

INFOSYS 220 Assignment Scenario: FoodFriends

What's happening today

Social, cultural, economic, and policy changes have all affected women's participation in paid work in varying ways over the last few decades. In the last 20 years the labour force participation rate of women has increased from 54.5 percent (June 1994) to 63.3 percent (June 2014) (Flynn & Harris, 2015). Statistics show that the number of working mothers in the New Zealand workforce is on the rise. A survey run by Regus, that operates business centres around the world found that three out of four New Zealand respondents "value the experience and skills of mothers coming back to work after having children", the highest result of any country in the survey. However, "When you're a returning mother you have to juggle everything. You know you have only so many hours to work, so your output is higher. There's a lot less chit-chat around the coffee machine" (Casey, 2015).

This growing trend means that working couples have to manage the household as a team. One such couple is Ashley McQueen and her husband. Their determination and passion to make every day mundane tasks simple and convenient have lead them to create their own start-up named FoodFriends. FoodFriends is a business platform with the fundamental aim of offering customised services. Ashley is a working mum herself and is championing her business venture as the CEO of FoodFriends supported by her husband, Simon McQueen the Executive Director of the company. Both husband and wife form a board of directors with six other individuals who have invested in their company.

FoodFriends Business Concept and Requirements

The FoodFriends business concept relies on partnering with a variety of businesses dealing with food to make it a one stop shop for families with working parents or individuals. Their ultimate goal is to play their part in creating and supporting a society that is more sustainable and less wasteful. Specific business goals for FoodFriends include but are not limited to: offering a solution to shop for food online; have it delivered daily for freshness; organising and planning recipes and daily menus; and helping overcome the issue of food wastage in households. The sizeable business concept calls for careful requirements gathering to make this project a success. FoodFriends have come to you, the future Business Analysts in INFOSYS 220 to help them take the next step in making their business venture and goals a reality.

Typical Scenario

To help achieve a fruitful first meeting with you, Ashley has prepared a scenario to demonstrate the problem statement. This is also to give you an insight into the problem that sparked her vision for this project:

Ashley is a busy working mum with 2 kids. She loves preparing food for her family but it is also one of the tasks that frustrates and stresses her out given her busy working schedule. A number of factors and problems are associated to this:

- 1. She enjoys food and grocery shopping but it is now a tedious and time consuming chore that takes away from quality time she could spend with the family.*
- 2. She spends too much time deciding what to cook based on the ingredients she has.*

3. *She often ends up throwing away unused foods and ingredients in her fridge and pantry because of the lack of time for planning.*
4. *Based on the problems above, she signed up for [My Food Bag](#)*, which is a great solution to her problem, but is not very sustainable as it is quite expensive.*

Ashley has now resolved to go back to planning the menu and food herself. She has a great recipe application on her phone that she uses to manage her recipes and save new ones. She has also decided to use the countdown shopping application to buy her weekly groceries and get them delivered to the door. However, she manages another shopping list for the more specialised groceries from the Asian supermarket. This means that some of the problems she was facing, persist.

She dreams of having a simple solution that helps tick off all her problems above - a solution that helps her to plan a good menu, purchase groceries online, get them delivered to her door step and minimise food wastage, all at an affordable and sustainable cost.

**You may visit the My Food Bag website (<https://www.myfoodbag.co.nz/my-food-bags>) to see details of how this product and service works.*

FoodFriends Vision and beyond:

FoodFriends, “a one stop easy food solution” is the vision Ashley and Simon have. However, they know that it will take numerous iterations and time to develop a comprehensive system. To kick start the project with the fundamental services, a piecemeal method is encouraged.

Specialised platforms solution:

1. Platform for: Food shopping
 2. Platform for: Delivery services
 3. Platform for: Recipe Organiser services
-
1. Food Shopping

FoodFriends is set up as a marketplace where merchants are invited or applied to participate as a seller within the Food Shopping platform.

 - a) Listing of stores (online or storefront) that will allow merchants to join FoodFriends as partners.
 - b) FoodFriends will check on the requirement and quality of the supply before accepting a merchant.
 - c) Pricing of items will need to be approved by FoodFriends before it can be listed or updated.
 - d) Users can add multiple stores and create a composite shopping list.
 2. Delivery services
 - a) FoodFriends will provide door to door delivery services to their customers.
 - b) Delivery services are run by the logistic partners.
 - c) These services are differentiated and targeted for different areas/suburbs.
 - d) Pricing are included as standard price.
 3. Recipe Collections
 - a) FoodFriends will provide an extensive library of recipes that clients can choose from.
 - b) It allows personalisation where clients can ‘collect’ recipes and add notes to it.

- c) New recipes can be shared and rated by users.
- d) Loyalty incentives are targeted to attract and retain users.

Examples of similar businesses and services:

<https://www.myfoodbag.co.nz/my-food-bags>

<https://www.lazyaz.co.nz/>

<https://www.mercato.com>

<http://myhomefoodie.co.nz/new-online-food-marketplace/>

<https://www.goodeggs.com>

<http://www.taste.com.au/>

References

Casey, A. (2015, July 27). NZ named best place for working mothers. Auckland, New Zealand.

Flynn, S., & Harris, M. (2015, February 23). *Mothers in the New Zealand workforce*. Retrieved from Statistics New Zealand:

http://www.stats.govt.nz/browse_for_stats/people_and_communities/Women/mothers-nz-workforce.aspx