Feasibility Report

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Garlic Press Ordering System

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**Executive summary of the business problem**

Customers of The Garlic Press do not have the ability to order popcorn online. Our group is prepared to develop a process to make this a reality. We will work within the existing website to increase the reach of new and existing customers to the Garlic Press business.

**Research to develop solution:**

Our group has researched what The Garlic Press has to offer currently and what their competitors have as well. Their main competition is Donny B’s. Donny B’s currently has a website with online ordering capabilities. The main difference between the two, according to our group, is there is a disconnect between Donny B’s as a company and their customer base. The Garlic Press has existed in Normal for decades and thrives on being integrated with the community.

**Potential solutions that you have considered:**

Our plan is to incorporate as much of The Garlic Press charm into the ordering page as we can. We will use a popcorn kernel as a graphic for the “Order Online” button. The customer will then be taken to a page with all the flavors available.

**Options for Customer Interface:**

* Have a Google Forms file where the user fills in how much of each flavor they want. We would need to require each flavor be answered so the customer doesn’t miss what they want. This also allows the customer to find out about flavors they have not seen before. The user would also need to fill in their contact info as part of the Form.
* Create a web page with Garlic Press assets in the background. The top portion of the page will contain fields for the customer to fill their contact information. The bulk of the page will consist of the different flavor options. Before the flavors are listed, there will be a size chart showing each bag and their estimated capacity in cups. We will also have a floating header to allow the sizes to remain visible as the customer scrolls. Each flavor will have an image of the final product. Under each flavor will be the different sizes available. Next to each size is a drop down for number of bags preferred. Upon completion of the order the customer will receive an email overview of their order. There will also be a phone number if any adjustments need to be made.

**Options for Garlic Press Interface:**

* The Garlic Press will receive an email showing the order and contact information for the customer. When The Garlic Press fills they order, they will contact the customer to notify them of completion.
* Garlic Press can have a receipt print from their POS system. The receipt will have the customer name at the top as a header. Their order will be the next segment. The bottom will have the total and the customer’s contact information.
* Garlic Press could maintain a running total of their flavor quantities on hand. These quantities would be loaded into a database the order form communicates with. As customers place orders, the database is updated. If the quantity ordered is more than what is available in the database, there will be an error on the page and the quantity is refused

**Proposed Solution:**

The customer will have a web page interface for their ordering. They will be greeted with a picture of the employees who will be filling the order. The page will ask them for general contact information. Below the contact section, there will be the order portion. The top portion will be a picture of the different sizes available to the customer and the estimated quantity they hold. In red text there will be a disclaimer that bulk orders must be called in and the phone number is given. Each flavor will have a picture of the finished kernel and key ingredients that distinguish the flavor. At the bottom of the page there will be a submit button. As the button is pressed a confirmation email is sent to the customer. This email will contain the contact information they submitted, the order information, and a message advising the customer to call The Garlic Press if there are any changes that need made to the order. Also after the submit button is hit, an email is sent to The Garlic Press. Within the email is the order contents and contact information. For ease of communication, the email used will be [orders@thegarlicpress.com](mailto:orders@thegarlicpress.com). Sarah and Pam will have access to this email. When one of them opens the email, they will fill the order or delegate it to one of the employees. When completed, The Garlic Press will contact the customer to have them pick up their order. Customers will pay at pick up. In the future we may integrate payment into the ordering process online, but we want to see how this interface works first.

**Risk Assessment**

**Mitigation and Contingency:**

* **Risk:** If not implemented correctly **business could be lost due to orders not being received** or not being seen by staff and therefore not getting filled, causing the customer to either have to wait or go somewhere else.
  + In order to avoid this, a confirmation email should be sent from a Garlic Press employee letting customers know that their order has been received. The customer should also receive another email once their order is ready to be picked up. This avoids customers wondering if they should be expecting product or not and makes sure they do not have to wait in store for the product to be made.
  + If errors occur Garlic Press can offer upset customers free food or a discounted price for their time.
* **Risk: Customers do not use the new function**
  + Depending on any costs associated with the implementation of the ordering button this should be a low cost risk. To lessen this we should make the button clearly visible and Garlic Press should talk about the new function on their social media and in store.
  + Better advertising for the function should be implemented and if it continues to not be used it can be removed.

**Criteria for a successful outcome:**

* A button is added to The Garlic Press’s existing web page and has the functionality to create orders that are emailed to a separate GP email address for orders only. We hope this functionally will increase the amount of sales that the Garlic Press has.

**How does your solution address every aspect of the desired outcome?:**

* GP needs to stay competitive with Donny B’s online ordering system while maintaining their hometown feel. The emailed ordering system optimizes Garlic Press’s lack of available technology so that they only have to check orders in the morning and fill them when necessary. The lack of ability to pay online forces customers to pay in store which increases face to face time with customers. The email confirmation and order completion reassure that customers are getting their product and prevents customers from waiting which would negate the point of the ordering system.

**What measurable goals can be set to judge the final outcome?:**

* Presence of orders
* Compare sales average before and after

**Project Plan**

In order for the project to be completed successfully we will need to contact The Garlic Press about what their website is run on (WordPress, etc.), create an ordering page for the website, include a process that will compile the order into an easily accessible document, and implement the ordering system into the website itself.

**Mid-Late October:**

* Gather more information about The Garlic Press’s website pertaining to how easy it will be to add our online ordering system into their current website, and use the information to better assess how we want to create the ordering system.

**Late October - Mid November:**

* Begin development of the online ordering system’s design as well as its backend components, consisting of how it will compile the order into an email. The backend portion should be relatively easy depending on what the website is run with, as their very well may be plugins already created that we can use.

**Late November - Early December:**

* Work with The Garlic Press (and their web designer Gregory Pare if needed) in order to add our system into their website. We plan to add a button off to the side of their “Popcorn & Sweet Shop” page that will take a customer to a new page that allows them to fill out their order and submit it, waiting at least 24 hours for the order to be completed.

**Early December:**

* Give final report on the end production of the online ordering system

**Conclusion**

The goal of this project is to bring more business to The Garlic Press by way of an online ordering system, which will help to keep them up to date in the ever advancing technological world. Our proposed solution is to create a page within the already existing website that contains all of the standard flavors of popcorn with their different sizes that will then allow the customer to make an order. The order will then be compiled into an email that is sent to The Garlic Press, who will then respond to the customer either over email, text message, or phone call to let the customer know that the order has been received and is ready to be picked up.