



The All-In-One Food Service Application

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Part 1- Situation Analysis & Objectives

Setting the Table

Our product category is a mobile application that offers services within the food industry. The food application market is increasing in popularity, so launching our application, NomNom, during this time would be beneficial for our company. The product category of food mobile applications itself is very segmented. Due to the segmentation process, there is a consumer desire for an all inclusive application for their food service needs. In the current market, there are many different food apps; however, there are no apps with a combination of every feature, which is why we will be branding ourselves as the reliable one-stop shop in the food application market. This category is constantly expanding and the market for these food applications is continuously growing in size.

Our product category spans into multiple other related categories that still pose a threat to competition, including recipe and food delivery services, cookbooks, etc. Even though, our online app product will not directly compete with these categories, there is potential for them to affect the market as a whole. As much as we will be competing with our direct competitors (food application services) for market share, we will be competing equally with the other food services/products to be at the forefront in our consumers minds. We plan on differentiating ourselves with several specific features to separate ourselves from our competitors. Although there are many competitors in the market, we have selected several food mobile applications that we directly compete

with, some of which include, Opentable, Yelp, NoWait along with Urbanspoon, Foursquare, Tasteful and Trip Advisor.

House Favorites

The Apple App Store and the GooglePlay Store each contain over two million mobile applications that cater to consumers wants and needs. According to Statista (2015), almost 70% of smartphone users in the U.S. report using 4 or more mobile apps every day, including food service apps. Some of the most popular food service apps are OpenTable, Yelp, and NoWait. Some highlights of OpenTable are that the app allows users to discover new restaurants, make reservations, and manage reservations directly from the app. Likewise, Yelp offers users the ability to discover and read reviews about local restaurants, shops, and other services. NoWait uniquely offers users the ability to see wait times at restaurants and allows users put themselves on wait lists. Other popular food service mobile apps include Urbanspoon, Foursquare, Tasteful, Hapibelly, Tripadvisor, and Zagat. Zomato is another mobile app in the food service application category, and despite sharing the same parent company as the beloved Urbanspoon app, users claim to be generally dissatisfied with their experience due to the app's lack of a consistent user interface and less than accurate location services.

Hot and Fresh Opportunities

While doing research about the food application market we noticed that the applications were all very segmented for specific needs. However, there was not an

application that encompassed all of the needs of the consumer. Our application, NomNom, is based on the need and opportunities presented by a segmented food application market. Applications like UrbanSpoon, which specializes in helping consumers find new dining experience in specific cities, OpenTable and NoWait, which specializes as a real time reservation service and Yelp which specializes in the reviews for restaurants. NomNom will take the best elements of these apps and bundle them into one place along with some new elements that we feel have not been introduced to the food application market yet. These elements are ones that we feel consumers using our competitors applications still find a need for, and we plan on delivering to them.

In the food application market, there are so many applications that it can overwhelm a consumer and when 53 percent of retailers say that mobile applications are their top priority in the upcoming year, it is sure to take hold of the market. Its also important to note that 83 percent of smartphone users surveyed use their phones to make dining decisions while traveling, and 46 percent have tried a new menu item based on a mobile ad (Meijers). Mobile applications are going to drive the restaurant market sooner rather than later and with such a dependence on these app, ours will combine the elements of our competitors while also maintaining some different features like locations, wait times, reservations, reviews and photos of the food. Built at first by crowdsourcing information we hope to later expand into partnerships with restaurants and act as a an intermediary between the restaurant and customer. The opportunity to work with the foodie population will allow our app to be integrated into the "Foodie"

culture at first and then expand into a more general audience base once we become cemented as the go to mobile food application.

Meat NomNom

We are Food Baby Inc. and our product is an online service in the form of a mobile application. Our team has uncovered a need in the foodservice industry that helped us formulate “NomNom”. NomNom is an online application that incorporates many features and services of mobile food applications already in the market into one. NomNom takes the best parts of your favorite food apps and puts them all together in one application taking up half the space as other food apps you’ve downloaded and allowing you to gain information in half the time. NomNom has the ability to be marketed as the one-stop shop for the foodies of the world and for anyone who already uses food apps.

We chose the name NomNom because it is a fun play on eating while also being fun to say. We wanted to name our brand something quick and alliterative to try and stay at the forefront of our consumers minds and thus NomNom was born. Another thing we wanted consumers to instantly think of when they saw the name of our application was food, and NomNom fulfills that request. Our logo uses rounded fonts to resemble the playful and fun feel that will lend itself to a purposeful yet easy to use application. We want our consumers to explore and utilize the app anytime and anywhere, so a simple interface and user friendly design will be central to the application. See Figure 1 for a preliminary logo design that would reflect the application

icon design. We chose a soft red background to make the application stand out among the other applications usually on a customer's phone. The interface will start with creating an account that way you can make posts in the app, leave reviews and post pictures. Then there will be a generalized menu, leading to each of our features and services.

NomNom will include several features that are in our competitors applications, but that is not what distinguishes our brand from theirs. We will include information about a restaurant such as address, hours of operation, website address, a link to their menu, and option to make reservations, and images. One thing that is not very popular in food applications is a way to let a consumer know what the wait time is for a restaurant and what would be the best time for a party of whatever size to get there. Another feature that we hope will gain consumers attention is a partnership with Instagram. When a Instagram user clicks on the name of a restaurant, they get a map with the pinned location on it and images from that restaurant. There will be a NomNom logo on that page, where a user can then click to open that restaurant's page on our application. This is why we hope that our logo design will stand out to the consumer and why we choose a bright and fun color.

NomNom's Guest List

Our target market consists of males and females ages 18 to 34. These are young adults who live in largely populated areas such as New York City, Los Angeles and Washington D.C. Since this target market is living in big cities, they all have access to

an overwhelming amount of options for food to eat. Often times, they have too many choices in which they could make and they need some help making a decision. How does our target gain this information to help with their decision making process? The answer is mobile applications.

We call our main target audience the “foodies” because these people just love to eat food and share their experiences with others. According to an article by the Washington Post (2016), Paul Levy and Ann Burr along with Gael Greene coined the term “foodie” in 1984 with the release of their “Official Foodie Handbook” that discussed the lives of those who loved food. According to Above the Fold Magazine, “foodies love new experiences, exotict and gourmet food and are willing to go out of their way, or spend a little extra, to get it” (2014). Studies from Above the Fold Magazine also show that there are 31 million foodies in the United States (2014) so we know for sure that this is a great market to target. These foodies live their lives looking for new food experiences, not simply because they are hungry, but because to them food is a hobby. This is the part of our target market that we plan to market towards when our application is first started. Our app will be crowdsourced in some aspects, and we can rely on The Foodies to want to share their knowledge and use our application to help others trying to decide on where to eat. After the application picks up, we plan to market not only to The Foodies, but also to those people who like to make sure where they are going to eat is going to be worth it. The Foodies really believe in social media as a quick and easy way to tell their friends what they are doing and where they are eating. For example as shown in appendix Figure 2, food accounts are extremely popular on

Instagram. This target market feels as if they constantly need to be trying the best and newest food creations throughout their area, and want to let others know if it's worth it or not.

The big benefit desired by our target market is some sort of help when making decisions on where they should eat. The Foodies strongly value the recommendations of other foodies as well as they like to see all of the information on a restaurant before deciding to spend the time to get there. These people turn to mobile applications repeatedly for help, but the issue is that there's are so many applications on the market that a foodie can use. The problem with this is that the more applications one downloads, the less space they have on their phone. Another problem is that the time it takes to switch between apps to find out different information lessen the likeliness that the target market will use that application, and lowers the time they spend interacting with it. All of these apps hold different information used in the decision making process for our target, so the use of multiple application at a time is necessary which is very time consuming and frankly, annoying. The competitor list may be long, but not one of them is a one-stop shop in terms of what the application actually provides. Nom Nom is an application where our target market can find all of the information they need on a restaurant, but all located in one convenient spot. This is one application, and it won't take up all the storage space on your phone. NomNom is a combination of all the applications which The Foodies already love, plus some added features that we felt were not being utilized by other food apps. NomNom will be the convenient and smart way to make a choice you will not regret.

Part 2- Target Market, and Positioning Statement

NomNom's Place at the Table

As we have seen success in the initial implementation of NomNom we wanted to make sure that we have positioned our mobile application effectively. Our positioning statement is as follows: For our target demographic of “foodies”, NomNom is the one-stop shop among all food service mobile applications because of its ability to take into account what the consumer wants when looking for dining options and the ability to make it available in one interface.

This image of a one-stop shop is going to be desired by our customer base because it adds an everyday convenience factor in several different ways. One way it will benefit our customers and satisfy their needs are first and foremost, saving space on your mobile device. Instead of having several different applications that each take up individual space on the customer's mobile device, NomNom will eliminate the use of those other mobile food applications and give the convenience of one application. Another way this application will benefit consumers and satisfy their needs is that NomNom will have the features of other popular food mobile applications allowing the customer to do everything from making a reservation to posting a review or seeing the wait-time for their favorite Friday night hot spot. This position allows us to differentiate from our competitors and gives us the opportunity to exceed the customer's expectations when it coming to mobile food applications. We would like to continue to corner the market as the one-stop shop food mobile application however, Food Baby

Inc. understands that there is a possibility that our competitors may start adding features or benefits to try to compete.

With this in mind we have developed a product strategy based on the fact that we are still the most popular application in the food mobile app market. NomNom has the potential to be at a disadvantage when it comes to being apart of such a saturated market and we need to make sure that we are still fulfilling the needs of our customer base. We also plan to make sure that we have successful partnerships with other mobile applications like Instagram, that we initially implemented and pushing to further differentiate ourselves with a TripAdvisor integration, which will be discussed later on. We aim to stay relevant, different and user friendly amongst our target audience of foodies.

How NomNom Stays at the Head of the Table

As we stated previously, our product category is not only the mobile application category, but the more specific food application category. The market is heavily saturated with applications that do not have all of the qualities and abilities that NomNom features. There's way too many applications for one person to sift through when looking for one to download. Since, NomNom does have many competitors within the application category, we have to anticipate the possibility that one, if not many, of our competitors will take our idea and integrate it into their own application.

If and when this happens, we need to make sure that we have a way to handle the situation in a way that we come out on top. We hope to in general become a brand that is used as the "standard" for which restaurants and places to eat are "NomNom

approved". We are basing this idea off of the example from TripAdvisor with specific locations receiving a "TripAdvisor certificate of excellence" that restaurants and establishments proudly place where consumers can see it. The goal is to make our brand so prominent to the point where this certificate when given to specific companies means something and will affect decisions of consumers. If we are able to establish this prominence within the food application industry and become something that restaurants want to be featured on, then we effectively mark our place as the leader in our category for this specific reason.

As our application grows in use and our popularity changes we will of course have to make alterations to our product as we see fit. There's always going to be ways to advance our application so that it is not only easier for consumers to use, but in ways that make it more fun for them. If we discover other elements that we can include into our application to increase our capabilities, that it something we will do if it seems like a fit for our brand. Also, we plan on including options on the NomNom application for our users to suggest to us changes or any additions they would like to see from us, and we will take everything said into consideration as long as the comments are legitimate. Listening to our consumers suggestions will hopefully create loyalty if they feel like their opinions are being heard.

In terms of being a brand that's going to stand out in this category we have to be fun and inviting. We want to have a personality associated with our brand, and hopefully it is one that welcomes consumers and makes them feel comfortable to engage in dialogues with us. Our product strategy is going to include not only creating popularity

and awareness of our application, but we want our brand to mean something to our users. As our application grows in users, we can start to have our brand used throughout different social media platforms to create a real conversations with users. In the future our brand could also possibly extend our product lines into other services different from a food application, but as of right now that is not something that we are necessarily looking into. We want to instill our efforts into growing our product and brand to the largest they can be without saturating the market.

NomNom is the food application that will meet the current needs of our target market. As stated before, our target market is labeled as the “foodies”. These are people who love to eat great food, do research to figure out where they want to eat as well as they love to share their experiences with others whether it be through social media or feedback. The foodies are tired of having to download the many food mobile applications they do simply because each one has some sort of element that they feel is useful. So not only are our competitor applications taking up storage space on our targets phones, they’re also not individually meeting the needs of our consumers. We are going to satisfy our targets needs by being that one application they need to download to gather all of the information they need. NomNom features all of the elements of our competitors application as well as others that we feel need to be utilized more in this product category. As our target market’s needs grow and change, NomNom will evolve with them so that we stay relevant and top of mind.

How NomNom Gets Its Greens

Our company is using an infomediary business model. Our application provides information that assists buyers and sellers in the food market category. We are a mobile food application that provides specialized information about restaurants and their goods or services to potential customers. With our business model we will be using a free-pricing strategy. We want our target market to download our app without fear of breaking the budget and creating a negative price association with our brand. Our pricing strategy does not allow for in-app purchases of any kind; however, our revenue will come from advertisements from restaurants or other companies within the application. Since our revenue will be coming from advertising, as the application picks up in popularity and recognition, we expect revenue from advertising to increase as well.

Our company has implemented NomNom as a one-stop shop for the foodies of the world and we want to entice them to try it out. People are more likely to try out a mobile application that is new to the market if it doesn't cost them anything, because they know that they won't be wasting any money if it doesn't suit their needs. This pricing strategy will benefit Food Baby Inc. and NomNom by maximizing our download opportunity in the market, which will increase consumer awareness through word-of-mouth and through other direct advertising. As the application becomes more popular, we might have to change the way the pricing is set-up or possibly allow for in-application purchases, but for right now that is not a main concern.

Where to Find NomNom

Our consumers may download NomNom from the Apple App Store and the Google Play Store on their Apple and Android devices. By creating a medium for great content and optimizing device compatibility, it is our aspiration that we will be selected for the featured section in the Apple App Store and Google Play Store. Being in the featured section will provide us the opportunity to be viewed and potentially downloaded by a vast range of mobile users. There are specific requirements that we must follow in order to even be accepted into the Apple App Store and the Google Play Store.

According to the Apple Store Review Guidelines, there are several things that NomNom will have to do before it can be approved (<https://developer.apple.com>). One big concern is to make sure that our application is kid-friendly. To do this we can help ensure that reviews left by consumers contain no foul language or inappropriate photos are uploaded to the application. One way to get rejected is to make the application look unprofessional, NomNom doesn't look like it was put together in a couple of days. We observed the list of common missteps listed on the website for ways to make sure we didn't make any simple mistakes. Something big is that we have to make sure our application lives up to the performance standards set by the Apple Store. They do not accept anything short of perfect, and we will make sure that NomNom not only gets accepted, but gives no reason to be deleted.

According to the Google Play Review Guidelines, in order to publish our NomNom application there is a checklist of things we must do (<https://developer.android.com/distribute>). Before getting published on Google Play, we must test the quality of our app and make sure it meets the qualifications of all Android

apps. Responsiveness of our application is extremely important. During testing, we will need to make sure our application works and runs properly on different devices and screen sizes. After testing, Google Play requires that we set a content rating based on our applications maturity level for users. Google Play allows us to choose the countries we want to be distributed to and we will only choose to distribute in the United States, for right now. Our company will make sure that our application is not over 100MB, because that is the maximum size that an application on Google Play can be. One concern we may run into is that once we put our application on Google Play as a free app it must remain a free app, we will not be allowed to change that. If we follow the guidelines from the checklist then we will be able to successfully launch NomNom on Google Play.

NomNom Gets Creative

We intend to position NomNom as a true all-in-one food service mobile application. Eliminating the need to have multiple apps on a mobile device taking up precious memory space, Nom Nom is the *one and done* solution. NomNom also has a compelling convenience factor. Prior to NomNom, individuals would need to switch between multiple apps on their mobile devices or in some cases make a phone call in order to complete a handful of simple tasks, such as checking out a menu, inquiring as to wait times at a restaurant, and making a reservation. With NomNom there is no switching between apps because everything is built conveniently into one simple and hassle-free user experience.

We plan to reach “foodies” ages 18-34 across the United States as a primary audience. We want to particularly target individuals who are visiting or live in highly populated areas such as counties that have a census population size ranking of A by Nielsen; specifically New York City, Los Angeles, and Washington D.C. We intend to reach potential users through promoted social media posts, with a particular attention to Instagram as food is frequently shared content that benefits greatly from a primarily visual medium such as Instagram. Also, Instagram is incorporated into our app for the purpose of allowing users to share photos of what their meals actually look like, furthering our relationship with Instagram. We feel that reaching our target market through social media has great potential because social media is significantly integrated into the lives of our target market, and that these are media that our target is generally familiar and comfortable engaging in. Also, social media provides NomNom users a chance to tell their friends and share their experience, creating conversation about NomNom, and generating word of mouth.

We recognize that we can praise our app and tell people about its features all day, but by engaging strongly in social media to reach our target, we hope that our users will say everything for us. After all, we know that our users will believe their like-minded friends before they believe us. It is a simple concept that consumers are more likely to believe other consumers who share their experiences as they have no stake in the app or reason to advocate for or against us. Essentially, we hope that they will convey that our app is a true all-in-one experience, convenient, and most importantly that our app has made a positive impact on their mobile experience,

encouraging their friends to get in on the next biggest thing to hit the mobile application market. This is our promotion strategy for the time being, we recognize that in the future and as we grow we may need to move to some more traditional promotion and advertising media.

Part 3- Evaluation of the Plan

Check Please!

NomNom expects to see positive results in the near future. We are pending application approval for NomNom's publication onto Apple App Store and Google Play Store, but are confident that it will be accepted. This publication will help NomNom's success in infiltrating the market fast and strong. These two App Stores are the most popular in the market and will help us immensely for a successful launch. Once we are approved, then we expect to see downloads of NomNom take off in our target market.

If we had the chance to redo our launch of NomNom, then we would put more of a focus on the amount of promotion and advertising of our app. We want our target market of foodies to be overwhelmingly aware of the upcoming launch of NomNom. Fostering consumer interest in our application using promotional tactics would help a new app like NomNom gain consumer awareness and fuel word-of-mouth between those in our target market.

After our launch, we expect competition to increase. We will essentially stir up the market and create added pressure for our competitors in the food-application industry. There is potential for other food-application companies to start changing their

product around by adding features in order to compete with our one-stop shop culture. This will definitely be a potential threat, so NomNom will need to be vigilant and stay up to date with all of our marketing strategies by making changes to our application features where necessary.

NomNom's Potential Sour Lemons

At Food Baby Inc. are confident in our plan for NomNom and are excited to be able to implement it. Yet, it would be naive of us to not acknowledge that there could be potential risks or problems that might arise in our implementation of the mobile application. There are several different issues that we see as potentially being a problem for NomNom, but each depends on a number of factors.

As just discussed, the main problem that we see NomNom having to overcome has to do with how we believe our competitors could potentially respond to our mobile application being released. Food Baby Inc. is going to have to prepare for this very probable problem of our competitors taking on the elements that NomNom features and using it on their own mobile applications. We intend to create a way to counterattack, even though we aren't sure our competitors will take this route. All of our competitors, for the most part, have at least one element that NomNom features. It would be a large undertaking for all of our competitors to completely redo the purpose of their application in order to take on all of the elements that NomNom features. This is the reason that Food Baby Inc. could see our competitors not completely transforming their interfaces to

compete with us, because it would simply be too much work. Yet, we do have to create a way to overcome this problem should it arise.

Changes in the environment of our society's culture and what trends are popular tend to continuously change as time goes on and tastes alter. The "foodie" trend has been quite popular for a number of years now, and although we don't necessarily see this trend going anywhere anytime soon, preparing for a change in trends would be a smart idea. Within this risk, the locations in which most people are looking to eat could change, so staying up to date with restaurants and locations is an important factor in staying relevant.

Our consumers could also behave in ways that are unforeseen to our company. Potentially, one risk is the fact that our intended target audience could not download NomNom in the amounts that we would expect them too. Along with this, a problem could be that consumers don't necessarily want or find the need for an one-stop food mobile application. Food Baby Inc. finds both of these potential problems highly unlikely, but there is a chance that these situations might occur in which case we need a plan B or a different audience to target.

A large potential risk that could happen by implementing our strategy is one that largely could affect NomNom's future. NomNom is a mobile application that relies on the consumers crowdsourcing. This means that Food Baby Inc. is going to rely on the users of NomNom to put information about restaurants and other food locations including photos and reviews. If our consumers do not participate in the crowdsourcing, then NomNom will have essentially no purpose. We intend to take every measure to ensure

that our users will participate in the crowdsourcing that will be explained further on in this plan.

How NomNom Makes Lemonade

In the event that a competitor tries to steal our truly all-in-one application capabilities, we feel strongly enough in our ties to Instagram that we may try to confirm exclusive access for Instagram integration in our app. Also, as our brand grows, we plan to add additional features as they seem fit to keep our app relevant and fresh. In addition, once we have good relationships with restaurants in our target DMAs (New York City, Los Angeles, and Washington D.C.,) we hope that we can integrate exclusive promotions into our app furthering a consumer's motivation to specifically use Nom Nom.

In the event that the “foodie” trend dies down, we are still confident that people will continue to go to restaurants. Despite the “non-foodies” potential lack of passion for food, we still feel that there will be a need for our app as it is a convenience application that assists people in going out to eat, which is not a trend that we foresee declining anytime soon.

In the event that consumers do not want our application, it may be because they are unaware of what our app does. Therefore, education of NomNom's presence in the app store and in-app features will be on the forefront of this endeavor. Particularly through Instagram advertisements, and we hope to become a featured app in the Apple App Store as well as the Google Play Store for Android devices. Ultimately, if a

consumer does not want our app we cannot force them to, but we will certainly make sure that they know what they are missing out on.

If consumer do not participate in crowdsourcing, we may have to give them further incentive. Perhaps this could include some type of rewards program offering a discount off their meal at participating restaurants to help incentivize this vital aspect of our app. This would integrate back into our “good relationships” with restaurants in our target DMAs, helping to give us some leverage in the food app brand space to encourage the use of NomNom in its full capacity.

We will take surveying into account while evaluating our situation. We want to know how and if our users are satisfied with our app, and which aspects of our app that they are not content with. This will allow us to make improvement when and where necessary. We plan on taking advantage of app store reviews to achieve this goal, and in the event people do not leave reviews, we may offer some type of promotion, perhaps 10% off your next meal when you use NomNom to make the reservation, to encourage users to leave reviews.

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Appendix

Figure 1:



Figure 2:

