

MUNCH

BROUGHT TO YOU BY 4'S A CROWD

VALUE PROPOSITION

“

Instant location-based dining promotions

”



Quality

PROBLEM



Cost

Cheap food is often lower in quality and good quality food is often too expensive to eat frequently

SOLUTION

We offer instantaneous, location-based dining promotions, so that consumers can more easily find reasonably priced eating options and restaurants can moderate demand and excess food supplies with flash offers.

TASKS

Simple (common or introductory):

Consumers find restaurants nearby offering flash promotions.

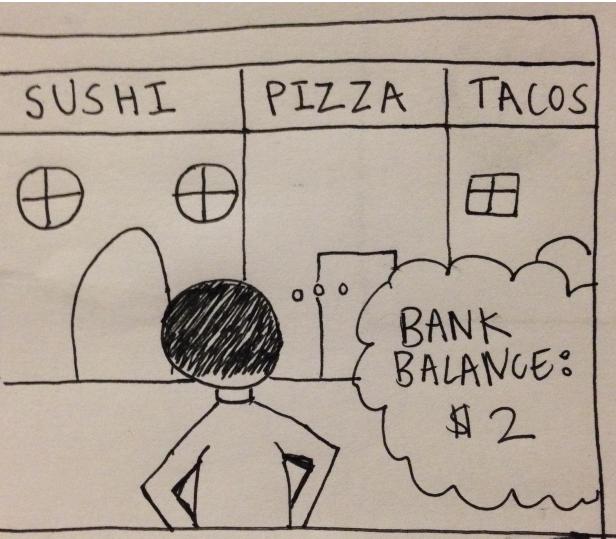
Medium:

Restaurant owners get more customers by offering a flash promotion

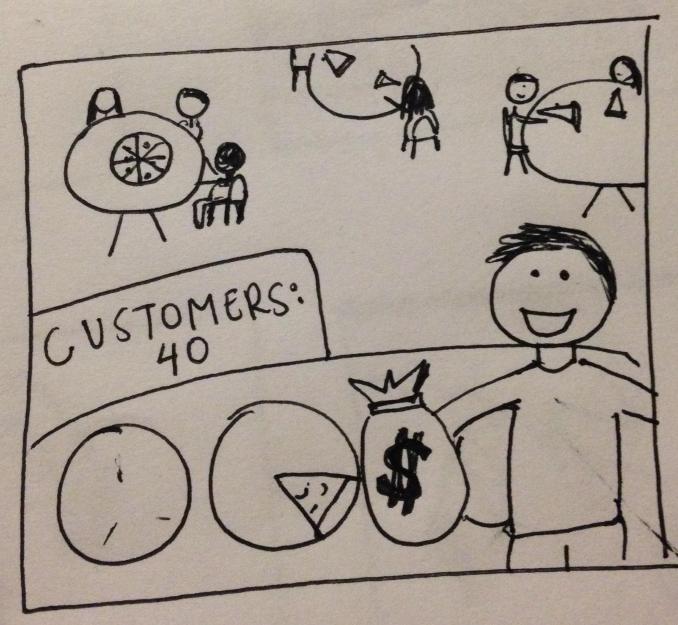
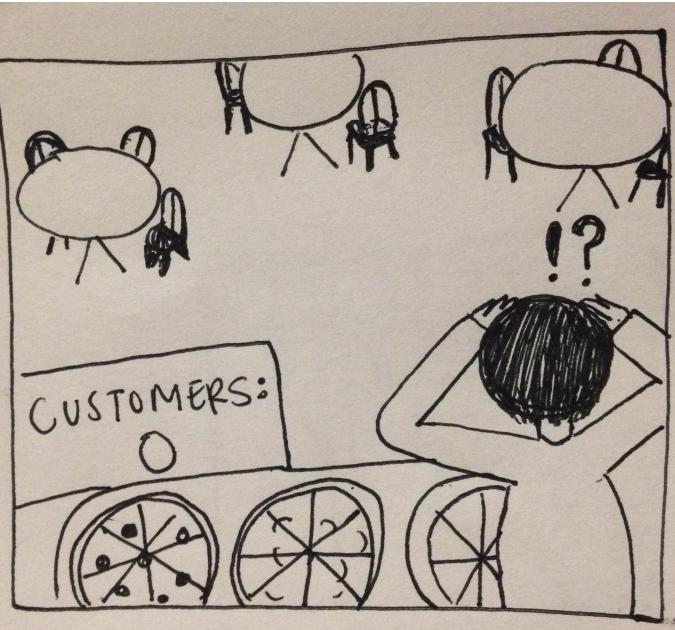
Complex (infrequent or for power customers):

Restaurant owners track supply/demand trends more accurately, and can predict how much food to order, effectively reducing waste.

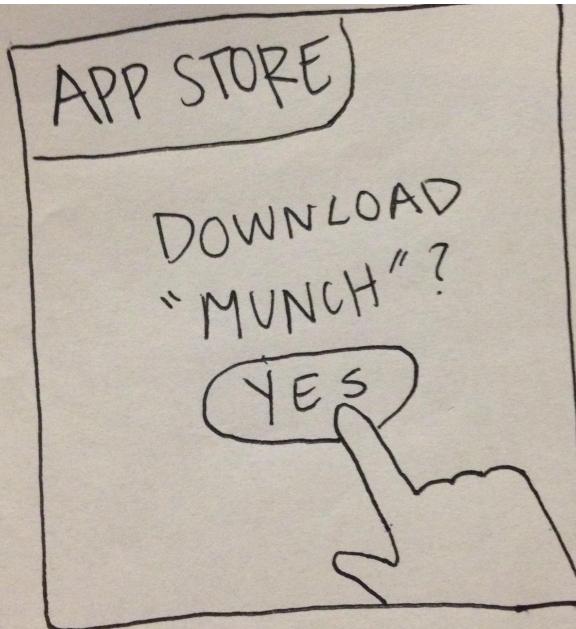
STORYBOARD #1: SIMPLE TASK



STORYBOARD #2: MEDIUM TASK



STORYBOARD #3: COMPLEX



CONCEPT VIDEO

<https://www.youtube.com/watch?v=lzhed1MKtQg>

or

<https://vimeo.com/142611418>