ORDER IT

Online food delivery is at its peak and, **it's estimated that 30% of all restaurant orders are processed through a digital medium**. Though people still go out to eat more, the change in trend makes a huge influence on the food industry.

Order It is a platform where students can connect with the restaurants to order food and get the delivery. On the restaurants' end, it helps them garner students and survive in the food industry. Thus, it acts as a mediator, benefitting everyone involved. In fact, it's one of the favorite platforms for restaurants owners, helping them boost their businesses. Considering it is an online platform, it is undoubtedly here to stay. Now, let's explore the advantages and disadvantages of Order It.

Advantages of Order It

Order It allows you to find restaurants based on your preference. Not only that but it allows you to book a table in advance, allowing for a hassle-free dining experience. Here are some other benefits of Order It.

1. Easy accessibility

Have you seen extremely dedicated people who lose track of the external environment while working on the task at hand? Order It acts like a guardian angel for these people. It's normal for them to ignore their hunger needs to end what they have started. This online platform allows them to quickly and easily place an order and get delivery in no time. Consequently, it saves their time and effort that are otherwise wasted in choosing what to eat and going to pick it up. This gives them ample time to invest in completing their responsibilities. Even if you are a workaholic, you can rely on Order It for delivering those quick bites.

2. Offers variety

You don't have to be a foodie to know that good food boosts your mood. Now imagine all the dishes from different cuisines around the world at your fingertips. In no time, you will be drooling over those menus. If you thought you could escape the food temptation, think twice. Order It offers a bunch of features such as dining, table booking, and takeaways. It's even starting to become a form of social media, where you can follow other foodies and discover more places. Along with restaurant details and menu, you can also explore the photos. This way, you know what to expect when you order on Order It.

3. Helps food businesses

If you are planning to start a food business or already own one, know that Order It can be your best pal. In the introduction, we briefly discussed that food businesses use the platform. It allows establishments to create their restaurant profile. They can provide information such as restaurant address and directions, food menu, contacts, and images of the meals and the premises. The platform allows businesses to build a good customer base and attract more foodies over the Internet and for in-person visits. The seamless customer experience Order It provides is making it a household name.

4. Promotional offers

Whether you are a first-time user or a regular customer, Order It has a promo code for each one of you. This way, it gives students an incentive to buy and brings business to the restaurant owners. Additionally, it has a tie-up with other payment service providers, providing additional discounts for placing an online order using them. Best of all? The feature is simple to use. All you have to do is add your items to the cart and select the offers section. At that point, you can explore different offers and choose the one that gives you higher discounts. Overall, the promotional offers of Order It can give the best deals to students.

5. No Minimum Order

Order It offers you no restriction in order value and, you can even order for a minimum amount. Thus, you can order food for yourself and to your friends.

6. Live Tracking

Now the users no need to worry about the order as Order It keeps updating them about order status. The users can also track the live location of the driver to make thing further easy.

7. Wallet

Wallet option helps the user to pay for their orders super quick. It also further increases the engagement with app and user can also enjoy various offers and coupon that only applies to wallet using users.

8. Order Cancellation

Order It doesn't charge their user for canceling their order before it's confirmed. But when the order is confirmed then Order It charges a cancelation fee based on order amount.

Expectations and Benefits from the assignment

Increased convenience: With an online food ordering app, students can place orders from their mobile devices without having to physically visit the canteen. This can save them time and allow them to order food without having to miss classes or other important activities.

Improved accuracy: Online food ordering apps allow students to carefully review their orders

before submitting them, which can help reduce the risk of errors or misunderstandings. This can result in greater customer satisfaction and a better overall dining experience.

Time savings: By eliminating the need to wait in long lines at the canteen, online food ordering apps can save students valuable time that can be better spent on studying or other activities.

Greater choice: Online food ordering apps often provide students with a wider range of options compared to what is available at a single cafeteria. This can allow students to access a greater variety of foods and ingredients, enabling them to try new dishes and flavors.

Improved accessibility: For students with mobility challenges or other disabilities, online food ordering apps can make it easier for them to place orders and have them delivered to their dorms or other locations on campus. This can improve their access to a wider range of food options and make it easier for them to maintain a healthy and balanced diet.

Data Collection Activity

Ethnographic data collection involves the use of qualitative research methods to study and understand the culture and experiences of a particular group of people. This may include techniques such as participant observation, in-depth interviews, and focus group discussions.

We have done all three methods in to collect data for this project

1. **In participant observation** - here we used to just sit outside the UW restaurants in union south and other places and observe the students who are standing in queues and waiting to place the order, few of them were having luxury of time as they would not have any classes and others who were our primary target audience were constantly checking out how fast the lines were moving as they had to hurry up to their next classes, we immersed ourself here in the daily life of the community being studied, observing and taking notes on their behaviors, beliefs, and interactions.

2. **In-depth interviews** -here we spoke with the students who were our target audience with open-ended questions regarding our project, it was basically a semi-formal communication which we established with the students to let them know about our problem statement of having an cross platform app which will allow them to order food from their classes and hence save them and get their general feedback about it.

3. **Focus group discussions** - after conducting semi formal conversations, we made a list of possible questions which we could ask the students in focus groups and record their answers, this would be our primary source of data to work on during the entire process. We explained them the problem statement and asked them their opinions about it, with their permission we took handwritten notes during their formal conversations and also recorded audio which they were comfortable with.

Our Learnings

How students use the app: This could include information on the frequency with which they place orders, the types of foods and ingredients they order, and any challenges or issues they encounter while using the app.

The physical environment in which the app is used: This could include information on the location and setting in which students typically use the app, such as in their dorm rooms, in the library, or on the go.

Students' attitudes and behaviors towards online food ordering: This could include information on their attitudes towards online food ordering in general, as well as their perceptions of the app in particular. This data could be gathered through surveys, interviews, or other methods.

The social context in which the app is used: This could include information on the social dynamics and interactions that occur around the use of the app, such as students sharing recommendations or discussing their experiences with the app.

Overall, ethnography data for an online food ordering app for students could provide valuable insights into the ways in which students use the app, the challenges they encounter, and their attitudes towards online food ordering. This data could be used to improve the app and enhance the overall dining experience for students.