

Requirement Analysis–Group 11

**Indiana University Food and Food**

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January 31, 2017

- **Organization Description:**

Our organization description does not just refer to a particular food vendor but refers to all the food services within Indiana University, Bloomington campus like RPS dining, IMU catering, Pizza Hut, ETBakery and so on. Initially food at IU was supplied by Indiana University. But in September 1997, The Halls of Residence and Department of Residence Life were merged to create the Division of Residential Programs & Services (RPS). Since then it was mostly RPS that offered food services at various residential building at IU but with advancement of time a number of new food services came into picture. For instance one of the most recent is the Bookmark[et] Eatery opened its food joint on the ground floor of the Herman B Wells Library on Jan. 11, 2016. These food services serve thousands of students and staff food everyday in cafeterias like at Macnutt, Collins Dining, Woodland, IMU etc. These not only serve good and safe food but also take care of people's special dietary needs by providing vegan, vegetarian, non vegetarian, gluten free and if required customized food. Food courts serve various cuisines like Asian, Italian, Mexican etc. These food services are capable of serving a diverse group of people.

- **Conditions:**

Various food vendors offer food catering to needs of diverse population within Indiana University. But there is no common platform where the cuisine or menu available at various places is available. When a person at University feels like eating Mediterranean food, he is most likely to search for a place outside campus whereas there are some places that offer excellent Mediterranean food. Also, our website will display menu that will help students to decide whether going to a particular dining for food will be within budget or not. Also, our website will provide reviews that would be a great help to all the people within campus to decide which dining hall to go, what to eat and what are the popular dishes.

- **Competitor:**

Most of the IU campus dining halls are highly ongoing and cater to a diverse group of people. But even though a large variety of food is sold within IU campus due to lack of information among people within IU campus, people tend to go to various restaurants outside campus.

There are places within IU campus where excellent Thai food is available but as people are not aware about those places they tend to go to different Thai restaurants outside campus. Also, sometimes a particular sect of people doesn't find a particular cuisine taste appropriate and tend to visit outside restaurant. Reviews of such people could help to improve and customize taste, so that it can be enjoyed by all and all the customers are retained.

- **Marketing:**

The various food services have types of meal plans available on their website but there are hardly any emails about the various promotional deals or special occasion dining to the people living in IU campus. Our website will allow word of mouth publicity where people themselves can write about various events and occasions in the dining hall. Also, people will be able to find different cuisines across all the food services available in IU campus. Additionally, sometimes the special dishes about a particular place is not known to all and confined to people who frequently visit. Spreading this piece of information among all is sure to bring more people to the food court and improve the market for IU food vendors.

- **Limitations:**

Sometimes students and freshmen visit various IU campuses dining to get review from customers and workers about the food taste, quality and variety available at the dining. There is no common platform where students can get reviews from customers and decide on which food court to visit. People from diverse culture have diverse taste. For instance an Indian wants Indian food to be spicy and could the food is cooked according to the taste of American, there is no way to know that until you yourself taste it. So, our project can be a great help to make students and people in the IU campus aware about the food available.