

**Project Design Phase-I**  
**Proposed Solution Template**

Date	6 <sup>th</sup> July, 2024
Team ID	SWTID1720126010
Project Name	SBFoods – Food Delivery
Maximum Marks	3 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In urban areas, people often face challenges related to time constraints, lack of access to diverse food options, and inconvenience in ordering food from various restaurants. Traditional food ordering methods can be time-consuming and inefficient, leading to customer dissatisfaction and missed business opportunities for restaurants.
2.	Idea / Solution description	The project proposes a comprehensive food delivery app that connects users with a wide variety of local restaurants. The app will feature a user-friendly interface, real-time tracking, and multiple payment options. It will allow users to browse menus, place orders, customize their meals, and receive their food quickly and efficiently. The app will also offer features like personalized recommendations, order history, and loyalty programs to enhance user experience.
3.	Novelty / Uniqueness	The uniqueness of this food delivery app lies in its integration of advanced AI algorithms to provide personalized meal recommendations based on user preferences, dietary restrictions, and previous orders. Additionally, the app will implement a decentralized delivery network using local couriers, reducing delivery times and costs. The inclusion of an in-app social platform where users can share reviews, photos, and experiences adds a community-driven aspect to the app.
4.	Social Impact / Customer Satisfaction	The app will significantly enhance customer satisfaction by offering convenience, a wide selection of food options, and a seamless ordering process. It will support local businesses by providing them with an additional revenue stream and broader customer reach. The app will also promote healthy eating habits by offering nutrition information and healthy meal options.

		Furthermore, by employing local couriers, the app will create job opportunities and contribute to the local economy.
5.	Business Model (Revenue Model)	<p>The primary revenue streams for the app will include:</p> <ul style="list-style-type: none"> <li>• <b>Commission Fees:</b> A percentage of each order placed through the app.</li> <li>• <b>Delivery Fees:</b> Charges for delivery services.</li> <li>• <b>Subscription Plans:</b> Premium memberships offering benefits like free delivery, exclusive discounts, and priority customer support.</li> <li>• <b>Advertising:</b> Revenue from restaurants and brands advertising their products and promotions within the app.</li> <li>• <b>Data Analytics Services:</b> Providing restaurants with insights and analytics based on customer behavior and preferences.</li> </ul>
6.	Scalability of the Solution	<p>The solution is highly scalable due to its modular architecture and cloud-based infrastructure. The app can be expanded to new cities and regions with minimal additional investment. The use of AI and machine learning allows for continuous improvement and adaptation to new markets. Partnerships with local restaurants and courier services in different areas will facilitate rapid geographic expansion. The app's design and technology stack ensure that it can handle increased user load and transaction volumes as it grows.</p>