



Aunties Assemble



Problem Identification

The UAE's population is mostly comprised of expats with Pakistanis (12.69%) and Indians (27.49%) being one of the most represented nationalities.

Assuming most of them are low-skilled workers coming to UAE with families for comparatively higher wages, high unemployment rates can be seen within these families, specially for the uneducated, low-skilled family members.

Moreover, with diverse population such as in UAE, the need and belonging for a home-cooked meal is heightened, especially for expats who are residing in the UAE without their families.

Proposed Solution

AuntiesAssemble provides a platform as a website (food marketplace) to those unemployed expat family members to offer their cooking services to customers in the local area on a small scale.

Our Target Audience:

- 1) For unemployed expats to increase their income and living standards
- 2) For the local residents a greater range of culinary options according to their traditional/cultural food tastes
- 3) For tourists to enjoy home-made traditional dishes and experience the culture and food to its fullest

Potential Uses

Intangible Uses

- 1) Increased living standards for unemployed expats
- 2) Increased confidence amongst the ex-unemployed expats
- 3) Promoting Women Empowerment
- 4) Improved health by providing home-made alternatives to restaurants
- 5) Improved tourist experience by giving them access to home-made traditional food

Tangible Uses

- 1) Monthly increase in income of the unemployed expats household by 500 AED/week
- 2) Increased variety of food vendors by 10%

Requirement Gathering

- Conducted informal interviews with support staff on campus to verify our initial assumptions about the need for such a product
- Vendor side:
 - We completed a document analysis of JustEat and Deliveroo registration guidelines and utilized observation based on online tutorials of how UberEats works for restaurants.
- Customer side:
 - We did an observational study of existing food app users and completed our analysis based on how individuals utilize existing apps (UberEats and Deliveroo) to order food.

Development & Implementation

Back End

Development Language: JavaScript

OS Environment: macOS Mojave 10.14.5

Database Server: MongoDB Atlas

Relevant Softwares and Platforms: Node.js, Express, Mongoose

Front End

Development Language: HTML CSS Javascript

Development Environment: Microsoft's Visual Studio

OS Environment: Windows

Relevant Softwares and Platforms: Bootstrap, Fontawesome, Google Fonts, Paletton



Demo

Link to demo site: <https://cryptic-caverns-96197.herokuapp.com/>

Future Improvements

- Integrating third party delivery applications/services
- Integrating payment options to make the payment process easier
- Integrating the reviews and rating features
- Integrating license approval process for individuals compatible with UAE law
- Expand our product and implement it in other countries where it might have potential uses

Q & A

Thank you for listening!

Any questions?