# Introduction

This document offers a high-level overview and explains the proposed architecture for “Grill Fresh Online”, a pizza online ordering system for Grill Fresh Inc.

# Context

Grill Fresh Inc wants to grow its business across the country in a gradual manner, in terms of customer base, volume of business and number of stores. It tries to realize this through the following accelerators of business:

* A customer places orders for pizzas through online with any nearby store – instant and ease, in comparison to make a visit to the same store to place orders
* A customer gets the ordered Pizza delivered through additional delivery modes like Take away and Home delivery from any nearby store along with existing dine-in option – for convenience
* The business owner prefers to gather a holistic view of profitability at business level and individual store level – to locate attention and expansion opportunities (when and where) in a practical way
* A store owner prefers to gather a holistic view of profitability at store level – to understand business health and to take action
* The business owner or a store owner prefers to understand the sentiments of customers about business in near real-time – to collate and correlate feedbacks with the way of business

Grill Fresh Inc is convinced that the potential enabler for this plan is to use the online platform opportunities.

## Grill Fresh Online

Grill Fresh Online system aims to offer a unified platform for all stakeholders of business – customers, business owner, store manager, front desk operator and kitchen manager – catering to their varied interests. It offers ways:

* For Customer:
  + To place orders from laptops, tablets and smart phones
  + To have a personalized profile having my contact details and other preferences
  + To browse through catalog of available items: pizzas, toppings, sides, desserts, beverages
  + To place orders for take away and home delivery
  + To pay using varied secure payment options
  + To track clear and timely status updates for placed orders – order-placed, order-confirmed, in-preparation, out-for-delivery, delivered
  + To locate and contact nearby stores in an easy and intuitive way
  + To view past orders
  + To view sentiments (ratings) about a store, item or overall business
  + To optionally provide feedback about an order, store or business
  + To have uniform experience of service across all stores in country
* For Store Front Desk Operator:
  + To make orders from Point-of-Service devices – desktops and smart phones
  + To view non-personal profile and other preferences of a customer
  + To view serviceability to a customer location from this store for home delivery
  + To locate a store able to serve a customer at a given location for dine-in, take away or home delivery
  + To browse through catalog of available items: pizzas, toppings, sides, desserts, beverages
  + To place orders for dine-in, take away and home delivery
  + To raise payments using varied secure payment options including one-time payment urls
  + To view recent “n” orders of a customer from this and any other store
  + To optionally capture feedback from a customer about order, store or business
  + To track status updates for all orders or orders placed by self in the store – order-placed, order-confirmed, in-preparation, out-for-delivery, delivered
  + To receive alerts about all orders or orders placed by self in the store – order-going-into-delay, order-delayed
  + To view rich details about all orders placed by self during the day, week, month or year
* For Kitchen Manager:
  + To view all different items that can be served in the store for the day and next “n” days
  + To view predicted maximum quantities for those individual items
  + To view the recipes for preparing various
  + To view inventory levels of ingredients individual required to satisfy the
  + To raise alerts about unavailability of items
* For Store Manager:
  + To set the list of items that can be served in the store for the day and next “n” days
  + To set predicted maximum quantities for those individual items
  + To view inventory levels required to satisfy those