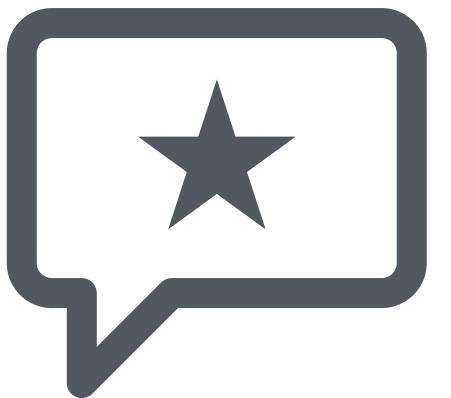


RU Hungry? Mobile App by SynApps

Tawfiq Thahiru, Randall Newman,
Farhad Soomro, Nicholas Vuono,
and Vincent Calabrese

Enter





SYNAPPS

We are **SynApps**, a company focusing on creating mobile applications for our users.



FOCUS

Our consulting firm's **focus** is to help our clients expand their presence by implementing mobile technologies and services.



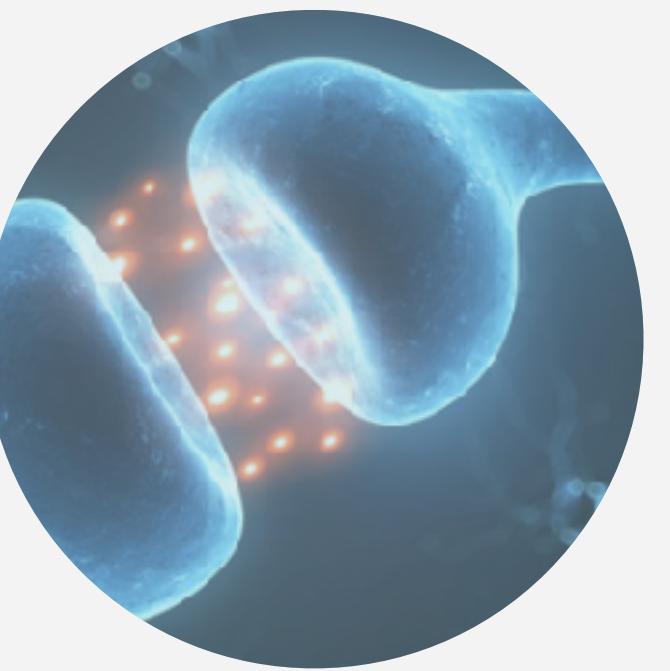
Who We Are

SynApps is an IT consulting firm that focuses on providing Customer Relationship Management service through the form of mobile applications to solve an organization's problem and/or extend its value.



Synergy

The word **synergy** means "the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects."



Synapse

Combining "synergy" with "applications" like "SynApps," it begins to sound like **synapse**.



SynApps

Just as a synapse transfers signals from neuron to neuron, **SynApps** will synergize with your organization to transfer our technical applications in a way that, when combined, will produce a greater effect in the end to help fulfill your technical needs.

What We Do

Provide applications that will provide:

- Improved customer satisfaction
- Improved business efficiency
- Expansion of customer base
- Enhancement of sales and support systems





Client: RU Hungry?

FAT SANDWICHES

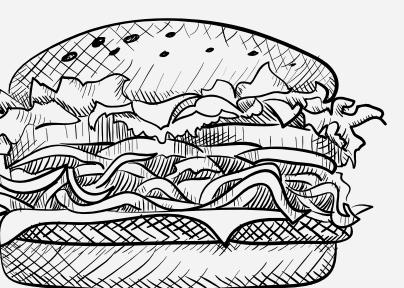
OTHER



Well known food establishment on College Avenue that mainly serves college students.

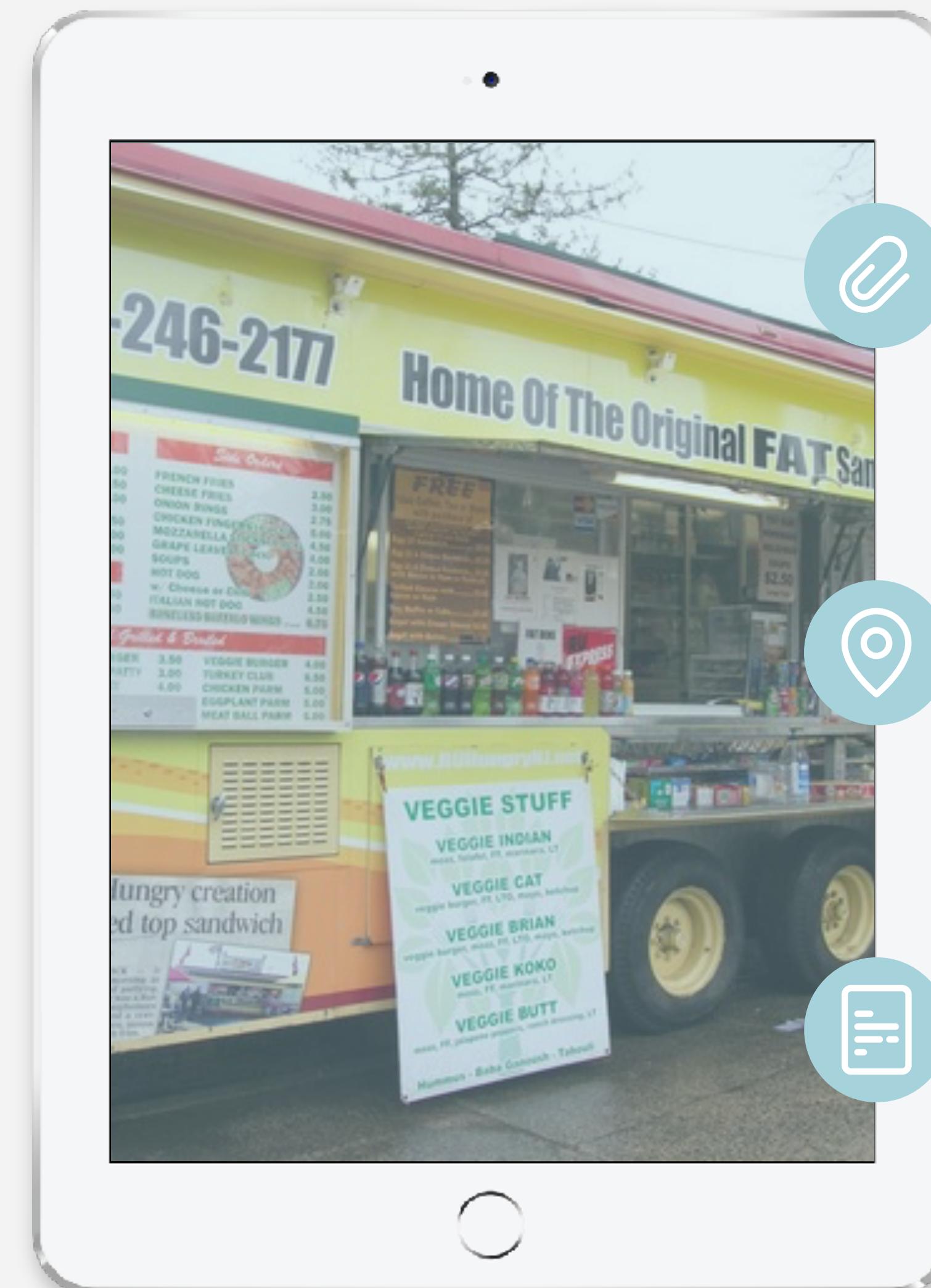


Famous for their selection of **fat sandwiches**, but they sell other great food items as well.



Their original "**Fat Sandwich**" was born in 1979 and was presented as the Fat Cat at the RU Hungry food truck.

THE PROBLEM?



MODERNIZATION

RU Hungry organization is looking for new ways to extend their digital presence on campus.

EXTEND VALUE

RU Hungry? is looking to improve and develop a better business opportunity.

GROWTH & EFFICIENCY

Also wants to make their processes more efficient, and grow their following around a localized area rather than having to move place to place in a grease truck.

OUR SOLUTION

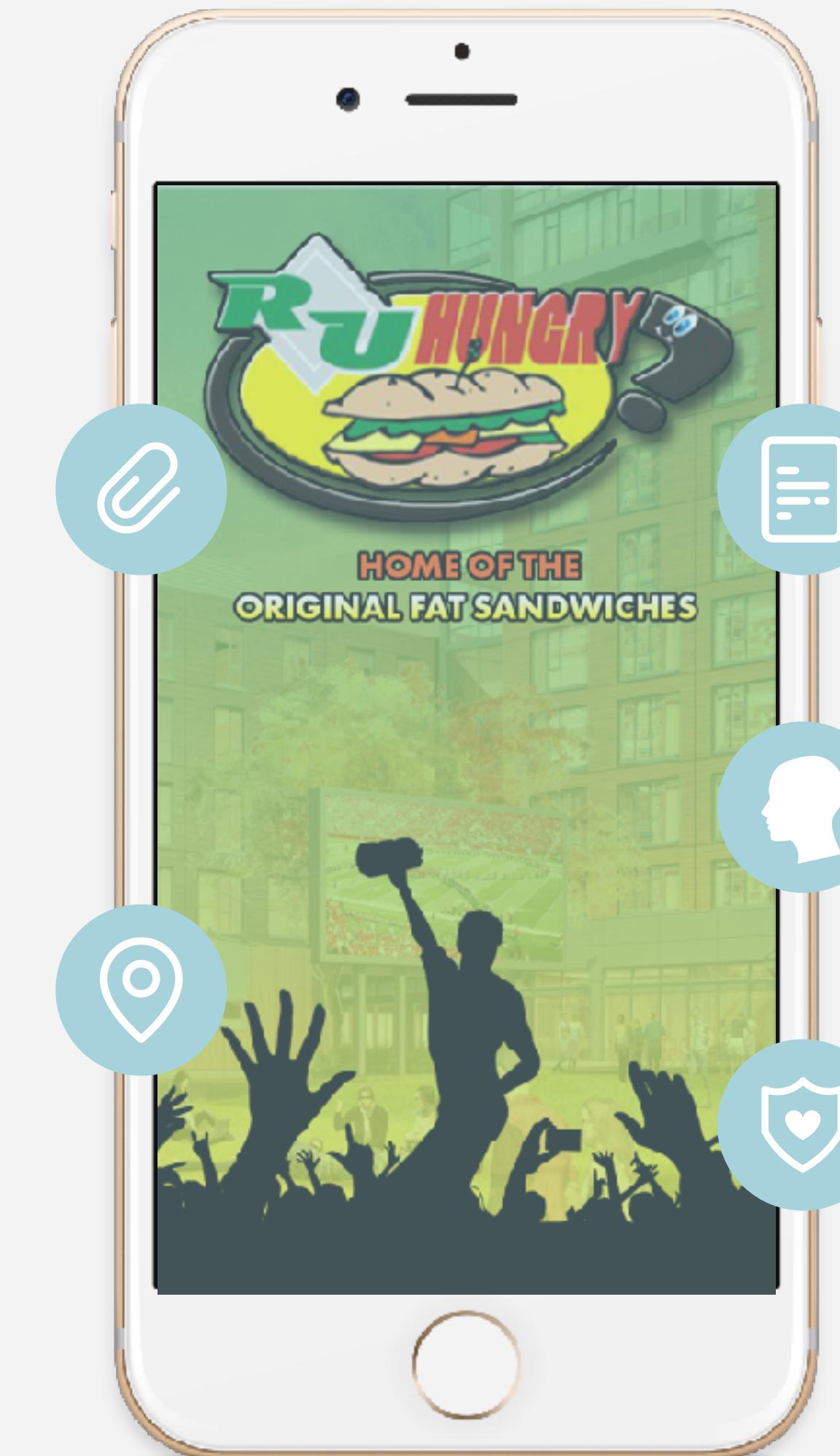
SIMPLE. MODERN. INTERACTIVE.

CUSTOMIZATION

Users can customize their own fat sandwiches and fat salads, adding personalization and convenience.

TRACKING ORDERS

Users can monitor their order through the use of GPS.



INTERACTIVE MENU

Easily order items with just a tap on the unique touch-smart menu.

SOCIAL SANDWICHES

Users can submit their very own fat sandwiches or salads and top the leaderboards to win awesome promotions.

HEALTH AWARENESS

Users can check out the nutrition facts of each item by holding down on it, allowing them to monitor their intake.

Team 4 SynApps

RU Hungry

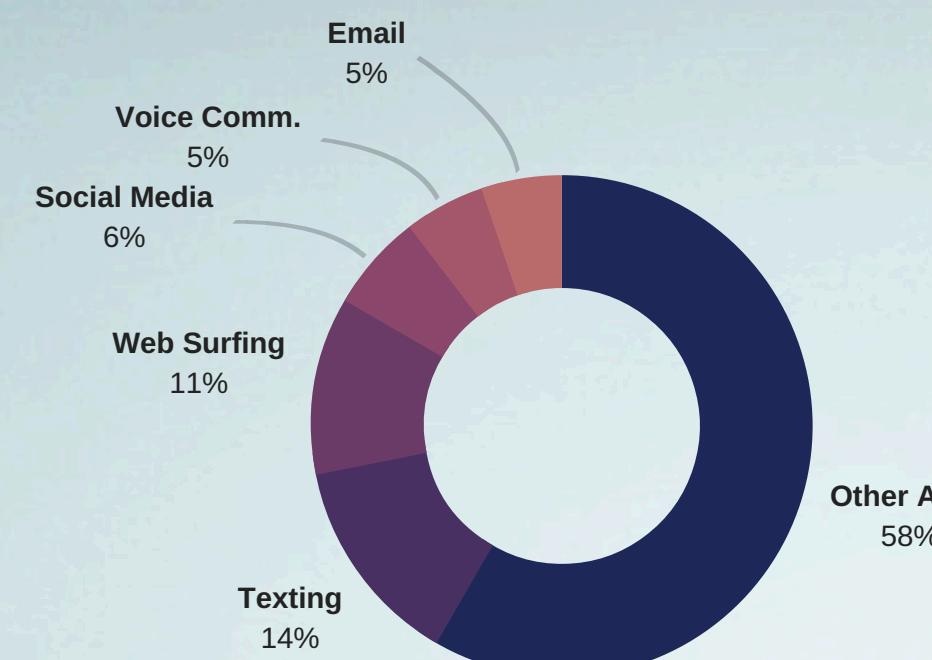
Authors : Tawfiq Thahiru, Randall Newman, Vinny Calabrese,
Nicholas Vuono, Farhad Soomro

The Problem

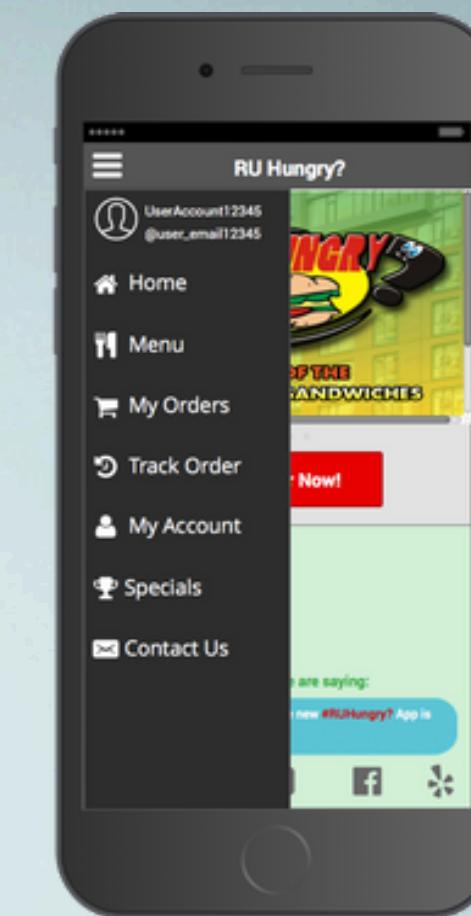
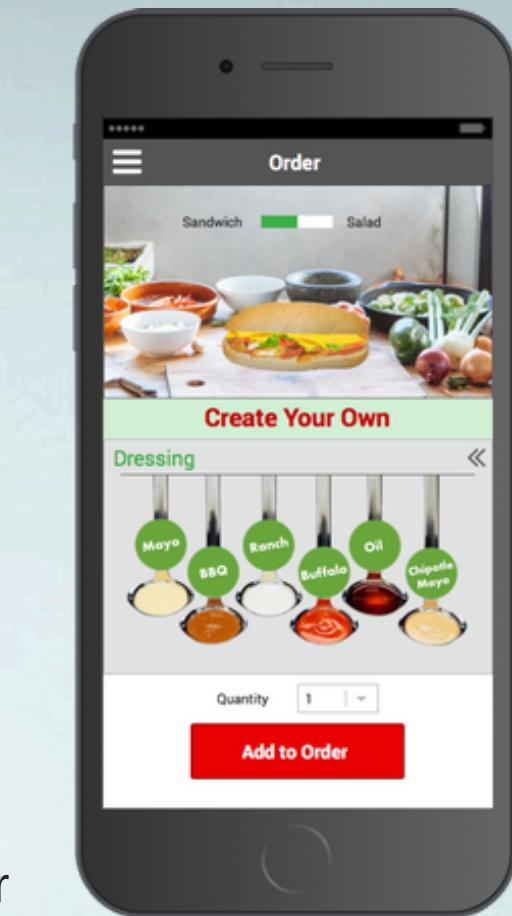
RU Hungry lacks a mobile presence and the ability to cater to the thousands of people wanting a convenient way to order a Fat Sandwich.

Mobile App Distribution

Usage by Time



Source: Nielsen - State of Digital Consumer



The Solution



Extend the company's mobile presence by implementing the RU Hungry application

RU Hungry

"Our business was built right here at Rutgers University. We're an RU tradition. Our students consider us a "rite of passage", a true RU staple! Our business is our passion."

SynApps

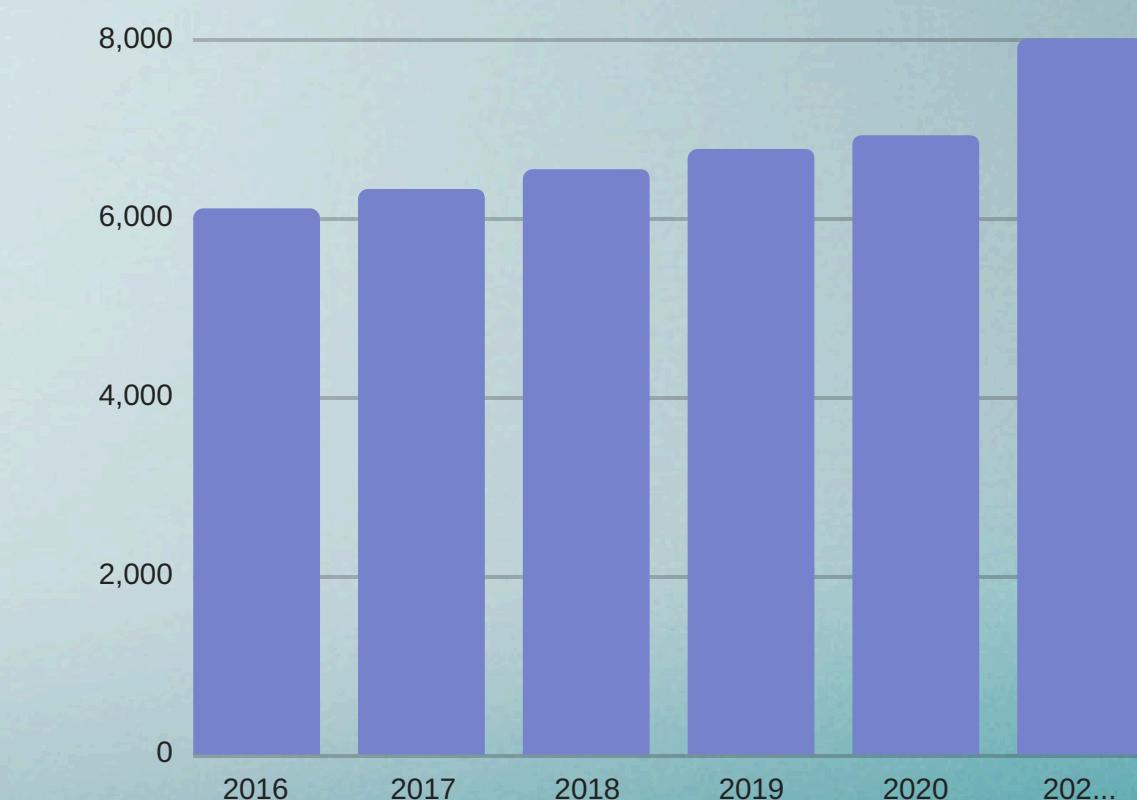


"Just as a synapse transfers signals from neuron to neuron, Synapps will synergize with your organization to transfer our technical applications and solutions in a way that, when combined, will produce a greater effect in the end to help fulfill your technical needs."

The Difference

- Customization
- Interactivity
- Group Ordering
- Social Leaderboard
- Rewards

Mobile Growth



Source: <http://www.radicati.com/wp-content/uploads/2016/01/Mobile-Growth-Forecast-2016-2020-Executive-Summary.pdf>



Why Our Mobile App?

CUSTOMER ENGAGEMENT

PERSONALIZATION AND CONVENIENCE

Our solution will promote their fabled past and continue the journey into the future.

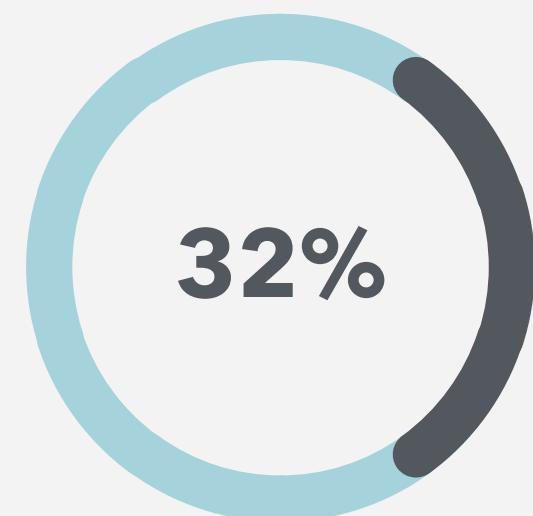
- It will keep customers engaged with the business and offers a personal site for their brand.

- Offers a fun and efficient way to order food and interact with the client.

- Provides great convenience to college students and offers more functionality than EatStreet and Grubhub.

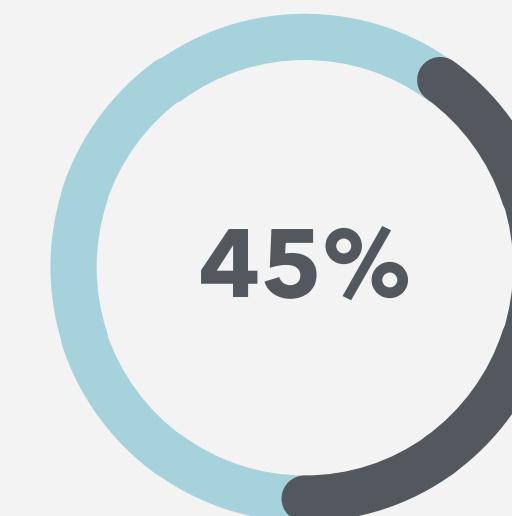
- Nutritional facts on each item allow students to consider RU Hungry? as a healthy alternative.

INNOVATION



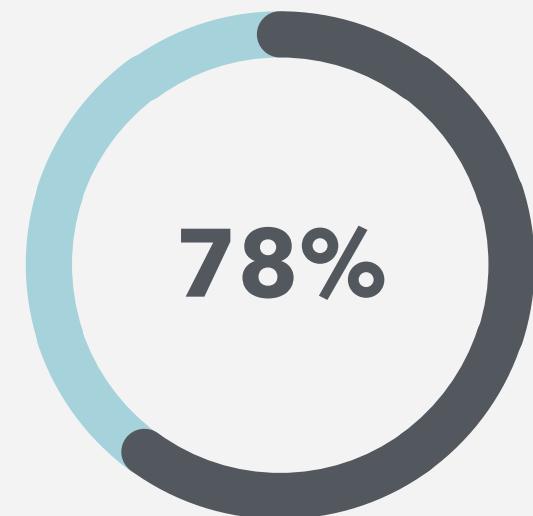
REAL TIME TRACKING

Users can dynamically track orders instead getting only a time approximation of when your order is going to arrive.



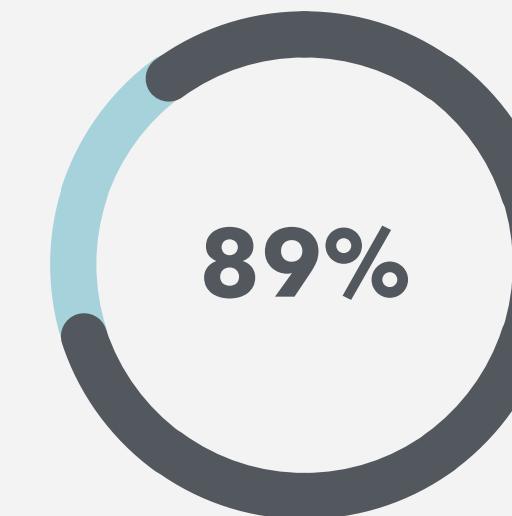
REWARD SYSTEM

This is an **incentive** which none of the other apps have.



HEALTHY ALTERNATIVE

Users can see that RU Hungry? can be healthy, therefore expanding sales and customer base of the business.



CUSTOMIZATION/ ENTERTAINMENT

We made a "create your own feature" where the picture/recipe with the most votes on the **top 10 leaderboard** gets their sandwich on the menu until someone else wins.