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CHAPTER 1

THE PROBLEM AND ITS SCOPE

INTRODUCTION

Rationale

The food industry is constantly evolving to meet customer demands, with convenience playing a major role in how people choose their meals. Online food ordering has made it easier to access a variety of food options, providing faster service and broader choices. However, many customers still experience issues such as limited restaurant selections, delayed deliveries, and confusing ordering systems (Batra, 2025).

Studies have shown that customers often face payment difficulties, poor customer service, and non-delivery of orders when using food delivery platforms (Cohen, 2019). Additionally, many food ordering systems lack user-friendly designs, making it difficult for customers to place or track their orders efficiently (Jahan, 2025). Another common issue is that some platforms do not allow customers to customize their meals properly, leading to incorrect orders and dissatisfaction (Fishbowl, n.d.). These challenges highlight the need for a more reliable, transparent, and user-friendly food ordering system.

"Eat and Love" aims to solve these problems by providing a simple, fast, and efficient food ordering





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platform. The system ensures a secure and smooth transaction process by integrating trusted payment gateways and a clear, easy-to-navigate interface (Singh, 2023). It connects customers with restaurants, providing a wide selection of food choices while supporting local businesses. By leveraging modern technology and an optimized user experience, "Eat and Love" aspires to set a new standard for online food ordering, ensuring a seamless and satisfying experience for users.





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THE PROBLEM

Statement of the Problem

The main purpose of developing Eat and Love: A Food Ordering System is to provide a reliable and user-friendly platform that improves the food ordering experience and supports local food businesses. The system aims to solve common problems such as limited food choices, delayed deliveries, and poor customer service. This study is conducted at Poblacion, Medellin, Cebu to evaluate how the system can enhance convenience for users and help small food businesses reach more customers.

This study aims to answer the following research questions:

1. What is the profile of the respondents in terms of:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 User Type
 - 1.3.1 First Time User
 - 1.3.2 Regular User
2. What are the common problems experienced by users when using existing food ordering platforms?
 - 2.1 Limited restaurant selections
 - 2.1.1 Lack of nearby local food vendors
 - 2.1.2 Platforms mostly feature big chains only
 - 2.2 Delayed or inaccurate deliveries
 - 2.2.1 Long waiting times beyond expected delivery





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- 2.2.2 Receiving the wrong food items
- 2.3 Complicated ordering process
 - 2.3.1 Unclear menu and food descriptions
 - 2.3.2 Difficulties in customizing orders
- 2.4 Poor customer support
 - 2.4.1 Slow response from help centers
 - 2.4.2 Lack of refund or complaint resolution process
- 3. What features do users expect in a food ordering system?
 - 3.1 Easy-to-use interface
 - 3.2 Fast and reliable delivery
 - 3.3 Secure and smooth payment method
 - 3.4 Order tracking and customization
- 4. How effective is the Eat and Love system in solving the problems mentioned above in terms of:
 - 4.1 System usability
 - 4.1.1 Simplicity and ease of navigation
 - 4.1.2 Clarity of food menus and order process
 - 4.1.3 Accessibility on different devices (mobile, desktop)
 - 4.1.4 User experience during the ordering process
 - 4.2 Reliability and speed
 - 4.2.1 Accuracy of orders placed and received
 - 4.2.2 Delivery time compared to estimated time
 - 4.2.3 System uptime and responsiveness



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- 4.2.4 Stability during high user traffic
- 4.3 User satisfaction
 - 4.3.1 Overall user rating and feedback
 - 4.3.2 Willingness to reuse the system
 - 4.3.3 Problem resolution and customer support experience
 - 4.3.4 Satisfaction with the order tracking feature
- 4.4 Support for local food businesses
 - 4.4.1 Number of local vendors onboarded
 - 4.4.2 Visibility and promotion of small food businesses
 - 4.4.3 Increase in customer reach for local sellers
 - 4.4.4 Sales growth or order volume from local restaurants





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Scope and Limitations

The study focuses on the development of Eat and Love, a web-based food ordering system designed to streamline and enhance food ordering experience for both customers and restaurant administrators. The main purpose of the system is to provide a user-friendly platform where customers can browse menus, reserve tables, add food to their cart, place orders, check out using digital payments such as GCash and PayMaya, and track the status of their orders in real-time. A key part of the user dashboard includes features such as a personalized profile setting, food reviews, and a seamless reservation system for dine-in options. The interface is designed to be simple, accessible, and mobile-responsive for ease of use.

For administrators, the system includes a robust dashboard that supports menu management, order management, reservations handling, user account control, and staff management. It also features analytical reports and an overview panel that provides insights into customer behavior, sales performance, and operational efficiency. The system prioritizes security by implementing hashed passwords for all user credentials and follows standard best practices in safeguarding user data. Both customers and administrators are given access to profile settings to manage their own accounts.



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Despite its comprehensive features, the system has a few limitations. First, it may experience performance issues when accessed by a high number of concurrent users due to limited server capacity. Second, the system is internet-dependent, requiring a stable connection for both customers and vendors to access its services. Third, while it includes digital payment integration, options are currently limited to GCash and PayMaya, which may not cover all user preferences. Lastly, although the system uses strong security measures such as password hashing, it is still susceptible to common online threats like phishing and distributed denial-of-service (DDoS) attacks, which are beyond the full control of the developers.



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CHAPTER 2

USER – INTERFACE

User Dashboard

- Home

The screenshot shows the homepage of the Eat and Love website. At the top, there's a navigation bar with links for Home, Menu, Reservation, About Us, and Review, along with a shopping cart icon and a red circular button. Below the header, a large image of a pizza slice with melted cheese and toppings is displayed. To the left of the image, there's a welcome message: "Welcome to Eat and Love, 'Savor the Flavor, Love Every Bite!'" followed by a paragraph of text about the restaurant's mission. At the bottom left are two buttons: "Start Order" and "Explore Menu".

- Login

The screenshot shows the login page of the Eat and Love website. It features a split design: the left side is orange and asks "New to Our Restaurant?", while the right side is white and has a "Sign in" form. The sign-in form includes fields for "Email" and "Password" with a visibility toggle, and a "LOGIN" button. At the bottom of the page, there's a footer with copyright information and a small illustration of two people with bags.



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- Sign up

"Savor the Flavor, Love Every Bite!"

First Name Last Name

Email Contact No.

Phone number must be 11 digits

Password Confirm Pass

At least one uppercase letter
At least one lowercase letter
At least one number
At least one special character
Password does not meet the requirements

Passwords do not match

SIGN UP

Our Customer?

Sign in to continue enjoying our delicious meals and manage your orders seamlessly.

Sign In

15 min

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- Menu

Our Menu
Discover a feast of flavors with our exciting menu!

APPETIZER

Veggie Supreme Pizza
Our Veggie Supreme Pizza is loaded with a colorful array of seasonal vegetables, rich tomato sauce, and a generous layer of melted cheese.

Prawn Pizza
Dive into our Prawn Pizza topped with succulent seasoned prawns, tangy tomato sauce, and a blend of melted cheeses.

Cheese Pizza
Indulge in the classic simplicity of our Cheese Pizza topped with a generous layer of gooey mozzarella and a perfectly

PIZZA

BURGER

Firebird Burger
Crispy fried chicken breast, shredded iceberg lettuce, melted white cheddar, topped with our spicy mayo and served on a toasted bun.

Hybrid Burger
Crispy chicken breast, melted white cheddar, char-grilled beef patty, chicken bacon with our signature sauces on a toasted bun.

BBQ Chicken Burger
Char-grilled beef patty, iceberg lettuce, red onions, melted white cheddar, BBQ sauce topped with our sauces on a toasted bun.

BEVERAGE

Strawberry Mocktail
Orange Sizzler
Dragon Fruit Mojito

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• Reservation

The screenshot shows a restaurant's website. On the left is a photograph of a modern restaurant interior with wooden walls, large windows, and round tables. On the right is a "Reserve Now!" form with fields for Name, Email, Contact, Date, Time, and Number of Guests, followed by a red "Reserve Now" button.

• About us

The screenshot shows a restaurant's website. The "ABOUT US" section features the text "Crafting Memorable Meals!". Below it is a paragraph about the restaurant's philosophy and history, followed by a paragraph about its mission and a concluding sentence. To the right is an image of a large, appetizing burger.



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• Review

The screenshot shows a section titled "Hear From Our Happy Customers!" with two reviews. Each review includes a profile picture, a quote, and the name of the reviewer.

Review 1:
"The online ordering system is fantastic. It's easy to customize my order, and the delivery is always prompt. The food arrives hot and tasty every time."
-Ravenson Tayong

Review 2:
"The food was fresh, and the flavors were incredible. I loved the variety on the menu. A great place for family dinners."
-Daphne Mondjar

• Profile

The screenshot shows the "Profile Settings" section of the app. It features a large blue profile placeholder, input fields for First Name, Last Name, Email (cleocalbang05@gmail.com), and Contact Number, and a "Save Changes" button at the bottom right.

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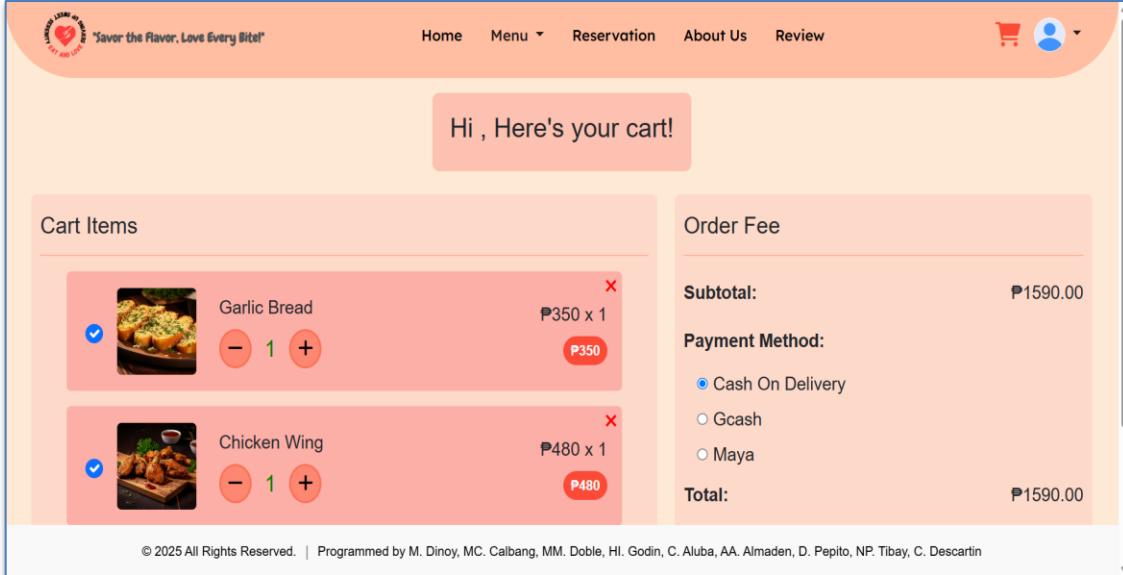


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- ADD TO CART



The screenshot shows a food delivery application interface. At the top, there's a header with the university logo and name, followed by a search bar and user profile information. Below the header, a message says "Hi , Here's your cart!". The main area is divided into two sections: "Cart Items" and "Order Fee".

Cart Items:

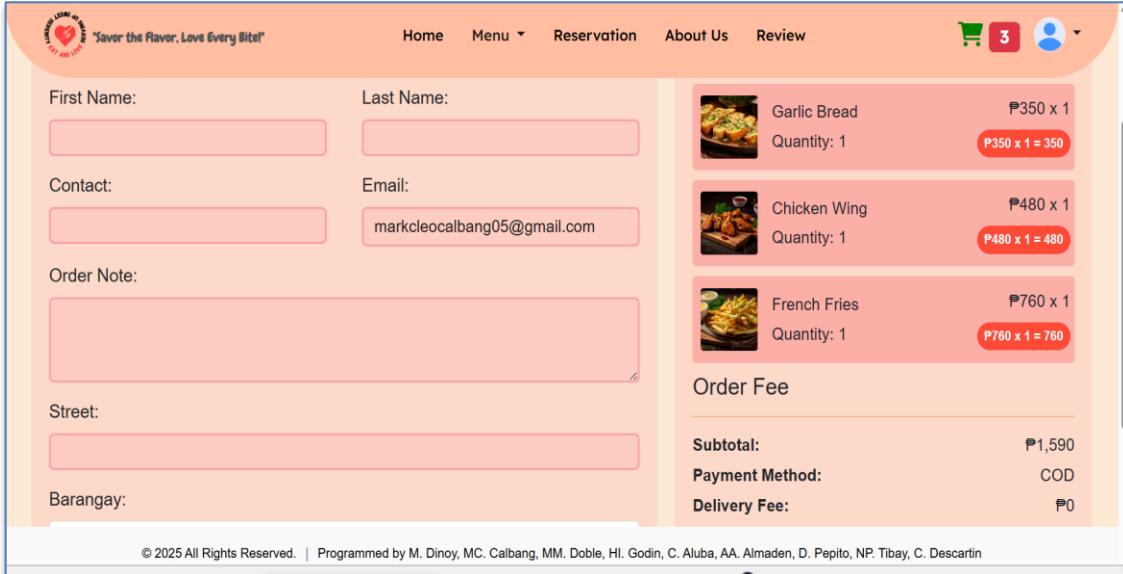
Item	Description	Quantity	Price
Garlic Bread	Garlic Bread	1	₱350
Chicken Wing	Chicken Wing	1	₱480

Order Fee:

Fee Type	Amount
Subtotal	₱1590.00
Total	₱1590.00

At the bottom, there's a note about rights reserved and credits to the programmers.

- Checkout



The screenshot shows a food delivery application interface with a checkout page. It includes fields for First Name, Last Name, Contact, Email, Order Note, Street, and Barangay. To the right, there's a summary of the order items and their prices, followed by an "Order Fee" section.

Order Summary:

Item	Quantity	Price
Garlic Bread	1	₱350 x 1 = 350
Chicken Wing	1	₱480 x 1 = 480
French Fries	1	₱760 x 1 = 760

Order Fee:

Fee Type	Amount
Subtotal	₱1,590
Payment Method:	COD
Delivery Fee:	₱0

At the bottom, there's a note about rights reserved and credits to the programmers.



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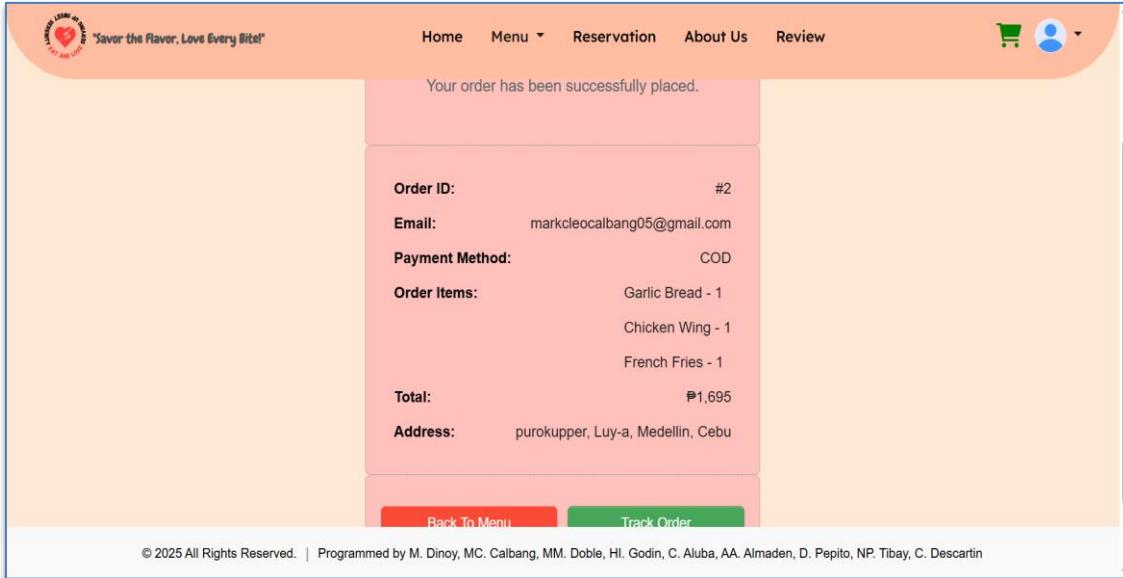


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- Receipt



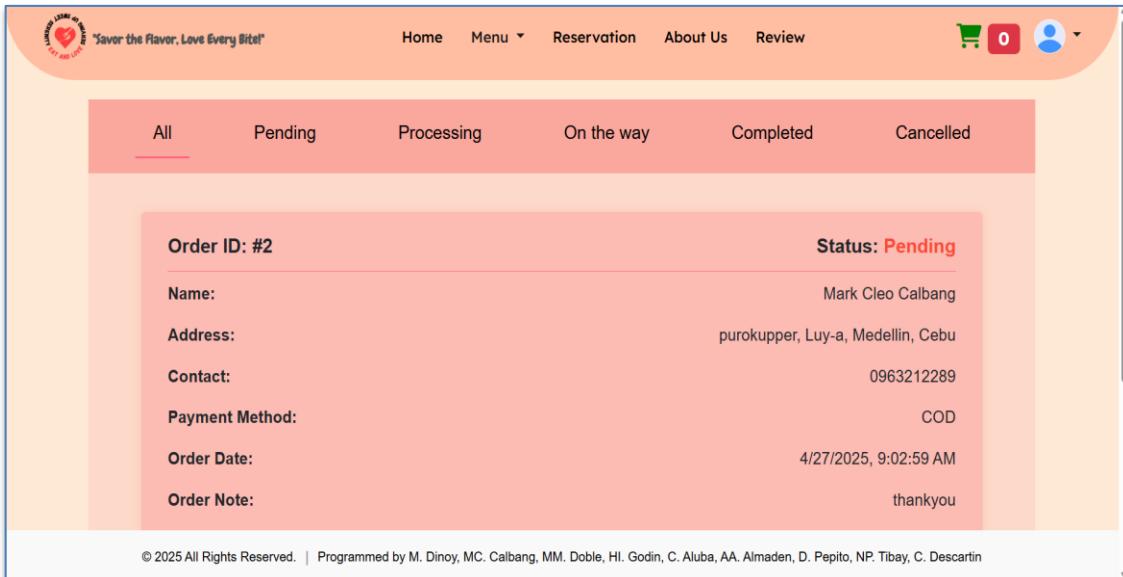
Your order has been successfully placed.

Order ID: #2
Email: markcleocalbang05@gmail.com
Payment Method: COD
Order Items:
Garlic Bread - 1
Chicken Wing - 1
French Fries - 1
Total: ₱1,695
Address: purokupper, Luy-a, Medellin, Cebu

[Back To Menu](#) [Track Order](#)

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- Orders



All Pending Processing On the way Completed Cancelled

Order ID: #2 **Status: Pending**

Name: Mark Cleo Calbang
Address: purokupper, Luy-a, Medellin, Cebu
Contact: 0963212289
Payment Method: COD
Order Date: 4/27/2025, 9:02:59 AM
Order Note: thankyou

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Admin Dashboard

- Login

The screenshot shows a restaurant management system interface. At the top, there's a header with a logo, the slogan "Savor the Flavor, Love Every Bite!", and navigation links for Home, Menu, Reservation, About Us, and Review. To the right are icons for a shopping cart and a user profile.

The main area has two sections: "New to Our Restaurant?" on the left and "Sign in" on the right. The "New to Our Restaurant?" section features a message about online ordering, a "Sign up" button, and a cartoon illustration of a waiter and a customer. The "Sign in" section has fields for Email and Password, and a "LOGIN" button.

At the bottom, there's a footer with copyright information: "© 2025 All Rights Reserved. | Programmed by M. Dinoy, MC. Calbang, MM. Doble, HI. Godin, C. Aluba, AA. Almaden, D. Pepito, NP. Tibay, C. Descartin".

- Analytical Reports

The screenshot shows an analytical reporting dashboard. On the left is a sidebar with a user profile picture and the name "Marky Pogi", followed by a list of menu items: Overview, Menu Management, Orders, Reservations, Users, Reviews, Staffs, and Profile Setting. The main area is titled "Overview" and contains six cards showing performance metrics:

- Total Earning: Rs 0 (▼ 0%)
- Today's Earning: Rs 0 (▼ 0%)
- Total Orders: 2 (▲ 100%)
- Today's Orders: 1 (▼ 0%)
- Total Users: 3 (▼ 100%)
- Total Reservations: 0 (▼ 100%)

At the bottom, there's a footer with copyright information: "© 2025 All Rights Reserved. | Programmed by M. Dinoy, MC. Calbang, MM. Doble, HI. Godin, C. Aluba, AA. Almaden, D. Pepito, NP. Tibay, C. Descartin".



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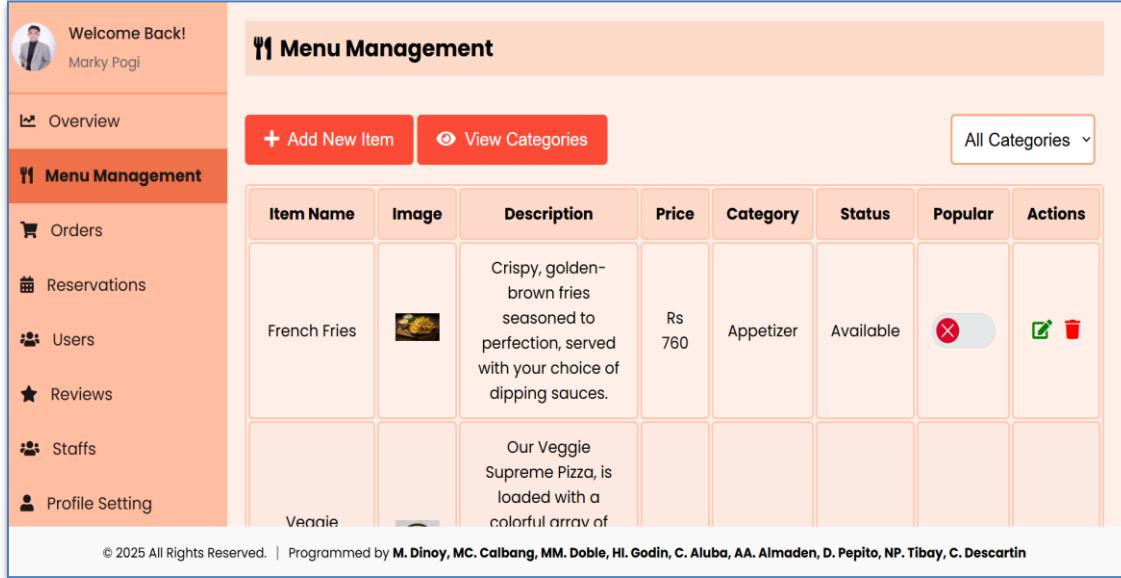


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- **Menu Management**



Welcome Back!
Marky Pogi

Overview

Menu Management

- Orders
- Reservations
- Users
- Reviews
- Staffs
- Profile Setting

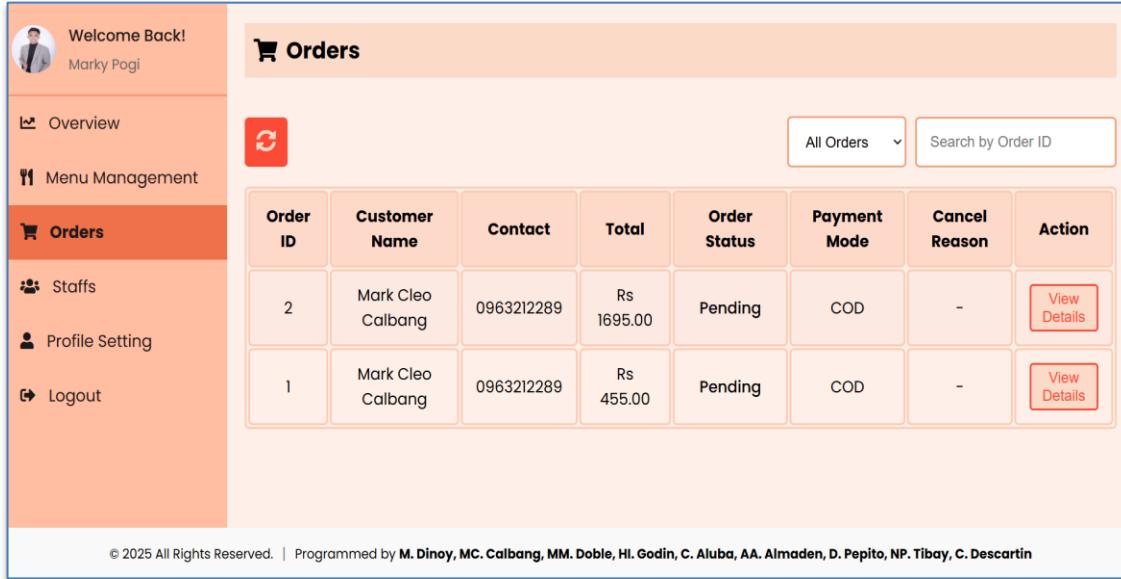
Menu Management

+ Add New Item View Categories All Categories

Item Name	Image	Description	Price	Category	Status	Popular	Actions
French Fries		Crispy, golden-brown fries seasoned to perfection, served with your choice of dipping sauces.	Rs 760	Appetizer	Available		 
Veggie		Our Veggie Supreme Pizza, is loaded with a colorful array of					

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- **Orders**



Welcome Back!
Marky Pogi

Overview

Menu Management

Orders

- Staffs
- Profile Setting
- Logout

Orders

All Orders Search by Order ID

Order ID	Customer Name	Contact	Total	Order Status	Payment Mode	Cancel Reason	Action
2	Mark Cleo Calbang	0963212289	Rs 1695.00	Pending	COD	-	
1	Mark Cleo Calbang	0963212289	Rs 455.00	Pending	COD	-	

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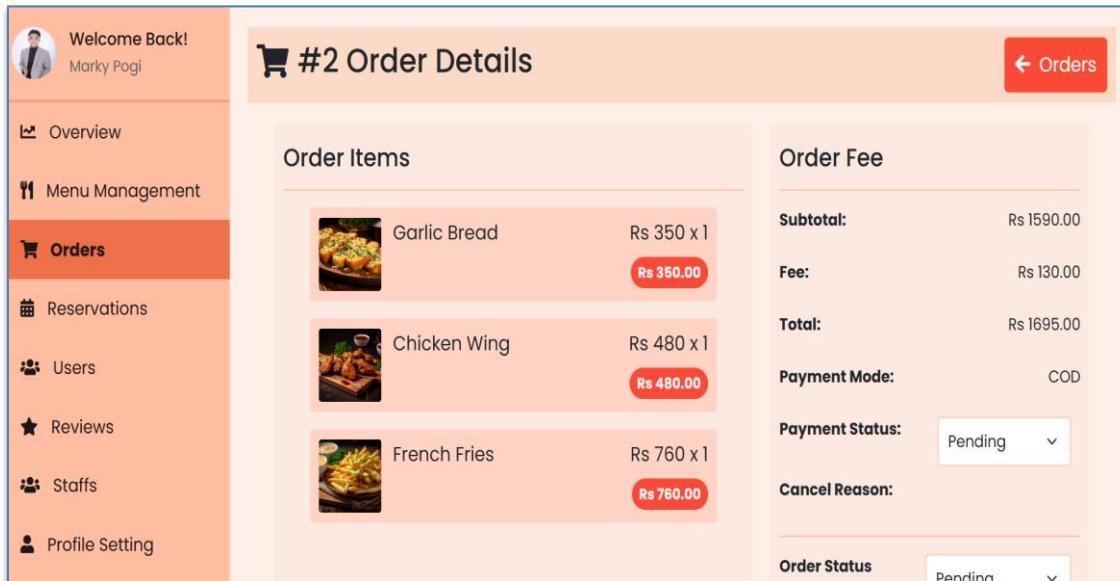


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- Order Details

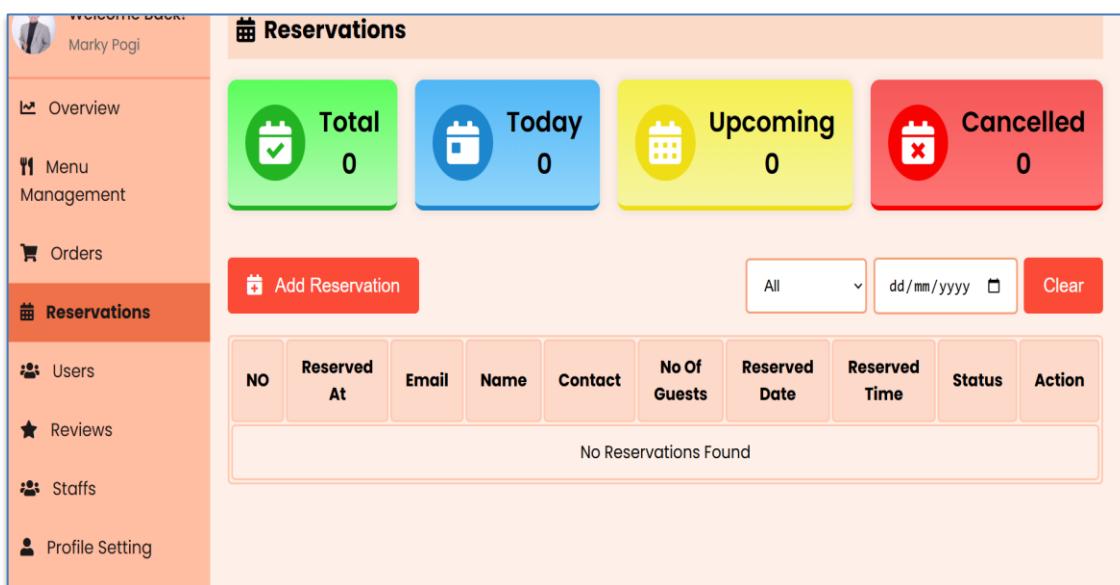


Item	Description	Quantity	Unit Price	Total
Garlic Bread		1	Rs 350.00	Rs 350.00
Chicken Wing		1	Rs 480.00	Rs 480.00
French Fries		1	Rs 760.00	Rs 760.00

Order Fee

Subtotal:	Rs 1590.00
Fee:	Rs 130.00
Total:	Rs 1695.00
Payment Mode:	COD
Payment Status:	Pending
Cancel Reason:	
Order Status:	Pending

- Reservations list



Category	Count
Total	0
Today	0
Upcoming	0
Cancelled	0

Add Reservation

NO	Reserved At	Email	Name	Contact	No Of Guests	Reserved Date	Reserved Time	Status	Action
No Reservations Found									



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- **Users**

User Management						
NO	Date Created	Email	First Name	Last Name	Contact	Password
1	2025-04-27 09:07:29	joseelroycalbang@gmail.com				✉
2	2025-04-27 08:56:38	markcleocalbang05@gmail.com				✉
3	2025-04-18 23:53:48	markcleocalbang22@gmail.com	Mark Cleo	Calbang	09632122892	\$2y\$10\$Syb9f8GiORCbjfnez.cLd.HcCsOsQDCx30

- **Reviews**

Welcome Back!
Marky Pogi

- Overview
- Menu Management
- Orders
- Reservations
- Users
- Reviews
- Staffs
- Profile Setting

★ Reviews

All
▼

Order ID	Email	Review Text	Rating	Status	Response	Actions
No Reviews						



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- Staffs

Staff List

ID	Date Created	Email	Name	Contact	Role	Password	Action
2	2024-08-03 02:45:36	Markcleopogi@gmail.com	Marky Pogi	8877669955	superadmin	***** 	
7	2025-03-19 23:01:03	crmchs.calbang.markleo@gmail.com	Mark Cleo pogi	09632122892	admin	***** 	

- Admin Profile

Welcome Back!
Marky Pogi

Profile Setting

Overview

Menu Management

Orders

Reservations

Users

Reviews

Staffs

Profile Setting

First Name: Marky Last Name: Pogi

Email: Markcleopogi@gmail.com Contact Number: 8877669955

Password: markypogi123 Choose File No file chosen

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