Project Proposal:

“Your Time”



**Resolutions4You**

**3/11/2015**

Steven Carones

Basim Aljihani

Kira Schoeffield

Obaid Binobaid

Omar Almalki

*Bars and Restaurants in the*

*Baltimore Metropolitan Area*

# Executive Summary

Every person goes through the frustration of dining out and having to go through the hassle of waiting in lines. Here at Resolutions4You, our mission is to take that frustration and hassle away. We are a web and mobile based company, seeking to extend our services to as many potential customers as possible. Along with our website, we have created a mobile app that will allow people to access our services anywhere and everywhere they go. Based on the project “Your Time”, our company will be focusing on restaurant establishments in the Baltimore Metropolitan area. We are also counting on expanding to other major metropolitan areas as our company grows.

The reason we chose the Baltimore Metropolitan area was simply because of the fact that the city and its occupants live a fast-paced lifestyle. Commuting in and around the city is difficult, and time is always of the essence. Therefore, with “Your Time” people will have the power to make reservations, view current wait times and also know the approximate travel time it will take them to reach their destination according to traffic conditions. This will reduce the amount of time people waste waiting for their food or a table to eat, and give them more time to do more important things.

“Your Time” will integrate information from various different sources, and we will also give small business the opportunity to self-report. This way we can receive the most accurate information, from as many restaurant establishments as possible. All of the information will be located in one convenient location, and it will be made accessible from any mobile phone, tablet, laptop or computer.

Table of Contents

[Executive Summary 1](#_Toc414052116)

[The Business 3](#_Toc414052117)

[Description of the Business 3](#_Toc414052118)

[Market Opportunity 4](#_Toc414052119)

[The Competition 5](#_Toc414052120)

[Logo Design 6](#_Toc414052121)

# The Business

## Description of the Business

We will be providing approximate wait times for eating establishments in the Baltimore Metropolitan Area. Currently there is no integrated wait/tracking time for restaurants. Through the use of both aggregation and self-report options, our site will integrate and expand upon reservation requests and wait time approximations.

The site with help to discover and enter restaurant wait times and seating status across the Baltimore Metropolitan Area. Have you ever wondered what the current wait time is at your favorite nearby restaurant? You can utilize this client produced web application on your cell phone, tablet or PC to search and enter what the wait time is at any restaurant in the Baltimore Metropolitan Area. Essentially, enter the type of food you have the inclination for or the specific restaurant name, enter the city and state, tap pursuit, and a rundown of restaurants will be shown.

Wait times are effectively hunt down and entered on the go from your iPhone or mobile device. You can now track the greater part of your wait time history utilizing your email address. You are able to view your previous wait times by week, month, or aggregate. There is also the integration of the reservation module that is provided by the restaurants. The individuals can easily book their holidays, reserve rooms for stay, and halls for conferences and business meetings by using the interface of this website.

With the help of this site, everyone can easily get the latest updated status about a restaurant; availability of the rooms, conference halls, for how long the rooms were booked. The strong feature includes the secure payment of bills by just simple clicks.

## Market Opportunity

According to our research, on average each individual has to wait 15 minutes for a basic meal. They also have to order and wait to get their ordered meal for an average of 30 minutes. Basically the total wait time ranges from 45 to 60 minutes from the time you order your food to the time you are served. Eating out is most popular with people in the age group of 16 to 30 years old. The trend of eating out for the age group 31 to 45 is moderate, and above 45 it becomes very rare.

As the world races on speedier and quicker towards expanded versatile integration, it appears that the Mobile media section is growing with new devices and gadgets for client engagement. Portable is presumably the most essential new correspondence medium, with versatile web network set to surpass desktop web integration by 2014. Portable Apps have everything except assumed control over our lives, and now new potential mediums, for example, Augmented Reality and Google Glass are inching into our lives. Yet, despite such astonishing innovative improvements, a current innovation that critics are recommending is dead, SMS. It is just now starting to demonstrate its worth.

As already noted, “No Wait” propelled across the country around three months prior. The press discharge takes note of that from that point forward it has added 1,000 restaurants to its customer rundown and "expanded the quantity of cafes situated month to month from 700,000 to more than 5 million." The application's customer base incorporates mainstream stores like On The Border, Chili's, Texas Roadhouse, TGI Friday's, and Buffalo Wild Wings. “No Wait” likewise lives up to expectations with autonomous restaurants like gourmet expert Marc Vetri's Pizzeria Vetri and cook Jose Garces' Village Whiskey in Philadelphia, Il Cane Rosso (Dallas), Eataly (NYC), and culinary specialist Hubert Keller's Burger Bar (Las Vegas). In the event that wait records aren't your thing, there's another herd of applications like Table8 that permit burger joint payments for hard-to-advance beyond time.

## The Competition

There are several apps and companies that have developed and are developing similar products.  “What’s the Wait mobi” is an app that allows you to look up wait times and times to be seated at restaurants nationwide. “NoWait” is a software that restaurants can purchase to handle digital reservations, wait times, and manage staffing and seating. “Seat Me” and “OpenTable” are software programs with companion apps similar to “No Wait”.  “FMSI Omnix Lobby Tracking System” is a system that is designed for banks to purchase to assist with track lobby traffic and wait times.

“What’s the Wait mobi” partners with yelp, opentable.com, and twitter.  The app allows users to view recommendations and wait times in the same location, making restaurant selection easier.  Users are not able to make reservations via the app. “NoWait” a software that many top restaurants and restaurant chains nation have purchased to handle reservations and seating management.  The software works with a companion site and through reservation portals on restaurant websites that allows users to reserve seats at many of their favorite restaurants, however, this is only available for restaurants that utilize the system.  The “NoWait” app is available only on apple products.  “Seat Me” is similar to yelp in that is allows users to reserve seats online at participating restaurants and chains.  The software was acquired by yelp and includes yelp reviews with the potential to be linked to “What’s the Wait mobi”.  The app will provide users with directions to restaurants, send users a text message when their table is open, and even allows restaurants to track diner’s preferences and food allergies.  Restaurants must utilize the software and apple products to participate.  “FMSI Omnix Lobby Tracking System” allows banks to approximate wait times and schedule appointments and staff accordingly.  The software uses algorithms to determine average wait times based on traffic flow and line habits at various times of the day.  The software is available for banks only and does not at this time allow customers to view approximate wait times.

What is unique about our product is that it integrates all of the information and services from different products, apps, and websites into one easily accessible site and companion app.  As an aggregator our site will pull data from the other apps and sites allowing users to see a much larger selection of restaurants in one location.  Restaurants who do not utilize a wait time management software or an online reservation site, will be eligible to participate in our site for free via self-reporting and eventually use our site for online reservations.  This gives our site the potential to expand in to a market of bars and restaurants that is currently untouched. By including traffic information and recommended departure times based on current location and reservation time, it will allow an individual plan out and schedule a day instead of just one appointment/reservation.  Our app will eventually integrate both dine in and take out with both wait times and delivery times.

## Logo Design

