

CHOPPINGS FOOD HUB

1.0 EXECUTIVE SUMMARY

Choppies Food Hub aims to help small and local eateries gain more market share and profit by improving their service and providing quality, top-notch service. These are achieved through pre-planned meals and orders, affordable subscription plans, and the registration of unrecognized but quality restaurants. With Choppings, people can not only schedule their meal delivery up to one week in advance, but they can also get affordable meals from the comfort of their homes. Every user can have a “voucher subscription plan” to pay for pre-schedule meals or impromptu orders. This eliminates the need to always pay before ordering and is especially helpful when scheduling meals in advance. From the perspective of the restaurants, they have the platform to advertise their product and compete for orders, taking into account factors that favor them like location, reviews, and quality of food.

The main business objectives of Choppings are:

1. Profit
2. Market share
3. Provision of services

VISION

To become the number one food delivery service in Africa, increasing happy homes with the state-of-the-art provision of service.

MISSION

To offer an easy way to enjoy the finest and most affordable food across Africa from the comfort of your fingertips through collaboration with the best restaurants and automated delivery services.

GOALS AND OBJECTIVES:

- Increasing restaurants and eateries' profit by 40% by increasing their monthly orders by 70% and getting them at least 100 monthly subscribed customers.
- Advertising and giving at least 500 local food sellers/restaurants across Nigeria a chance to sell online by assisting them in setting up their Choppings platform.
- Increasing employment for dispatch riders by at least 40%
- Provision of better service for customers and customer retention at 90%

2.0 PROBLEM STATEMENT AND HISTORY

In recent years, the internet food industry has experienced tremendous growth. Nearly everyone is involved in or aspires to be involved in the food industry. Additionally, the creation of meal delivery apps has increased as a result of this. Ordering is made simpler for customers with the meal delivery app because they can take advantage of a variety of features and save money on a variety of cuisines. Some things work and will continue to work no matter how many times they are repeated.

The time when you had to wait in line to place your food order appears to be passing. All you need is a quick and easy-to-use online food delivery app to get your favorite foods.

Numerous food delivery services exist, including Glovo, Uber Eats, Jumia Foods, and others. The development of an internet meal delivery service is a good start-up idea despite the effort and research it requires. Online food delivery apps will dominate in the years to come.

If we examine the [data](#), it is predicted that global online meal delivery will expand by 11% in 2025 and approximately reached \$192.16 billion by 2021, growing at a CAGR of 10.3%.

Food for people is a necessity, and it is profitable to do so. People want to be at ease. Offer them comfort and get their money in return.

The benefit to people is a service that, when done correctly, is worth more than you are paid for it. And to the restaurants: more market share and profit.

The advantages of online food delivery in Nigeria include

1. Relief from the stress of cooking (convenience).
2. You save time that you can put towards more productive activities in your life.
3. If the food delivery service is well-known, you can expect high-quality food and service.
4. You get to eat things that you couldn't make yourself.
5. You contribute to the growth of the economy.

That last part is crucial. Their success guarantees more success.

Unfortunately, even with all these advantages, this sector has limitations and problems.

From the restaurants to the customers, each sector has its flaws. Some of the challenges in the food delivery sector are

1. Restaurants:

Because most locals lack access to a database, placing orders in the delivery industry is more challenging. To put it another way, the majority of clients are not aware that these restaurants are not stationed at every eatery.

The process for completing an order is as follows:

Here's an example of a simple customer journey insight:

1. A customer calls us or sends us a WhatsApp message.
2. The consumer decides how and from which restaurant they want their order to be delivered.
3. After receiving the order, we get in touch with the relevant restaurant right away to see if their demand is still available.
4. After verifying the preferred payment method, the customer pays via.
5. A dispatcher picks up the order from the restaurant and delivers it to the customer.

The dispatcher will have to microwave the food or occasionally say something is not available even though the customer has already paid; keep in mind that it takes time for the dispatcher to get to the restaurant and even longer for the restaurant to serve the order.

In addition to these, others lack the technical knowledge or ability to advertise themselves more, especially online, and considering factors like location, they are on the verge of folding.

2. Impatient customers

Some clients will place an order and anticipate the delivery service to show up immediately. Think about a client who puts in an order and then calls back in ten minutes to inquire whether the dispatcher has reached the client's location.

Some customers are so irrational that they can cancel after waiting for the dispatcher for 20 minutes, claiming they are starving.

Meanwhile, they have forgotten that, regardless of the customer's haste, dispatchers must abide by traffic laws and, in some cases, cannot avoid traffic congestion. We ask customers to be patient because safety comes first and traffic issues are out of our control.

Customer delay:

Following the completion of the previous step, the dispatcher will arrive at a customer's location and wait for them to come outside before taking their order. Some customers may take up to 20 minutes to arrive while the dispatcher has other customers to serve.

Because time is money, some profit is lost waiting for customers to receive their food on time.

3. Dispatch riders

A dispatcher is nothing compared to the usual “bike man” in terms of the stress of the work because they must be clever, watchful of the orders in their box, customer-oriented, and trustworthy. Acquiring all of these skills, especially in the first week of employment, might be challenging.

Even if most of the dispatchers were once “bike men,” they usually won't be able to work for more than a week.

For some regular clients, switching dispatchers might be unpleasant because they will have to start giving descriptions of their locations all over again, which could delay some dispatchers' arrival, particularly if the address lacks a phone number.

4. Task force

For new delivery services, this is the most challenging component since you won't know which tax you must pay because each task force keeps coming back to you with various taxation formats. It is hard to imagine purchasing a mobile state advertisement but, after several days of labor, still not being able to receive the entire set of documents. The same task force will return with a different face, demand the same cash, and present you with the missing paperwork while saying that your paper is unfinished. Since we must send an official statement before they can release the rider, they occasionally put dispatchers on hold for up to an hour, and you have to give them something, just like the police in our area.

5. Combined order

Some clients may order from three different restaurants and demand that we bill them the same amount for standard delivery. Some clients will count on us to handle their errands without adding any additional fees.

The main problem is not the combination order; it's the expectations of the customers. Take the case of a consumer who requests delivery from one restaurant while placing orders from three others. It is even worse that some clients call after 20 minutes to express dissatisfaction with the service, even though every effort is made to ensure safe and quick delivery.

6. Payment method

Regular customers tend to postpone paying. How will the delivery service be able to pay the restaurant if customers keep delaying their payments if every customer is a regular? Due to their acquaintance with them, most won't want to ask in an unkind way.

Customers will have until next week to pay for the food plus the delivery cost, and guess what? Because most delivery services typically pay restaurants immediately or at the end of the day, they won't accept any excuses and would have to shoulder the responsibility, and this is where losses begin.

Customers must pay right away or when their meal is delivered, because that won't allow food to be bought from eateries.

These are the problems that our product aims to solve.

3.0 METHODOLOGIES

For this project, a lot of methodologies and techniques were used to perform research and evaluate the performance, quality, and marketability of the product. They were also used in the creation of new features. They are:

1. SDLC life cycle development
2. Waterfall methodology
3. Agile practices
4. Design sprint
5. Empathy mapping
6. Business Analytics and Analysis (SWOT, PESTLE,)
7. Research and data gathering (survey, questionnaires, interviews)
8. Product and graphics design
9. Requirement gathering (user personas, user stories, and more)
10. Prototyping and testing
11. Market research and sizing
12. Testing with potential customers
13. Blockchain technology and Cyber security

SDLC LIFE CYCLE DEVELOPMENT



The MVP built went through all the stages of development and passed at each phase. Although we didn't stick to one technique but made use of different practices like Agile, Waterfall, Design sprint and more the consistency is that it followed all the life cycle stages.

The product roadmap shows the duration of the timeline and how the team worked to meet its objective:
(Insert product roadmap here)

RESEARCH, DATA GATHERING, AND ANALYSIS

Accomplished by the data scientists, we were able to run surveys and gather data on the project being built. After the data was collected it was cleaned and analyzed and the following are the results:

Link to the info data: <https://www.kaggle.com/code/sarakilany/choppingssurveyanalysis/notebook>

Link to the survey:

<https://docs.google.com/forms/d/e/1FAIpQLSfSbPvxs7LFssASbh0mV8qUo0g33VnJBJ7Yo7AiLpQrTrmVrQ/viewform?usp=sharing>

BUSINESS ANALYTICS AND ANALYSIS

To test the market fitness of the product, it went through several business analyses to make sure it solves a problem, meets a need, and is a profitable solution. This is the result of some of the analysis:

SWOT ANALYSIS

STRENGTHS	WEAKNESS
<ul style="list-style-type: none">● Wide range of food options and vendors● Good service to customers (pre-order meal feature)● Highly affordable● Ease of access to a lot of people● Easy to use● Provides very affordable food● Very lucrative and profitable for local sellers● Proper time management; pre-ordering meals in advance gives restaurants more orders and time to prepare for it● High demand for food delivery services due to a fast-paced lifestyle and the convenience it offers.● Increasing internet penetration and smartphone usage in Nigeria, make it easy for people to order food online.	<ul style="list-style-type: none">● Partnering with the unrecognized restaurant may make potential clients skeptical● Always have to monitor food quality● Opposition from more established restaurants● Have no control on the price of food or delivery● Limited infrastructure, which can cause delays in deliveries and make it difficult to reach certain areas.● The high cost of fuel and electricity can increase operating costs for the business.● Inflation and economic instability can make it difficult for customers to afford food delivery services.● Network challenges with payment options in Nigeria can make it difficult for

<ul style="list-style-type: none"> • A large and growing population in Nigeria, which provides a large customer base for the food delivery industry. • Ability to cater to a wide variety of dietary needs, from vegetarian to vegan and gluten-free. 	<p>customers to pay for food delivery services.</p>
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Expansion; there is very high demand for good quality local food. So there is high potential for upscaling • The donation feature allows local sellers to apply for grants and expand their business if they get it • Increasing profit for local food sellers and giving them more reach • Expanding across Nigeria into Africa • Growth potential in the food delivery industry due to a fast-paced lifestyle, increasing population, and changing dietary habits. • The ability to partner with restaurants and other food-related businesses to increase sales and customer base. • The ability to expand the delivery range to other cities and regions within Nigeria. • The potential to offer meal plans and subscription services for regular customers. • Availability of food vendors to provide a large variety of meals 	<p>THREATS</p> <ul style="list-style-type: none"> • Food quality control if a lot of registered vendors don't apply with the control policy, it can cause a major problem in future • Established restaurants may pose as opposition to keep their market reach • Political wars may also be a factor • Competition from established food delivery companies with larger market share. • Fluctuations in the price of fuel and electricity can affect operating costs and profitability. • Regulatory and legal restrictions on food delivery services can affect the ease of doing business in the industry. • The risk of negative publicity and reputation damage due to food quality or delivery issues.

PESTLE ANALYSIS

Political:

1. Government regulations on the food delivery industry can affect the ease of doing business and profitability.
2. Political instability and unrest can affect the operations of the business.

Economic:

1. Inflation can affect the affordability of food delivery services for customers.
2. Fluctuations in the price of fuel and electricity can affect operating costs for the business.
3. The impact of the COVID-19 pandemic on the economy and consumer spending.
4. The current hike in the inflation rate has caused startup costs to increase. This in turn would cause the period of break-even to increase.

Social:

1. A fast-paced lifestyle and busy work schedules make food delivery a convenient option for many Nigerians.
2. Changing dietary habits and increasing demand for healthy, delicious, and organic food options.
3. Increasing internet penetration and smartphone usage make it easy for people to order food online.
4. People are getting to know us and any bad experience could be shared on social media and our reputation may be tarnished. People may then refrain from using our services.
5. Discrimination of new entry: when newcomers enter into a business, they are seen as not the original and they have to work hard at breaking the jinx and building trust

Technological:

1. The availability of technology for order processing, payment, tracking, and delivery.
2. Increasing use of social media for marketing and customer engagement.

Legal:

1. Government regulations and legal restrictions on the food delivery industry, such as food safety and health regulations.
2. Tax regulations and licensing requirements for operating a food delivery business.
3. Government regulations on logistics companies, which play a major role in the distribution of orders

Environmental:

1. The impact of climate change on food production and supply chain.

IMPACT ANALYSIS**Food Vendors:**

Positive Impact: Food vendors can increase their customer base and revenue by partnering with a food delivery business. They can also benefit from increased brand exposure through marketing and promotion.

Negative Impact: Vendors may need to invest in additional equipment or resources to support food delivery, such as packaging and transportation. They may also need to pay fees or commissions to the food delivery business.

Logistics Company:

Positive Impact: A logistics company that partners with a food delivery business can benefit from increased business and revenue. They can also develop expertise in the food delivery industry and use it to expand their services in the future.

Negative Impact: Logistics companies may face increased pressure to deliver food quickly and efficiently, which can increase operating costs and require additional resources. They may also need to invest in specialized equipment or training to handle food safely.

Developers:

Positive Impact: Developers can benefit from the development/growth of the food delivery app by creating innovative technology solutions for the business. They can also earn revenue from providing support and maintenance for the software and hardware used by the business.

Negative Impact: Developers may face challenges in meeting the specific needs and requirements of the food delivery business. They may need to invest in research and development to create effective solutions, which can increase costs.

Users:

Positive Impact: Users can benefit from the convenience of food delivery, which saves them time and effort. They can also enjoy a wider range of food options and have access to meals from their favorite restaurants.

Negative Impact: Users may need to pay additional fees or charges for food delivery services, which can increase the cost of their meals. They may also face issues with food quality or delivery, which can affect their overall experience.

Overall, a food delivery business in Nigeria can have a positive impact on stakeholders by increasing revenue, expanding the customer base, and improving access to food options. However, stakeholders may also face challenges such as increased costs and investments in equipment or resources. The food delivery business needs to consider the needs and preferences of stakeholders to build a sustainable and successful operation.

MARKET SIZING (TAM, SAM, SOM ANALYSIS)

TAM- the global online food delivery market is valued at USD 215.69 billion and in Nigeria is valued at **US\$1.53bn**

SAM- Since our launch point plan to be in Lagos, Abuja, and Port-Harcourt with a population of $(1,499,000+2,000,000+3,480,101) = (6,979,101)$ people

The lowest price for a meal on our platform is estimated at \$5 plus delivery fee, therefore $6,979,101 * \$5$ at an exchange rate of #500 = (\$34,895,505). But the ratio of people who like local: luxury is 60-40. 60% of $(\$34,895,505) = (\$20,937,303)$. Therefore SAM = (\$20,937,303)

SOM- Jumia Foods and Glove exist predominantly in these states as competition, therefore, SOM 50% = (\$10,468,651.5)

After 5 years we can obtain a market share of (\$10,468,651.5)

COMPETITIVE ANALYSIS

(INSERT DOCUMENT HERE)

REQUIREMENT GATHERING (Acceptance criteria and user story, functional and non-functional requirements)

This was where the scope, features and key deliverables of the MVP were decided. They are as shown below:

ACCEPTANCE CRITERIA AND USER STORY

- As a user, I want to be able to order food from my favorite local joint so I can have my meal for the day
Given that I am registered on the site when I open it, I should be able to see catalogs of my favorite restaurants and then be able to order from them.
- As a user, I want to be able to see the available restaurants near me, so that I know where to place an order from
Given that I have an account on the website, when I turn on my GPS, then I should see all the available restaurants near me.
- As a user, I want to know the opening and closing hours of the restaurants, so that I know when to place orders for meals

Given that I am browsing the site for meals, when I come across a restaurant I want to order from, I should see if they are open or not, then I can decide whether to order from there or not.

- As a user, I want to be able to pre-schedule my meals so that they can arrive on time and I have food for the week

Given the user has a voucher subscription when he pre-orders his meals, he will be charged from there, and after he selects the type of meal, the restaurants he is ordering from, and the time and day he wants them delivered, then the order will be marked successful.

- As a user, I want to renew my voucher subscription so that I can keep pre-ordering my meals.

Given that my voucher has expired, when I want to renew it, I should be able to purchase a new voucher on the website and pay from my bank account (through transfer, USSD, and other methods), then I will continue to be able to pre-order my meals.

- As a user, I want to donate to the website so that I can help local food sellers expand their businesses.

Given that the user has a metamask wallet, when he clicks the donate button, he should be able to connect it to this crypto wallet and then convert the amount of crypto he wants to donate to the Choppings native token.

- As a local food seller, I want to register on the site so I can sell my food online and make more money.

Given that the food seller wants to register when they come on the site after registering their account as a supplier and paying the subscription fee, they will be asked if they want Choppings to run it for them. If they say yes, then they will pay the additional fee; if not, the account is still created. After this, the account will be available to sell live when they are ready.

- As a local food seller, I want Choppings to run my account for me so that I can make more profit
Given that I have paid the subscription fee and have registered as a seller when I request Choppings to run the account for me and pay for the extra service, then Choppings does the setup for me and becomes a co-admin on my account.

FOOD QUALITY CONTROL

Since we are talking about food issues, there has to be a quality control system in place that makes sure the food we are offering is of good quality and presents no health hazards. According to the ***National Food Safety and Quality Bill*** here are some health policies that all our partners must abide by:

1. Food business operators shall not place food on the market if it is unsafe.
2. Food shall be deemed to be unsafe if it is considered to be:
(a) injurious to health; or (b) unfit for human consumption
3. In determining whether any food is unsafe, regard shall be given to
(a) the normal conditions of use of the food by the final consumer and at each stage of production, processing, storage, and distribution, and (b) the information provided to the final consumer, including information on the label, or other information generally available to the final consumer concerning the avoidance of specific adverse health effects from a particular food or category of foods
4. In determining whether any food is injurious to health, regard shall be had: (a) not only to the probable immediate or short-term and long-term effects of that food on the health of a person consuming it but also on subsequent generations; (b) to the probable cumulative toxic effects; (c)

to the particular health sensitivities of a specific category of consumers where the food is intended for that category of consumers.

5. In determining whether any food is unfit for human consumption, the relevant Competent Authority shall consider whether the food is unacceptable for human consumption according to its intended use or due to contamination through putrefaction, deterioration, decay, or by contact with extraneous matter.
6. Where any unsafe food is part of a batch, lot, or consignment of food of the same class or description, it shall be presumed that all the food in that batch, lot, or consignment is also unsafe, unless following a detailed assessment there is no evidence that the rest of the batch, lot or consignment is unsafe.
7. Food that complies with specific regulations governing food safety shall be deemed to be safe as far as the aspects covered by the specific regulations are concerned.
8. Compliance of food with specific provisions applicable to that food shall not prevent the relevant Competent Authority from taking appropriate measures to impose restrictions on it being placed on the market or to require its recall from the market where there are reasons to suspect that, despite such compliance, the food is unsafe.

Some of the food quality requirements of the company include:

1. Food business operators shall ensure that food placed on the market is of the nature, substance, and quality expected by the purchaser.
2. Types and quantities of raw materials, additives, and other materials used in the primary production and processing of food will be investigated bi-monthly on factors like the
 - (a) The nature of the technical procedures that are applied in primary production and processing;
 - (b) The origin of the food or ingredients used in food; and
 - (c) Any additional data or specific indications that should be specified in product declarations or labels.

Food and conflict control measures:

1. Every user of the account on the help center can report any health issues after they just purchased food on the site up to 2 months ago. If the complaint is found valid the food store will be put on hold.
2. Before any registered user can go live on the site they must have met all the above policy
3. An anonymous customer will be sent once every month to check the state of the restaurant (hygiene, quality of food, and more will be evaluated)
4. Aside from this, the Food Quality control agency will also be invited to check the state of the restaurant and any restaurant not up to standard will be on probation.

PRODUCT SCOPE

KEY DELIVERABLES

- Delivery riders (Choppings will partner with a logistics company)
- Virtual shops (restaurants, eateries, food trucks, and more)
- Restaurants' food catalogs (pictures of food, prices, promos, reviews)
- Monthly subscription vouchers (student packages, family packages, standard packages)
- Pre-ordered meal subscription (up to one week in advance)
- Recommended restaurants near you
- SEO Optimized food keyword searches
- Bidding ability for restaurants
- Mobile version (future V2)

MUST HAVE

FUNCTIONAL REQUIREMENT

- A well-structured layout
- Catalogs of different restaurants
- Restaurant's menu (Promos, bonanzas, freebies, standard price, combos)
- Restaurant opening and closing hours
- Available vouchers (student package, standard package, family package and more)
- A functional GPS
- A wide range of options
- A functional e-commerce/payment history page (balance recorder)
- Clients should be able to cancel subscriptions at any time
- Clients must receive their full orders at all times
- Should be able to pre-schedule delivery up to a week in advance
- A way to rate the restaurant and the site
- Notification bell for restaurants when an order comes in

OPERATIONAL REQUIREMENT

- Efficient customer service
- Stand-by riders for impromptu orders
- Ability to help restaurants set up a shop and catalog

TECHNICAL REQUIREMENT

- The Website must be mobile friendly at all times to all devices (laptops, androids, and ios)
- Machine learning algorithm to spot spam or fake accounts leaving bad reviews

SHOULD HAVE

- Ability to customize their meals (combo orders and more)
- Discounts (valentine, Christmas, and more)
- Sharing function (share account with friends, family, kids, and more)

- A crypto donation feature (customers can donate to the platforms and food sellers can get grants from us)

MUST NOT HAVE

- Bad customer service
- An unregistered restaurant in the app
- The ability to increase or decrease the prices of food

Limitation: The absence of a mobile app developer didn't allow us to make a mobile version of the app hence why our MVP is a low-fidelity website.

Features in the Customer Panel:

1. **Search Filter:** Customers will always jump first on the search bar for their needs on any platform. While we are talking about the **on-demand food delivery system**, it lets the user look for their favorite restaurants. This will let them order easily the dishes they want and also it makes ordering hassle-free.
2. **Order Placement:** As we have made the search filter simple, makes it even simpler for customers to place orders. Let the customer order their favorite dish by simply clicking on the "add to cart" button. Always make the process easier for customers to order and check out.
3. **Time Tracking:** This feature lets the customer know where their order has reached and how much time it will take to reach them. With this feature, customers can have certainty in the best food delivery app.
4. **Feedback:** Feedback helps in building trust among customers and will also gain popularity. Customers give you feedback, their ratings/feedback are key to successful on-demand food delivery service.

Features in Admin Panel:

1. **New Order Notification:** With this feature in the food delivery mobile app development, the drivers will be notified of the order assigned to them.
2. **GPS Integration:** With GPS the driver will come to know about the shortest route for the destination to deliver the order. The map will guide the drivers in the right direction to reach on time and the admin can monitor them.

There's not much you have to worry about the admin panel as it will only monitor the app performance and will work on the issues if occurs. From order management to real-time updates, the admin panel will perform all the activities smoothly. With order management, the admin can monitor scheduled orders or pickups.

The admin will also be updated if the restaurant makes any changes in the food delivery app.

Also, provide multiple payment options to the customers to pay for the order. In this pandemic time where everyone prefers cashless payment, provide a credit/debit card option or UPI payment option.

PRODUCT MARKETING STRATEGY

1. PRE-LAUNCH

- **Focus on Advertising:** Tools like Google ads, and Facebook ads, will help effectively in advertising for the spontaneous growth of the app. Also, make sure the advertisement covers all the necessary factors that describe the food app perfectly. Try to reach out to more people with advertising.
- **Waitlisting:** While waiting for the app to be launched, during publicity we can make a waitlist and update them every step of the way to the launch. And send them weekly updates.
- **Email Marketing:** Email Marketing is proven to be the best for reaching audiences. What the email should consist of is discounts and offers on the order. Food delivery mobile app development is all about how people can take advantage of various features.

2. LAUNCH-LAUNCH

- **Social Media:** Social media will be used in marketing, it will help in the immense growth of the platform. We will utilize the paid promotions on different social media platforms.
- **Offer Sponsorships:** Sponsoring will help to showcase our product. Offering sponsorship to enormous or little occasions as per the accessibility of assets will carry our brand to individuals' notifications and is a decent method of promotion.
- **More email marketing**
- **Offer first-time bonuses**

3. POST-LAUNCH

- **Customer Service**
- **Maintenance**
- **Create Social media communities**

4.0 SYSTEM DESIGN

This is the layout for the design of the system:

<https://www.figma.com/proto/aNOzRhWglP3uQbNVhIVxom/Choppings?node-id=385%3A7851&scaling=scale-down&page-id=385%3A7849&starting-point-node-id=385%3A12392>

<https://ziadhosny.github.io/Chopping/>

USER JOURNEY FOR DONATING WITH CRYPTO

1. Copy this wallet address 0xAc3185f342b9132EF1F95Bfc60958F44965c5205
2. Paste in your crypto wallet and donate
(This address accepts Eth, Bnb, and Matic)

DONATING WITH CHOPPINGS TOKEN

Step 1

Copy the contract address below

0xd358D6fAF8F8C31cbA5BC8F80E2bF65D1e44593d

Step 2

Open your MetaMask wallet and click on “import tokens”

Step 3

Paste the contract address in the space provided and import token

Step 4

Swap your Ethereum for any quantity of the Choppings token you will like to purchase.

Step 5

Enjoy a 5% discount when you complete a purchase on our platform with your Choppings token B

5.0 IMPLEMENTATION

<https://github.com/ZiadHosny/Chopping>

These are low-fidelity landing pages that will display the following information:

1. Landing page
2. Home page(the one that shows "today's specials, favorite bukas, and newly registered bukas")
3. Our Services
4. Sign-up

Codes for front end

- Html/CSS/JavaScript

Backend

- JavaScript

- Node js

-Json web token (for authentication)

Database

-My SQL Server

Challenges/Limitations

- The front-end developer was inactive therefore, we had to outsource the development.
- - Very limited personnel
- - Light instability
- - Short timeframe

PRIVACY PROTECTION POLICY AND TESTING

https://technology4dev-my.sharepoint.com/:b:/r/personal/oluwabunmi_jaiyeoba_womentechsters_org/Documents/Microsoft%20Teams%20Chat%20Files/Choppings_Privacy_policy_Documentation%20.pdf?csf=1&web=1&e=lxVoU1

BLOCKCHAIN IMPLEMENTATION

The purpose of the donations aspect of the Choppings project is to enable small bukka operators to have the opportunity to access capital, upscale their operations, earn more income, and employ more hands. We rely solely on donations and the eventual sale of Choppings tokens to carry out this project.

While no income is generated directly by the platform, Choppings will benefit indirectly from this move because the swap from clients will increase the liquidity of the token, which we can then sell. After all, we hold a reserve to support the project. Also, donors can donate with Tether USDT, which is a stable token and will serve as a precautionary wedge against inflation in the long run.

Development methodology

The whole concept of this is based on blockchain, which will allow security and adaptability to accomplish the specific purpose of the donation aspect of this project.

a token platform that will eventually implement scalability and allow high transaction speeds. Chopping's clients will be able to use this token to pay for food at a lower rate or discount to encourage trade with the token and further adoption of blockchain technology.

Security

Using MetaMask was considered the best solution to hold donations in cryptocurrency because it provides high encryption standards and security for its users, giving them the ability to be flexible without security breaks in an environment that can be trusted.

Ensuring security is one of the key tasks for this successful project and will be enforced by constant checks.

6.0 CONCLUSION

This project will improve food access while also increasing the nation's GDP (particularly through small business industries). It will give people a wide range of options when it comes to food selection and will also aid in profit-making for local eateries. It will also help most businesses upscale faster. It will help make food transportation more seamless.

This project proved that there is always room for change to what is in vogue and what's not and people's love for anything that makes life easy. This project will also help and empower a lot of local restaurants if invested in them later.

FUTURE WORKS

1. Mobile App version (Android and IOS)
2. Full-stack website
3. Listing native tokens as a coin on trading platforms
4. Social media accounts

7.0 REFERENCES

<https://nass.gov.ng/documents/billdownload/11055.pdf>

<https://www.prnewswire.com/news-releases/global-online-food-delivery-services-market-report-2021-market-is-expected-to-reach-192-16-billion-in-2025--from-126-91-billion-in-2021---long-term-forecast-to-2030--301285677.html>

8.0 APPENDICES

CHOPPINGS PRESS RELEASE

LOCAL CUISINE LOVERS WELCOME TO THE ALL-YOU-CAN-EAT FROM THE COMFORT OF YOUR HOME

Choppings is the platform where you can get all of your favorite foods (swallow, jollof rice, you name it!) right at your fingertips. We provide the most affordable but high-quality local dishes across Nigeria, so whether you're a broke college student, a single mom, working class (trying to beat Lagos traffic is a nightmare), or simply too lazy to cook, we've got you covered. Plus, our platform allows you to pre-schedule your meal up to one week in advance (thank you, Choppings!) so you can come home to your already-delivered food after a long day of work.

There has always been a debate over which is better, local or luxury cuisine, but whether we like to admit it or not, there is a strange satisfaction that comes from home cooking. The problem is that the ones offered out there on other platforms don't have mommy's touch as our local Iya Femi's do. Also, not a lot of people can afford those that are being advertised on other food platforms (where my broke brothers at?) Or you're just a lazy cook? Busy to even care if you've eaten not to talk of how much is in your purse? We got you covered. Sadly the people that cook these foods best don't gain recognition for their skills but we're about to change that.

With Choppings, you can order any meal of your choice at an extremely cheap price from any of our partners. It is all you can eat because you won't get those bit-sized pomo in your food or meat as small as your eyeballs. Plus we take the worry off you on quality, our partners must meet our food regulations to be able to sell on our platform, and if you're interested in just having food delivered to you for the week you can subscribe to any of our voucher plans (student, family, rush-hour and more) each with its benefits, after scheduling your meal plan we just deduct the amount from there when it's time for your meal so all you have to worry about is eating your food.

Here is a quote from our lead developer Kessiana "This app is basically for three people; those who love to eat good food, are lazy to cook or want to spend their time doing something else, and those who live on a somewhat-tight budget. If you fall into any or all of these category, this platform is for you."

From Mama Seun one of our suppliers " ESEUN OOO. Choppings has really helped us. We just dey everywhere for internet and I have enough money to keep the business and feed my family. Thank you oh!"

From our customers, Yhunyce says "OMO, as a student, this is really helpful! With exams, I don't have to stress over what to eat. I just get the student plan and pre-order my meals and I have what to eat for the week. No stress!)

Mrs. Yetunde says "As a single mother this has helped me, I am invested in my children eating healthy but because of the working life I don't have much time to cook. But with Choppings, I can deliver food to

my children's school and have their teachers pick it up every week and my kids have not fallen sick since they started eating there. I just have to prepare the meal plan, this helps. Thank you Choppings”

So you see, we mean business. What are you waiting for? Join the Choppings family now in just these simple steps:

1. Go online and search www.
2. Register; if you want to partner with us register as a partner and fill out the application form
3. Start enjoying food now!

FAQs

1. Will we be able to make complaints if any food was hazardous to our health?

Yes, we have a customer-centric policy meaning we've taken every measure to make sure the food provided is good for you, and if after purchasing a meal you have any health implications up to 2 months after we will investigate the root of the matter.

2. Do my subscription expires even though I still have some money reflecting on my dashboard?

No, your subscription cannot expire. You can only exhaust your balance when pre-ordering your meals. A notification will be sent to you when it has almost expired.

LINK TO WATCH THE VIDEO INTERVIEW WITH LOCAL FOOD SELLER

https://technology4dev-my.sharepoint.com/:v/g/personal/grace_ogbenfore_womentechsters_org/EZ7a8YcGa9dIo9Y28au5AeYBeWWgTWx-BDC56MSRxze5zA?e=aTf4CT

9.0 TECHNICAL REPORT

Data Gathering Methodology

The data was gathered via a survey using Google Forms. The form was posted on Teams, LinkedIn, and Facebook groups. 50 respondents submitted the survey.

<https://docs.google.com/forms/d/e/1FAIpQLSfSbPvxs7LFssASbh0mV8qUo0g33VnJBJ7Yo7AiLpQrTrmVrQ/viewform>

Data Cleaning

The survey dataset was stored in an excel file and exploratory data analysis (EDA) was then performed as follows;

1. Importing necessary libraries:
 - pandas (pd): for data manipulation and analysis
 - numpy (np): for numerical operations and calculations
 - seaborn (sns): for data visualization
 - matplotlib.pyplot (plt): for creating plots and graphs
2. Reading the excel file and storing it in a pandas DataFrame:

The excel file is read using the `pd.read_excel()` function and stored in a DataFrame called 'df'.

3. Renaming the columns of the DataFrame: The columns of the DataFrame are renamed using the `df.columns` attribute.

After renaming the columns in the DataFrame, the following is a brief description of the columns:

time: Time of survey submission

onlineOrderFrequency: How often the respondent orders food online **is it per day or?**

preferredChoice: The respondent's preferred choice of food - either Local, Luxury, Any or Other

IsBuyingOnlineFood: Whether the respondent has bought food online or not

experience: The respondent's experience with the online food ordering in case they bought online food before. How the experience was and what they enjoyed or disliked about it.

feelingAboutApp: The respondent's feelings about the idea of an application used for online food ordering from their favorite local sellers.

specialFeature: Request the user to add any special feature of the online food ordering system they want .

feelingAboutPreschedule: The respondent's feelings about prescheduling their order up to one week ahead.

IsWillingToPayforPreschedule: Whether the respondent is willing to pay extra for prescheduling their order or not
profession: The respondent's profession
gender: The respondent's gender
ageGroup: The respondent's age group
maritalStatus: The respondent's marital status
highestEducation: The respondent's highest education qualification
preferredMealToOrder: The respondent's preferred meal to order
discountFeeToPreOrder: The respondent's willingness to advance payment for pre-order in case of providing a discount for delivery.
preferredOrderingMedium: The respondent's preferred medium for ordering food
reasonForOnlineOrder: The reason why the respondent orders food online, allowing multiple choice.

4. Storing the column names and categorical columns in a list:

The column names are stored in a list called 'cols'.
The categorical columns are stored in a list called 'cat_cols'.

5. Standardizing the values in the 'preferredChoice' column:

The values in the 'preferredChoice' column are standardized using the str.extract() function and then the replace() function.

6. Standardizing the values in the 'preferredMealToOrder' column:

The values in the 'preferredMealToOrder' column are standardized using the replace() function.

7. Standardizing the values in the 'reasonForOnlineOrder' column:

The values in the 'reasonForOnlineOrder' column are standardized using the replace() function.

8. Handling missing values in the categorical columns:

For each categorical column in the list ['profession', 'gender', 'ageGroup', 'maritalStatus', 'highestEducation', 'preferredMealToOrder', 'discountFeeToPreOrder', 'preferredOrderingMedium'], the value counts of the column are calculated and normalized. The missing values in the column are filled with random sampling from the frequency distribution using the fillna() function.

1. Selecting columns for analysis by excluding those with long answers that were not processed:

The columns for analysis are selected by excluding those with long answers and storing the remaining columns in the DataFrame 'df'.

2. Univariate analysis:

For each column in the DataFrame, a countplot is created using the `sns.countplot()` function.

3. Bivariate analysis:

Multiple countplots are created using the `sns.countplot()` function with the `hue` parameter set to different columns. These plots are used to analyze the relationship between pairs of different columns in the DataFrame.

4. Multivariate analysis:

Multiple countplots are created using the `sns.countplot()` function with the `hue` parameter set to different columns and rows which add further dimensionality to the plots. These plots are used to analyze the relationship between more than two different columns in the DataFrame.

Link to the cleaning and EDA notebook:

<https://www.kaggle.com/code/sarakilany/choppingssurveyanalysis/notebook>

Data Storage and Access

The survey data were stored into an excel sheet before cleaning and after cleaning the data is stored into a csv sheet.

Data Analysis Results and Insights

- Frequency of ordering: Most user ordered online food once a week
- Preferred food choice: Majority online food users prefer local foods, that may be related to affordability in cost
- Interest buying online food: Most people have the interest to buy food online

Limitations and Assumptions

1. The survey distribution on Teams and other media platforms may have produced bias towards females due to the nature of the training and the connections and links between survey takers and the fact that all trainees were females.
2. The number of survey takers is limited and may not be representative of the bigger population.
3. Inaccessible for people who don't use medias where the survey shared on
4. Minor gaps in the survey in answering regarding answering questions from people who have no experience online food ordering (such as why and future interest)

Our recommendations for these biases:

1. Conduct a longer term survey
2. Use larger samples
3. Survey different demographic sectors and medias too

