The Healthy Table

(Diet plan, online reservation, payment and more)

Overview

The Online-to-Offline (O2O) commerce mode is popular these years since 2013. Typically, it includes online payment to get e-tickets, offline verification and consumption. It can attract customers online and direct them to offline physical stores, such as restaurants.

People have always been attracted to heathy food, because the way people eat can make huge difference in their health. Recent studies conducted by USDA and other associated organizations like NPD Group(a market research firm) show that Americans are making healthier food choices. The NPD research indicates that fruit is now the second most popular food consumed in the U.S., up from No. 5 a decade ago. While the USDA research concludes that increased consumer preferences for nutritious foods and greater use of nutrition information during food shopping also likely led to improvements in diet quality over a 5 year-period from 2005 to 2010.

Harry Balzer, NPD's chief industry analyst also points out that in comparison with vegetable consumption fruit consumption requires less preparation, and such advantage becomes a certain factor when it comes to what we chose to eat nowadays. With increasing public conscious on heathy diet, consumers are now demanding solutions which are capable of combining the convenience of restaurants dinning with the benefit of controlling and monitoring nutrition intake similar from cooking by ourselves. Knowing what to eat can be confusing. Everywhere you turn, there is news about what is or isn't good for you. While most of us often don't have ideas or planes on how and what should we eat for our everyday meals. In conjunction with such query, there are also a large group of people who need food plans that are specifically customized for them, such as patients, athletes and people with desire of improving their health conditions, such as loosing or gaining weight.

Now, the problem becomes to how we can build a system that bridges restaurants with the public who are demanding customized healthy diet experience. And such a system would also allow consumers to be able to monitor their everyday food combustion as well as are able to track how they have progressed over time. Restaurants need more channels to promote their business and attract customers and meanwhile collect feedbacks from the consumers for improvements, the public need healthy a variety of diet solutions as well as a chance to understand and manage their diet habits. On both ends of the system a new dynamic can be established to form a completely new eco-system. For instance, the system can provide a variety of dinning recommendations for individual customer base on their health conditions and or special requirements which are customizable base on their preference. Reservations can be made online via the system then updated among restaurants and customers. The payment can be paid via the system, and customers can track nutrition intake per meal as well as analysis of their overall diet history.

Key Entities

1. Sales Manager role would be assigned to manage restaurants, for instance Restaurant content approval and sales performance analysis.(plus a lot of other staff)
2. Customer support role can be assigned to perform several tasks to support customers for their needs, such as updating user accounts, set up invoice correction request, file customer complain and apply discounts and more.
3. Accounting role will perform tasks like fulfill invoice correction request, manage account payable and receivable and etc.

Functionalities

1. Administrator can manage all the accounts
2. Restaurants can register with the system and login.
3. Restaurants can upload menus and ingredients for nutrition facts analysis.
4. Restaurants can manage seats capability that is viewed timely by the customer online.
5. Customers can register to the system and login.
6. Customers' information can be collected via either a short or a more comprehensive survey base on levels of customizability that the user like to have (food preference, food allergy, health conditions)
7. Customers can browse restaurant's dishes and view details.
8. Customers can make reservations or place orders through the system.
9. Customer have the options to either make payment online or pay at the store. If online payment is chosen, customer will get a discount from the system.
10. Sales manager approves Restaurants for their account authentication and content updates.(plus a lot of other staff)
11. Customer support role can update user account information, leave notes in the customer profile, file an invoice correction request and apply discounts.
12. Accounting role can fulfill invoice correction and approve Restaurants for their account authentication.
13. System would recommend the optimized selection of dish combinations to customer as per customer's situation by using the diet engine (a formula generates diet recommendations base on individual customer's information such as location, budget, health conditions, age, gender, diet habits, and etc.)
14. Diet plan could be generated ahead of time and dynamically (enforced by the diet engine) by the system as per customer's request or preference and is customizable anytime.
15. A diet plan creation follows various criteria such as length of the time (daily, weekly, monthly etc.) budget, location preference, travel plane, health conditions, nutritional goals, and etc.
16. When a restaurant account is initiated two system approval ticket will be sent to Sales manager and accounting from them to approve and upon their approval the account will become active or remain inactive. Typical account status for a Restaurants will include Pending, Active, Disapproved and Deactivated. Admin work area can monitor the user account status as they are updated.