

# CO-EATER

## TEAM 6

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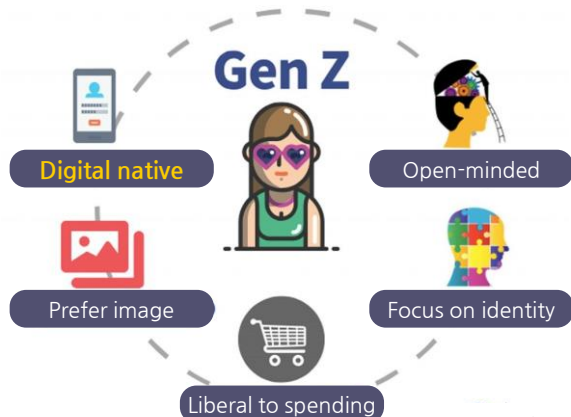


# MARKET RESEARCH

- | Motivation
- | Target Users
- | Existing Solutions

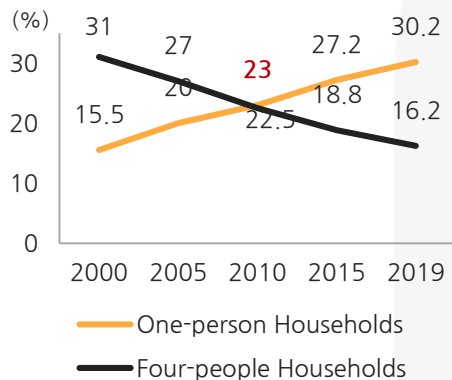
# ■ Motivation

## 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 >

I feel frustrated because I can't go out these days

53.2

It seems people are nervous these days

73.2

It seems people react more sensitively to ordinary behaviors

69.0

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

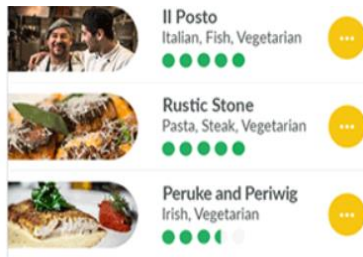
Open  
minded

# 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

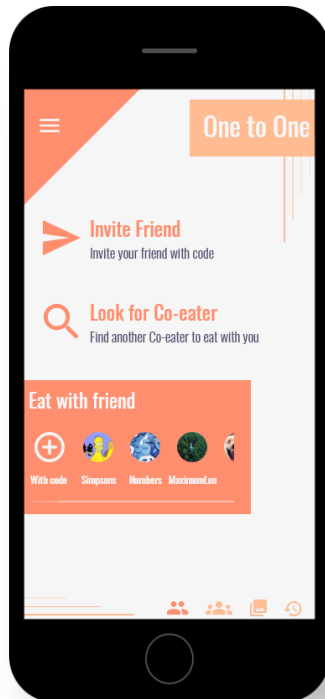


# Using Scenario

More details of user experience



## One on One

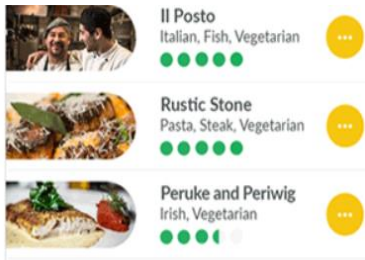


## Group



# What's Different Existing solutions vs. CO-EATER

## FoodFriends



No distance restrictions due to the nature of video meeting

## 혼밥인의 만찬



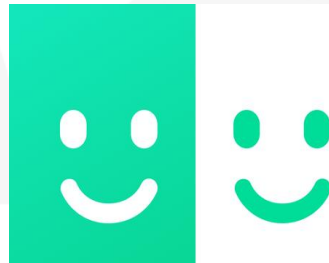
Offer organizing social gatherings rather than just delivering information

## 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

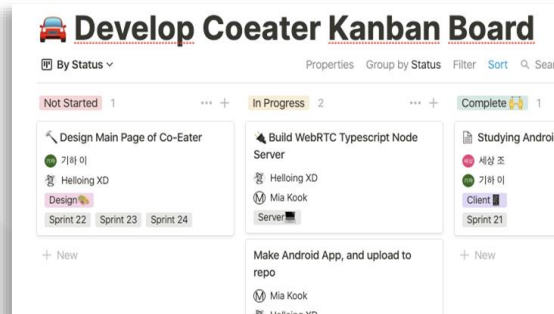
- ✓ Should deliver high-quality video simultaneously

# 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

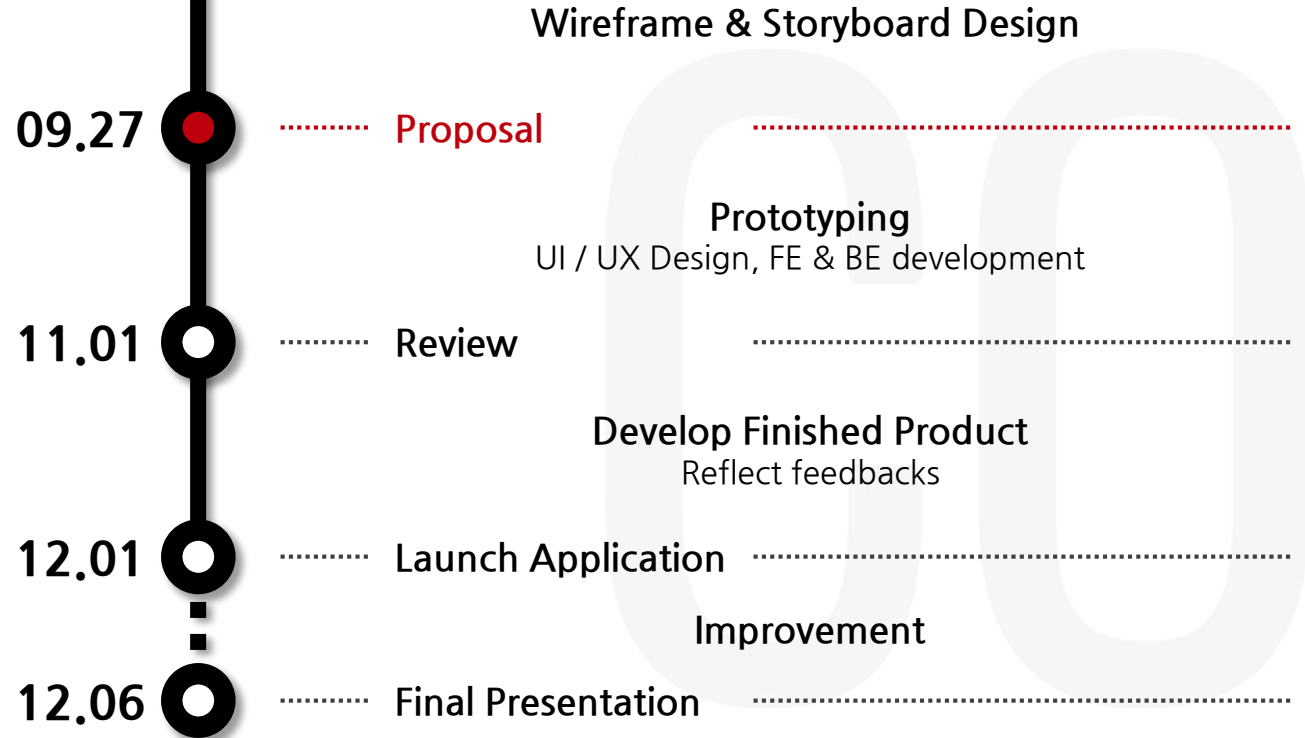
For pleasant user interaction, latency should be significantly low

→ **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



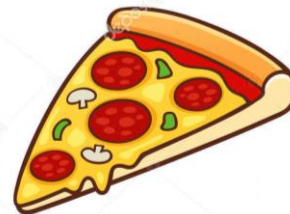
Cho Sesang



Lee Giha



Kim Kiwoong



Kook  
Seokyoung

Development

Android Development

Server Development

Operation

Wireframe  
& Storyboard

Quality Assurance

UI / UX design

Project Managing



# THANK YOU

Questions?