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| **south east Asian institute of technology, inc**  **System Analysis & Design**  **of**  **Bing’s Scoops & Bites: Online Food Delivery Web App** |

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To the **Bings Scoops & Bites** thank you for allowing us to conduct our research study

**DEDICATIONS**

The researchers would like to dedicate this study to the Almighty God for giving strength to overcome pressure while doing their project, to our beloved families Mr. and Mrs. Delgado, Mr and Mrs. Futolan,, Mr and Mrs. Marot, and friends, for without them they wouldn’t be in this endeavor; and to their Alma Mater the South East Asian Institute Of Technology, Inc.

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**CHAPTER I:**

**INTRODUCTION**

**Rationale of the Study**

Bing's Scoops & Bites is a user-friendly online food delivery web application that is designed specifically for restaurants. Its main feature is the ability to automate and streamline various tasks and processes within the restaurant, allowing staff to focus on providing high-quality service to customers. The web app provides the following features: (i) Easy menu browsing, customers can conveniently browse the restaurant's menu and select their desired dishes through the internet. (ii) Customer reviews and ratings, customers can leave feedback and ratings, providing valuable insights for the restaurant to improve its offerings and enhance customer experiences. (iii) Automated order-tracking of customer, web app automatically tracks customer orders, providing real-time updates and helping the restaurant manage its orders and delivery schedule more efficiently (iv) Payment and delivery option, only COD(Cash-On Delivery). (v) Mobile-friendly interface, the web app is designed to be mobile-friendly, allowing customers to access menus and ordering options from their smartphones and tablets. With convenient access to menus and ordering options, customers can enjoy a personalized dining experience. The web app also helps the restaurant to manage its orders and delivery schedule more efficiently, ensuring timely and accurate delivery of orders. Additionally, we add an enhancement to the web application that include a user registration feature. This would allow customers to create an account online, enabling them to save their preferences, view order history, and easily place repeat orders. The registration feature would further streamline the ordering process and provide a more personalized experience for users.

Bing's Scoops & Bites is a small food store located in the rural area of Prk. Zone II, Brgy. Poblacion, owned by Mrs. Jovelyn Salvador. The store has been operating for two years, serving a variety of food, desserts mainly ice creams, and drinks to its local customers. The store's menu mainly comprises of Filipino street foods, such as fish balls, kwek-kwek, and banana cue, among others. The current process in the establishment is that the customer will from the menu and will make an order. After that, the customer will pay the order that they choose and will wait at the table for their order. The employees of the said company vary from cashiers, assistants, and managers. The food store are using manual orders as their means to record information of the store including the orders and information of the customer.

These are the following problems that Bing’s Scoops & Bites is currently experiencing. (1.) Navigation of a long list of items through multiple pages or categories to find what they are looking for is that it can be time-consuming, confusing, and frustrating. (2.) Not being able to have reviews and ratings that potential customers may have difficulty assessing the quality and reliability of the store’s food and service (3). Manual tracking of orders can be time-consuming and prone to errors, which can result in delays or missed orders. (4). Not having a payment and delivery service, customers may need to pay in person or over the phone and arrange their own delivery or pickup, which can be time-consuming and inconvenient (5). Not having an online presence that can be accessed through phone, many customers rely on the internet and mobile devices to search for food and order food online. Without an internet presence or accessibility through devices, customers may not be able to find the store or may find it difficult to place an order.

The purpose of the Bing's Scoops & Bites project is to provide a user-friendly online food delivery web application specifically designed for restaurants to streamline various tasks and processes within the restaurant, allowing staff to focus on providing high-quality service to customers. The project aims to address the common problems faced by restaurants in managing their orders and providing a personalized dining experience to customers, such as difficult navigation of menu items, lack of customer reviews and ratings, manual order tracking, lack of payment and delivery services, and absence of an online presence. By offering an easy-to-use menu browsing interface, a platform for customer feedback and ratings, automated order tracking, and cash-on delivery option, Bing's Scoops & Bites seeks to provide a more efficient and personalized dining experience for customers. In addition, the web application helps the restaurant to manage its orders and delivery schedule more efficiently, ensuring timely and accurate delivery of orders. Overall, the purpose of the project is to help restaurants stay competitive in the food delivery industry by providing a convenient and personalized dining experience for customers, while also improving the restaurant's operations and reducing the workload of staff.

**Objectives of the Study**

**General Objectives**

The researcher aims to study and develop a Bing’s Scoops & B Online Food Delivery Web App at Bing’s Scoops & Bites.

**Specific Objectives**

* To be able to develop a web application that will provide customers with an easy-to-use menu browsing that includes detailed information and images of each product.
* To be able to develop a web application that will enable reviews and ratings for each product, allowing customers to provide feedback and help improve the overall quality of service.
* To be able to develop a web application that will automate the order-taking process through the web app, reducing the workload of staff and improving operational efficiency.
* To be able to develop a web application that will offer a cash-on delivery payment, making the ordering process more convenient for customers and allowing them to pay when their food is delivered.
* To be able to develop a web application that is accessible through phones, tablets, or other devices.
* To be able to develop a web application that allows the user allow customers to create an account online.

**Scope and limitation of the study  
Scope of the Study**

**Menu browsing**

The web app will have a user-friendly interface with categories, and filters to help customers find what they are looking for quickly. Each item on the menu will have a detailed description and high-quality images to provide customers with a clear idea of what they are ordering.

**Enable reviews and ratings**

The web app will allow customers to leave reviews and ratings for each product they order. The reviews and ratings will be displayed on the menu page, allowing potential customers to assess the quality and reliability of the restaurant's food and service.

**Automate the order-taking process**

The web app will automate the process of taking orders from customers. Customers will be able to add items to their cart and place an order directly through the web app. The system will automatically generate a notification for the restaurant staff to start preparing the order, and customers will receive real-time updates on their order status.

**Cash-On Delivery payment**

The web app will offer cash on delivery, Customers will be able to pay when their order is arrived, making the ordering process more convenient for them.

**Accessible through phones, tablets, or other devices**

The web app will be mobile-friendly and accessible through phones, tablets, or other devices. Customers will be able to access the menu, place orders, and track their order status on the go, making it a convenient option for busy customers who are always on the move.

**User registration**

The web app will would allow customers to create an account online, enabling them to save their preferences, view order history, and easily place repeat orders.

**Limitations of the study**

The proposed web application cannot work when there is no active web connection or internet. Furthermore, the web application cannot accommodate any means to pay online such as Gcash, bank, transfer except Cash On Delivery. The proposed web application cannot accommodate any customers that are not internet web application.

**Significance of the Study**

This study intends to benefit not only the users but also the establishments that will use the system. The development of an Online Food Delivery Web App for Bing's Scoops & Bites will provide a more efficient and convenient way for customers to order and receive their food, while also streamlining the order-taking process and reducing the workload of the food store's staff. This study will hope to benefit the following:

**Owners and staff**

This system will help them lessen their works since they are responsible for handling the orders and customers.

**Bing’s Scoop & Bites**

The food store will have an Online Food Delivery Web App which requires less paper and reduces the workload on the store.

**Customers**

The online food delivery web app can provide a more convenient and efficient way for customers to order and receive their food.

**Researchers**

Researchers can use their skills and knowledge in research. It is an opportunity for the researchers to put into practice on what they have learned as Information Technology students.

**Delivery Service Provider**

Also, one of the beneficiaries of the web application and help them deliver food with ease through the web application to track the given customers’ address.

**Future Researchers**

This system would be a great help for future researchers. The documentation and system will serve as their literature or prior art and the system can be upgraded based on the new requirement.

**Flow of the Study**

**Input Process Output**

* Display menu items with their corresponding details and images.
* displays the customer's review and rating
* Order confirmation sent to a customer
* Finalize the order and enter user details, including the address, phone number, and etc.
* displays the landing page or home page of the website
* Search food and categories
* leaves a review and rating
* places an order
* selected payment method: Cash on delivery.
* accesses the web app through their mobile device
* Register an account

* Retrieve menu data from the database
* records and updates the customer's review and rating in the database.
* automatically process the order and add to database
* processes the payment and updates the order status accordingly
* detects the type of device being used and adjusts its layout to fit the screen size of the device
* Store the customer account details in the database.

**Definition Of Terms**

* **Online food delivery web app** - a web-based application that allows customers to browse menus, place orders, and pay for food online, as well as track delivery in real-time.
* **Streamline** - to optimize and simplify a process to make it more efficient and less time-consuming.
* **Customer preferences** - the specific tastes, preferences, and requirements of individual customers regarding their food orders, such as dietary restrictions or preferred ingredients.
* **Competitiveness** - the ability of a business to compete effectively in a particular market, based on factors such as pricing, quality, and service.
* **Feedback** - information or comments provided by customers about their experiences with a particular product or service, which can be used to improve offerings and overall customer satisfaction.

**CHAPTER II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

This chapter presents variously related literature, system and studies on automated systems, web or web application and Food Delivery Web App related services which are relevant in the conduct of this study.

**Related Literature**

**Foreign Literature**

**Online Food Shopping: A Conceptual Analysis for Research Propositions**  
This paper examines the unique aspects of online food shopping and proposes future research directions to enhance understanding and address research gaps. The propositions put forward include the need for consumer and stakeholder engagement, aligning technology with the nature of food businesses, establishing sound finance systems, and exploring the interaction between online and offline food busi Conclusion: In conclusion, online food shopping differs from shopping for other products, and this paper highlights the need to understand its distinct characteristics. While numerous studies have explored online food shopping, gaps in research exist due to a focus on specific perspectives and inadequate consideration of consumer and business viewpoints. The review emphasizes the importance of incorporating crisis situations like the COVID-19 pandemic into future predictions. The critical propositions presented in the literature review suggest four key research directions: understanding customer and business perspectives, predicting future trends, exploring mobile app implications, and examining emerging technologies. By addressing these gaps and considering the unique aspects of online food shopping, researchers and online food stores can gain valuable insights to enhance their understanding and improve the online shopping experience for all stakeholders. nesses. The article review reveals that while there have been sufficient studies on online food shopping, there are still gaps, with limited consideration of consumer and business perspectives and the influence of crises like the COVID-19 pandemic. The proposed research directions involve studying customer and business perspectives, predicting future trends, understanding mobile app implications, and exploring emerging technologies in online food ordering. This academic review and the propositions made hold significance for researchers and online food stores as online shopping gains popularity globally. Hold significance for researchers and online food stores as online shopping gains popularity globally.

In conclusion, online food shopping differs from shopping for other products, and this paper highlights the need to understand its distinct characteristics. While numerous studies have explored online food shopping, gaps in research exist due to a focus on specific perspectives and inadequate consideration of consumer and business viewpoints. The review emphasizes the importance of incorporating crisis situations like the COVID-19 pandemic into future predictions. The critical propositions presented in the literature review suggest four key research directions: understanding customer and business perspectives, predicting future trends, exploring mobile app implications, and examining emerging technologies. By addressing these gaps and considering the unique aspects of online food shopping, researchers and online food stores can gain valuable insights to enhance their understanding and improve the online shopping experience for all stakeholders. Retrieved from: https://www.frontiersin.org/articles/10.3389/fpsyg.2020.583768/full

**Online Food Delivery Industry in India: A Case of Customer Satisfaction Dynamics**

According to industry reports, India's online food delivery market is growing rapidly, projected to reach a market size of $8 billion by 2022. Factors such as urban lifestyles, longer working hours, and increased smartphone usage have driven the demand for convenient food delivery services. The acceptance of online food delivery can be attributed to its benefits, including hassle-free delivery, access to a variety of food options, multiple payment options, and attractive price offers. Major players in the Indian market include SWIGGY, ZOMATO, and other domestic and foreign competitors. Customer satisfaction is crucial for success in this highly competitive industry, emphasizing the need for quality products, competitive pricing, efficient technology, and excellent customer service. Existing literature highlights factors such as food variety, pricing offers, mobile app attributes, convenience, and food quality as determinants of customer satisfaction in this market. However, more research is needed to understand customer satisfaction dynamics in the Indian online food industry.

India's online food delivery market is experiencing significant growth due to changing lifestyles and increased smartphone usage. Key players like SWIGGY and ZOMATO dominate the market, which is highly competitive with the entry of domestic and foreign competitors. Customer satisfaction is vital for survival and success in this industry, requiring companies to focus on delivering quality products, competitive pricing, efficient technology, and exceptional customer service. Previous research has identified factors such as food variety, pricing offers, mobile app attributes, convenience, and food quality as drivers of customer satisfaction. However, further research is necessary to gain deeper insights into customer satisfaction dynamics in the Indian online food industry. This research will contribute to understanding customer preferences and enable companies to enhance their services to meet customer expectations. Retrieved from: https://www.researchgate.net/publication/348689466\_ONLINE\_FOOD\_DELIVERY\_INDUSTRY\_IN\_INDIA\_A\_CASE\_OF\_CUSTOMER\_SATISFACTION\_DYNAMICS

**Local Literature**

**A Study of Stakeholders Perception of Factors Affecting Online Food Delivery Service Industry in the Philippines**

According to recent studies, the online food delivery (OFD) industry has gained significant attention and growth as e-commerce expands into the food sector. This research employs the Business Model Canvas (BMC) and factorial Uni-variate analysis of variance (ANOVA) to identify the key factors influencing the OFD industry. Significant factors such as ease of use, responsiveness, assurance, safety, reliability, and convenience were identified through statistical analysis. Timeliness and convenience emerged as the most significant factors from the perspectives of stakeholders, namely the app firm, couriers, and customers. The study proposes an improved integrated system based on these factors to enhance the OFD industry and foster mutually beneficial relationships among stakeholders. The proliferation of smartphones and mobile applications has revolutionized consumer behavior and preferences, particularly in the foodservice sector. The COVID-19 pandemic further accelerated the demand for online food delivery services, presenting an opportunity for the industry to meet increased customer needs while minimizing human contact. Customers value app features that ensure ease of use, real-time tracking, restaurant suggestions, and prompt delivery. However, challenges related to ordering, payment systems, and courier services can hinder convenience and timeliness. This research aims to explore changes in the business model and service operating systems that can benefit app firms, partner couriers, and customers collectively.

The online food delivery (OFD) industry has experienced remarkable growth, driven by the expansion of e-commerce into the food sector. Through the application of the Business Model Canvas (BMC) and factorial Uni-variate analysis of variance (ANOVA), this study identified significant factors influencing the OFD industry, including ease of use, responsiveness, assurance, safety, reliability, and convenience. Timeliness and convenience were identified as the most critical factors from the perspectives of app firms, couriers, and customers. Building on these findings, the study proposes an improved integrated system that addresses the identified factors, aiming to enhance the OFD industry and foster mutually beneficial relationships among stakeholders.

The proliferation of smartphones and mobile applications, coupled with the impact of the COVID-19 pandemic, has amplified the demand for online food delivery services. Customers value app features that facilitate ease of use, real-time tracking, restaurant suggestions, and fast delivery. However, challenges related to ordering, payment systems, and courier services can hinder the achievement of convenience and timeliness.

To overcome these challenges, this research recommends changes in the business model and service operating systems of the OFD industry. By addressing the identified factors and improving the integrated system, app firms, partner couriers, and customers can collectively benefit. The study contributes to the ongoing evolution and enhancement of the OFD industry, enabling stakeholders to meet customer expectations and achieve operational excellence. Retrieved from: <http://www.ieomsociety.org/singapore2021/papers/882.pdf>

**Food Delivery System**

According to K. J. Somaiya (2021), the online food delivery (OFD) industry has emerged as a significant player in the e-commerce sector, connecting customers with local vendors and providing benefits to both parties. This study aims to facilitate online food ordering and delivery by developing a system that connects users with local stores through an app. Users can browse menus, place orders, and track their deliveries in real-time. Payment options include cash on delivery or online payment. This system caters to various service providers such as hawkers, grocery stores, restaurants, and tiffin services, allowing them to register and gain access to a larger customer base. The proliferation of smartphones has transformed consumer behavior, and this system leverages technology to provide convenience and flexibility in food ordering.

The proposed online food ordering and delivery system bridges the gap between customers and local vendors, revolutionizing the way people order food. By leveraging the power of mobile applications and smartphones, customers can conveniently order from their preferred local stores, eliminating the need for physical visits. The system offers benefits to both users and local vendors by providing increased accessibility, especially during situations like the COVID-19 pandemic. Real-time tracking enhances transparency and improves the overall user experience. Challenges related to ordering, payment systems, and courier services need to be addressed to ensure convenience and timeliness.

By adopting the suggested system, local vendors can expand their customer reach and increase their revenue streams. Customers benefit from the ease of use, variety of options, and the ability to order food without leaving their homes. The integration of technology and the adoption of online food delivery services have become integral to modern lifestyles. This system contributes to the growth and evolution of the online food delivery industry, providing a platform for seamless interactions between customers and local vendors. Retrieved from: <https://scholarworks.gvsu.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1222&context=cistechlib>

**Foreign studies**

**Smart Food Ordering System for Restaurant**

According to Pragati Singh et al. (2020), the objective of this project is to develop a computerized and mobile food ordering system that revolutionizes the traditional manual ordering system prevalent in the food and beverage industry. The existing manual system is prone to human errors and involves excessive paperwork, leading to inefficiencies. The proposed system aims to improve management and daily business operations by offering portability and adaptability through an Android application for tablets, PCs, and mobile devices. The system follows an agile methodology, with the front end developed using Android and PHP, and the backend utilizing a MySQL database. Customers can place orders through a touchpad, which is transmitted to the kitchen for order fulfillment and then sent to the customer's tablet for billing. The system includes real-time customer feedback, enhancing convenience, effectiveness, and the performance of restaurant staff. It offers improved service quality and customer satisfaction, while minimizing labor costs and errors. The conclusion highlights the system's ability to reduce the number of employees at the counter, decrease labor costs, and eliminate long queues by optimizing execution speed and accommodating maximum throughput.

The computerized and mobile food ordering system developed in this project presents a significant advancement in the restaurant sector by combining Android and wireless technology. By replacing the traditional manual ordering system, the proposed system minimizes the number of employees required behind the counter, reducing labor costs and minimizing errors. With its efficient execution and optimal use of screens, the system eliminates long queues at the counter, providing a faster and more streamlined ordering process. The system's portability and adaptability enable customers to place orders conveniently from their preferred devices, improving overall customer experience and satisfaction.

Furthermore, the integration of real-time customer feedback enhances the performance of restaurant staff, allowing for prompt service improvements and greater customer engagement. The system's use of Android, PHP, and MySQL technologies ensures a robust and scalable solution. Overall, this computerized and mobile food ordering system offers an effective and convenient solution for the food and beverage industry, enhancing operational efficiency, service quality, and customer satisfaction. Retrieved from: <https://ijariie.com/AdminUploadPdf/Food_Kiosk__Smart_Food_Ordering_System_for_Restaurants__ijariie14517.pdf>

**Online Food Ordering Application**

According to Prof Rohini Gurav et al. (2021), the online food ordering application has become a popular service adopted by fast-food restaurants in the Western world. This method allows customers to place food orders online and have them delivered. Payments are made through credit cards or cash upon delivery. The system developed in this project enables customers to easily place food orders online. The internet has revolutionized various businesses, and online food ordering applications have emerged as a convenient option for customers. This style of food delivery is gaining popularity, especially among the younger generation, as it offers the convenience of ordering food without the need for direct communication. Customers can browse menus, select items, and make payments through the application. The apps differ in features, such as search refinement, order history, customer reviews, promotions, and more. The system efficiently processes orders and provides real-time information to the admin staff for quick and accurate preparation. Overall, online food ordering applications are changing the way food is delivered and picked up, enhancing convenience and customer satisfaction.

The online food ordering application has transformed the food delivery industry, with many fast-food restaurants prioritizing quick preparation and speedy delivery. Through the internet and mobile applications, customers can easily place food orders and have them delivered to their doorsteps. The system designed in this project enables seamless online ordering, enhancing the overall customer experience. Customers can avoid the need for direct communication and enjoy the convenience of browsing menus, selecting items, and making payments through the application. The apps offer various features to refine searches, view order history, read customer reviews, and take advantage of promotions.

The system efficiently manages orders by storing them in a database and providing real-time information to the admin staff. This allows for quick processing and minimal delays or confusion in food preparation. Online food ordering applications have gained popularity, especially among the younger generation, as they provide a hassle-free and efficient way to order food.

In conclusion, the internet and mobile technology have revolutionized the food delivery industry, with online food ordering applications becoming an integral part of the dining experience. These applications offer convenience, speed, and a wide range of options for customers. By embracing this technology, businesses can enhance customer satisfaction, streamline operations, and adapt to changing consumer preferences. Retrieved from: https://ijarcce.com/wp-content/uploads/2021/05/IJARCCE.2021.10433.pdf

**Local Study**

**Operational Strategies of Online Food Delivery Businesses in Camarines Norte, Philippines**

According to Abasolo and Lamug (2021), online food delivery businesses have seen significant growth, especially in response to the COVID-19 outbreak. These businesses provide prompt and efficient delivery services to customers, utilizing a team of employees to complete tasks and meet customer demands. In the Philippines, the operations of online delivery businesses are supported by the Republic Act No. 792, which recognizes and regulates electronic commercial and non-commercial transactions. Online food delivery services have proliferated in Camarines Norte, with numerous businesses offering food delivery and errand services. Most of these businesses operate under sole proprietorship, utilize social media as a digital platform, and have an average weekly delivery volume of 201 or more. Common operational strategies include monitoring rider performance, utilizing digital devices for customer needs, and optimizing marketing budgets through low-cost campaigns. Challenges faced by online food delivery businesses include a shortage of riders during peak hours and the threat of new entrants. The study recommends revisiting human resource plans and creating operational manuals to improve efficiency and provide clear guidelines for daily operations.

Online food delivery businesses have experienced significant growth and have become essential services, particularly during the COVID-19 pandemic. These businesses employ efficient delivery teams and leverage digital platforms for seamless operations. In the Philippines, the legal framework provided by Republic Act No. 792 supports and regulates electronic transactions, ensuring the security and development of the nation's information and communications technology sector. Camarines Norte has witnessed a surge in online food delivery businesses, with various players catering to the growing demand for delivery services. These businesses typically operate under sole proprietorship, utilize social media platforms, and handle substantial weekly delivery volumes. Operational strategies include rider performance monitoring, the use of digital devices for customer needs, and cost-effective marketing campaigns. Challenges faced by online food delivery businesses include rider shortages during peak hours and the presence of new competitors. To overcome these challenges and improve daily operations, the study recommends revisiting human resource plans and developing comprehensive operational manuals.

In conclusion, online food delivery businesses have become an integral part of the delivery service industry, providing prompt and efficient services to customers. The legal framework supports the growth and development of these businesses, while technological advancements enable seamless operations. The increasing number of online food delivery businesses in Camarines Norte highlights the demand for convenient delivery services. By implementing effective operational strategies, addressing challenges, and adopting clear guidelines, these businesses can enhance their efficiency, meet customer demands, and contribute to the growth of the industry. retrieved from: https://journals.indexcopernicus.com/api/file/viewByFileId/1352679.pdf

**Best Food Delivery Apps to Turn to in the Philippines During a Community Quarantin**

According to Christelke AG (2020-2021), the current situation of home confinement and lockdown due to the COVID-19 pandemic has led to frustration, fear, and boredom for many individuals, particularly the youth. However, the advanced technology and availability of mobile phones, the internet, laptops, and mobility apps have provided opportunities for people to stay connected, engaged, and entertained during these challenging times. One such app that has proven to be extremely useful is the on-demand food delivery service app. These apps were already popular before the lockdown and have now become essential in replacing traditional delivery services. With these apps, individuals can have their favorite meals from their preferred restaurants delivered right to their doorstep within a specified timeframe.

The current situation of lockdown and home confinement necessitated by the COVID-19 pandemic has highlighted the importance of technology and mobility apps in enabling individuals to cope with the challenges of isolation. Unlike previous eras without advanced technology, people today have access to mobile phones, the internet, and laptops, which allow them to stay connected, work from home, and enjoy various forms of entertainment. One significant app that has gained immense popularity is the on-demand food delivery service app. These apps have revolutionized the food delivery industry by providing convenient and contactless delivery options. Individuals can order their favorite meals from a wide range of restaurants and have them delivered right to their homes within a designated time frame. In times of restricted mobility, these apps offer a lifeline for accessing delicious food and maintaining a sense of normalcy and comfort. The availability of these apps has proven to be a blessing, enhancing convenience and alleviating some of the challenges associated with lockdown and confinement., retrieved from: https://www.studocu.com/ph/document/philippine-school-of-business-administration/bachelor-of-science-in-accountancy/official-local-study-food-panda-ph/12683646