**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** | *OrderOnTheGo* 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** | * 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** | * 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)** | * 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** | * 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) |