



Google Maps

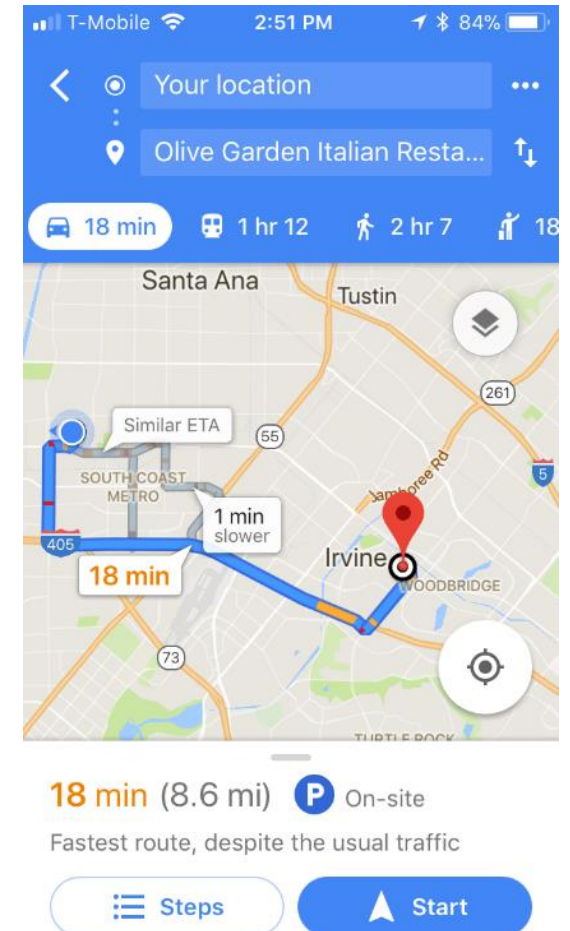
Current Restaurant Wait Time Proposal

Presenter: Atif Ahmad

<https://youtu.be/WDrtCrDCf1o>

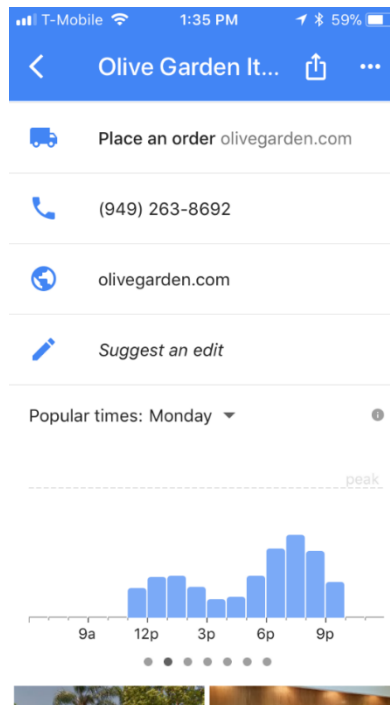
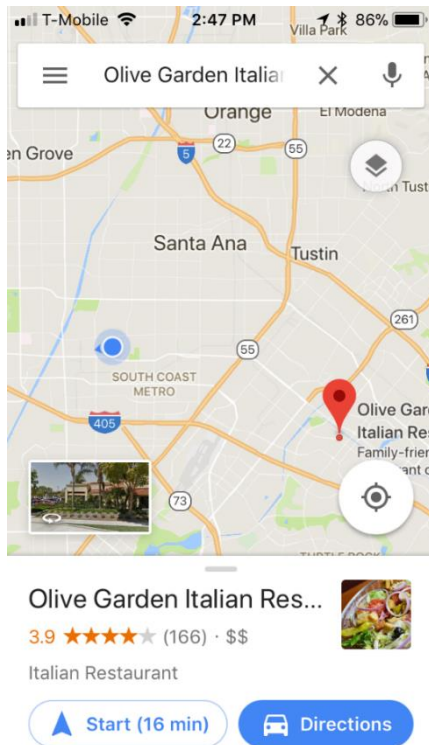
What is Google Maps?

- An app that provides driving directions to users
- Lists length of time it will take to get to one's destination
- Along the way, nearby restaurants are listed



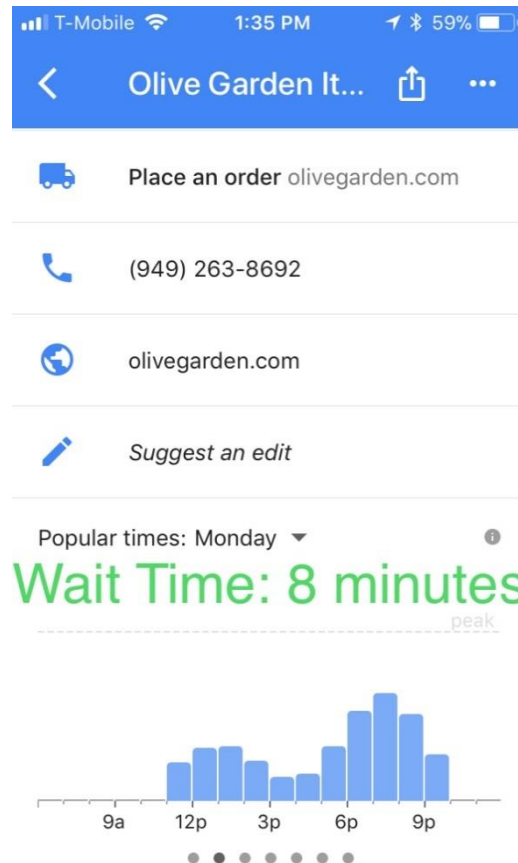
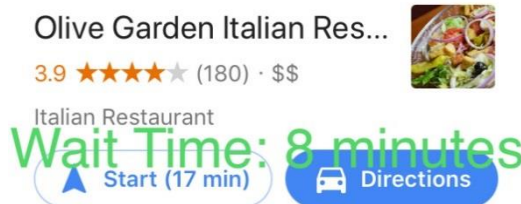
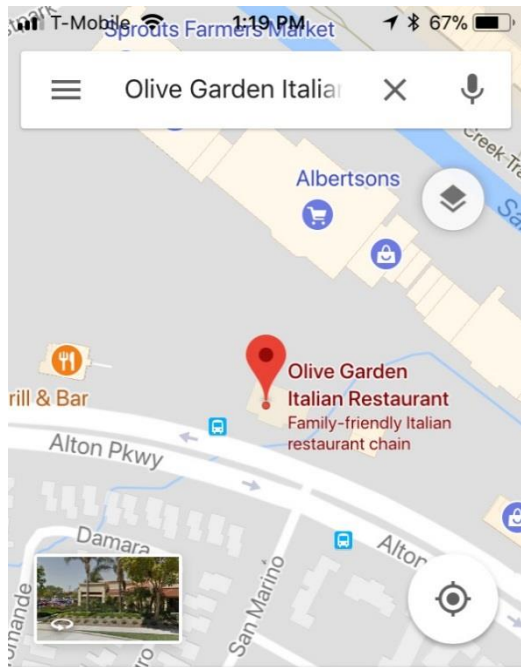
The Problem

- People need to call the restaurant in order to know its current wait time
- People do not know if a restaurant is crowded or not at a particular time



The Solution

- Add current restaurant wait time to Google Maps

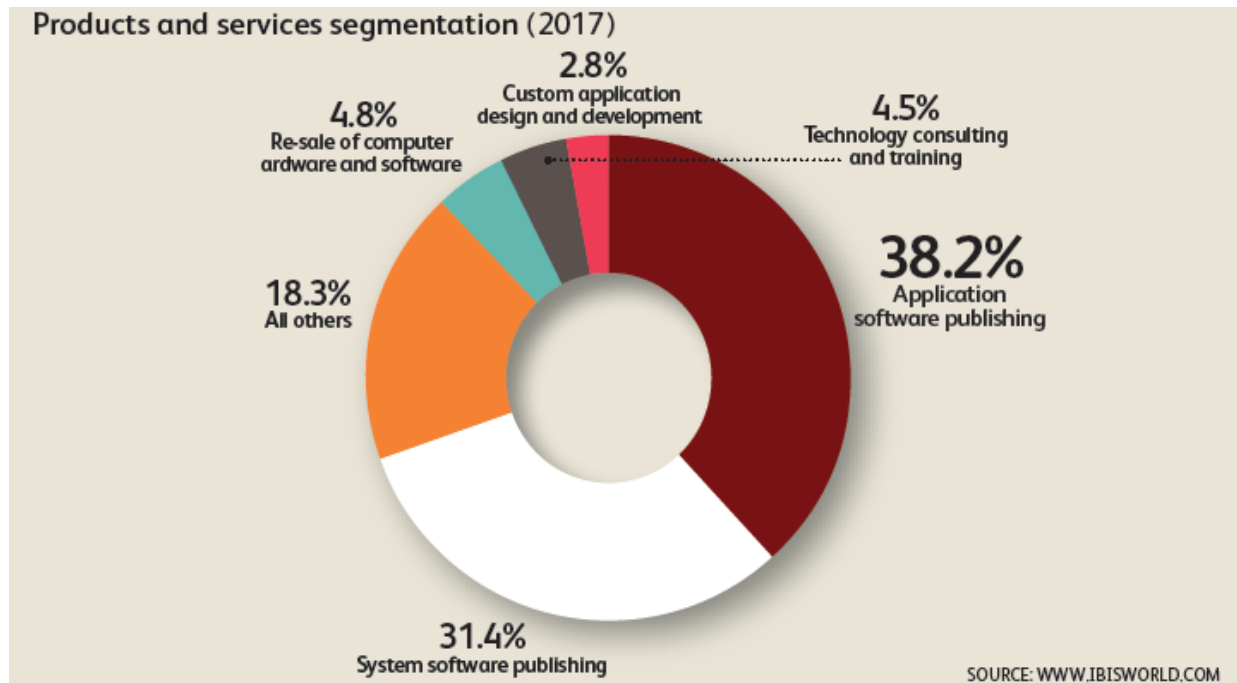


Benefits

- Provides the company with a competitive advantage
- Saves the customer's time
- Provides convenience to the user

Market Size

- Software publishing is a \$218.4 billion industry in 2017
- Annual Growth from 2017 - 2022: 2.9%



Source: "IBISWorld Industry Report 51121 Software Publishing in the US." *IBIS WORLD* (2017).

Project Team

- Erik Sudderth
 - Ph.D. professor at UC Irvine
 - Research experience in machine learning
 - Role: Data Scientist/Software Engineer
- Jen Fitzpatrick
 - Project Team Lead on Google Maps
 - Experience developing Google Maps
 - Role: Project Team Lead



Costs

- The project will cost \$240,000
- Team members will work a 40 hour work week

Position	Name	Hourly Salary	Total Salary (40 Hours/Week)
Data Scientist/Software Engineer	Erik Sudderth	\$52.40	\$109,000
Project Team Lead	Jen Fitzpatrick	\$62.98	\$131,000
Total			\$240,000

Source: Glassdoor.com, Glassdoor Inc, 2017.

Schedule

- The project will take 12 weeks to complete
- The project will follow an agile-development process

Week	Phase	Description	Team Members
1	Planning	Plan out the process for adding the feature.	All team members
2	Modeling	Conduct the statistical work needed to implement the project.	Erik Sudderth and his team
3-5	Development, Implementation, and Integration	Software development of the update. Combines subprograms into one program. The project team checks whether the software product runs on various systems.	Erik Sudderth and Jen Fitzpatrick
6	Testing	Test the software for bugs and errors.	Jen Fitzpatrick and her team
7-8	Customer Response	A small user base of customers tests the software. The customers later provide user feedback.	Jen Fitzpatrick
9-10	Make Necessary Changes to the Software	Changes are made to the software according to the necessary customer feedback after the Customer Response phase.	Jen Fitzpatrick and her team
11-12	Testing	Final software testing before being released to the public.	Erik Sudderth and Jen Fitzpatrick

Summary

- Gives a competitive advantage to the company
- Saves the customer's time
- Provides all the needed information about the restaurant in one app
- Makes Google Maps more functional
- Google Maps will benefit from this feature