly within the app. Relying on separate applications for rides and food delivery has often resulted in performance and accuracy challenges. Leveraging Google Maps' extensive network offers a seamless solution and provides restaurants with a convenient platform to establish and manage their business.

## Stakeholders

1. End Users
  - Search for local restaurants
  - Order from local restaurants
  - Restaurant merchants who leverages their business
  - Food Delivery Partners using it for transport food from restaurant to consumer
2. Advertisers
3. Google Internal Users
  - Food Order Team
  - Management Team
  - Sister teams that depend on Food delivery on maps
  - Teams on which you depend on food delivery on maps
  - The devops teams that keep Food delivery on Maps running
  - Google Shareholders

## Advantages

1. **End User:**
  - Ability to search & order food in real-time.
  - Unified Platform for route & food delivery.
  - Easier setup & integration for business.
  - Large user base for customer reach.
  - More partnerships and tasks from integrated services.
2. **Advertisers:**
  - Better targeting through precise locations-based advertising.

### **3. Google's Internal Users:**

- Ability to test and implement new features.
- Able to generate more revenue.
- Data driven analytics for better decision making.
- Improved product synergy enhances overall service quality.
- Enhances Google's reputation and market position.

## **Disadvantages**

### **1. End Users:**

- Sharing order & rides raises security issues.
- Increased visibility could lead to saturation and stiff competition.
- Handling higher volumes without adequate support can strain resources.

### **2. Advertisers:**

- Advertising fees on a competitive platform may be high.
- Over-saturation of ads can reduce user engagement.

### **3. Google's Internal Users:**

- High stakes for ensuring flawless user experience.
- Ensuring uptime and performance for a high-traffic service is demanding.
- Initial investments might not yield immediate returns.