Topic: Local Food Service Web Page

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1. Problem Background

When searching for a local food service such as a restaurant, fast food, food truck, coffee shop or any other, people may be interested in having a look at the menu first. Most of the time, to find the menu, customers encounter a Facebook page with the information dispersed through different posts. The biggest setback is having to search for the menu within the page's photos. This is problematic since menu options, or their prices may change. Another setback is trying to figure out what the content of the images state. Pictures mostly show up as too dark, too bright, too blurry, or with a hard to read handwriting.

3. Target

- Provide a free to use platform for local food services to create their own pages.
- Promote local business and help organize their information.
- Provide proper orientation on how to create an account and design their page.
- Make menus easier to showcase, categorize, and update.
- Customers may create an account and receive updates from their favorite places.

5. Causes

- Root Cause: Food services will have to invest money into making their own webpage. (Ex. McDonalds, Burger King, Wendy's, etc.)
- Food services want to showcase their latest menu options, prices, location, phone number, deals, etc.
- Food services (staff/owner) find it easier to post pictures of their menu on their Facebook page.
- Food services (staff/owner) do not know how to make their own webpage.
- Creating a Facebook page is free and easy to accomplish.
- Facebook is a social media that provides a space for customers to leave comments.

2. Countermeasures

1. Make the product free to use. Account creation will be cost-free.
2. Provide proper orientation on how to create accounts and design pages.
3. Showcase features from the business account's perspective and features from customer account's perspectives.
4. The product will have a feature to leave comments for customer/business interactions. This may produce improvement in services.

4. Check/Evaluate

- Success will be determined by the uprising of user logins and continuously growth of accounts.
- Growth in food services is another factor of success.
- Failure will be determined by lack of users, lack of interest by food services and/or not resolving the root cause.

6. Act/Standardize

- For further success with the product, user feedback will be taken into consideration.
- Promote our product and its services to different food services.
- Continuous updates to improve performance and comfort for users.
- Developers should have increased their programming and development skills for better quality of current and future projects.