Prompt #7:

Flash Research Assignment: Apple iTunes and App Store

Prepare a diagram which describes this ecosystem.

Envision a new digital product or service that can be delivered via this ecosystem. Prepare a 1 page paper that describes this product or service, explains how it will be delivered using this ecosystem, and describes the business model which surrounds this new product or service.

The maximum length of the body of this paper is 1 page. Additional pages may be used for optional diagrams and required references.

Rachael Voluck
Professor Doyle
MIS 2501- Enterprise IT Architecture
9 November 2013

Flash Research Paper #7: Apple iTunes and App Store

Our company can increase revenues by implementing a mobile application, "Owl Eats", that will allow customers to order food from food trucks on Temple University's campus. Customers would be able to browse through menus from various food trucks and then place their desired order. Revenues from the application will be generated through fees trucks must pay on each order placed and a monthly participation fee for each truck.

Owl Eats will allow customers to view menus organized by cuisine type from all participating food trucks on Temple's campus. Customers will be able to view menus from all participating trucks, which means that they may be introduced to new trucks that they would not have visited on their own without the application. Customers can add items to a shopping cart and then place an order when desired. Once an order is placed, customers will be given an order number and an expected pickup time for when to arrive at the truck. Trucks will receive an email with the details of the order once it is placed, meaning the truck only needs a smartphone with access to email to participate. Additionally, customers can pay for their food through PayPal before they arrive, speeding up the overall process and ensuring truck owners of payment on outstanding orders. After a customer picks up an order they will have the opportunity to rate their experience with the truck and share that information with other users. Owl Eats will also include GPS services that will notify customers of the closest trucks to their current or future locations along with directions to the truck. Finally, a key advantage of Owl Eats for trucks is that this application provides a channel for communication with customers, allowing them to send out text messages with updates and promotional discounts.

The main revenue streams for Owl Eats would come from a fee that would be collected on each food truck order and a participation fee that each food truck would have to pay to have their truck featured. Owl Eats could potentially generate thousands of dollars in revenues due to the existing popularity of food trucks at Temple. The costs for implementation would include a sales representative to contract truck owners to participate. Overall, this application could entirely optimize the experience of buying from food trucks on Temple's campus.