Assessment 3 – Doughnut Order System (Henry)

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# Proposal

## Treatment

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.

# Requirements Analysis

Using the requirements engineering process

## Requirements Elicitation

Within this section the initial requirements are discovered.

### Stakeholders:

* Customer
  + They will be who is using the customer site which allows them to place orders and view previous orders.
* Chef
  + Will use the staff site to view the current orders to allow them to be prepared for collection or delivery
* Driver/Checkout staff
  + Will use the staff site to verify identity of customer and mark orders as completed.

### Non-Functional Requirements

* Product
  + Website needs to be fast because “A website user’s attention span lies somewhere around eight seconds” (K, Howard) and after that the potential customer will be likely to stop using the site.
  + Easily navigable both on customer and staff site to encourage the use by potential customers and make the use by staff more efficient.
  + Website needs to be functional on both desktop and mobile views because “when a website is not optimised for mobile viewing… they (the users) will often get frustrated and leave” (M, Tungate). This means no orders will be processed through the system and it will be redundant.
* Organisational
  + Must be designed with company Typeface and Colour Scheme. This will relate their website to their stores and will be increasing their digital presence, with the website serving a dual purpose of advertisement for the store.
  + It is not law to provide a receipt of purchase however it is company policy that one is offered so there needs to be a system in place that can either print a physical one or generate e-receipts and send them by email.
* External
  + GDPR requires information about customers and their payment details to be kept secure and if that is neglected the company is liable. To prevent this, measures need to be put in place to minimise this risk and legally protect them.

### Functional Requirements

From these user requirements we have determined that the functional requirements of the proposed system are:

* Customer Site

1. The system will allow the customer to order their food from the website. For the customer, this means that the customer will be able to see images of the food that they will be ordering and all the menu options during the ordering process.
2. The system will store accounts of the customers saving their preferences e.g. payment information, delivery location. This information will be used in the ordering process. The result of this is eliminating a point of miscommunication with the order and the delivery location in comparison to ordering by phone.
3. The system will allow payment for the order. This opens up the payment options for the food order contrasting to cash only as in the existing system.
4. The system will allow the customer to view their previous orders. This means that the customer will be able to track orders made on their account to view to monitor unusual activity.

* Store Site

1. The System will allow the chefs to view the orders that need to be prepared. This means that they can see exactly what needs to be made and not from a paper list that could possibly be wrong which is the case in the existing system.
2. The system will produce customer details for the order. This will allow the cashier or Driver to verify that the order is being handed to the correct person.
3. The database can be changed by the Driver/Cashier to confirm that the order was handed over. This will prevent orders being made and handed over more than once.

## User Story:

To assist with visualising the use of the proposed system the following user story has been created:

### Customer

The customer opens the webpage and navigates to the login screen that is easy to find. She enters her valid login details and is informed that she has been successfully signed in. She then finds the menu and selects the items she wishes to order. She proceeds to payment with a button click and is prompted to select either collection or delivery. After selecting delivery, she receives another prompt to select the address they already have saved or weather to input a different address. Once selecting the address that the store already has, she is then asked to select the existing card on her account that is identified by the final four digits that are provided to her. She chooses to enter a new card and enters the card details and selects the purchase button. She receives a message on the page informing her that her payment was successful and then receives an e-mail receipt of purchase.

# References

Howard, K. (2019) Winning the Fight Against a Website User’s Attention Span [Online]. Available at: https://www.towermarketing.net/blog/winning-the-fight-against-a-website-users-attention-span/ (Accessed: 20 02 2021)

Tungate, M. (2019) Desktop vs Mobile Browsing: a factual breakdown of advantages  [Online]. Available at: https://blog.envisionitsolutions.com/desktop-vs-mobile-browsing-a-factual-breakdown-of-advantages-to-both (Accessed: 20 02 2021)