

Vision Statement: HungryLions

January 28, 2024

1 Introduction

HungryLions is an application that lets users find food places across campus by using specific filters. These filters include prices, cuisine cultures, dietary restrictions, location, etc. Users can also leave reviews and ratings as well as complete challenges for rewards and discounts.

2 User Descriptions

2.1 Newcomers On Campus & Diet-Restricted Users

York University has a huge variety of food options, especially with multiple campuses. This can be overwhelming for users who are new or inexperienced with food choices on campus. HungryLions can easily help them find a restaurant to their preference. Moreover, our application is aimed at students who value dietary options for religious, health or ethical reasons such as Kosher, Vegetarian, Halal, Vegan, Gelatin-Free, etc. Our goal is to make food-finding easier for users while respecting our campus community's beliefs and diet practices.

2.2 Current Students, Staff & Faculty Members Regularly On Campus

Our project will also be geared towards users who are regularly on campus, which are current students, staff and faculty members. This is why we will be implementing a point-based reward system that awards users with discounts and coupons. Our aim is to reward our users with affordable dining options, recognizing them who show up on campus often and buy food. We also recognize that university budgets for students can be expensive which includes commuting, residence, tuition fees and more. So, we aspire to cut these expenses because nobody deserves to overpay to buy and eat food when they're hungry.

3 Our Unique Selling Points

York University's Dining Plan can sometimes be inconvenient. It's mandatory for students living in residence on-campus to buy a Meal Plan, which is just paying more money if not used properly. The Dining Plan is also restricted to York students, therefore we will deliver affordable food to others affiliated with the university like the staff and faculty members. Additionally, users often rely on individual apps for their favourite food brands on-campus like Tim Hortons or Wendy's that offer discounts and coupons. We plan to combine all those popular places into our application so it's easy for users to collect points and redeem rewards. York University also has a dining directory that we will be developing into our application. We want ours however to be more user-friendly and used offline without requiring the internet.

4 Success Criteria

This project will be deemed successful if popular dining spots notice at least 10% increase in profit compared to last year without our application. Another goal for our success is our application used by around 25% of the total community members (students, staff and faculty members) at York University in a year. Feedback and reviews from users must additionally be more positive and mixed than negative.