

IDEATION ASSIGNMENT

Restaurant Reservation

Introduction:

Whenever we go to restaurant with our family or with friends we face the situation that the restaurant is fully reserved. Although the reservation took place on a telephonic call, but the problem is that the other person who did not know about this reservation what he will do if he reach to a restaurant and doesn't find a seat for his friends or family.

So my idea is about to build a restaurant reservation system through which all people can observe either a seat is available or not. And reserve their favorite place to sit.

The company which own this application should charge some subscription charges to every restaurant listed in this application. An advertisement will be made for those restaurant who paid for it. By doing so this application could become the hub of all restaurant reservation around the globe. Through these activities company can generate easy capital.

Expected List of Features:

- A proper database system in which the data of all restaurant can be added (location of google map, address, phone number, cell number, etc)
- A special place for paid restaurant clients for their advertisement.
- A seat reservation system through which a remote person can see which seats are available in a particular restaurant.
- A top view picture of each restaurant dining area so that a person choose his favorite seat location.
- A marketing campaign feature for restaurants who paid for it.
- A sign in option separate for the user and separate for the customer owner or manager.
- A small CMS system for customer owner or manger so that they can create their digital reservation system look good.
- A calendar, time and number of people for restaurant reservation.
- Search bar for filtering restaurant in a particular area.
- Customer reviews for the restaurant after availing their services
- Restaurant match according to your favorite dish.

- Each special dish for each restaurant which will be decided by the people who already availed their services.
- Affiliate program for relevant market like crockery, tea sets, refrigerators, etc
- Advertisement for google ad-sense or any other program.
- Different themes during reservation according to birthday, anniversary, etc.

Market Survey:

1. opentable.com:

- They have the filter bar for searching restaurant in a particular area.
- Timing, number of people and date calendar for reservation.
- Sign up options for the users.
- Restaurant match.
- Affiliate marketing program.

2. eatapp.co

- Search bar for restaurant.
- Sign up options for the users.

References:

<https://eatapp.co/>

<https://www.opentable.com/>