Growth

I could see the app being expanded to more colleges once I can prove it successful.

Robbie Coulter

growth

I could maybe even grow to app to include restaurants that surround the school that are popular for students.

Robbie Coulter

Long term support

In the long term I think the app would need to be monitored pretty regularly to ensure the information being given to the students is correct

Robbie Coulter

We could probably figure out the schedule and make the calendar update based on that so all we have to do is enter specials or special events

Robbie Coulter

The Ideas

An program that can be accessed by the student that informs them what the dining hall hours are and what food they are serving.

Robbie Coulter

basic features

Basic feature would include a weekly calendar that would display what times the dining halls are open and what meals they are serving on each day. Also allow for notifications to be sent when there are changes in the dining hall (closes, breakfast to lunch, etc.)

Robbie Coulter

Platform

The platform that would be preferable for this program is an app. This way it would be really easy to access and could send notifications on the phone.

Robbie Coulter

Also making a website with a similar interface could also be useful because a lot of students have laptops for school and use them frequently.

Robbie Coulter

Hurdles

I need the school to give me the information on what the dining halls are doing so I can upload it to my website.

Robbie Coulter

expenses hurdlles

Another hurdle could be getting the money to pay the team of people to build, manage, and update the program. It could become pricey.

Robbie Coulter

staff problems

Another issue we may face is creating a staff that will stay on top of the workload and keep the sight up to date.

Robbie Coulter

advertising problems

getting an initial buzz for the app could be slow just because it would be brand new and not a lot of people would know about it.

Robbie Coulter

Pricing

I would make the program free and hope the school would buy it from me

Robbie Coulter

If the school doesn't not buy it I will sell advertisement space on the platform

Robbie Coulter

Theft

If we go to the school with the idea for the program there is a risk of the school making their own version of the program leaving us with nothing.

Robbie Coulter

Making a deal with the school we be ideal because they know the schedule and also can make changes to it.

Robbie Coulter

Advertising

For advertising we could get the teacher in the UNI 101 classes and the RA/ orientation guides to tell students to download and use our app

Robbie Coulter

getting advertisements for the app if we go down that route could be a problem just because of how broad the audience of the app is.

Robbie Coulter

Social Media

I don't think we will need to use social media to advertise our program. I don't think it would make sense or fit our business.

Robbie Coulter

if we expand the program to include restaurants we could monitor their social medias for events and specials they post

Robbie Coulter