Capstone Project Proposal

Project Number: S19-62
Project Title: Savery
Project term: Spring 2019

1. Akarsh Sardana (akarshsardana@yahoo.com)
2. Nakul Patel (nkp9733@gmail.com)
3. Bhargav Sonani (sonanibhargav@gmail.com)

Project Advisor(s) name(s):
1. Wade Trappe

Keywords:
- Delivery
- Carpool
- Savings
- Efficient-Mapping
- Profit-Maximization
Capstone Project Proposal
Team number: S19-62
Title: Savery

On average in 2017, there were over 400,000 orders placed daily through Grubhub, the largest food delivery service in the market. As the number of food deliveries continues to increase, efficiency becomes a seemingly difficult problem to solve. Our goal is to improve the cost efficiency of food delivery services such as Seamless, UberEats, Grubhub, etc. We aim to achieve this by introducing the concept of “carpool” to food deliveries. Essentially, when one user places a food delivery order from a particular restaurant using one of these platforms, other consumers in the same geographical area will be alerted, giving them an option to also place an order from the same restaurant. These additional consumers will be incentivized by receiving a discount on their order if they make one within a particular time frame. Consequently, food delivery services can expect to grow their revenue while decreasing costs on delivery time and drivers, thereby allowing them to increase their margins significantly. We believe that our idea can be especially effective in metropolitan areas and college campuses, where the volume and frequency of food delivery orders are significantly higher.

In terms of project design, we plan on developing an android application that will work side-by-side with existing food delivery platforms. Our goal is to provide proof-of-concept of our idea, likely by simulating orders to show how nearby users are properly alerted. We will also attempt to actually show how food delivery services are able to cut costs and increase revenue through these realistic simulations.