# 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 – customer base, volume of business and number of stores – across the country in a gradual manner. It tries to realize it through the following accelerators of business:

* A customer makes orders for pizzas through online with any nearby store – instant and ease
* A customer gets 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 monitor sustainability of business
* The business owner and a store owner prefer 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 customers:
  + To make orders from laptops, tablets and smart phones
  + To have uniform experience of ordering across all stores
  + To have clear and timely status updates through every stage from order through delivery
  + To locate nearby stores