Yo!Yumm Online Food Delivery Marketplace

Feature List

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⊢ Introduction ⊣

Yo!Yumm is an on-demand meal delivery, multi-restaurant, cross-platform compatible application. Yo!Yumm is synonymous to ordering and delivering meals at the comfort of the customer. Customers can now get the favorite meal of their choice delivered from their favorite restaurant without leaving the comfort of their home or workplace. Customers can also opt for pickup from the restaurant.

This efficient restaurant solution connects the buyer directly to the filtered (nearby/favorite) restaurants where the buyer can select items and place an order. All confirmed orders are broadcasted by the portal to the respective delivery boys that will accept/reject the order through the mobile app & fulfills the accepted orders.

⊢ System Overview ⊣

Yo!Yumm is a multi-restaurant platform similar to Swiggy/Zomato/UberEats. It caters to the buyers for ordering food from various restaurants and get it delivered at their place/pick it up from the restaurants. Buyers (and Guest users) can explore the cuisines, dishes and restaurants on the website.

Merchants will create restaurants and add menu items along with adding other necessary details like restaurant location, opening and closing time, delivery details etc. They will receive alerts for the new orders from buyers and can update the order status. In case the deliveries are handled by the merchant for their own restaurants, they can assign it to Delivery guys to deliver it to the customer's location.

Admin will be the overall controller of the website. Admin will be responsible for the portal working and verification of the users registering on the portal.

Business Revenue Model

The profit monetization can be done in the following ways through the website:

- **Commission on Order:** A portal owner/admin can charge a commission on every order placed through the system. The commission is charged

- **Subscriptions for Merchants:** Admin can earn from the subscription charges paid by the Merchant to list their restaurants on the platform.

- **Advertisement on the CMS pages:** Merchants can advertise their restaurants via advertising on CMS page after paying some extra charges to the admin.

⊣ User Types ⊢

Portal will have following different types of users:

- **Front-end User (Guests):** Front-end users will be able to view restaurants & menu. They will have the ability to browse the website and CMS sections that do not require registration/log-in on the portal.

- **Buyers:** Buyers will be able to explore the restaurants & menu, upon adding desired food items in the cart, they can make payments to place orders for either delivery or pickup. Customers can also select for a Cash on Delivery option. Buyer will be able to track the movement of the delivery boy coming with his order as well.

- **Merchant:** Merchants will be able to create one or more restaurants based upon the subscription plan(Individual or corporate). They will be able to create menu groups and menu items & will receive all orders information. They will have an option to cater to the deliveries via their own delivery boy or to assign the delivery management to the Admin. Merchants will be able to create Sub-users (of their restaurants) with certain permissions to assist him in his activities.

- **Delivery Boy:** Delivery boy will be created by Admin or Merchant whosoever is taking care of the deliveries. Orders will be broadcasted to the relevant delivery boys and they can either accept or Ignore the nudge. In case no delivery boy accepts the order, the order will be assigned to the Delivery boy by Admin or Merchant. Delivery boy will mark the order as Delivered when delivered to the Customer.the site admin.

- **Admin:** Website Administrator will have complete control of the system. Admin will approve Merchant's account and Restaurants. Admin will be responsible for releasing funds from Merchant's virtual wallet (Credited after order completion). Admin will be able to create Sub-users with certain permissions to assist him in his activities.

- **Affiliate:** Affiliate will be the Individual who will get a certain commission set by Admin on bringing traffic to the portal. Affiliate accounts will be approved by Admin first before being functional.

- **Advertiser:** Advertisers are the Individuals who can request to post his advertisements on the portal against some payment that will be handled outside the portal. Advertisement is displayed on the CMS pages.

Features Covered in Scope of Work for Web Application

Following are the main features/modules integrated into the portal that allows different users to perform specific roles and make multi seller system a cohesive environment for all users:

Web Application Buyer/Customer Features

1. **Registration**

   - Registration via Email

   - Email based Verification

2. **Login**

- Via registered email and password

- Social Media Log-in (Facebook, Google and Apple)

- Forgot Password & Remember me

3. **Home page**

- Location detection and restaurant listing based on city (location detected)

- City based restaurant listings according to Admin's featured marked restaurants
- Banners

- Search by Cuisines

4. **Browse and Search Restaurants (For the auto detected**

- Restaurant, Dishes Listing based upon the city of choice (User can change the city as well which can be different from the one detected by the system)

- Various sort options to get optimal search results

5. **Restaurant detail**

- Restaurant name, Cuisines served, address, timings, Dishes, active offers, ratings & reviews, restaurant overview, search option

- Option to share the restaurant on social media platform

- Option to mark the restaurant as favorite

- Listing of food items served by the restaurant & Add to cart option

- Option to add the toppings in case toppings are available with any

6. **Add to cart**

   - Add desired meal and quantity in cart (Along with selecting and adding the toppings with the product)

   - Increase/Decrease item quantity

   - Minimum order value (Set by the restaurant owner) required to proceed with the checkout

   - Apply Coupon

   - Login in the system (If not logged-in) is must to proceed beyond this step

7. **Check out**

   - Select Pickup or Delivered as of the delivery option

   - Add notes for the restaurant

   - Add delivery address/Update

   - Select payment option and perform the payments

   - Can select for COD option

   - Once payment is done, the order is placed

8. **Review and Ratings Process**

   - Once an Order is marked as completed, buyer will have the option to leave the review and ratings for that order

9. **Reward Points**

    - Customers on every purchase will receive certain reward points which will be equivalent to some amount as set by the Admin.

10. **Order Cancellation & Refunds**

11. **Ability to track the delivery boy coming with the ordered product on real time**

12. **Reorder**

13. **Add order to favorite (for quick access & reorder purposes)**

14. **Wallet**

    - Customer will manage his wallet and will credit it using Paypal. Wallet will

Buyer/Customer Dashboard

1. **My Account**

   - Edit profile

   - Change password, phone number

   - Add/update profile picture

2. **My Address**

   - Manage different delivery addresses

   - Set one address as default

   - Add new delivery addresses

3. **My Orders**

   - View order history

   - Add to favorite

   - Reorder

   - Review order

   - Filter order on the basis or order status

4. **Order details**

   - Item details of the order

   - Order amount calculation of the order

   - Print the invoice option

5. **Notifications**

6. **Wallet**

- View wallet balance

- Add money to the wallet via Paypal

7. **Rewards**

- Total Rewards Points earned

- Transaction history of the reward points

8. **My favorites**

- Buyer can mark any restaurant to his favorite list

- Buyer can mark any completed order to his favorite list so that he can reorder the same order quickly

- Buyer will receive notifications of new offers being run by his favorite marked restaurant

- Transaction history of the reward points

Web Application Merchant Features

1. **Registration via Email**

   - Register via Email

   - Email based Verification

   - Account to be verified by Admin

2. **Subscription**

   - A free trial duration as defined by the admin

   - Subscribe to a plan to display only one Restaurant (Individual plan)

   - Subscribe to a plan to display more than one Restaurant (Corporate

   - Reminders to the merchants before the subscription plan expiration date (to renew the plan)

3. **Create Restaurant:**
   Based on the kind of subscription a Merchant can add one or more than one restaurant. With basic details:

   - Basic details – Name, description, address, delivery time, preparation time, cuisines being served

   - Restaurant timings for weekdays and weekends

   - Tax and Delivery charges – Various predefined Tax and Delivery locations including charges to which the deliveries will be made available. (Delivery details will be added by restaurant only in case of the deliveries being managed by the merchant)

- Restaurant location

4. **Wallet**

   - Request Admin for funds withdrawal

   - Add credit to wallet using Paypal

   - Can view the transaction history

5. **Option to assign the deliveries management to the Admin**

6. **Delivery Boy (If the deliveries are being handled by Merchant)**

   - Create Delivery boy account assign it to a restaurant

   - Assign orders to delivery boys' in case no delivery boy accepts the order when broadcasted

   - Create credentials

   - Edit Delivery boy status

7. **Restaurant Merchant (Or sub admin with required permissions) can update the status to 'Meal Ready' when the meal is ready for the delivery boy for pickup, along with tracking the location of the delivery boy on the real time basis from the time the del. Boy has accepted the order.**

8. **Merchant can view the review and escalate them to Admin for moderation by marking them as inappropriate**

9. **Merchant can reply to the review given for their restaurant by the buyers**

10. **Merchant will get the notification on receiving new orders**

11. **On order delivery, the prepaid order amount (After deduction of admin commission) will be credited to the wallet of the merchant. Merchant can request Admin for withdrawal of funds from his wallet to his bank/paypal account.**

12. **Merchant can create offers available at their restaurant**

13. **Restaurant Sub-Users**

   - Create and manage restaurant sub-users

   - Allow Permissions

Merchant Dashboard (Web)

Dashboard has a summarized view of merchant details, Total orders, Total sales, Reviews and list of restaurants:

1. **My Account**

   - Edit profile details

   - Edit

2. **Dashboard**

   - Sales stats

   - Order stats

   - Reviews stats

   - Restaurant list

   - Subscription details

3. **Manage Sub users**

- Create sub users and grant required permissions

- Manage sub users

4. **Manage Delivery boys**

- Create Delivery boys and assign restaurants to them

- Manage sub users

5. **Reports**

- Summarized count of Total orders and sales on daily, monthly and yearly basis from all the restaurants
- Option to download the report

6. **Reviews**

- List of reviews on all restaurants

- Option to mark as Inappropriate and Reply to that review comment from customer.

7. **Orders**

- List and view details of all orders from all restaurants

- Option to change order status

- Option to assign a delivery boy to that order for delivery (In case merchant is handling the delivery and none of his delivery boy has accepted the order)

- Option to cancel the order in case no delivery boy is available to deliver the order/merchant won't be able to fulfill the order

8. **My Wallet**

   - View Wallet Balance

   - Add Money to Wallet

   - Transaction history

9. **Restaurant Wallet**

   - View Wallet details specific to a restaurant

   - Option to credit money

   - Option to withdraw money (fill Paypal or Bank details, request to Admin and Admin will do the requested payments)

10. **Restaurant Menu**

    - Add & manage menu group and Menu items

    - Add & manage Quantity Group

    - Add & manage Topping Group

11. **Restaurant Offers**

    - Create orders specific to the restaurant

    - Assign the number of times the coupon code can be used

    - Limit the usage of coupon per user

    - Define the date range for which the coupon will be active

    - Manage the status of the coupon (Active/in-active)

Admin Features

1. **Login**

   - Forgot password

   - Remember me

2. **Dashboard**

   - Total Orders till now and this month count

   - Total Merchants till now and this month count

   - Total Users till now and this month count

   - Total Withdrawal requests till now and this month count

   - User traffic from various regions

   - Visitor statistics

   - Top restaurants: Today, weeklu, monthly, yearly

   - Top referrers

   - Top countries

   - Last 5 orders listing

   - Graph report for past 6 months for the following parameters:

     - Sales

     - Sales earning

     - Signups

3. **Manage Users: Admin will have the ability to manage all the users**

-   Manage Merchant (Manage status, Verify the merchant i.e Merchant requests, View/Edit details, change password, View restaurants of a particular merchant, View orders of a particular merchant, View wallet, View/Manage Sub-user)

-   Manage Users (Manage status, View/Edit details, change password, View wallet entries, View rewards)

-   Manage Delivery staff (Create Deliver boy profile, Manage status, View & edit details, Change password, Deliver reports)

-   Manage Affiliates (Manage status, View & Edit details, Change password, View & manage wallet)

4. **Manage Restaurants – Admin can manage all restaurants in the portal by different merchants:**

-   Restaurants

    -   Manage usertype (Admin/Merchant) who will handle the deliveries

    -   Approval status of the restaurants created by the merchant

    -   Mark Restaurant as Popular

    -   View/Edit restaurant details

    -   View Review and Reports

-   Restaurant's Subscription plan

    -   Add new Subscription plan

    -   Change status of a Subscription plan

    -   Edit/update Subscription plan details

- Cuisines

  - Add/Edit cuisines

  - Change status and Display order

- Token Amount

  - Define Token amount for each restaurant. (Security amount in case

5. **Manage Orders**

- Manage Orders – Ability to view all orders from buyer

  - View order details

  - Filter order listing

  - Change order status

  - Assign to Delivery Boy (In case admin is handling the deliveries and no delivery boy accepts the order)

- Manage Subscription order – All subscription orders from Merchants

  - Summarized total Amount

  - List of all subscription plans

- Manage Offers – All offers on Portal are managed by Admin

- Manage Offers – All offers on Portal are managed by Admin
  - Add/Edit new offer (*Admin can create site specific or city specific coupons as well; Also, Admin can define the days on which any specific coupon will be active)
  - Approve offers created by merchant
  - Filtering the list based on Coupon code, Added by, Valid from-Valid upto)

6. **Manage General Settings**

- General Website Setting
- Payment Methods (Manage status of the Payment methods)
- Manage Translation/Labels (Manage labels in different languages)
- Manage Location (Define popular cities and Region/Area within City)
- Manage Language (English, Arabic and Spanish) Set one as default
- Manage Delivery settings

7. **Manage CMS Pages/Informational Pages**

- Manage FAQ (Manage FAQ categories and Q&As under various FAQ categories)
- Manage CMS (Manage the content on the CMS pages such as About us, Contact us, Privacy policy, Terms & Conditions; Also, Admin can add new content page and manage the display location via Navigation management given below)
- Manage Home page banners
- Manage Navigation

- Manage Blog

8. **Manage Templates**

- Email Templates

- SMS Templates

- Notification Templates

- System Templates

9. **Manage Advertisement and Advertisement request**

10. **Manage Withdrawal requests**

- Manage Merchant withdrawal request

- Manage affiliates withdrawal request

11. **Manage Reports and Reviews**

- Admin can manage the active status of the Review

- Edit a review comment by Admin

Delivery Boy Features (Web)

Delivery Staff are the individuals who are responsible for delivering the customer's orders from restaurant to the customer address.

1. **Account Creation**

   - Admin or Merchant create account (if created by Merchant assigned to a restaurant)

   - Email and Password created

2. **Login**

   - Login with shared Email and Password

3. **Order Assigned and delivery**

   - Order to restaurant are assigned to delivery boy
   - Order assigned by Admin or Merchant

4. **Delivery and Order status change**

   - Pick the order from restaurant and delivery it to customer address
   - Change order status to Delivered

Delivery Boy Dashboard

Dashboard has a summarized view of assigned orders and order list

1. **My Account**

   - Profile Information

2. **My Orders**

   - List of all assigned orders

Affiliate Features

2. **Login**

   - Via Registered Email and Password

3. **Affiliate URL**

   - A reference URL for each Affiliate, to track activity

   - Email based Verification

4. Affiliate Commission

- Admin set the commission for signup through Affiliate reference URL

- Admin set commission for order placed by registered customers

—| Affiliate Dashboard |—

Dashboard has a link of the reference URL and option to share these options on social media.

1. My Account

- Profile details

2. Payment Information

- Cheque, Bank and Paypal details to request wallet amount

- Amount requested is approved by Admin and finally paid in requested Affiliate account

3. My Transaction

- Wallet balance

- Transaction history of credit and debit and total balance

5. **Withdrawal requests**

    - Amount from wallet to be transferred to said account by Admin on request

    - Transaction history

6. **Change Password**

    - Existing and new password

Revenue Model

1. **All the payments done on the portal are initially received in the Admin account.**

2. **Merchant's payment, Customer's Rewards amount, Affiliate's commission are virtually added in the respective wallet and can be requested for withdrawal from Admin.**

3. **Delivery Boys are hired by Admin/Merchant and paid directly by respective owners.**

├─── Buyer Mobile Application ─┤

Front-end User (Buyers/Guests): Front-end users will be able to view restaurants & menu and search for their favorite cuisine. Restaurants specific to a distance will be visible to the Buyer. They will have the ability to browse the Application and perform the checkout steps to successfully place an order.

1. Registration

- Registration as a buyer

2. Login

- Login - Login with registered email and password

- Login with facebook and Google

- Forgot Password

3. Geo-Location detection

- Buyer current location is detected and restaurants based on the current location are displayed.

- Buyer has the option to change the current delivery location.

4. Popular Restaurant

- Listing of restaurants' marked as popular for the buyer's current location is displayed on the home screen.

5. Restaurant Listing

- List of all the restaurants serving in the buyer's current location is displayed.

- Restaurant image

- Restaurant name

- Restaurant cuisine

- Restaurant Average

- Reviews Restaurant's average cost per person

- Restaurant's delivery time

6. **Filters**

- Buyer has the option to narrow the restaurant listing/result after applying the filters

  - Filter by price

  - Filter by delivery time

  - Filter by reviews

  - Filter by cuisines served.

7. **Search**

- Buyer can search for restaurant names, menu items and cuisine served.

- Search result bifurcated in two sections Restaurant and Menu items.

8. **Cart and checkout**

- Buyers can perform below mentioned actions for the cart and checkout process.

- Ability to add menu items in the cart, along with the option to select the serving quantity and the topping group.

- Ability to change the delivery address from the default address.

- Ability to select from the 'Delivery' and 'Pick up' options.

- Ability to add specific notes for restaurant for delivery/package or cooking

9. **Multiple Payment options**

- Multiple payments option for buyer to pay for the order.

    - Wallet

    - Reward Points

    - CCAvenue

    - Paypal

    - Stripe

    - Cash on Delivery

10. **Manage Address**

- Ability to mark one address as the Default address

- Buyer can add multiple delivery addresses and select one for the order.

11. **Orders**

- Buyer can view a list of all the orders by him till date. Buyer can have following actions on the order;

    - Reorder

    - Mark as favorite

    - Add reviews and rating to the restaurant for the given order.

12. Wallet

- Buyer can view all the wallet transactions and the amount available in the wallet.

- Ability to utilize the wallet amount for order transactions

13. Favorite

- Buyer can view the list of favorite Restaurants and orders.

- Buyer has the option to remove them from the favorite list.

14. Rewards

- Buyer has the transaction history of rewards collected against the activity on the platform.

- Collected reward points can be used to make payments for the new orders from the platform.

15. Notification

- Buyer will have a summarized view of all the notification that is received on the app for his activity on the platform.

16. Order Tracking

- Buyer can track the order till it has been delivered to the delivery address. Delivery boy can be live tracked using Google maps from the time he picks the food from the restaurant till it is delivered to the delivery address.

17. Logout

- Option to logout from the application

Merchant Mobile Application

Merchant User (Vendor/Restaurant): Merchant is the restaurant owner. Depending on the subscription type the merchant can have single or multiple restaurants listed on the platform. Merchant is able to manage the orders, menus and his account using the application.

1. **Login**

   - The merchant can login into the account using the registered email and password.

2. **Restaurant listing**

   - Depending on the type of the subscription all restaurants associated with the merchant are displayed with an option with merchants to shuffle among the restaurants.

3. **Restaurant operations**

   - Merchants can mark the respective restaurant as 'Open' or 'Close' depending on the current scenario. Restaurants marked as 'Close' will be displayed to the buyer but they will not be able to place orders from that restaurant.

   - In case Restaurant will be managing the deliveries, they can add delivery boys and associate them with restaurants.

4. **Restaurant Orders**

   - All orders received to the restaurant are notified in the application for the 'Accept' and 'Reject' action on the order.

- Orders are well bifurcated and visible under different headings like orders under Process, Orders completed and Orders cancelled.

5. **Delivery Boy Tracking**

- Merchant can track the delivery boy accepting an order from the time the delivery boy accepts an order till the time the order is delivered to the buyer's delivery address.

6. **Order Assignment**

- Merchant can assign the order to delivery boys manually in case no delivery boy is accepting the order while order is broadcasted.

7. **Restaurant Menu management**

- Restaurants can mark the menu items as available and unavailable for a particular period of time. The menu items marked as unavailable are represented as 'Sold out' for the front end users/buyers.

8. **Merchant Wallet**

- Merchant wallet display with the list of transactions. Wallet is used to purchase the subscription plans.

- Option to credit the wallet.

9. **Restaurant Wallet**

- List of all restaurant's wallet, wallet transaction history.

- Option to send withdrawal request to Admin

5. **Reviews**

   - List of all the reviews given by the buyers.

   - Restaurant has the option to comment back on the shared review by the buyer.

6. **Notifications**

   - List of all notifications received on the application.

7. **Logout**

   - Option to logout from the application

Delivery Boy Mobile Application

Delivery Boy User: Delivery boy is responsible for handling the order deliveries. Delivery boy accepts the broadcasted order and delivers the order from the restaurant to the Buyer's delivery address.

1. **Login**

   - Delivery boy will login into the account using created credentials by Admin/Merchant.

2. **Activation Status**

   - Delivery boy has to update his status to 'Active' in order to receive new order broadcast notifications.

3. **New Order**

   - All new order notifications will be broadcasted to active delivery boys.

4. **Order listing**

   - List of all orders accepted by delivery boy along with order status. Delivery boy has the option to mark the order as delivered or cancelled depending upon the order situation.

5. **Account**

   - Delivery boys can access the account section with the option to edit the profile and change the password.

6. Notifications

- List of all notifications received on the application.

7. Logout

- Option to logout from the application