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**Hungry Alarm Mobile Application**

**Business Requirements Document**

**Project: Hungry Alarm Mobile Application**

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# **1.Project Overview**

This document describes the hugerAlarm application restaurant owner and user and provide basic idea in the following project activity

* Introduce basic idea for the restaurant owner requirement, responsibility and benefit
* Identify shareholder and responsibility, benefit.
* Produce an application that will help users to book, recommend user the restaurant nearby. Also help the restaurant to promote their event and special meal.
* Devising solutions to project tasks, and opportunity in the market.
* Clarify the responsibility for every role in the team
* Determining when the project is complete.
* Assessing the degree to which the project succeeds.

# **2.Document Information**

**Audience**

|  |  |  |
| --- | --- | --- |
| **Name** | **Business Unit** | **Role** |
| Restaurant | Restaurant owner or manager | Partner/Supplier |
| Customer | Day to day consumer | Customer |

# **3. Business Opportunity**

## 3.1 Project Overview and Background

Our goal is to create a mobile application designed for both customers and restaurant owners. The application interface will allow customers to create a profile, search for restaurants nearby, filter restaurant type, add restaurant preference, look for discount, make reservations, etc. For restaurants that are using this app, they will be able to post events and deals, receive ratings and reviews and increase traffic by offering special coupons or membership programs to the customers.

This application will provide customers with the features and tools necessary for restaurant search and booking. It will increase the variety of meal options, make hanging out with friends a lot more fun and help people save both time and money on a daily basis. Additionally, it will provide local restaurants a platform to advertise, raise awareness and increase revenues.

## 3.2 Current State Analysis

Before the advent of the Internet, customers looking for an ideal place to eat have to actually try each restaurant to have an idea. Restaurants looking to improve their business need to rely on word of mouth. The availability of restaurant information online streamlined this process, enabling restaurants to promote and advertise, as well as customers to search and learn more about different restaurants. Another innovation that improved the ease of planning a meal was the creation of applications that aggregate various restaurant information in one place. Instead of browsing around, customers could search, view restaurants’ information and make reservations in one application, which also enables them to easily compare pricing and reviews for different restaurants. Restaurants will have a platform to post menus, prices, photos, etc, which enables them to attract more customers. Examples of these types of application include Yelp and OpenTable. Hungry Alarm will provide users with a similar service utilizing an attractive and intuitive interface. The project plans to use JavaScript, MySQL database to implement all functionalities. The planning process for the application is currently underway, and the development of the project will span two semesters at Pace University.

## 3.3 Future State Objectives

The objective is to create a mobile application that will be able to compete in the crowded marketplace of restaurants applications. The app will offer a wide variety of restaurant options with special events and deals exclusive to customers of our app, and will allow customers to make a reservation within minutes. Restaurants will also gain value from the app due to the advertisement, review and rating features.

## 3.4 Stakeholders

Our stakeholders are categorized into internal and external stakeholders:

|  |
| --- |
| **Stakeholders** |
| Restaurants (external) |
| Customers (external) |
| Project Team (internal) |
| Project Manager (internal) |

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# **4. Business Requirements**

## 4.1 Business Scope

The primary users of the application will be restaurant owners and customers. Restaurants will be able to create profiles, post events and deals, with the option to rank higher on search result with extra advertisement fees. Customers will be able to create accounts, search restaurants based on various filters and make reservations directly. The Hungry Alarm will also provide a payment portal for restaurants to pay advertisement and brokerage fees every month. Hungry Alarm is planned to function as a mobile application, made profitable by advertising and brokerage fees.

## 4.2 Details of Business Requirements

Business requirements for internal business groups are described below:

### 4.2.1 Restaurant Account Management

4.2.1.1 Ability to review and approve account opening

4.2.1.2 Ability to provide technical support

4.2.1.3 Ability to manage loyalty relationship program

### 4.2.2 Customer Account Management

4.2.2.1 Ability to provide technical support

4.2.2.2 Ability to manage loyalty relationship program

### 4.2.3 Marketing/sales Management

4.2.3.1 Ability to generate ads from different restaurants

4.2.3.2 Ability to filter advertisements list based on user preference

4.2.3.3 Ability to keep ads up-to-date

### 4.2.4 Finance Management

4.2.4.1 Ability to verify and process payment

4.2.4.2 Ability to calculate and deduct brokerage fee and advertisement fee every month

4.2.4.3 Ability to post billing information on restaurant’s account

Business requirements for external users are described below:

### 4.2.5 Restaurants

4.2.5.1 Ability to create an account and profile

4.2.5.2 Ability to sign in to account

4.2.5.3 Ability to post deal and event

4.2.5.4 Ability to view post traffic data

4.2.5.5 Ability to receive booking

4.2.5.6 Ability to send booking reminder

4.2.5.7 Ability to pay ads and brokerage fee

4.2.5.8 Ability to receive rating and review

4.2.5.9 Ability to modify or delete account

4.2.5.10 Ability to be searched and shown on searching result page

4.2.5.11 Ability to view a list of loyalty customers

### 4.2.6 Customers

4.2.6.1 Ability to create an account and profile

4.2.6.2 Ability to sign in to account

4.2.6.3 Ability to view deal and event

4.2.6.4 Ability to search restaurants based on cuisine type

4.2.6.5 Ability to search restaurants based on current location

4.2.6.6 Ability to search restaurants based on price range

4.2.6.7 Ability to book

4.2.6.8 Ability to cancel booking

4.2.6.9 Ability to view related loyalty programs

4.2.6.10 Ability to add favorite restaurants

4.2.6.11 Ability to provide review and rating

4.2.6.12 Ability to modify or delete account

4.2.6.13 Ability to search restaurants using keywords

# **5. Non-Functional Requirements**

|  |  |
| --- | --- |
| Category | Requirements |
| Usability | The application's GUI interface should feature a simple and intuitive design, with menu options clearly labeled and field functions obvious to any user. |
| Usability | The purpose of any section of the application should be immediately evident to any user. |
| Usability | The application should be easy to navigate and users should be able to immediately access any significant functionality that they may need within a few clicks, ideally in one click. |
| Performance | The response time of the application should not be impacted by latency that will significantly impact the evident availability of application features or information |
| Performance | The application should be available for users 24 hours a day, every day of the year |
| Performance | The application should not make excessive demands on users’ device memory capabilities |
| Performance | The application should support several users using simultaneously. |
| Security | The application will be protected from hackers and intrusion by various security measures |
| Security | Encryption for users’ personal data that is maintained on the application's server |
| Database | Application will use the MySQL database |
| External System | Application will be able to interface successfully with social media websites, credit card payment services, and other online resources |

# **6. External data feed**

## 6.1 Locate user and restaurant location

6.1.1 Enable users to use map function to search for restaurants near their current location.

6.1.2 Enable users to locate restaurants based on their preference.

6.1.3 Enable users to sort the restaurant location based on distance.

## 6.2 Process service fees

6.2.1 Enable restaurants to pay for monthly service fee.

6.2.2 Enable restaurants to pay for extra promotion, advertising and broker fee.

6.2.3 The payment methods are available through different 3rd party platforms, e.g. Paypal.

## 6.3 Sharing and advertising

6.3.1 Allow users to enable access to their social media account

6.3.2 Allow users to share pictures and videos related to restaurants

# **7. Business risks**

Due to the extreme high competition in this industry, the marketing team will have difficulty in persuading restaurants to choose our platform. Also, existing popular restaurants may require further negotiation in terms of service fee, advertising fee, etc.

Since customer reviews have a huge impact on restaurant business, there might be conflict raised when a restaurant receives negative or unfair reviews and asks for removal. The restaurant management team and customer management team will need to work together and come up with an effective approach to communicate with both sides.

Our application platform requires very frequent tests and maintenance to enable the daily usage for both customers and restaurants. Once the system is crushed, restaurants that highly rely on our platform may have a huge revenue loss.