Crimson Caters

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Overview

- Simplify the process of getting food from food courts
- Consider difficulties students face with food courts
  - Class schedule conflicts
  - Transportation issues
  - Length of lines
- College students operate business with incentives
Overview

Value

- Observation skills
- Adaptation skills
- Passionate

Problem → Solution → Analyzing → Designing → Engineering
Solution

- An app with pick-up/delivery systems from food courts
  - Eliminates student conflicts
- Offer students incentives to deliver
  - Tips
  - Crimson cash & IBucks
  - Money towards on campus housing
  - Cash per delivery
Consultant/Analyst

- Gather research on what difficulties students face
- Partner with IU and present them our findings
  - Leads to more meal plans being purchased other than freshman
  - Provides more opportunity for students to use meal points
  - Eliminates students wasting money on a meal plan they didn’t max out
- Continue gathering information from students that we can relay to IU
Design Summary

- **Problem:**
  - Food courts can be slow/inefficient

- **Research:**
  - Students face class schedule conflicts
  - Weather conflicts
  - Transportation issues
Design Summary Cont.

- Prototype:
  - Shows average wait time per food court
  - Offers pickup or delivery
  - Reviews for each food court

- Future role:
  - User feedback to keep improving the app

- Solution:
  - Build an app that offers on-campus delivery services powered by I-bucks so students can save money
  - Allows students to get good residence hall food regardless of where they live
Engineer/Developer

- Code the app as an interactive website
  - Only the wireframe while the designer focuses on making it aesthetically pleasing
- Consider user feedback from the designer
  - Update code based on the feedback to appeal to a larger audience