American International University-Bangladesh (AIUB)
Department of Computer Science
Faculty of Science &Technology (FST)
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<Online Food Delivery and Reviewing App>

Software Requirement Engineering

Sec: **B**

Project submitted

By

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1.PROBLEM DOMAIN

1.1 Background to the problem:

We as of now know that there are so many online food delivery page, but there are too little site have that has quality and also there are no individual review unit. If some of has then they trying give false food review for them by taking money from others. For that restaurant owner get harassment and lose their customers also their employees. On the other hand, the eatery proprietors are frequently annoyed by those food review group proprietors. They need to pay for the great reviewer. So, to avoid this circumstance, we are arranging to open stage apps where there will be no unsettling influence. And individuals can get the idealized review and quality food for them and they get justice from this application.

1.2 Solution to the problem

A web-based food order and review audit will be able to decrease this issue. There will moreover be a mobile portable application for it also desktop based. At that point, there will no individually handling things, restaurant owner can manage all those thing like food order, quality check and mainly feedback part. The restaurant will not do the payment for the reviewer also beneficial for customers and owner.

2.SOLUTION DESCRIPTION

2.1 System Features

Four Types of User will use this System :

1. Admin
2. General User
3. Delivery Man
4. Manager

Admin: Admin can change every thing. And also can maintain whole system, delete something if he will find any offensive reviewing.

1 Maintain whole system
2 Add employees
3 Check Food Reviews and can Update
4 Delete reviews if found offensive.

General User: What general user can do :

1 Can Post review and Update
2 Create account
3 Can order food
4 Can cancel order
5 Can like or dislike

Delivery Man: Delivery man control panel:

1 Create Account
2 Receive Order
3 Can take money

Manager: Manger maintain whole system and what he will do mention down below:

1 Maintain system
2 Create account
3 Check order

4 Can delete offensive comment.
5 Review check

Software Requirement Process:

Software requirement collecting for any project means the specific functionality to understand that the customer requirements, collecting customers all the need, negotiating a reasonable solution, understanding the solution for customer very properly, validating the specifications and manage all the requirements as they are transformed into a working system. The software requirements refers lays out of functional and non-functional requirements. By sorting this functional and non-functional requirements , it is easy to sort out customer's desire requirements and it will be helpful for developer. In software project there are some process which is very useful for a good and quality ful project.

Functional Requirements: Functional requirements define all functionality that will be use at software project and after final project it will perform. It is all about customer's functional requirements.

1. The system will manage admin and system should allow users to record general user, delivery man and manager activities and it will also be record all things about order of customers and delivery updates.

2. The system will provide a manager here all the account can be visible by the managerial employee and admin.

3. The system will manage of Scheduling the delivery and cancellation.

4. The system will have the access of financial department .

5. The system will have the access of all management by admin and manager .

6. All the budget and sells department will be accessible through the system.

7. This system will give the individual profile of all types users like admin, general user, manager, delivery man.

8. The system will give aces the revenue data only to the Managerial level employees and admin.

9. The system will provide the access of Payroll Management of employees and admin.

10. The system will give the access of Quality ensuring management where food quality will be tested.

11. The system will give a customer management where all the orders and feedbacks will be managed.

12. The transaction and bank related work will be managed.

13. The required certifications and document will be accessible by the system .

15. The system can manage the ordering system or denying the order.

16. The system will provide a customer care option.

17.The system will provide a rating system of food and deliveryman and also all about system service.

18.Customer(general user) can track delivery man's update by using system.

Non-functional Requirements: Non-functional requirements means all behaviors of a system and all general characteristics.

1.Security: it is very essential for a system. Because it is a big issue for a company information. Security maintain is very useful for hacker attack issue.

2.Modifiability: It is for a system that how the system modify further very easily.

3.Reliability: This reliability is operational reliability. It is a measure of problem free or failure free system.

4.Coupling: This is how easily connect two or more module with each other and it is also a relationship build up between two or more module.

5.Verifiability: The system will manage the verification and validation requirements for the software

6.Traceability: if the origin of each of the requirements is clear and if it facilitates the referencing of each condition in future development or enhancement documentation.

7.Performance: How well the functionality is working**.**

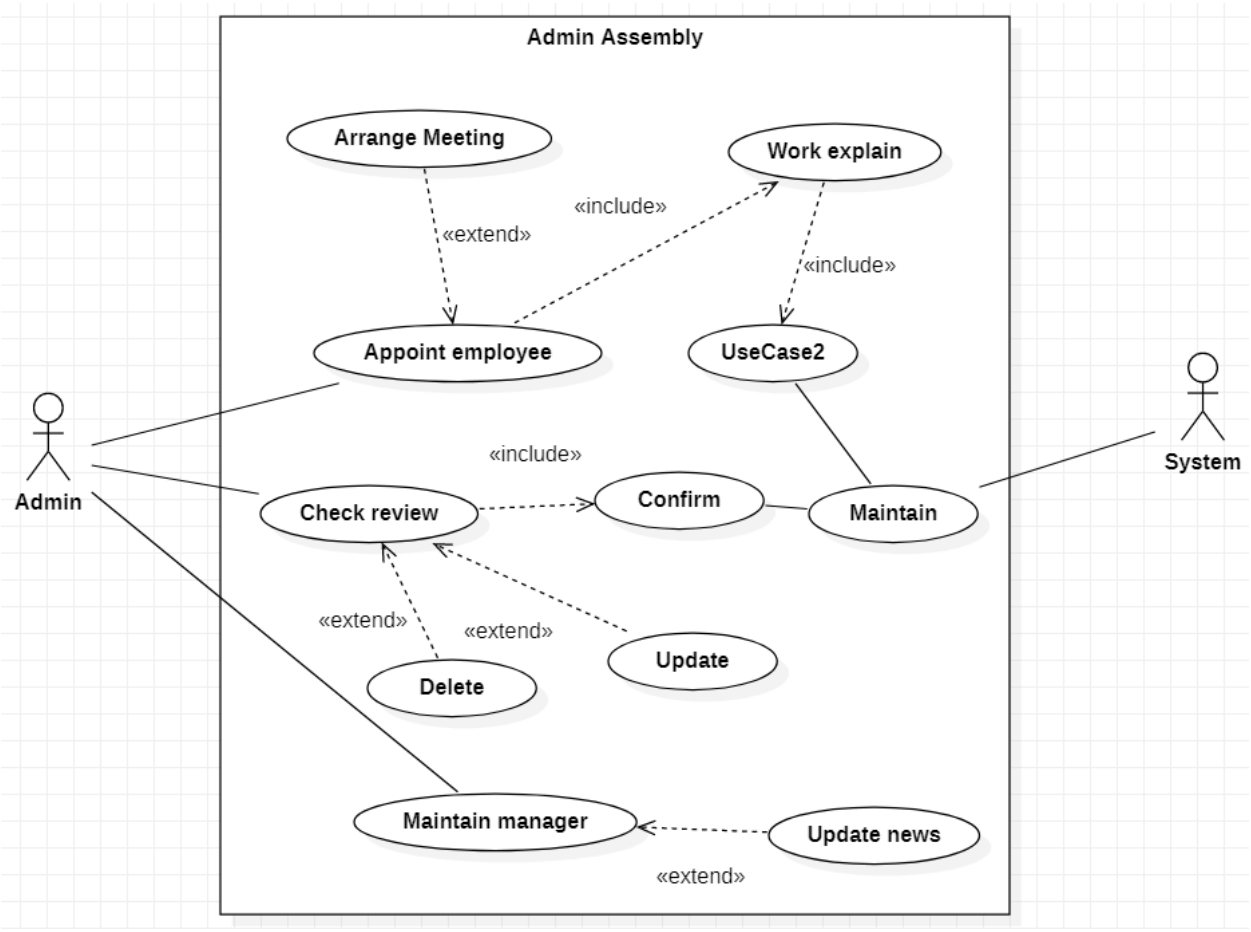
8.Maintainability: How easily it will be maintain and there will be not any complexity**.**

9.Correctness: this means that system of software be correct and a good understanding of functional programming.

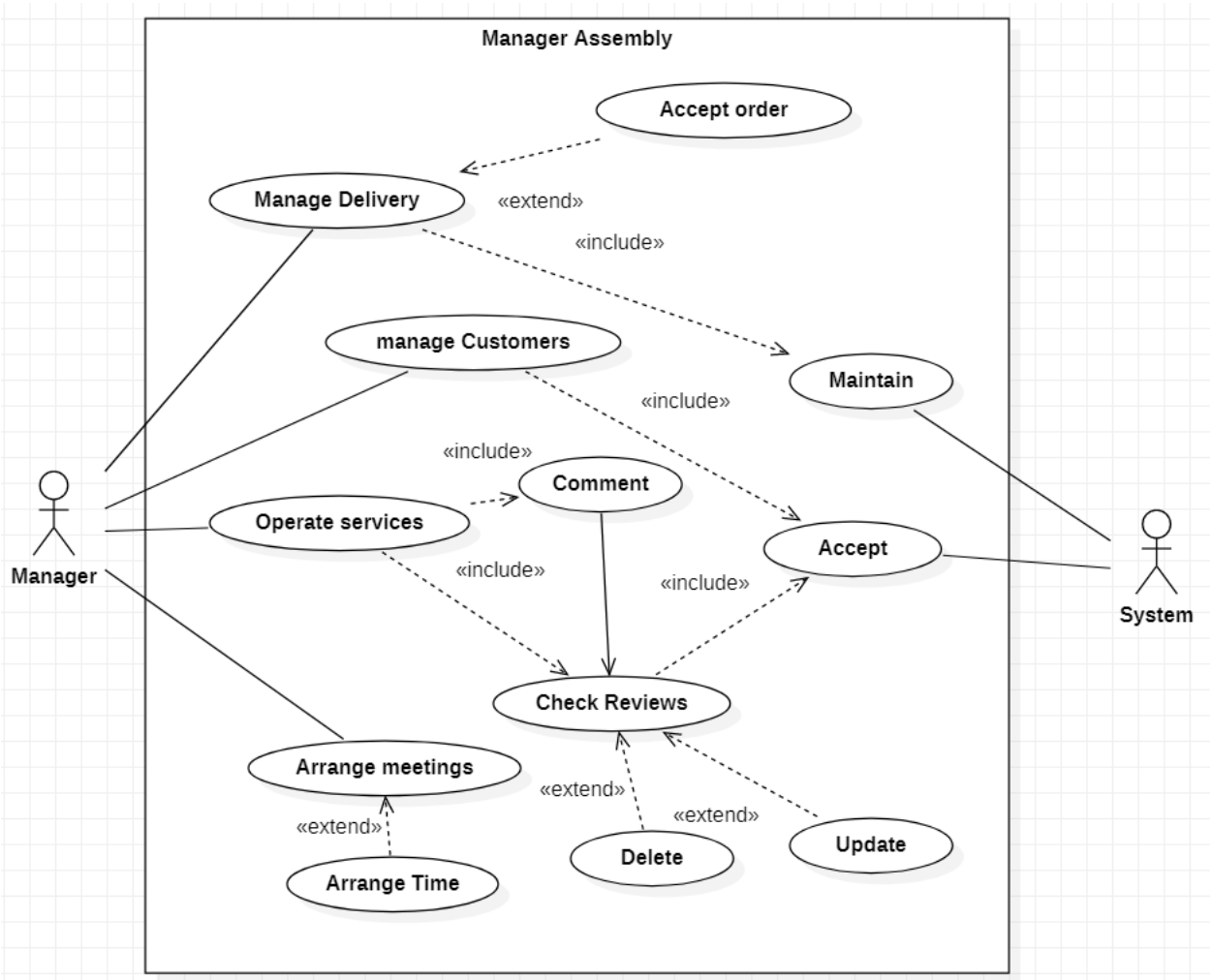
10.Portability: it will be measured by how easily it is working at different environment. Because when it will be platform independent it's work will be so easy for all users.

2.2 Use-case Diagrams:

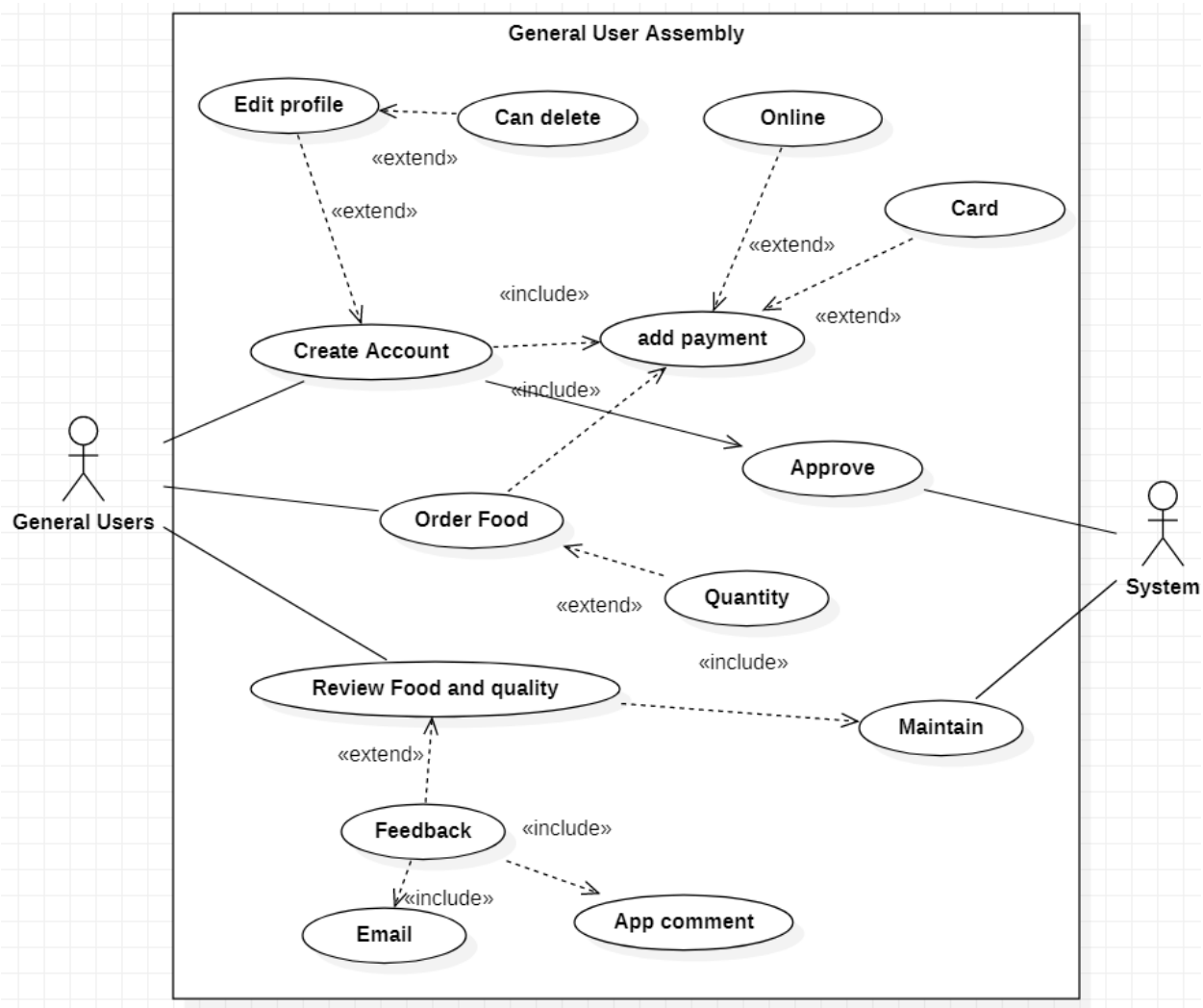
Admin Panel:



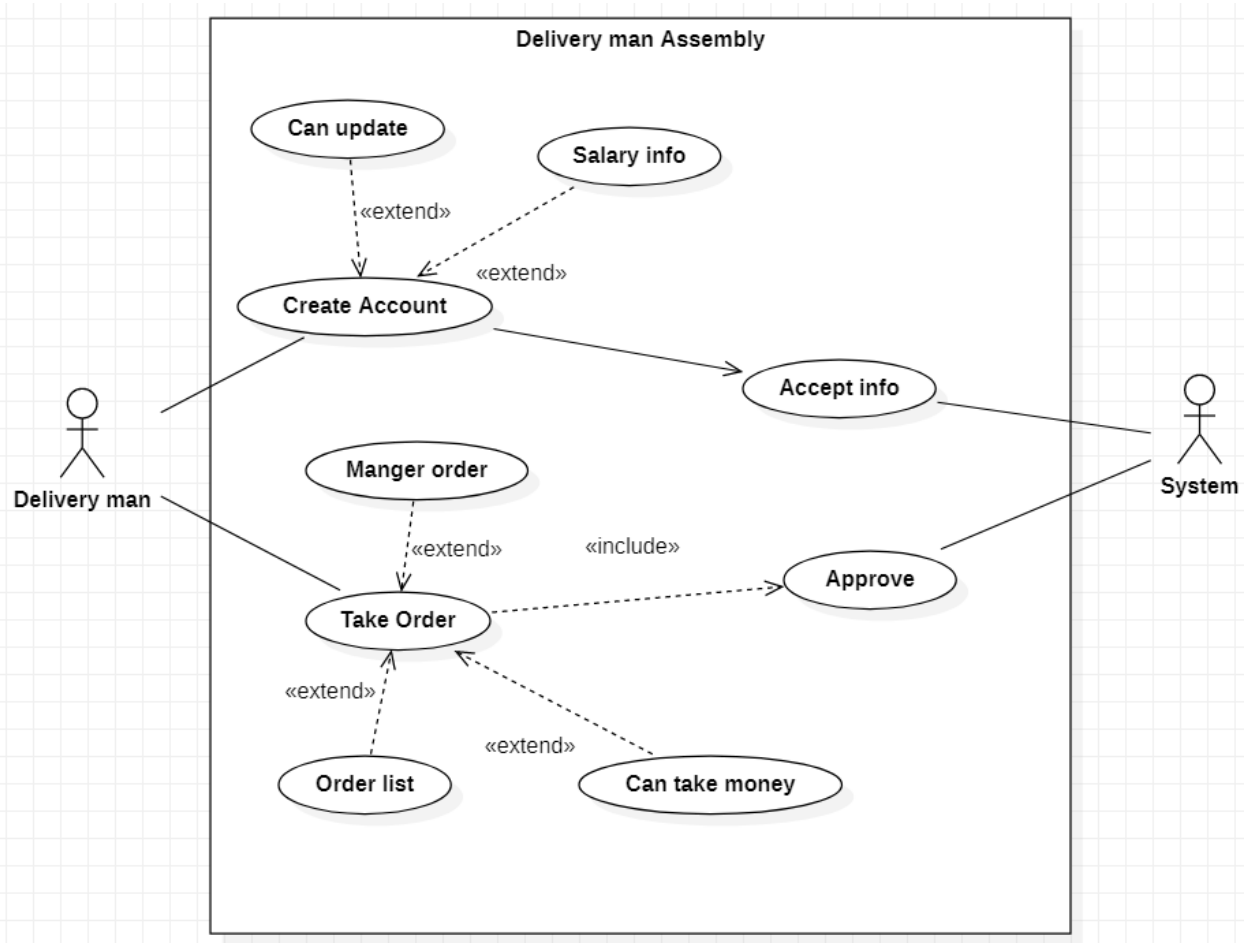
Manager Panel:



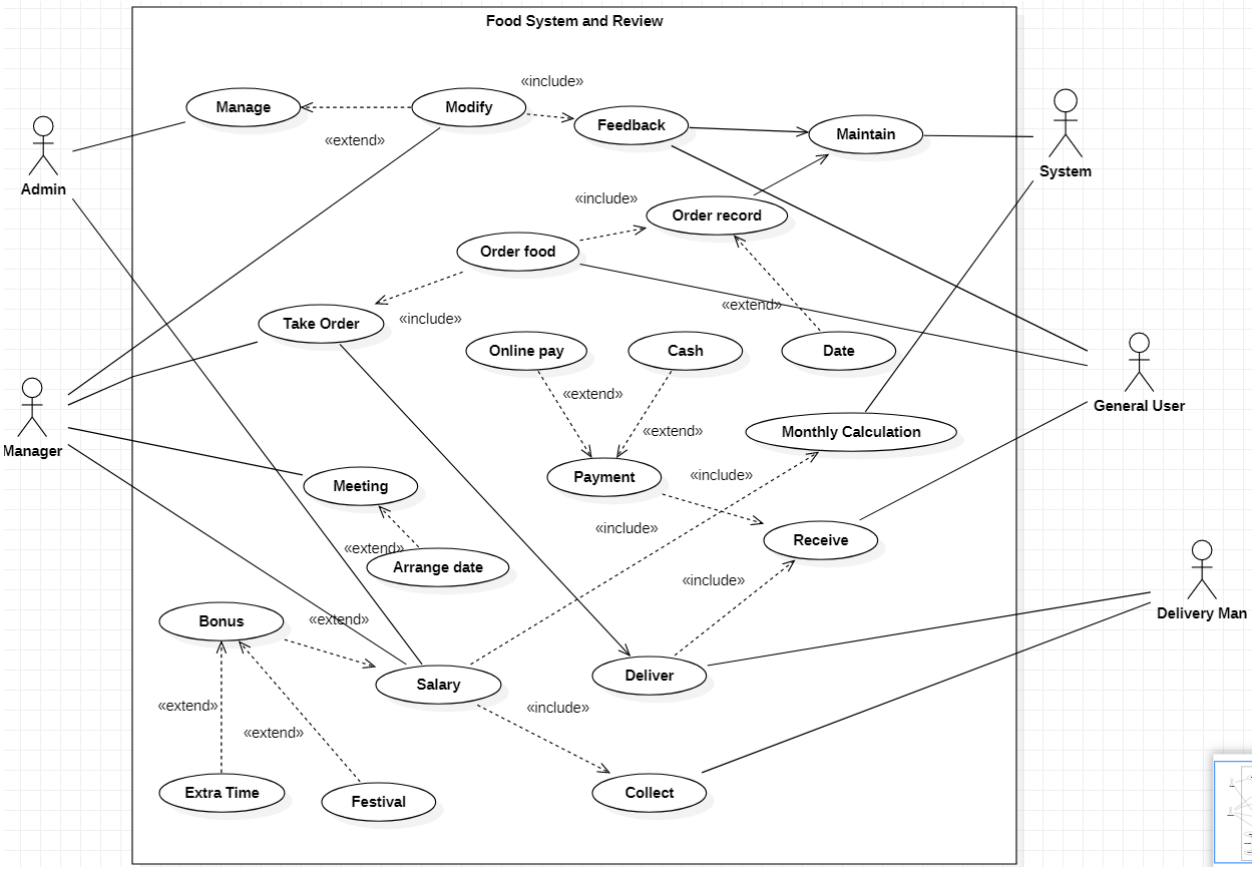
General User Assembly:



Delivery Man Panel:



Food System And Review:



3.SOCIAL IMPACT

After lunch a software many organization use some affordable social media marketing. Only some company can understand about their importance and right way to publish and introduce social media. When they select right channel and right way for publicity at a time the company will be successful into public. And at a time more people will know about their work. So publicity at social media about a new lunched software has a great good impact. Each social media apps or channel has many kind of people. So that time ,company will select which platform will best for their work advertising. Because social network is big issue now in days.

Facebook:

It is a big social media to publicity a software. In our country almost 60% people are using facebook. In our country it is very popular social media. So it will be best option to give a advertisement at facebook. We can say in any country it is a power house of social media. So by using this it is possible to fulfil targets.

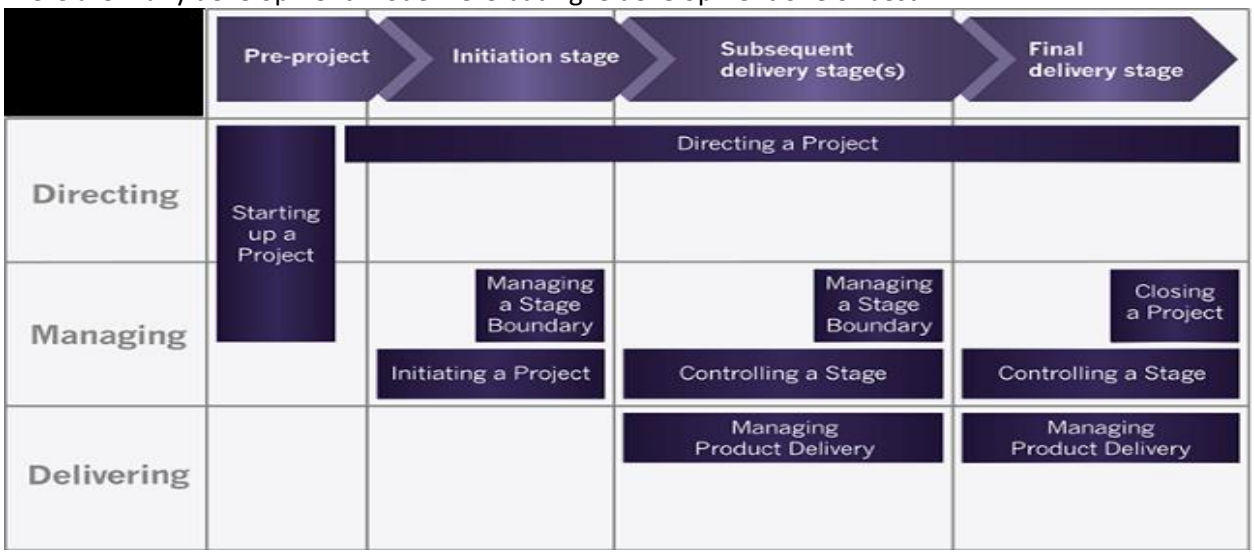
Instagram: It is also a best choice for advertising a software. By using this social media easily can reach to people with desire targets. If we can provide valuable content at Instagram it is very easy way to increase natural followers and instagram users will goodly know about your product. So a good platform.

Twitter: Twitter is another a popular social media channel. Here you will found significant audience. The ultimate goal should be to provide content that is relevant to your audience. That will be main target of us. It is good way to introduce about our software.

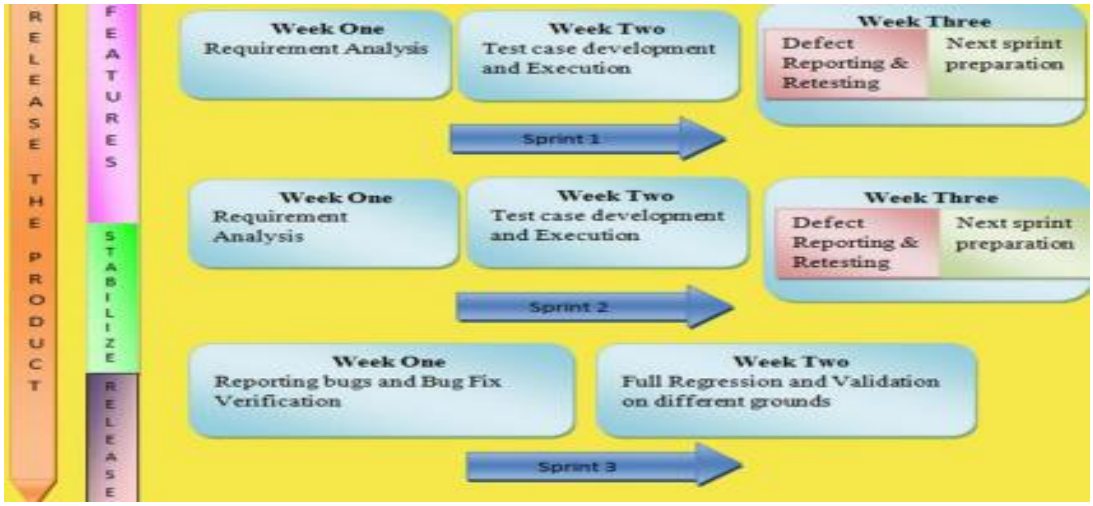
At last we can say we should test every channel for better outcome we should identify best one. we can invest in a sponsored campaign.

4.DEVELOPMENT PLAN

There are many development Model here but Agile development one of best:

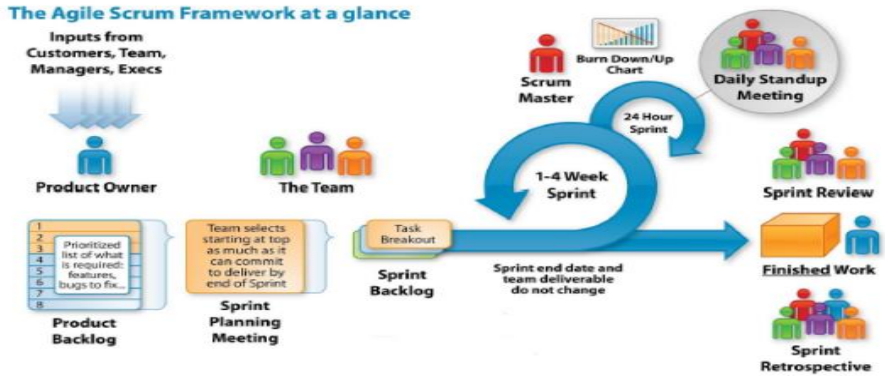


Here every sprint developer give update and client can change their requirement and also know how their system go on.



A typical Agile Scrum SDLC:

And this software development simply 6 phase.1stly need to proper plan to start work then Analysis the idea that how to work. 3rdly Design the system and Try to implement the way system design. Every sprint complete need to test that make project a quality and lastly Maintain the whole project and team properly.



In agile scrum model development, System owner give requirements for his system that he want. Then Developer start working as they plan for. After every sprint one meeting happen. After complete every sprint developer give update their work to client and whole team and after every sprint client can change their requirement and also can add new. Every 24 hour one meeting happen.

5. MARKETING PLAN

5.1 Defining the desirable outcomes: Every successful project needs a correct goal before starting the project. In our project the goal for marketing purposes will be:

1. Using social media to increase the publicity of the website.

2. Make the order procedure simple so that people can easily order.

3. Customize according to local demands and promote that.

5. Plan to generate traffic for our website.

6. Plan to gain followers

5.2 Deterring the target audience:

To build a marketing strategy, first of all it is important to know precisely who the target audience is. That means we need to understand who our product is meant for. To find the best way to promote it may need information about the potential customers including demographics, location, their interests, and lifestyles. This information will help to create a buyer persona, which is a picture of the target customer you want to reach.

5.3 Ensuring the correct price of your delivery:

The only thing we have to determine is how much they are willing to pay for your delivery still to turn in a profit. But keeping customers and the stuff satisfied with the price of your service isn't easy. But if we want to create a truly cost-efficient food delivery, you need to go beyond price. **We need to optimize your operations to minimize cost and maximize output performance.**

5.4 Use content marketing:

It's hard to overestimate the role of content for mobile application marketing. Many of today's businesses take advantage of content marketing, and there are several reasons for that. Content

marketing can prove effective when it comes to building trust with customers and building brand awareness. It's a relatively cost-effective way of reaching and attracting your target audience.

5.5 Social media:

Social media is an effective tool for marketing. Each social media channel serves different personalities and audience. And those audiences engage with each channel differently. Therefore, it's up to us to determine what works best for the project. Decide on social platforms and what content to post on them, we should know what our target customers like and what influencers they follow. Instagram and Snapchat can help you reach younger online users while to reach an older audience, might want to opt for promoting the app on Facebook.

5.6 Cultivate relationships with influencers:

Influencers are just as important as our customers. They are the people we target audience listens to on a daily basis. Influencers could include hosts of YouTube channels or radio and TV personalities. Consider teaming up with influencers who can help us to reach the target audience.

5.7 Create a balance:

Posting promotional content is a good idea, but it's important to do something entertaining and engaging. While your posts should be related to the app, keep up with cultural trends and the latest news. This will help to build a community.

5.8 Create ads to attract to customer:

A number of studies have revealed that emotional and educational advertisement outsells logic. Emotional and messageful factor heavily into buying decisions for consumers, not just facts and information. Unruly, a platform that ranks successful viral ads each year, discovered in 2015 that the most-shared ads relied heavily on emotional awareness, especially relating to friendship, happiness, warmth and inspiration.

5.9 Blog:

Blog is one more effective tool for a app promotion. Businesses that have blogs get 55 percent more website visitors than those that don't. Creating useful and informative blog content not only helps to get noticed on search engines but also builds trust with the customers and gives people a reason to come back to the website.

5.10 Assemble the right team:

Individual talents and skills are important qualities for any business. However, teamwork kicks it up a notch. To develop an effective marketing plan, first we need to have the right team in place.

Whether we hire a professional marketing team on a contractor basis or employees, considering these factors:

- Identify the roles we need to fill to achieve our end goals.
- Determine whether we need individuals to work on a contract basis.
- Interview each candidate for their strengths, skills and experience.

When building a website we should think of promotion in advance. It is important to target audience to choose the best ways to market your food delivery and review app that will work in our particular case. Also we have to create useful and engaging content that will build trust and loyalty.

6. COST AND PROFIT ANALYSIS

6.1 Estimation for the Project

In case you're looking towards beginning a standard food court, at that point, you ought to be prepared to go all out to guarantee merely raise enough capital to cover a few of the fundamental consumptions merely are aiming to bring about. The truth is that beginning this sort of commerce does not come cheap. You would require cash to secure a standard office, you may require cash to obtain hardware and supplies, and you'd require cash to pay your workforce and pay bills for a where as until the income you create from the commerce gets to be sufficient to pay them. The things recorded underneath are the nuts and bolts that we would require when beginning our blood bank in Bangladesh;

● The total fee for registering the Business in Bangladesh – 2,00,000 BDT
● Legal expenses for obtaining licenses and permits – 150,000 BDT
● Worker's cost – 8,00,000 BDT (need 30 workers at least for 24h active)
● Developers Cost – 4,00,000 BDT
● Designer Cost- 1,50,000 BDT
● Marketing promotion expenses for the grand opening of BPM Blood Bank, Inc. – 3,10,800 BDT
● The cost for hiring Business Consultant – 1,20,000 BDT
● The cost for Computer Software (Accounting Software, Payroll Software, CRM Software, Microsoft Office, QuickBooks Pro, drug interaction software, Physician Desk Reference software) – 2,50,000 BDT
● The cost for volunteer review writer – 70,000 BDT
● Storage hardware (bins, rack, shelves) – 1,20,000 BDT
● The cost of launching a website: 70,000 BDT
We would need an estimate of 26,40,800 BDT to set up our blood bank software in Bangladesh successfully

6.2 Profit

As we conversation almost some time recently that there is no other extend like this. So, there's no question that this Extend will get famous in our Country. And usually too exceptionally essential. So, I am lovely much beyond any doubt that numerous companies will purchase this item. So around there will be a benefit of 95 Lakh BDT.