

Eat With Us

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Overview

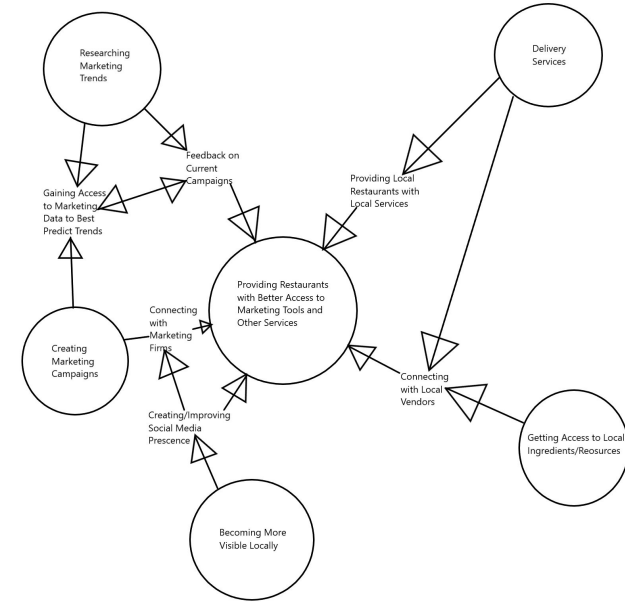
- >1 Million Restaurants in US alone[2]
 - ~\$47.7 Billion in combined revenue December 2020[1]
- >14.7 million employed in restaurants in 2016 [3]
- Marketing Revenue Topped at \$100 Billion 2018 [4]

Current Situation

- 17% of restaurants in the US permanently closed by COVID[1]
 - ~110,000 restaurants by conservative estimates
- Yearly revenue of all restaurants combined down by \$332.4 Billion / 37% [2]
- 2.23 Million restaurant jobs lost from COVID Pandemic [3]

Purpose of the Product

- Connect Restaurants with Marketing Tools
 - Become More Visible
 - Drum Up Sales
- Help Restaurants Connect with their Community
- Help Restaurants Be More Profitable



Software Architecture

- Environment:
 - Standard web designer client for page
 - Linux for server environment.
- Programming Language:
 - HTML5/CSS, Javascript, SQL/MongoDB distributions
- APIs: Left to the discretion of the development team

User Participation

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

Competitors

- 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

Competitors Con't

- 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

Technical Requirements

- Lightweight and Fast
 - Uses Minimal Resources
 - Bandwidth, Storage
 - Runs without Interruptions
 - No more than 1 minute unexpected downtime a month
 - Any expected downtime announced to users 1 day in advance

Technical Requirements Con't

- Security
 - Stores only the essential data needed for legal day-to-day operations
 - Financial information encrypted and well protected at all times
- Usability
 - Incredibly simple to use
 - Training is Straightforward

Learning Requirements

- As easy to use for a novice user as for a tech savvy user.
- User learns product properly after just one use.
- Any person should be able to learn how to use product after one use
 - Regardless of age, language, etc.

Personalization

- Users will be able to
 - select the currency (according to country)
 - select a language of choice
 - decide the type of graph (pie chart, histogram etc) for monthly expenses page

First Release

- Marketing Product Display
 - Show what's available to the user
- Shopping Cart/Billing
 - Allow the user to buy the marketing product
- User Homepages
 - Allow for user customization

Subsequent Releases

- Delivery Services
 - Either local delivery service businesses or in-house option
- Traditional Advertising/Marketing Mediums
 - Newspaper, TV, Radio, Billboard, etc.
- In House Payment Processing
 - Handling payments through the product rather than payment service
 - PayPal, CashApp, etc.

Schedule Constraints

- Before the next pandemic hits [5]
 - 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

Bibliography

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