

Uncle Jack Online Food Ordering

By:

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Background of Study

Case Study: Uncle Jack Restaurant

Area of Interest: E-commerce

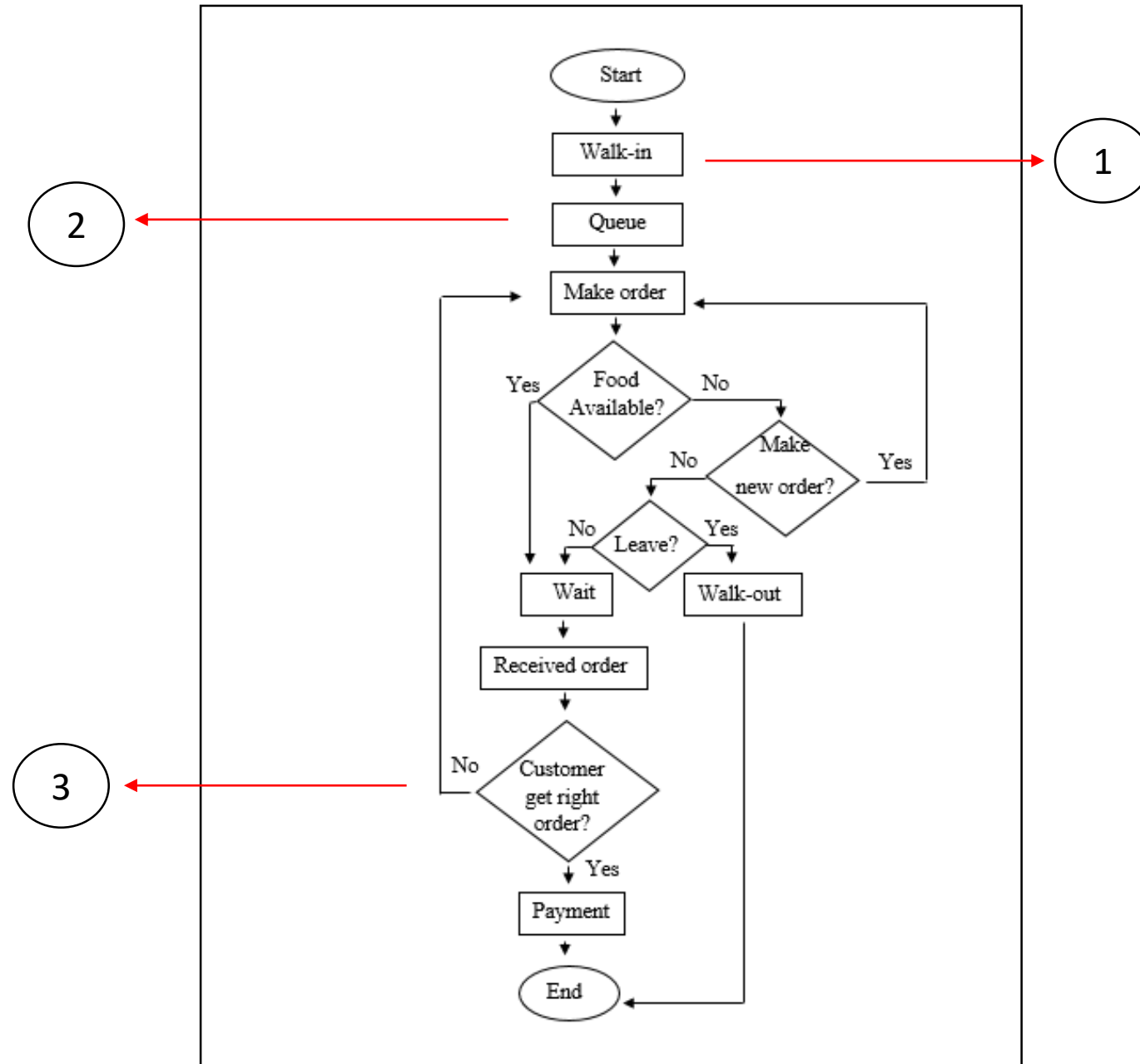
Domain: Organization

Theory: Online ordering

Objectives

1. To identify the current business ordering process and problem that had been faced by Uncle Jack Restaurant
2. To design and develop an online food ordering system for Uncle Jack Restaurant
3. To evaluate the functionality and usability of the proposed system

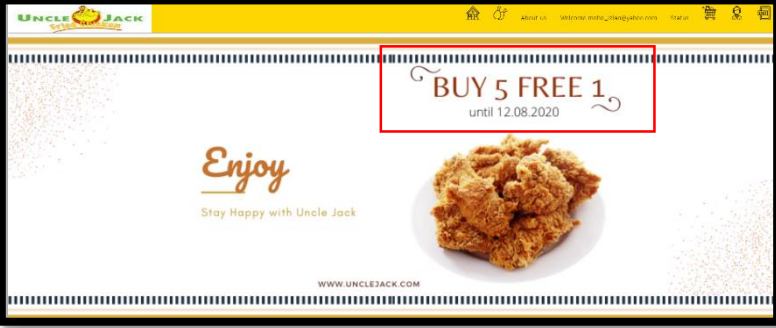
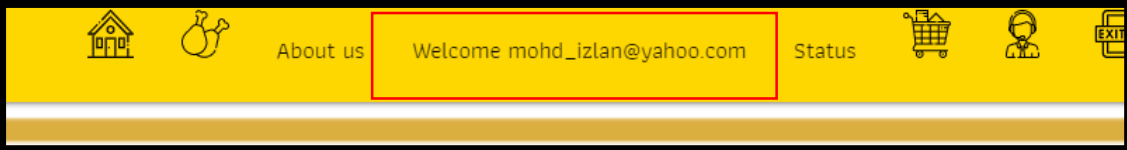
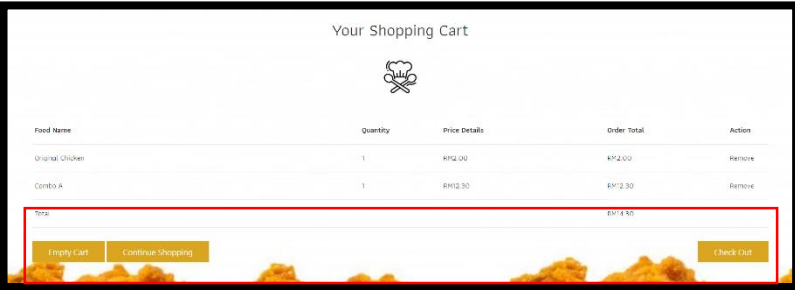
Current Business Process




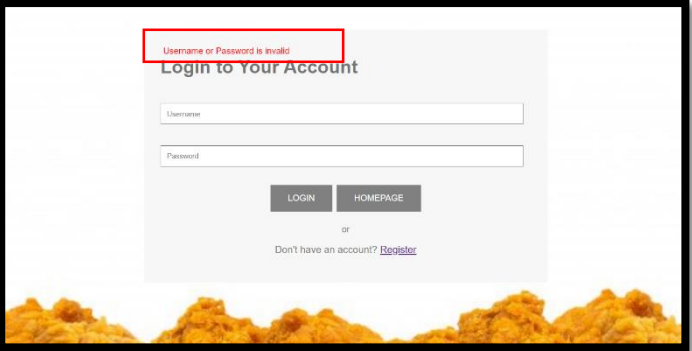
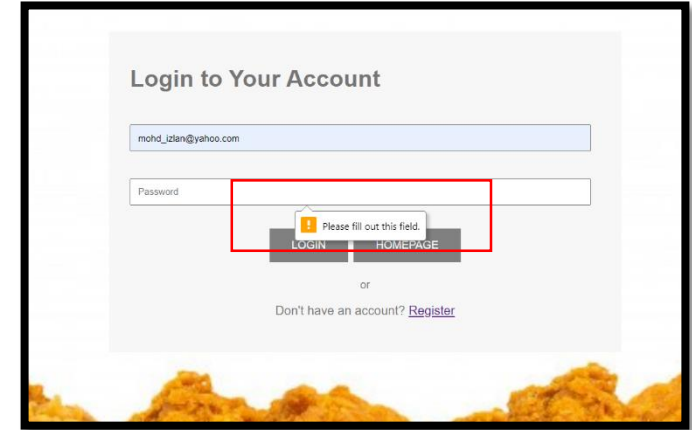
Problem Statement

Problem Statement	Proposed Solution
Customers have to walk-in Uncle Jack Restaurant which will take cost to reach there	The solution is the customers can make an online ordering through the Uncle Jack Online Food Ordering System
Customers have to wait for the order: Settle and Alreck (1991) found that an individual finds lacking time as relative to the daily tasks of living.	The solution is the students does not have to walk to kiosk or café and wasting time on waiting for the order to arrive at their table
Customers have to waste time in waiting a new order if wrong order is received due the current process does not make confirmation orders from customer.: Ameritas(2017) found that a good customer service is needed to retain the customers.	The system ask the users for the order confirmation before make the payment

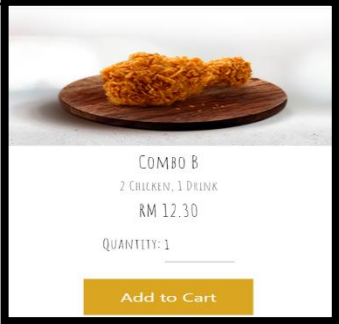
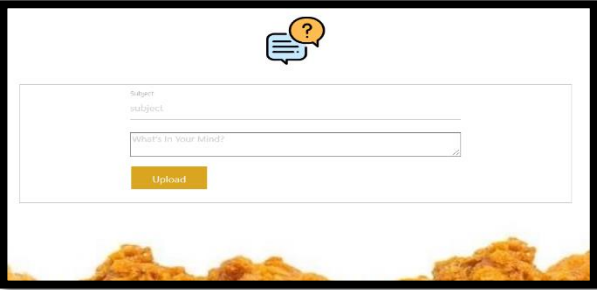
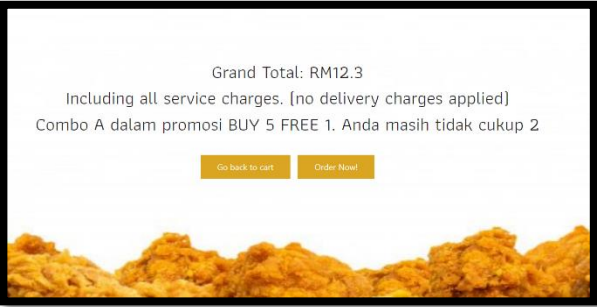
10 Usability Heuristics User Interface

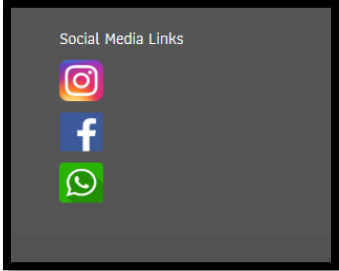
Requirements	Tick if Success	Comments
Visibility	/	<ul style="list-style-type: none"> The promotion date are obviously display 
Match with the real world	/	<ul style="list-style-type: none"> Welcoming the user's account are absolutely great 
User freedom and control	/	<ul style="list-style-type: none"> I can easily control my account and make own decision to undo the page 

<p>Consistency and standard</p>	<p>/</p>	<ul style="list-style-type: none"> Each product on catalogue are consistently have the same size 
<p>Flexibility and efficiency of use</p>	<p>/</p>	<ul style="list-style-type: none"> “The system are flexible transforming between a novice user and an advanced user “ –Expert User’s Comment, Mr Syazwan
<p>Aesthetic and minimalist design</p>	<p>/</p>	<ul style="list-style-type: none"> Interfaces are cleared from unnecessary elements and content that do not support the page goals and tasks –Expert User’s Comment, Mr Syazwan

<p>Help user recognize ,diagnose, and recover from errors</p>	<p>/</p>	<ul style="list-style-type: none"> An error notification are shown when the users input the wrong password 	
<p>Error prevention and documentation</p>	<p>/</p>	<ul style="list-style-type: none"> There are comment to remind the users to put the password to enable login in the UJOFOS 	
<p>Recognition rather than recall</p>	<p>X</p>	<ul style="list-style-type: none"> None (The recognition is not necessary features to be applied (Brainerd & Reyna, 2010) and all the similar websites listed in the Chapter two are not applied it) 	
<p>Help and Documentation</p>	<p>X</p>	<ul style="list-style-type: none"> None(Limited time) 	

The Additional Features

Additional Features	Tick If Available	Comment
Richness	/	<ul style="list-style-type: none"> The price, name of food and the description were included 
Interactivity	/	<ul style="list-style-type: none"> The customers can give any comment about the services or products in the comment page that were provided 
Discount Code	/	<ul style="list-style-type: none"> Buy 5 Free 1 discount was available 

Social Application	/	<ul style="list-style-type: none">The websites allow the users to go direct to the Facebook and Instagram of Uncle Jack Restaurant by clicking at the Facebook and Instagram Logo that were provided in the system  A screenshot of a dark grey menu titled "Social Media Links". It contains three icons: Instagram (top), Facebook (middle), and WhatsApp (bottom).
Ubiquity	/	<ul style="list-style-type: none">The users can use an online ordering at everywhere with availability of an internet
Manage an Account	/	<ul style="list-style-type: none">Provides a self-service interface