Inception Deck

Why are we here? – Make the federal reserve cafeteria more efficient.

Not List:

Out of Scope:

* Not a food delivery service.
* Not a mobile app.

In Scope:

* Order food
* Look Recipes
* Edit menu (admin)
* Create Account
* Login
* Checking Customer Traffic
* Edit Recipes (admin)

Unresolved:

* Checking Customer Traffic

Elevator Pitch:

(Problem->) You know how there are HUGE lines at the cafeteria during lunch time?

(Solution->) There's a way to make it easier for customers to get their food when they want it... Simply have a way to order the food online. Customers can then pick out want they want at their desk, instead of at the cafeteria, then they can pick it up at the selected time.

*I’m not really sure what he’s looking for, but I imagine a conversation going like this …*