Company Description

Daniel restaurants operates restaurants and bars in the US, Canada and UK. The restaurant is chain is operated by the famous chef Daniel Boulud and offers a wide range of French cuisine complemented by a 1570 types of wine selections for a customer. For the restaurant a transaction has two parts of the food/wine and the experience with both having equal experience. Both happen simultaneously and happen with the New York business generating $12,700,000 annually[1], with an average transaction of $170. The clients consist of dinners and wine drinkers whereas the suppliers comprise of wine suppliers and food suppliers.

Scope definition Phase I

The current endeavour involves creating a digital reservation and ordering system that would be available to the customer on Mobile (android and IOs) and on computers via its website. Once the system is in place, it would enhance the value of customer experience while at the same time allowing Daniel Restaurants to deliver the food with a better supply system which would use the data to save cost on providing the quality French cuisine that is so famous for. The system would be designed, implemented in 14 months at a cost of $130,000, would require a team of 20 members.

Problem Analysis Phase II

As of now Daniel restaurant is one of the best restaurants in terms of service and food. Reservations can be made either through the company's official website or through other reservation sites. However with increasing impact of online word of mouth[2] the experience part of the restaurant has become more important than ever. The current project would enhance the customer experience majorly before he/she even steps inside the restaurant. Specifically there are five problems with the current system that can be corrected with a relevant system improvement objective

Problem	System improvement objective
No way to visually book the seat that you want to see	Provide a way to visually book the seats.
No way to automatically verify the booking at the gate of restaurant.	Give the customer a way to digitally verify his booking at the gate of the restaurant.
Lack of information integration in the supply chain	Use automation to increase the benefit of creating a virtual reservation system
Customer not presented with the view that he would have when he is dining	Use virtual representation to get a view that he/she and his loved ones would have while dining.
No way to order the exact food in advance along with digital payment collection	Create a digital food booking along with digital payment collection.

Requirement analysis Phase III

Three stake holders of the clients, suppliers and customers would be expecting the following features out of the current system.

Daniel Resturant (adminstration of the system)	Daniel Resturant(quality of the system)
• Demand Distribution of the customer • Feedback system more in house	• Waiting time measurement for the cusomters • Ordering of the required items.

Customer	Supplier
• Reservation of the seat • Ordering of the meals	• Automatic intimation of new orders • Direct loging of complaints

The Daniel restaurant would expect the new system to aid it in system administration in analysing the demand distribution for seats and products while at the same time allowing the restaurant chain to analyse the complaint system. Furthermore Daniel's would expect two features to aid it in terms of judging the quality of the operations through looking at the accuracy of the order items delivered while at the same time measuring the waiting time for the customer.

The customer would expect to be able to make the reservation of his seat and be able to pay for that reservation through a credit and debt card. Furthermore he should also be able to order for the food that he would like on that day.

The supplier should get automatic intimation of the supplies he is expected to bring in on a given day. Moreover the complaints of a customer that are tracked back to the supplier should also be intimated to him automatically.

Decision analysis Phase 5

Operational feasibility

Operational feasibility of the project would be analysed through taking multiple steps. Customers would be presented with the system and their feedback integrated into the project with the same being done for the physical operation of the firm. The implementation of the application would be done through as a shock therapy but not before running the original application in parallel duting the testing phase. The waiters and the lower staff would be the primary assets that would be disturbed from their normal operations. Only the servicing of the customers would change with additional demand analysis affecting the internal working of the organisation. 2 months would be kept for software testing post launch. The innovation would first be launched in New York and once the system is finalized it would be copied all over the world.

Economic feasibility

Economic Feasibility of the project is being given as following (with all the values being predicted ex-ante perannum values unless otherwise mentioned) [notes IIR = Increase in revenue]

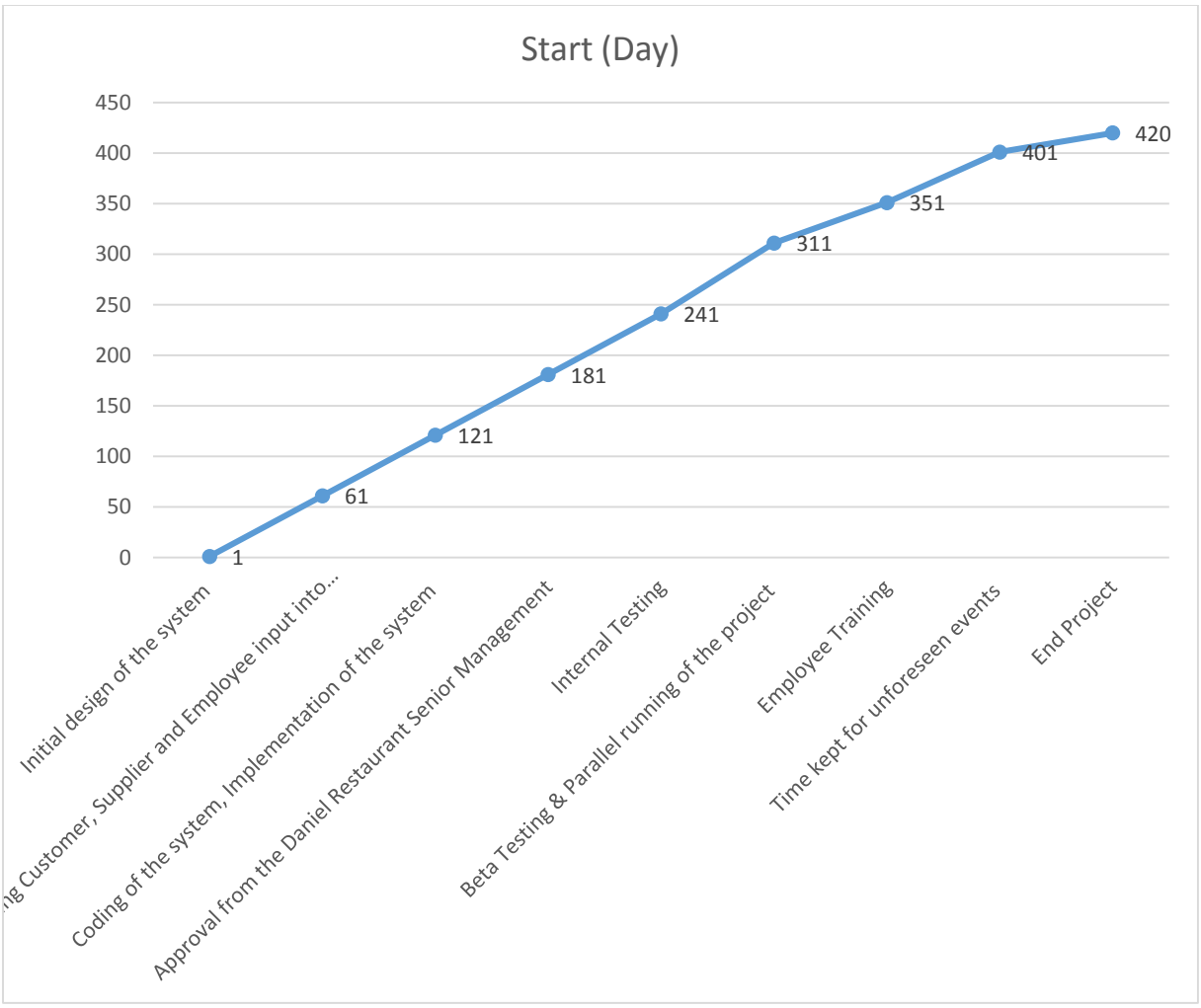
Benfits	Economic Value of the Benefit.
Expected increase in revenue due to customer shopping	65,000
IIR improved customer experience	35,000
IIR lower waiting times	20,000
IIR due to pricing according to the demand of the product	15,000

Total	135,000
Costs	Economic Value of the Costs
Design, Implementation	110,000
Training Cost	20,000
Per year cost of maintenance	40,000
Total	170,000
Net Benefits 1st year	-35,000
Net Benefits 2nd Year (no inflation in prices)	95,000

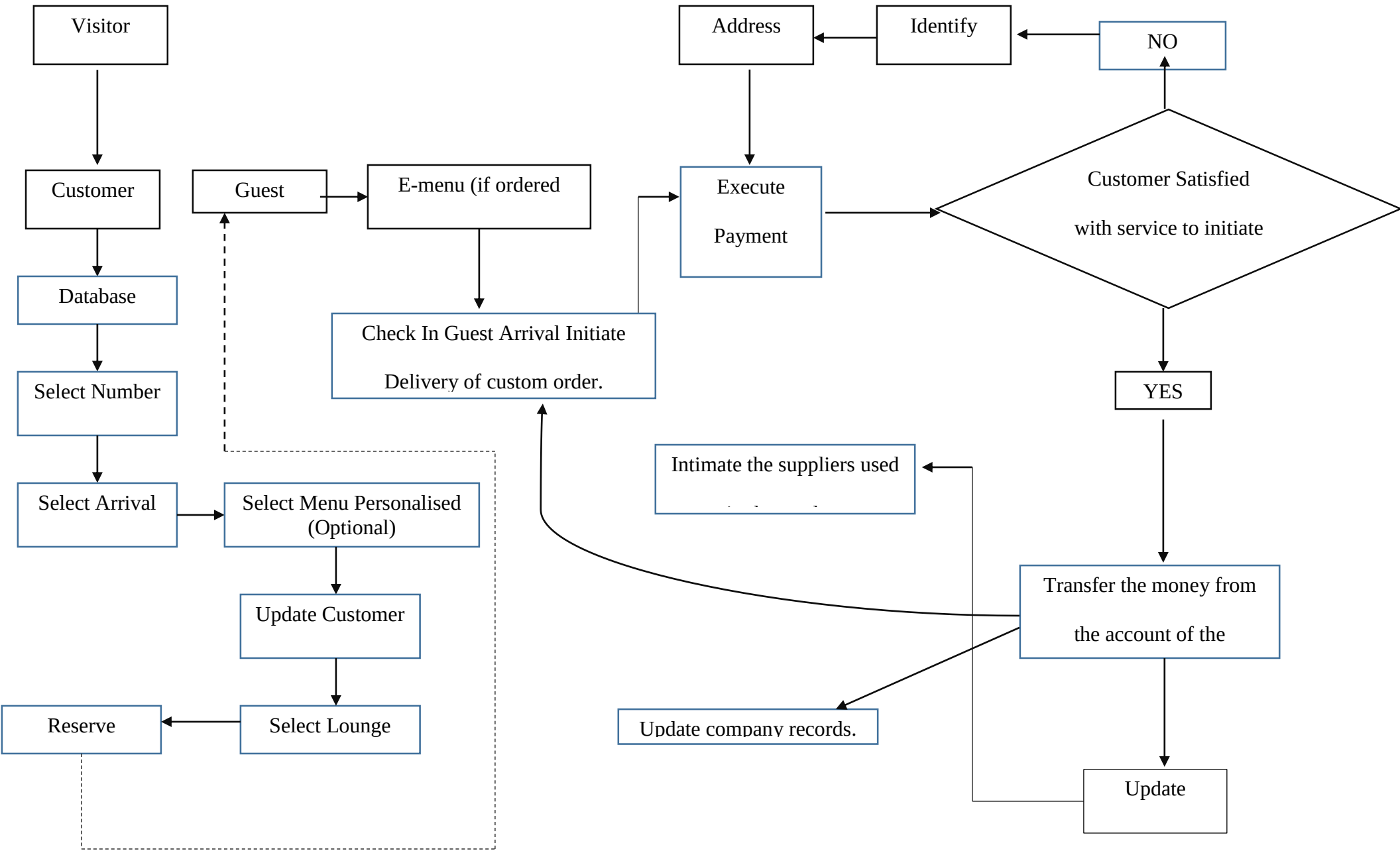
Schedule feasibility

The project would last for 14 months and would be counted in days (assuming no holidays).

Task	Start (Day)	End (Day)
Initial design of the system	1	60
Integrating Customer, Supplier and Employee input into design	61	120
Coding of the system, Implementation of the system	121	180
Approval from the Daniel Restaurant Senior Management	181	240
Internal Testing	241	310
Beta Testing & Parallel running of the project	311	350
Employee Training	351	400
Time kept for unforeseen events	401	420


Start (Day)
450
400
350
300
250
200
150
100
50
0
1
61
121
181
241
311
351
401
420
Initial design of the system
ng Customer, Supplier and Employee input into...
Coding of the system, Implementation of the system
Approval from the Daniel Restaurant Senior Management
Internal Testing
Beta Testing & Parallel running of the project
Employee Training
Time kept for unforeseen events
End Project

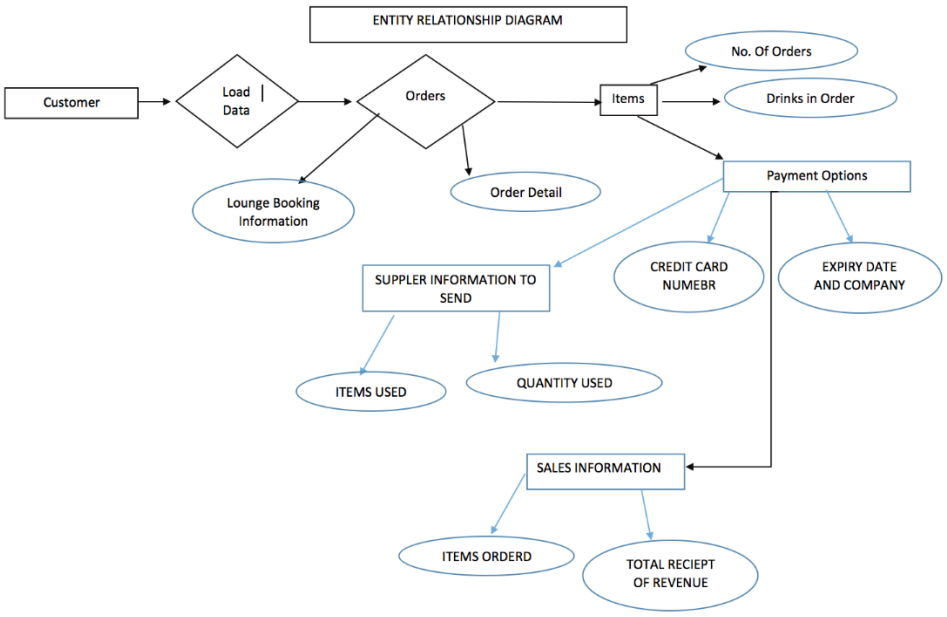
Logical Process Model



Construction and testing Phase 7

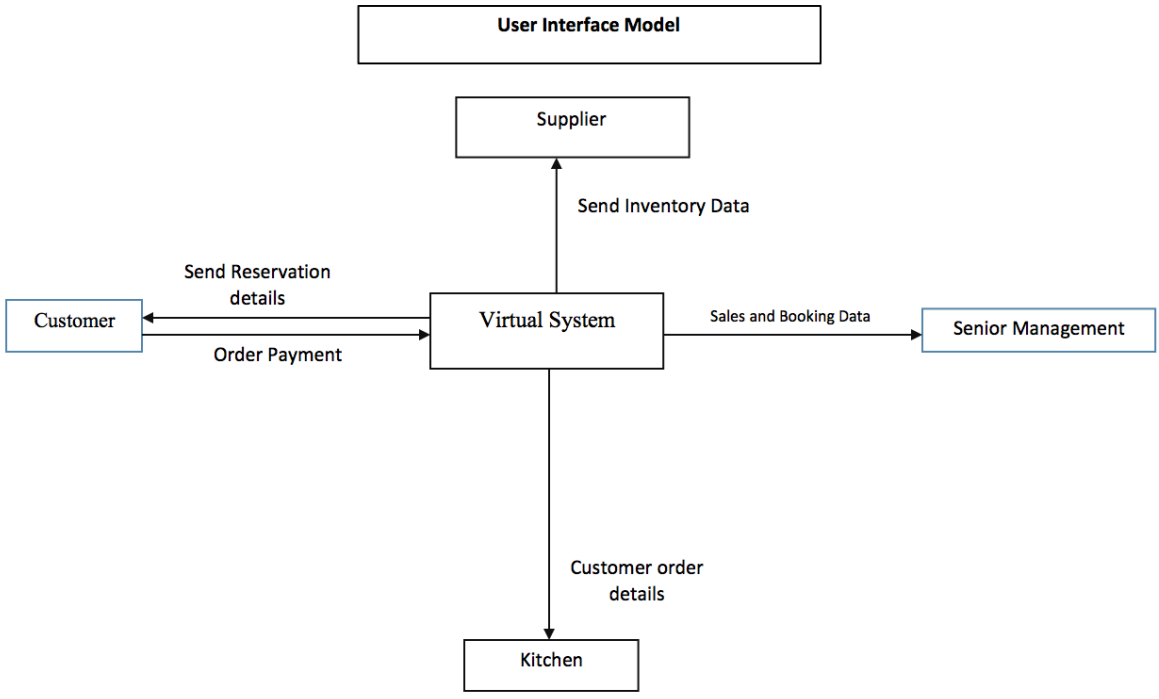
The exact seat booking would be tested by the testers booking specific seats and other customers trying to book the same seat for the same day same time. Moreover food ordering would be tested by testers ordering food that isn't available on that day. Furthermore demand intensity for certain positions would be tested by checking if the frequency and timing of testes matches the data that is generated out of the system. Furthermore actual testers would pose as customers and would calculate the time spent waiting in order to receive one's orders. Complaint registration would be tested by logging the complaint on multiple formats.

For the suppliers the intimation to the suppliers of their product used would be tested by ordering products and seeing if the product has registered in use and in the right quantity. Furthermore direct complaints would also be lodged in order to check if they are received by the supplier.



Installation and delivery

For administration of the system, demand intensity analysis for different product and reservations in general allow Daniel restaurants to decide on staff hiring (temporary and permanent) and bargain for product purchase in advance at lower costs. The in-house feedback system first of all save the company the effort of having to scout online for its current customer perception. Furthermore it also allows the customer to communicate with the restaurant in a more direct manner hence lowering the chances that the customer would go public about the complaint.



For maintain quality of the system Daniel would use the new system to measure waiting time for the customers which would already be reduced because of the fact that the customer would have ordered the product and payed for it. Furthermore quality of the system would also be maintained by looking at the most demanded products, hence allowing the company to expand the most demanded products in order to better exploit the demand for those products.

The customer is supposed to book his favourite seat by manually selecting the table that he likes and then do the same for the food that he wants to buy. The customer should also be able to pay for the product in advance with both the features aimed at lowering the waiting time for the customer.

The features provided to the supplier would let the supplier know in advance for the products that he could possibly be asked for Daniel restaurant. Furthermore automatic complaints forwarding would allow him to correct his mistakes in a faster manner and hence lead to more stable relations with the stakeholders for Daniel restaurant.