

Project Design Phase
Proposed Solution

Date	26-06-2025
Team ID	LTVIP2025TMID55576
Project Name	OrderOnTheGo
Maximum Marks	2 Marks

Proposed Solution for OrderOnTheGo

S. No.	Parameter	Description
1	Problem Statement (Problem to be solved)	<p>Many users in semi-urban and student-dense areas face challenges in discovering local restaurants and ordering food online.</p> <p>Small restaurants, in turn, lack affordable and accessible platforms for digital visibility and order management.</p> <p>The absence of a dedicated platform leads to poor customer experience and missed business opportunities.</p>
2	Idea / Solution Description	<p><i>OrderOnTheGo</i> is a MERN-stack based web platform that connects local food outlets with customers through a streamlined digital interface.</p> <p>Users can browse restaurants, add items to their cart, and place orders.</p> <p>Restaurant owners can log in to manage their products and update live order statuses.</p> <p>An admin dashboard supports monitoring and promoting vendors.</p>
3	Novelty / Uniqueness	<ul style="list-style-type: none"> - Designed specifically for local and small-scale food outlets that are often excluded from big platforms - Supports role-based dashboards (User, Restaurant, Admin) - Enables real-time order management by restaurants - Admin can promote restaurants for homepage visibility - Light-weight and modular design to scale features incrementally
4	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> - Supports digital inclusion of small vendors - Students and residents get access to local food options online - Promotes local economic growth through fair exposure - Enhances customer satisfaction through simple UI and fast ordering - Reduces digital divide in food tech adoption
5	Business Model (Revenue Model)	<ul style="list-style-type: none"> - Freemium access for users and restaurants - Commission-free base model to attract small vendors - Potential for revenue through ads or featured listings in future - - Future integration of delivery fee share (if logistics added)

6	Scalability of the Solution	<ul style="list-style-type: none"> - Easily extendable to other towns and campuses - Backend built with modular architecture for API scaling - React frontend can evolve into a mobile app using React Native - Supports multi-restaurant environments and can integrate delivery tracking - Designed for easy deployment on cloud (e.g., Render, Vercel, or VPS)
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