**Project Design Phase**

**Proposed Solution Template**

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| Date | 18-06-2025 |
| Team ID | LTVIP2025TMID53265 |
| Project Name | OrderOnTheGo |
| Maximum Marks | 2 Marks |

Proposed Solution for Order on the Go

# Problem Statement (Problem to be solved)

In today's fast-paced lifestyle, customers face delays and inefficiencies when ordering food and beverages, especially during peak hours at restaurants and cafes. Long queues, miscommunication, and lack of real-time updates result in a poor customer experience and revenue loss for businesses.

# Idea / Solution Description

Order on the Go is a mobile-first web application that allows customers to browse menus, customize orders, and pay online before reaching the restaurant. The system notifies customers when their order is ready, reducing wait times and improving service efficiency.

# Novelty / Uniqueness

* Real-time order tracking and preparation status
* Contactless ordering and payments
* Personalized recommendations based on past orders
* Integration with loyalty and reward systems
* Analytics dashboard for restaurant owners to track peak hours and sales

# Social Impact / Customer Satisfaction

* Reduces waiting time, enhancing customer convenience
* Promotes digital and contactless transactions, improving hygiene
* Helps small businesses streamline operations and increase sales
* Supports eco-friendly practices with digital receipts

# Business Model (Revenue Model)

* Commission from partnered restaurants for each order
* Subscription plans for premium restaurant analytics and promotions
* In-app advertising and featured restaurant listings
* Customer loyalty program partnerships

# Scalability of the Solution

* Can be scaled across cities with multi-restaurant support
* Supports multi-language and multi-currency integration for international markets
* Future expansion to include AI-based order predictions, delivery partner integration, and voice-basedordering