c) An associated story of the business and how the website provides a valuable experience to customers

Michael is hungry. He has come to his dorm after an endless day at the university, and is too exhausted to cook a full meal. He slumps on the living room sofa, immediately slipping out his phone to order some well-earned pepperoni pizza. The coffee table lurks in the corner of the room, and as he glances over, a stack of fast food deals grabs his attention. They require at least two people to cash in on the deal. After a peek into the hallway he remembers that his flatmates are out of town. He is out of luck.

Working a part time shift at the local grocery store, Michael is running low on cash, and has a tough time justifying a £20 pizza. Worst of all, Friday is coming up, and his friend Sam is organising a bowling night to celebrate end of term. Suddenly, like a light bulb switching on in his brain, Michael remembers something. During their daily banter, Sam mentioned something about a new app called OrderShare. Only seconds pass as Michael downloads the app, finds his favourite fast food chain and begins a public order. He sets the deal to a 50% offer, and resumes his binge of ‘Friends’ on Netflix.

Within five minutes, someone else has joined his order and the purchase is sent on to the fast food company. Michael is automatically billed through his credit card. After two twenty minute episodes, a notification from OrderShare awakes his phone. The pizza is here. Michael leaps of the sofa, heads to the collection spot by the dorm and picks up his pepperoni pizza. With the 50% off deal and free delivery, he has saved £10 and can now join the Friday bowling session with his friends.

It is people like Michael who will value the experience of OrderShare to its fullest. His requirements tick all the boxes of OrderShare’s competitive advantage: Value, availability and convenience.

Traditional fast food can actually be deceptively expensive1. With OrderShare, customers not only qualify for free delivery, but also save up to 50% on deals2. This results in a win-win situation; restaurants serve customers they may not otherwise attract, and customers enjoy reduced prices.

Another aspect of OrderShare’s experience is availability. As delivery restaurants are adding support for API orders3, OrderShare can add restaurants to its menu quickly. While this requires some integration with the OrderShare platform, there are many unofficial implementations that help with the process4.

The last competitive aspect of OrderShare is convenience. In Michael’s case, he did not need to call and arrange a group of people to order with him. In fact, he did not need to interact with others at all. OrderShare’s public orders allow anyone to join in seamlessly without having to split costs manually. Moreover, when creating an order, OrderShare automatically lets the driver know who each item in the order belongs to. This solves conflict when orders are being picked up. Additionally, private orders allow the owner to add friends and family to the order, and choose to pay for other participants. This is especially useful for offices who want to order food together, or parents who make orders for the whole family.

In conclusion, we believe that OrderShare provides an unprecedented business case that genuinely provides a valuable experience for customers. With a lack of competition for direct payments to restaurants5, OrderShare’s implementation will surely catch fire once it is released.

[1] <http://www.businessinsider.com/fast-food-is-expensive-2015-10?r=US&IR=T&IR=T>

[2] <https://www.couponsatcheckout.net/50-off-dominos/>

[3] <https://www.delivery.com/>

[4] <http://riaevangelist.github.io/node-dominos-pizza-api/>

[5] <https://www.themuse.com/advice/5-genius-apps-for-splitting-bills-with-friends>