

## 1. Introduction

### 1.1 Project Overview

OrderOnTheGo is a modern, full-stack food ordering web application. Built with React, Node.js, and MongoDB, it empowers users to browse curated menus, place orders seamlessly, and enjoy real-time tracking—all via a mobile-optimized, user-friendly interface (<https://github.com/surya077-mj/OrderOnTheGo>)

### 1.2 Purpose

To simplify food ordering for users, particularly during late hours, by offering a reliable, secure, and fast solution that benefits both customers and restaurant admins.

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## 2. Ideation Phase

### 2.1 Problem Statement

Users struggle with complex food ordering apps and inconsistent delivery tracking. Restaurants face challenges managing orders efficiently. OrderOnTheGo bridges these gaps.

### 2.2 Empathy Map Canvas

- **Think & Feel:** “I want an intuitive, visually pleasing site.”
- **See:** High-quality product sections.
- **Say & Do:** “This is easy to browse!”
- **Pain Points:** Slow load times, unresponsive UI.
- **Gains:** Engaging design, fluid navigation, quick load.

### 2.3 Brainstorming

- Emphasize clean UI and eye-catching hero sections
- Ensure graphics are optimized
- Use call-to-action buttons and smooth scrolling
- Make it fit all screen sizes effortlessly

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### 3. Requirement Analysis

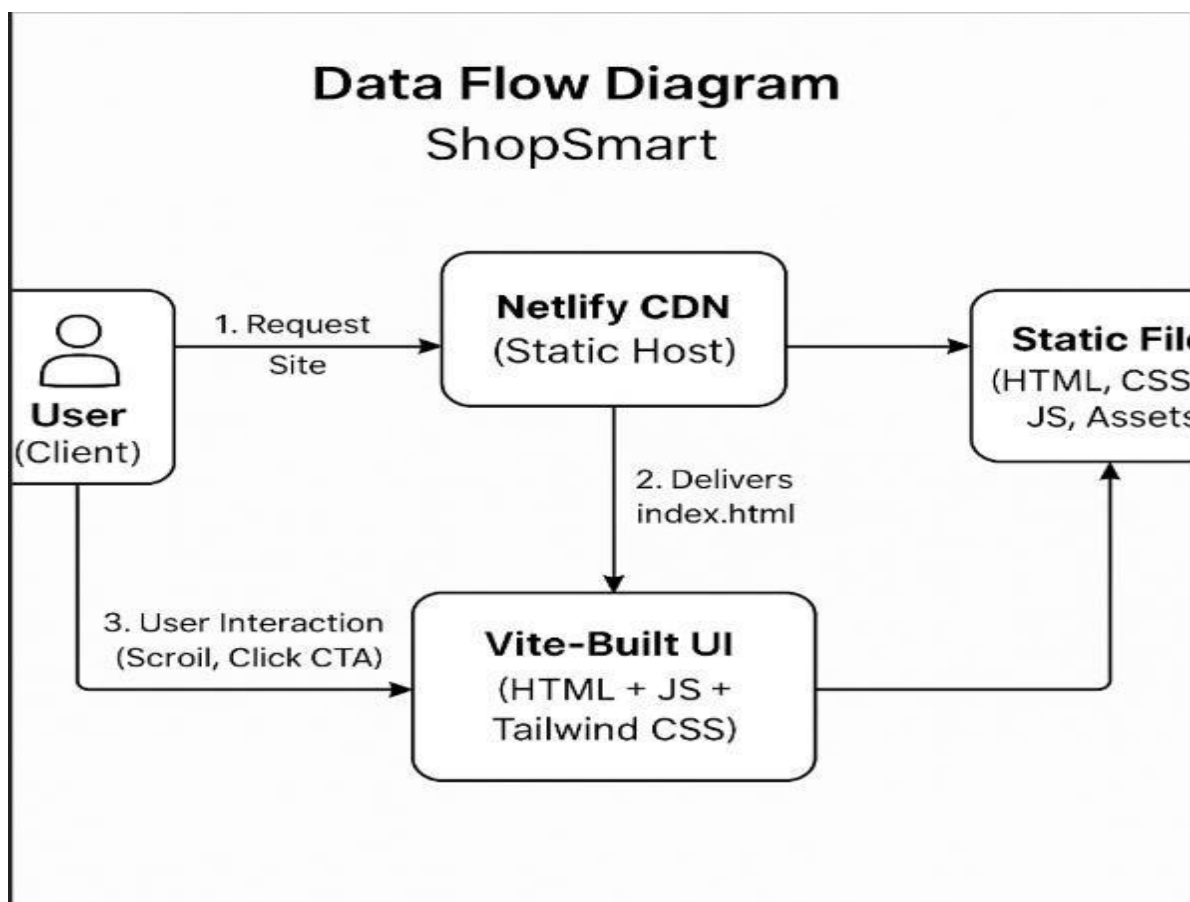
#### 3.1 Customer Journey Map

1. **Discover** OrderOnTheGo via social or search
2. **Browse** product highlights
3. **Drink in visuals** and read CTAs
4. **Take action** — click to view
5. **Enjoy responsiveness** across devices

#### 3.2 Solution Requirements

- **Functional:** Landing page, CTA buttons, responsive nav
- **Non-functional:** Quick load (static assets), mobile-first design, cross-browser compatibility

#### 3.3 Data Flow Diagram



### 3.4 Technology Stack

- **Frontend:** TypeScript + Vite
  - **Styling:** Tailwind CSS, PostCSS
  - **Bundler:** Vite
  - **Deployment:** Netlify
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## 4. Project Design

### 4.1 Problem-Solution Fit

The static, responsive page solves the need for a fast, engaging shopping interface without complex backend overhead.

### 4.2 Proposed Solution

A single-page landing UI with featured product sections, smooth scrolling, and bold CTAs across mobile and desktop.

### 4.3 Solution Architecture

```
├─ public/           # Static assets (e.g. favicon, images)
├─ src/              # Core source code
│   ├─ components/   # Reusable UI components (e.g. Header, Footer)
│   ├─ layouts/       # HTML templates (base layouts with EJS)
│   ├─ content/       # Pages content (home.ejs, about.ejs, etc.)
│   ├─ main.css       # Tailwind CSS entry file
│   └─ index.html     # Entry HTML template
├─ tailwind.config.ts # Tailwind configuration
├─ postcss.config.cjs # PostCSS + Autoprefixer settings
├─ vite.config.ts     # Vite project config
├─ tsconfig.json      # TypeScript configuration
└─ package.json       # Dependencies and scripts
```

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## 5. Project Planning & Scheduling

### 5.1 Project Planning

- **Week 1:** Define scope, wireframe UI

- **Week 2:** Implement frontend structure + Tailwind styling
  - **Week 3:** Integrate responsiveness, polish UI
  - **Week 4:** Test across devices, deploy to Netlify, finalize README
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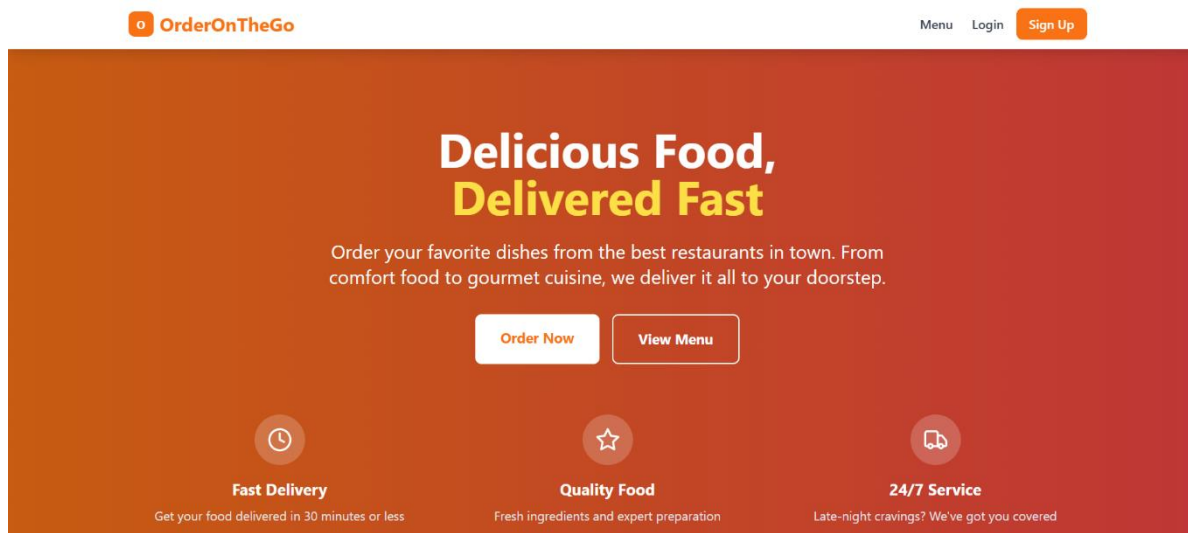
## 6. Functional and Performance Testing

### 6.1 Performance Testing

- Lighthouse audit to ensure high scores on accessibility, performance, best practices
  - Manual tests on mobile and desktop browsers
  - Asset optimization to reduce load times
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## 7. Results

### 7.1 Output Screenshots



Cuisine

All

Italian

Indian

Japanese

American

Mexican

Thai

Greek

Vegan

British

🕒 20 min

🇮🇹 Italian


★ 4.7

🗨 2 reviews

+ Add to Cart

🥬 Veg

★ 4.4



**Caesar Salad**

\$11.99

Crisp romaine lettuce with parmesan cheese and croutons

🕒 10 min

🇺🇸 American

★ 4.4

🗨 0 reviews

+ Add to Cart


🗨 1 reviews

★ 4.8

+ Add to Cart

🥬 Veg

★ 4.5



**Beef Tacos**

\$13.99

Seasoned ground beef with fresh salsa and cheese in soft tortillas

🕒 18 min

🇲🇽 Mexican

★ 4.5

🗨 0 reviews

+ Add to Cart


🗨 0 reviews

★ 4.6

+ Add to Cart

🥬 Veg

★ 4.9



**Chocolate Lava Cake**

\$8.99

Warm chocolate cake with molten center served with vanilla ice cream

🕒 12 min

🇺🇸 American

★ 4.9

🗨 0 reviews


+ Add to Cart

## Featured Dishes

Discover our most popular dishes loved by customers worldwide

🥬 Veg

🔥 13% OFF



**Margherita Pizza**

~~\$14.99~~  
\$12.99

Classic Italian pizza with fresh mozzarella, tomatoes, and basil

🕒 20 min

🇮🇹 Italian


★ 4.7

🗨 2 reviews

+ Add to Cart

🇮🇹 GF

★ 4.8



**Chicken Tikka Masala**

\$18.99

Tender chicken in creamy tomato curry sauce with aromatic spices

🕒 25 min

🇮🇳 Indian


★ 4.8

🗨 1 reviews

+ Add to Cart

🇯🇵 GF

★ 4.6



**California Roll**

\$12.99

Fresh sushi roll with crab, avocado, and cucumber

🕒 15 min

🇯🇵 Japanese

★ 4.6

🗨 0 reviews

+ Add to Cart

## 8. Advantages & Disadvantages

### Advantages

- Clean, modern, responsive UI
- Fast load times via static assets
- Easy to spin up and scale (Netlify)
- Fully mobile-compatible

### Disadvantages

- No dynamic backend for product data or cart
- Lacks user accounts, checkout flow, real-time data
- Limited to presentation; not an actual e-commerce engine yet

## 9. Conclusion

ShopSmart is a well-crafted presentation-layer prototype for shopping sites—quick to deploy, visually stunning, and great for showcasing products. It nails responsiveness and performance, making it ideal for portfolios or static showcases.

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## 10. Future Scope

- Integrate backend (e.g., Node.js + MongoDB) for dynamic products
- Add shopping cart, user authentication, and checkout
- Enhance with animations (CS transitions, AOS)
- SEO metadata, sitemap, analytics
- Multi-language support and accessibility audits

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## 11. Appendix

- **Source Code:** Available on GitHub at <https://github.com/surya077-mj/OrderOnTheGo>

- **Dataset Link:** Not applicable (static content)
  - **Project Demo:** Hosted live via Netlify — <https://orderonthe goo.netlify.app/>
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