

Pre-Store App

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Current Problem

- Students do not want to wait in line at the c-store
- Metz is not making as much revenue as they could be
- Students are going to off-campus businesses for food

Solution

- Pre-store - a mobile app that allows students to order their food ahead of time for pick-up, saving time and increasing Metz revenue

Value Proposition

- **Customer Satisfaction**

- Students can order very quickly or can take a very long time to decide
- Students can use flex dollars rather than their actual money

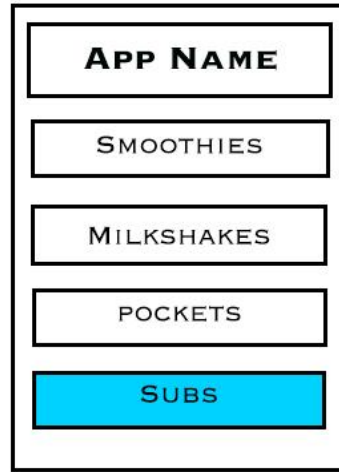
- **No misunderstandings or frustrations**

- With online ordering, all preferences are specified directly by the customer, so there is no room for confusions or misunderstandings

- **Convenience**

- Whether studying for a test or watching Netflix, anyone can place an order quickly and easily wherever they are.

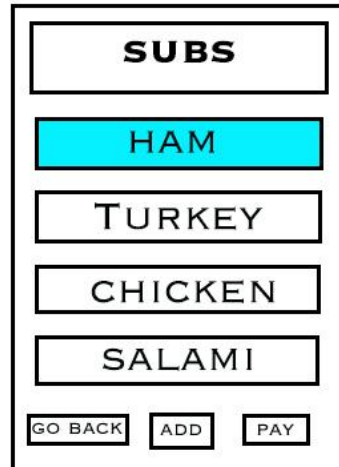
-On the home screen, the user selects the item of their choice.



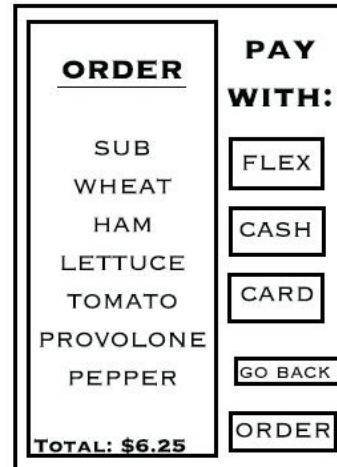
-When an item is selected it becomes highlighted.

-The user always has the option to “go back” to the previous screen.

-Select each item you want and click “add” to place it into your order.



-Select “pay” when you are ready to check out.



-If the user wishes to remove an item, they simply tap the item on the order screen and click delete.

-The user has the option of selecting their method of payment before placing their order for pickup.

Competitive Advantage

- **Location**

- On-campus → eliminates driving/delivery fees

- **Payment options**

- Off-campus businesses do not take flex dollars

E-Commerce Functionality

- This application will be available for iPhone and Android (other operating systems will be an additional cost)
- The app can also be accessed through the myLVC website for those on desktops or laptops.
- For security, it will ask users for their LVC information like email login.

Budget

- Costs and time depend on size of project
- Planning usually takes at least 10 hours
- Total amount of time would take around 300 hours
- Hourly rate: \$75/hr

Budget Continued

- Project: ~\$1,500
- Discovery and Wireframing: ~\$2,000
- Hybrid App Development using PhoneGap technology: ~\$10,000
- Back-end Programming, Database and APIs: ~\$5,000
- Quality Assurance and Refinements: ~\$2,000
- Deployment and Cloud: ~\$1,500
- Total (Android and iPhone): ~\$22,000

Revenue Model

- **Sales revenue**
 - Service is free to students → revenue through sales
 - Sales will outweigh upfront app-development cost

Conclusion

- Convenient way for LVC students to order their C-store food ahead of time for pick-up.
- Benefits students and Metz
- Competitive advantages
 - on-campus location
 - payment options
- Only available to college students due to security
- Available on Apple and Smart products.
- Total cost is estimated at about \$22,000 at an hourly rate of \$75.

Works Cited

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