Project: Restaurant Platform Application

Report: Design Preamble
Ref. No.: 00100144366

Client: to be determined

Preferred Domain Name: to be determined
Trade Name: to be determined

Service Provider: Tablet Webtech Ltd. (to be determined)
Software Developer: Harry Lo

Date: 28 June 2021

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1 Introduction

This preamble depicts a design concept preliminary of a responsive website for a restaurant platform application (termed RP App hereinafter), and would be elaborated and modified to be a design report at a later stage. The contents would be subject to further amendment and determination. The RP App is proposed to be an online responsive web platform in which customer users can choose and order various foods from different restaurants. The orders can be either delivered to or picked up by the users. It is a corporative platform allowing different restaurant users posting their dishes and menus for selling online and organizing delivery. Digital marketing would be conducted to promote individual restaurant and addressed in a separated report on request.

2 Client details

Client: _____

Contact person: _____

Address: _____

Phone: _____

Email: _____

Opening hours: _____

Year of Establishment: _____

Businesses:

_____

_____

_____

3 Goals

The RP App is used to:

- Promote restaurants and their dishes and drinks; and
- Search, sell, order and delivery dishes and drinks.

4 Target users

The RP App targets all the general public searching for foods and drinks. For delivery services, it is limited to certain distance away from the specific restaurants.

5 Web App structures

5.1 Pages

Website pages consist of:

1) Specific pages:
    a) Homes (for customer, restaurant, deliverer and administer);
    b) Purchase cart (customers do not have to login for purchasing)
    c) Special Offers;
    d) About Us;
    e) Enquiry;
    f) Register (for restaurants, loyal customer, and deliverers);
    g) Login (for site administrator, restaurants, loyal customers, and deliverers);
    h) Terms and Conditions; and
    i) Site Administration.
2) Typical pages:
    a) Restaurant Administration;
    b) Customer details;
    c) Deliverer operation;
    d) Pages for introducing individual restaurant;
    e) Pages for introducing, ordering and delivering dishes and drinks;
    f) Pages creating, reading, updating and deleting restaurant pages;
    g) Pages creating, reading, updating and deleting dish pages; and
    h) Pages creating, reading, updating and deleting drink pages.
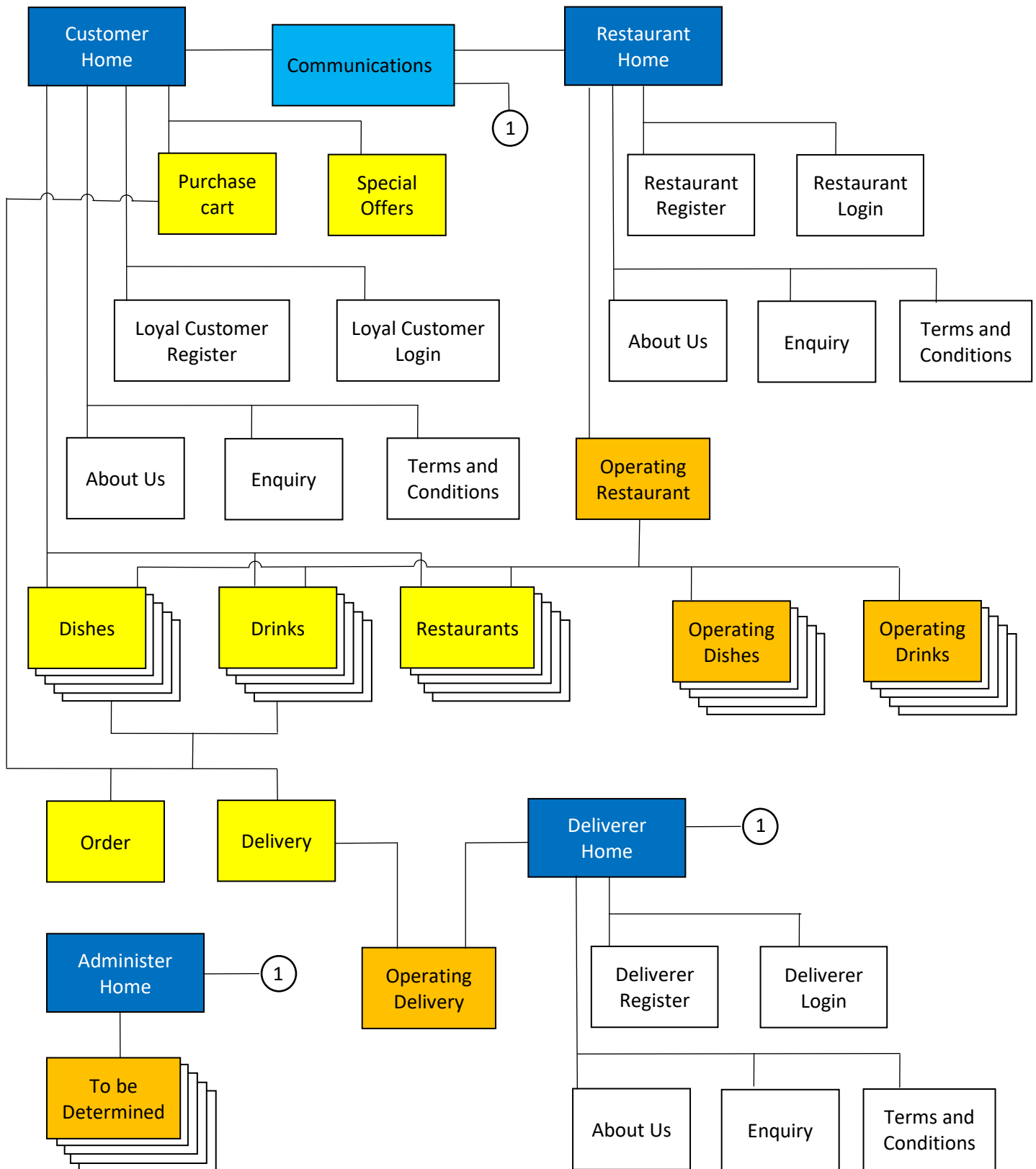
5.2 Sitemaps

Figure 1: Sitemap

6 Web App Contents

Brief contents and preliminary wireframe of customer user home are given in the subsections below. Other pages will be determined later.

6.1 customer user home page

- address determination
- search function components
- navigation bar
- list of merchandise with images, dish name, short description and restaurant name.
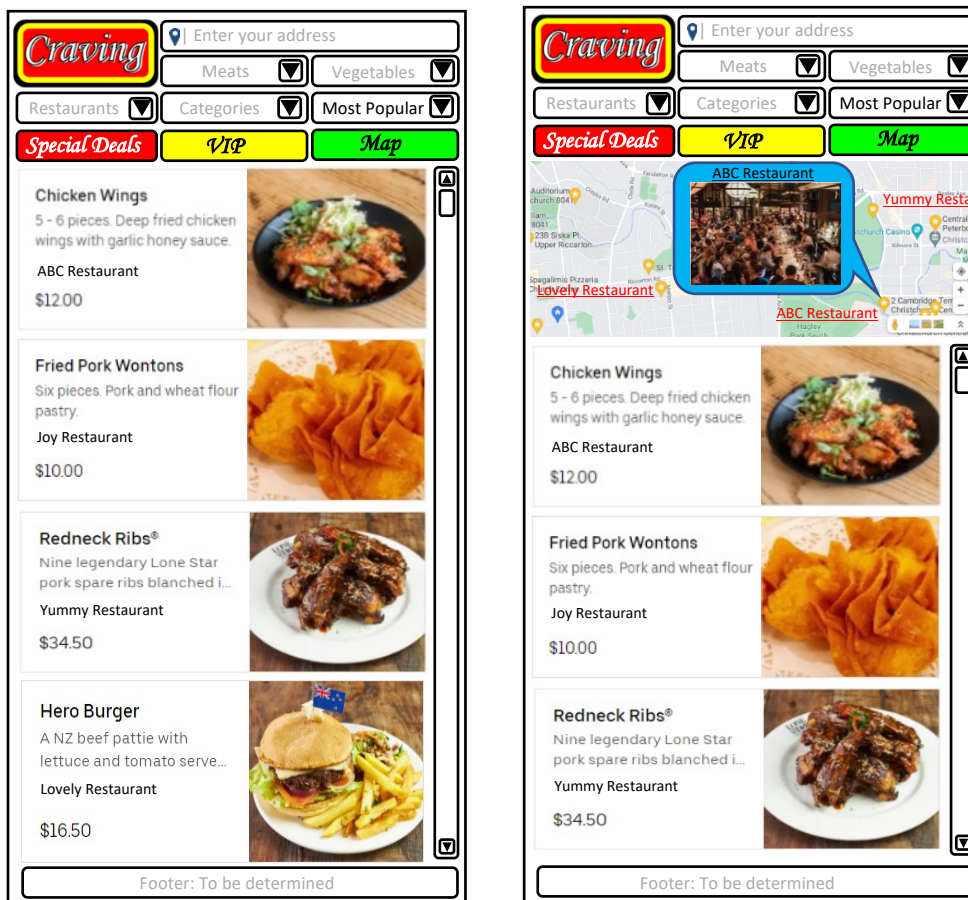- Map

Figure 2: Draft Customer Home Page on Smartphone Browsers.

Figure 3: Draft Customer Home Page on Computer Browsers.

7   Existing Similar Applications

Uber Eats
https://www.ubereats.com/

GIMME
https://www.gimmedelivery.co.nz/

7.1   RP App's Uniqueness
- The primary purposes of the aforementioned existing similar applications are to provide delivery services.
- RP App's primary purposes are to promote specific restaurants and make order. The delivery is subordinate.
- We provide digital marketing services to promote the restaurants. The details will be determined later.
- Customer membership is not a must.
- Responsive web app is adopted. Installation on mobile devices is not required.