

APPENDIX C - PROJECT PROPOSAL

AIMS AND OBJECTIVES

Purpose and Intention

This project involves the development of a customer facing mobile app for a local restaurant and takeaway business in Brighton and Hove called CouCou Food for the purpose of guiding them towards achieving their strategic goals of increasing competitiveness with market leaders who operate a larger share of the market such as Domino's, Papa Johns and Just Eat, alongside reducing costs from existing business procedures which involves using the Just Eat infrastructure for ordering for delivery and collection. The mobile app is intended to meet further strategic goals of increasing customer satisfaction by giving customers a new platform for ordering for delivery and collection and the creation of a loyalty programme which is integrated into the mobile app for the purpose of improving repeat business and forming customer relationships. The project also involves the development of a companion interface that provides sales analytics and order management features from the app detailing popular orders and popular ordering times which leads to efficiency increases by adjusting inputs such as ingredients in relation to demand.

The personal motivation for developing a mobile app is to gain development experience within the mobile sector which is currently a growing platform for business, alongside exploring new user interface design strategies whilst also gaining satisfaction from the benefits gained from meeting a business's needs and strategic goals which all contribute to my career objectives of gaining a career in software engineering.

Primary Objectives

The objectives are to develop a mobile app for the customer that will be provide the following functionality:

- Allow customers to view the menu and order items for delivery or collection
- Live tracking of orders and notification of order status
- Loyalty system allowing customers to be rewarded on orders and ability to redeem free orders
- Ability for customers to pay for orders
- Ability for customers to review orders
- Push notifications for special offers
- Ingredients re-ordering suggestions based on demands of popular items

In addition a further objective is to develop a companion web interface providing sales analytics.

Extensions

In addition the project could have several extensions which could be implemented if time allows which include:

- Staff work allocation and holiday management in the restaurant
- Opinion Extractor to allow opinion words in reviews to be analysed graphically based on keywords
- Live Tracking of Delivery vehicles for customers and ETA based on current traffic
- Allow customers to book a table at the restaurant

RELEVANCE

This project demonstrates an ability to use computational tools and software engineering principles to use creativity to design and construct a software system that meets business needs. Tasks include requirements specification analysis and evaluation, solving technical problems, using interaction design principles to create suitable user interfaces and applying professional judgements to balance costs and benefits.

RESOURCES REQUIRED

- Text Editor for Web App and Web Interface development
- Smartphone for Web App testing
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PERSONAL WEEKLY TIMETABLE

Total time devoted on the project = 450 hours

Weekly time devoted on the project = 20 hours a week

Daily time devoted on the project = 4 hours a day

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INTERIM LOG

- Discussion about completion of a HCI Design Principle Comparison for existing delivery apps such as Domino's, Papa John's and Just Eat.