

# Click & Eat Application Vision Document

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Bachelor Of Science (Honours) Software Development



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At the Heart of South Leinster

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# 1. Project Overview

Click & Eat is a web application for the restaurant sector which greatly simplifies the ordering and payment of the meals for both customers and the restaurant.

The Click & Eat application differs from a Just Eat type of application because this is going to be used by the customers to order and pay for their meal while in the restaurant not for take away ordering purposes like Just Eat does.

Given the COVID19 restrictions and social distancing, this project aims to have a system that offers the customers a safer dinner experience with less contact with the staff. With this application, the guest will be able to browse the menu, place their order and pay for their meal using their device. There will be no menus, bills or pens to touch and no waiting for a waiter.

At the same time, the restaurant will improve table turn-times and reduce the cost of staff which will provide more time enabling great hospitality. The staff part of the application allows the waiters to see all orders, the time of the orders, the payments and add menu items, see inventory stocks, receive feedback from the customers and send marketing campaigns.

The system presents an interactive and up-to-date menu with all available options in an easy to use manner. Customers can choose one or more items to place an order which will land in the Cart. Customers can view all the order details in the cart before checking out. In the end, the customer gets the order confirmation details and the payment option. Restaurant employees can quickly go through the orders as they are received and process all orders efficiently and effectively with minimal delays and confusion.

## 2. Vision Statement

“Offer the guests the ability to order and pay for their meal from the comfort and safety of their device.”

### 3. Target platforms

Click & Eat is a web application designed to be used easily by the customers and by restaurants or hotels.

The web application does not need to be downloaded since it is accessed through a browser using a mobile phone, a laptop or a desktop.

### 4. Target users

The target users of the application will be the restaurant customers, the restaurant staff and administrators.

Restaurant applications are growing as smartphone usage in the world increases by the minute, the users have grown accustomed to their mobile devices, using it for almost everything, including food ordering.

These tools are helping restaurants increase their profitability as it provides multiple features that will allow communication with the customers, inform them about promotions, discounts and events in the establishment.

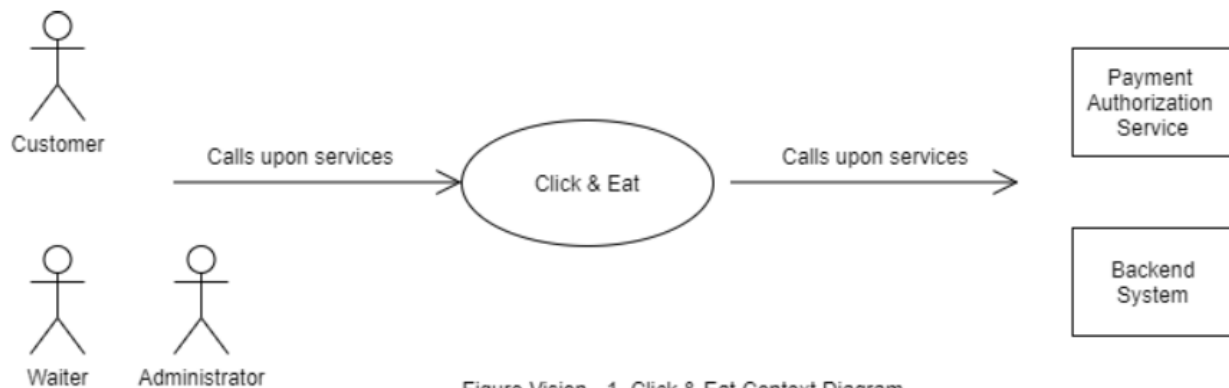


Figure Vision - 1. Click & Eat Context Diagram

## 5. Main Functionalities

The proposed solution, Click & Eat, will streamline many functions and it will divide it into two parts, one for the customer and one for the restaurant staff.

The main functionalities for the customer's application are as follows:

- QR code – URL link
- Navigate the restaurant's menu
- Ordering their meal
- Place the order
- Review the order
- Raise hand for assistance
- Payment method
- Create account
- Survey/Feedback

The module for the Restaurant's waiters is designed to provide the following functions:

- Waiter Login
- Retrieve the orders
- Admin Login
- CRUD menu items
- Retrieve payments
- See customers reviews
- Send promotion

## 6. Main Risks

Competition is one of the main risks for every new comer. Apps like Just Eat offers a convenient and quick way to dine at home where this application will encourage diners back to the restaurant using a safe and secure method of interaction.

Customer adoption can be difficult due to the lack of technology usage in restaurants.

Once the COVID19 pandemic subsides, the value of the unique selling point will decrease. Due to the pandemic, reduced contact is a major selling point as customers and staff are seeking to minimise social contact.

## 7. Business Model

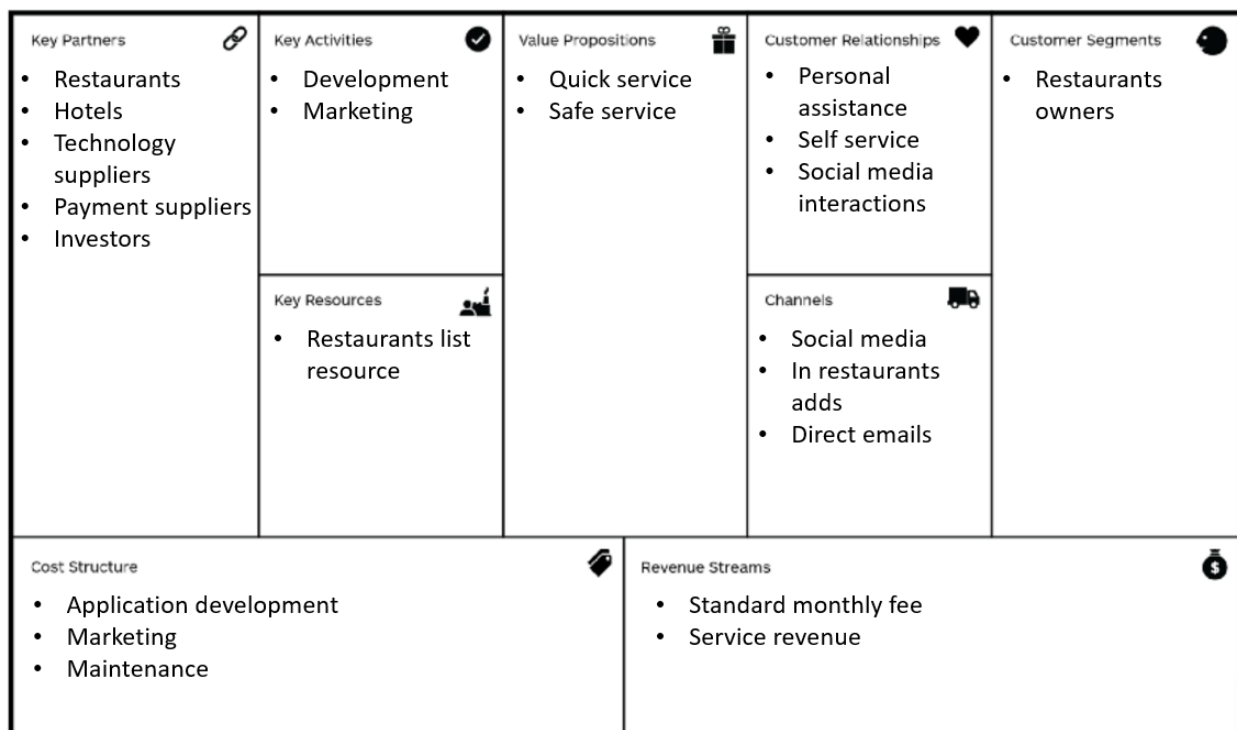


Figure Vision – 2. Click & Eat Business Model Canvas

## **8. Conclusion**

Click & Eat is designed for restaurants and customers as a solution to reduce person-to-person contact in times of a pandemic.

This application aims to streamline the restaurant's operation by putting guests in control of their experience.

With everything available and easy to use, guests don't have to wait for menus and checks. At the same time, the restaurant staff will spend less time taking orders, swiping credit cards and more time offering great hospitality.