

Determining Target Customers:

There are two types of customers for HandyEat App. We will be targeting first type of customers as college students and office employees who usually have limited time for lunch or dinner in weekdays. The second type of customers is restaurants which provide dine-in service are nearby (how nearby? 1 mile?) college or large office population (what is a large office population? Have 300 office employees within 1 mile?). (May need data support?)

Analyzing Customers' Needs:

For our first type targeting customers, college students and office employees, sometimes have very limited time for lunch or dinner in weekdays due to their class schedule or company lunch time policy which leave them not too many choices for food. By (interviewing students or data support?), most of them will choose (fast food? Or bring homemade food?). The primary reason for those who do not choose dine-in restaurants on workdays is the shortage of time.

Like bus has rush hour schedule, busy dine-in restaurants nearby college or large office population have rush our schedule as well. By given the same amount of facilities and fixed number of waiters at restaurants, improving table usage is a key to maximize profit. Moving more customers in and out of the door during peak hours will deliver higher revenue. However, customers' feeling is critical as well. When you are moving them in and out of the door, you do not want them to feel they have been rushed. Therefore, improving table usage and being hospitable simultaneously is significant.

Analyzing Market's Scale:

We will use twin city area as our first marketing target as there are enough college students, office employees and restaurants which provide dine-in service to become our first trial. Marketing scale will be varying along with the development of HandEat app. It can be extended if we are extending our targeting customer groups or if the customers feedback is encouraging after the first trail.

In twin cities area – there are ### college and ### restaurants provide dine in service. (Not able to find the number of dine in service restaurants. Limited to data source maybe one of our largest constraint?)

List of colleges in MN by county: <http://www.univsource.com/mn.htm>