PRD: School Food Ordering System

# Changelog

* 11/02/2024 - Initial version
* 11/06/2024 - Revise requirements

# Related Documents

* Link to Document 1
* Link to Document 2

# Introduction

* This project aims to develop a comprehensive ordering system that connects customers with restaurants, allowing account management, order placement, and customer review functionalities.

# Customer needs, market, and business model

## Known customers and customer requests

* Customers include restaurants and individual users seeking streamlined ordering and review experiences. Feedback from early adopters highlights interest in personalized restaurant and menu recommendations.

## Quantitative customer data

* \_\_% of users requested a favorite restaurant feature, while \_\_% wanted an accessible review system.

## Business model and pricing

* Planned as a SaaS, available as a standard pricing plan for restaurants, with potential add-ons for premium customer analytics.

## Expected results

* We expect to have approximately 20 restaurants and 500 individual users sign up for this feature in the first 3 months after launch. Additionally, we project a 10% increase in engagement on restaurant reviews within 6 months, driven by streamlined and accessible review options.

# (Product) Marketing and Communication

## Key metrics

1. Number of **registered** restaurant and user accounts
2. **Monthly Active** Users and **Daily Active** Users
3. Order **volume** per restaurant and user
4. Average **rating** per restaurant
5. **Retention rate** of both restaurants and individual users
6. **Time** taken to resolve customer issues

## Terms, wording, and copy

1. **"Order Now"** - Call to action for placing orders quickly from selected restaurants.
2. **"Favorites"** - A section where users can save preferred restaurants for easy access.
3. **"My Reviews"** - An area where users can view, manage, and edit their restaurant reviews.
4. **"Recommended for You"** - Personalized suggestions for restaurants and menus based on user preferences.
5. **"Restaurant Dashboard"** - A centralized area for restaurant owners to manage listings, orders, and reviews.
6. **"Customer Analytics"** - Premium feature for restaurant owners to access customer insights and data trends.
7. **"Explore Restaurants"** - Browsing section for users to discover new dining options.

# Personas

1. **Restaurant Owners** - seeking a platform to manage orders, reviews, and customer engagement.
2. **General Users** - individuals looking to find, favorite, and order from restaurants.

# Functional Requirements

* The system must support **account registration** using an email and password, allowing users to **create** and **manage accounts** securely.
* Restaurant owners must be able to **add** and **update restaurant details** and **menus** easily within the system.
* Users should be able to **place orders**, **choose** their **favorite restaurants**, and **manage orders** efficiently.
* Users must have access to **add**, **modify**, and **view feedback** on restaurants, supporting a comprehensive review system.
* The interface must be **accessible** and **easy to navigate**, with clear calls to action for users of all technical levels.
* Given a diverse user base, the system should **support multiple languages**, including English, with options to add additional languages if needed.

# Non-Functional Requirements

* The system must support up to 10,000 simultaneous users, especially during peak meal times, such as lunch and dinner.
* Page load times should not exceed 3 seconds on average, even during peak hours, to ensure a seamless user experience.
* Ensure consistent data across the system, especially for order processing, to avoid discrepancies between order status on the user and restaurant sides.
* User data and account information must be protected with industry-standard security protocols, including encrypted passwords and secure access tokens.
* The system should log all major events and errors, allowing developers to track and resolve issues quickly.
* The system must comply with privacy regulations, especially if personal data is stored or processed.

# Design

UI should include a clear navigation structure, responsive design, and intuitive forms for ordering and reviews.

# Technical Specifications

* Database: Manages account, restaurant, menu, favorite restaurant, order, and customer review tables.
* API Endpoints: Includes POST, GET, PATCH, and DELETE methods for managing account actions, order processing, and reviews. Key risks involve ensuring data consistency across CRUD operations and maintaining robust authentication.