**Project Design Phase**
**Proposed Solution**

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| Date | 26-06-2025 |
| Team ID | LTVIP2025TMID56012 |
| Project Name | OrderOnTheGo |
| Maximum Marks | 2 Marks |

**Proposed Solution for OrderOnTheGo**

| S. No. | Parameter | Description |
|---|---|---|
| 1 | **Problem Statement (Problem to be solved)** | Many users in semi-urban and student-dense areas face challenges in discovering local restaurants and ordering food online.<br>Small restaurants, in turn, lack affordable and accessible platforms for digital visibility and order management.<br>The absence of a dedicated platform leads to poor customer experience and missed business opportunities. |
| 2 | **Idea / Solution Description** | *OrderOnTheGo* is a MERN-stack based web platform that connects local food outlets with customers through a streamlined digital interface.<br>Users can browse restaurants, add items to their cart, and place orders.<br>Restaurant owners can log in to manage their products and update live order statuses.<br>An admin dashboard supports monitoring and promoting vendors. |
| 3 | **Novelty / Uniqueness** | - Designed specifically for **local** and **small-scale food outlets** that are often excluded from big platforms<br>- Supports **role-based dashboards** (User, Restaurant, Admin)<br>- Enables **real-time order management** by restaurants<br>- **Admin can promote** restaurants for homepage visibility<br>- Light-weight and modular design to scale features incrementally |
| 4 | **Social Impact / Customer Satisfaction** | - Supports **digital inclusion** of small vendors<br>- **Students and residents** get access to local food options online<br>- Promotes **local economic growth** through fair exposure<br>- Enhances customer satisfaction through simple UI and fast ordering<br>- Reduces digital divide in food tech adoption |
| 5 | **Business Model (Revenue Model)** | - Freemium access for users and restaurants<br>- Commission-free base model to attract small vendors<br>- Potential for revenue through ads or featured listings in future - Future integration of delivery fee share (if logistics added) |
| 6 | **Scalability of the Solution** | - Easily extendable to other towns and campuses<br>- Backend built with **modular architecture** for API scaling<br>- React frontend can evolve into a **mobile app** using React Native<br>- Supports **multi-restaurant** environments and can integrate delivery tracking - Designed for easy deployment on cloud (e.g., Render, Vercel, or VPS) |