

Team Sk3m Project Proposal: Online ordering site for small restaurants

Members of Team Sk3m:

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Background: Since the 21st century requires any successful business to have an aptitude for technology, we can see many businesses losing profit to larger corporations with well-designed and easy-to-use web-based solutions. For example, many restaurant chains now have online ordering, which allows the consumer to enjoy a fast, simplified, and convenient method for ordering food. Because of this, smaller family-run restaurants are losing business; why would your average American, who has little time on his/her hands, opt for a less timely and convenient solution to bringing home food?

Objective: To create a framework that is robust, easy to maintain, easy to modify, secured, etc. This is why we, Team Sk3m, are proposing an “online order – builder” as our final project. We feel that this idea would be profitable for both parties: our team, and family- run restaurants; not only would it help small business grow and compete with larger chains/corporations, but it would also yield hefty profit for us. Refer to figures A and B in the subsequent pages to see the general difference between an arbitrary large food chain’s website, and an arbitrary small restaurant’s. The implementation of this project would require the use of all of the skills taught so far in csc210 and possibly even new ones.

Proposals: We thought that after we made the framework, we could call some local restaurant (such as Coliseum pizza, refer to Fig. B) and ask for permission to use their menu as a demonstration. Alternatively, we could always send them a proposal that they test it independently. Of course, this would result in no profit for us.

Fig. A: A well-designed webpage for placing orders online. Domino's is a restaurant chain that focuses on pizza. Note that this restaurant is a successful chain; it also has a well designed, easy to use, and fast online ordering page. The correlation between these factors is no coincidence; the accessibility and advertising offered by the website no doubt increases the orders per hour the typical Domino's restaurant receives, increasing profits. Notable features of the website include:

- Store Locator
- Comprehensive UI
- Simple Apple-like Design

Features to include:

- * Offer diverse designs
- * Option to order food online and track ordering
- * A menu with food, descriptions, pricing, and (optionally) pictures.
- * Options to share on FB or Twitter
- * Options to embed, link
- * Robust, stable, easy to maintain, easy to modify

Demonstration of usage of all skills acquired in CSC210:

- * Extensive use of JavaScript
- * PHP
- * Database
- * Use JavaScript API to dynamically generate several different types of graphs



SAT 6:22 PM

ESPRESSO

YOU GOT CONFIRMATION

PIZZA TRACKER

You've got 30 minutes and you've Dominos coming your way. The delivery experts at Domino's have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store for delivery. Now, you got tracking where no tracking has ever gone before.

ORDER PLACED **PREP** **BAKE** **BOX** **DELIVERY**

1 2 3 4 5

YOU GOT IT IN THE OVEN - Judith put your order in the oven at 6:16 PM

HELP US GET BETTER 2 of 4
Judith prepared your order today. How did everything taste?
★ ★ ★ ★ ★
Please wait for your order to arrive to answer this question

TELL US HOW WE DID 160 CHARACTERS LEFT
You Got Something To Say?
Tell us what's on your mind once your order arrives.
SEND

GIVE US YOUR PREDICTION THE 1 of 2

ONLINE ORDERING // CONFIRMATION

Fig B: A website with no online ordering. Not only would online ordering help them maximize profits, it would also reduce pressure on ordering over the phone. This yields several benefits; opening up an online ordering option would allow the amount of orders to be more manageable than if the only method of ordering was driving to the restaurant or calling. In addition, a small business such as this would profit greatly from an easy to use, simple, and efficient UI. A google maps extension would help the customer see how close they are to the store; perhaps a notification could inform the customer when the driver has left the restaurant to begin the delivery.

COLISEUM
PIZZA ROMA
(585) 671-8680

We Deliver Anywhere Until 4AM!



696 Ridge Rd
Webster, NY
(585) 671-8680

Hours: 5pm - 4am

We deliver anywhere within the Greater Rochester Area!
We do not accept Credit Cards.

PIZZA

Styles: Traditional, Thin Crust, Upside Down, Garlic White

Specialty Pizzas

- Supreme
- Veggie
- Meatlovers
- Chicken (any wing sauce, comes with sides of blue cheese)
- Steak (garlic, sweet, or a mayo/sweet blend, vegetables of your choice grilled with the steak)
- Garbage Plate (comes with side of mac salad)

Size	Regular	Specialty	Extra Toppings
Small (4 slice, 9")	\$5	\$8	\$1/ea
Medium (8 slice, 14")	\$10	\$14	\$1.50/ea