**Business Case Dinedash**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 1**

**Application Name: DineDash**

*Business case should be documented by completing the table below (Answers column).*

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | DineDash is a web and mobile application designed to streamline the table booking process for restaurants and patrons. The platform allows users to browse restaurants, check real-time availability, and make instant reservations. It also provides restaurants with a centralized dashboard to manage bookings, update availability, and optimize table utilization. It also supports food delivery, so delivery contractors can pick up prepared meals from qualifying restaurants and deliver them to a patron’s location. The system integrates with restaurant POS systems, supports online payments for deposits, and offers automated notifications to reduce no-shows. |
| **Value Propositions** | What Customer business needs are we satisfying? | 1. **Efficient Reservation Management:** Reduces manual handling of reservations and food orders for restaurants while providing a seamless booking and ordering experience for customers. 2. **Minimizing No-Shows:**Automated reminders for reservations and food deliveries, along with optional deposit payments, to ensure customer commitment. 3. **Improved Customer Experience:** Users can easily book tables or place food delivery orders via a mobile or web interface, with the flexibility to modify or cancel. 4. **Real-Time Availability:** Customers receive instant confirmation of available tables and can track their food deliveries in real time. 5. **Increased Restaurant Revenue:** Helps optimize table turnover while also generating additional income through online food orders. 6. **Data-Driven Insights:** Restaurants can analyze reservation trends, food order preferences, peak dining/delivery hours, and customer behavior for better decision-making. 7. **Seamless Integrations:** Connects with restaurant POS systems, payment gateways, delivery management systems, and review platforms to enhance operational efficiency. 8. **Efficient Delivery Management:** Delivery contractors will be routed to restaurants and patrons in their local area. Restaurant staff will be notified when a delivery contractor is on their way so that they can start preparing meals before the contractor arrives. |
| What value do we add to the Customers? | **For Customers (Patrons):**   * Hassle-free table reservations anytime, anywhere. * Personalized recommendations based on past visits and preferences. * Reservation reminders and easy modifications. * Secure online payments for deposits, reducing last-minute issues. * User ratings and reviews for better dining choices.   **For Restaurants:**   * A structured and automated booking system to reduce manual errors. * Better control over reservations, cancellations, and walk-ins. * Reduced no-shows through automated reminders and deposits. * Enhanced customer engagement with loyalty programs and promotions. * Data analytics to optimize table management and business growth. * If a restaurant chooses to allow its food to be delivered, it can be notified when a delivery contractor is approaching the restaurant so that a meal can be prepared before they get there. Otherwise, patrons/customers might be unsatisfied with food that is prepared too early.   **For Delivery Contractors:**   * Contractors will get the most efficient route possible. * Contractors will be offered incentives like peak pay or bonuses for completing a certain number of deliveries in a set timeframe. These types of rewards can give drivers a chance to earn extra cash, especially during busy times. * Contractors can see the best times to work (e.g., peak hours, holidays, or special events) and how long they should expect to wait between deliveries. These tools can help drivers manage their time and maximize earnings. |
| **Type of Business Model** | What type of a business model do we adopt? | **DineDash follows a B2B2C brokerage model, connecting restaurants with diners and delivery contractors. The platform generates revenue through commissions, subscriptions, advertising, service fees, and data monetization.** **Revenue Streams:**  1. **Commission-Based Model:**    1. Restaurants pay **5%-15% per reservation** and a commission per food delivery order (e.g., **10%-25% per transaction**).    2. Scales with restaurant usage and order volume. 2. **Subscription Model:**    1. **Free Basic Listing** (Limited visibility).    2. **Premium Plans ($99–$299/month)** for priority placement, analytics, marketing tools, and delivery order management features. 3. **Advertising Model:**    1. Restaurants and third-party businesses **pay for featured listings and ads**.    2. Example: $200/month for homepage promotion. 4. **Service Fees:**    1. Customers pay a **small booking fee ($1–$3)** for platform convenience.    2. Delivery service fee charged to customers based on distance and order value (e.g., **$2–$5 per delivery**). 5. **Data Monetization:**    1. Restaurants purchase **customer insights** (trends, peak hours, preferences) to optimize operations.    2. Additional insights on delivery demand patterns, best-performing menu items, and driver efficiency.   This hybrid approach ensures sustainability, scalability, and value creation for all stakeholders—restaurants, diners, delivery contractors, and the platform itself. |
| **Key Resources** | What Key Resources do our value propositions require? | The essential resources needed to enable the value propositions of DineDash include:   1. **Development Team:**  * A proficient development team is crucial for designing, creating, and supporting both the web and mobile platforms. They are responsible for ensuring the system's stability, security, and seamless integration with external services, including payment processors, delivery management systems, and restaurant management systems.  1. **Technology Infrastructure:** A strong technology setup is important for making sure everything runs smoothly. This includes:  * Cloud hosting and servers to handle bookings and food orders while storing data in real time. * A secure database to manage restaurant schedules, bookings, food orders, and customer information. * APIs to connect with restaurant POS systems, delivery tracking systems, and review websites.  1. **Restaurant Partnerships:**  * Strong partnerships with restaurants are necessary to onboard them onto the system. Restaurants need to provide their available booking slots, menu details, and special offers for both dine-in and delivery customers.  1. **Customer Support Team:**  * A dedicated support team is required to handle customer queries, resolve booking issues, and assist restaurants with platform usage.  1. **Legal & Compliance:**  * Compliance with local regulations, data privacy laws (such as GDPR or CCPA), food safety standards, and secure payment processing are key requirements to build user trust and protect sensitive customer data**.**  1. **Delivery Contractors:**  * A network of delivery contractors or third-party delivery services is essential for fulfilling food delivery orders. They will handle the logistics, ensuring timely and efficient food deliveries to customers. |
| What are our Distribution Channels? | To effectively reach users and restaurants, DineDash will utilize the following distribution channels:   1. **Website & Web Application:**  * A user-friendly website where customers can browse restaurants, check availability, make reservations, and order food for delivery. * Restaurants can manage their bookings, update menus, configure settings, and handle delivery logistics.  1. **Search Engines & SEO Optimization:**  * Optimized website to appear in Google searches when users look for restaurant reservations or food delivery services. * Google My Business integration for direct bookings and delivery orders.  1. **Third-Party Integrations:**  * Collaboration with food delivery apps, Google Maps, and review platforms like Yelp or TripAdvisor. * API integration with restaurant POS systems and delivery management systems for seamless order and reservation handling.  1. **Email & SMS Marketing:**  * Personalized promotions, reservation confirmations, delivery order updates, and special offers via email and SMS.  1. **Social Media Platforms:**  * Promotion through platforms like Instagram, Facebook, and Twitter to attract users. * Direct booking and food ordering links via social media pages and advertisements. |
| **Technology** | What technology will we use to build the product? | Front-end technology:  HTML, CSS, JavaScript  Back-end technology:  Python (Django framework), MySQL |
| Is it a mobile or desktop application? | DineDash can be developed as a desktop application. |
| **Known Prototypes** | What are the know prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:  [www.resy.com](http://www.resy.com/)  [www.opentable.com](https://www.opentable.com/)  [www.yelp.com/reservations](http://www.yelp.com/reservations)  [www.ubereats.com](http://www.ubereats.com/)  [www.grubhub.com](http://www.grubhub.com/)  [www.doordash.com](http://www.doordash.com/) |
| WHO? | **External Customers** | Who are our Customers? | * Restaurant Patrons: Will use the system to book a table at a specific date and time for a specific number of guests. * Restaurant Staff: Will manage reservations, adjust availability, confirm/cancel/reschedule reservations, or view customer data. * Delivery Contractors: Will view a list of possible food deliveries in the local area. From there, specific deliveries can be accepted/rejected/canceled. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | * Notification Provider: Can send confirmations, reminders, and other notifications to patrons. * Payment Processor/Gateway: Allows patrons to pay a deposit online. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | Our internal stakeholders include our project manager, project owner, business analyst, developers, database administrator, quality assurance analyst, and software testers.  We need a project development team to develop the platform.  We do not need a separate sales team because we are primarily relying on our website and social media to promote our application.  We need a finance group who is responsible for managing invoices and processing payments. This ensures that financial transactions are handled properly.  We need a customer support team to assist both restaurants and their patrons with any issues they might experience.  We need an advertising management team to promote our application on social media. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | We believe that DineDash will be better than the existing solutions on the market for following reasons  **1.AI-Powered Insights & Analytics:** We provide **data-driven insights** on customer preferences, peak hours, and demand forecasting, helping restaurants make informed business decisions. Most alternatives offer only basic reporting.  **2.Automated No-Show Mitigation:** Many existing platforms lack proactive measures for no-show reduction. Our system integrates **automated reminders, deposit-based reservations, and last-minute booking adjustments** to ensure higher attendance rates.  **3.Customizable Restaurant Dashboard:** Unlike generic platforms, our system allows restaurants to **personalize reservation rules, availability settings, and customer communication** to align with their unique business models.  **4.Enhanced Customer Experience:** Our mobile and web platforms offer an **intuitive, frictionless booking process**, allowing users to modify or cancel reservations  effortlessly—reducing frustration and increasing engagement. |
| Why the Customers would want to use our system? | DineDash offers significant benefits for both **restaurants (providers)** and **customers (users/receivers)** by addressing common pain points in the reservation process and enhancing overall efficiency and convenience. **For Restaurants (Providers)**  1. **Automated Reservation Management:** Reduces manual effort and errors in handling bookings, ensuring a smooth reservation process. 2. **Reduced No-Shows & Cancellations:** Automated reminders and optional deposit payments help minimize lost revenue due to no-shows. 3. **Data-Driven Insights:** Provides analytics on customer behavior, peak hours, and reservation trends, enabling better business decisions. 4. **Enhanced Customer Experience:** A more organized and efficient booking system leads to higher customer satisfaction and repeat business.  **For Customers (Users/Receivers)**  1. **Convenience & Accessibility:** Easily search for restaurants, check availability, and book tables through a user-friendly web or mobile app. 2. **Integrated Dine-in & Delivery Management:** A single platform for both table reservations and food delivery reduces operational complexity for restaurants. 3. **Optimized Revenue Streams:** Restaurants can **increase sales by offering food delivery directly**, avoiding reliance on commission-heavy third-party apps. 4. **Real-Time Availability:** Instant confirmation of reservations without the need for phone calls or waiting for responses. 5. **Reduced Wait Times:** Ensures a guaranteed table, avoiding long queues and uncertainty at popular restaurants. 6. **Personalized Recommendations:** AI-driven suggestions based on preferences, location, and dining history for a tailored experience. 7. **Secure & Seamless Payments:** Customers can pay deposits online to confirm bookings, ensuring reliability and trust in the reservation process.   **Exclusive Offers & Loyalty Benefits:** Access to special discounts, promotions, and loyalty rewards for frequent diners. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | Users search for restaurants based on location, cuisine, or ratings, place orders, pay, and track the delivery in real-time. After receiving their food, they can leave feedback, helping improve the system and the restaurant’s services.  **1. Registration and Account Creation:**   * Users create an account by providing basic personal information, delivery address, and payment method. * They can save multiple delivery addresses and payment methods for easy checkouts.   **2. Browsing and Searching:**   * Users browse available restaurants by location, cuisine, ratings, or delivery time. * They can view menus, ratings, and reviews for individual restaurants or dishes.   **3. Personalized Recommendations:**   * The system uses data like previous orders, location, and preferences to offer personalized restaurant and dish recommendations. * Users can also save favorite restaurants and dishes for quick access.   **4. Order Placement:**   * After selecting items from the menu, users place an order for delivery or pickup. * They can customize their order, including special requests, dietary preferences, or allergies.   **5. Payment:**   * Users complete their order by securely paying through integrated payment methods like credit/debit cards, digital wallets, or cash on delivery. * The system can show estimated delivery time and allow users to track the order in real-time.   **6. Reviews and Ratings:**   * After receiving their order, users can leave ratings and reviews for both the restaurant and the delivery driver. * These reviews help other users in making informed decisions and provide feedback to the restaurants.   **7. Delivery Contractors and Restaurant Providers:**   * Delivery contractors will receive order details, pick up food from the restaurant, and ensure timely delivery to customers. * Restaurant providers will manage reservations, update menu availability, confirm/ cancel bookings, and analyze customer data. |
| What is the main system use scenario for the Internal Users? | Restaurant Owners leverage the system to manage their business profile, update menu offerings, and handle real-time orders. Similar to Yelp for Business, they can track customer reviews, analyze sales trends, and optimize pricing or promotions. Integrated analytics provide insights into high-demand dishes and operational efficiency.  **1. Manage Restaurant Profile:**   * Restaurant owners can create and update their restaurant profiles with details like operating hours, location, menu, special offers, and photos. * They can set prices, descriptions, and dietary labels (e.g., vegan, gluten-free) for each dish.   **2. Manage Orders:**   * Restaurant owners can receive and manage incoming orders in real-time. * They can update the order status (e.g., preparing, ready for delivery) and track delivery progress.   **3. View Analytics and Performance Metrics:**   * Restaurant owners can access data on sales, popular items, customer feedback, and trends. * This allows them to make data-driven decisions, such as adjusting menu prices or creating promotions for underperforming dishes.   **4. Promotions and Discounts:**   * Restaurant owners can create special deals, discounts, or bundle offers to attract more customers or boost sales on slow days. |
| How will Internal Users use the system? | **1. View Orders:**   * Delivery drivers receive notifications of new orders and can view the restaurant, customer details, and delivery address. * They can accept or reject the delivery based on availability.   **2. Delivery Management:**   * Drivers get the most efficient route to the customer using in-built map integration. * They can update the status of the order (e.g., “Picked up,” “Out for delivery,” “Delivered”) to keep the customer and restaurant informed.   **3. Payment and Earnings Tracking:**   * Drivers can track their earnings per shift and view payment details for completed deliveries. * They may have an option to receive tips directly through the app.   **4. Project Manager & Project Owner:**   * Oversee the system's development, ensuring it aligns with business objectives. * Coordinate between various teams to ensure timely project delivery and optimal performance.   **5. Business Analyst:**   * Analyze user feedback and market trends to suggest improvements and new features. * Ensure system requirements meet business and user needs.   **6. Developers & Database Administrators:**   * Develop and maintain the platform’s core functionalities, ensuring scalability and efficiency. * Manage the database, optimizing data storage and retrieval for performance and security.   **7. Quality Assurance Analysts & Software Testers:**   * Conduct rigorous testing to identify and fix bugs, ensuring a seamless user experience. * Perform security and performance testing to maintain system reliability and compliance. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | **1. Commission on Orders:**   * Charge restaurants a commission on every order placed through the platform. This can range from 10% to 30%, depending on the partnership level and restaurant's sales volume.   **2. Delivery Fees:**   * Charge customers a delivery fee based on distance or order value. * You can offer dynamic pricing where delivery fees change based on factors like time of day, weather, or demand.   **3. Subscription Fee for Restaurants:**   * Charge restaurants a subscription fee to be listed on the platform. Offer different tiers of subscription, with premium listings appearing higher on search results. * Premium plans could include features like enhanced visibility, marketing tools, or priority customer support.   **4. Ads and Promotions:**   * Display advertisements on the platform for other local businesses, food-related services, or products (e.g., kitchen appliances, food delivery accessories). * Restaurants can pay for featured listings or promotional placements to highlight their services.   **5. Service Fees:**   * Charge a small service fee per transaction to customers for using the platform’s convenience and order management services.   **6. Tips and Loyalty Programs:**   * Integrate a tipping feature where users can tip both the restaurant and the delivery driver. You can take a small service charge from tips. * Implement loyalty programs for users, where repeat customers earn points that they can redeem for discounts or free deliveries.   **7. Partnering with Food and Drink Brands:**   * Partner with food brands or beverage companies to feature their products on your platform. For example, a restaurant can offer a special dish with an exclusive brand's product, and the platform can earn a commission.   **8. Data Monetization:**   * Aggregate and anonymize user and transaction data to offer valuable insights to restaurants or third-party businesses in the food industry. Sell market trends or customer behavior reports to food suppliers, distributors, or advertisers. |