

## Restaurant-controlled

In restaurant-controlled online food ordering, the restaurants create their own website and app, or choose to hire a delivery vendor. If they choose to create their own website, they make sure to purchase a proprietary software that manages the orders efficiently, meaning it has the capability to manage different orders at once. When they hire a vendor, the restaurant pays for a monthly fee or percentage-based fees. The vendor covers the developmental costs.

A customer can choose to have the food delivered or for pick-up. The process consists of a customer choosing the restaurant of their choice, scanning the menu items, choosing an item, and finally choosing for pick-up or delivery. Payment is then administered by paying with a credit card or debit card through the app or website or in cash at the restaurant when going to pickup. The website and app inform the customer of the food quality, duration of food preparation, and when the food is ready for pick-up or the amount of time it will take for delivery. Papa John's is one of the restaurants that created their own Papa John's system, website, and app, and do their own delivery. In 2010, they redesigned their website and launched mobile apps for iPhones, iPads, iPods, Androids Phones, Blackberrys, and Windows Phones.

The preexisting delivery infrastructure of these franchises paired with the online ordering system. In 2010, Papa John's International announced that its online sales had exceeded \$2 billion.

## Independent

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In this case, a person cooks and offers meals or kits via their website, which are then directly sent to consumers. The consumer chooses which meal and how many meals they want sent to their office or home, and pays depending on the meals or the program they are interested in. People choose to order meals from other people for different reasons: not wanting or having time to cook, wanting to eat home-cooked meals, or to lose weight by eating healthy foods. Examples of this type of service include DineWise, NutriSystem, Chef's Diet, etc.

## Food cooperatives

Some food cooperatives like Macomb Co-op allow members to place orders of locally grown and/or produced food online and pick up and pay for their orders at a central location.

### Online Food App Services

Sometimes restaurants partner with online food app services to place their restaurant in their application. In this case, restaurants just focus on preparing the order. The app services provide the riders who deliver the food to the consumer.

Zomato allows the customers to see what restaurants are near them, along with the ratings the restaurant has received in their food.

Uber Eats delivers the food in special lunch bags that make sure the food remains hot or cold. It allows the customers to monitor the progress of the food, as well as, the location of the driver delivering the food. Uber Eats has expanded to the Middle East, Europe, and Africa

Talabat allows the customers to request their food deliveries at different times and shows them food menus with pictures on them.

Ritual is a mobile order ahead app that connects restaurants with customers as a tool to place, pay for and pick up lunch orders. Ritual has attracted some controversy in the past due to its social-ordering piggyback feature, which reveals workplace location.

### Food Riders

The riders for the app services such as Uber Eats, Foodora, Grubhub, etc. are independent contractors because they have the flexibility to choose when they work. As independent contractors, they earn \$6 an hour or more. In Australia, specifically riders for the food app of Foodora, consider themselves employees because they sometimes work full time hours, are required to wear uniforms, and do set shifts.

Food delivery riders do not usually get any insurance cover or sick pay, since they are independent contractors. Deliveroo chose to give the riders insurance in the United Kingdom. The insurance consists of the rider paying \$1.85 per week, which covers his or her days of sickness. Deliveroo will pay the riders 75% of their income in days off because of injury caused at work.

Food delivery riders are not usually provided with protective gear or means to help themselves if they get injured on the job, therefore some have asked for more improved safety standards. Deliveroo gave riders a helmet with a GoPro camera to record any problems they may face, specifically with criminals. The riders can raise safety concerns about delivery areas in the app.