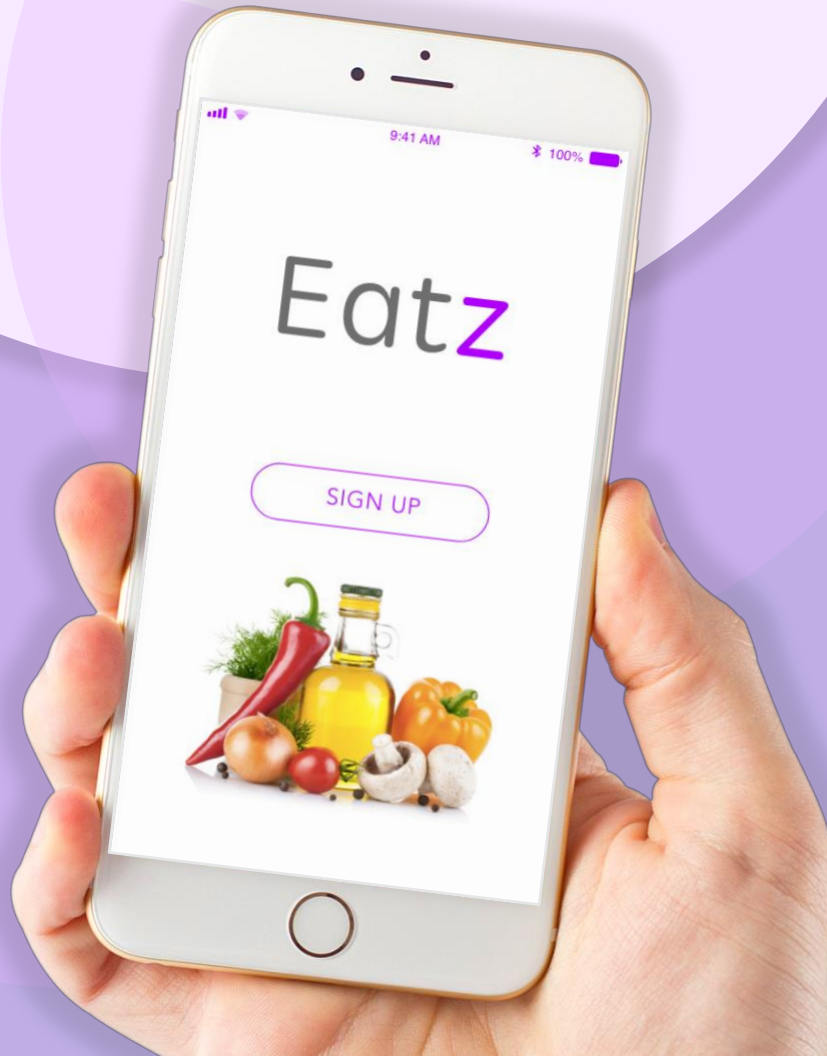# Eatz

Save time waiting.

by Charlotte Chen

06/24/2018

Hi everyone! On behalf of my professional team:

Charlotte Chen
Founder
Software Engineer
UI/UX Designer

Jenny Le
Marketing Manager
Public Relations
Customer Support

Sam Rennie
B2B Sales
Financial Specialist
Accountant

I'd like to present to you our mobile app called Eatz!

Problem:
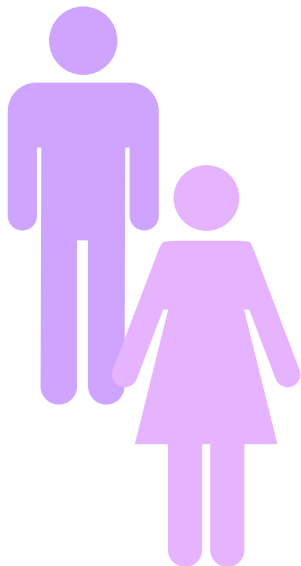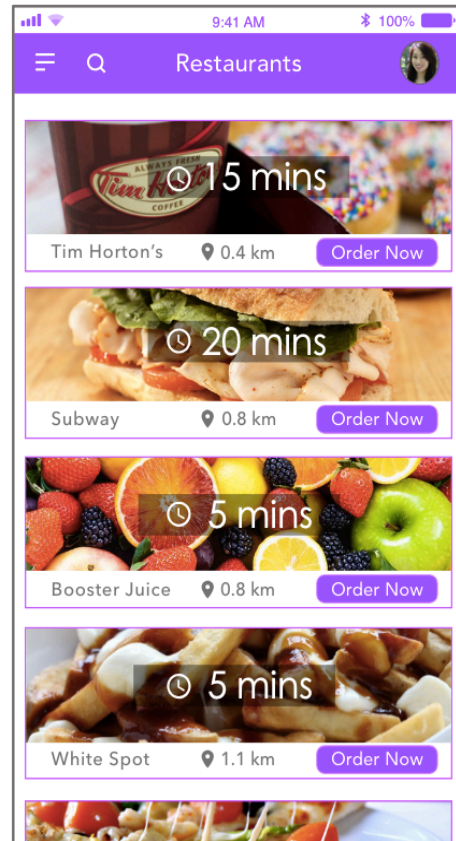
Too much TIME IS WASTED when getting FOOD ON CAMPUS!

Have you ever walked to Tim Horton's and realized, "Oh crap! I'm not going to make it to my class on time if I waited in this line!" **Well, me too!**

Solution:
Eatz is a mobile app to avoid campus food lines.

What sets us apart from competitors?
REAL TIME.
WAIT TIMES.
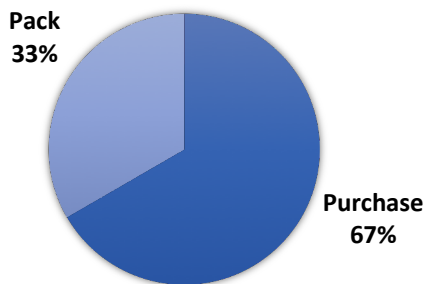FOR LINEUPS.

Primary User of App

University students who prefer buying food rather than cooking.

CUSTOMER INTERVIEWING

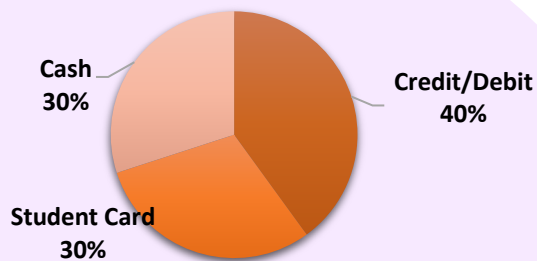My sample size was 30 students at UBC. 15 girls and 15 guys, from various faculties.

Do you usually pack food or purchase food?

- Pack 33%
- Purchase 67%

What are your top UBC restaurant choices?

PacificPoké · PizzaGarden · TripleO's · PitaPit · Subway · AgoraCafe · Starbucks · Vanier · TimHortons · Totem · Nori · HonourRoll · VillageBasement · Mercante · PieR^2 · BentoSushi · BoosterJuice · McDonalds

What's your prefered purchase method?

- Cash 30%
- Credit/Debit 40%
- Student Card 30%

Do you prefer to pay online or in person?

- Wait in Line 9%
- Online 55%
- Don't Care 36%
- < 10 mins 27%
- > 10 mins 9%
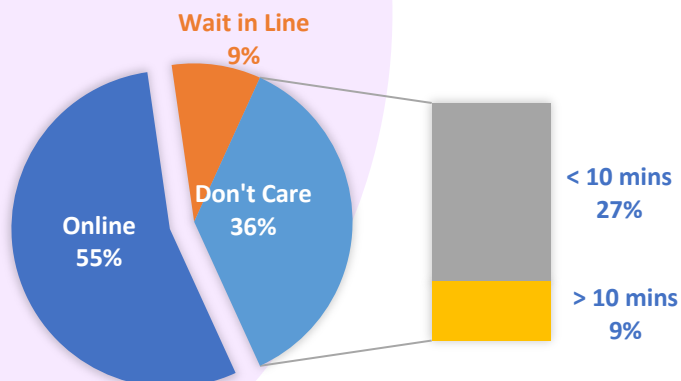
COMPETITIVE ANALYSIS
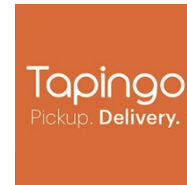
Feature	Mobile Payments	Take UBC Card?	Deliveries	Show queue time	UBC Food outlets?	Loyalty system?
Eatz	Yes	Yes	No	Yes	Yes	Yes
JustEat	Yes	No	Yes	No	No	No
SkiptheDishes	Yes	No	Yes	No	No	No
DoorDash	Yes	No	Yes	No	No	No
UberEats	Yes	No	Yes	No	No	No
Starbucks	Yes	No	No	No	No	Yes

The competitors above are mostly food delivery services on campus. Eatz is not. We work closely with all the AMS food outlets to allow students, faculty, and staff to order food online. Another advantage is that we show wait times, in real time. I have realized that most students, like myself, don't actually mind going to the restaurant and picking up our food. We would actually prefer that, instead of paying the extra few dollars for food delivery. Therefore, Eatz is perfect because we can view the wait times so you know exactly how long we'll be waiting in line for.

P R O T O T Y P E