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CSCI 355

## Project 2 White Paper

My business is a food delivery company that hopes to ease the issue of not being able to find the right food at the right time. Our business ethos is that we prioritize transparency, accessibility, and customer satisfaction in every aspect of our prices, we hope to have a smooth experience. In Guber we provide the general public the opportunity to order their meals any time of the day and anywhere they could wish for. Our services are available to the general public for everyone to experience. In our business we do not expect customers to have something in mind of what they are looking for, we provide a catalog of meals they can try. Our customers are also expected to have some general knowledge of what to order. We do provide what they want on their meals, they are not set meals. Our website doesn't have many real time updates for general information about our business ventures, but hope to include it soon to keep our members informed. In the case where the customer has inquiries, contact information is easy to find as a dedicated webpage is made for the issue, live chat, email, and phone calls are options for contact.

## UberEats.com White Paper

This business is a marketplace of any and every vehicle, not really selling vehicles but connects users to other sellers. The target audience seem to be general buyers of cars that truly know what they want. The main motivations of this site is that they provide low prices available from any dealership. The information given is time sensitive as deals are made every second, so sitewide updates are crucial for operations. Customers are expected to know what they want and have knowledge of automobiles. Specifications are given for their inventory. Contact for purchase is easy to find, however contact for support requires hoops to cross through in other pages.