



**COMP2121 E-Business**

# **Project Report**

(GUJRAT FOODS)

**PREPARED BY**

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# 1. Introduction

This report describes the design and implementation of an E-Commerce website for the final project for the course COMP2121 (E-Business) of The Hong Kong Polytechnic University.

It is obvious that the demand for food delivery has grown exponentially over the past years. Food delivery platforms are becoming more and more popular and experience high traffic throughout the day. It is suggested that there is an increase of 20% income on average for the restaurants with the help of food delivery platforms and there is an average of 16-20% growth rate for the number of customers annually for major food delivery platforms (Chang & Meyerhoefer, 2020). This indicates the growing demand of platforms and the platforms also stimulated the consumptions on restaurants.

We have decided to launch our website with the name “Gujrat Foods”. It will provide food selling and delivery service. We plan to offer a wide variety of South Asian staples and desserts. The availability of authentic cuisines has always been a major concern for people around the world. And meeting that demand is our top priority. If Gujrat Food could dominate the food market, not only eco-friendly behavior could be promoted, it is believed that people would have a healthier diet through ordering on our website.

## 2. Executive Summary

This report provides an introduction of our company and our website which includes the use cases and the functionalities of it. The assumptions about the company are also briefly described.

## 3. Company background and business models

Our company is building a food delivery platform. Our company sees customers as the center of everything. “Making it most convenient to order the food” is our motto. We hope to provide the most convenient solutions to the customers’ demand on food ordering and delivery.

Our company serving as a e-retailer provides an Online to Offline (O2O) food delivery platform that connects our restaurant and e-commerce.

People do not need to go out to buy food using our website, and instead, they can enjoy their ordered food by just clicking on the phones or laptops. Obviously, we decide to take the sales revenue model which is we derive revenue by selling food in our restaurant (Kenneth, 2020).

Our company does not join a food delivery platform like foodpanda which is a double-edged sword. On the one hand, we deliver food on our own saving the

service fees and therefore lower the food price. On the other hand, the advertisement influence is weak. However, our market strategy is trying to lower the food price as much as we can and also deliver food as fast as possible which is controlled by us to stand up in this competitive market. Also, we will make it cheaper if ordering food on the website which helps to promote the website and also attract our target customers who are seeking for lower price.

As for organizational development, at first, we, the owner of the company, and the waiters will deliver food to customers because the number of e-customers will not be so many, so it is not worthy to hire an employee to specifically deliver food. As our company grows, we will hire the food staff considering the demand.

## 4. Use cases and Functionalities

### 4.1. Overview

Please use the following link to access the website (must be connected to a PolyU network to access):

[www4.comp.polyu.edu.hk/~18079999d](http://www4.comp.polyu.edu.hk/~18079999d)

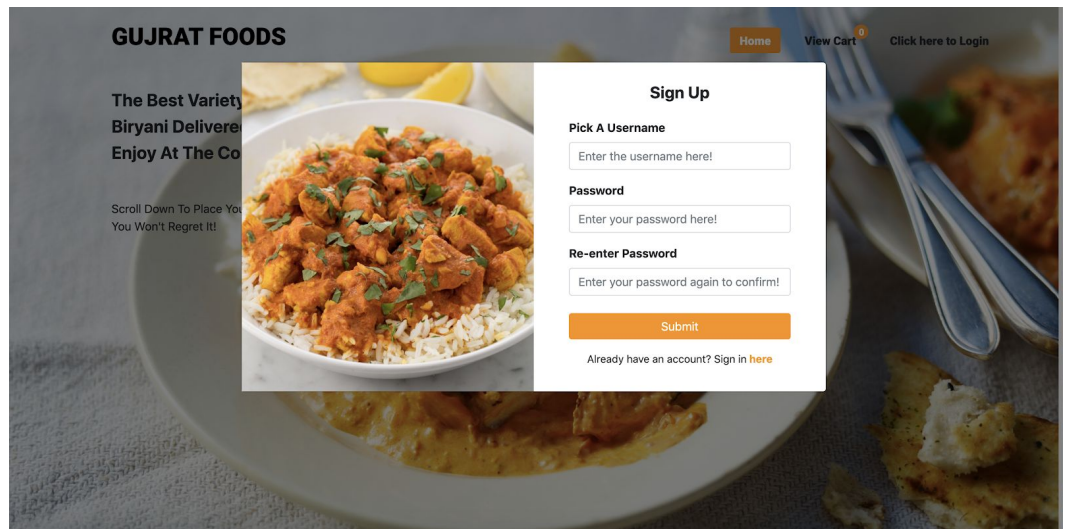
### 4.2. General functions and implementation

#### 4.2.1 General look/feel of the website

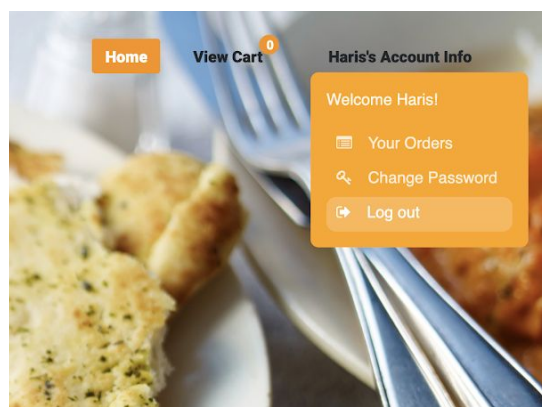
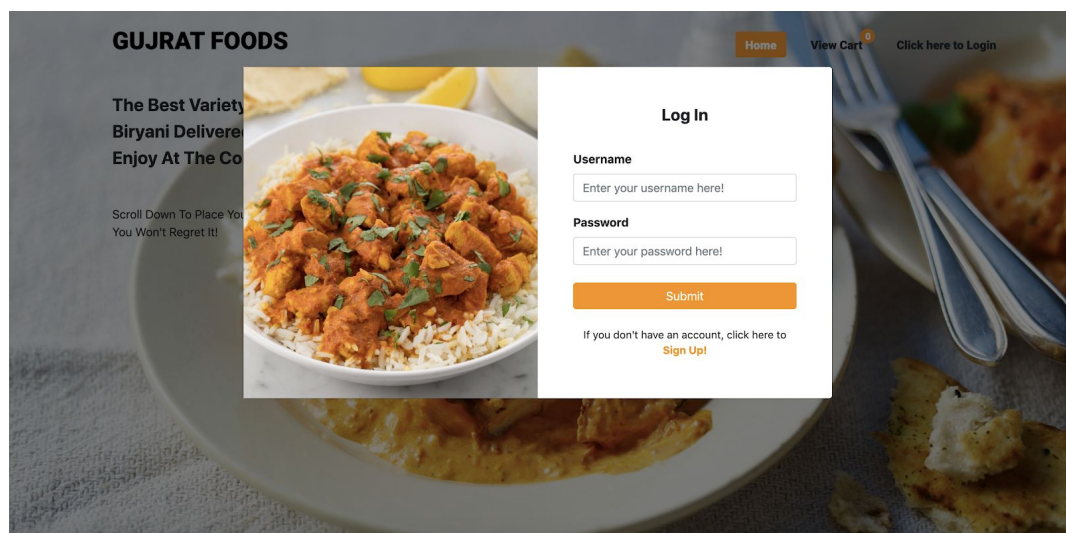


#### 4.2.2 Account management system

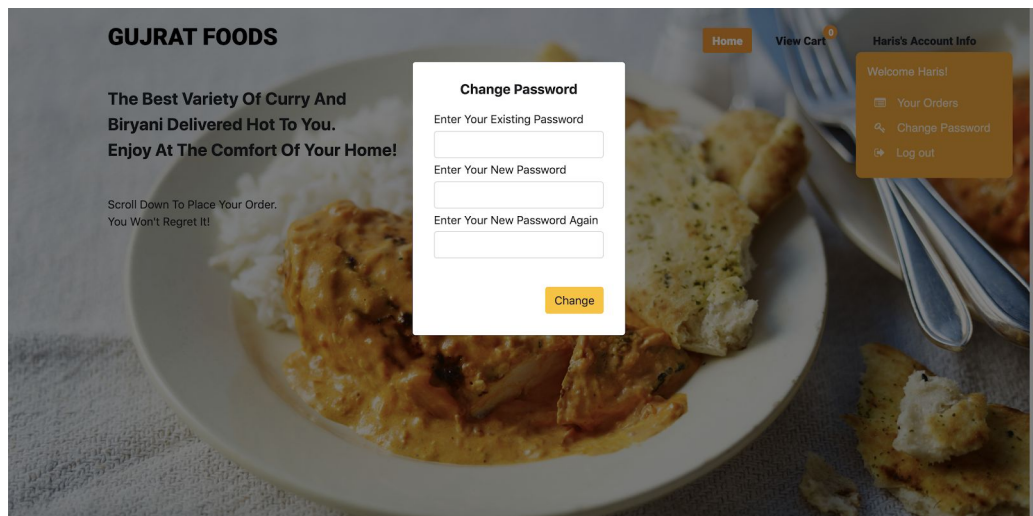
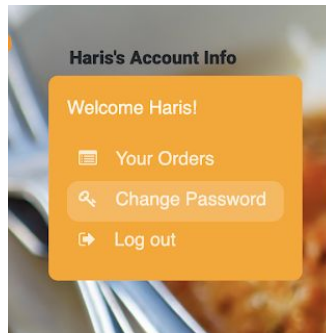
##### 4.2.2.1 Registration



#### 4.2.2.2 Login/Logout

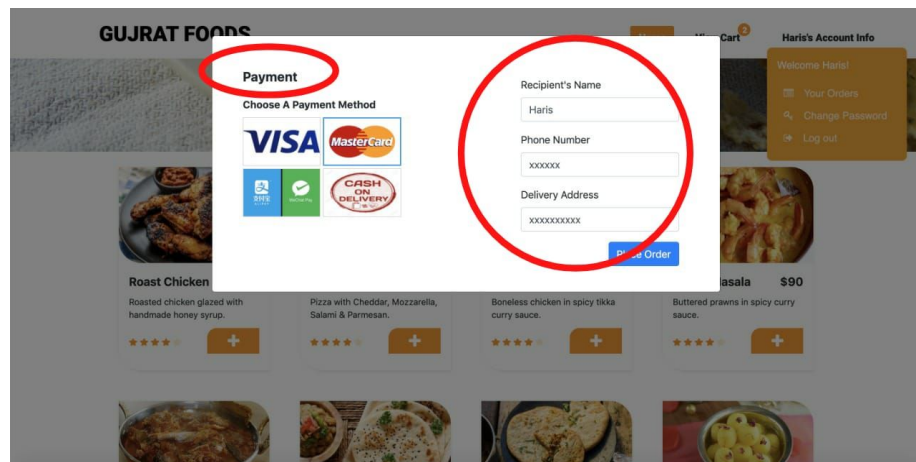


#### 4.2.2.3 Change Password



#### 4.2.2.4 View/Update Personal Information

You can perform this function while placing the order, as your default personal info of the first order is saved, and if you wish, you can update it for future orders.

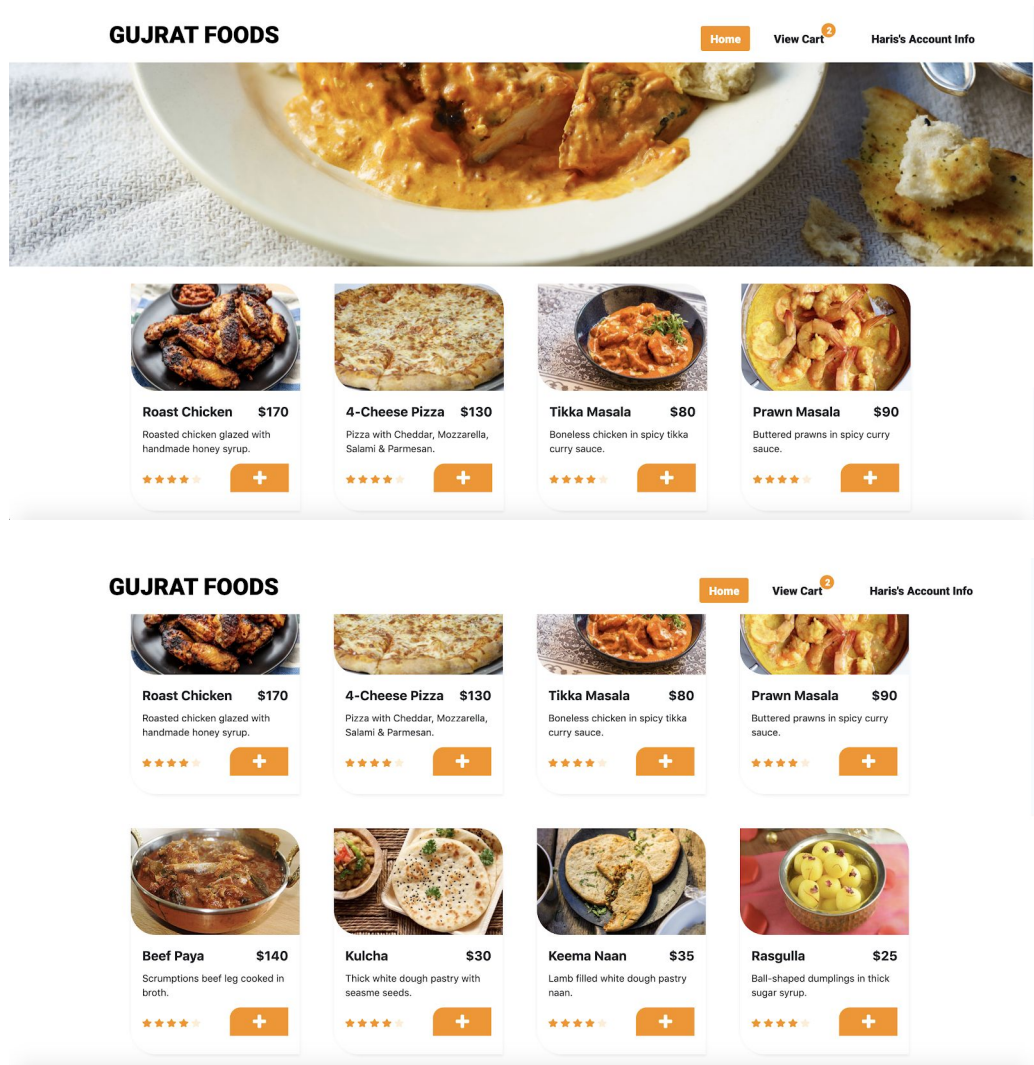


#### 4.2.3 Shopping process system

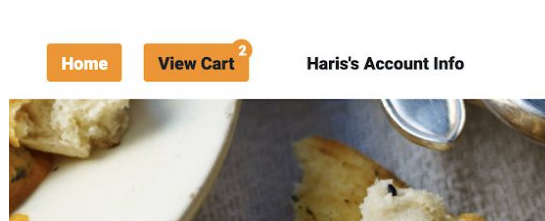


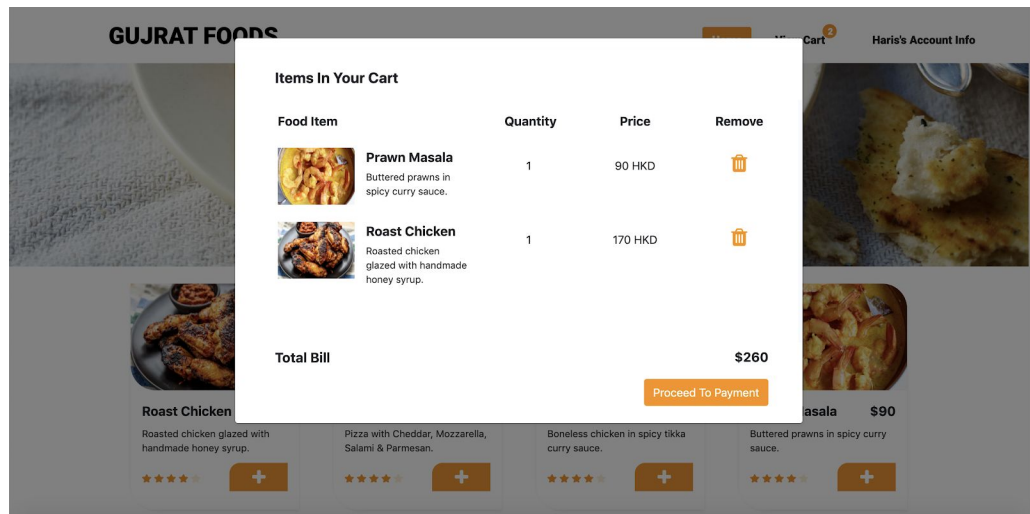
#### 4.2.3.1 Items Display

Scroll down the main page to display food items that a user can purchase.

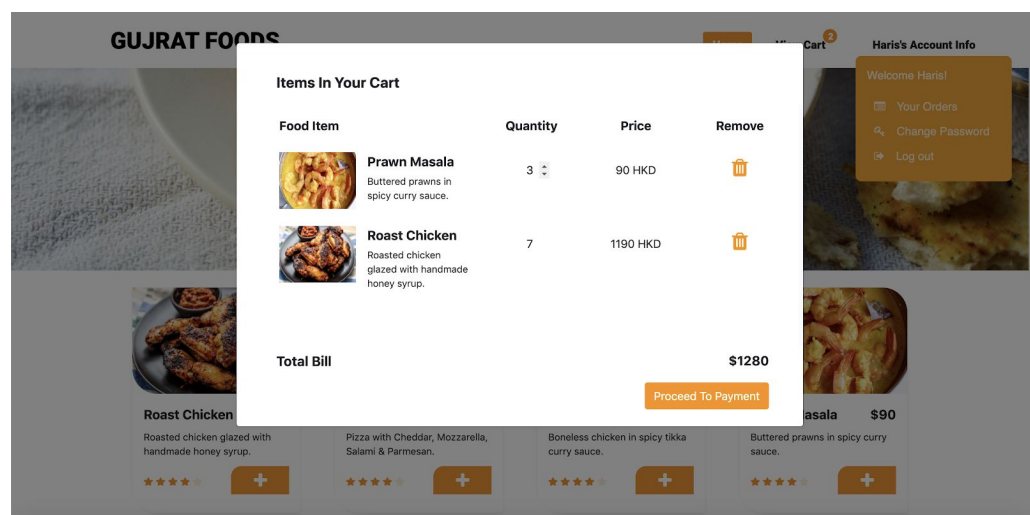


#### 4.2.3.2 Shopping Cart

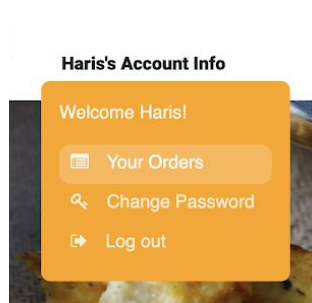


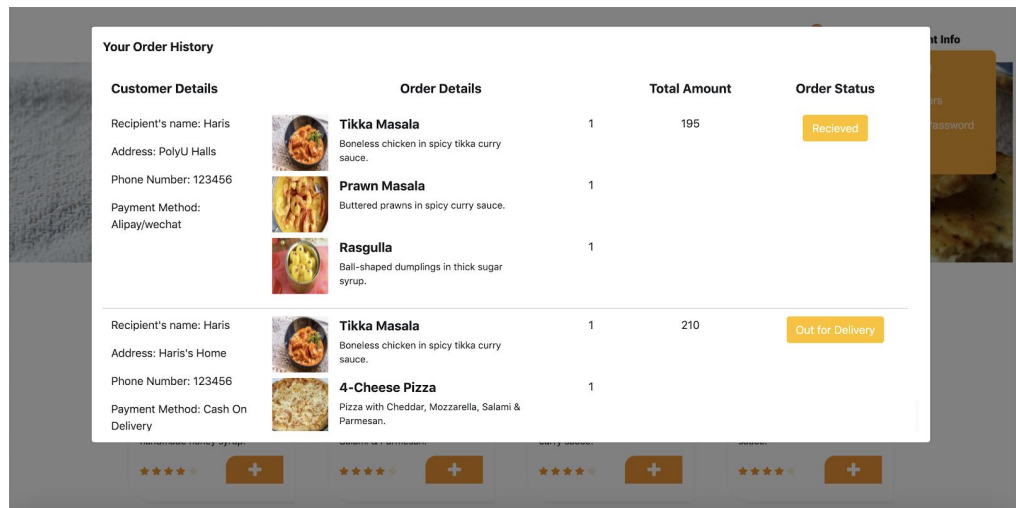


Quantity can be updated in the cart by replacing the number manually as well. The screenshot below demonstrate this:

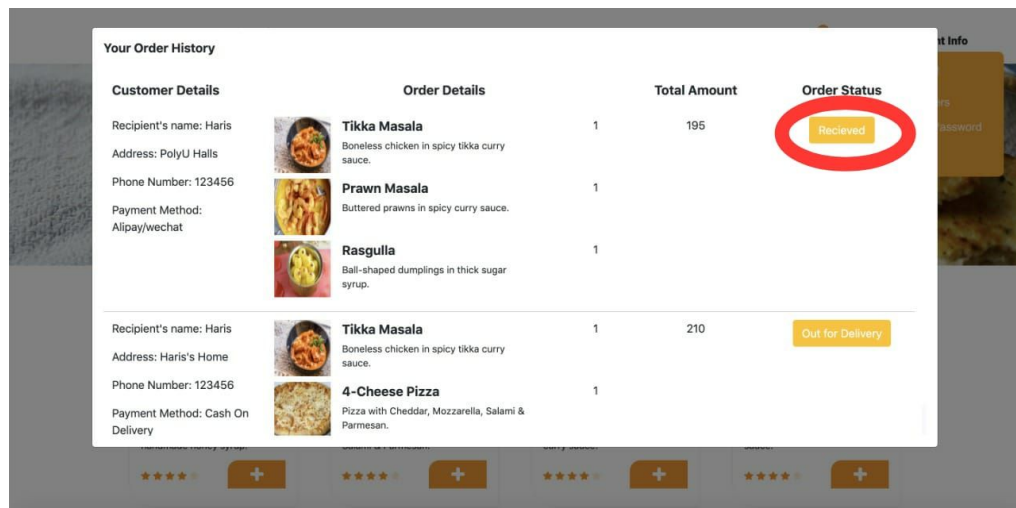


#### 4.2.3.3 Shopping/Order History

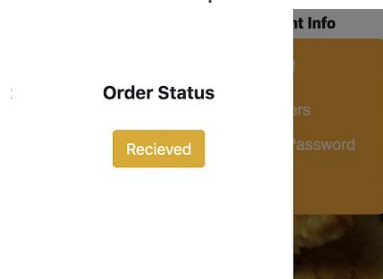




#### 4.2.3.4 Order Status



The user can check the current order status under 'Your Orders'. He/she can also update this status from Confirm (which indicates that if you click the button, you have received the order). After clicking it, the status is updated as follows:





Moreover, Admin can indicate that the order is out for delivery through his dashboard which will be discussed later in 4.2.3.

#### 4.2.3.4 User Feedback [Extra Feature]

After confirming that the user has received the order, he/she can provide feedback on the order. The feedback is displayed on admin's portal.

**Your Order History**

Customer Details	Order Details	Total Amount	Order Status
Recipient's name: Haris Address: PolyU Halls Phone Number: 123456 Payment Method: Alipay/wechat	<b>Tikka Masala</b> Boneless chicken in spicy tikka curry sauce. <b>Prawn Masala</b> Buttered prawns in spicy curry sauce. <b>Rasgulla</b> Ball-shaped dumplings in thick sugar syrup.	195	Received
Recipient's name: Haris Address: Marie's Home	<b>Tikka Masala</b> Boneless chicken in spicy tikka curry	210	Out for Delivery

**Your Feedback**

Nice Food! Thanks.

Submit

Feedback Successfully Sent

#### 4.2.3 Administrator features [Extra Features]

**Admin's username: admin**

**Admin's password: 123456**

Admin can login to the same portal using the credentials above. Admin has special privileges in addition to all the options provided to

## Username

**Password**

● ● ● ● ● ●

If you don't have an account, click here to **Sign Up!**

A screenshot of a web application interface. At the top, there is a navigation bar with three items: a 'Home' button in an orange box, a 'View Cart' link with a small orange circle containing the number '0' next to it, and a user profile section labeled 'admin'. The user profile section is open, showing a dropdown menu with four options: 'Manage Orders' (with a list icon), 'Your Orders' (with a list icon), 'Change Password' (with a magnifying glass icon), and 'Log out' (with a right-pointing arrow icon). The background of the page is a blurred image of a pizza.

Gujrat Foods

Order Dashboard

Order Dashboard

Manage Orders

Manage Accounts


Total Dishes8

Registered Customers6

Total Orders4

No. of Feedbacks4


All Orders



Tikka Masala

Boneless chicken in spicy tikka curry sauce.


1



Prawn Masala

Buttered prawns in spicy curry sauce.

1




Rasgulla

Ball-shaped dumplings in thick sugar syrup.

1


Dishes



Roast Chicken

Roasted chicken glazed with handmade honey syrup.

170



4-Cheese Pizza

Pizza with Cheddar, Mozzarella, Salami & Parmesan.

130

Feedback from Customers

Order ID

Customer Name

Feedback

0

Daisy

Good food!

1

Haris

It does not taste very good.

2

Shoalb

Too sweet. Gave me diabetes.

This feature can provide general order information to the admin. The meaning of the information is explained in the video presentation/demo.

#### 4.2.3.2 Managing orders

The admin can click 'Manage Orders' to view the page shown below. He can view the orders including user details and payment methods used.

He can also change the status from 'Confirm' to 'Out For Delivery'. (But only users (i.e. customers) can change the order status to 'Received'. Although the admin can't change the order status to 'Received', he can still view it if the customer has done so.)

Gujrat Foods

Order Dashboard

Manage Orders

Manage Accounts


Order Details

Recipient's name: Muhammad Shoalb

Address: Room 1106d, PolyU Homantin Halls of Residence,

Phone Number: 68714540

Payment Method: undefined

**Rasgulla**  
Ball-shaped dumplings in thick sugar syrup.

375

Received


Feedback from Customer: Too sweet. Gave me diabetes.

Recipient's name: Haris

Address: Haris's Home


Phone Number: 123456

Payment Method: Cash On Delivery

**Tikka Masala**  
Boneless chicken in spicy tikka curry sauce.

1210

Out for Delivery

**4-Cheese Pizza**  
Pizza with Cheddar, Mozzarella, Salami & Parmesan.

1

#### 4.2.3.3 Managing Accounts

The admin can delete a user account or update his/her personal details like phone number, address and default payment method. These changes will be reflected on admin's portal and customer's default personal details will vanish from his/her portal, indicating a clash between the details admin has and the details customer has.

**Gujrat Foods**

Order Dashboard  
Manage Orders  
Manage Accounts

**Account Management**  
Edit Account Details

Name:  Address:  Phone Number:  Default Payment Method:

admin	<input type="button" value="Edit"/> <input type="button" value="Delete"/>	b	<input type="button" value="Edit"/> <input type="button" value="Delete"/>	a	<input type="button" value="Edit"/> <input type="button" value="Delete"/>
Daisy	<input type="button" value="Edit"/> <input type="button" value="Delete"/>	Haris	<input type="button" value="Edit"/> <input type="button" value="Delete"/>	Shoaib	<input type="button" value="Edit"/> <input type="button" value="Delete"/>

## 5. Future development plan

There are four main directions for the development plan.

### Promoting Eco-friendly behavior in the platform

We would provide money incentives to encourage eco-friendly behavior. Discount code for next purchase would be provided if the customer does not request disposable utensils. This could reduce the usage of unrecyclable plastic while encouraging further consumptions on our platforms with the discount code.

We would also make “No utensils needed” as the default choice because people tend to follow the default choice (Jachimowicz et al, 2019).

### Promoting healthy diets in the platform

We hope to promote a healthy diet by providing calories calculator, food labels or information ingredients on the website. This would increase the transparency of the food and the consumer can make a choice on their demand. The website would also prepare some universal standards of calories intake for different people with different size and race.

### Categorize food for different groups of people

For the convenience of more people, we plan to develop more modes. We categorize food for different groups of people and suggest foods for them. For example, people who declared that they have diabetes would be suggested to have food that is sugar free.

It is suggested that people have a higher chance to buy what they are suggested and see at the first sight rather than spending time on searching (Verplanken & Herabadi, 2001).

### **Points saving/Reward system**

We would like to develop a points-saving or reward system on our page to encourage future consumptions and increase the rate of “coming back” for each customer. It is proved that rewards derived from consumption are a big incentive for the consumers to spend their money (Pooler & Pooler, 2003). People would increase the consumption on our website for the gifts offered by us. Also, if a points-saving system is developed, consumers would be encouraged to save points to redeem some discounts or gifts from the restaurant, this would also stimulate the consumption behavior.

### **Development on mobile phone application**

We also consider developing a mobile phone application if the website is running well to increase the exposure of the restaurant to the public. Mobile apps are growing rapidly and replacing the website after years especially after phones are becoming common in these days and ages. People are moving from the website to the mobile apps to shop online, and most of the people think that both platforms are convenient but mobile apps are easier to access when compared to specific websites through their phones (Almarashdeh et al, 2019).



## 7. References

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Jachimowicz, J. M., Duncan, S., Weber, E. U., & Johnson, E. J. (2019). When and why defaults influence decisions: A meta-analysis of default effects. *Behavioural Public Policy*, 3(2), 159-186.

Verplanken, B., & Herabadi, A. (2001). Individual differences in impulse buying tendency: Feeling and no thinking. *European Journal of personality*, 15(S1), S71-S83.

Pooler, J. A., & Pooler, J. (2003). *Why we shop: Emotional rewards and retail strategies*. Greenwood Publishing Group.

Almarashdeh, I., Jaradat, G., Abuhamdah, A., Alsmadi, M., Alazzam, M. B., Alkhasawneh, R., & Awawdeh, I. (2019). The difference between shopping online using mobile apps and website shopping: A case study of service convenience. *International Journal of Computer Information Systems and Industrial Management Applications*, 11, 151-160.