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Subject: MAD

MAD Project Idea

Section: 6D

Project Idea: Little Momo - The Ultimate Ordering & Delivery App

App Concept

Little Momo is a **food ordering and delivery application** designed to streamline operations for a popular eatery, **Little Momo, in Gujranwala**. The app aims to provide a **seamless ordering experience** for customers while giving the shop full control over its sales, orders, and deliveries. By eliminating the reliance on third-party platforms like Foodpanda, Little Momo maximizes profitability and enhances customer satisfaction.

App Purpose and Target Audience

The primary goal of Little Momo is to **simplify the order placement and delivery process** by offering an intuitive and user-friendly platform. The target audience includes:

- **Customers** who frequently order from Little Momo and seek a direct, cost-effective, and convenient ordering method.
- **Shop owners and staff** who need an efficient way to manage orders, menu items, and customer interactions.
- **Delivery personnel** who require optimized routes and real-time order tracking.

Key Features of the App

1. **User-Friendly Menu Browsing** – Customers can explore the menu with item descriptions, prices, and images.
2. **Direct Ordering System** – Orders are placed directly with the shop, avoiding third-party commissions.
3. **Real-Time Order Tracking** – Customers can track their order status from preparation to delivery.
4. **Secure Payment Options** – Supports online payments and cash-on-delivery.
5. **Discounts & Promotions** – Special offers and discounts to increase customer retention.
6. **Optimized Delivery Routes** – Delivery personnel receive the shortest and most efficient routes via Google Maps API.
7. **Customer Feedback & Ratings** – Users can review their orders and provide feedback.

Admin Panel Functionality

The admin panel is designed to give the shop owner **complete control** over operations. It includes:

- **Order Management** – View, update, and track orders in real-time.
- **Menu Customization** – Add, remove, or edit menu items and prices.
- **Customer Management** – Access customer order history and preferences.

- **Discount & Offer Management** – Create and modify promotional deals.
- **Sales & Revenue Analytics** – Track daily, weekly, and monthly earnings.
- **Delivery Monitoring** – Assign orders to delivery personnel and track their progress.

Little Momo aims to **revolutionize food ordering and delivery** by providing a cost-effective, efficient, and user-friendly solution for both customers and the business.