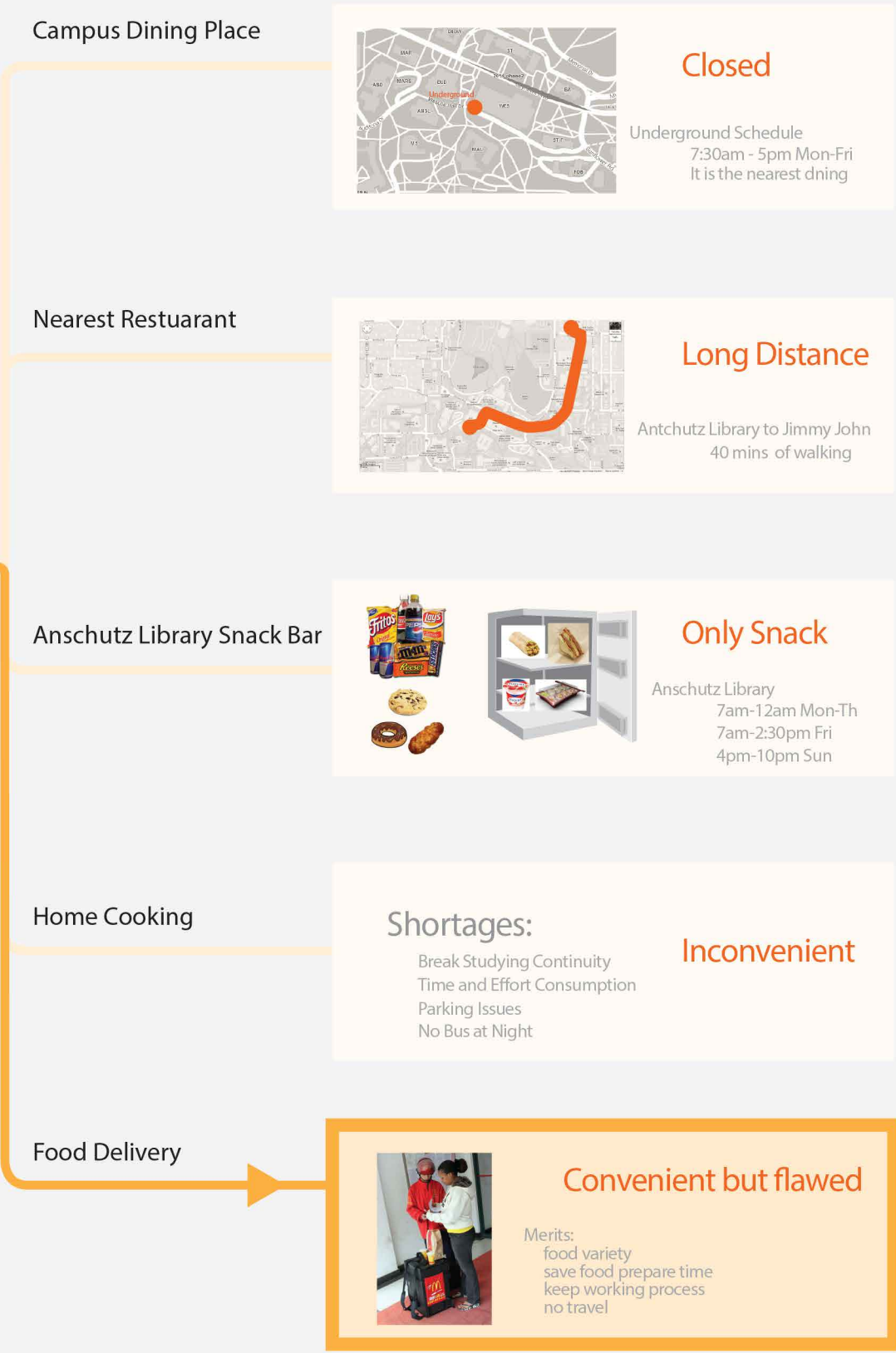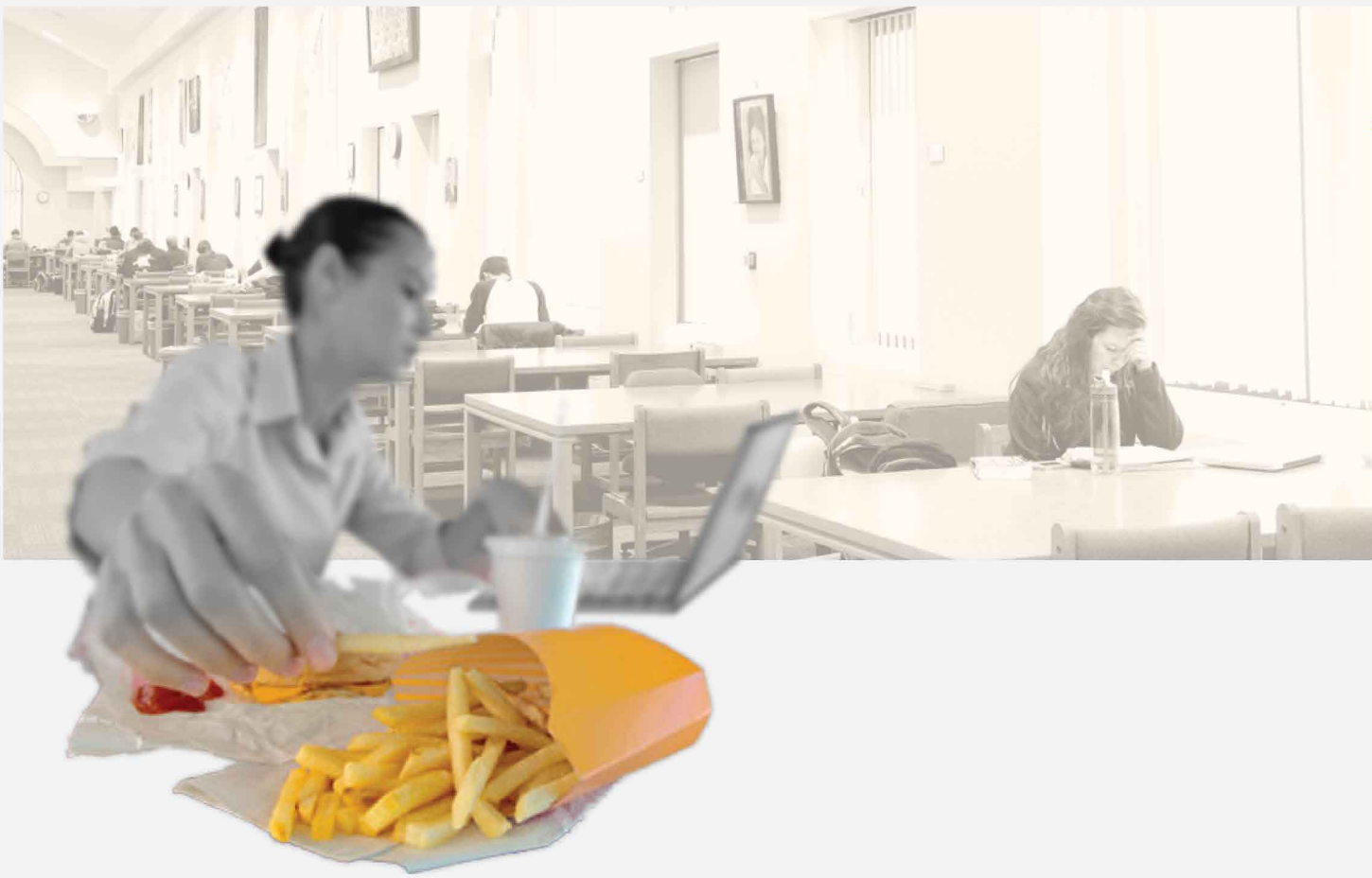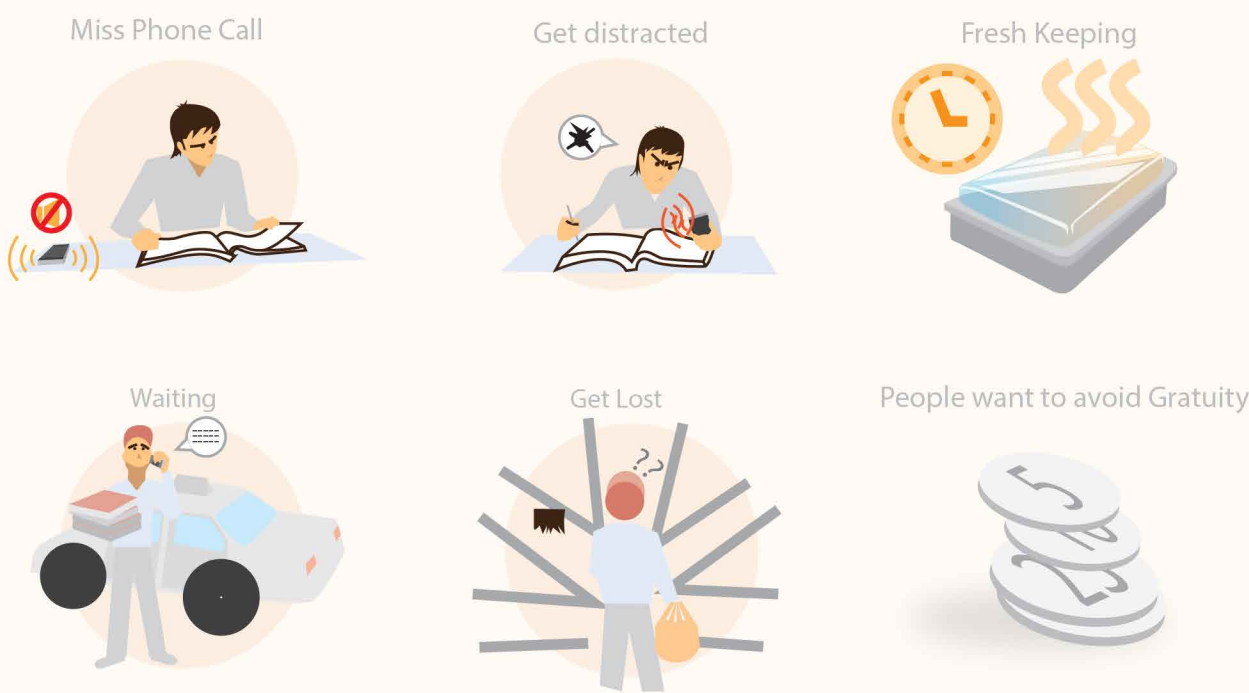# A New Local Food Delivery Service

Due to various dining habits and pursuit of convenience today, I propose combining modular food vending system with delivery, offering a modular solution to the problem of providing hot quality food in the 'early and late hours'.
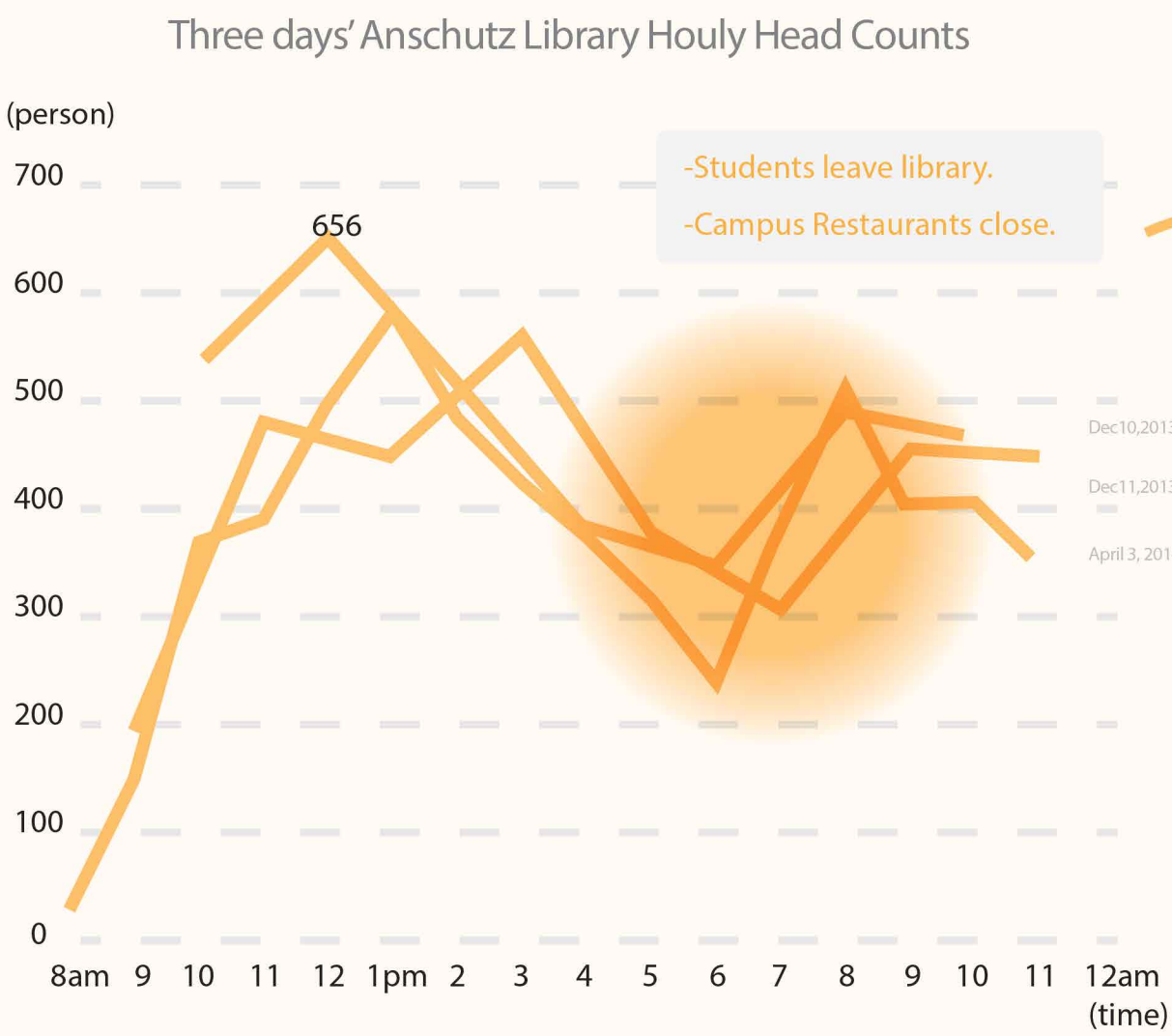
## When you study on campus after 5pm, how do you get food?



**Campus Dining Place** — **Closed**
Underground Schedule
7:30am - 5pm Mon-Fri
It is the nearest dining

**Nearest Restuarant** — **Long Distance**
Antchutz Library to Jimmy John
40 mins of walking

**Anschutz Library Snack Bar** — **Only Snack**
Anschutz Library
7am-12am Mon-Th
7am-2:30pm Fri
4pm-10pm Sun

**Home Cooking** — **Inconvenient**
Shortages:
Break Studying Continuity
Time and Effort Consumption
Parking Issues
No Bus at Night

**Food Delivery** — **Convenient but flawed**
Merits:
food variety
save food prepare time
keep working process
no travel

## Flaw of Delivery



- Miss Phone Call
- Get distracted
- Fresh Keeping
- Waiting
- Get Lost
- People want to avoid Gratuity

## Interview

- Delivery Needs Change
- I Never Ask Delivery
- Netrual

12%
16%
72%

### Demand Convenience

I like Jimmy John, it's **fast.**

I love vending machine idea, very **efficient.**

I am at quite zone, I **miss phone call.**

I want to **avoiding tips.**

### Service Gap

I want to keep **continuity for studying.** Usually, I stay late in library until I finish my work.

Underground should be **open till 7:00pm** at least.

### Restaurant's Feedback:

**Peking Taste** — Our delivery Minmum is $10. — Improve Delivery Efficiency.

Catering lobby is full, I am too tired to open another Subbranch. But we try to have a branch in KU, it is hardly to enter. — Having vending machine to aviod management but add selling spots.

Our team would get pretty sad just preparing orders, we do not offer delivery service. — Having vending machine to aviod Human Interaction to make work easier.

### Food's Storage

A chart shows relationships between meals' expiration time, temperature and the way of food's packing

Debra Sullivan
Dietetics and Nutrition
School of Health Professions

Glenn, Marty J
Health Sport &Exercise Science

| | Eexposed in Air | Sealed and keep humid |
|---|---|---|
| 135°F | 4 hours | 8 hours or longer |
| | 2 hours | 2 hours |
| 41°F | couple days | couple days |

## Market Statistics

### Three days' Anschutz Library Houly Head Counts

(person)

700
656
600
500
400
300
200
100
0

-Students leave library.
-Campus Restaurants close.

Dec10,2013
Dec11,2013
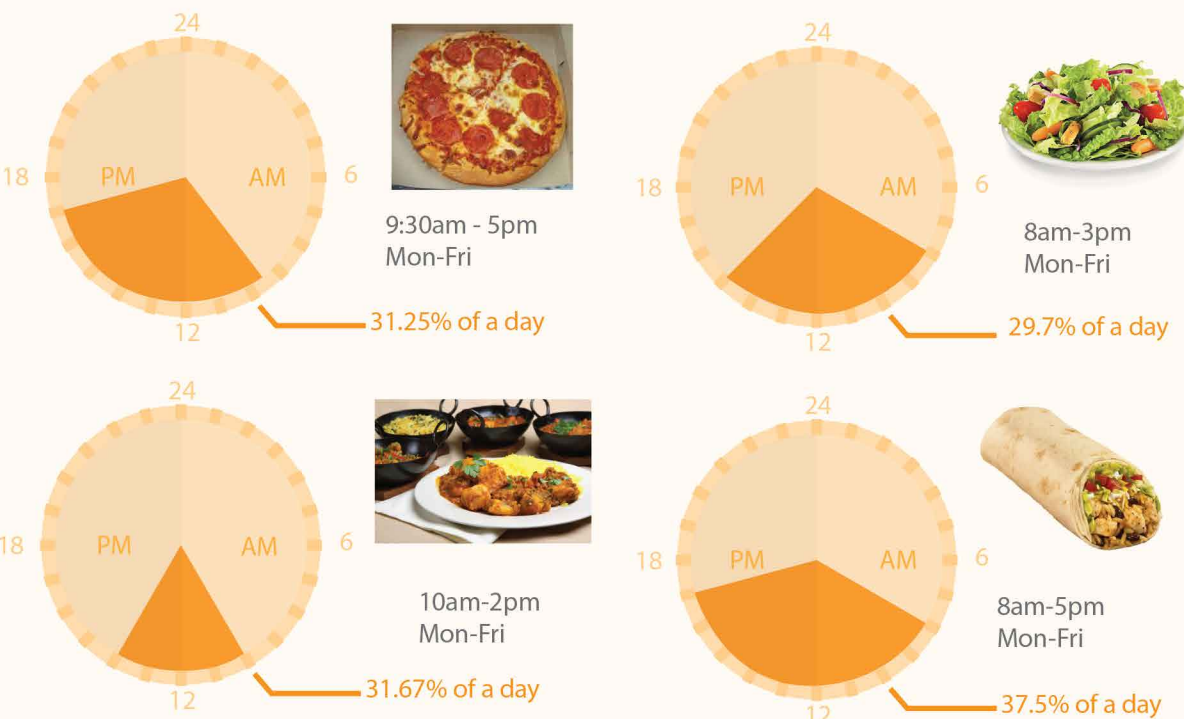April 3, 2014

8am 9 10 11 12 1pm 2 3 4 5 6 7 8 9 10 11 12am (time)

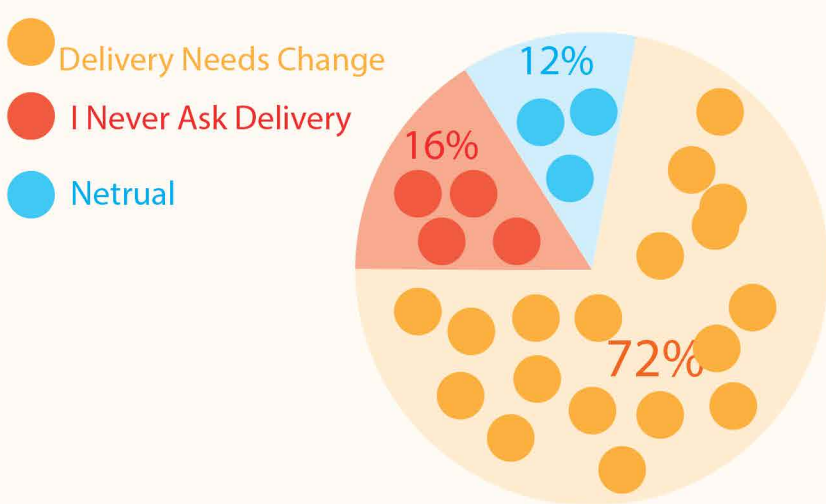**Anschutz Library: iQ Café**
Weekly average transaction count of 3600.

**244 Restaurants in Town**
Only 11 restaunrats deliver food at late nigth

### Dining Retail Schedule of Campus Restaurant (Underground)

9:30am - 5pm
Mon-Fri
31.25% of a day

8am-3pm
Mon-Fri
29.7% of a day

10am-2pm
Mon-Fri
31.67% of a day

8am-5pm
Mon-Fri
37.5% of a day