# **Restaurant Reward System**

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## **Project Summary**

This project is for a fast food restaurant looking to increase customer loyalty and revenue through the implementation of a reward system. This web application will be primarily intended for the marketing department of this restaurant. The restaurant would like to reward customers for their loyalty (and by so doing increase customer loyalty and sales), but their current method - a punch card - is not bringing the results they would like. This web application will allow customers to earn points for every dollar spent at the restaurant, as well as receive other deals and coupons. This will also serve as a method of collecting emails for the restaurant’s marketing team as users create an account with a required email field.

## **Project Deliverables**

**Transaction:** Allow the user to create an account that will be used to login and track information.

**Use Case:** The user will be prompted to create an account if it is their first time using the system. This will be a form that asks for email, password, age, and address. This will create an instance in the database that will track information about that customer such as points, gift cards, and other rewards. The user will also select a box to confirm that they accept marketing emails.

**Transaction:** Customer makes a purchase at the restaurant and registers it with the rewards

**Use Case:** While the user is logged in the dollar amount will be read and register that as points. The points that they earned from their latest purchase will add to the total they have.

**Transaction:** The customer uses their points to make a purchase.

**Use Case:** The amount of points it cost to make the purchase will be deducted from the customers total amount. The new total amount will be shown to the customer.

**Transaction:** The restaurant owner, using an admin login will be able to send deals and coupons to specific customers.

**Use Case:** Using the admin account they can select from a list of customers and send out a coupon consisting of an image and text to the customers application. This would move the coupon to the database and be shown to the customer on their next login underneath a section labeled “Deals”.

**Transaction:** The restaurant owner can export the list of emails to be used in email marketing applications

**Use Case:** The owner clicks a button that retrieves the list of emails from the database and exports it into a file format that can be used in external email applications.