

CIS 425 Project – Basic Write-Up

Overview

Devil Delivery (DD) is a fictional third-party food delivery business. For this project, I will develop a website that will connect DD with their customers.

DD wants to provide customers with the option to order delivery from restaurants that do not normally provide such services. The DD website will have a list of restaurants that a customer may choose from, then once a customer places an order, a DD employee will pick-up and deliver it to the customer.

Audience

DD is a specialized business that will only serve ASU affiliated people (e.g. students, professors, and employees). The prospective customer may have their order delivered to them either on campus or off campus (e.g. an apartment, a dorm lobby, or a specified room within a school building). However, an off campus delivery must be within 5 miles of the ASU Tempe campus.

Service

The core business of DD is to be a third-party food delivery service. DD will initially focus on orders from restaurants located on the ASU Tempe campus, such as those at the Memorial Union (MU) – Subway, Starbucks, Taco Bell, etc. Given time and demand, DD will expand their list to include restaurants off campus, such as Filibertos, Chipotle, and Thai Basil.

Competitors