

Jaa Jong Tee

Jong Jing Jung Company

**Mobile reservation app that simplifies seat booking and
pre-ordering**

By

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Business description

Company Name: Jong Jing Jung company

Business Name: Jaa Jong Tee

Industry: Hospitality Technology

Overview of Ja Jong Tee

Ja Jong Tee is a technology-driven company dedicated to revolutionizing the dining and café experience by addressing critical challenges such as seating availability, long wait times, and inefficient service management.

Our flagship product, the Mobile Reservation App, provides a comprehensive solution for both customers and restaurants by enabling seat reservations, pre-ordering food and beverages, and seamless digital payments. Customers can book a chair ahead of time, select and pay for their meals, and arrive at a venue knowing their order is ready. This eliminates peak-hour frustration, disorganized seating arrangements, and long wait times, ensuring a smooth and stress-free dining experience.

Beyond individual diners, Ja Jong Tee also supports business professionals, students, and remote workers who need reliable seating and work-friendly environments in cafés and restaurants. The app allows business groups to book meeting spaces, providing a platform for corporate events, networking gatherings, and team discussions.

With its real-time availability tracking, the platform helps restaurants and cafés optimize seat utilization and service efficiency while ensuring a personalized, hassle-free experience for customers.

Mission Statement

To revolutionize the dining and café industry by providing customers with a seamless, stress-free experience, enabling them to reserve seating, order goods, and enjoy their time without waiting.

Vision

To become the leading platform in the reservation and dining industry by reshaping how restaurants, cafes, and coffee shops manage seating, orders, and customer interactions, making dining experiences more efficient and enjoyable for all.

Business Model

Our business operates on a freemium model. Customers enjoy basic features such as booking and ordering for free, with premium features such as VIP seating, faster ordering, and personalized services available for a subscription fee. Restaurants and Cafes pay a subscription fee or commission per transaction to access our platform's booking, analytics, and customer engagement tools.

What We Do

We provide a mobile app that allows customers to pre-book seats and pre-order food and beverages at restaurants, cafes, and coffee shops. By securing both seating and orders ahead of time, diners can walk into their chosen venue and enjoy their meal or drink almost immediately, bypassing long waits. This helps businesses manage crowds and improve operational efficiency, while customers experience a smoother, faster service

- Seat reservations & real-time availability updates
- Pre-ordering & digital payments for a seamless experience
- Loyalty rewards & exclusive discounts for returning customers
- Queue management & virtual waitlists for fully booked venues
- Direct customer-restaurant communication via the app
- Custom seating options for remote workers & business professionals

This ensures that customers enjoy a stress-free dining experience, while restaurants benefit from better seat optimization, reduced congestion, and increased revenue.

Competitive Advantage

Our platform seamlessly combines seating reservations with pre-ordering, offering users the convenience of securing both a seat and their order before arriving and the current number of seats. We provide unparalleled convenience and efficiency for customers.

Additionally, the app offers exclusive discount codes, including promotions for first-time users, time-limited specials, loyalty rewards, and referral bonuses. Customers who link their credit cards, bank accounts and telephone networks also enjoy benefits such as discounted meals, priority seating, and cash-back rewards, enhancing the overall experience and incentivizing continued use.

Key Differentiators

- Real-time availability tracking: Customers can see live seat availability and make instant bookings.

- Loyalty programs & discounts: Customers receive first-time user promotions, referral rewards, and priority seating options.
- Seamless payment integration: Supports credit card, bank-linked transactions, mobile wallets, and membership points.
- Smart queue management: Customers can join a virtual queue and receive notifications when a table is available.
- Restaurant analytics & business insights: Helping businesses optimize seating arrangements, manage staff schedules, and increase sales.

By providing real-time updates, digital ordering, and a user-friendly experience, Ja Jong Tee bridges the gap between restaurants and customers, making dining smarter and more efficient.

Current Status of the Company

Overview

Ja Jong Tee is a leading technology company in the hospitality and restaurant industry, driving innovation through its Mobile Reservation App. With a strong market presence and an expanding user base, the company continues to transform how restaurants, cafés, and customers interact with seat reservations, pre-ordering, and digital payments.

Development Stage

The platform is continuously enhanced to deliver a seamless user experience and business efficiency through:

- AI-driven seating reservations & pre-ordering functionality for optimal table management.
- Advanced payment & discount system integration including cashback and banking rewards.
- Smart queue management & predictive analytics to improve waitlist optimization.
- Real-time direct-call feature & AI-powered customer support for instant issue resolution.
- Multi-platform accessibility (Mobile, Web, API integrations) to expand service reach.
- The User Interface (UI) and User Experience (UX) are continuously being refined to ensure smooth navigation and seamless interactions for both customers and businesses.

Market Validation

As a pioneer in restaurant-tech solutions, Ja Jong Tee has established itself as an industry leader with:

- Millions of active users across major cities and user interviews indicate strong interest from students
- Thousands of partnered restaurants, cafés, and business hubs
- Strong partnerships with leading financial institutions and telecom providers to integrate exclusive discounts, loyalty programs, and payment benefits.

Partnerships & Collaborations

Ja Jong Tee collaborates with top global brands in the hospitality, banking, and telecom industries to enhance customer engagement and business efficiency:

- Exclusive promotions & rewards in collaboration with leading banks & mobile carriers.
- Integrated restaurant analytics & AI-driven insights for businesses to optimize seat utilization.

- Cross-platform marketing strategies to drive customer acquisition and business partnerships.

These collaborations will enhance customer engagement while expanding the app's financial ecosystem.

Financial Position

Ja Jong Tee is a highly profitable tech company with multiple revenue streams, including Subscription-based services for premium restaurant features & business tools. Transaction commissions on every reservation & pre-ordered meal. Sponsored promotions & advertising partnerships with hospitality brands.

The company has successfully secured strategic investments and funding, ensuring:

- Continuous technological advancements and AI-driven automation.
- Expansion into new regions, including global hospitality markets.
- Further development of customer engagement features, business intelligence tools, and IoT-based smart dining solutions.

Summary

Ja Jong Tee has been a dominant force in the hospitality technology sector, providing cutting-edge reservation and pre-ordering solutions to millions of users. With strategic global partnerships, a strong revenue model, and continuous innovation, the company is poised for further international expansion and long-term success.

Product(s) & Service(s)

Product and service overview

Mobile Reservation App is an innovative platform designed to revolutionize how customers secure seating and order food at restaurants, cafes, and coffee shops. The app allows users to check the current number of seats, reserve a seat and pre-order food or drinks before arriving, and even connect directly with the restaurants or cafes for real-time updates or special requests if necessary, ensuring a smooth, efficient, and hassle-free dining experience, working and reviewing the lesson. This product provides both consumer-facing and business-facing services, enhancing customer satisfaction and optimizing restaurant, cafe, and coffee shop operations.

Features of product and services

Seating Reservations

- For Customers can browse available seating in real time, select their preferred seating type (e.g., window seat, outdoor area, group seating), and book a spot for a specific time. This service ensures that users have a guaranteed table, even during peak hours, and eliminates the uncertainty of walk-in availability.
- For Businesses the restaurants and cafes can use the app to manage table reservations effectively, minimizing overbooking and optimizing table turnover rates. Businesses can also mark specific seating areas as "priority" or "special," offering premium options for users willing to pay extra.

Pre-Ordering Food and Drinks

- For Customers users can place food and drink orders before arriving at the venue. This ensures that their order is prepared and ready to serve upon arrival, reducing wait times and enhancing the overall dining experience. Pre-ordering also allows users to review the menu in advance and customize their selections.
- For Businesses restaurants can prepare orders in advance, improving operational efficiency and speeding up service during busy times. This feature reduces kitchen bottlenecks and ensures higher customer satisfaction.

Direct Call Feature

If seating is fully booked online or unavailable, the app provides a direct-call feature to the restaurant, café, or coffee shop.

- For Customers users can quickly connect with the venue to inquire about seating availability, cancel reservations, or make special requests.

- For Businesses this feature ensures they don't lose potential customers by offering alternative ways to accommodate them, even outside the app's reservation system.

Exclusive Discount Codes and Promotions

Customers receive unique discount codes directly from the app, including

- Welcome discounts for new users.
- Promotions for off-peak hours to drive more traffic during quieter periods.
- Time-limited discounts for holidays or special events.

Discounts can also be offered for customers who frequently use the app, such as loyalty rewards or special deals for repeat bookings.

Integration with Credit Cards, Banking Rewards and telephone networks

Customers can link their credit cards, bank accounts and telephone network to the app to unlock additional financial benefits, including:

- Cashback on food orders or reservations.
- Loyalty points that can be redeemed for future discounts.
- Priority seating options for premium users who frequently use the app.

This integration encourages digital payments while enhancing customer loyalty through added financial incentives.

Virtual Queue Management

If all tables are occupied, the app allows users to join a virtual waitlist. They receive notifications when a table becomes available or offer other types of seats to help decide whether there is no need to wait, enabling them to plan their time efficiently without physically waiting at the venue.

Personalized Dining Recommendations

The app uses data analytics to suggest restaurants, cafes, or dishes based on the user's past preferences, dietary needs, and location. This ensures that users can discover new venues while enjoying a tailored experience.

Customized Seating for Business Needs

For corporate groups, the app offers options to reserve private rooms or areas within restaurants for meetings, company parties, or networking events. Businesses can add specific requirements, such as AV equipment (AV equipment might include a projector, microphone, or screen) for presentations, when booking.

Analytics for Businesses (B2B Services)

The app provides businesses with insights into customer trends, popular time slots, and menu

preferences. This data helps businesses improve their services, manage inventory, and plan staff shifts effectively. Promote advertising to nearby people and habitue customers

Referral Program

Users can earn rewards, such as discount codes or loyalty points, by referring friends to the app. This feature encourages organic growth while rewarding existing users.

Advanced User Profiles

Customers can create personalized profiles to save their favorite restaurants, dietary preferences, and past orders. This makes it easier for them to book and order quickly in the future

Target Customers

1. Restaurants and Cafes (B2B)

Restaurants and cafes, establishments looking to improve customer flow, increase revenue, and enhance overall customer satisfaction. Particularly those in high-traffic urban areas, are an essential part of the app's target market. The app enables businesses to manage reservations efficiently, reduce wait times, and optimize seating arrangements. It also helps them handle peak-hour demand, increasing customer satisfaction while improving operational efficiency.

2. Students Looking for Study Spaces

Many students face difficulty finding a quiet, comfortable space to do homework or read books, especially during peak hours. The app offers students a solution by allowing them to reserve seats in cafes or restaurants where they can work, study, and read without the stress of finding a seat. This ensures a conducive study environment away from home.

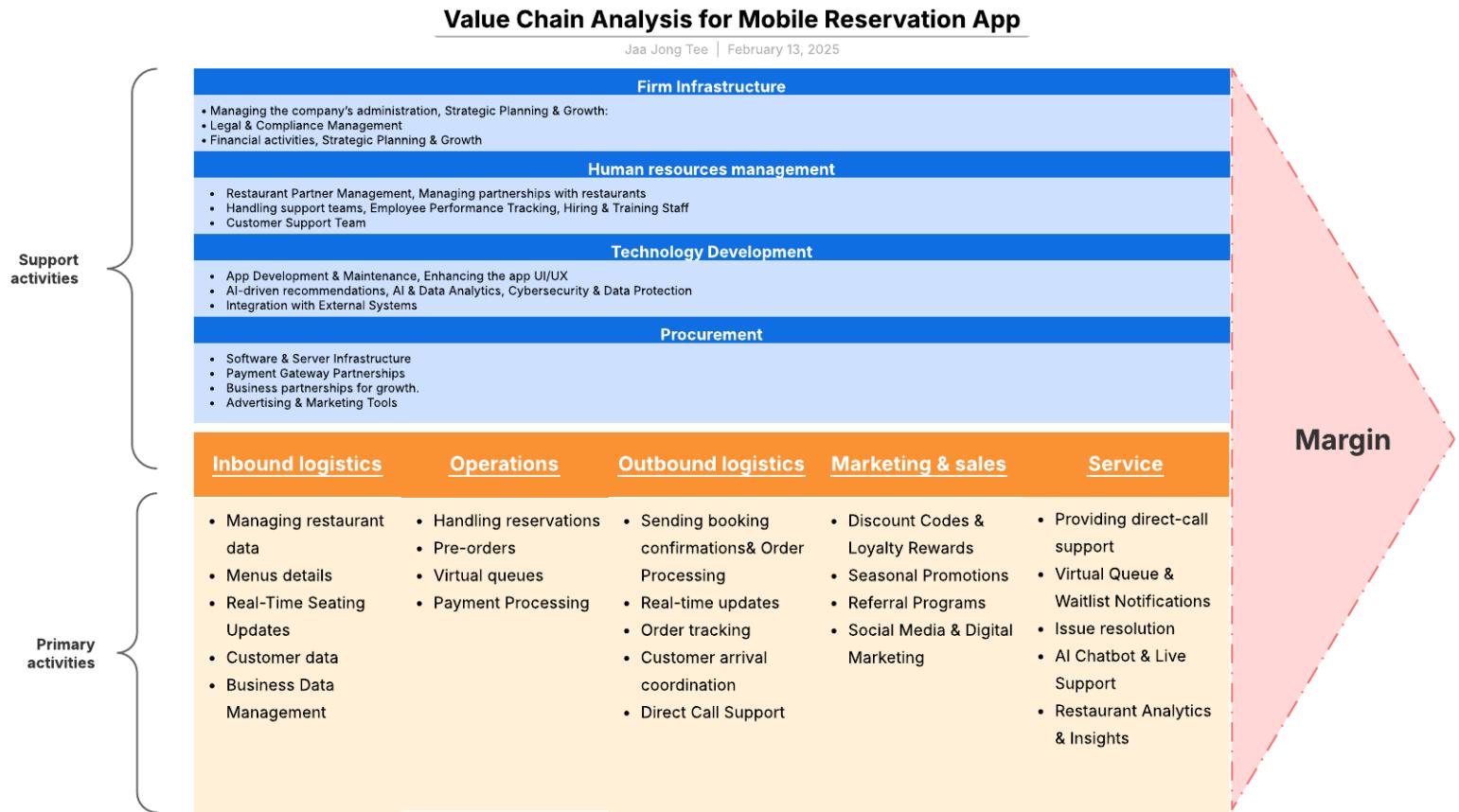
3. Professionals Seeking a Flexible Workspace & Business Meetings

Modern professionals, including remote workers, flexible workspace, digital nomads, and corporate teams, often need a comfortable and productive workspace outside the office. Whether working individually or conducting business meetings, team discussions, or networking events, finding a suitable venue with available seating can be a challenge. The Mobile Reservation App caters to these needs by allowing users to reserve seats in cafes and restaurants that offer ideal workspaces. Individuals can secure quiet seating to focus on tasks while enjoying coffee or a meal, while business groups can book private or group spaces for meetings, corporate gatherings, or networking sessions. This ensures a professional yet relaxed setting with pre-ordered refreshments and seamless service, making work and collaboration more efficient.

Simulate the User interface



Value Chain



Explanation of Each Primary Activity in the Value Chain

Inbound Logistics (*Managing Restaurant & Café Data*)

- Managing restaurant data:** Collecting seating availability, Menu details, and operating hours from partner restaurants. Managing restaurant onboarding for smooth integration into the platform.
- Menu details:** Menu & pricing management restaurants update their food menus, pricing, and promotions within the system.
- Real-Time Seating Updates:** Ensuring real-time updates of seating arrangements and menu options. The app synchronizes restaurant seating availability, ensuring customers see the latest information.
- Customer data:** Collecting personal data for managing and forwarding to restaurants and applications for analyzing smooth integration into the platform.

- **Business Data Management:** Restaurants can set operational hours, holiday closures, and special events within the app.

Value Created: Ensures that only available seating is shown to customers, preventing double bookings. Provides restaurants with a structured way to manage reservations and customer preferences. Reduces manual work for businesses by automating menu updates and table tracking.

Operations (*Managing Reservations, Orders & Payments*)

- **Handling reservations:** Customers browse available seating and make seat reservations, select seating (e.g., window seat, group table), and make a booking.
- **Pre-Ordering:** Customers place orders for Food & Drinks before arriving, allowing faster service to minimize wait times.
- **Virtual queue:** Queue management ensures efficient seating optimization. The system analyzes peak hours and suggests alternative times or locations when seats are full.
- **Payment Processing & Discount Application:** Customers can pay via credit card, banking rewards, or app wallet, and applicable discounts or cash back rewards are automatically applied.

Value Created: Eliminates the need for customers to wait for a table. Enhances restaurant efficiency by allowing pre-ordered meals to be prepared ahead of time. Prevents overbooking, ensuring a smooth dining experience.

Outbound Logistics (*Confirming Reservations & Order Processing*)

- **Sending booking confirmation & Order Processing:** Process that sends messages to customers for confirmation and restaurants receive reservations and prepare meals in advance..
- **Managing real-time updates:** Customers receive reminders on order status and seating availability, updates on wait times order status, and notifications if changes occur.
- **Live Order Tracking & Status Updates:** Customers can track their reservation status, estimated wait time, and food preparation progress.
- **Customer arrival coordination:** The app optimizes arrival time suggestions to prevent unnecessary waiting.
- **Direct Call Support:** Customers can contact restaurants directly for last-minute changes or issues.

Value Created: Improves customer communication by keeping them updated. Helps businesses manage inventory efficiently by forecasting food demand based on pre-orders. Reduces confusion between customers and restaurants by offering a clear confirmation process.

Marketing & Sales (*User Acquisition & Business Growth*)

- **Discount Codes & Loyalty Rewards:** Customers earn points for bookings, which can be redeemed for future reservations. Offering discount codes, referral programs, and seasonal promotions to attract users.
- **Referral Programs:** Users invite friends and receive discounts or free upgrades.
- **Seasonal Promotions:** Restaurants offer limited-time discounts to attract off-peak customers. Offering discount codes by App on season. Partnering with restaurants & cafes for exclusive deals.
- **Social Media & Digital Marketing:** Ads on Facebook, Instagram, and Google drive app downloads and engagement. Implementing campaigns to grow the user base.

Value Created: Encourages repeat business by rewarding loyal users. Helps restaurants fill tables during non-peak hours through targeted promotions. Increases customer acquisition through referral incentives and strategic partnerships.

Customer Service (*Support & Assistance for Users & Businesses*)

- **Providing direct-call support:** Providing a direct-call feature for real-time inquiries.
- **Virtual Queue & Waitlist Notifications:** Users receive real-time updates on table availability.
- **Issue resolution:** Offering support for reservation issues, refunds, and cancellations.
- **AI Chatbot & Live Support:** Customers can get instant responses for common issues like booking cancellations or refunds. Using AI-powered chatbots and customer feedback collection for continuous improvement.

Value Created: Reduces customer frustration by some permissions direct communication with restaurants. Optimizes seating arrangements by offering alternative times or locations. Helps businesses analyze data trends to improve service quality.

Summary of Value Chain Analysis

1. **Efficiency & Optimization:** The app streamlines seating management and food pre-ordering, ensuring a seamless dining experience for users while helping businesses reduce crowding.
2. **Revenue Growth:** The freemium model, combined with discounts & rewards, attracts customers and encourages repeat usage.
3. **User-Centric Approach:** Customers benefit from a smooth booking experience, cashback rewards, and real-time updates.
4. **Business Benefits:** Restaurants and cafes can optimize seating arrangements, reduce wait times, and increase revenue through data analytics and promotional campaigns.
5. **Scalability:** With AI-driven recommendations, predictive analytics, and automation, the app has the potential to expand globally and enhance user engagement.

BPMN Designer diagram

Overview

The Business Process Model and Notation (BPMN) represents the end-to-end workflow of Jaa Jong Tee, for your Mobile Reservation App follows a structured value chain approach to streamline seat reservations, pre-ordering, showing interactions between customers, the application system, restaurants/cafes, and admins. The BPMN is designed with three swimlanes to separate Customer, Application (Back-end), and Restaurant & Café roles. The design ensures a smooth reservation and ordering process while integrating essential business functions like payments, queue management, and issue resolution.

BPMN Structure & Layers

Layer 1 (Main Process): Detailed interactions between the Customer, Application Backend, and Restaurant.

Layer 2 (Sub-Process): The overall user journey (Reservations, Payments, Order Fulfillment).

Application Backend Processing: The system handles order creation, customer notifications, queue management, and issue resolution.

Customer Interaction: The process begins with users downloading the app, signing in, making reservations, selecting a restaurant, pre-ordering food, and making payments.

Restaurant & Café Operations: The restaurant receives orders, prepares food and drinks, assigns seats, and serves customers.

Payment Process: Customers can pay via QR code, credit/debit card, or member points, with an option to use discount codes.

Main Process Flow with Sub-Process

Firstly, swimlanes in the main process are Application (Back-eng), by dividing the work into 2 positions Admin and Server. The Server receives orders from customers who have made reservations. In reservations have details of the order, when the server receives a need to confirm and check out the order with payment. The payment can choose your payment method and use discount codes.

Next, the Server sends the order to restaurants by the Point of sale (POS). When restaurants receive orders, they can also forward them to their own positions. After payment of the application server, customers can use the services at the restaurant at the appointed time or join the queues. On the other hand, if customers have issues they need to contact the application admin or contact directly to restaurants, if issues can be solved continue to confirm orders and payments step-by-step.

Lastly, when restaurants prepare the order, restaurants use the Point of sales (POS), send a notification to the application server, and send a message notification to customers that the order already.

Odoo

Modules and Plugins Selection

In this “Jaa Jong Tee” project we implemented 2 main modules, 1 extra module, and 1 plug-in. The 2 main modules are Sales and Point of sale(POS). The 1 extra module that we’ve chosen is Automation Rules and the plug-in that we choose is Accounting. There is also a third-party plug-in that we want to use but it isn’t free, the name of the plug-in is “Create Sale Order From Point of sale”.

How we implemented them and their usage

Main Module

- Sales: For tracking orders and creating invoices.
- Point of Sale: For payment and table reservation.

Extra Module

- Automation Rules : For making auto invoices and auto mail sending.

Plug-in

- Accounting: For tracking the financial process.

The unusable(not free)

- Create Sale Order From Point of sale: For sending orders from POS to Sales.
- Appointments: For reservation and queue

How we implemented them in odoo

Firstly, customers have reservations by application (Not available in odoo). In the CRM module, we input customer information and assign priority levels, such as new customers, old customers, and subscriptions. In the Sales module, we set specific products for each restaurant, discount codes, and coupons for different member types. In reservations, it sends details of the order to the Point of sale (POS), after that restaurants need to enter reservation data according to the system. Then customers can choose the food from the menu and proceed to payment by QR Code, Credit Card, or Cash. Then after customers have paid, and the order has been completed, we send the bill or tax invoice to both the customer and the restaurant.

VDO Odoo Demo (please click): [JaaJongTee_odoo](#)