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iFood

The United States has a population of 317.8 million, and nearly two out of every five Americans are obese, and therefore face epidemic health problems linked to poor diets. Researchers have predicted that more than 5 million people will die each year before the age of 60 from non-communicable disease linked to diets by 2030. Healthy food prices is one of the reasons for obesity in the US. iFood will decrease the unhealthy population by connecting grocery stores, restaurants, and customers.

iFood will have three categories of members: individual customers, restaurants, grocery stores. Individual customer will create their profiles by providing info about themselves like health issues, disease, allergies, food preferences, age, gender, race, etc. iFood will give suggestion of the food that they should eat based on their profile. Restaurants will be able to provide their menu with ingredients, so that customers can click on specific ingredients and receive information about the health benefits to them. Customers will also receive a list of grocery stores nearby with prices for discounted healthy food items. They will be able to learn about the ingredient here as well as health benefits. Customers will be able to rate restaurants and grocery stores and their food, so more iFood members will go. Customer will be able to put their recipes in iFood via blogs, so other members can try. These recipe restaurants can also incorporate recipe in their menu, and grocery stores can stock specific ingredients based on current food popularity.

There will be two sources of revenue: monthly subscription and commission. Restaurants and grocery stores will be charged for monthly subscriptions. We will be providing codes that customers can take to grocery stores and restaurants, so they can receive a discount. We will be getting commission from restaurants and grocery stores each time our customer goes to restaurant and/or grocery stores.

Work Cited

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