

CO-EATER

TEAM 3

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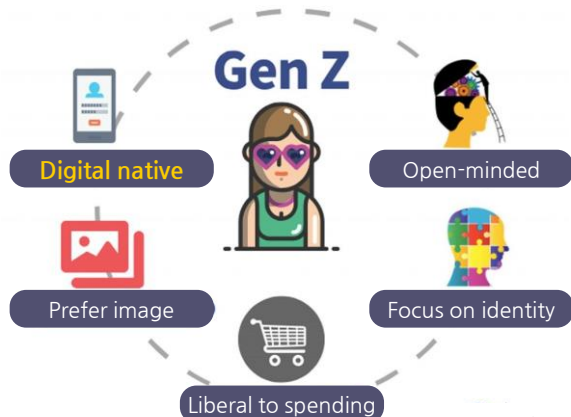


MARKET RESEARCH

- | Motivation
- | Target Users
- | Existing Solutions

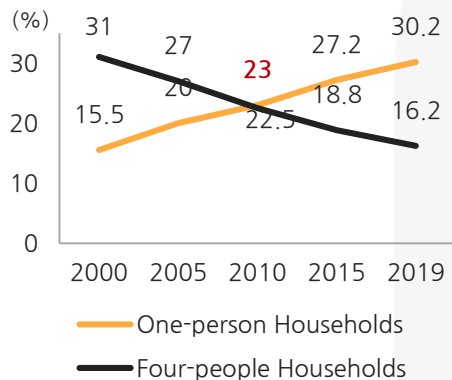
■ Motivation

Gen Z becomes major consumers



Source: tomalo

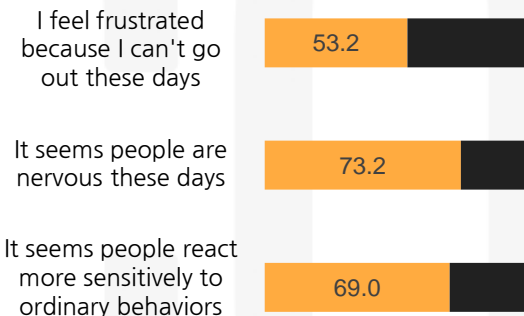
Incensement of single-person households



Source: Statistics Korea

COVID-19 and social distancing

< Survey of corona-blue awareness >



Source: Trendmonitor

Service that can have **fun together** with a moderate psychological distance through online, in familiar way to Gen Z

Target Users

The problem they are facing

Initial Target Market

Freshmen &
Sophomores

- Deprived of the opportunity to make friends
- Shy as new in university
- Want to learn common senses in university
(lecture, career, club activities, etc.)

→ Eager to get along with new people

Goal : Generation - Z

Digital
Native

Liberal to
spending

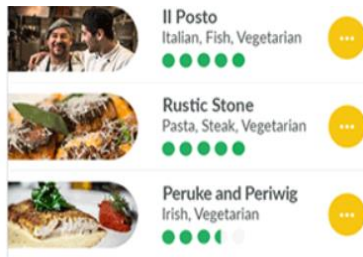
Open
minded

Existing Solution

Similar Services

Foreign

FoodFriends



- + Get along with new friends based on region
- Only able to schedule an offline meeting

Domestic

혼밥인의 만찬



- + Offer curated contents for ppl dining alone
- No social interactions

Substitutional Services

Group Meeting

Zoom & Hangout



- + Popular and decent online meeting service
- Poor notification system
- Poor invitation system

Personal Meeting

Azar



- + Fancy applications to meet anonymous user
- Difficult to build lasting relationship
- Most users are anonymous

PRODUCT PLANNING

- I Key Idea
- I Using Scenario
- I What's Different
- I Expected Challenges

■ Key Idea

Eat one-on-one/group **TOGETHER**



One on One

- ✓ Send invitation to a friend
- ✓ Random matching



Group

- ✓ Select date, time and match based on university and major
- ✓ Create/join Group

ONLINE Less burdensome than meeting offline

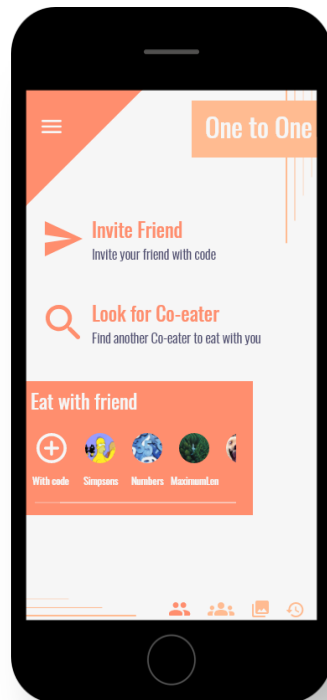
GAMIFICATION Blind (Avater) mode

Using Scenario

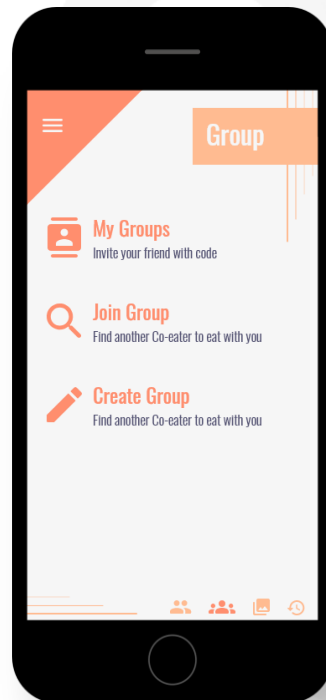
More details of user experience



One on One



Group



What's Different Existing solutions vs. CO-EATER

FoodFriends



No distance
restrictions due to
the nature of
video meeting

혼밥인의 만찬



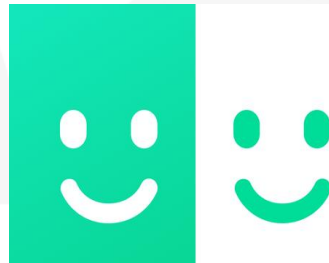
Offer organizing
social gatherings
rather than just
delivering
information

Zoom & Hangout



Meeting that is
more **comfortable**
and **game-like**

Azar



Focus on **dining**
together and able
to **arrange with**
acquaintance

Expected Challenges

Product Management

- ✓ Communication error during the long process
- ✓ Development trial and error

➔ Develop a decent application under limited resources

Marketing

- ✓ Competition with existing market entrants
- ✓ Difficult to induce installation until network effect occurs

Development

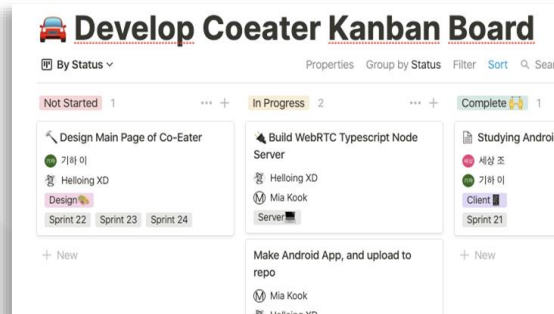
- ✓ Should deliver high-quality video simultaneously

Expected Challenges Solutions


Product Management

- ✓ Sprinting - merge & launch every two week
- ✓ Merge after teammates' approval
- ✓ Code review & retrospect after every launch

[Development Policy] *Follow agile development process*



Marketing

- ✓ Approach through social media
- ✓  **YouTube** Run a channel



Align with other channels

Development

- ✓ Utilize WebRTC for audio and video communication
- ✓ Study Android development together





ACTION PLAN

- | Evaluation Strategy
- | Final Deliverable
- | Timeline
- | Role Assignment

■ Evaluation Strategy



Key Idea

Is the core function properly implemented?

Is the service...

Comfortable to eat remotely?

Process to make an appointment smooth?

Has the functionality to prevent malicious and repetitive cancellation?



Feed-back

Is the needs of target users successfully reflected?

Are the users...

Become closer after using the service?

Able to use ice-breaking functions easy and intuitively?

Final Deliverable and Success Criteria

What We Deliver

An Android Application with **matching** and **videotelephony** service, offering an new dining experience

Signaling server
for socket communication

Server
for REST API

Success Criteria

1. Development Completion

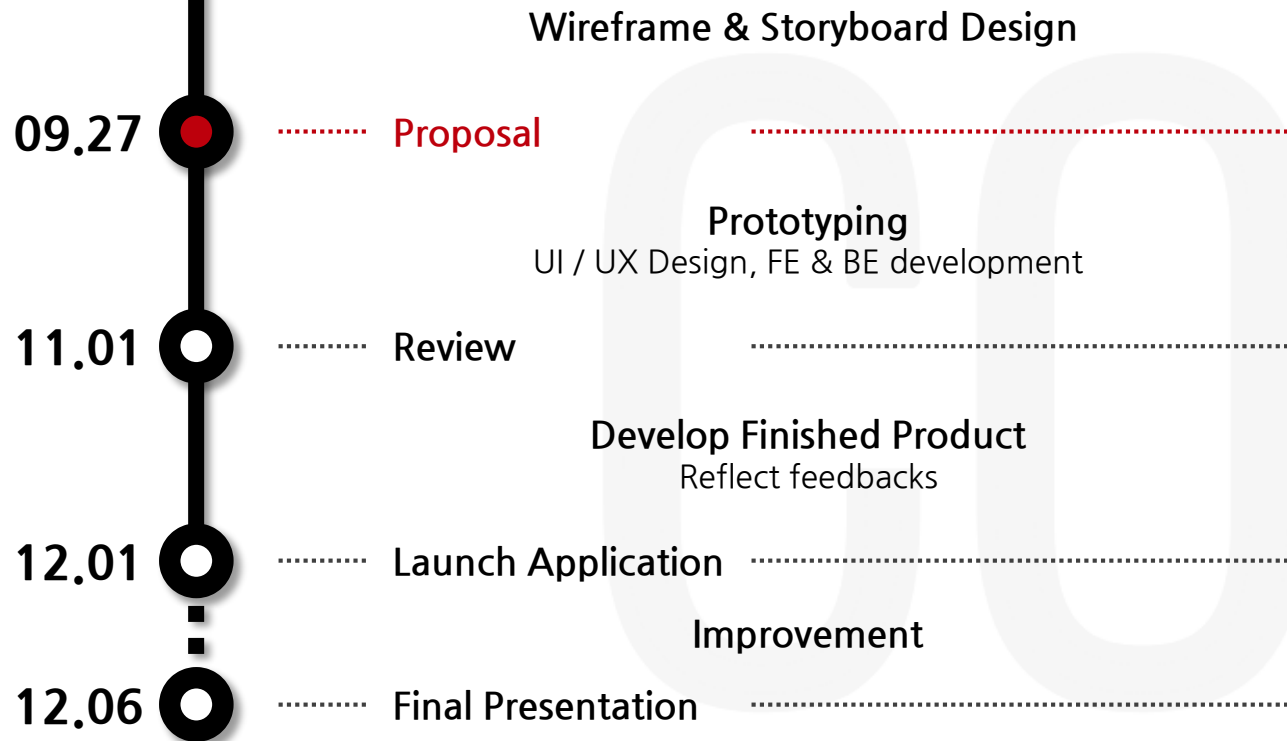
For pleasant user interaction, latency should be significantly low

→ **Latency < 1s** (while network environment considered)

2. User Satisfaction

Offer smooth co-eating functionally and carefully design UI/UX to **deliver a fun experience** for university students (especially freshmen & sophomores)

■ Timeline



Role Assignment



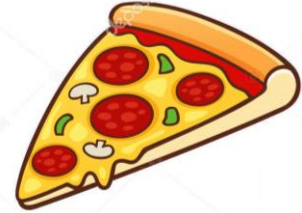
Cho Sesang



Lee Giha



Kim Kiwoong



Kook
Seokyoung

Development

Android Development

Server Development

Operation

Wireframe
& Storyboard

Quality Assurance

UI / UX design

Project Managing



THANK YOU

Questions?