

Project Design Phase

Proposed Solution Template

Date	15 February 2025
Team ID	LTVIP2025TMID46568
Project Name	OrderOnTheGo: Your On-Demand Food Ordering Solution
Maximum Marks	2 Marks

Proposed Solution Template:

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

S.No.	Parameter	Description
1	Problem Statement	Many users face delays, lack of real-time tracking, limited restaurant options, and poor user experience when ordering food online, especially in Tier 2/3 cities.
2	Idea / Solution Description	“OrderOnTheGo” is an AI-powered food ordering platform that allows users to browse nearby restaurants, customize orders, track delivery in real time, and pay securely via multiple gateways. It also offers restaurant onboarding and delivery partner assignment modules.
3	Novelty / Uniqueness	The platform integrates AI for personalized food recommendations, real-time delivery tracking using GPS, and dynamic pricing based on demand patterns. A unique feature is its offline-to-online bridge for small restaurants with no existing digital presence.
4	Social Impact / Customer Satisfaction	It empowers small food vendors by giving them digital reach, improves convenience and satisfaction for users through efficient delivery and reliable service, and supports local economies.
5	Business Model (Revenue Model)	Revenue is generated via: <ul style="list-style-type: none">• Commission from restaurants per order• Delivery fee from customers• Premium subscriptions for partner restaurants• In-app advertising
6	Scalability of the Solution	The solution is scalable across cities and regions by integrating new vendors via a cloud-based modular architecture. Multi-language support and mobile accessibility enhance its adaptability in diverse markets.