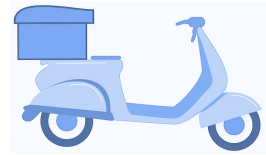**DeliverEase - Case Study**

DeliverEase is a comparative price checker for food delivery services, wait times, and prices. The software is cloud based and will run as an app on Android and iOS.

Background
Elwood and Jake Blues have recently gotten out of prison. While they are not programmers and have little interest in learning coding, they have come across a clever new app to solve the frustrating problem that food delivery aficionados everywhere suffer from: high costs of food and delivery compared to picking up at the restaurant along with long wait times, confusion about tipping, and other annoying issues. They are looking for a consultant to build the system for them and maintain it indefinitely.

There are so many food delivery apps available now it's difficult for customers to figure out which service has the best deal for which restaurant or type of food, or who will be faster if speed is more important? Who has a coupon going?

The main food apps to be interfaced in the first version include:
Grubhub, DoorDash, and UberEATS

The secondary food apps to be interfaced in the next version include:
Postmates, Instacart, Gopuff, ChowNow, and AggieFood.com.

The idea is that instead of the user checking a bunch of different apps, they simply log into DeliverEase and enter their restaurant/menu item and all connected delivery apps will appear on a list with their delivery times and costs. The system should use fuzzy logic so that users don't have to be too specific. For example, they might enter Fuego Beef Taco and that could bring up anything related to beef tacos from the Fuego menu, such as the Rock Star, the King, and Dr. Pepper Cowboy. The user would then select the specific item and then the comparison list with prices and wait times would appear.

Users would set up the app by entering their account information for each food delivery app they use. When DeliverEase makes the API calls, they use the customer's own logins and any preferential pricing or coupons they might have attached to their account.

The user would then choose which items they wanted and as many different items from that restaurant they want. These would go into a cart and upon finishing their order, the cart would then transfer over to the selected delivery service and open that app on their phone. DeliverEase would hold no credit card or financial information, however, it would store ordering information.

The app will be available in two versions: free with ads or 1.99 per year to be ad-free. Another revenue stream is selling anonymized user data to companies and research

organizations. That requires the data to be easily accessed, manipulated, visualized, and exported.

DeliverEase is a remote work organization. First housed in an old abandoned orphanage in Chicago, there are now no permanent offices and everything is done remotely with cloud platforms, Zoom, and other distance-work solutions. Besides Jake and Elwood, there are other employees: Reverend Cleophus, Curtis, Mystery Woman, and Burton Mercer.

Users of the app are the typical food delivery app users. The system should be very easy and intuitive for the users of those other systems to navigate and order from. Jake is also concerned that too much data on a tiny phone screen will be hard to read.