

Completed Task:

1.1: 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. The second type of customers is Chinese restaurants which provide dine-in service.

1.2 + 1.4: Analyzing Customers' Needs & Listing Potential Deliverables – College students and office employees need to be able to dine-in at Chinese restaurants within a short time. Restaurants need to improve table usage and reduce the cost of workforce.

1.3: Analyzing Market Scale – We will use Twin Cities as our first marketing target as there are enough colleges and restaurants in this area. Based on the data we collected so far, restaurants are a driving force in Minnesota's economy.

Whether you are ahead or behind the schedule:

We are stick to our schedule for task 1.1 – 1.4. After 4 weeks study and research, we have had a good understanding about what deliverables we want to achieve via this HandyEat App. By determining target customers and analyzing their needs, we have known what features our App should include to help customers to gain a big win in their life activities or for their business. Our goal is to allow college students and office employees to seat, eat and make payments themselves on their mobiles to shorten the waiting time for dine-in services and to improve table turn-over rates at restaurants. Task 1.1 – 1.4 should be good to go in current phase. We may do further research on statistics to make our analysis more solid if necessary in the following phases.