

# Food Delivery Problem Solving Project

## Phase 1: Problem Understanding & Industry Analysis

### Problem Statement

- Food delivery businesses often face challenges like delayed deliveries, order mismatches, lack of real-time tracking, and poor customer satisfaction.
- There is a need for a digital solution that can streamline operations, ensure transparency, and enhance customer experience.

### Project Overview

- The project aims to develop a Food Delivery Management System to address operational inefficiencies.
- It will integrate real-time order tracking, efficient delivery assignment, stakeholder management, and smooth business workflows.

### Objectives

- To create a robust food delivery platform with accurate order handling.
- To reduce delivery delays through optimized route planning.
- To improve customer satisfaction with real-time order tracking and updates.
- To enable restaurants and delivery partners to manage operations effectively.
- To explore AppExchange solutions for Salesforce-based integrations.

### Requirement Gathering

- Understand customer needs (real-time tracking, multiple payment options, quick delivery).
- Identify restaurant requirements (easy order management, integration with POS systems).
- Define delivery partner needs (optimized routes, order notifications, earning records).

### Stakeholder Analysis

- Customers: Expect timely and accurate deliveries.
- Restaurants: Need smooth order processing and revenue tracking.
- Delivery Partners: Require optimized delivery routes and fair compensation.
- Business Admins: Seek data-driven insights and system scalability.

### Business Process Mapping

- Order Placement → Order Acceptance → Food Preparation → Delivery Assignment → Real-time Tracking → Delivery Completion.
- Identify bottlenecks such as late preparation, delivery delays, or incorrect orders.
- Map system touchpoints for automation and integration.

## Industry-specific Use Case Analysis

Use Case	Description
POS System Integration	Seamless order flow from restaurants' POS systems to the delivery app.
Real-time GPS Tracking	Delivery agents tracked in real-time for transparency and reliability.
Customer Feedback	Post-delivery ratings and reviews for quality improvement.
Demand Forecasting	Prediction of peak demand hours for better resource allocation.

## AppExchange Exploration

- Explore Salesforce solutions like Delivery Management apps, Route Optimization tools, and Customer Feedback systems.
- Evaluate third-party integrations for payments, customer engagement, and analytics.