

Eat With Us

Tyler Pearson, Jasmine Gutierrez, Mansi Chaubey



Overview

- Eat with us is a web application where small restaurant businesses can come and consult with workers who have experience in social media and marketing about how to promote and share. Also, how to help them keep track of trends and profits.

Purpose of the Product

General Goals

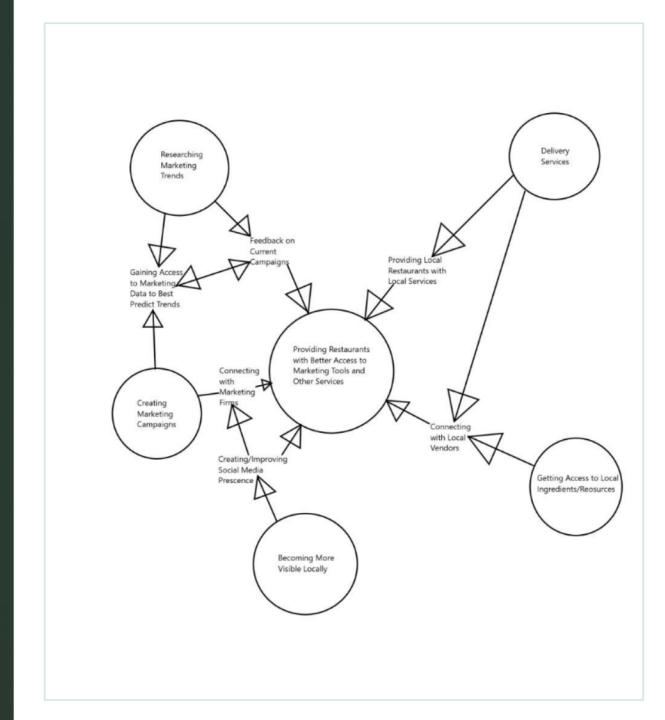
- Provide a platform for restaurants to keep afloat during this pandemic
- Provide easy access to a business presence online
- Provide a better, cheaper alternative to delivery services

Scope of the Work

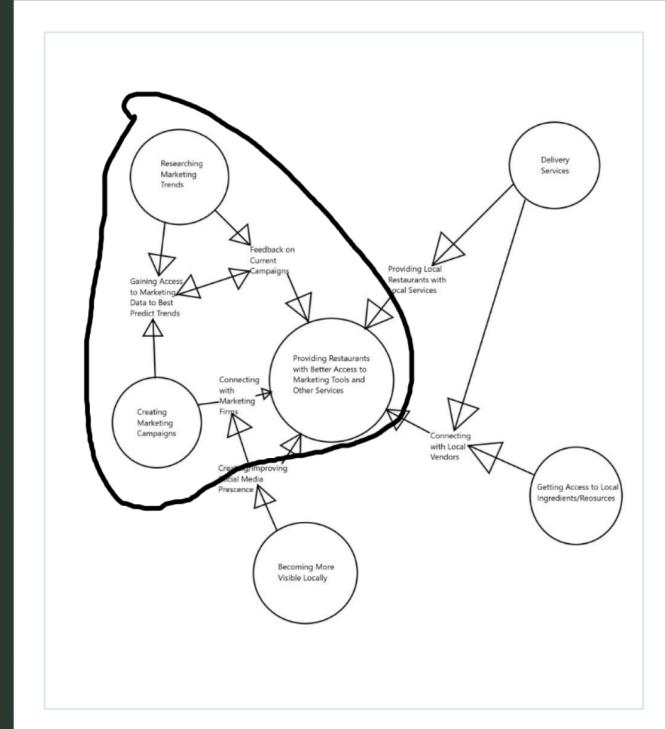
Current Situation

- Restaurant Die-Off
 - Dine-In not an option
- "Old School" Restaurants suffering the most
 - Lack of online presence
- Eat With Us is the solution
 - Get the old school restaurants better access to marketing services

Work Context



Work Context



Work Partitioning



Gathering Marketing Needs

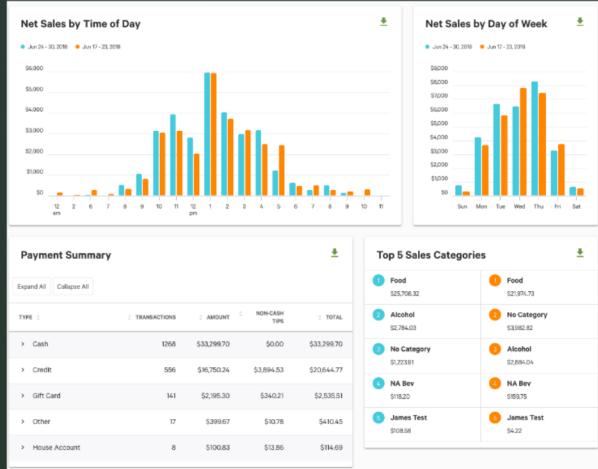


- General Idea
- After account creation, bring user to general survey/form to get info on what user needs for business
- If needed service not on form, allow for user to search for it

Service Quotes

- For each item selected in survey/form:
 - Display page with list of companies offering the service
 - Include with each item in list:
 - Price
 - Company Name
 - Company Logo
 - Service Provided

Cost/Expenses Breakdown



- Display costs of all purchased services
 - Include graphs to better visualize for customer where their money is going
- Include a button to pay their bill on the page

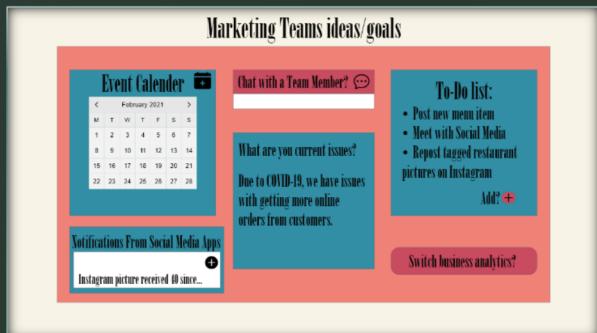
Bill/Work Order Paying

- Accessed via Cost/Expenses Page
- User logs in/authenticates a second time
- Show cost of:
 - Services to be purchased
 - Tax, if applicable
- Display where the money being paid is going to

Creating/Placing a Work Order

- When service is selected, and checkout button clicked:
 - Bring to Specifications screen
 - Text box to type in any specific requests
 - Communications options
 - Email, text, phone call, etc.
 - When user is finished with specifications, send to billing screen

Receiving a Work Order



- User submits work order to firm/contractor
- Generates work order page when clicked on in inbox, page contains:
 - Type of Service
 - Special Requests
 - Total Cost Customer will pay
- Firm/contractor can accept or reject, and can go into negotiations if necessary, by pressing a negotiate button

Competing Products

Delivery Apps

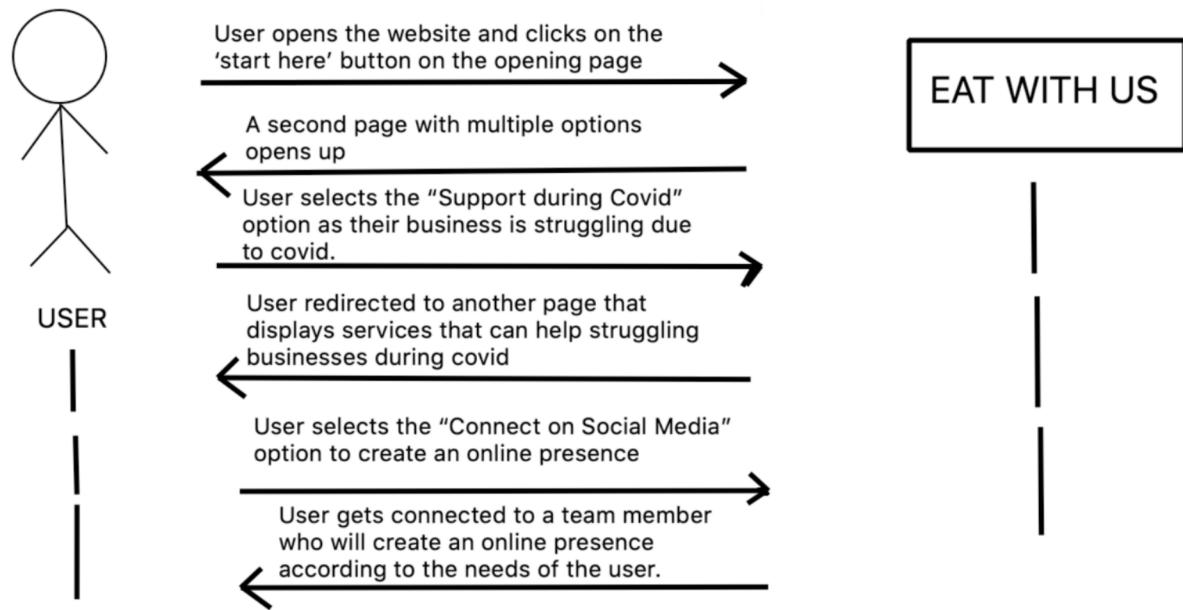
- UberEats, Postmates, GrubHub
 - Charge 30-40% of order
 - What we have over them
 - Connections with local delivery services
 - Fees no larger than 10% of order
 - Monthly fee instead of fee per order

Marketing Services

- Altitude, etc.
 - Separate from each other
 - No easy way to compare prices and services
 - Broad Focus
 - Not tailored to the restaurant industry
 - What we have over them
 - A marketplace for marketing services
 - Compare Prices, See Services Offered, Ratings

Scope of the Product

SCENARIO 1



Stakeholders

■ The Client

- Currently, there is no client attached to the product
- Development team is acting as client until one can be found

The Customer

- Two Major Types:
 - Restaurant Owners/Managers
 - Subscribing to the product (no more than \$100/mo)
 - Buying work orders from Marketing Firms/Contractors
 - Marketing Firms/Contractors
 - Offering their services through product
 - 40% fee per service purchase max extracted as payment to client

Hands-On Users

- Customers:
 - Restaurant Owner/Manager: Journeyman/Master in their field
 - Marketers: Master in their field
- Product will not make any real distinction outside of relevant info from person to person
- Non-English Language Support
- ADA Compliant

Maintenance Users and Service Techs

- Installation, maintenance, updating handled by main users
- Above is to be as simple as possible
 - Simple as logging into website for "Installation"
 - Updates pushed onto production automatically
 - I.E., updates for users when they refresh

Other Stakeholders

- Business Experts
 - Less time spent on dealing with marketing, more on more pertinent matters
- Testers
 - Instrumental in providing best user experience possible
- Security Experts
 - With financial info on the site, necessary to have on team

User Participation

- User input will be instrumental in construction of project
- Will provide input on:
 - Usability
 - What needs to be included besides basic functionality
 - Interface Design
 - How they would prefer the site to look
- Allocation for user participation will happen

User Priorities

Key User(s)

- Restaurant Owners/Managers
 - Main reason product is in development
 - All issues generated by them are highest priority
 - Only reject if requests are
 - Impossible to do
 - Would impact other users negatively

Secondary Users

- Marketing/Service Firms/Contractors
 - What provides the content on site
 - Where the main money is made
 - Treat respectfully when suggestions given by them
 - Ignore/politely reject for same reasons as listed with Key Users

Unimportant Users

- Users browsing the site without
 - Purchasing services
 - Registering/Logged into an account
- Anything reported by them unless site breaking is to be ignored
- If needed, deliver these users advertisements if not logged in
 - If they create an account, stop ads for a one month period
 - When they buy a service, stop ads permanently

Mandated Constraints

Solution Constraints

- Product must be viewable on numerous web browsers
 - Edge, Chromium-Based, Opera, Safari, Firefox
 - Will be tested to guarantee compatibility
- Product will operate as lightweight as possible
 - Not all systems are most up to date in hardware
 - Each page should be no more than 1MB in size
 - Rely on React.js style methodology to minimize data usage
- Product will stay up to date with possible security concerns

Implementation Environment

- Hardware
 - Any computer capable of running/having:
 - GUI Operating System
 - Web Browser
 - Network connection
- Development Communications
 - In person, online, through calling/messaging software
 - Lower level problems will be dealt with a self-help page

Partner/Collaborative Applications

- For best results, product will be compatible with
 - Reading and processing PDFs
 - Reading, processing, and generating spreadsheets
 - Microsoft Excel, CSV files, etc.

Off-The-Shelf Software

- Must be rolled out with
 - Database for storing customer information
 - Server to host the website on
 - Payment processing system
 - Either something developed in-house or from a third party
 - PayPal, VISA, etc.

Anticipated Workplace

- Ideally
 - Office style environment
 - Clean, quiet area with few distractions
- More Likely
 - Front Desk
 - Product will be quieter, capable of running on a touchscreen
- Worst Case
 - Kitchen
 - Loud and busy
 - No keyboard/mouse, touchscreens only for safety reasons

Schedule Constraints

- Before the next pandemic hits
 - More and more likely there will be another possible pandemic
 - Need to get 1.0 up and running as soon as possible
 - Pandemics are not predicted/anticipated like a holiday
- Failure
 - Could lead to another purge of restaurants nationally without the product

Budget Constraints

- Max that should be spent should be around \$2500
 - Developers are college students
 - Not known for large amounts of disposable income
 - Increase the budget accordingly with investors/sponsors in the wings