MIS 430 INDIVIDUAL PROJECT

SCOTT COOPER

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Problem/ Opportunity

GetGo would greatly benefit from the implementation of an ordering system on the GetGo mobile app that would allow users to order food from their made to order cafe and pick up their order when it is ready. The current process involves a large amount of on-site wait time, where the user simply stands in the waiting area of the café waiting for their order to be prepared. This would be similar to many other successful mobile ordering systems, such as Domino's Pizza or Sheetz. Adding this feature to the existing mobile app would make getting food at GetGo locations more convenient for customers, making them more likely to order from the store in the future. It would also make the ordering system more efficient and faster, especially during peak hours.

Email to Giant Eagle CEO

Laura Karet, CEO of Giant Eagle, Inc.

101 Kappa Dr.

Pittsburgh, PA 15238

Dear Ms. Karet,

The rise of mobile technology has revolutionized many industries by changing the way businesses and customers interact. The food service industry is no exception. Several prominent and large food establishments have adopted mobile technology in some way, most commonly in the form of an app that allows customers to place orders at the location of their choice. I am proposing that GetGo adopt this model by implementing a mobile ordering system to the existing app for their Café locations.

Currently, the only way for customers to order from cafés is through on-location touch screen kiosks. While this model has proven to be effective, introducing a second off-site ordering model would increase efficiency and customer convenience while also decreasing customer wait time and in-store traffic, especially during peak ordering hours.

Implementing a mobile ordering system for GetGo café locations would improve the user experience and could draw in more customers.

Regards,

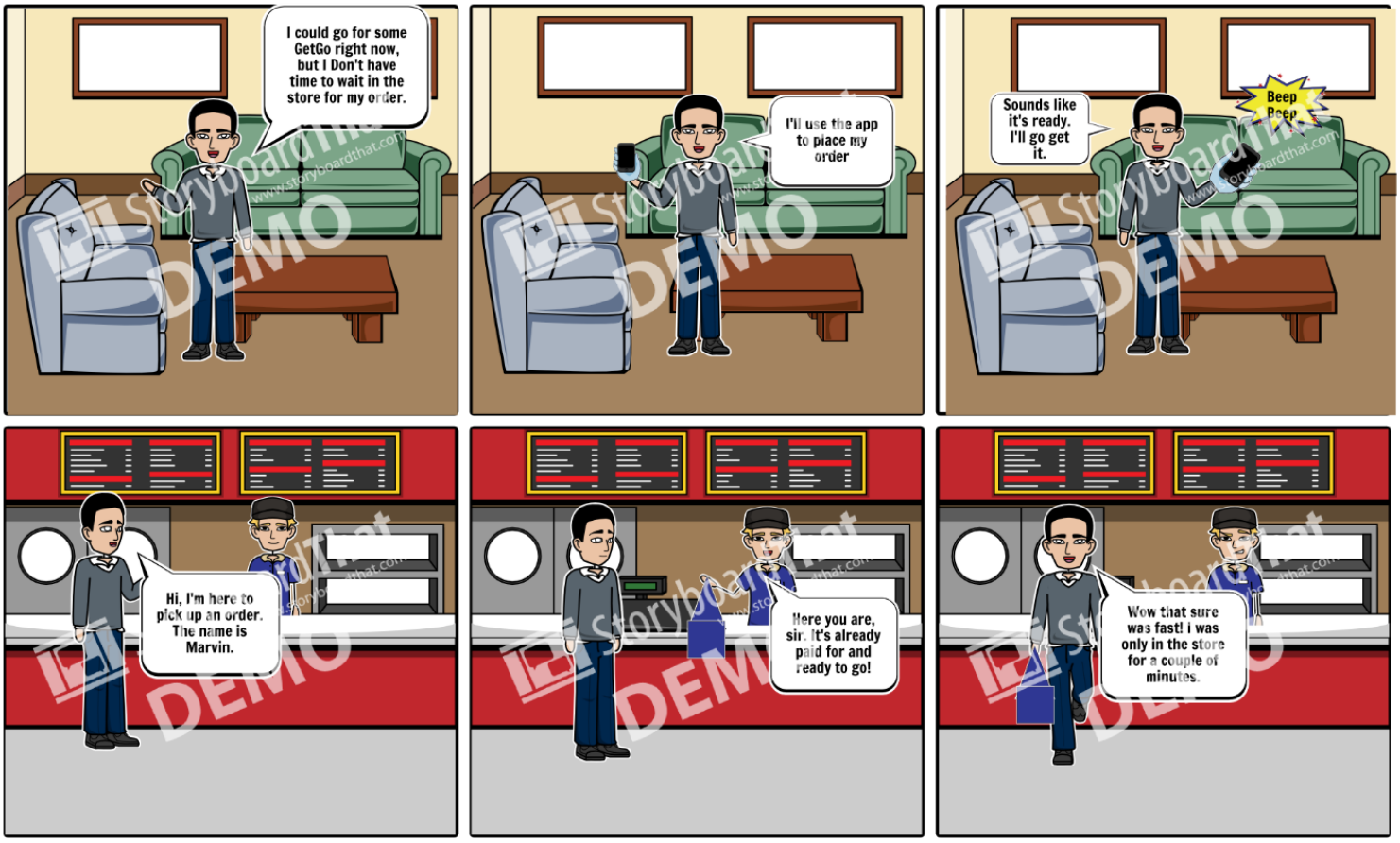
Scott Cooper

User Interface

This is a mockup of the user interface of the ordering application. First, the user selects the GetGo Café location they wish to order from. Next, they select their item and customize it, or they can pick recent or favorite orders. The app gives them the option of paying with a card or PayPal, or pay at the store. The user can also select the time they wish to pick up their order. The user is prompted to attach a name to the order that they will use to pick it up in store. Once the order is placed and it is ready, the app will alert the user that it is ready for pickup.

Story Board

This storyboard illustrates a typical ordering process using the ordering system in the GetGo mobile app. The customer places and pays for an order through the app, is alerted when it is ready for pickup, and goes to the café to pick up this food, saving him time.



Create your own at Storyboard That

Response from Giant Eagle

No response received.

Lessons Learned

User interface mock-ups are a great way to convey the users' interaction with a system.

In order to make a user's experience with a system the best it can be, you have to take into consideration the user's needs and wants throughout their experience with the system. For example, adding in favorites to the main menu screen and having the ability to pay before you pick up your order are features built around giving the user a faster and more convenient interaction with the system.

Project Scope Spreadsheet

Category	Project Elements	Engagement	Value	Comments	Column
Ideas	**Problem/Opportunity** Identification, Definition & Reframing, Analyze **Alternatives**	Very Significant	10	Located in PowerPoint	
	Root cause Analysis, Fishbone Diagram (formal section), WHY, Brainstorming, SWIPED	None	0		
Requirements [24]	**Requirements Elicitation** from **users & stakeholders**	None	0		
	Observations, **Data Collections**, **Surveys**, Study current **Procedures & Workflow**	Significant	7	Interviews with frequent customers	
	Research Software Packages, **Feature Mapping** (formal section)	None	0		
	Functional/Non-Functional/Supplemental (FURPS+) **Requirements** (formal section)	None	0		
	User Goals, User Stories, Use Cases (formal section)	None	0		
	StoryBoards (formal section)	Significant	7	Demonstrate mobile ordering an pick-up process	
	Process Models (As-Is, To-Be), Activity Diagrams (**Signavio**), Simulation (BIMP) (formal section)	None	0		
	Data Model (ERD) (formal section), STOP&C	None	0		
	User Interface Design, UX, Mockups (Balsamiq) (formal section)	Very Significant	10	Balsamiq mock-ups	
	Output Design: Reports, Emails, Visualizations, Dashboards (formal section)	None	0		
	Business Rules (Decision Table/Tree), **Pseudocode**, **State Transition Diagram** (formal section)	None	0		
	Cost/Benefit Analysis (Economic Feasibility) using Excel (NPV. PBP, IRR) (formal section)	None	0		
	Feasibility Analysis (Technical, Operational, Schedule) (formal section)	None	0		
Manage & Communicate	Communicate with Stakeholders (meetings, interviews, feedback, building consensus)	None	0		
	Bridging the User <--> IT communication gap	None	0		
	Communicate Ideas, Present, Facilitate/Manage Meetings	None	0		
	Project & Scope Management, 80/20, KISS	Minor	3	Review project to detect waste and inefficiency	
Implement & Deploy	**BI**: **spreadsheet models**, **reports**, **queries**, **dashboards**, **visualizations**, **data mining**	Minor	3		
	Application Prototype (LightSwitch or any other RAD or App Development tool)	None	0		
	Testing, Procedures, Demonstrations, Training, Conversion, Deployment, Change Mgmt	None	0		
		Total	40		