

Assignment: Conducting a website audit

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# **Client Service: Restaurant Delivery Service**

I have been requested by my client to create a successful restaurant website capable of viewing all information about the restaurant and capable of ordering food and the ability to have it delivered with their new delivery system.

# **Client Wishlist:**

This section identifies ideal features required to achieve a successful restaurant delivery application and a small description as to why this feature is ideal.

* **Home Menu**
  + This will display key information about store, operating hours, contact information, and social media information.
* **Food Menu Page**
  + This page displays various menus in the restaurant (ie. Food, Drink, Happy Hour) and can filter these items by dietary preferences.
* **Address/Location Entry**
  + A mandatory field for customers, visiting the webpage, to enter. This field is required to ensure an accurate delivery service.
* **Order Pick-Up and Take-Out Page**
  + This page will allow customers to order food from the nearest restaurant and have it delivered. When ordering, food items will have detailed descriptions, prices, and images for visual clarity.
* **Search Functionality**
  + This function will be provided around the whole website allowing users to search for specific services or food items.
* **Item Cart**
  + This function will allow customers to view their selected items, modify the quantity, add or remove items, customize current items, and view the overall cost of their cost, including taxes, delivery fees, and, if applicable, any discount or promo codes applied.
* **Payment Window**
  + This function allows customers access to a secure payment gateway when paying for their order. Customers can pay using their credit card, debit card, gift cards, and any other mobile payments.
* **Order Confirmation and Tracking**
  + Once an order is placed and confirmed, customers will be greeted with a real-time order tracking system that allows users to monitor the status of their order (e.g., “Order Received”, “In Progress”, “Out for Delivery”, “Delivered”).
* **Customer Profile and Account Management**
  + If a customer creates an account, they can save their delivery addresses, payment methods, view past orders, and overall manage their preferences for food items and notifications.
* **Notification and Alert System**
  + This feature will alert customers on their order status and/or notify customers about any special promos or deals.
* **Review and Feedback System**
  + This post-order system will allow customers to rate their food and experience, and provide any comments, questions, or suggestions for improvement.
* **Promotions and Rewards Program**
  + When a customer creates a verified account, they can opt into a loyalty program where they will earn points for each order, which can be redeemed for special promotions/discounts or free items.
* **Customer Support**
  + An easy way for customers to contact live customer support for any issues or inquiries. This will include live support chat, FAQ page, and contact information page.
* **Order Customization**
  + The ability for customers to customize food orders, such as adding/removing toppings, selecting different portion sizes, filter options by dietary preference.
* **Delivery Zone Management**
  + This feature sets boundaries so only customers within a certain location can place orders. Customers outside this location cannot order from the restaurant and will be denied service in a polite manner.
* **Reorder Past Orders**
  + This feature allows quick and easy access to reorder previous orders with the push of a single button.

# **Use Cases:**

This section will briefly describe use cases for the website, minimum and maximum interactions for each point, and some gaps between the client wish list and this list.

1. **Browsing the Home Page**
   * Customers will be greeted with a welcome page that displays current deals and promotions.
   * Store hours, contact information, and social media handles are also displayed for customer convenience.
   * New customers can create an account, or existing users can log in and view their data.

**Any Min/Max Interactions:**

* What if the page loads slowly and customer closes page too quickly?
  + The homepage should be able to grab the user’s attention quickly and should be able to load up within a timely manner. When the page has loaded, there should be easy access to common features like “Menu”, “Order”, “Contact Us”.
* What if users scroll through every promotion and deal?
  + Ensure that the page is not overloaded with too many promotions and images that could overwhelm the user. Make sure that the homepage layout is clean, simple, and prioritizes content that majority of users want to see.

1. **Creating an Account / Log In (Optional)**
   * Customers can sign up for an account that stores user preferences, order history, delivery addresses, and payment methods for future use.
   * Option to sign up for email/text updates which may contain special discounts and promotions.

**Any Min/Max Interactions:**

* What if users choose to skip account creation or login?
  + Although optional, if customers skip the login process, they will potentially lose out on loyalty points and the ability to view order history. A gentle pop-up reminder to create an account, or login can be implemented to encourage users to sign up/login.
* What if users forget their login credentials?
  + Provide the customer with a visible password reset option and/or allow customers to create an account using multiple social media accounts.

1. **Browsing the Website Header** 
   * Customers will use the navbar at the top of website to navigate throughout the website.
   * Different pages include: “Home”, “About Us”, “Menus”, “Order”, “Reserve/Contact Us”, “User Profile”.

**Any Min/Max Interactions:**

* What if users cannot find their desired service?
  + Ensure that each heading with the navbar is properly labelled and is visually clear where the customer will go to when they click on the button.
* What if users click through every option in the navbar?
  + Ensure that each page will load fast and efficient and not overload the customer’s computer. Furthermore, too many options in the navbar might confuse the user, so it is important to categorize each page logically.

1. **Browsing the ‘About Us’ Page**
   * Customers will view information about the store’s history and origin.
   * Customers will view information about the owner(s) and head chef.

**Any Min/Max Interactions:**

* N/A

1. **Browsing the ‘Menus’ Page**
   * Customers will uploaded images of the restaurant’s available menus (e.g., food menu, drink menu, specials/happy hour menu, kids’ menu, etc.).
   * This page will also display calories, nutritional information, ingredients, and potential allergens.

**Any Min/Max Interactions:**

* N/A

1. **Placing an Order**
   * Customers choose desired food meals, customize options (e.g., add/remove toppings, choose sides), add items to their cart.
   * Customers can either choose to pick up their food in-person or have their food delivered.
   * Customers determine the specified pick-up/delivery time.
   * Add any special instructions/notes for the restaurant.

**Any Min/Max Interactions:**

* What if a user quickly adds one item into their cart and immediately pays?
  + Ensure a quick and easy process for users who make quick and straightforward decisions. Offer them a quick easy-to-follow path to checkout with the minimum number of steps required.
* What if a user orders every item with every customizable option selected?
  + To ensure visible clarity for orders with many items and customizable options selected, make sure that each item and option is properly displayed and easy to navigate. The cart summary should not be overwhelming.

1. **Delivery Address Options**
   * Users can add multiple delivery addresses into the system and choose a preferred option for each order.

**Any Min/Max Interactions:**

* What if a user one has one address added?
  + Before ordering, confirm with the customer if their address is correct or if it should be updated.
* What if a user has too many addresses?
  + Make it easy for users to manage their addresses, whether that is updating or removing them. Furthermore, make it clear on which address they want to use for their order.

1. **Payment Options**
   * Customers are directed to a secure payment screen where they can pay by credit card, debit card, gift card, mobile payment, cash (pick-up only), etc.
   * Customers can apply any discount/promo codes.

**Any Min/Max Interactions:**

* What if users select a payment method and quickly pays right away?
  + Ensure that the user’s payment process is fast and efficient. Using mobile payments or one-click payments can help speed up the payment process.
* What if users apply multiply discount codes, gift card codes, or promo codes in a single transaction?
  + Some clarity can be provided to customers that only a limited amount of promo codes can be used once per transaction, and/or limit one promo code per order.

1. **Tracking Order Status**
   * After payment Is confirmed, customers can track the status of their order with a given order number.
     1. Statuses include: “Order Received”, “In Progress”, “Out for Delivery”, “Delivered”, or “Ready for Pick-Up”.
   * An estimated time will be given for when the order will be “Ready for Pick-Up” or “Delivered”.

**Any Min/Max Interactions:**

* What if users check the status of their delivery once but lose access to the page?
  + Keep the tracking page of their order in an accessible spot, providing frequent updates on their status and delivery time.
* What if users keep refreshing the tracking status?
  + Maintaining real-time tracking can be heavy on resources so to counteract it, set a consistent stream of updates to the customer to not overwhelm them.

1. **Customer Feedback**
   * After the meal has been delivered/picked up, customers can review their food, give feedback on the order process based on their satisfaction, and overall rate their experience.

**Any Min/Max Interactions:**

* What if users want to leave a review but not want to write any comments?
  + Ensure that the customers can leave reviews using a “5-Star System”. This allows customers to quickly leave a review of the service.
* What if users want to leave an extremely long detailed review?
  + Make the feedback forms easy to fill out while giving them an option to go more in-depth of their review, making the review more personalized and genuine.

1. **Loyal Rewards Program**
   * Customers with accounts earn points for each order, in which they can be redeemed for discounts or rewards.
   * After an order is placed by a guest account, an option is giving to the customer to create an account, so they do not lose any reward points gained from their order.

**Any Min/Max Interactions:**

* What if a user does not want to join the rewards program?
  + By any reason, if a customer creates an account but does not want to accumulate points, a simple option to opt out of the rewards should be accessible to the customer.
* What if user accumulates a large amount of points and can potentially abuse the system?
  + To avoid any abuse in the rewards, give the points an expiry date. Users must spend their points by the expiration date, otherwise they will disappear automatically.

1. **Browsing ‘User Profile’ Page**
   * Customers with accounts can view/change user information about their name, email, phone number, location, address, payment methods, and notifications.
   * Customers can view past orders and detailed receipts that were made by that account.

**Any Min/Max Interactions:**

* What if a user would like to switch accounts?
  + Make it clear where the log out button is or provide an option to switch between accounts, for easy access.
* What if users would like to view a transaction from many years ago?
  + Provide a way for customers to filter their orders by date and allow a quick way to search for their order.

1. **Setup Notifications**
   * Users can opt into receiving notifications about recent news and upcoming promotions.
   * Notifications can be sent through either email or text.

**Any Min/Max Interactions:**

* What if a user has only one email/phone number added?
  + Frequently update the customer and verify if the email or phone number is the same, or if it needs to be updated.
* What if a user wants to be updated on multiple devices, emails, or numbers?
  + You can set a limit on how many emails or numbers are connected to one account.

1. **Customer Support**
   * For any comments, questions, and/or concerns, the user can contact the restaurant in the ‘Contact Us’ page.
   * This page displays FAQs, a submittable form that will allow messaging through emails about any business inquires, and general contact information.

**Any Min/Max Interactions:**

* What if a user has quick question but does not have time to wait for live support?
  + Setup the contact page so that the FAQs are displayed first.
* What if many users send a support query at the same time?
  + Ensure that the system can determine any priorities. This can be handled by prioritizing issues with recent orders then any questions or inquiries.

1. **Reserve Dining Area for Private Events**
   * Customers can reserve a private dining area for private events like, birthdays, weddings, meetings, etc.
   * Users can apply by sending information (number of guests, booking date, occasion theme, special requests) through the ‘Contact Us’ page and will get to communicate with a manager.

**Any Min/Max Interactions:**

* What if a user tries to book a large dining area for one person?
  + The system can contact the customer about an unusual booking but if there are no issues, allow the customer to pay for their event.
* What if a customer books the restaurant but there is not enough space?
  + If there is not enough space to legally hold a large amount of people, the restaurant may have to politely deny service. To prevent this, there can be a warning that is displayed to the customer which shows them the maximum seating capacity.

1. **Ordering for Large Orders or Catering**
   * Customers can place large orders for events like birthdays, weddings, meetings, etc.
   * Customers can order items on a special catering menu with customizable options, order tracking, and delivery/pickup scheduling.

**Any Min/Max Interactions:**

* What if a user places a basic catering order that is not customized?
  + Like regularly ordering, ensure that the process is easy and simple to follow.
* What if the system displays hundreds of items for the large order/catering order?
  + You do not want to overwhelm the user with many options, so limit the number of items displayed on the menu. You limit the page by displaying 20 items per page but have multiple pages.

1. **Purchasing Non-Food Items**
   * Customers can purchase any non-consumable merchandise like branded shirts and cups, kids’ meal toys, gift cards, etc.

**Any Min/Max Interactions:**

* What if a user tries to buy a sold-out item?
  + Make it clear on the customers cart summary that one of their items isn’t in stock and cannot be purchased. Furthermore, you can deny the customer from adding that item into their cart in the first place.
* What if a user adds too many items into the cart and there isn’t enough stock?
  + Have the system display the amount of stock each item has and limit the customer by that threshold so they cannot purchase more than the limit.

1. **Reorder Past Orders**
   * Simple option to reorder past orders for easy convenience.

**Any Min/Max Interactions:**

* What if a user wants to order multiple past orders?
  + When a customer views their order history, you can add a button which allows them to quickly add that order into their cart for easy convenience.

1. **Preferences Based on Location (Optional)**
   * The website will automatically set the nearest restaurant as the user’s preferred location (can be changed).
   * Popular items from each location are recommended to the user.
   * The website can display each nearby location and show location information (rating, hours, operating status).

**Any Min/Max Interactions:**

* What if a user tries to order from a permanently closed location?
  + Ensure clarity to the customer that this location is no longer operational. This location can be removed from the system’s database.
* What if a user tries to order from a different country?
  + Ensure that the system has a boundary to its location. Usually, would be bound to a small location within the customers city.

1. **Order Filters**
   * When ordering food, users can filter items based on any dietary preferences (e.g., vegan/vegetarian, lactose intolerance, gluten sensitivity, no pork or alcohol) or allergies (e.g., peanut-free, no seafood, dairy-free)

**Any Min/Max Interactions:**

* What if a user does not apply any filters?
  + Make it clear to the customer that these filters are completely optional and based only on dietary preference.
* What if a user applies all the filters available?
  + Ensure that the system can handle numerous amounts of filters being applying, all the while being fast and efficient.

1. **Social Media Sharing**
   * Customers can share their orders and/or experiences on social media directly through the website.
   * (Optional) These posts can be displayed on the website for customers to view.

**Any Min/Max Interactions:**

* What if a user wants to share with multiple social media accounts?
  + After a customer shares their review, display a small clear prompt if they want to share it to any other platforms.

1. **Multi-Language Support**
   * Customers push a simple button to toggle the website’s language for customers who speak different languages.

**Any Min/Max Interactions:**

* What if a user tries to select multiple languages at once?
  + It would be extremely difficult to render the webpage in multiple languages at once, so limit displaying the webpage in only one language. However, have convenient access of the feature to the user, so ensure quick and efficient switching of many different languages.

# Precedents

## Similar Websites:

Doordash

<https://www.doordash.com/en-CA/?srsltid=AfmBOormCWeYjLX1XwrXVPXstoaBzNJ7TnIEIz9yxYKpZ4GCgGMSBlFw>

Uber Eats

<https://www.ubereats.com/ca?uclick_id=f88dcf65-9150-4b34-8b45-72165ab29bd4&marketing_vistor_id=1934c627-1d18-43f3-8393-f672d051e535>

Subway

<https://www.subway.com/en-us>

The following is a table displaying the Gaps and Overlaps comparing key features for the client’s delivery service and similar websites.

An ‘X’ indicates a gap in this website while an ‘O’ indicates this feature overlaps with the clients wishes.

|  |  |  |  |
| --- | --- | --- | --- |
| **Features** | **DoorDash** | **UberEats** | **Subway** |
| **Home Menu** | **O** | **O** | **O** |
| **Food Menu Page** | **O** | **O** | **O** |
| **Address/Location Entry** | **O** | **O** | **O** |
| **Order Pick-Up and Take-Out Page** | **O** | **O** | **O** |
| **Search Functionality** | **O** | **O** | **O** |
| **Item Cart** | **O** | **O** | **O** |
| **Payment Window** | **O** | **O** | **O** |
| **Order Confirmation and Tracking** | **O** | **O** | **O** |
| **Customer Profile and Account Management** | **O** | **O** | **O** |
| **Notification and Alert System** | **O** | **O** | **O** |
| **Review and Feedback System** | **O** | **O** | **O** |
| **Promotions and Rewards Program** | **O** | **O** | **O** |
| **Customer Support** | **O** | **O** | **O** |
| **Order Customization** | **O** | **O** | **O** |
| **Delivery Zone Management** | **O** | **O** | **O** |
| **Reorder Past Orders** | **O** | **O** | **O** |

As you can see, all of these similar services have all of the key features that the client wishes. There are virtually no gaps between these websites and the client’s service, however there are a lot of common challenges that these websites face.

## Common Challenges

1. Address Verification and Accurate Location
   1. When typing in your address, that can be a chance of human error in which a user enters an incorrect address without noticing. This can cause future issues and delays.
2. High Traffic and High Loading Times
   1. During rush hours, the website may experience slow load times or even crashes, which may result in a loss of customer satisfaction.
3. Delivery Time Inaccuracy
   1. When an order is placed, an initial estimated time is given to the customer of when the food will arrive. However, this time can fluctuate up or down resulting in an inaccurate delivery time.

# Features and Services

## Priority List of Features

## High Priority

1. Home Menu
   1. Essential for customers to view information about the store, operating hours, contact info, and social media.
2. Food Menu Page
   1. Essential for customers to browse food options and filter by dietary preference.
3. Address/Location Entry
   1. Critical entry field for customers for accurate delivery.
4. Order Pick-Up and Take-Out Page
   1. Essential function for making an order.
5. Order Customization
   1. This is necessary as it allows customers to add/remove toppings and adjust their order to their preference.
6. Item Cart
   1. Essential for managing, customizing, and viewing orders and the costs.
7. Payment Window
   1. A secure and necessary step when the customer pays.
8. Order Confirmation and Tracking
   1. Allows customers to track their delivery in real-time.

## Medium Priority

1. Search Functionality
   1. Helps customers quickly find specific items or services.
2. Customer Profile and Account Management
   1. Enables customer interaction and allows them to save preferences.
3. Notification and Alert System
   1. Useful for keeping customers informed about their order.
4. Review and Feedback System
   1. Useful for the restaurant and other customers.
5. Promotions and Rewards Program
   1. Encourages customer loyalty through discounts and rewards.
6. Customer Support
   1. A critical feature for solving issues.

## Low Priority

1. Delivery Zone Management
   1. Necessary for operational purposes, but the entire application can run without it.
2. Reorder Past Orders
   1. Useful for customers who order the same thing but not useful for first-time users.

# Comparison to Existing Websites

Overall, the list of key features aligns closely with the features that exist in the similar websites stated above. These key features include the ‘Home Page’, ‘Food Menu Page’, ‘Address/Location Entry’, ‘Cart’, ‘Order Customization’, etc.

However, comparing the websites, Subway does contain the highest level of food customisation. DoorDash and UberEats focus more on the delivery service for multiple restaurants while Subway focuses only on the Subway branches.

# Addressing Challenges

1. Address Verification and Accurate Location
   1. In addition to having this field as a mandatory field. This system will regularly confirm with the customer if their address is correct. For convenience, the customer can disable this notification.
2. High Traffic and High Loading Times
   1. To counteract this issue, the server, in which this application is hosted, will have to be built on a strong infrastructure that can handle multiple users ordering at once. Furthermore, testing is a great option to know the limits of the application.
3. Delivery Time Inaccuracy
   1. To make sure delivery time to more accurate, this service can integrate GPS tracking and have real-time updates that are sent to the customer. This will reduce customer stress and improve customer satisfaction.

# Summary of Application’s Minimum and Maximum Scopes

Minimum Scope:

These are essential features for a fully functional web application that allows customers to successfully place an order and receive deliveries. If these features are implemented, this basic service can be launched.

* Home Menu
  + Store details, operating hours, contact info
* Food Menu Page
  + Item descriptions, images, prices
* Address/Location Entry
  + Mandatory for accurate delivery
* Order Page
  + Ordering Items
* Order Customization
  + Filter and customize items by preference
* Cart
  + Reviewing, modifying, and calculating the order
* Payment
  + Essential for processing payment
* Order Confirmation and Tracking
  + Tracks the status and time of the order

Maximum Scope:

These are features that can be implemented later as that focus more on customer engagement, customer satisfaction, quality of life, convenience, and long-term success.

* Customer Profile and Account Management
  + Save delivery info and order history
* Notification and Alert System
  + For promos and updates
* Review and Feedback System
  + For post-order feedback
* Promotions and Rewards Program
  + Customer loyalty and special offers
* Customer Support
  + Live chat and FAQs
* Delivery Zone Management
  + Restricting orders beyond a maximum region
* Reorder Past Orders
  + One-click reorder button