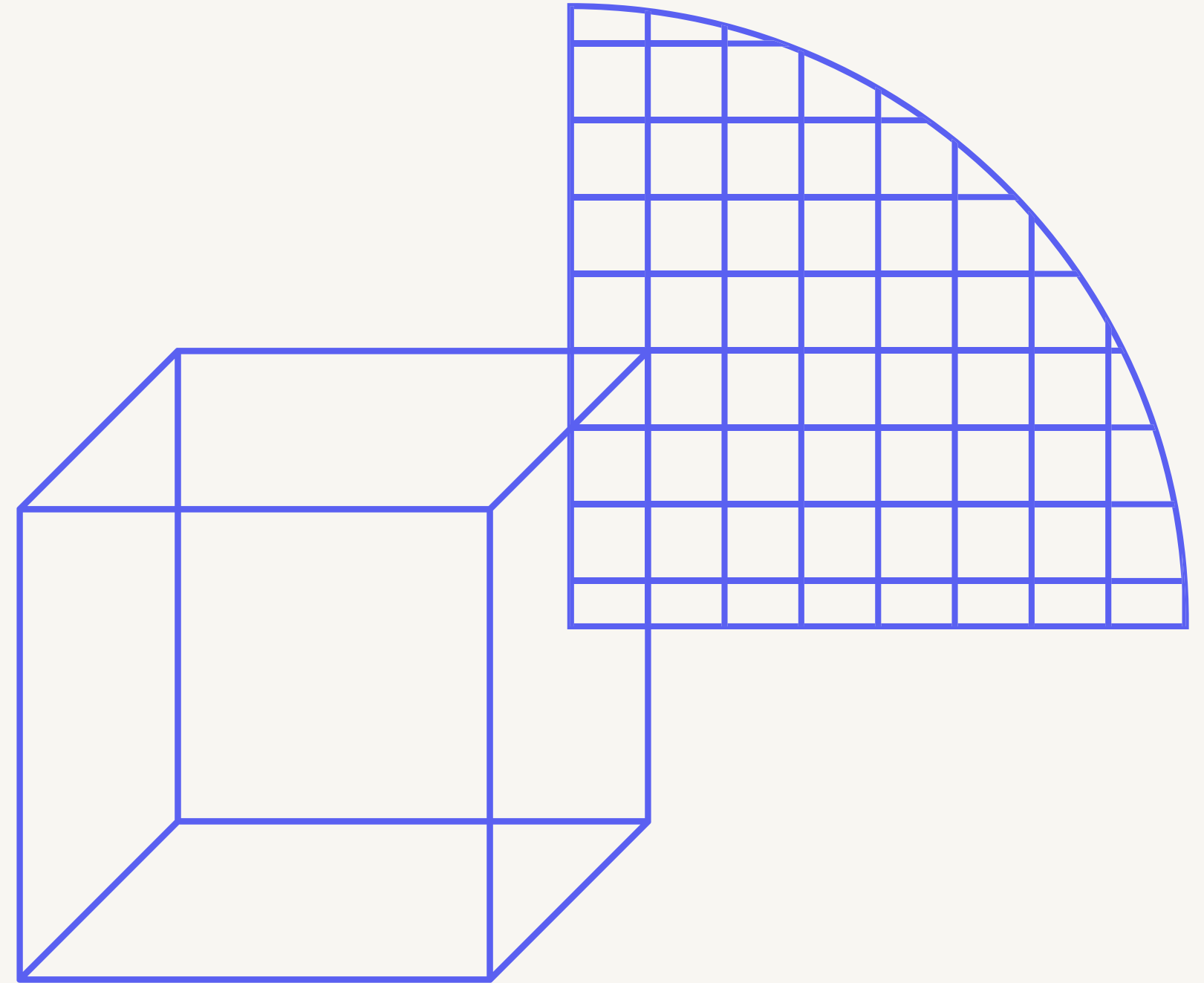
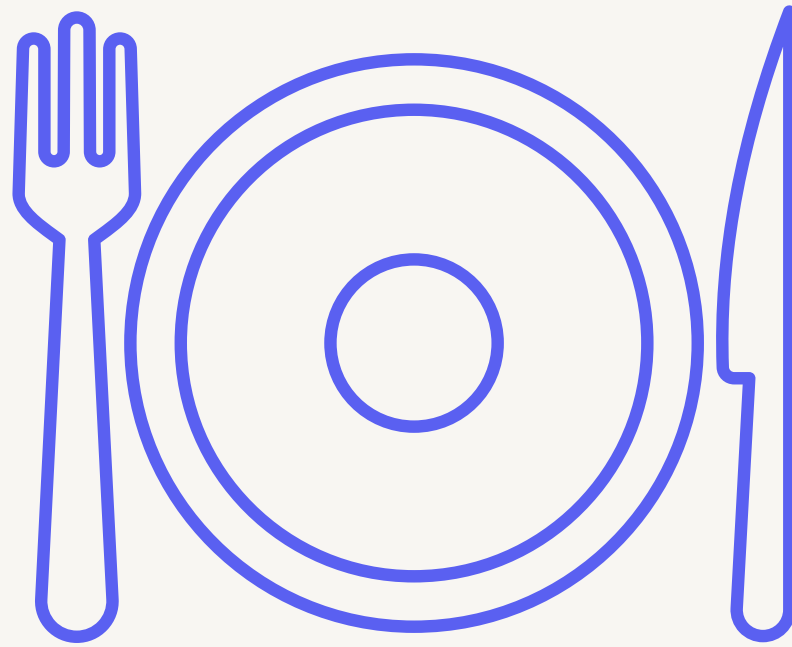


MILESTONE 1







“Let’s order food”

What's the process like of ordering food online?

 You add your items to your cart

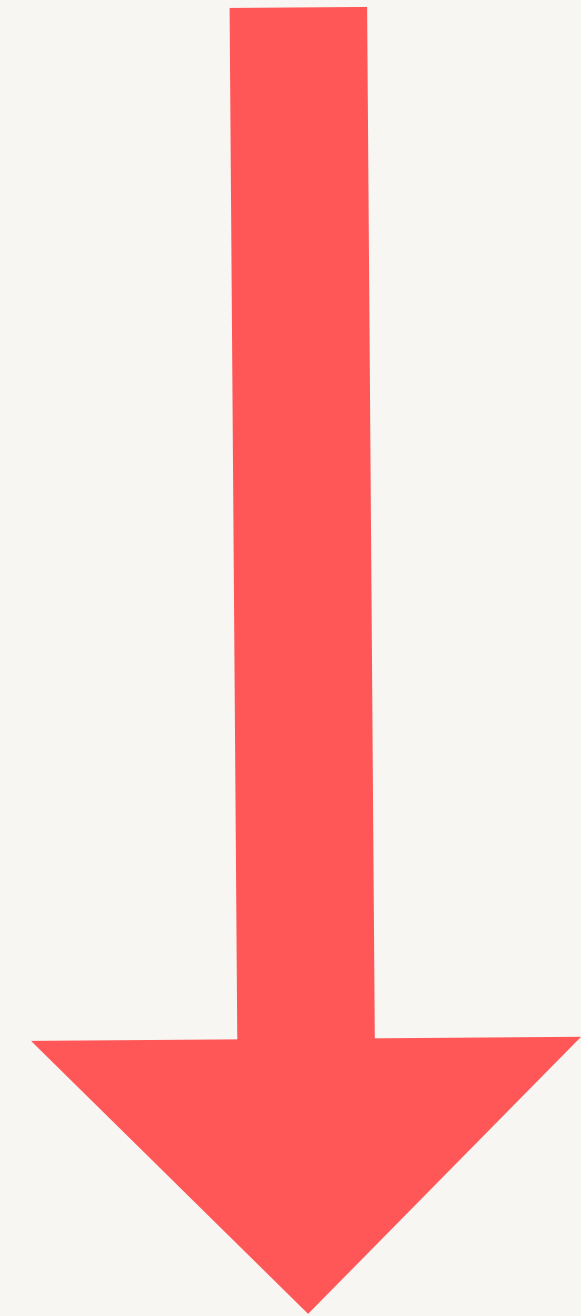
 You pay for your items

 The restaurant receives your order, prepares it

 A delivery driver picks it up, drops it off to you

Restaurant's Perspective

-
- + You add your items to your cart
-
- + You pay for your items
-
- + The restaurant receives your order, prepares it
-
- + A delivery driver picks it up, drops it off to you



Introduction

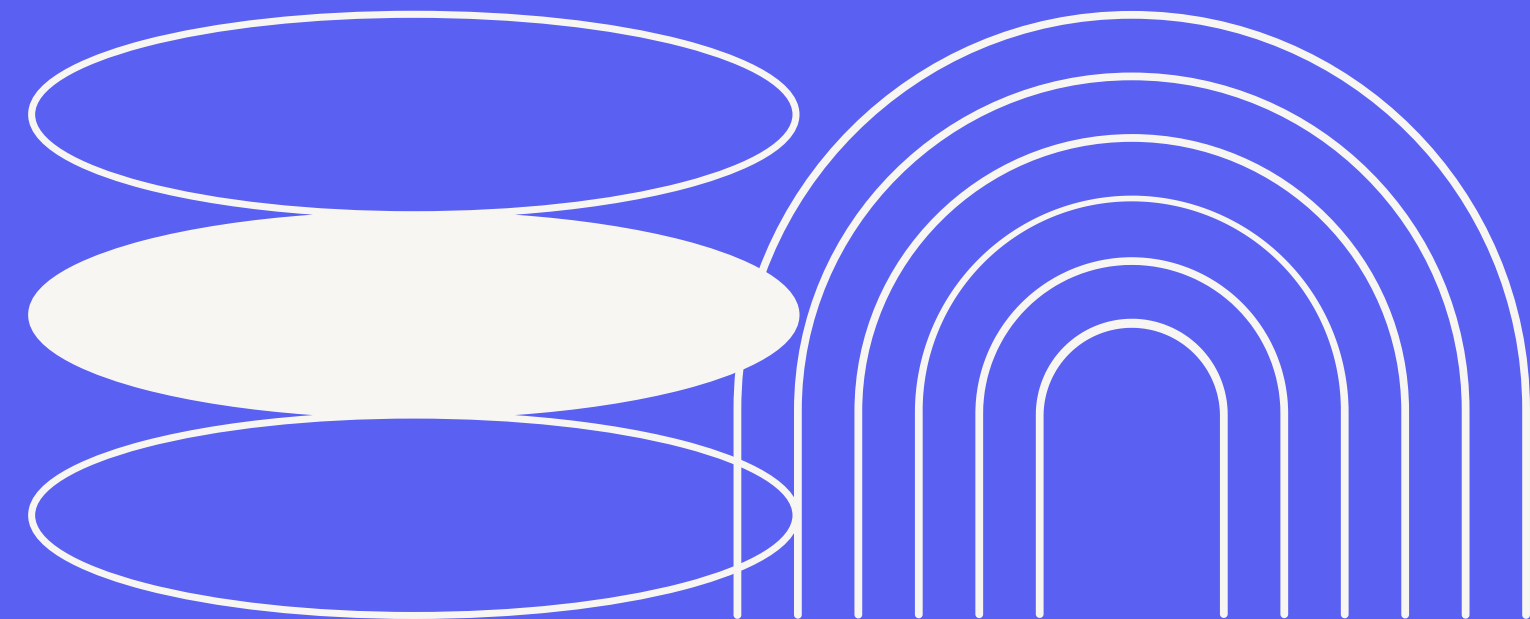
TOPIC SUMMARY:

I have chosen to target restaurants who operate through completing online orders placed on delivery platforms like Uber Eats, GrubHub, Postmates, DoorDash, Caviar, etc (sometimes through all of them).

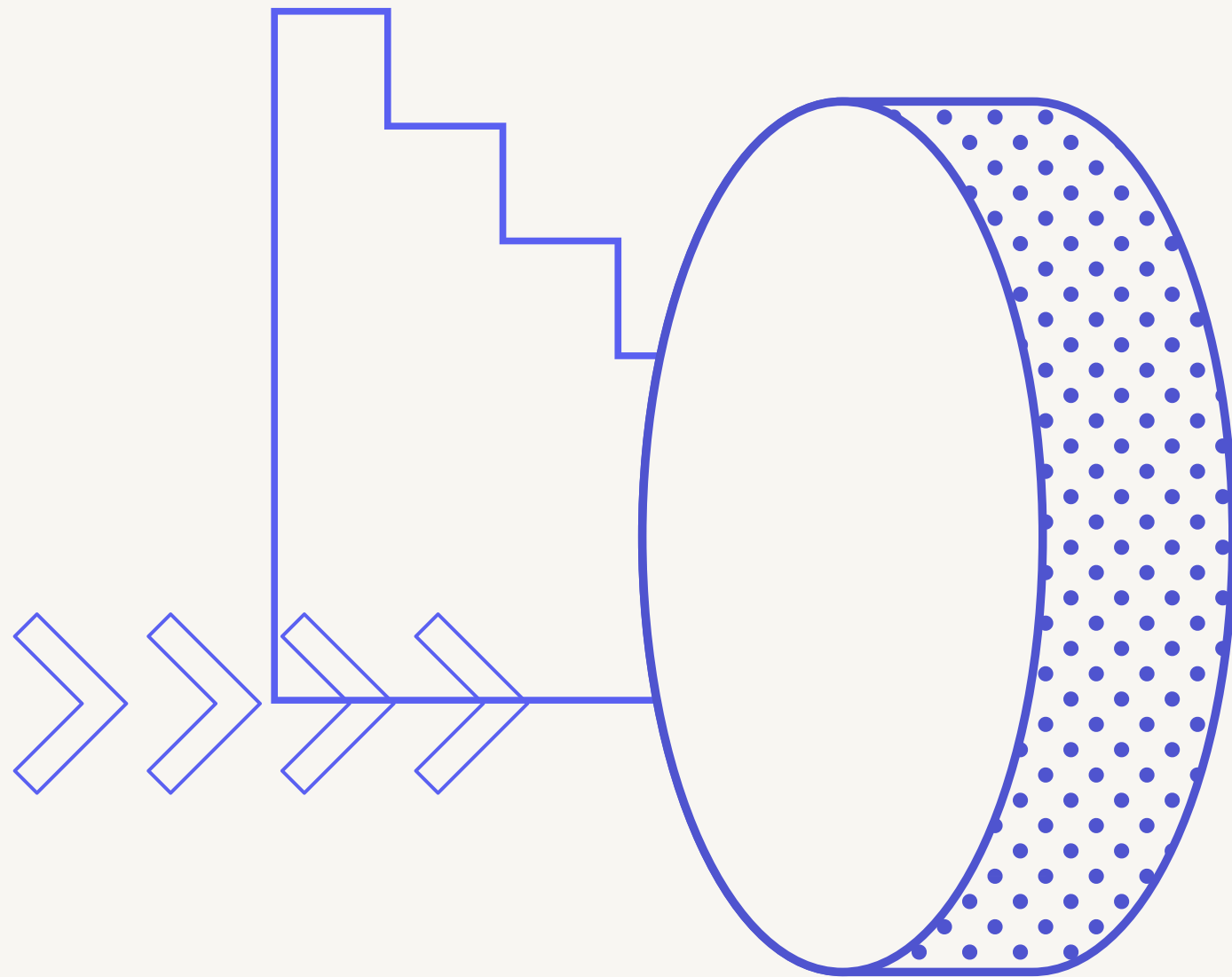


The Solution

A seamless experience that restaurants can use to complete online orders from any delivery app. The goal is to create a platform that allows restaurants to welcome orders, edit menus, change hours, place promotions and so much more in one place.



Initial In-Field Research



5/7

USE ONE DEVICE FOR EACH DELIVERY
PLATFORM THEY'RE ACTIVE ON

2/5

TRIED TO USE AN ALL-IN-ONE
PLATFORMS, BUT HAVE HAD POOR
EXPEIERNCES

Why Poor Experiences?

RELYING ON ONE PLATFORM IS HARD

If it crashes, they're screwed because it's a disruptor of sales.

Most restaurants don't want to have all their eggs in one basket (online orders is a large % of sales).

CUSTOMIZATION IS KEY

All-in-one platforms have interfaces that make it hard to deal with online operations.

It basically increases clutter which = wasted time and effort.



Value Proposition

An all-in-one platform that is:



SECURE AND EFFICIENT

No delays, no system inefficiencies, no hassles!



SEAMLESS AND INTEGRATED

Allows for integration with all delivery platforms, concise interface.



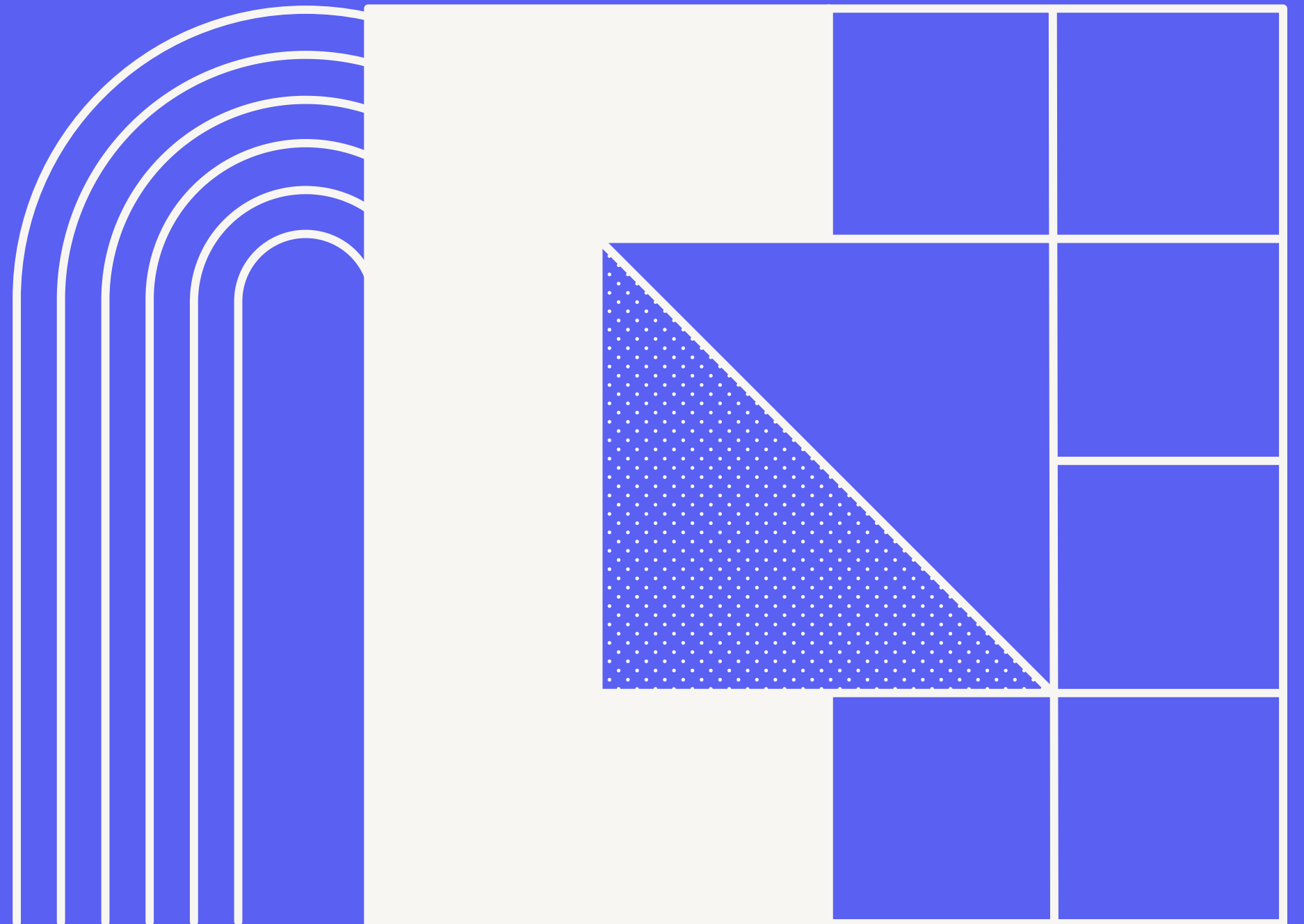
CUSTOMIZABLE

Customize restaurant promotions, availabilities and all other preferences under one roof.

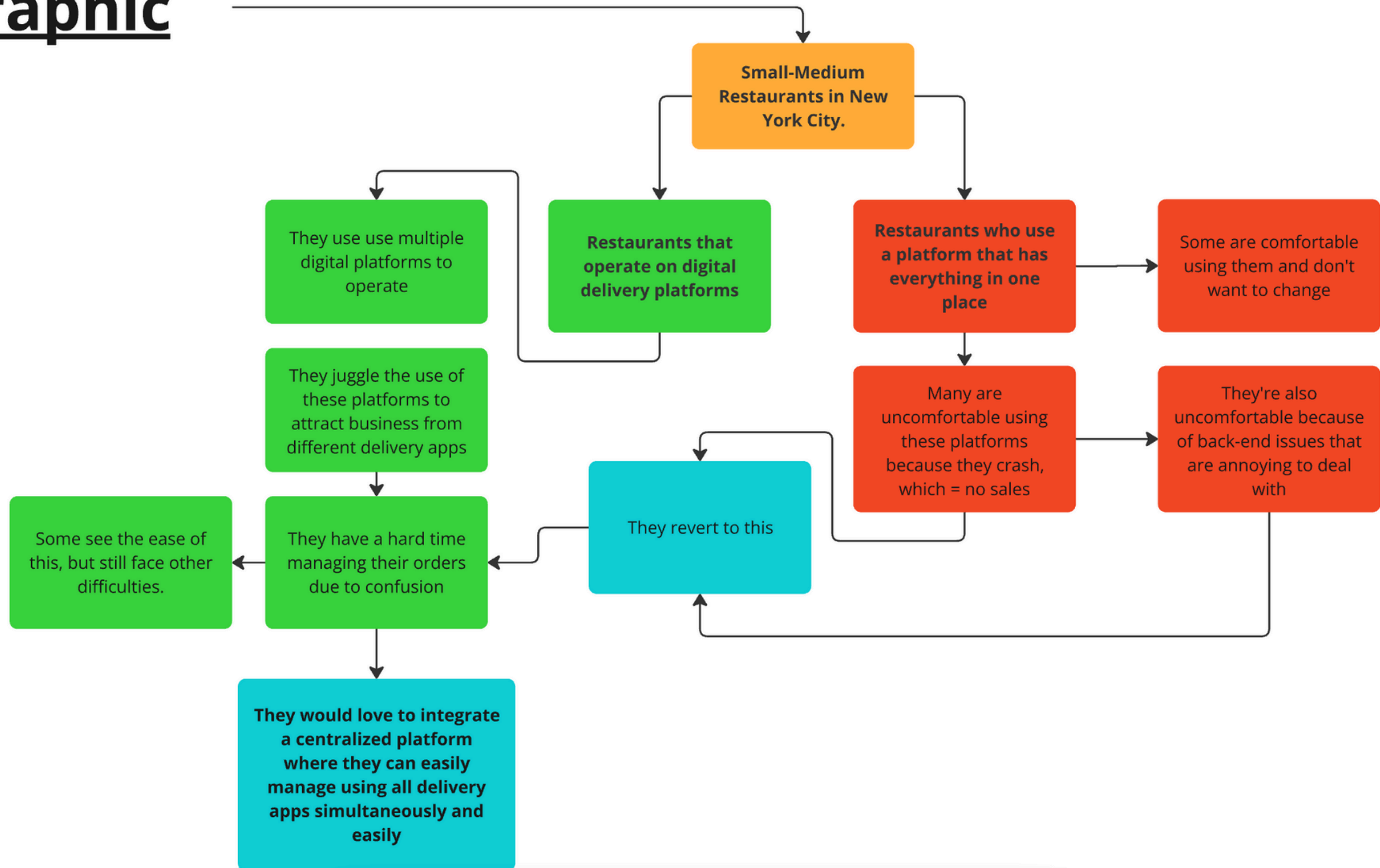
Target Audience

Small to Medium Enterprises, specifically restaurants in New York City who currently operate through online delivery-services (Uber Eats, DoorDash, etc.).

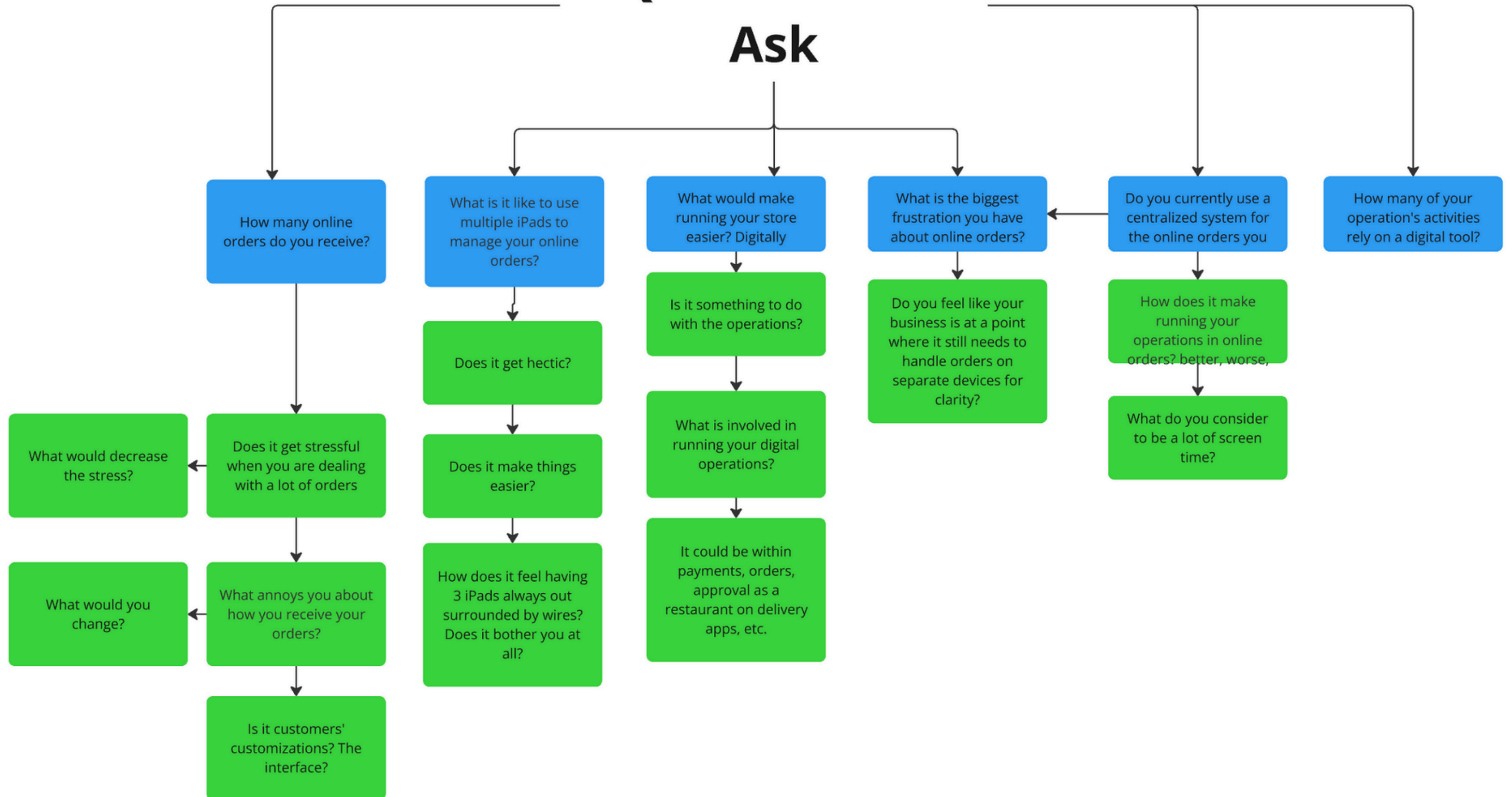
Multi-National Enterprises have their own systems for these services.



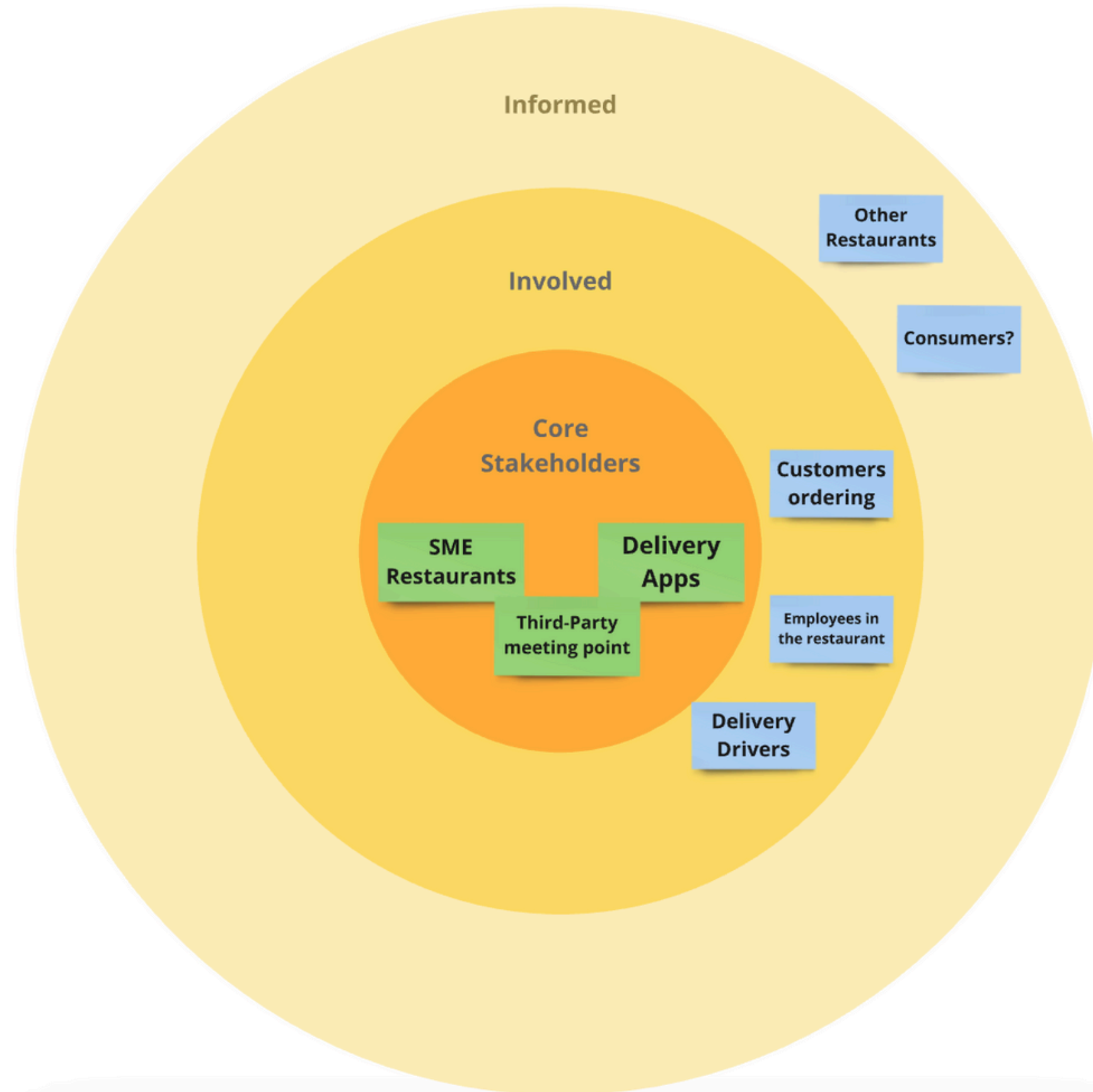
Demographic



Questions to Ask



Stakeholder Map





What's Next?

Research Question

How can restaurants improve their operations when dealing with online delivery services?

Competitor Analysis

Competitors gathered through brief interviews: Snack Pass, Toast, Relay.

Interviews

2 restaurant partners gathered so far:

Barraganluis1989@gmail.com

Jordanlperez13@gmail.com

Thank You