

INSTA TAKEAWAY- A PRE-ORDERING SYSTEM FOR SMALL SCALE EATRIES

**A PROJECT REPORT
FOR
DESIGN THINKING AND METHORDOLOGY**

Submitted by

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BONAFIDE CERTIFICATE

Certified that this project report “**INSTA TAKEAWAY- A PRE-ORDERING SYSTEM FOR SMALL SCALE EATRIES**” is the bonafide work of **Y S Sailesh Kumar Sastry- RA2211026020039, Abarajitha Palanivel- RA2211026020018, Sriram Suram- RA2211026020022, M V S Vangmayee- RA2211026020023, Abhinand K- RA2211026020045, Akhil Jeevan- RA2211026020065** of III Semester in B. Tech Computer Science and Engineering during the academic year 2023-2024, ODD Semester in 21DCS201P – Design Thinking and Methodology who carried out the project work under my supervision.

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INTERNAL EXAMINER- I

INTERNAL EXAMINER-II

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ABSTRACT

In a world where the food industry is rapidly evolving, small-scale eateries, often family-owned or independent establishments, are faced with unique challenges in keeping pace with larger chain restaurants. The "INSTA TAKEAWAY" project addresses this critical issue by introducing a dedicated pre-ordering system tailored to the specific needs of small-scale eateries. This innovative system aims to provide them with the tools required to compete effectively in a digital age characterized by fast-paced lifestyles and technological advancement.

The objectives of this project encompass several key areas. Firstly, it seeks to create an efficient order management system, enabling small eateries to streamline the ordering process, thereby reducing wait times for customers. Secondly, it aims to enhance the overall customer experience by offering a user-friendly platform for browsing menus, placing orders, and completing payments seamlessly. Lastly, the project aspires to evaluate the impact of the "INSTA TAKEAWAY" system on the viability and profitability of small eateries, offering insights into how this innovation can significantly boost their revenues.

With the development of the "INSTA TAKEAWAY" system, a team of software developers will craft a platform that incorporates essential features for order placement, menu customization, and secure payment processing. A pilot implementation phase will follow, deploying the system in a select group of small eateries. This phase is vital for collecting feedback from both eateries and their customers to fine-tune the system for optimal performance. Data analysis will be conducted to assess the system's impact on order efficiency, customer satisfaction, and business revenue. The "INSTA TAKEAWAY" project has the potential to enhance customer experiences, drive business growth, and bridge the technological divide, empowering small-scale eateries to thrive in a digital world. It represents a promising fusion of technology and traditional culinary excellence, ensuring a vibrant future for these culinary gems.

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EXPLORE PHASE

STEEPANALYSIS

STEEPANALYSIS

SOCIAL & DEMOGRAPHICS

- customer perception
- customer preference
- Age/income
- consumer behaviour
- Cultural factors

TECHNOLOGY

- Innovation
- communication
- Research&development
- Patent regulations
- Data privacy

ECONOMY

- Pricing
- Competition
- Consumer spending
- Inflation
- Regulations

ENVIRONMENT & NATURE

- Sustainability
- Carbon footprint
- Waste management
- Climate change
- Environmental regulations

POLITICS & LEGAL

- Regulations
- Government policies
- Political stability
- Legal disputes
- Tax policies

**YOUR DESIGN
CHALLENGE
ISSUE**

**STEP ANALYSIS
MATRIX**

High Impact	Uncertain to Occur	Likely to Occur
	<ul style="list-style-type: none">Cybersecurity breachesTechnical glitchesFood quality issuesSupply chain disruptions	<ul style="list-style-type: none">Increased demandFood quality standardsManaging customer expectationsContactless Delivery

Low Impact

STEEP ANALYSIS PRIORITIZATION

Discuss 2 key trends from the High Impact – Likely to occur quadrant:

1. **Increased demand for online food delivery:** The COVID-19 pandemic has accelerated the growth of the online food delivery market, which is now worth more than \$150 billion globally

2. **Contactless delivery:** Many food ordering applications now offer contactless delivery, which allows customers to receive their orders without coming into contact with the delivery person

Discuss 2 trends from the High Impact – Uncertain to occur quadrant

1. **Drone delivery:** The use of drones for food delivery is a promising trend that could revolutionize the food delivery industry . Drones can deliver food faster and more efficiently than traditional delivery methods

2. **Cloud kitchens:** Cloud kitchens, are commercial kitchens that operate without a physical storefront . These kitchens are designed to fulfill online orders only and can help reduce overhead costs

STEEP ANALYSIS MATRIX

STEEP ANALYSIS MATRIX			
	URGENT	LESS URGENT	
IMPORTANT	<ul style="list-style-type: none"> Ensuring that app is user friendly and easy to navigate Providing a secure payment gateway Ensuring application is compatible with different devices Offering wide range of food options Providing real time updates on order status and delivery 	<ul style="list-style-type: none"> Conducting regular market research to identify changing customer preferences Developing partnership with restaurants Offering personalized recommendations based on customer history Developing loyalty program to retain customers 	<ul style="list-style-type: none"> Offering social media integration to allow customers to share their experience Providing an option for customers to customize their orders Developing a referral program to attract customers Providing nutritional information for each dish Offering seasonal menus
LESS IMPORTANT			

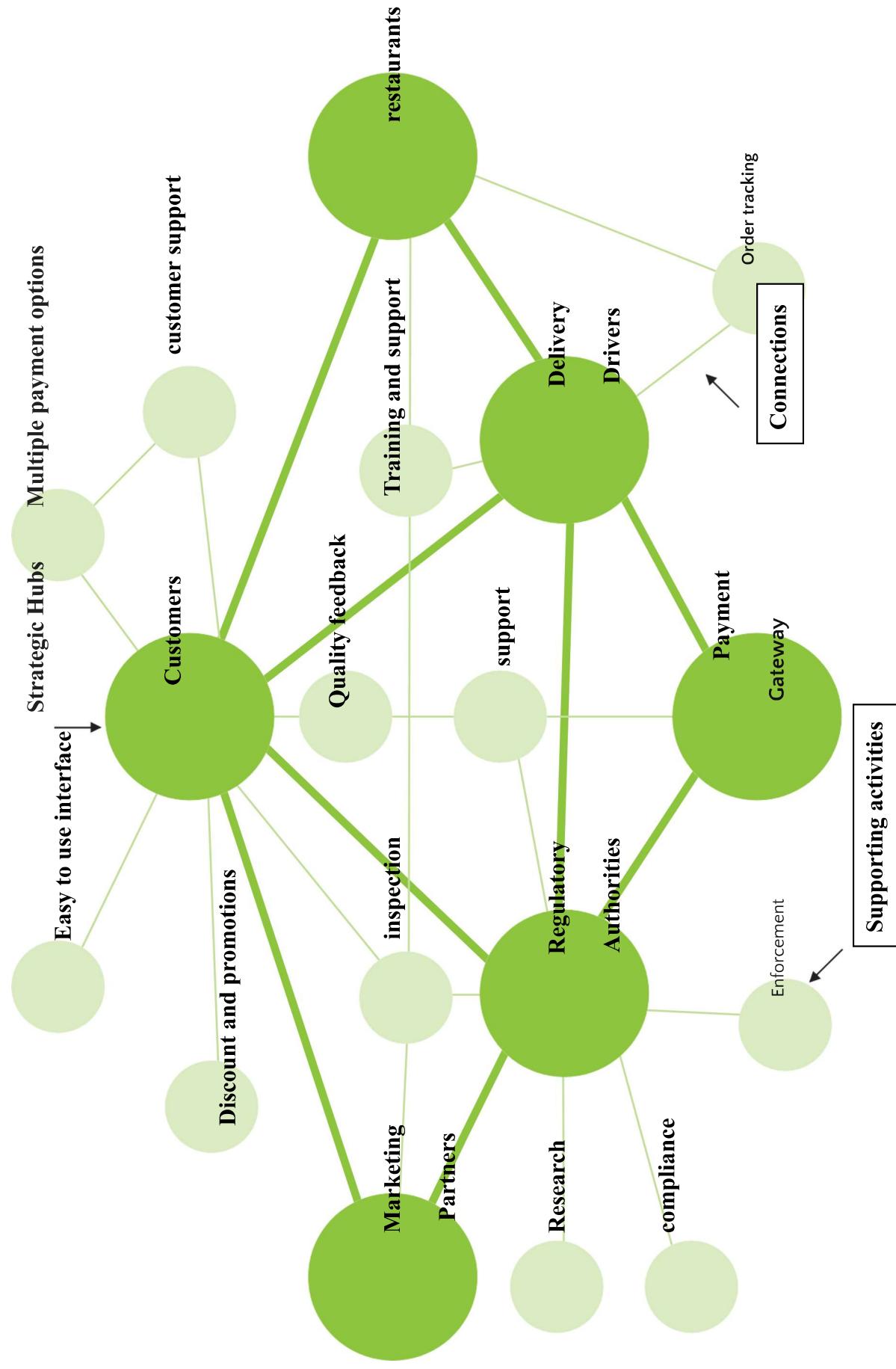
SYNTHESIS: MAKING SENSE OF STEEP ANALYSIS AND STRATEGIC PRIORITIES

Assessment Questions	Synthesis: Sense Making		
<p>What relationships among the trends do you perceive? How are they related? Why are these relationships important</p>	<p>Customer Retention and Food Quality: Maintaining consistent food quality is essential for retaining customers. If customers receive poor quality food, they are unlikely to order from the same restaurant again.</p> <p>Technology and Customer Experience: Businesses must embrace technology to stay ahead of the competition. This can be achieved by offering mobile applications, chatbots, and other digital solutions that enhance the customer experience</p>	<p>Unstable Customer Base: Customers in the food delivery business are observed to be highly unstable at loyalty. This makes it difficult for businesses to retain customers.</p> <p>Inconsistent Food Quality: Maintaining consistent food quality is a major challenge faced by food delivery businesses.</p>	
<p>What opportunities and/or challenges need immediate attention going forward for your design challenge? And why?</p>	<p>Focus on Customer Retention Maintain Consistent Food Quality Prepare for Demand Collaborate with Other Businesses: Embrace Technology</p>	<p>What would it take to create positive change on this issue relating to your design challenge?</p>	<p>Restaurants Delivery Personnel Customers Investors</p>
			<p>Who else would be interested in this issue? Why should they care? What conversations would you have with them?</p>

MAPPING ORGANIZATION ACTIVITY SYSTEM

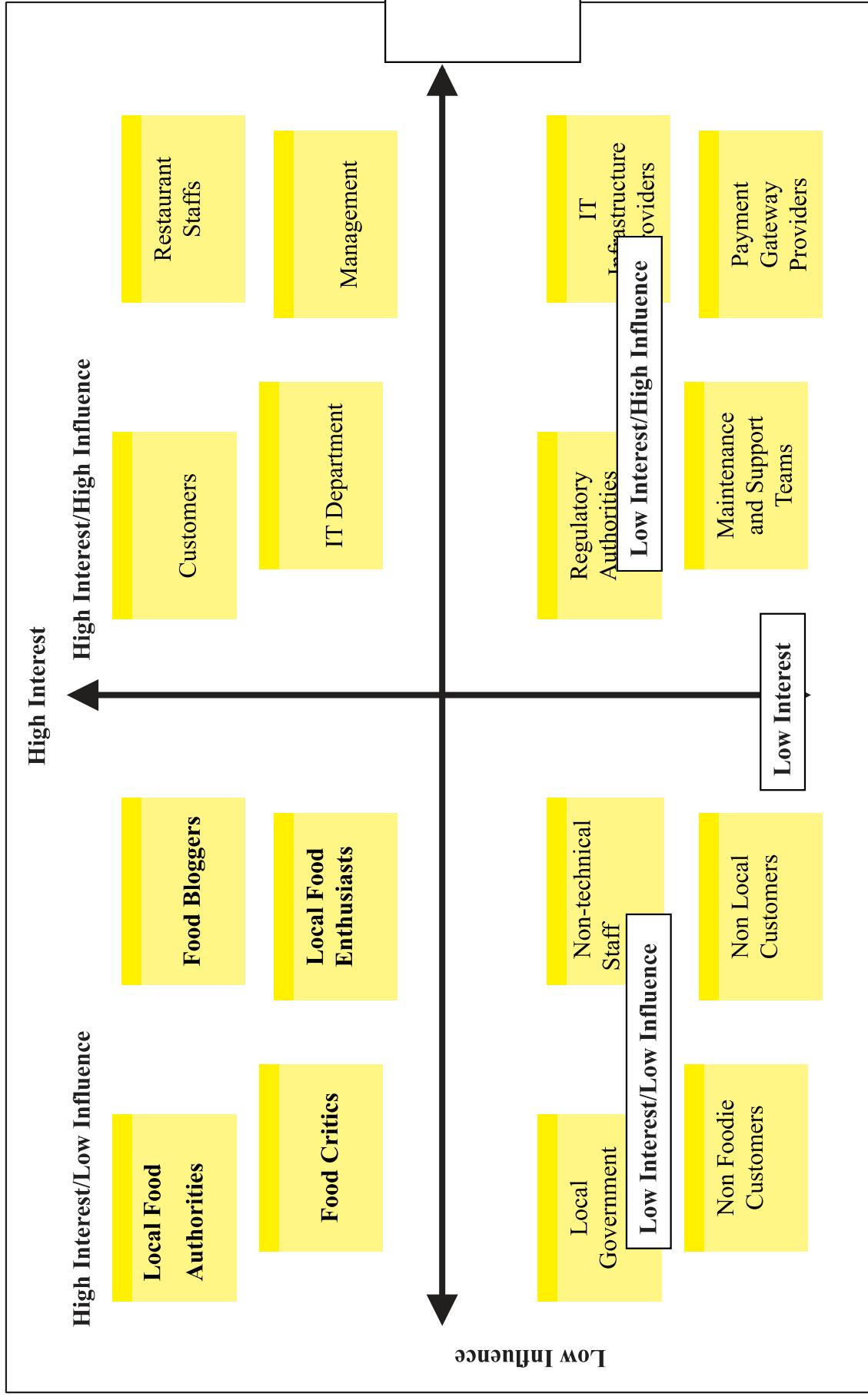
OBJECTIVES OR MISSION STATEMENT	Strategy # 1	Strategy # 2	Strategy # 3	Strategy # 4

STAKEHOLDER LINKS & RELATIONSHIP MAPPING TEMPLATE



(Identify your relevant key stakeholders)

STAKEHOLDER LINKS & RELATIONSHIP MAPPING TEMPLATE



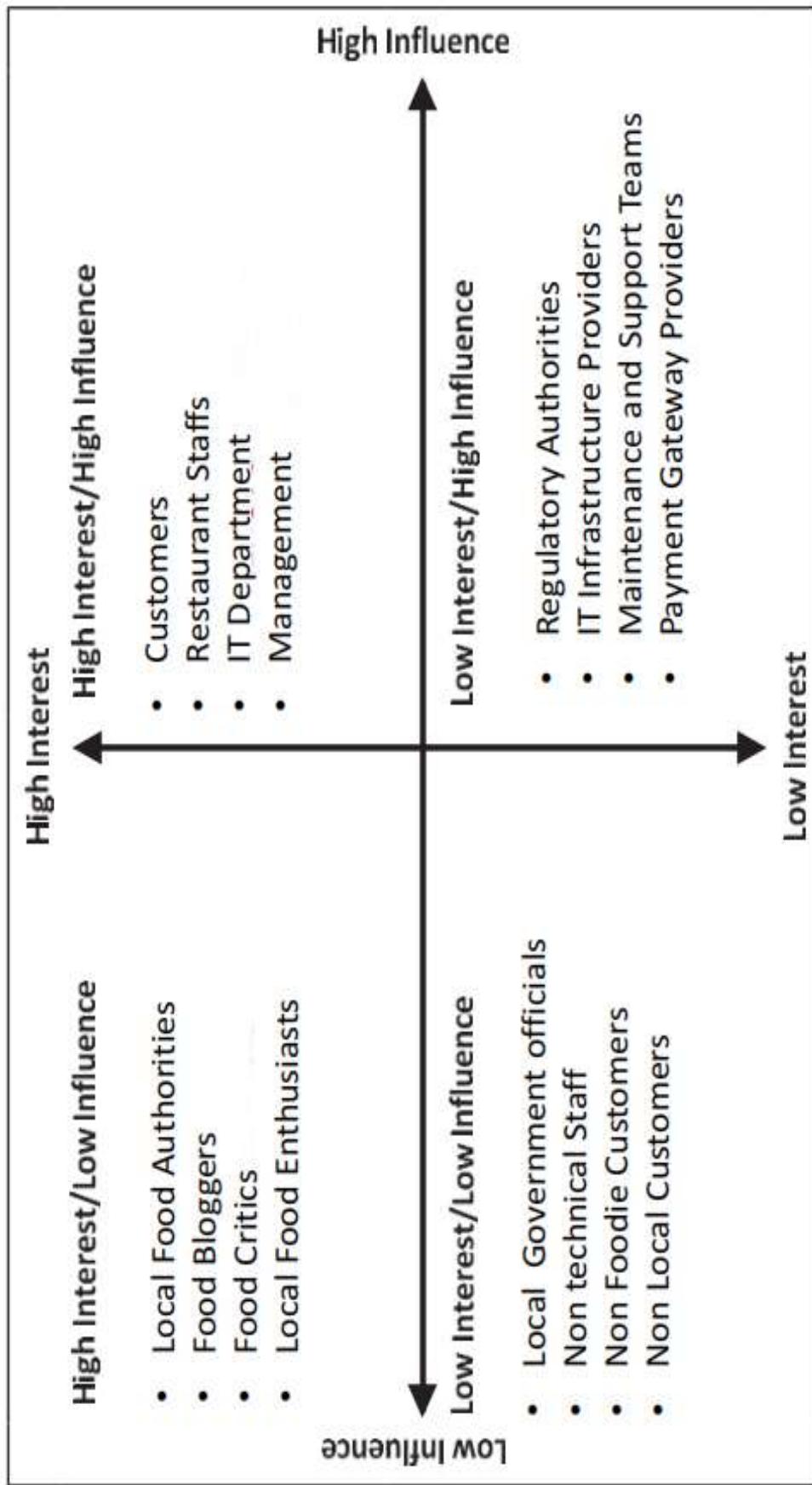
Define the links and relationships between stakeholders)

Customer
Fin...

STAKEHOLDER LINKS & RELATIONSHIP MAPPING TEMPLATE

Equipment

STAKEHOLDER PRIORITY MAPPING MATRIX
(Develop engagement Strategies)



STAKEHOLDER ANALYSIS & ENGAGEMENT STRATEGY

Key Stakeholders	Relationships	Stakeholder's Interest(s) in the Design Challenge	Impact Assessment	Strategies to Gain Support or Reduce Obstacles
Identify Stakeholders	Identifying stakeholders	User Experience	Increased Adoption Improved User Experience	Identify Key Stakeholders Develop a Communication plan
Analyze Stakeholders	Understanding Needs	Security		
Prioritize Stakeholders	Prioritize Stakeholder Development Engagement Strategy	Cost Effectiveness	Reduced Costs	Prioritize stakeholders Engage early and often
Communicate Regularly	Communication Channels	Efficiency	Increased Efficiency	Provide Incentives
Address Concerns	Developing Messaging	Reliability	Improved Customization	Address Concerns
Provide Incentives	Building Trust	Customization	Improved Integration	Provide Training
Provide Incentives	Gaining Support	Integration	Improved Marketing	
Collaborate with stakeholders	Managing Resistance	Analytics	Improved Analytics	Monitor Feedback
Monitor Feedback	Monitoring Feedback	Marketing	Improved Security	Collaborate with Stakeholders
Maintain Relationship	Evaluating Impact	Compliance	Improved Compliance	Evaluate Impact
	Sustaining Engagement	Innovation	Increased Innovation	Sustain Engagement

A. CHALLENGE OR PROBLEM DEFINITION	
Project Sponsor	Organization Name Address and Contact Contact Person(s)
Project Title	Design Challenges Include: Security ,Usability, Integration, Customization, Reliability, Scalability, Compliance, Analytics Marketing, Training, Innovation
Design Challenge	What are the issues and opportunities that inspired this Design Challenge Info Contactless payments, Efficiency,Security,Custimization,Integration,Analytics,Marketing ,Innovation
	Why does this Design Challenge matter to the organization

PROJECT BRIEF AND OPPORTUNITY FRAMING TEMPLATE

A. CHALLENGE OR PROBLEM DEFINITION (contd...)	
Goals and objectives of the Design Challenge	Improve the payment experience,Increased efficiency,Enhance Security,Provide Analytics,Support Marketting Efforts,Integrate with existing systems,Comply with regulations,Provide customization,Drive innovation
Target users of this Design Challenge	Customers,Restaurant owners,Payment processors,Technology Partners,
Other key stakeholders	Regulatory authorities,Investors,Competitors,Industry associations,Consumer advocacy groups
Previous efforts to solve this Design Challenge	Mobile Payment apps,QR code payments,NFC payments,Blockchain-based payments,Digital wallets,Point of sale systems,Thirdparty payment processors
Current activity system and process	Cash,CREDIT/debit cards,Mobile payments,Tablet based system,Self service kiosks,Phone reservations

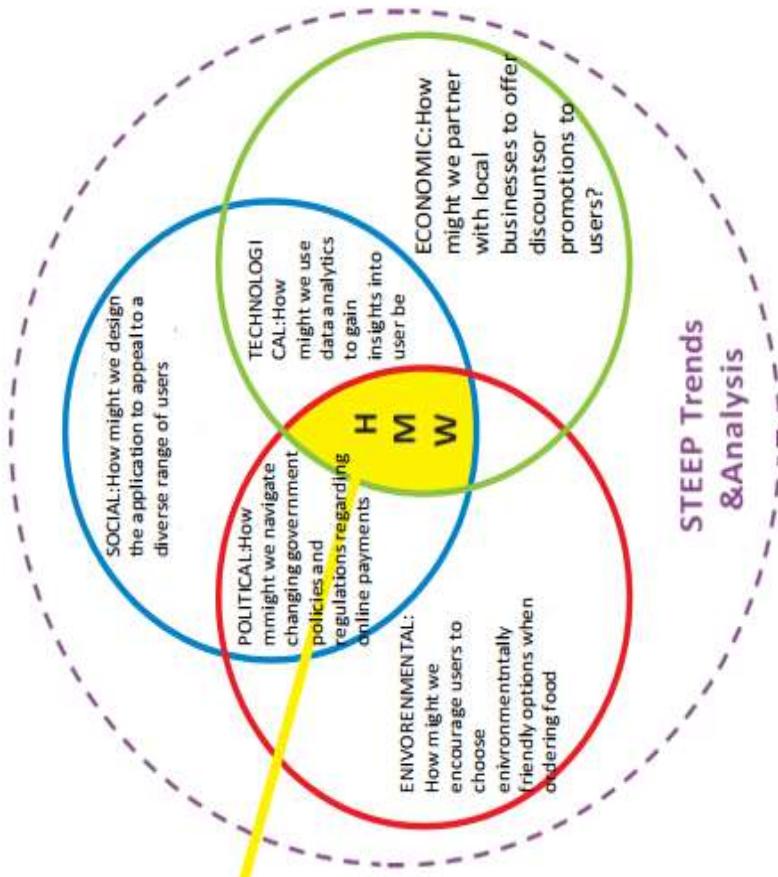
PROJECT BRIEF AND REFRAMING PROJECT CHALLENGES
TEMPLATE

B. OPPORTUNITY FRAMING	
Real issues behind this Design Challenge	<ul style="list-style-type: none"> - The real issue is the inefficiency and congestion in college canteens during lunch hours due to long queues and crowded billing areas. - The challenge is to streamline the food ordering process to enhance the dining experience for college students.
Inspirations from others in solving this Design Challenge	<ul style="list-style-type: none"> - Inspiration can be drawn from successful online food ordering platforms <p>Inspirations from others in solving this Design Challenge in urban areas that prioritize user convenience and reducing waiting times. - Best practices from other industries like e-commerce and mobile apps can provide insights</p>
Teams' contributions	<p>Our team brings together expertise in software development, user experience design, and project management to create an efficient online food ordering system.</p>
Success criteria	<ul style="list-style-type: none"> - Success is defined by a significant reduction in canteen congestion and wait times during peak hours. <p>Success criteria</p> <ul style="list-style-type: none"> - High user adoption rates, positive user feedback, and increased student satisfaction are key success
"HOW MIGHT WE “Opportunity/ possibility statement	<ul style="list-style-type: none"> "How might we create an online food ordering system that not only reduces congestion in canteens and other restaurants but also enhances the overall dining experience for people?"

REFRAMING THE OPPORTUNITIES TEMPLATE

**Reframe your opportunities
and filter one**
How might we design the
applications to appeal to
a diverse range of users
“How might we...”

1. “How might we... make the application more accessible to users?”
2. “How might we... make the application more affordable for users?”
3. “How might we... reduce the environmental impact of food packaging by using sustainable packaging materials?”



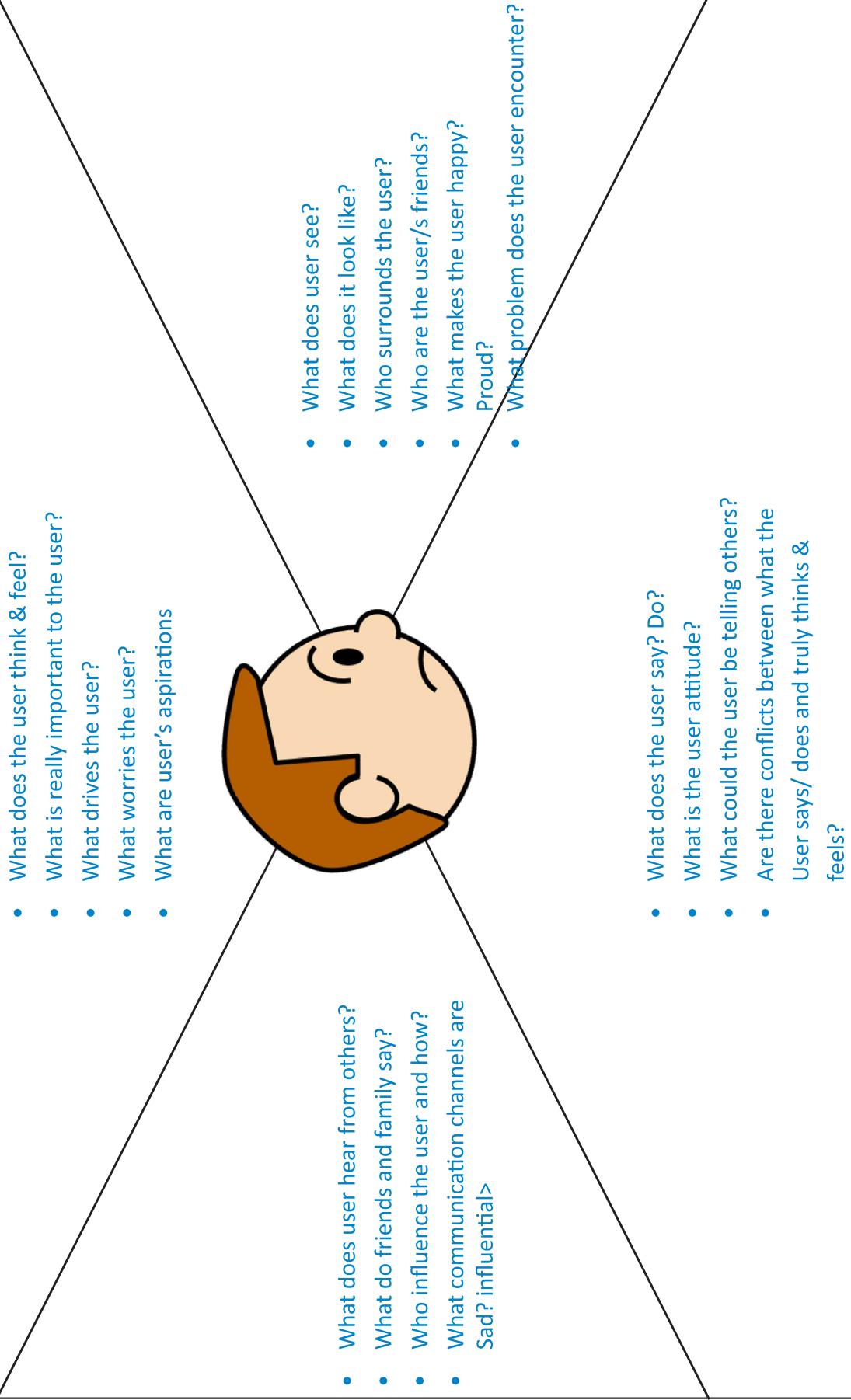
EMPATHISE

PHASE

POEMS FRAMEWORK TEMPLATE

Location:	Date/Time/Period:	
Report By:		
POEMS Framework	Field Visit and Onsite Observation	Insights
People: Who are involved? (E.g., commuters, street vendors, office workers, children, motorists, delivery men, etc.) What roles do they play? How are the people engaging with each other? How are they related? What are the relationships? What is the social context?		
Objects: What artifacts are important? (E.g., bus stops signage, traffic lights, benches, etc.) What roles do they play? How are people engaging with the objects, and with their surrounding? What is interaction? How does the object influence people's behavior?		
Environment: Where is the action taking place? (e.g., public bus, road side, government office, garden, etc.) What is happening? What are the people doing? How do the people behave in this environment? How does the environment influence people's behavior? What is the mood? Ambience?		
Messages & Media: What are the messages and communication media used? (e.g., signage, online materials, posters, apps, etc.) What roles do they play?		
Services: What are the services and support systems provided? (e.g., registration, library services, hands-on guide, online booking, etc.)		

GENERATE INTERVIEW QUESTIONS



GENERATE INTERVIEW QUESTIONS

PAIN?	GAIN?
<ul style="list-style-type: none">• What barrier and challenges does the user face?• What are the user's frustrations?• What obstacles are there?• What makes user feel indifferent?	<ul style="list-style-type: none">• What makes user happy or satisfied?• What does the user truly want?• How does the user measure value?• What gives user passion/motivation?

EMPATHY MAP & USER JOURNEY TO GENERATE INTERVIEW QUESTIONS

DOING	SEEING	HEARING/SAYING	FEELING/THINKING	FRUSTRATION	NEEDS/WANTS
When does target User go there? How does target User go there?					

**USER INTERVIEW
NOTES**

Interviewer Name	
Note Taker & Observer	
Interviewee Name	
Interviewee contact details	
Date/Time of Interview	
Interview Location	
Interview's background information	
Gender	
Age Range	
Profession	
Education Background	
Family	
Hobbies	
Likes/Dislikes	
Interview Notes (Verbatim)	Observations/Quotes

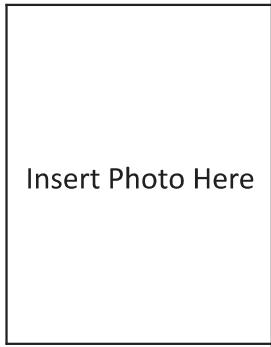
**POST INTERVIEW
DEFREIFPRESENTATION:**

Interviewee's Goals &/or Motivation	Interviewee's Aspirations:
Interviewee's Current Experience	Interviewee's Challenges &/or Pain Points
3 most memorable things about the interviewee:	User Insights &/or needs

POST INTERVIEW DISCUSSIONS: ABOUT THE PROCESS

What went well with the Interview?
What did not go well with the Interview?
How can we do better for next Interview?

POST INTERVIEW**DEFREIFPRESENTATION:****END OF INTERVIEW****NOTES****Summary profile of interviewee**

 Insert Photo Here	Overview of interviewee (Brief demographic profile, likes /dislikes, lifestyle etc.,):
--	--

Summary profile of interviewee

Goals/Motivation:	Aspiration:
Current Experience:	Challenges and Pain Points:

POST INTERVIEW

DEFREIFPRESENTATION:

3 most memorable things about the interviewee:	User Insight & Deep Needs:
---	---------------------------------------

DOCUMENTING INSIGHTS & NEEDS: EXAMPLE

INSIGHT #:

Insert narrative of the user insight, needs, quotes here.

Need:

Quotes 1:

Quotes 2:

PERSONA CANVAS

Persona Name:

Demographic Profile: Age: Gender: Home: Family: Hobbies/Likes/Dislikes: Education Background:	Goals : 	Deep Need Statement: 	Diversity of Needs: 	Motivation/Aspiration: 	Challenges/Pain Points: 	Behavior: 	Social & Family Lifestyle:
---	---	--	---	--	---	---	--



EXPERIMENT PHASE

S	Substitute	Consider substituting traditional menus with interactive digital menus that include images, descriptions, and customer reviews for a more engaging user experience.
C	Combine	Explore combining the online food ordering system with a table reservation system to offer a comprehensive dining experience where customers can reserve a table and order food simultaneously.
A	Adapt	Adapt the system to offer personalized recommendations based on the customer's past orders and preferences,
M	Modify	<i>Modify the payment options to include digital wallets and cryptocurrency for a broader range of payment choices</i>
P	Put to other uses	<i>Repurpose the online food ordering system as a marketing tool by allowing restaurants to promote special offers and events through the platform</i>
E	Eliminate	Consider eliminating the need for physical menus and paper receipts entirely by offering digital receipts and QR code based menu access.
R	Reverse	Rearrange the user interface to prioritize popular or trending dishes, making them more prominent and enticing for customers.

SCAMPER WORKSHEET

RECONNECTING WITH OUR PERSONAS

Behaviors	Aspirations	Motivations	Challenges	Pain Points
<ul style="list-style-type: none">• Observe how users currently interact with your application.• Analyze user journeys to identify common behaviors and paths	<ul style="list-style-type: none">• Conduct surveys or interviews to understand what users hope to achieve with your application.• Identify the goals and dreams your users have related to food ordering.	<ul style="list-style-type: none">• Ask users about what motivates them to use your app.• Understand their incentives and the benefits they seek.	<ul style="list-style-type: none">• Gather feedback on any challenges or obstacles they face when using the app.• Identify pain points that hinder a smooth experience.	<ul style="list-style-type: none">• Determine what specific needs your users have when it comes to food ordering.• Tailor your app's features to meet those needs effectively.

Analyze the data to identify the core needs and preferences of your users.

User Insights

- Conduct in-depth interviews, surveys, and observational studies to gather insights directly from users.

Deep User Needs

Analyze the data to identify the core needs and preferences of your users.

Constraints &/or Design Criteria

- Take note of any technical, budgetary, or time constraints that might affect the design and development of your application.
- Based on user insights, establish design criteria that ~~your application should meet~~. These can include usability, accessibility, and user satisfaction.

- Conduct in-depth interviews, surveys, and observational studies to gather insights directly from users.

**ENGAG
E
PHASE**

**STORY BOARD
CANVAS**

- Directions:
- Review your persona, the ideal user experience journey and the prototype you have created.
 - Brainstorm how you intend to illustrate your persona's story in a coherent manner including the narratives.
 - Use the story board template / canvas provided and start drawing.

Title: **Pre-ordering for Eateries through Website**

Image: A busy professional working at their desk.
Narrative: Sarah is a busy professional who often doesn't have time to wait in line at restaurants.

Image: Sarah looking at her phone with a frustrated expression.
Narrative: Sarah is frustrated because she has to wait in line for lunch every day.

Image: Sarah using her phone to pre-order food from an eatery.
Narrative: Sarah discovers a new website that allows her to pre-order food from her favorite eateries.

Image: Sarah enjoying her meal at her desk.
Narrative: Sarah is happy that she can now enjoy her lunch without having to worry about waiting in line.

Image: Sarah picking up her pre-ordered food from the eatery.
Narrative: Sarah picks up her pre-ordered food without having to wait in line.

**STORY BOARDING
CANVAS**

The Persona	The setting	The Problems	The Solutions	The Resolutions
A busy professional who doesn't have time to wait in line at restaurants.	A busy city street	<p>Waiting in line for lunch</p> <p>Not knowing how long the wait will be</p> <p>Not being able to choose a pick-up or delivery time</p>	<p>A pre-ordering website that allows customers to browse and select menu items from participating eateries,</p> <p>pre-pay for their orders, and choose a pick-up or delivery time.</p>	<p>Sarah uses her phone to pre-order food from her favorite eatery.</p> <p>She selects her pick-up time and pays for her order.</p> <p>She arrives at the eatery at her chosen time and picks up her food without having to wait in line.</p> <p>Sarah enjoys her meal without having to worry about waiting or finding a seat.</p>

BEGINNING

MIDDLE

END

**EVOLVE
PHASE**

STRATEGIC REQUIREMENT TEMPLATE

Strategic Requirements	The Big Idea or the Idea Concept (Main Solution to be delivered)		
Key Solution Components of the Big Idea	A website that allows customers to browse and select menu items from participating eateries.	A payment processing system that allows customers to pre-pay for their orders.	A system for notifying eateries of pre-orders and coordinating pick-up or delivery.
Capabilities Required to Deliver this Solution Component	Website development and hosting capabilities	Payment processing capabilities.	Order management and notification capabilities.
Current Organizational Assets & capabilities to be Leveraged	Existing website infrastructure.	Existing customer database.	
Development Strategy to develop this capability (if needed)	Partner with a website hosting company to develop a custom website for pre-ordering.	Partner with a payment processing company to integrate a payment processing system into the website.	Develop a custom order management and notification system in-house.
Requirements and cost to develop (high / med / low)	Website development: High	Payment processing integration: Medium	Order management and notification system: Medium
External Sources of Expertise (potential partnership)	Application development company	Payment processing company	

EVOLVING THE PROCESS FOR DELIVERY

Key Solution Component	Workflow / Process Needed to Implement the Solution
Pre-ordering Application	Customer places order through the application User browses menu, selects items, adds them
	Restaurant receives order notification Restaurant receives order notification
Payment Processing	Customer pays for order through the application Customer enters payment info and application
	Restaurant receives payment confirmation Restaurant receives payment confirmation through the application
Order management	Restaurant manages orders through the application
	Restaurant receives and processes orders, updates order status, and tracks inventory
Push notification	Customer receives push notifications about order status, special offers, and events

IMPACT EVALUATION INDICATORS

Criteria	Indicators & Measurement	Stakeholders
Social Value Creation	Number of customers who use the pre-ordering system	Customers
Stakeholder Satisfaction	Customer satisfaction with the pre-ordering system	Customers
Solution Sustainability	Number of eateries that participate in the pre-ordering system	Eateries
Solution Scalability	1 Financial performance of the pre-ordering system	1 Eateries, Website Owner

ACTION PLANNING TO ADVANCE THE DESIGN CHALLENGE PROJECT

Idea What idea for implementation	Objectives Why is this idea important? Values and benefits	Responsibility Who will lead this?	Implementation How will this be Implemented?	Resources What capability and resources are needed?	Completion When will this be completed?
Develop a pre-ordering application for eateries that is easy to use for both customers and restaurants.	Make the dining experience more convenient and efficient for both customers and restaurants.	Design: A team of designers will be responsible for developing the user interface and user experience.	The website will be developed using a variety of technologies, including React	A team of experienced designers, developers, and marketers.	The application is scheduled to be completed in Q3 2023.
	Help restaurants to improve their efficiency and profitability.	Development: A team of developers will be responsible for building the backend infrastructure.	The website will be hosted on a cloud platform such as AWS or Azure.	Access to cloud computing resources.	
	Support local businesses.	Marketing: A team of marketers will be responsible for promoting the website to potential customers and restaurants.	The website will be integrated with popular payment processors such as Net banking and UPI.	Partnerships with restaurants and other food industry	

IDENTIFYING QUICK WIN

What is this Quick Win (1) about?	Implement a pre-ordering system for eateries through website.
What are the success indicator(s)? How would it (these) be measured?	Number of customers who use the pre-ordering system: Track the number of unique users who visit the pre-ordering website and place orders.
What are the resources / staff trainings needed?	<ul style="list-style-type: none"> • Payment processing company to integrate a payment processing system into the website. • Order management and notification system to be developed in-house or outsourced. • Customer support staff to train customers on how to use the pre-ordering system.
Who will lead this Quick Win implementation?	Project manager with experience in web development, payment processing, and order management.
What are the key steps needed to implement this Quick Win? What is the timeline till completion?	<ol style="list-style-type: none"> 1. Develop a pre-ordering website: 2 months. 2. Integrate a payment processing system: 1 month. 3. Develop an order management and notification system: 1 month.
When will be the status or progress update?	Monthly status updates to stakeholders.
When will this be completed?	6 Months
How would the Success be communicated?	<ul style="list-style-type: none"> • Social media posts and email marketing campaigns to promote the pre-ordering system. • Customer surveys to measure customer satisfaction with the pre-ordering system.

CONCEPT SYNTHESIS

<p>Design Challenge</p> <p>How might we make it easier and more convenient for customers to pre-order food from eateries through a website?</p>	<p>Solution Concept</p>	<p>A website that allows customers to browse and select menu items from participating eateries, pre-pay for their orders, and choose a pick-up or delivery time. The website would also provide real-time order status updates to customers.</p>
<p>Persona:</p> <p>Busy professionals who don't have time to wait in line at restaurants.</p>	<p>Value Propositions to Target Users:</p> <ul style="list-style-type: none"> • Convenience. • Control • Peace of Mind 	<p>Value Propositions to Organizations/Agency:</p> <ul style="list-style-type: none"> • Increased customer satisfaction: Customers appreciate the convenience and ease of use of the pre-ordering system. • Increased revenue: Eateries can increase their revenue by capturing pre-orders, especially during peak times. • Reduced costs: Eateries can reduce their costs by reducing food waste and labour costs.
<p>Gains:</p> <ul style="list-style-type: none"> • Convenience. • Control • Peace of Mind 	<p>User Need(Problem) Solvers:</p> <ul style="list-style-type: none"> • Pre-ordering website • Real-time order status updates 	<p>Pain Relievers:</p> <ul style="list-style-type: none"> Pre-paid orders Real-time order status updates
<p>Pains:</p> <ul style="list-style-type: none"> Waiting in line Not knowing the wait time Food Waste 	<p>Gain Creators:</p> <ul style="list-style-type: none"> Increased efficiency Peace of mind Convenience 	

M-A-R-S
FRAMEWORK

	Ability	Role	Systems
Use the MARS framework to understand the people's behavior in the face of the change and innovation	It is about the Tools and Skills	It is about defining Roles/To Rs	It is about the Support system (Resources)
Motivation			
It is about the Why / the Will to change			
	Think		
Engage team in conversation to connect and to empathize. Listen Feel to welcome the truth and to gain trust			
	Do		

Vision (Reasons)for change	Staff Engagement	Communicate vision for change	Implementation Plan	Empower people for change	Create Quick Wins

