



Business Requirements

Version 1.0 - Document No. GBLCO/FoodIn/003



Document Management

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Submitted by 25th September, 2020

Revision History

VERSION/ RELEASE	DATE	DESCRIPTION OF REVISION	PRIMARY AUTHOR
0.1	25 TH Sept 2020	First Draft	Khanh Ho
0.2	29 TH Sept 2020	Second Draft	Khanh Ho
1.0	02 TH Oct 2020	Finalized and Approved	Kara Leise

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1. INTRODUCTION

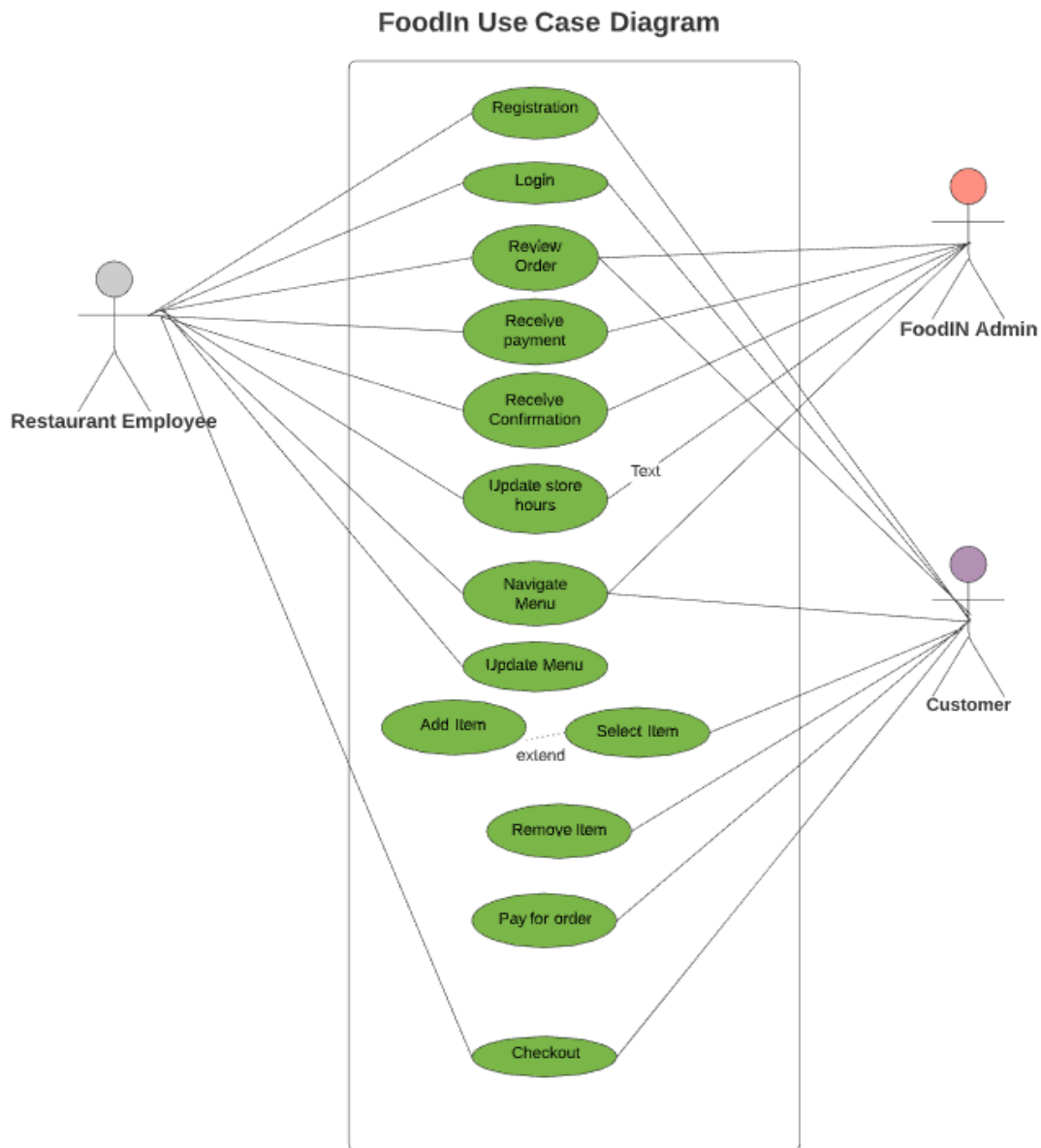
The concept of food delivery is not a new topic but the rapid growth rate in Food and Beverage industry has proved that the online food delivery is already having a huge impact on the dine-in restaurant service. With the prospect of the industry, GlobalCorp Organization is currently looking to diversify into the direct-to-consumer market (D2C) with the provision of Online Food Delivery Service - FoodIn. It has also recently brokered a partnership with Google, that will enable the company access all of Google's consumer facing products.

The paper presents several phases of the project which relates mainly to the Restaurant Services. The initial phase includes the production of a Business case which has provided a path for the project to commence on the business analysis activities. This Business Requirements Document (BRD) is a formalized documentation of all business analysis activities carried out to move this project forward to subsequent phases.

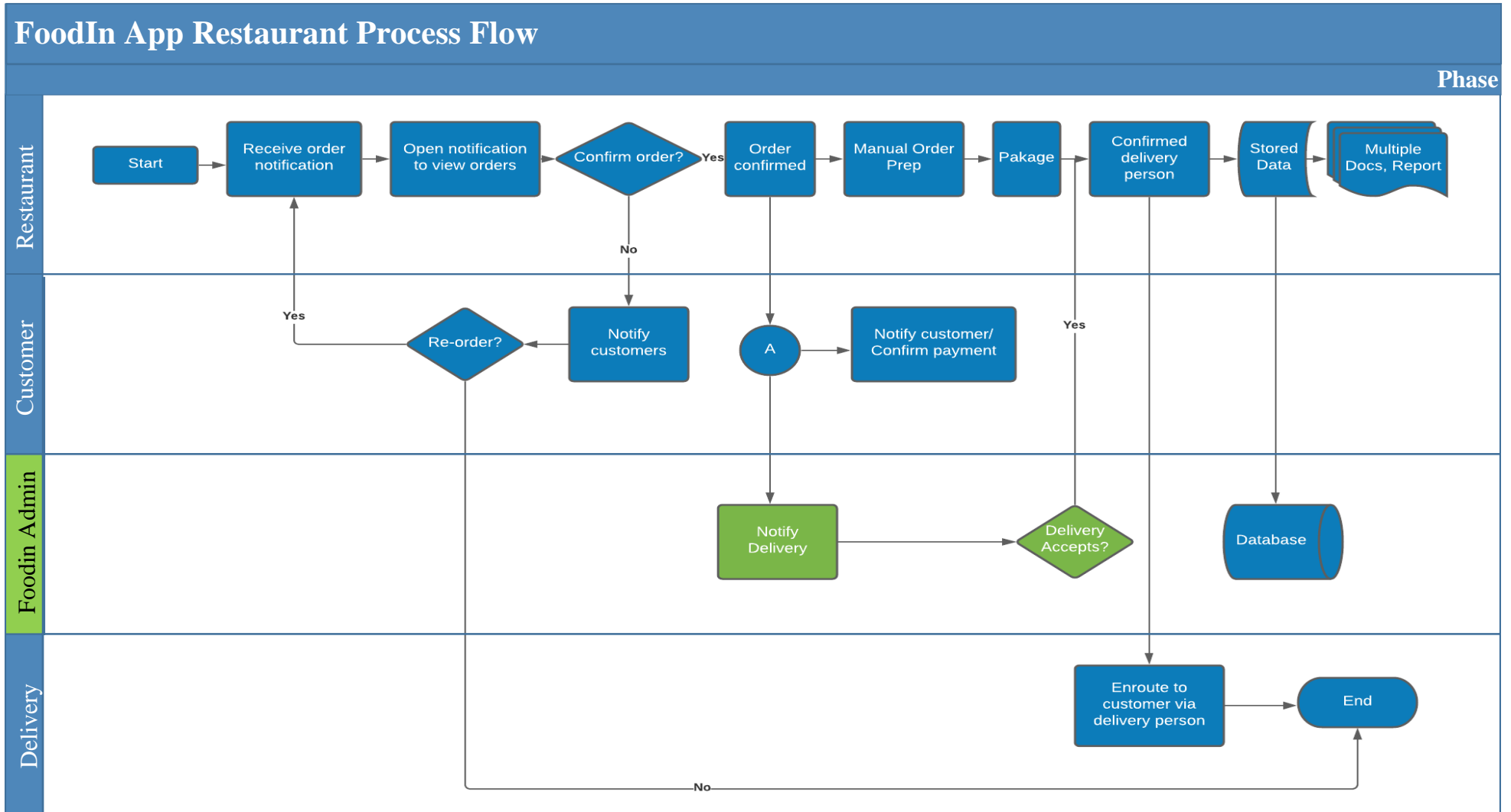
The section provides the requirements for release version 1.0 of restaurant line. This document is used by the FoodIn Team that will implement and verify the correct requirements. Unless otherwise noted, all requirements specified here are high priority and committed for release 1.0

2. TECHNICAL DESIGNS

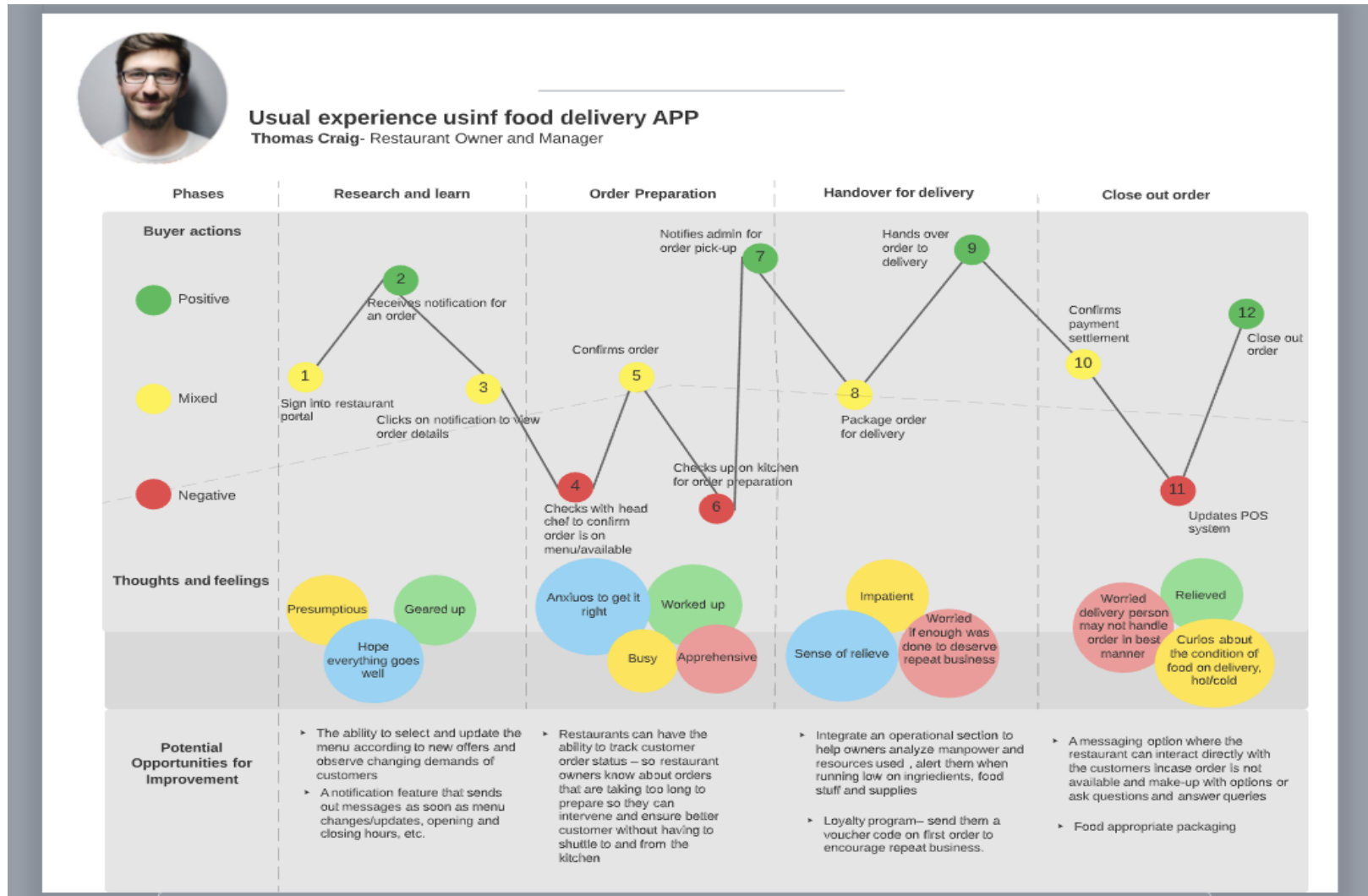
2.1. Use Case Diagram




2.2. Process Flow Chart Diagram



2.3. User Journey Map



2.4 User Persona (Restaurant Owner)



Thomas Craig
Owner & Manager

Demographics

Age:
35

Gender:
Male

Marital Status:
Single

Income:
\$67,000/yr

Location:
Austin, Texas

No. of Restaurants:
2

Quote

"I used to be so sure i was born to do this...now there is a pandemic and I have to stay worried and choose between keeping my customers satisfied and driving up sales"

Psychographics

Values
Efficiency, responsiveness and clear communication, work-life balance

Goals
Grow the online presence of his business through blogging and social media outreach and reduce labor cost through automation

Education:

Texas State University
MBA in Nutrition

Background:


- Thomas is an entrepreneur who started a business in the Food and Beverages industry 2 years ago and just opened a second restaurant.
- He likes order and organization.
- Currently juggles the role of Owner and Manager.
- Oversees the day-to-day running of his outfits and hope to open a few more restaurants sometime soon.

Interests:
Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter

Frustrations

- Frustrated with high rate of order cancellation and errors while ordering.
- Worried about low sales due to pandemic and seeking to automate ordering process thereby requiring less manpower.
- Alert system error and late pick-up
- A couple of unsatisfactory reviews on google which seem to be creating a bad image for his business


Channels



Motivations

- Responsible attitude to one's duties.
- New ways to increase sales.
- Increased satisfied customers and get a lot of good reviews.
- Reduce high rate of order cancellation and ordering errors.
- Increase turnover via pick-up service.


Technology



Level of Tech Savviness

★★★★☆
3.5/5

2.5 User Persona (Restaurant)



The Food Place Restaurant

Cuisine:
Fast Food




Number of Employees:
8

Opening Hours:
8a.m. - 10p.m. Monday to Saturday
2p.m. - 8p.m. Sundays

Location:
Toronto, Canada

Google Review Summary:
★★★★★
3/5

Average TAT to Prep order:
12 mins

Channels




Quote

"We dream of promoting our business through integrated ad and awareness online, to grow our business and to drive revenue."

Vision Statement

We imagine a community, where the key to longevity would be the good food we source from local farms and prepare for everyone in the community.

Mission

To prepare fresh, healthy, nutritious and great tasting food at reasonable prices in a clean, friendly and convenient environment and made available across wide range of channels

Main Menu List:

- Chicken Sandwich
- Chicken Sandwich – Combo
- Chicken Deluxe Sandwich
- Chicken Deluxe Sandwich – Combo
- Spicy Chicken Sandwich
- Spicy Chicken Sandwich – Combo
- Spicy Chicken Deluxe Sandwich
- Spicy Chicken Deluxe Sandwich – Combo
- Nuggets 8 Pc.
- Nuggets 12 Pc.
- Nuggets – Combo 8 Pc

Frustrations

- Worried about dwindling food sales figure especially lately and also wants online ordering process fully automated to reduce excess pay on manpower.
- Lacks accurate business insights that can provide specific customer info to aide with statistical analysis and evaluation of business and KYC
- Concerned about lack of customer retention and engagement.


General Info:

The Food Place is a new fast food restaurant located along the GTA axis. We specialize in giving our customers the best fast food experience even at a reasonable cost. We offer dine-in, takeout and can be contacted for catering arrangement

Objectives

- Promoting business online through integrated social media sites to grow business and to drive revenue.
- Quick and easy order cancellation process. Ability to cancel at any point in time either from our end or customers end without any cancellation charges.
- Simple, user friendly interface with a less complex order flow.

Technology



Level of Tech Savviness

★★★★★
4/5

3. WIREFRAMES



Figure 1: Opening screen



Figure 2: Sign up

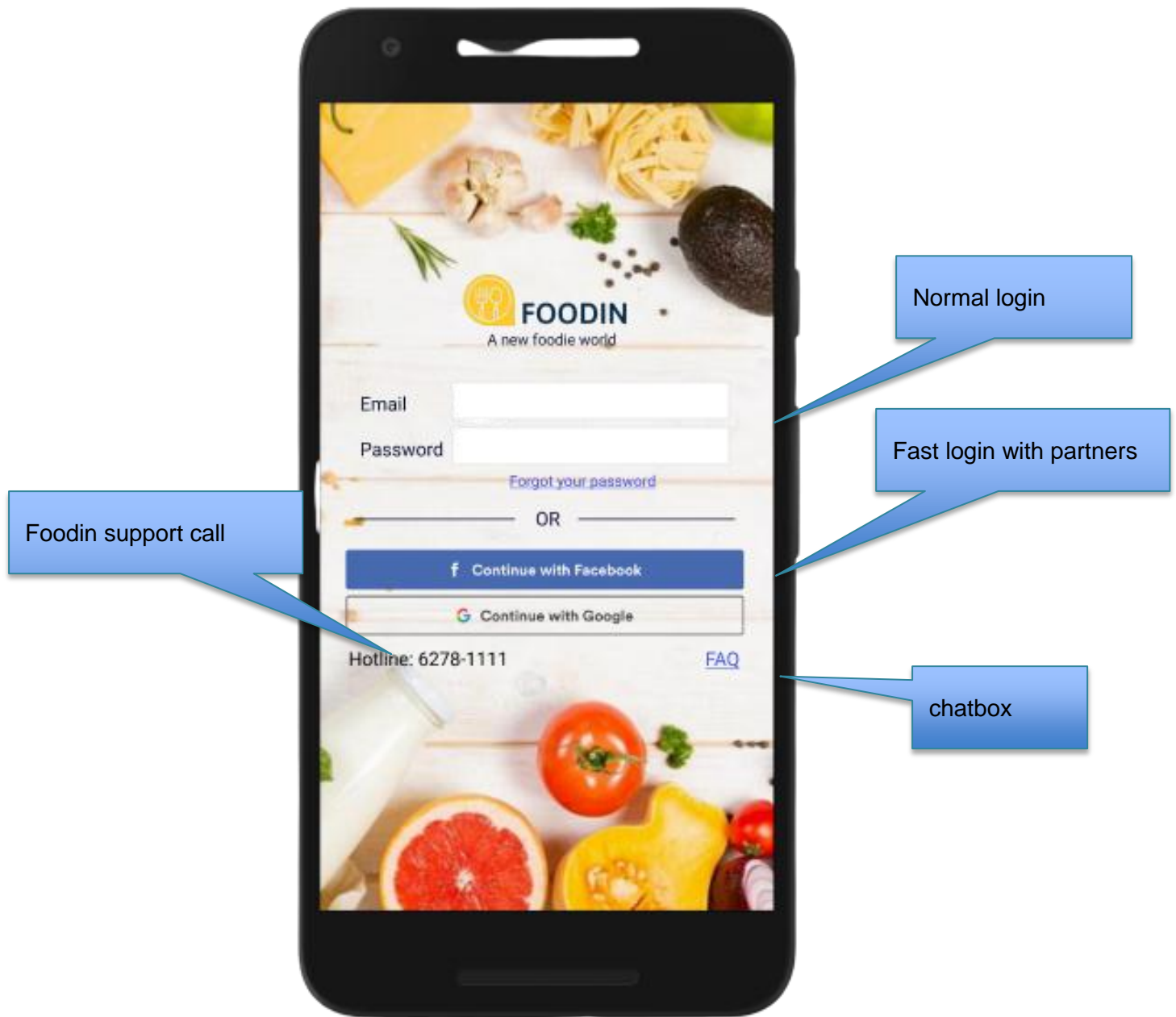


Figure 3: Login



Figure 4: Order



Figure 5: Home page

4. BUSINESS PROBLEM

1. Business environment:
 - low sales due to pandemic with high commission rate
 - inventory control and employee management
2. Reporting platforms: Lacks accurate business insights and/or abandoned analysis results in the negative experience
3. Delivery issue: late pick-ups
4. Customer loyalty: unsatisfactory reviews and feedback and lack of customer retention and engagement

4.1. Objective

FoodIn provides restaurants software to manage deliveries efficiently everywhere with a focus on customers' satisfaction and develop advanced insights through reporting function.

Our aim is also to proffer solution to the following challenges in 2.2

4.2. Challenges

1. Restaurants' activities
 - How FoodIn can manage and/or investigate the restaurants' activities which need to satisfy the policy stated in registration step discussed in Section 7.1
2. Restaurants' desires:
 - Add-in or modify their menus and promotions flexibly without any additional cost
 - Pick-ups and deliveries across all demographics on with good packaging
 - No errors or confusion in the incoming orders and tracking the process
 - Sales forecasts and inventory management to optimize their businesses
3. There is a constraint in time from system and from other stakeholders' activities; user-friendly and fast efficient support from FoodIn in the perspectives of Restaurants

5. SOLUTION OVERVIEW

- 5.1. Develop **tracking function** where Owner and/or Admin can follow the whole process from receiving the new orders, on-ready food, delivery and completion and/or cancellation
- 5.2. Create a **communication channel** via call or chat directly to Customers through FoodIn to reduce cancellation and/or ask for customer's modification in the food choices
- 5.3. Flexible function for Owner to **alert the on-ready food and change the predefined Delivery Person** if there is a late pick-up. The late time must be defined and the modification must follow the commitment with FoodIn in the policy statement
- 5.4. Develop **the Reports** with Dashboards and Analytics about the sales, conversion rate, customer visits, menu, promotions and their relations. Moreover, it can support employees' management, inventory controls and efficient forecasts.
- 5.5. A **testing notification** and/or refresh the page aim to minimize the unexpected system errors and ensure the smooth operation.
- 5.6. Integrate with partners to secure the various payment methods via Cash, Debit/Credit, Paypal, Google or Apple Pay and FoodIn Wallet
- 5.7. Develop **tag annotation software** integrated in the system where Owner can classify the positive and negative Customer feedback. In advance, it is a useful tool to help FoodIn manage the Restaurants' activities in case there is a suspect of policy violations
- 5.8. A **chatbox** can respond 24/7 to solve the high-frequent 'Asking for support' from Restaurants
- 5.9. Create a **community channel** where FoodIn can create the useful topics or trainings for Owners, introduce new functions and increase the brand recognition

6. ASSUMPTIONS

The Business Requirement Document is prepared based on the following assumptions:

- All other FoodIn team have provided functional services to integrate with the FoodIn restaurant services team solution (e.g. Driver services team and Customer services team).
- The details related to the product, customer, payment and service transaction provided automatically and/or manually.
- Administration and permission roles are handled in a different document.

7. RISK

7.1.Data Breach: security and privacy for users' data to ensure the privilege of users

7.2.Complex Security Architecture: its utilization of security design may become a major challenge to the restaurant owner(s).

7.3.Not meeting client's food need expectation: food differs from the restaurants. Using the actual professional pictures of every meal and item can reduce rate of food returns/cancellation

7.4.Intellectual Property Theft: stealing pictures, website images, product description happens. This can be stated in our policy agreement to confirm that restaurants have the rights to only post materials and information supplied to FoodIn.

7.5.Registering sub-standard Restaurants: or unsecured restaurants in terms of Food Safety. To solve this, requesting regularly the restaurants to provide us the copies of their certifications from government regulatory agencies or relevant health authorities.

8. REQUIREMENT SCOPE

8.1 In- scope

1. New restaurants will be able to sign up with FoodIn to register and create profiles.
2. Accept or reject incoming orders.
3. Alert nearby couriers that an order is ready to be picked up
4. Manage your restaurant's delivery orders from start to finish
5. See which courier has been assigned to a particular order
6. Print receipts for all orders made.

8.2 Out of scope

1. Operational section that tracks utilization of resources and manpower in real-time
2. System that manages all sorts of ad campaigns, voucher and promotions
3. Real-time tracking of all food delivery
4. Report functions with Dashboards and Analytics
5. Some non-functional requirements

9. REQUIREMENTS

9.1 Restaurant registration

1. The restaurant owner must go to the FoodIn app homepage where they will see “sign in” section, “sign up” section and/or “get started” section.
2. Restaurant owner shall click on a section to sign up
3. Fill in compulsory sections which are marked in red star *

 - a. Restaurant Name
 - b. Restaurant Address includes the street, specific number, region code and country
 - c. Phone number: contains *[the region/country code]* – numbers
 - d. Email address: must be unique and follow as email_prefix@email_domain, both terms are in acceptable formats. For example, username@mail.com, "username" is the email prefix, and "mail.com" is the email domain.
 - e. Number of restaurant locations: choosing available options with limits of 10. For above 10, choose more options and write down the specific integer numbers.
 - f. Type of cuisine: choose the listed options. The minimum choice is 1 and maximum is 5

4. Optional information which is mention as (*Optional*)
 - a. Floor/Suit: more details in the user’s address
5. Create password: Those are the password criteria
 - a. must contain at least 8 characters (12+ recommended)
 - b. must contain at least one uppercase letter and at least one lowercase letter
 - c. must contain at least one number
 - d. must contain at least one special character (!'#\$%&'()*+,-./:;<=>? ...)
 - e. must not contain the user’s name and/or email

6. Restaurant owner shall submit form with an agree on statement of company's policy linked to another browsers/document where mention some below information in details
 - a. Phrase interpretation: to clarify the terms mentioned in system
 - b. Scope of services: service provision, limit and liability
 - c. Obligations of FoodIn and Restaurants are required by law and/or by FoodIn
 - d. Payments and Commissions
 - e. Ownership and rights between the parties
 - f. Data privacy and data security
 - g. Other warranties
 - h. Termination

9.2. Notification to restaurant after registration

After filling all information, an email with an attached link is sent to the registered email in order to confirm the account. After account is encrypted, the successful confirmation is shown up in an open browser with a note *"Thank you for using our delivery service. Your account is successfully registered, our staff will contact you within 2-3 business days to confirm your registration. Please see the [\[video\]](#) to see the Foodin instructions."*

An active e-mail address account is sent to business after registration confirmation with the information *"Thank you for your trust in our Foodin Service, your account is active now, please click on the [\[link\]](#) to confirm your account"*. This enables us to communicate with User(s) electronically regarding their Online account(s).

9.3 Restaurant owner sign in

The login account via 2 options:

- by personal or/and business email or fast sign in with an alternative via third-party social media such as Facebook or Google account. With those social service, there are some following requirements:
 - FoodIn has the right to access some of user's third-party account information authorized by the service such as name, email, date of birth or address.
 - User has a right to disable the third-party platform connection at any time
- The 'Forgot password' hyperlinks to an automatic email to reset the password. User clicks on the link to create new password. For other failure, link to an open browser with the statement *"Please contact [\[Hotline number\]](#) or via our chatbox to support"*

The following steps to sign in the app:

1. Restaurant owner shall go to the app login page
2. Enter Username and password
3. System shall verify the username and password against every registered user
4. The system starts a login session and displays a welcome message based on the user's preferences.
5. If username is invalid, the system goes back to step 2

9.4 Manage Order(s)

The following steps to manage order(s):

1. Restaurant owner shall be able to manage orders
2. View full order details including customers address, food order, bill and full name
3. Accept order
4. Cancel/Refuse order
5. Print order receipt
6. View delivery driver