Overview

This food delivery website runs its own kitchen and delivers meals directly to customers. Instead of partnering with other restaurants, it prepares everything in-house. Customers can choose from a specially created menu by skilled chefs, order for delivery, and enjoy fresh, high-quality food each time. Because the platform manages both the cooking and delivery, it can keep the quality high and make sure orders are delivered on time, giving customers a smooth and reliable experience from start to finish.

Objectives

- **Ensure High Food Quality**: With full control over food preparation, the platform focuses on fresh ingredients, consistent recipes, and quality cooking to deliver top-notch meals every time.
- **Efficient Delivery**: Set up a fast and reliable delivery system with real-time tracking, so meals arrive fresh and quickly.
- **Offer a Varied Menu**: Provide a rotating selection of dishes, including seasonal specials and options for different diets, to keep customers interested.
- **Build a Strong Brand**: Create a trusted name in food delivery through good branding, social media, and community connections, emphasizing the unique food options.
- **Listen to Customers**: Regularly gather feedback to improve the menu and delivery service, adapting as customer needs change.
- **Encourage Customer Loyalty**: Use rewards, subscriptions, and discounts to build a loyal customer base that returns for the platform's quality and convenience.

This model stands out in the food delivery market by providing a unique, in-house dining experience that focuses on consistent quality and customer satisfaction.

Text for slide:

Overview

This food delivery website operates its own kitchen, preparing and delivering meals directly to customers. By managing both cooking and delivery in-house, it ensures fresh, high-quality food and reliable service, providing customers with a smooth and satisfying experience.

Objectives:

Just points.

Milestones

Milestones are key points in a project that help track progress and make sure things are on track. They act as checkpoints to see if the project is on schedule. Here are some common project milestones:

- **Project Start & Approval**: Define goals, scope, and get approval to begin.
- **Planning Completed**: Create the project plan, set timelines, assign resources, and get final approval on the plan.

- **Requirements Gathering**: Collect and document project needs, do any necessary research, and confirm requirements with stakeholders.
- **Design Phase**: Create initial designs or plans, review and approve them, and finalize any technical details.
- **Development Complete**: Finish core project work like coding or manufacturing and do initial testing.(current progress this phrase not complete yet)

SOME COMMON CHALLENGES

Here are some common challenges faced when developing a food delivery website:

1. **Defining Clear Requirements**: It can be tough to get clear details about what features and functions stakeholders want, which may lead to misunderstandings later.
2. **Technology Integration**: Combining different technologies like payment systems and order tracking can cause technical issues that slow down progress.
3. **User Experience Design**: Creating an easy-to-use and attractive interface that suits all kinds of users can be challenging.
4. **Quality Assurance and Testing**: Making sure the website works well on different devices and browsers takes a lot of resources and effort, especially for a service that involves many moving parts.
5. **Logistics and Delivery Management**: Setting up an efficient delivery system that ensures food arrives on time can be complex, especially when coordinating with delivery staff.
6. **Regulatory Compliance**: Following food safety laws and local regulations can be complicated and requires careful planning.
7. **Building a Restaurant Network**: Getting local restaurants to join the platform can be difficult, particularly if they already have partnerships or are hesitant.
8. **Marketing and Customer Acquisition**: Finding effective ways to attract users and build brand recognition can be challenging in a competitive market.
9. **Managing Customer Expectations**: Providing consistent quality and timely service can be tough, especially when starting out.

10. **Feedback and Continuous Improvement**: Collecting user feedback and making necessary changes needs a structured approach to keep the platform updated and user-friendly.

By recognizing these challenges early and planning to tackle them, the project team can improve their chances of successfully launching the food delivery website.

Next milestones:

- **Testing**: Complete thorough testing to ensure quality and fix any issues.
- **Pilot or Test Launch**: Release the project in a limited way to gather feedback and fix any remaining issues.
- **Full Launch**: Roll out the project to everyone and provide any needed training or support.
- **Project Review & Closure**: Conduct a final review, document lessons learned, and formally close the project.
- **Post-Launch Support**: Monitor results, get feedback, and make final adjustments.

Tools:

Tools

1. **Project Management Tools**:
   - **Trello** for task management, tracking progress, and collaboration among team members.
2. **Design and Prototyping Tools**:
   - **Figma**for creating wireframes, mockups, and prototypes to visualize the user interface.
3. **Version Control Systems**:
   - **Git** (with platforms like **GitHub**) for managing code changes and collaboration among developers.
4. **Development Frameworks**:
   - **React** for building dynamic user interfaces.
   - **Node.js** for back-end development.
5. **Database Management Systems**:

      ○ **MongoDB** for storing and managing user data, orders, and menu items.
6. **Payment Processing Tools**:
      ○ **Stripe** for handling online payments securely.
7. **API Development Tools**:
      ○ **Postman** for testing and developing APIs to connect the front end with back-end services.
8. **Analytics Tools**:
      ○ **Google Analytics** to track user behavior and gather insights on website performance.

Techniques

1. **Agile Methodology**:
      ○ Using iterative development to allow for flexibility and quick adjustments based on feedback.
2. **User-Centered Design**:
      ○ Focusing on user needs and preferences during the design and development process to create a better user experience.
3. **Responsive Design**:
      ○ Implementing techniques to ensure the website works well on various devices and screen sizes.
4. **Continuous Integration/Continuous Deployment (CI/CD)**:
      ○ Automating the integration of code changes and deploying updates to the website seamlessly.
5. **Testing and Quality Assurance**:
      ○ Conducting various tests (unit, integration, user acceptance) to ensure the website is functional and free of bugs

Technologies

1. **Web Development Languages**:
      ○ **HTML**, **CSS**, and **JavaScript** for front-end development.
      ○ **Node.js** for back-end development.
2. **Cloud Hosting Services**:
      ○ **Microsoft Azure** for hosting the website and database.
3. **Content Management Systems (CMS)**:

- ○ **WordPress** if a simpler setup is preferred for managing content and menu items.
4. **Real-Time Tracking Technologies**:
   - ○ **Firebase** for providing real-time updates on order status and delivery tracking.