Assessment 3 – Doughnut Ordering System

# Proposal

**Doughnut Café**

An independent doughnut store located in the heart of Trafford an affluent location with huge customers existence. The Café is represented by their leader Ms. Jhon Hallam, who approached us to help to reinvent the company’s ordering system which really sets them apart from their competition.

The ongoing pandemic has significantly reduced their customers and having only minimal online presence the business is having troubles to survive. Their current method of accepting orders digitally is done via Telephone. Sometimes calls are missed, orders are prepared and kept aside for it never to be paid if customers don’t come to collect, also orders aren’t stored, and data collection is almost impossible. Customers can only pay with cash when they arrive to pick up their orders or when the delivery guy has reached their house if they did home delivery, meaning the risk of Covid-19 infection is high.

To resolve the issue of the minimal online presence we will create a webpage that will advertise the products and increase the online presence of the business. Updating the websites design will simplify the user experience and also allow additional features such as forms for ordering products and for online payment. This will solve the issue of orders only being made on the phone and the cash only payment on orders as orders will be paid for before delivery. We will also implement a system for storing and accessing customer accounts and orders. This information can then be retrieved for use in the Click and Collects, the deliveries and when information about previous orders is needed.