

Workshop: Software application for the food establishment "Food and Roll"

Problem

The Food and Roll restaurant needs a program that automates and records fast food orders from its customers since the waiting time, both to place the order and to receive it, is not very fast. For the program to start its tasks, it is crucial to have the menu and the restaurant's address, with the ability to obtain the necessary data both for the food and the customers. In addition, the restaurant's chefs should be able to easily access the program to prepare the order. To keep it simple, the program will only order confirmation, avoiding handling financial matters.

Overview

In the fast food industry, customers base their choices on two key points: the food itself and the time it takes to receive it, in addition to any comments or reviews from other customers who have visited the restaurant. While they may recommend the restaurant to friends through conversation, seeing the application with its different functionalities that it aims to cover can motivate them to become new customers. Even better, when the system can receive the customer's order seamlessly without the need to visit the restaurant, ensuring the order through a payment receipt that includes the name given to the order, the items ordered, an estimated time for the order, and the total amount to be paid upon picking up the food.

Background

"Food and Roll", a company born from the dream of a young entrepreneur passionate about gastronomy and fast food, experienced great success in its time. However, due to the COVID-19 pandemic, the restaurant world changed drastically, resulting in increased competition in the food and roll market. Given the pandemic, many restaurants faced the difficult task of digitizing themselves to continue operating and meeting the needs of their customers.

As "Food and Roll" wasn't a competitive digital restaurant, it was necessary to improve its own services and adapt to the new demands of the market. Thus, in the field of technology, the range of products and the quality of service offered by Food and Roll have become more innovative and attractive.

Additionally, the company has sought to strengthen ties with its customers through digital means and has developed new marketing strategies to remain competitive in the fast food market.

The software project for "Food and Roll" originates as a response to a careful assessment of the changing dynamics in the fast-food industry and the emerging needs of customers. In a context where customer's preference for online ordering options has experienced a notable increase, and the demand for digital solutions in gastronomy has become increasingly pronounced, a strategic opportunity was identified to redefine the interaction between "Food and Roll" and its customers.

The problem is rooted in the daily experience of customers interacting with the establishment. The growing trend of customers opting for online ordering options, driven by the desire to avoid unnecessary waits, and the pressing need to optimize table management, especially during peak demand, stand out as essential factors. Recognizing the urgency to streamline the ordering process, facilitate menu visualization, and provide efficient table reservation options, the vision of an application was formulated that would not only address these operational challenges but also enhance the overall customer experience. This historical approach reinforces the need for "Food and Roll" to adapt to a constantly changing digital environment while emphasizing the strategic relevance of the initiative in the current landscape.

Functionality

The development of a mobile application for order management in a fast-food restaurant aims to enhance customer service, making the ordering process more comfortable for the customer, which could have a positive impact on the overall outcome. An order management app can be beneficial in numerous scenarios, for example:

1. Menu Consultation:

- Customers can view the restaurant's daily menu.

2. Managing Selected Dishes:

- Customers can view and edit the dishes they have previously selected.

3. Placing Orders:

- Customers can generate a direct order from the app.

4. Payment Inquiry:

- Quickly informing the customer of the consumption value.

5. Managing Customer Orders:

- Administrative users can view and edit customers orders.

6. Managing Dishes and Extras:

- Administrative users can easily add or modify the menu and dishes.