# Key points

Focus on the software engineering than the business aspects

# Project Proposal v1

1. Projected Annual Profit when business is at peak performance

* Laser Mate! is a £2.5 billion yearly profit software business whose primary goal is to enable restaurant customers to order and pay for their meals online using a mobile phone.

1. Product market fit

Why people want to use the product

* Compared to the traditional way of meal ordering, restaurant owners can benefit from lowering waiter cost at £16,800 - £33,600 each year. The restaurant owner will save a staggering around 50% time and effort as they will no longer need to take, record and deliver orders and to give and take payment.
* Restaurant owners will save additional workloads on dealing with staff rota, training, supervisor and salary payment.
* Time taken to order food and drinks using our platform is similar to that using traditional methods

1. Profit Estimation (when we will reach £1 million and the profit at peak performance)

Why this business is worth doing

Revenue = £7,000 per year per restaurant

* We can take 20% of the cost saved by restaurant owners (£3,500)
* The transaction fee in mobile web is 1% lower than that in bank card (0.39% + 2p vs 1.75% per transaction) (£3,500)

Cost = £1,500 per year per restaurant + £2,000 startup cost + £20,000 x 2 base salary

* Senior software developers (site reliability, data security, speed) – seeking partnerships through share option.
* Business startup cost (business name, legal policies)
* Business maintenance cost (insurance, tax, software deployment fee, QR code generators)
* Post marketing (£1 per post)
* £20,000 Base salary

When we reach £1 million profit disregarding startup cost and base salary = £5,500 per restaurant per year

* If one person can sign up 1 restaurant per hour
* Assuming no restaurant owner leaves the service, and we have one staff repeatedly sign up restaurant accounts for 8 hours a day
* Number of days needed to reach £1 million annual profit = £1m / (£5,500 x 8 restaurant signups per day) = 23 days.
* Account for profit making from the time at which the restaurant owners adopt our service.
* We don’t need to have one staff once we reach over £1 million profit

Profit when we reach peak business performance

* 1.5 millions restaurants in EU and U.S.
* 30% market penetration = 450,000 restaurants
* 450,000 restaurants x £5,500 profit per restaurant = £2.5 billion

1. Unique feature of this business

* Restaurant owners will need minimal staff intervention unless they need to change some menu details or have specific enquiries.
* Powerful platform as high user traffics can help adjacent billion-dollar businesses (e.g., table reservation business, restaurant review site, take-away and delivery and social media)

# Final Software Product v1

1. Demonstrate the final product & the test cases using QR code videos and screenshot photos

== not in dissertation but video=== testing

Customer

* Scan QR code
* workflow to order 10 meals from all different categories; add special requests; add extras; increase meal quantity.
* Read order summary; add quantity; check meal descriptions and prices; swipe through meal over a few pages.
* Check total price; give tips; check new price;
* Change meal together and meal separately;
* Add special requests.
* Order and produce e-receipt

Restaurant Owner

* Account registration; email account confirmation; see whether new account is automatically aggregated in the company staff account
* Forgetting password; email password retrieval;
* Add serving time; add categories; add meal details; edit serving time to check whether other data (categories, meal details) will be changed
* Delete serving time; check whether other data (categories, meal details) will be deleted
* Add restaurant info data; see whether restaurant name and address will be changed in the customer interface; check whether restaurant phone number and owner name will be changed in the company staff interface
* Check whether business info QR code works; whether it shows the customer interface for the restaurant.
* Check whether help page will redirect user to video documentation page.

Company Staff

* do later \*\*\*

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# Business Executive Blueprint v1

* describe each part
* why each part is important?
* how does that work?

1. Post Marketing

* We will send letters to all the regional restaurants then expand our user network to neighboring cities.
* Cost of post marketing is £1.5 per letter = £0.65 stamp + £0.75 (envelop+ paper+ printing)
* Use post because it guarantees that only the restaurant owner will read the letter.

1. QR code videos

* The letter will include some QR codes that redirect the restaurant owners to some product video demonstration. By letting restaurant owners to live stream our product, they are more likely to understand and appreciate the benefits of the software.
* People are generally more persuaded with video presentations than letters with words only.

1. Landing Page

* We have a web page where restaurant owners can be redirected from the letter to the landing page through the QR code. The website will demonstrate our customers the benefits of our platform and the main functions of the software.
* By using short texts and pictures, hopefully people getting into our website can understand the benefits to be a member of the platform.
* The design process also consider minimalistic representation so that visitors will not get distracted or overwhelmed with the amount of information displayed on the web.

1. Registration

* The registration portal asks the users the minimal information that will help staff register the restaurant menu to the platform. They are only required to type in 11 pieces of information. We aim to do all the tasks for the restaurant owners so that they don’t need to spend any time to deal with the computer system. We will then have an automatic email confirmation system so that the system can verify the accuracy of the email address provided by the user.

1. Account Setup

* The next stage is to upload the business info and menu to the system before they can start using the restaurant sit-in ordering platform. Our staff will take care of the process to upload business info and menu. The reason it is important for company staff to register all the details is that we can review the presentation of the software platform before we confidently deliver the product to the customers. By reducing the time spent of the restaurant owners interacting with the software system, they are less likely to feel frustrated by the difficulty to learn and upload restaurant details.

1. Post QR code menu

* Once the restaurant platform is ready for production, we will print out all the QR codes and ship it to the restaurant owner. We will use laminator to protect the content of the QR code as it must be correct for the customers to get into the ordering system. The number of QR codes we will prepare depends on the number of tables the restaurant has. Since it is inevitable that they will loss some QR codes over the years their customers use the mobile app, we will create four times the number of the QR codes so that they have sufficient replacement when it is damaged or lost.

1. Successful Client Signup

# Software Requirement Statements v1

## User Stories

* Copy and paste diagram in XD

## Acceptance Criteria

* Done

## MOSCOW

* Done

# Database Organization v1

* Database diagram and descriptions (later)

# Design Principles

* In earlier dissertation version

# Project Development Strategy

## Software Conceptualization

# Testing Methodologies

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