

RESTAURANT WEBSITE BUSINESS REQUIREMENTS SPECIFICATION (BRS)

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1. Introduction

1. Business purpose

The proposed system would be a website to improve the organization's sales, popularity, and navigability. The current business model is using a website from Menufy, a third party order platform. The sponsor is comfortable with the current website, but is willing to seek alternatives if it is more profitable. Menufy model diverts the costs of to the restaurant's customers per order at \$1.50 and charge the restaurant 12.5% of the order for deliveries. However, the current website is a template that is not competitive with the standards to other popular dine-in restaurants and fast food chains. Some reasons are that there are no images or descriptions of all menu items, no calendar functionality for promotions or reservations, and no option to have recurring favorite orders.

2. Business scope

The organization is a family restaurant business that offers both dine-in, carry-out, and delivery by other third party apps such as UberEats. There are tables and parking available that satisfy the ADA requirement for wheelchair access. The users are customers who plan to eat, restaurant staff such as servers and cooks, and the sponsor who is managing the restaurant as the co-owner. In case of natural disaster, the restaurant will not be opened or will have reduced capabilities based on the sponsor's discretion. Menufy currently offers compatibility with smartphones in terms of an app, delivery services compatibility, order notifications, order management through a POS system, and sharing the internal customer base using Menufy. Menufy does allow to using a new website instead of the the template they offered. The organization will retain all the functionality of the current Menufy system, as they does allow you to link with a website you have instead of relying on their template. The "Order Online" button will transition to the new proposed website.

3. Overview

The restaurant has 5 types of people who interact with the system: hosts, chefs, servers, co-owner, and customers. Customers interact with the website using it as a service to

buy food as well as dine-in experience. Chefs are relayed the information regarding quantity and type of meal coming from each sale. Servers play a role in as salesperson to sell the customer food from a dine-in perspective. The co-owner holds managerial role over the restaurant staff. Hosts play a role in seating customers. There are other entities that such as food suppliers and restaurant inspectors that play a role in the business, but not the system.

4. Definitions

- Point of sale (POS): where the retail transactions take place along with other functions belonging to the business.
- Search engine optimization (SEO): improving quality and quantity of website traffic to a website or web page from search engine.
- Sponsor: one of the co-owners of the restaurant and the main person to report for this project.

5. Major stakeholders

The person I sought out was the co-owner of the restaurant and is the person who will oversee the restaurant operation. He is involved in changing the menu, prices, and operation times. There are other co-owners involved financially, but otherwise not involved in the process as long the restaurant profits.

2. References

- Menufy: <https://support.menufy.com/hc/en-us>
- McDonalds: <https://www.mcdonalds.com/us/en-us.html>
- Olive Garden: <https://www.olivegarden.com/home>
- Red Lobster: <https://www.redlobster.com/>
- Florida's statutes: <http://www.leg.state.fl.us/statutes/>
- Florida's laws: <http://laws.flrules.org/>

3. Business management requirements

1. Business environment

For the case for selling alcohol, there are certain laws and statutes to follow in Florida. The CS/SB 148: Beverage Law and the Florida Statute 562.11 state that selling alcohol drinks shows that the alcoholic drinks must be secured, unopened, contained in a sealed bag, and available to customer who are 21 and older. The restaurant serves the right to not serve anyone if it doesn't violate anti-discrimination laws. The Federal Civil Right Act of 1964 shows the restaurant must serve the protected class base on the following:

- race or color
- national origin or citizenship status
- religion or creed
- sex
- age
- physical disability

Florida statute 509.142 states the operator of public food service establishment may refuse accommodations or services to the person who possesses the following characteristics:

- intoxication;
- profanity;
- lewdness;
- brawling;
- language or conduct to disturb the peace or comfort of other guests;
- engaging in illegal or disorderly conduct;
- illegally possesses or deals in controlled substances;
- conduct that constitutes as a nuisance.

2. Mission, goals, and objectives

The proposed website should obtain the following business results:

- reduction in waste in terms of food;
- increase in customers and sales;
- reduce wait times for dine-in, carry-out, and delivery;
- improve customer satisfaction.

3. Business model

After reviewing the current website from Menufy, it would be ideal to add more to the website. In regard to the menu items, there should be images and descriptions as this will allow prospective customers to get a idea of what is being served, especially if they are unfamiliar with the food. Reduction in waste in terms of food can be done through the online promotions that customers will need to sign up for. Also, receipts from online orders can be saved so the owner can make market adjustments in serving certain foods and when ordering food from suppliers. To reduce wait times, the website would have a way to reserve or a form of waiting list to gauge how busy the restaurant is. Doing so would allow customers to be less frustrated if they wait for the food for a more than expected time. Increasing customers through repeat or new customers can be done through improving SEO keywords to reach the website along with promotional deals to entice customers to come back.

4. Information environment

a) Project Portfolio: The proposed website should function under Menufy's platform and is the only project now. The proposed website should have the same or more functionalities when compared to the current website. There should be design changes to keep the website more competitive with other restaurants.

b) Long term system plan: The organization will retain the standard web hosting company due to bandwidth involved in a family restaurant. However, this might change in the the future and the sponsor will be aware if many customers are accessing the website. Although rarely, the sponsor is also aware that design changes will be different than expected if bandwidth is an issue.

c) Database configuration: For the sign up for promotional deals, the customer's full name and email are saved to send out email regarding promotional deals. This data should only be known and accessed by the Menufy and the sponsor. Details regarding the customer's transactions are known to the servers and the sponsor in the POS systems given by Menufy. Servers need to account for only the belonging customers while the sponsor compiles the information by the end of each day in a log, credit card machine, or the POS system given.

4. Business operational requirements

1. Business processes

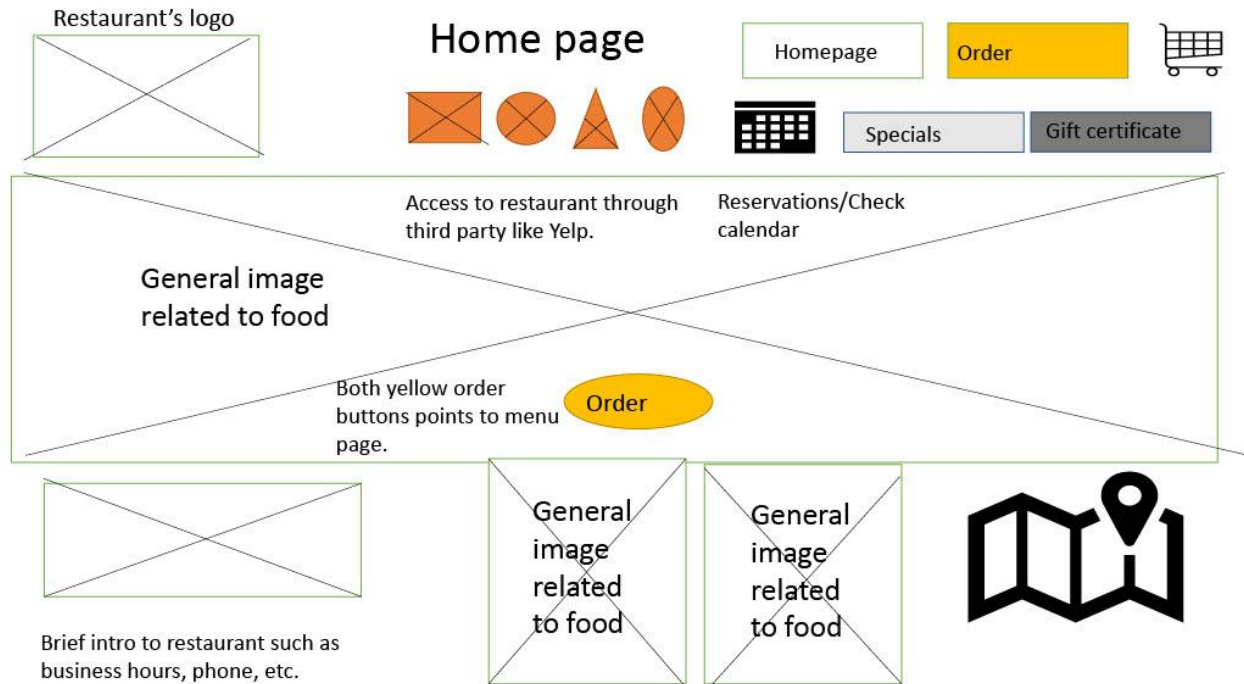


Fig. 1: The home page for the website.

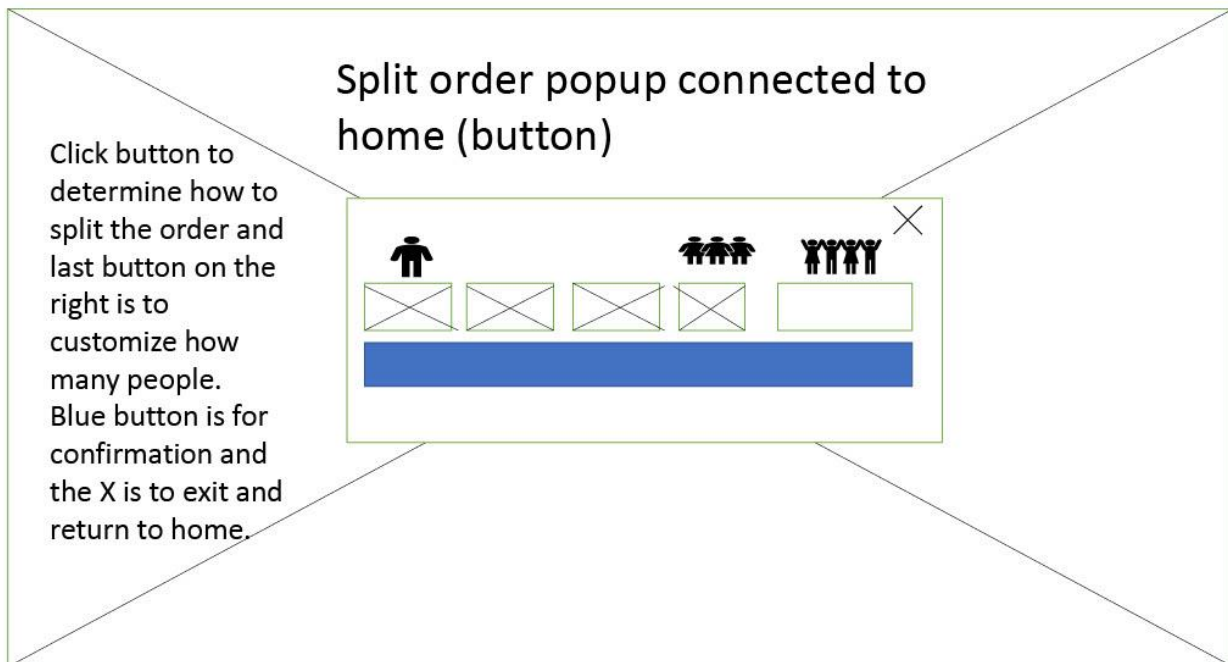


Fig. 2: The popup window for splitting orders.

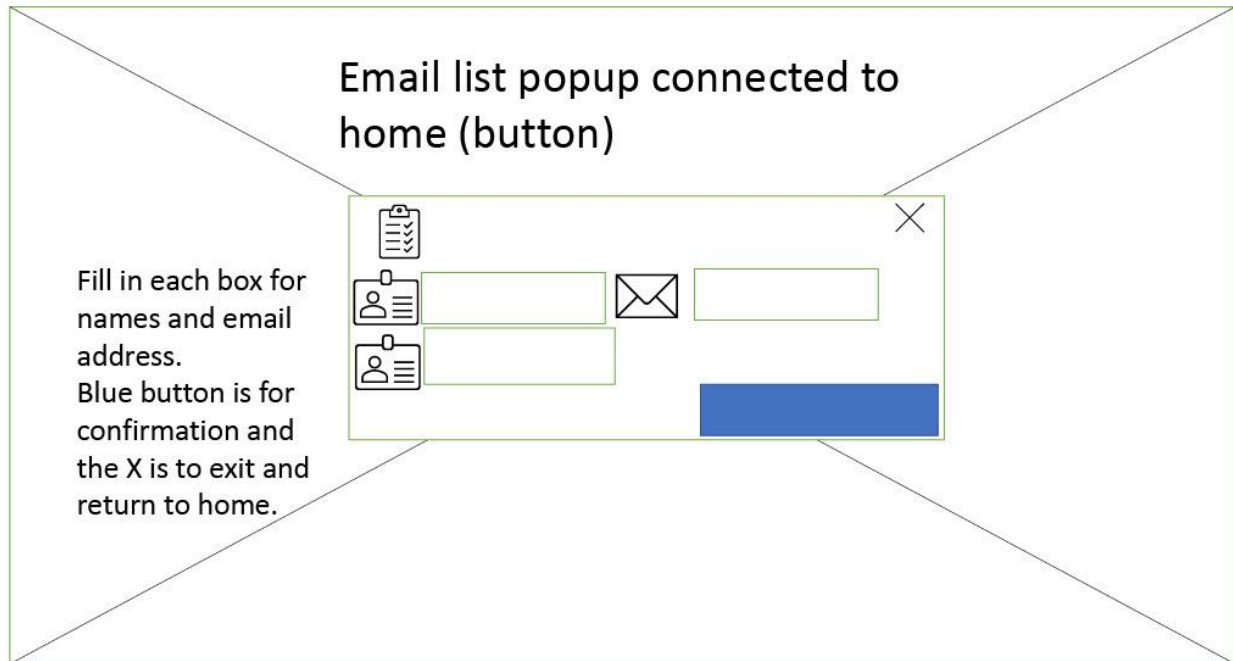


Fig. 3: The popup window for email list.

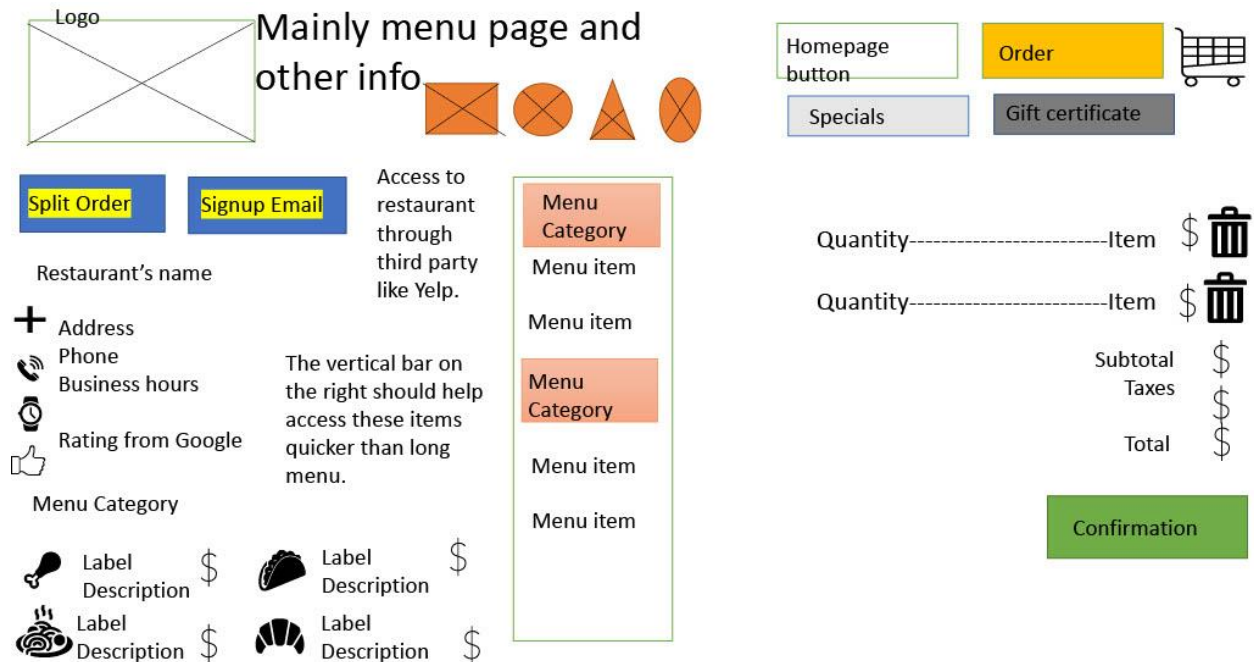


Fig. 4: The web page for menu as well as the cart's estimate before ordering.

Logo

Checkout page when clicked the cart or confirmation

Save information through 3rd party like Google or Apple

Facebook Google Apple

Add another card button

Contact Info

Credit Card info

Add tip

☒ Another way for mailing list

Go back to menu page

Confirmation

+ Total with drop-down receipt

Quantity	Item	\$
	Subtotal	\$
	Tax	\$
	Total after taxes	\$

Special Instructions

Fig. 5: The web page for checkout after confirming the order.

Logo

Message : "Thanks for ordering"

Receipt page

Order details like item and cost along with subtotal, taxes, and total after taxes.

Quantity	Item	\$
	Subtotal	\$
	Tax	\$
	Total after taxes	\$

Icons on right show map location, address, and time to get the order ready.

Map icon

Address icon

Time icon

Fig. 6: The web page for receipt, location, and time frame after checking out.

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Calendar Functionality for deals/reservations

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Fig. 7: The web page for reservations, check deals, and dates of operation.

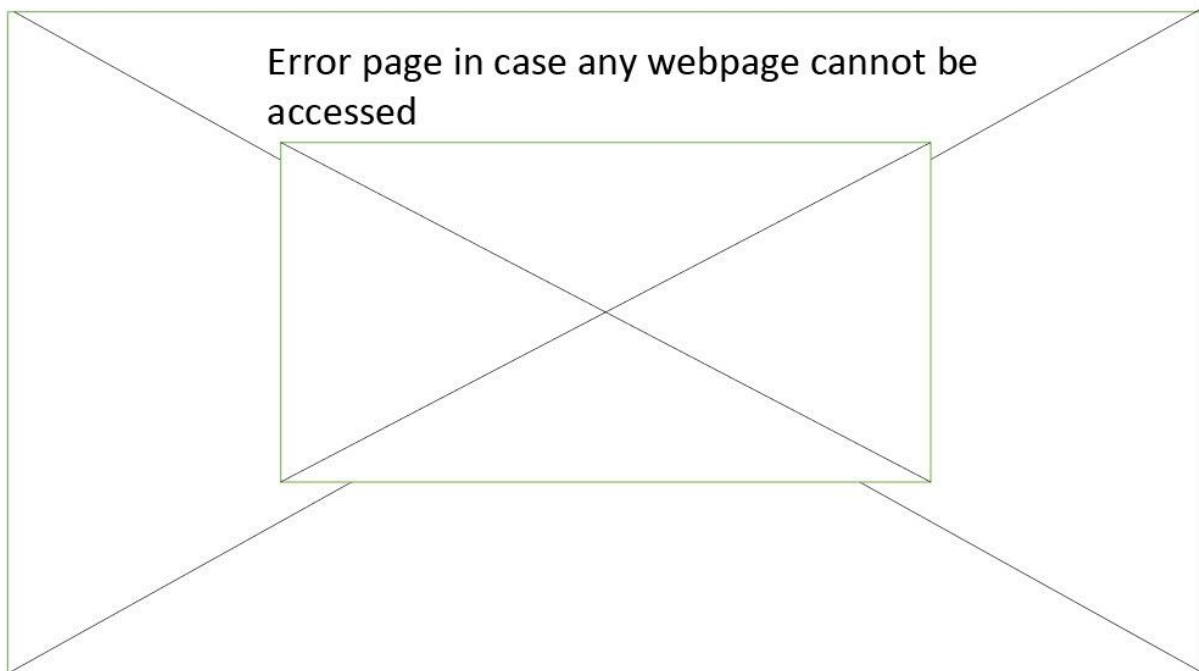


Fig. 8: The web page for error in case the website cannot be reached in any way.

2. Business operational policies and rules

The business operational policies and rules are the following:

1. All completed orders should have a receipt that provides the quantity, base item price, subtotal, taxes, tips, and total in dollars.
2. All order that are canceled, in-progress, or completed must be notified to the customer and appropriate restaurant staff.
3. Accessibility options must be provided to customers.
4. The sponsor has the executive decision on modifying the menu.
5. Payments must only be in cash or credit. If credit, the information must be correct.
6. Customers must have the ability to add special consideration notes when ordering.
7. General allergen information or disclaimer may be provided in the menu.
8. Translation services may be provided in a way in the website for non-English speakers.
9. Sale of alcoholic drinks must follow state and federal laws.
10. Restaurant can reserve the right to serve customers.
11. Restaurant's website must display name, address, hours of operations, and phone number.

3. Business operational constraints

- Every completed order must show the receipt after checking out.

4. Business operational modes

- When the website is receiving more traffic than usual, the website can shut down or slowdown due to influx of users.
- In instances of natural disaster, vacation, or unexpected emergencies, the website will notify users the restaurant's operation such as reduced hours or only carry-out.
- In scenarios if the restaurant is too busy or near closing, the waiting list or reservations will only work for the following day.

5. Business operational quality

- All operations can stop if there is a natural disaster or emergency based on sponsor's discretion.
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6. Business structure

- Hosts: people who seats the customers.
- Cooks: people who respond to orders.
- Servers: people serve the customers.
- Sponsor: equivalent to manager.
- Customers: people who buy food from restaurant.

Customers can order food, sign up for deals, buy gift certificates, setup reservations, and separate orders for individual purchases. Hosts can help setup reservations. Servers can access the POS system, separate orders for individual purchases, order food, and buy gift certificates. Cooks can only respond to tickets from POS system. Sponsor can do all activities for each role.

5. Preliminary operation concept of proposed system

5.1 Preliminary operational concept

a) operational policies and constraints

- The system shall only be used by the co-owner, restaurant staff, customers, and developer who are maintaining.

b) description of the proposed system

- The system shall be a restaurant website aimed at food pickups and shall be compatible with third party apps for food deliveries.

c) modes of system operation

- The system shall be operable on any device that has access to the internet and can access the website.

d) user classes and other involved personnel

- General users would be the customers of the restaurant accessing the system with their computer or smartphone.
- The sponsor will have overall administrative role in accepting changes and financial transactions.
- The web developer will code the website and eventually give the sponsor administrative role and how to use the site.

c) support environment

- General and technical support for the website is done through email, phone, and direct message listed by the website.
- Customers can physically report to the restaurant in case website is down and all other communication methods cannot be used now.

5.2 Preliminary operational scenarios

- The website shall redirect users to various social media webpages.
- The website shall allow the user to add and remove items to shopping cart.
- The website shall allow user to checkout, adjust for tips, and securely pay with a credit card.
- The website shall allow users to pay in cash.
- The website shall provide the user information about the items with brief description and images.
- The website shall allow the user to reserve order.
- The website shall allow the user to reserve tables through the calendar function.
- The website shall allow user to subscribe to email list to receive promotional ads at the sponsor's discretion.
- The website shall allow user to send personalized message about each order.
- The website shall notify the sponsor if the user's transaction when through.

- The website shall notify certain restaurant staff that the order is completed and proceed.
- The website shall display an error message and the restaurant's phone number with brief message in case the system goes down.
- The website can be reached after clicking the "Order Online" button on the Menufy website, which redirects the user to the new website, or through chosen domain.

6. Other preliminary life-cycle concepts

6.1 Preliminary acquisition concept

- The system solution will be acquired after negotiating with the web developer involved in the project.
- The solicitation was done by interviewing the sponsor through conversations by text and call. The sponsor outlined the solution should have no expenses. The sponsor would like to know the progression of the website either through physical or online meetings. The sponsor is busy so meeting times can be done after 9 to 10 pm or occasionally when the restaurant is not busy.

6.2 Preliminary deployment concept

- The system shall be validated when the sponsor and business analyst are able to meet face to face and discuss each functionality of the system.
- The website goes through testing to make sure each functionality is working, such as using personal credit card to test payment functionality.
- Then, sponsor tests the website or given a video to show the functionalities.
- Finally, the website is introduced to the restaurant's operation.

6.3 Preliminary support concept

- Currently, general support shall mostly be done by the sponsor, but will be scalable to wait staff or hosts if the business grows.
- The web developer will involve in training support, operating support, and maintenance support in the beginning.
- Menufy's staff will integrate the proposed website to their order platform.

6.4 Preliminary retirement concept

- The system shall be retired if it becomes problematic to use or reduce sales instead. The website shuts down and the sponsor would continue to use Menufy's website.

7. Project Constraints

- Project should not cost money to create or maintain and requirements phase should be done by the end of May/June 2023 and the implementation, testing, integration phase by the end of 2023.
- Potential costs should be discussed with sponsor.
- Most functionalities of the previous website should be retained. The sponsor will have the final decision.

8. Appendix

8.1 Acronyms and abbreviations

- Point of sale (POS)
- Search Engine Optimization (SEO)