

## **Businesses**

### Must Include

- Cannot cause an overall loss of customers
- System must increase total sales or number of customers
- Relatively inexpensive for businesses to purchase
- Does not require effort on the business' behalf
- Needs to be small and unobtrusive

### Should Include

- Easy to install, or someone should be provided to install it
- Require little to no maintenance
- Increase number of customers during slow hours
- No invasion of privacy

### Could Include

- Supply useful analytics to the business
- Easy deployment amongst multiple franchises
- Include a database to see data for multiple locations if more than one establishment is owned
- Economy of scale

## **Customers**

### Must Include

- Display accurate current wait times
- 24/7 data
- Wide variety of businesses available
- Ability to search for businesses
- Times are updated regularly
- Be portable, such as in a mobile application
- Be available on Android and iOS
- Interface must be populated based on location (ie. not seeing restaurant listings in NYC while in Waterloo)
- Contain basic business information such as hours and address
- No significant invasion of privacy

### Should Include

- Filter based on wait times
- Display predictions of future wait times
- Sort businesses by category

### Could Include

- Provide recommendations on where else to go if desired business is too busy
- Ability to receive updates on a location
- Display reviews
- Allow users to rate and review a business
- Tell users that a business is participating in Busypoint

### Additional User Requirements

- Provides approximate wait time
- Unobtrusive
- Automated once installed
- Can be implemented in multiple locations
- Inexpensive
- Easy to use
- Can track patterns
- Distinguish between waiters/non-waiters
- Transmit results directly to users

### Just Functional Requirements

- Identify all users within a waiting area
- Determine approximate waiting time based on people
- Display results
- Automatic
- No maintenance

### Just Engineering Requirements (Image Processing Solution)

- Cost for customers must be **\$0**; but less than that of current retail analytic services for business owners
- Number of parts in solution should be **no more than that of a security camera**
- Total sales \$\$\$ should **not decrease**
- Product life cycle should **match that of a security camera**
- Number of steps used to install should **match that of a security camera**