

ReserveWell: Restaurant Reservation Platform	
Vision	Date: 22/10/2023

ReserveWell: Restaurant Reservation Platform Vision

1. Introduction

1.1 Purpose

The purpose of this document is to collect, analyze, and define high-level needs and features of the ReserveWell Application. It mainly focuses on the needs of the stakeholders and customers, why these needs exist, and main benefits of the applications.

1.2 Scope

The RW Application will work on WEB and mobile. It makes possible for restaurant managers to save time and cost, to add new ones to the restaurants' fixed customer base, to prepare future reservation plans based on statistics prepared specifically for the restaurant, and to tolerate over/under booking cases. Those are detailed further sections in this document.

1.3 Definitions, Acronyms, and Abbreviations

- RW: ReserveWell
- Restaurant Managers: A person who manages the store
- Customers: People who eat food at the reserved restaurant

Consult the glossary for further terms.

1.4 References

1. Vision Document Template
2. "IBM Engineering Lifecycle Management/Vision Document"
https://www.ibm.com/docs/en/engineering-lifecycle-management-suite/lifecycle-management/7.0.3?topic=SSYMRC_7.0.3/com.ibm.rational.rmm.help.doc/topics/r_vision_doc.htm
3. Applying UML and Patterns: An Introduction to Object-Oriented Analysis and Design and Iterative Development (3rd Ed.), Craig Larman, Prentice Hall PTR, 2004.

2. Positioning

Project Context:

Our effort to create a restaurant reservation system was started in response to the increasing demand from customers for a simple and effective method of making restaurant reservations. We understand that the need for eating experiences—both in-house and takeout—is growing, and that's why we need to offer a user-friendly platform that addresses the difficulties both customers and restaurant owners encounter when trying to manage reservations.

Business Goals:

There are several different business objectives for our project:

Maximize table reservation revenue by ensuring effective seating, cutting down on no-shows, and optimizing reservations.

Reduce wait times and provide convenient table reservations to improve the entire eating experience for customers.

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Gain market dominance by dominating the restaurant reservation industry and serving a wide variety of restaurants.

Encourage expansion in the restaurant business by offering data and analytics to restaurateurs so they may enhance their operations and make data-driven decisions.

Strategic Alignment:

Our restaurant reservation system works in perfect balance with the larger business objectives of our company. By offering a technical solution that improves the dining experience and helps restaurants optimize their operations, it balances our commitment to innovation, customer happiness, and digital transformation. It's an essential part of our strategic plan, not just an independent project.

Market Analysis:

Our project intends to establish itself as a leader in the highly competitive restaurant business by providing a complete solution. We've discovered an increasing demand for a single reservation system that serves both casual and fine-dining restaurants through comprehensive market research. Our goal is to close this gap and take the lead in the industry.

Target Audience:

Our primary customers are diners who want to easily reserve a table and restaurant managers or owners who want to effectively handle their reservations. Staff members in restaurants who handle seating arrangements and operational analytics are examples of secondary users.

Unique Selling Proposition (USP):

Our restaurant reservation system stands out from other systems because of its flexibility, waitlist functionality, and ease of use for a variety of restaurant sizes and types. It is a unique solution because of its smooth integration with current restaurant systems and real-time analytics for decision-making.

Value Proposition:

All parties involved in our project stand to benefit many advantages from it. It promises a simpler reservation process and a more pleasant eating experience for customers. It optimizes revenue, streamlines processes, and gives restaurant owners useful insights to grow their company. In the end, our method provides a solution that benefits both parties involved in the dining experience.

Scope and Boundaries:

A user-friendly reservation program, connection with restaurant operations, and comprehensive analytics for performance assessment are all part of our project. It does not, however, include developing customized mobile applications or websites for particular restaurants.

Risks and Challenges:

Risks and problems that could occur include the restaurant industry's dynamic nature, user adoption, data security, and competition from current reservation systems. To ensure project success, we are dedicated to taking proactive measures to solve these difficulties.

Dependencies:

A variety of technologies are used in our project, such as real-time communication protocols, database management systems, and secure payment gateways. Furthermore, our success also depends on our restaurant partners' willingness to integrate our technology into their daily operations. The success of the project depends on how well these dependencies are understood and managed.

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The effectiveness of our restaurant reservation system depends heavily on how it is positioned in the organization and market. This document offers an understanding of the goals, background, and significance of the project in relation to the industry in general. It provides a strong basis for making well-informed decisions, establishing priorities, and carrying the project towards completion.

1.1 Problem Statement

The problem of	<i>difficulty in finding available tables, challenges in handling restaurant reservations, fully utilizing restaurant capacities, making table selections, and engaging in phone conversations instead of utilizing a user-friendly interface</i>
affects	<p><i>Restaurant owners and managers (off and on-site), who struggle to efficiently manage reservations and optimize table turnover.</i></p> <p><i>Restaurant employees, including waitstaff and hosts/hostesses, who face difficulties in coordinating table assignments.</i></p> <p><i>Customers, who endure communication intricacies, forgettable reservations, and potential overbooking issues.</i></p> <p><i>Customer support teams, who are burdened with addressing reservation-related issues.</i></p>
the impact of which is	<p><i>Reduced customer and business satisfaction, leading to a potential decline in commitment and loyalty.</i></p> <p><i>Hindered restaurant profitability due to inefficient workforce allocation and challenges in reservation management.</i></p> <p><i>A need for a more efficient reservation experience that benefits both restaurants and customers.</i></p>
a successful solution would be	<p><i>A comprehensive, user-friendly application that simplifies the dining reservation process.</i></p> <p><i>A system that minimizes overbooking, optimizes table turnover, and facilitates efficient communication between diners and restaurants.</i></p> <p><i>An intuitive platform that enhances commitment, loyalty, and restaurant profitability while reducing the manual effort required for reservation management.</i></p>

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1.2 Product Position Statement

For	<i>restaurant enthusiasts and for restaurant owners</i>
Who	<i>are seeking a convenient dining experience and are striving to maximize their reservations respectively.</i>
The ReserveWell	<i>is a revolutionary application.</i>
That	<i>is a state-of-the-art restaurant reservation platform that offers a seamless and efficient way to book tables, manage reservations, and optimize seating turnover.</i>
Unlike	<i>traditional competitors like OpenTable, Quandoo and websites of the restaurants, our product sets itself apart by providing real-time reservation management, personalized dining experiences, and dynamic pricing, creating a unique and all-encompassing solution for diners and restaurant owners.</i>
Our product	<i>'s primary differentiation lies in its commitment to enhancing the dining experience, waitlists, from ease of booking to tailored customer service, ultimately boosting restaurant profitability and customer satisfaction.</i>

2. Stakeholder Descriptions

2.1 Stakeholder Summary

Name	Description	Responsibilities
Restaurant Management (External)	Restaurants' Owners	approves funding checks if the service provided by the software project (system) aligns with the restaurant's requirements and business goals. makes the implementation decision authorizes project's initiation has interest on profit
Restaurant Management (End Users)	Store Manager	monitors the project's progress and budget works with IT team to ensure smooth operations oversees user training on how to use the system participate in quality assurance keeps an eye on the system's performance manages capacity and workforce allocation

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Name	Description	Responsibilities
Employees (End Users)	Waiters	uses system to meet and assist customers track reservation realizations promotes customers the use of loyalty program
Customers (End Users)	Diners	uses system to make and track reservations makes payments creates and joins waitlists communicates with Customer Support Team
Partners	Marketing Firm	promotes the project on different platforms to boost user acquisition and retention
Partners	App Store	provides a marketplace for distribution of the project app
Payment Platforms (External)	Online banking applications	identifies verification provides secure payment handles refunds
Customer Support Team	Customer Support Representatives	answers inquiries provides information communicates with customers receive feedbacks from customers
Project Management	Product Owners, Project Managers, Technical Leads	defines project goals, scope, objectives and deliverables develops a project plan, including schedules, allocation, milestones controls project scope facilitates stakeholder communication oversees quality, budget, schedule compliance
Development Team	Developers	collaborates with stakeholders to understand and document project requirements, user stories and use cases creates software architecture and documentation writes, tests, debugs code to create software solutions ensures quality, security, scalability and performance optimization provides implementation support and maintenance

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2.2 User Environment

The system cannot be used offline.

Number of people involved in completing the task is one and it is not changing, regardless of the customers(diners) or restaurant staff (store manager, waiters)

Completing tasks for customers takes between 1 and 5 minutes, depending on the saved information.

Completing tasks for waiters takes between 1 and 2 minutes.

For the diners, reservation is possible with or without membership.

Waitlist feature and loyalty program is special to customers with membership.

Waiters should login and have membership to use the system.

System is available in web platforms and will be available in mobile platforms in future.

For the restaurants, which already have reservation systems on their own websites, our system needs to integrate with individual websites so that reservations, payments and capacity information is updated accordingly.

Our system needs to integrate with Google Maps, so that for the restaurants which are available on Google Maps, customers can make reservations seamlessly, while checking the location.

The language is English and it is planned to make it accessible in different languages to accommodate multilingual users.

Users need to accept some agreements about the data protection and privacy policies.

Notification preferences can be customized.

3. Product Overview

3.1 Needs and Features

Need	Priority	Features	Planned Release
To offer customers the opportunity to make reservations through a platform by offering multiple restaurant options.	High	Shows available capacity and offers table selection for variety of restaurants	v1.0
To answer customers' questions about their reservations and takes feedback from them to make product better	Medium	Customer support system contact with customers at any time with its chat bot	v2.0
To show real-time availability of the tables in a restaurant	High	An easy-to-interact user interface that is being updated continuously	v2.0

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To increase customer commitment	Medium	Loyalty programs and rewards for frequent diners to encourage repeat business and build customer loyalty.	v2.0
To integrate with individual restaurant websites and payment services	Medium	Reservations, payments and capacity information is updated accordingly	v2.0
For a wishlist for customers who cannot find available spaces at a specific time	Medium	Waitlists for both the customers and restaurants, which will be updated real-time according to realized and canceled reservations.	v2.0
For customers to choose a specific table	Medium	Layout support to represent sitting plans for each restaurants	v2.0
To minimize the errors due to the human factors in reservations with traditional ways	High	A user-friendly interface without the need to interact with the restaurant staff.	v1.0
For customizable reservation preferences	Medium	A user interface for the customers to arrange their preferences such as preferred dining times, seating options or dietary restrictions	v2.0

4. Other Product Requirements

Requirement	Priority	Planned Release
Scalability and Performance: The system should be capable of withstanding and performing in its optimal standards under the condition of growing users. This includes scaling the resources dynamically under the peak conditions. Performance monitoring should be done in order to achieve this goal.	High	v1.0
Security and Privacy: Similar to the security requirement, the system should adhere to the privacy of their users. Other than securing the data of the customers, the users should have the control of their data such as creating, updating or deleting under the proper authorization conditions.	High	v1.0

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Reliability & Availability: <p>The system should provide a real-time view of the reservations in the restaurant. Therefore, high reliability of the data that the system provides is necessary. The necessary maintenance and updates should be done in the non-operating times of the restaurant in order to obtain minimal downtime during working hours. In addition to that, the maintenance operations should be done in a regular and scheduled manner.</p>	Medium	v1.0
Localization: <p>Depending on the location of it, the system should support a diverse user segment. In its early stages, it should focus on English and the localization may not be of high concern, however, for the scalability purposes as well, the language that the system supports should expand with different languages such as French, German, Turkish etc.</p>	Low	v2.0
User Support and Training: <p>For the best user experience, the system should provide a simple-to-use environment for the communication with the customers such as chat support and email. Additionally, necessary training materials should be provided to both the customers and the restaurant staff for high adaptability.</p>	Medium	v2.0
Integration: <p>It should be noted that many restaurants have websites, and the reservation system should integrate with the websites seamlessly in order to get the most benefit. In addition to that, the system has to integrate with payment services and some external services such as Google Maps</p>	Medium	v2.0
Feedback and Analytics: <p>In order the system to evolve, user feedback is essential. The system should collect user inputs for their suggestions, and follow the data-driven approach</p>	Medium	v1.0

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Testing and Quality Assurance: The system should be tested in a comprehensive manner. The necessary unit and end-to-end tests should be handled in an automated way with the tester team. This is essential in order to capture any system related issues before reaching the users.	High	v1.0
Change Management: It is essential that the unified process is followed effectively in order to adapt to the changes. Many change and update requests can come from the stakeholders, and the updates to the system should be handled in an elegant manner in order not to get complex in the future. For this purpose, dividing the work into smaller pieces is of high importance for the developer team to react to changes.	High	v1.0