Business case

# The purpose of the project:

# The client, customer, and the stakeholder

# Users of the project:

# The scope of the work

# The Scope of the product

# Features and Functionalities

# Usability and Humanity Requirements

# Performance Requirement

Purpose of the Project:

The Food Business Website project aims to create an online platform that connects customers with various food establishments, offering a seamless and convenient way to explore, order, and enjoy their favourite meals. This website aims to enhance the overall dining experience for users by providing the following features:

1. User-Friendly Interface:

Create an intuitive and visually appealing website design for easy navigation. Ensure a responsive design that works seamlessly across various devices, including desktops, tablets, and smartphones.

1. Restaurant Listings:

Display a comprehensive list of local restaurants, cafes, and food establishments. Include detailed profiles for each venue, showcasing their menu, pricing, operating hours, and customer reviews.

1. Online Ordering System:

Implement a secure and efficient online ordering system. Allow customers to browse menus, add items to their cart, and place orders with various payment options.

1. User Accounts and Profiles:

Enable users to create personal accounts for a customized experience. Provide order history, favourites, and personalized recommendations based on user preferences.

1. Real-Time Order Tracking:

Implement a real-time order tracking feature to keep users informed about the status of their orders. Provide notifications for order confirmation, preparation, and delivery updates.

1. Customer Reviews and Ratings:

Allow users to leave reviews and ratings for restaurants and individual dishes. Enhance user trust and assist others in making informed choices.

1. Admin Dashboard:

Develop an admin dashboard for restaurant owners to manage their profiles, update menus, and track orders. Provide analytics and reporting tools to gather insights into customer behaviour and preferences.

1. Integration with Third-Party Services:

Integrate with popular payment gateways for secure transactions. Collaborate with delivery services for efficient order fulfilment.

1. Responsive Customer Support:

Implement a responsive customer support system to promptly address user queries, concerns, and feedback.

1. Marketing and Promotions:

Incorporate features for running promotions, discounts, and loyalty programs. Utilize marketing tools to engage users through newsletters, notifications, and targeted promotions.

1. Scalability and Future Enhancements:

Design the platform to be scalable to accommodate the growth of users and participating establishments. Plan for future enhancements, such as incorporating emerging technologies and expanding service offerings.

The project aims to create a convenient and enjoyable online dining experience by developing a Food Business Website with these features, fostering a strong connection between customers and local food establishments. The website seeks to revolutionize how people discover, order, and savour their favourite meals in the digital age.

Customer and Stakeholders for my Food Business:

Customer:

All kinds of busy professionals who enjoy healthy food and are committed to their nutrition intake. All customers enjoy exploring local cuisines and are always looking for new dining experiences. We value convenience and efficiency, making an ideal customer for the Food Business.

**Stakeholders:**

**Restaurant Owners:**

Name: Tahmina Bhuiyan

Description:

Tahmina Bhuiyan owns a popular, well-known, healthy food kitchen known for its unique culinary offerings. As a stakeholder, I want to leverage the Food Business Website to expand its customer base, showcase its menu, and streamline the online ordering process.

Delivery Service Partners:

Name: Delivero, Just Eat, Uber Eats Services

Description:

Delivero, Just Eat, and Uber Eats Services are local delivery services interested in collaborating with the food business website to facilitate the efficient and timely delivery of orders. Their stake in the project involves seamless integration and coordination for order fulfilment.

User of the Project

Users of the Project:

* 1. Food Enthusiasts and Health-Conscious Individuals:

Description:

These users are passionate about exploring and trying new, healthy food options. They seek a variety of nutritious choices to support their well-being.

Needs:

User-friendly navigation, detailed nutritional information, and a diverse plant-based and whole-food options menu.

* 1. Busy Professionals and On-the-Go Customers:

Description: Individuals with hectic schedules who prioritize convenience. They are looking for quick, healthy meal solutions that fit their busy lifestyles.

Needs:

Easy ordering process, efficient delivery options, and customizable meal plans based on dietary preferences.

* 1. Tech-Savvy Millennials:

Description: Young and digitally connected individuals who rely on technology for various aspects of their lives. They prefer seamless online experiences.

Needs:

Mobile-friendly website, app integration, and engaging content that resonates with their lifestyle.

* 1. Families Embracing Healthy Eating:

Description: Families seeking nutritious meal options for all members. They value the importance of instilling healthy eating habits in children.

Needs:\*\* Family meal packages, kid-friendly menu items, and nutritional guidance for parents.

5. \*\*Fitness Enthusiasts and Athletes:\*\*

- \*\*Description:\*\* Individuals engaged in regular physical activities, including fitness enthusiasts, athletes, and gym-goers.

- \*\*Needs:\*\* High-protein meals, pre and post-workout nutrition options, and a rewards program for loyal customers.

6. \*\*Eco-Conscious Consumers:\*\*

- \*\*Description:\*\* Environmentally aware individuals who prioritize sustainability in their lifestyle choices, including food consumption.

- \*\*Needs:\*\* Eco-friendly packaging, locally sourced ingredients, and transparent information on the business's commitment to sustainability.

\*\*How to Serve Them Better:\*\*

- \*\*User-Friendly Interface:\*\* Ensure an intuitive and easy-to-navigate website for a seamless user experience.

- \*\*Customization Options:\*\* Implement features that allow users to customize meals based on dietary restrictions and preferences.

- \*\*Educational Content:\*\* Provide informative content on the benefits of healthy eating, nutritional values, and the sourcing of ingredients.

- \*\*Rewards and Loyalty Programs:\*\* Introduce loyalty programs to encourage repeat business and reward frequent customers.

Understanding the diverse needs of these users will guide the design and functionality of the food business website, creating a positive and tailored experience for each target audience.