

1. IT Capstone Project

The topic that I would like to choose for my Capstone Project is a mobile application that is geared towards a food delivery business. Much like the apps that Dominoes, Pizza Hut, etc. employ to increase the efficiency of ordering food as well as improving the customer's experience, I am planning to build a cross-platform mobile application that is used in much of the same way. In the summer, a couple business partners and I are planning to start a late-night food delivery service (specifically within the Tysons Corner Area) specializing in all kinds of crepes. The application that I am going to develop will have functionalities including the ability to make and customize orders, GPS-capabilities, a point system in which a certain number of accrued points will award the customer something free, among other things. Once the delivery drivers are logged into the application, the locations and driving directions of their destinations will appear automatically on their screen. These destinations will be assigned a value that will be the same as their order number. A novice in the area of mobile app building would need to understand the level of scrutiny that mobile applications are under because there are thousands of excellent applications out there that have raised the bar in terms of user experience. Also, it is important to recognize what mobile platform and demographic you are aiming for.

I am going to create a user-friendly application that will be easy to use and will attract users/consumers. My aim is to use the application itself to promote the business venture. Because of the abundance of smart phones and the relatively young demographic that I am targeting, I feel as though advertising the application on social media outlets will be the best bet; social networks such as Facebook and Instagram come to mind. Part of the measure of the success of this app will be how many downloads occur and the subsequent ratings that (some of) the users give. I haven't figured it out all the way yet but I would like to somehow use the application as a means to gauge the level of interest in the business, before committing entirely.

I would like to work with Dr. Narock, for he taught a mobile application class that I was enrolled in a couple of semesters ago; in which I learned a lot, and it was clear that he knows his stuff. I have yet to contact him, but because he is my professor for the Capstone Project class I assume that he will read this.

In order to complete this project, I will first have to determine exactly what program(s) I would need to use to create the mobile application. I would prefer to not use a platform-specific program, so I see myself utilizing Apache Cordova. I haven't devised a specific timeline yet, but I will use the first half February to research and develop a kind of blueprint for how I want the layout of the application to be like, as well as all the functionalities I would like to include. From mid-February up until the end of the semester, I plan on developing the mobile application itself. I will allot approximately 2 hours daily to working on the app.

My initial strategy for collecting data and references would be simply searching the internet and researching everything to do with building a successful, user-friendly

application. I will read other application developer's stories and learn from their mistakes before I make them myself. I will look up mobile applications that are similar to mine in functionality in order to get tips.