**Project Preparation Report**

**Title:** Coffee Shop Mobile Ordering/Account Application

**Introduction:**

**Background:** Currently, there are many coffee shops that are non-franchised locations that do not offer a mobile ordering service for their customers. Many coffee shops only offer over-the-counter ordering capabilities, but this single-faceted approach both slows down ordering times, lengthens the time customers are waiting in line, and decreases overall revenue for the shop. At the same time, these same coffee shops often do not offer a digital reward program that is both easy to use and contains the necessary accessibility to create loyalty.

**Purpose:** The purpose of the Coffee Shop Marketplace Application (CSMA) is to create a plug-and-play marketplace software platform that any coffee shop can simply implement into their workflow that adds a mobile ordering and loyalty program to their coffee shop, that allows customers to create an account, order coffee, and earn rewards for the coffee shop.

**Main Functionalities**: The main functionalities of the CSMA can be broken into two main parts.

**Seller Functionality:**

* Receive Customer Orders and Payments
* View Past Records
* Advertise Specials on Application

**Customer Functionality:**

* Create Account
* Order Coffee
* Pay via Mobile Application
* Earn Rewards/View Stored Rewards
* View Past Orders