

Project Design Phase
Proposed Solution

Date	26-06-2025
Team ID	LTVIP2025TMID24694
Project Name	OrderOnTheGo
Maximum Marks	2 Marks

Proposed Solution for OrderOnTheGo

S. No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Many users in semi-urban and student-dense areas face challenges in discovering local restaurants and ordering food online. Small restaurants, in turn, lack affordable and accessible platforms for digital visibility and order management. The absence of a dedicated platform leads to poor customer experience and missed business opportunities.
2	Idea / Solution Description	<i>OrderOnTheGo</i> is a MERN-stack based web platform that connects local food outlets with customers through a streamlined digital interface. Users can browse restaurants, add items to their cart, and place orders. Restaurant owners can log in to manage their products and update live order statuses. An admin dashboard supports monitoring and promoting vendors.
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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