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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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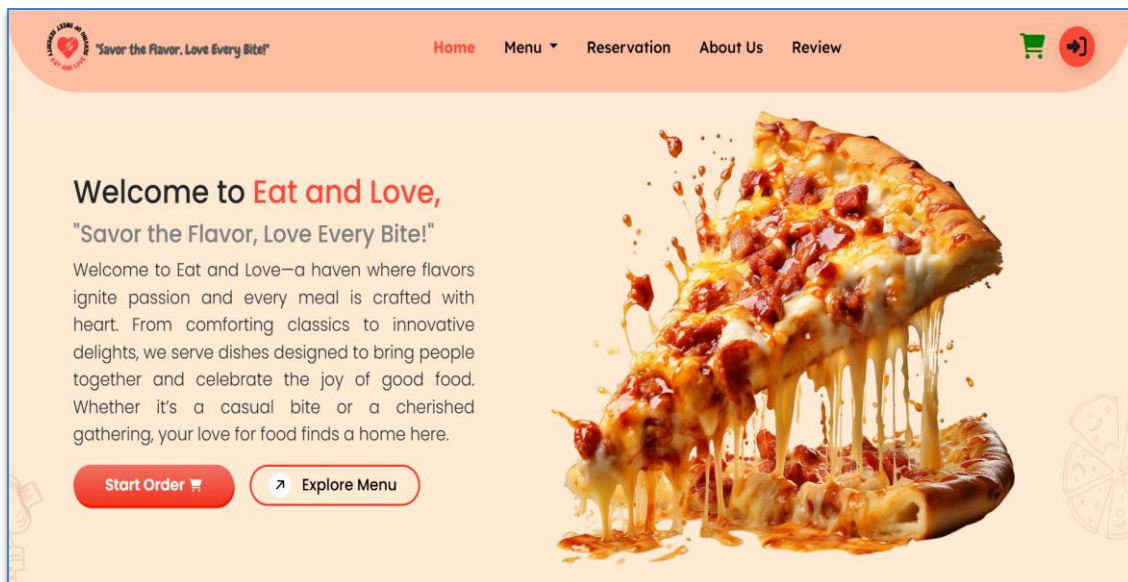
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CHAPTER 2

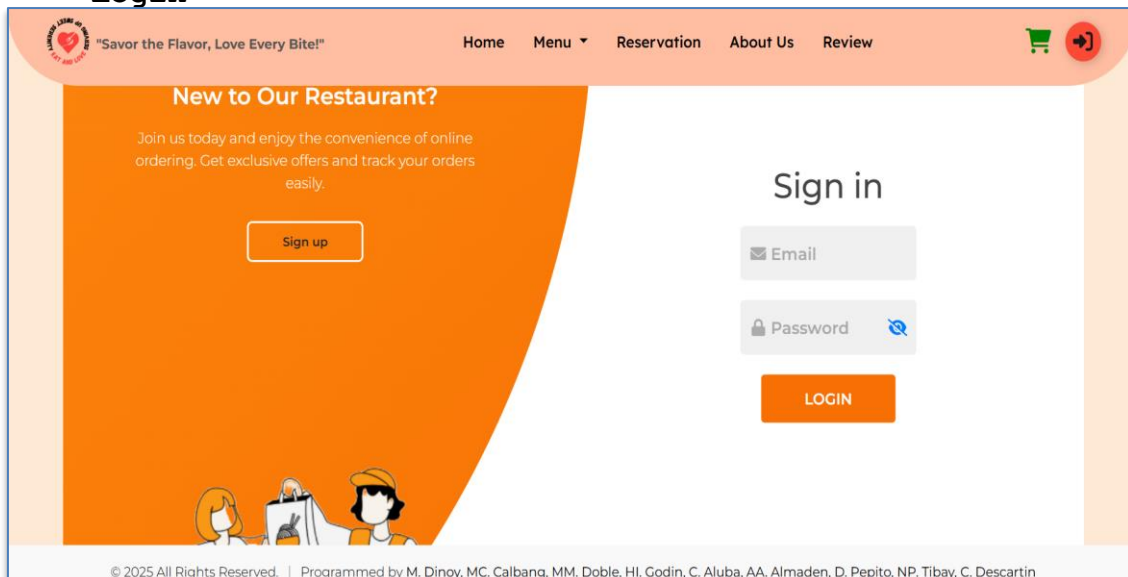
USER – INTERFACE

User Dashboard

- Home



- Login





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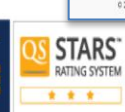
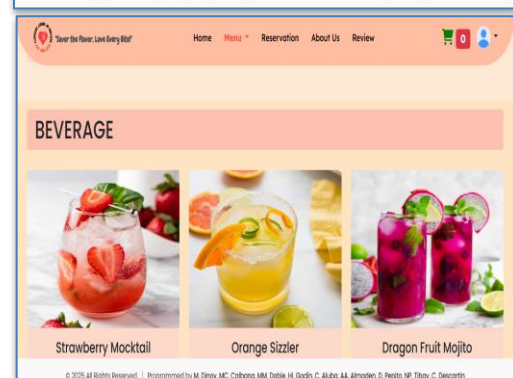
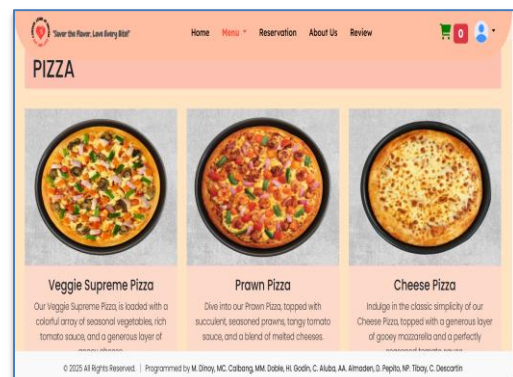
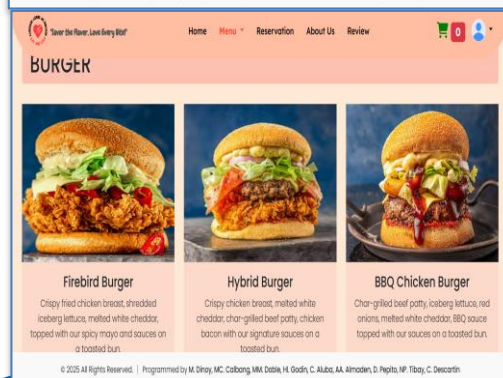
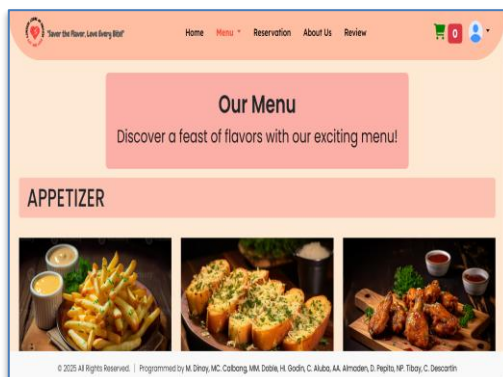
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• Sign up

The Sign Up page features a registration form on the left and a promotional banner on the right. The form includes fields for First Name, Last Name, Email, Contact No, Password, and Confirm Password. It also lists password requirements: at least one uppercase letter, one lowercase letter, one number, and one special character. A 'SIGN UP' button is at the bottom. The banner on the right says 'Our Customer?' and 'Sign in to continue enjoying our delicious meals and manage your orders seamlessly.' with a 'Sign in' button. A smartphone graphic shows a 15-minute timer.

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• Menu






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- Reservation

Savor the Flavor, Love Every Bite!

Home Menu **Reservation** About Us Review





Reserve Now!


Name: Email:

Contact: Date:

Time: Number of Guests:

Reserve Now

- About us

Savor the Flavor, Love Every Bite!

Home Menu Reservation **About Us** Review


ABOUT US

Crafting Memorable Meals!

At **Eat and Love**, we believe every meal tells a story. Our chefs blend passion and creativity into every dish, crafting flavors that bring people together. Join us for a dining experience that's as heartfelt as it is delicious.

Founded in [2025], Eat and Love has become a destination for food lovers who cherish the magic of fresh, thoughtfully prepared ingredients. Our dedication to quality and innovation makes every visit an unforgettable journey of flavor and comfort.

Whether you're planning a cozy date night, a family get-together, or a business meeting, we have the perfect menu for you.





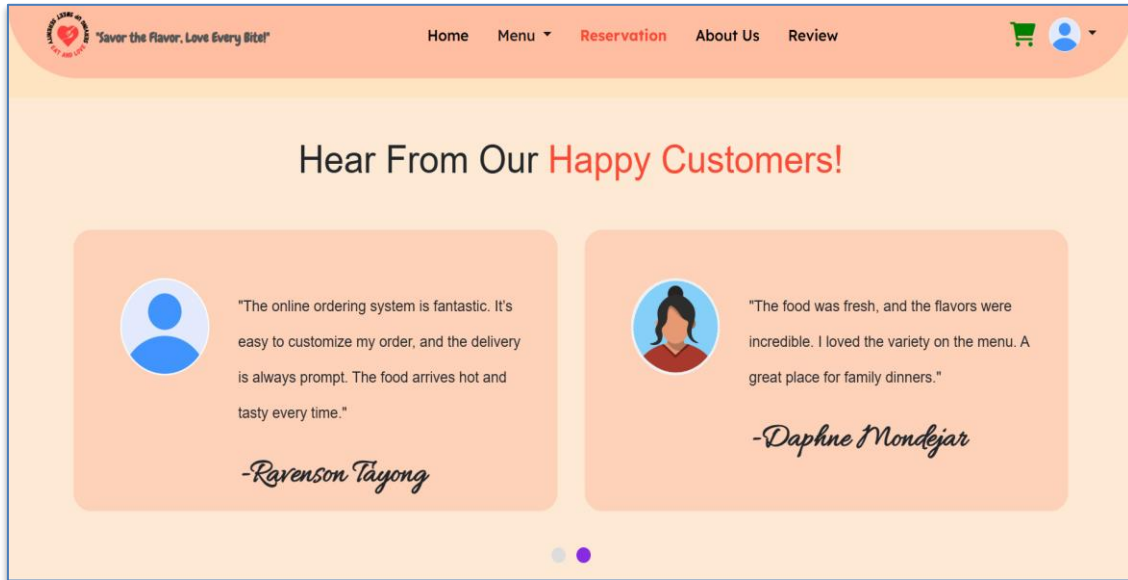


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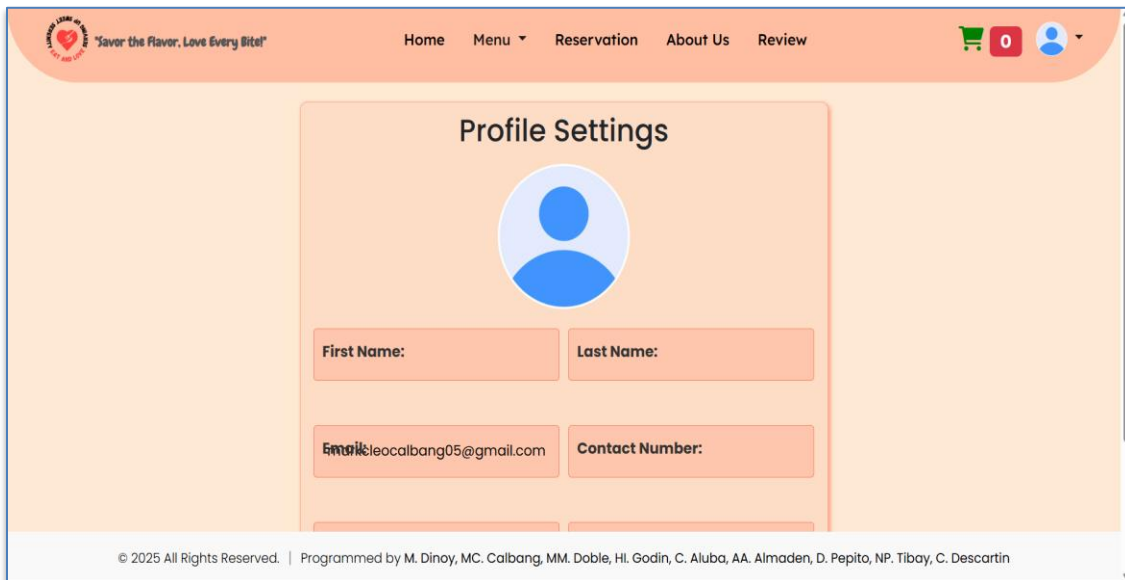
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- **Review**



- **Profile**





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- **ADD TO CART**

- **Checkout**




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- Receipt



Savor the Flavor. Love Every Bite!

HomeMenuReservationAbout UsReview



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




Savor the Flavor. Love Every Bite!

HomeMenuReservationAbout UsReview



0



AllPendingProcessingOn the wayCompletedCancelled

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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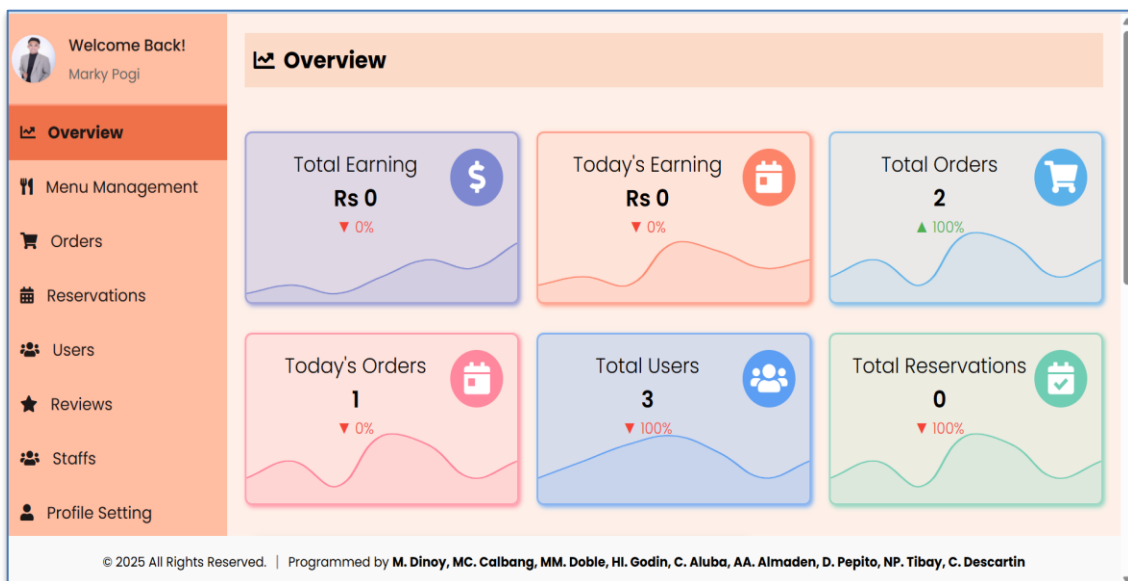
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Admin Dashboard

- **Login**

The login page features a header with a logo, slogan "Savor the Flavor, Love Every Bite!", and navigation links: Home, Menu, Reservation, About Us, Review. A shopping cart icon is in the top right. The main content area is split: the left side has an orange background with the text "New to Our Restaurant?", a description about online ordering, and a "Sign up" button; the right side has a white background with the text "Sign in", input fields for "Email" and "Password", and a "LOGIN" button. At the bottom, there is a footer with copyright information and a list of programmers.

- **Analytical Reports**





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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	<input checked="" type="checkbox"/>	Edit Delete
Veggie Supreme Pizza		Our Veggie Supreme Pizza, is loaded with a colorful array of					

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• **Orders**

Welcome Back!
Marky Pogi

Overview

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Orders

[Refresh](#)

All Orders ▾

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

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- Order Details

Welcome Back!
Marky Pogi

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Staffs

Profile Setting

#2 Order Details

Garlic Bread

Rs 350 x 1

Rs 350.00

Chicken Wing

Rs 480 x 1

Rs 480.00

French Fries

Rs 760 x 1

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

Welcome Back!
Marky Pogi

Overview

Menu Management

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Staffs

Profile Setting

Reservations

Total 0

Today 0

Upcoming 0

Cancelled 0

Add Reservation

All

dd/mm/yyyy

Clear

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



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• **Users**

+ Add User						
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							
Add Staff		Search...					
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.markcleo@gmail.com	Mark Cleo pogi	09632122892	admin	***** 	

- Admin Profile

Welcome Back!
Marky Pogi

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

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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