



## Easy Meals



Fresh feasts,  
great treats



# Downtown DineHub

Campus Crave  
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# Problem Statement

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- Cafe timings: 11AM to 4PM
- Only drinks and snacks are available at vending machines.
- Students & staff must leave campus for meals and order online.
- Causes inconvenience, lost time, and lower satisfaction.



**DOWNTOWN  
Café**

<b>COFFEE</b>		
Freshly Brewed	cal	
Green Mountain Coffee		
> Small	\$2.49	0
> Medium	\$2.69	0
<b>HOT TEA</b>		
	cal	
> Small	\$2.19	0
> Medium	\$2.29	0
<b>HOT CHOCOLATE</b>		
	cal	
> Small	\$3.25	90
> Medium	\$3.79	90
<b>BOTTLE BEVERAGES</b>		
Aquafina Water - 20 oz	\$2.49	0
Soda - 20 oz	\$2.69	0-340
<b>SNACK</b>		
Deep River Chips	\$2.49	140-300

**simply to go** Assorted items available

2,000 calories a day is used for general nutrition advice, but calorie needs may vary. Additional nutrition information available upon request.



# Project Idea

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Convert unused space  
into a Mini Food Court

Host 2-3 local vendors

Provide seating,  
microwaves, water stations

Run as a one-semester  
pilot to test demand and  
feedback

# Project Scope

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## IN-SCOPE

- Minor space setup & utilities
- Temporary vendor agreements
- Seating arrangements
- Promotional campaign

## OUT- OF SCOPE

- Major construction work
- Permanent vendor contracts
- Structural renovations
- Expansion to other campuses

# Stakeholders

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## Primary Stakeholders

- Students
  - Faculty & Staff
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## Other Stakeholders

- Community Partners
- Future Campuses

## Secondary Stakeholders

- Vendors / Local Businesses
- University Administration
- Facilities & Operations

# Business Value

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- 🎓 Better Student & Faculty Experience → Convenient, on-campus meal options improve satisfaction and save time.
- 💰 Revenue → Steady income from vendor rental fees or commission-based agreements.
- 🤝 Community Engagement → Support and partnership with local businesses, boosting the local economy.
- 📈 Scalability → Expandable model that can be replicated at other campuses if successful.

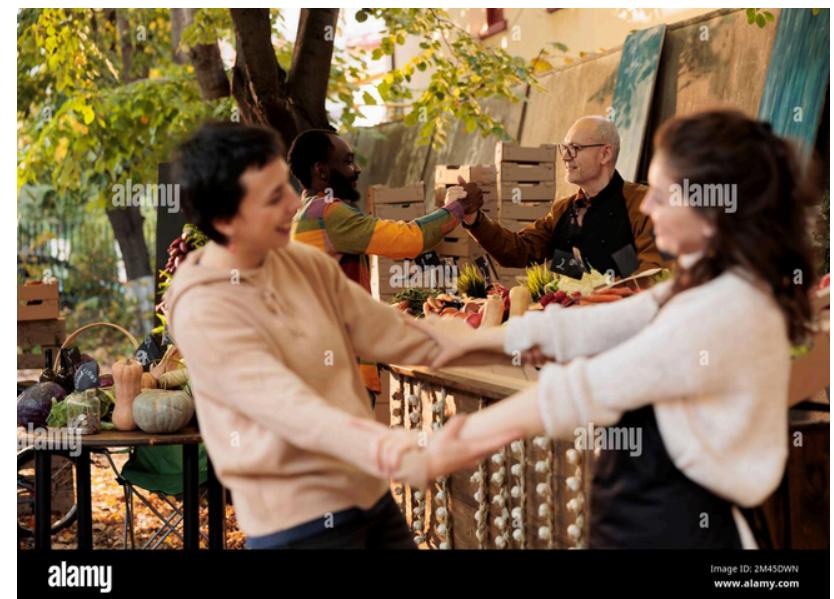
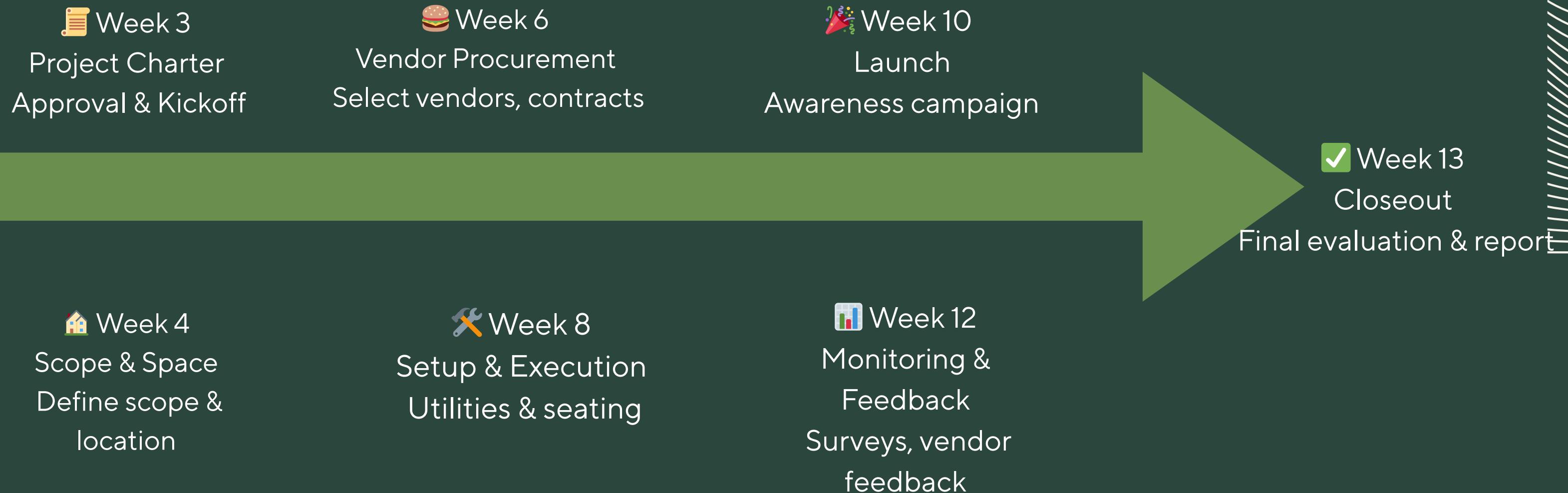


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# High-Level Timeline



# Conclusion

- Solves real food access issues at Downtown Campus.
- Improves convenience & satisfaction on campus.
- Generates revenue + supports local vendors.
- Scalable model with minimal risk.

