

CIS-425  
Zhiyuan Xue  
Fall 2016

## CIS-425 e-Commerce Website Project Report Dragon Diet Inc



### **Explanation of Business/Background**

Dragon Diet is a Chinese food restaurant that was founded in 2016 by Zhiyuan Xue, a busy full-time student who was passionate about cooking and wanted to add more flavor to his home cooked meals. Our goal is to serve prime Chinese food in the valley with unique flavors and quality customer services.

We want you to enjoy the traditional Chinese food but we also want you to eat healthy food. In Dragon Diet, we only choose fresh vegetables, meat and seasoning sold at local markets. To ensure the food quality, we also have an internal team to test the food's flavor, freshness and quality.

### **Explanation of offered products/services**

In our restaurant, we offer a variety of different Chinese food like Beijing Duck, Black Pepper Beef, Spicy Tofu and so on. We are a small restaurant that provide online ordering and delivery services. Customers can check out the website and look at the food menu to decide what they want to order. After receiving orders, we will deliver the fresh made Chinese food as soon as possible.

### **Target Audience**

People who love Chinese food.

### **Identified Competitors**

*(Brief analysis of the overall market space here – Crowded? Under-served? Growing? Contracting?)*

The overall market is experiencing a rapid growth but remain under-served in recent years. We believe that more and more people would like to learn Chinese food culture and cooking skills. There is a huge market share in the U.S but the market still needs to be regulated more.

Our employees at Dragon Diet Inc. is working hard to make sure our customers enjoy the best Chinese Food. Some of our competitors are Burger King, Panda Express and Pei Wei.

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Competitor 1: *Panda Express*

(<https://www.pandaexpress.com/>)

Web-presence: Yearly Visitors: 381,591

<https://app.compete.com/website/pandaexpress.com/?gateway=1>

#### LIKES

1. Automatically detect my location and show it on the home page
2. Very appealing background images
3. Easy to navigate through pages

#### DISLIKES

1. Too many pictures on the home page which makes me feel dizzy
2. Some of the written language is hard to understand like “wok this way”.
3. Not listed lots of food options

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Competitor 2: *Pei Wei*

<https://www.peiwei.com/>

Web-presence: yearly visitors: 19,097,165

<http://peiwei.com.w3snoop.com/>

#### LIKES:

1. Strong contrast colors
2. The color they used for the header
3. Easy to navigate

#### DISLIKES

1. No video on the home page which makes it a little boring
2. Not so many food options listed
3. The same picture used twice on home page

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Competitor 3: *Burger King*

<https://www.bk.com/>

Web-presence: yearly visitors: 42,176,480

#### LIKES:

1. Attractive background images

#### DISLIKES

1. No video or animation

2. Header design

2. Too many tabs and information on the page

3. The color makes the website has great contrast

3. Hard to navigate

### **Yearly demand for products or service**

Average yearly demand expected for our products is about \$1,000 per year.

### **Functionality**

Full functional website will be available for customers

Customers are required to register to login to our website

Customers can go to any other pages from the current page

Customers can return home page by clicking home button

Customers can go back to home page by clicking the home page button

### **Shopping Experience – What you need to do and what you expect to see?**

Customers can check out our food products by clicking food menu

Only available food products are listed in our menu