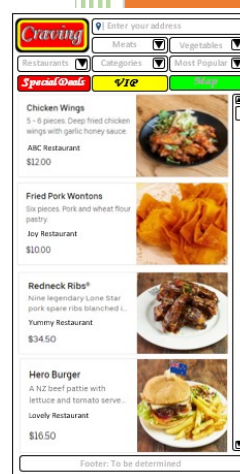


# 2021

## Project: Restaurant Platform Application



# Tablet Webtech Ltd

Live Streaming | Website Development | Search Engine Optimisation



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# Project: Restaurant Platform Application

## Report: Design Preamble

Ref. No.: 00100144366

Client Name: \_\_\_\_\_

Preferred Domain Name: \_\_\_\_\_

Trade Name: \_\_\_\_\_

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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 to post their dishes and menus for selling online and organizing delivery. Digital marketing would be conducted to promote the individual restaurant and addressed in a separate report on request.

## 2 Client details

Client: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Opening hours: \_\_\_\_\_

Year of Establishment: \_\_\_\_\_

Business Names:

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### 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 a certain distance away from the specific restaurants.

### 5 Web App structures

#### 5.1 Pages

Website pages consist of:

- 1) Specific pages:
  - a) Homes (for the customer, restaurant, deliverer and administer);
  - b) Purchase cart (customers do not have to log in for purchasing)
  - c) Special Offers;
  - d) About Us;
  - e) Enquiry;
  - f) Register (for restaurants, loyal customers, and deliverers);
  - g) Login (for the 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 restaurants;
  - 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

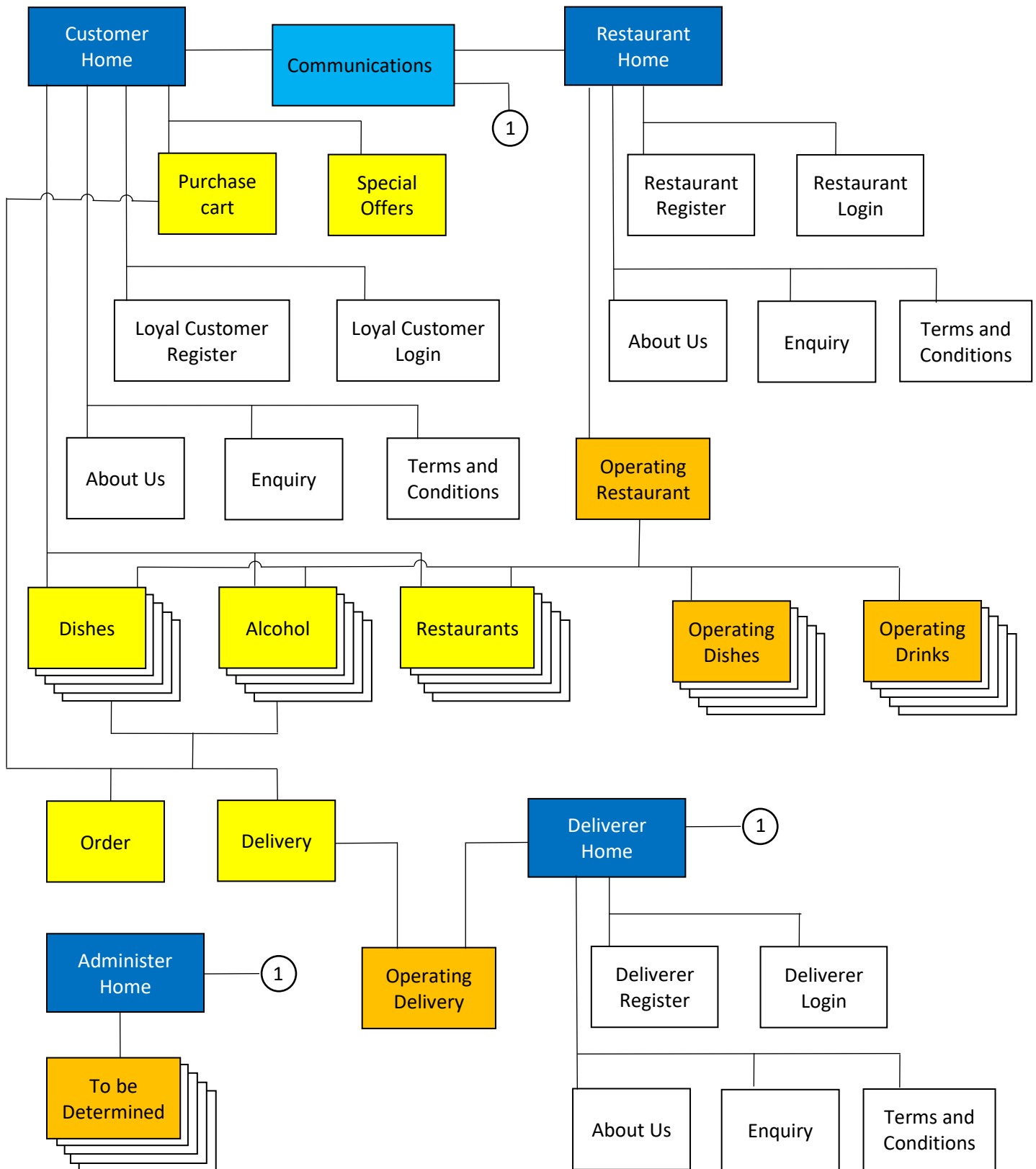


Figure 1: Sitemap



## 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 home page

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

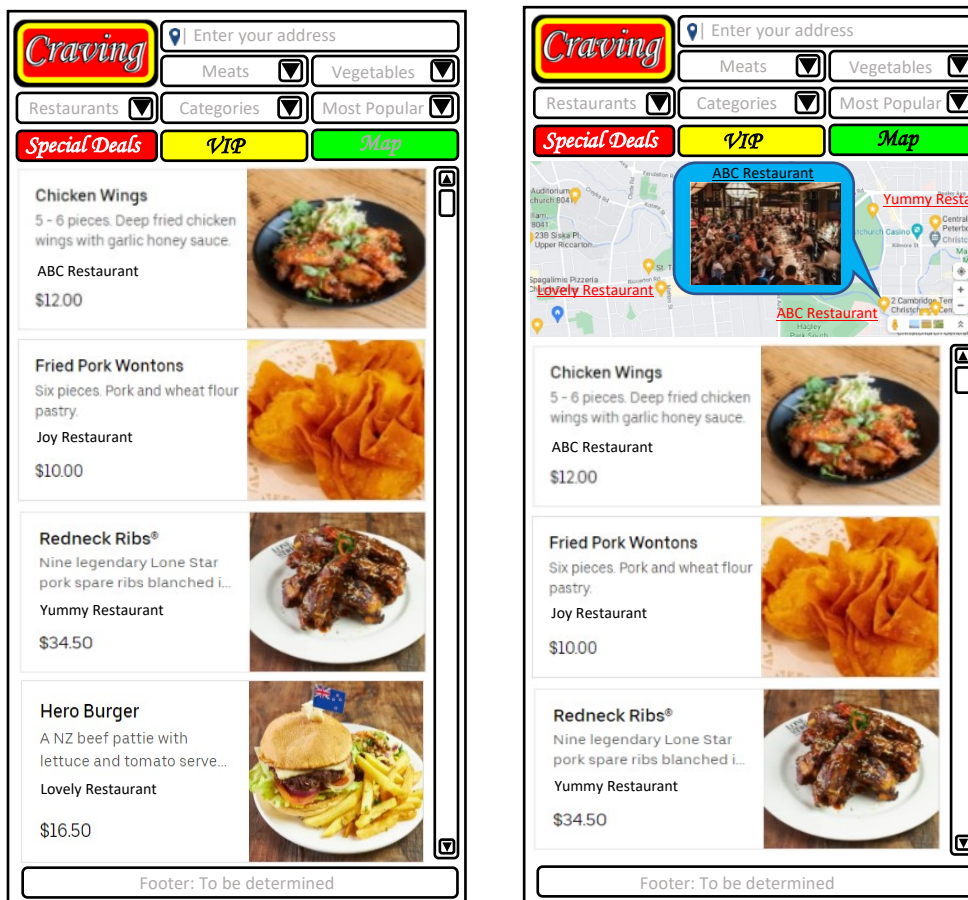


Figure 2: Draft Customer Home Page on Smartphone Browsers.





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 applications are to provide delivery services.
- RP App's primary purposes are to promote specific restaurants and make an 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. Users can place orders without an account
- The implementation of a responsive web app eliminates the need to have an app installed on mobile devices as users can place an order through their device's browser.

