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# Online Food Delivery App

**Dr.Geeta Santhosh, Krishu Panchal**

Department of Computer Application, University of RGPV,  Acropolis Institute of Technology and

Research, Indore, India

**ABSTRACT:** The project is a feature-rich, responsive pizza delivery website developed as the major project for the final semester of the Computer Applications program. It is designed to offer an intuitive and visually appealing user experience (UI/UX), ensuring seamless interaction across devices. The application includes secure user authentication and authorization mechanisms to manage sign-up and sign-in processes efficiently. Users can browse a dynamic menu page, add items to a shopping cart, and proceed to a streamlined checkout process. The project emphasizes modern web development practices, integrating both frontend and backend technologies to simulate a real-world e-commerce solution for food delivery.

The application includes a dynamic and interactive menu page where users can browse available pizza options with detailed descriptions and pricing. A robust cart system allows users to add, update, or remove items before proceeding to the checkout. The checkout process is designed to be simple yet effective, providing users with a smooth ordering experience. Additionally, the entire website is responsive, ensuring compatibility and optimal display across different devices and screen sizes. The project combines both frontend and backend technologies, offering a complete solution that mimics real-world food delivery services while highlighting the developer's skills in web design, programming, and system integration

**KEYWORDS:** Online food ordering, Mobile Application, Customer Satisfaction

## I. INTRODUCTION

With the rapid development of mobile technology, mobile application is connecting every field all together. Therefore, food industry is using this technology in connecting with vast public through online food ordering. Online food ordering may be a process that delivers food from local restaurants and other food co-operatives through a mobile application or an internet site. This type of food delivery is gaining popularity with more and more people especially the younger generation turning to mobile food ordering apps, thereby changing the way food is delivered and picked up [1].

The project is a feature-rich, responsive pizza delivery website developed as the major project for the final semester of the Computer Applications program. It is designed to offer an intuitive and visually appealing user experience (UI/UX), ensuring seamless interaction across devices. The application includes secure user authentication and authorization mechanisms to manage sign-up and sign-in processes efficiently. Users can browse a dynamic menu page, add items to a shopping cart, and proceed to a streamlined checkout process. The project emphasizes modern web development practices, integrating both frontend and backend technologies to simulate a real-world e-commerce solution for food delivery.

Customers prefer using the food ordering app as they will generate an order without having to elucidate it to a special person and have the food delivered at his doorstep. Moreover, online payment makes this process easier and faster. Some popular online food ordering companies are "Swiggy", "Zomato". Popular machine learning algorithms like Decision Tree were applied over a dataset of lakhs of records. For the customer, this application provides a view of food information like category, name, image, price, description etc. on the application. For the administrator in any particular restaurant, this application offers a series of operations to add, update, delete and query the information of food, food order, customer and employees. The typical mechanism behind food delivery is as follows: the user on the food delivery application chooses a restaurant to order food from, checks the menu list, select food to order and proceed to payment. Once payment is done, an employee i.e., the rider nearby the location picks food from the restaurant and delivers to the user's home [2]. This also increases employability as a platform is provided to deliver food to the houses. The basic features that are need

## II. OBJECTIVE

The main objective of the paper is to provide an online food delivery app "FOODIE" which can serve the society with an added advantage by ordering from two or more places if in the same route or within 5-6 km range, and the customer can only register once using Aadhar verification and secure log-in, it makes the web portal safe for transactions. Also, to eliminate the wait time, the users can book a table at the restaurant of their choice with just a few taps. The purpose of this invention is to provide profit in terms of Stakeholders [32], easy in terms of the app user, diverse options for ordering food, improvising in Delivery mechanism to solve the hectic situation created by single place, single order criteria. The app is very much easy to use as all it requires is an internet connection, just log in to the web-portal/app and the user can order from multiple locations and can also order for more than one location in one time. With the services, responsibilities come hand-inhand, it is very important to know the satisfaction of the customers in terms of using the services, timely delivery, their intention to use the app again. So, our paper includes "the satisfaction of customers" which also makes the business profitable as customer satisfaction is directly proportional to the recommendation a restaurant gets every time a customer checks the reviews. If the previous customer is satisfied and gives good reviews then only the next customer thinks of ordering from the same, if not the customer has many other options to go to. So, it is very important to satisfy the customers to make one's name in the market.

**Languages used for development of website:**

**The website is built with a focus on modern web development practices, combining frontend technologies like HTML, CSS, and JavaScript with backend support for handling user data and transactions. It also ensures full responsiveness, adapting seamlessly to various screen sizes including mobile phones, tablets, and desktops. Overall, the project provides a realistic simulation of an e-commerce food delivery platform and showcases the practical application of web development skills.**

**1.1Html:** The HTML file plays a couple of significant roles in a webpage. Hypertext Markup Language, or HTML, is a programming language used to describe the structure of information on a webpage. Together, HTML, CSS, and JavaScript make up the essential building blocks of websites worldwide, with CSS controlling a page's appearance and JavaScript programming its functionality.

**1.2CSS:** CSS (Cascading Style Sheets) is a language for styling the webpage. We can change the appearance and the layout of the webpage by using CSS. We can also define how a website's view changes in different screens like desktops, tablets, and mobile devices.

**1.3Javascript:** JavaScript is a client-side programming language which helps web developer to do Web Application Development and make dynamic and interactive web pages by implementing custom client
side scripts. Developers can also use cross-platform runtime engines like Node.js to write server-side code in JavaScript. Developers can also create web pages which works well across various browsers, platforms, and devices by combining JavaScript, HTML5, and CSS

**2. E Web Marketing:**
Digital marketing strategies may include the use of one or more online channels and techniques to increase brand awareness among consumers. Building brand awareness may involve such methods/tools as:

**2.1Search Engine Optimization (SEO):** Search engine optimization techniques may be used to improve the visibility of business websites and brand related content for common industry-related search queries.The importance of SEO to increasing brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels and local SEO on customer behavior.

**2.2Search Engine Marketing (SEM):** SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions. 33% of searchers who click on paid ads do so because they directly respond to their particular search query.

**2.3 Social Media Marketing:** 70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter and YouTube are listed as the top platforms currently used by social media marketing teams.

**2.4 Web Marketing:** Web marketing is the process of using the Internet to market your business. It includes the use of social media, search engines, blogging, videos, and email. Promoting a business takes effort. There are a variety of ways to do it. Traditional advertising in newspapers, on the radio and television, direct mail, and billboards has been around for decades. Web marketing takes your message to the big wide web. With tons of people using the internet every day, there are huge opportunities to get your product or service in front of **2.5 Software**

**Development**: people who need or want it.
Software development is the collective processes involved in creating software programs, embodying all the stages throughout the systems development life cycle. SDLC methodologies support the design of software to meet a business need, the development of software to meet the specified design and the deployment of software to production. A methodology should also support maintenance, although that option may or may not be chosen, depending on the project in question.

### III. WEBSITE DEVELOPMENT PROCESS

**1. Various Steps consider in Website Development Process:**

**1.1 Analysis:** Firstly, better understand the website requirement creation, including website Design and Website looks and feels, the Web pages uses, website content and for suggestion and discussions, a proper space available on a web site for easily approachable.

**1.2 Specification:** Predicated on Requisite, prepare a draft designation of Web pages to be developed include the sitemap and a flow of various process

**1.3 Design & Development:** Invention and Development plays a significant role in Web Development. Graphical looks and feel according to the most impressive and efficient way, Graphical elements required for design are appearing more impressive, for this use color and image. Design of web pages, computer graphic includes navigation mock-up, template content and placeholders

**1.4 Content Writing:** Writing of contents is a significant part of development of web pages and plays an important and necessary step in the optimization Engine, a well-defined or easy content is utterly necessary to fall in internet site users. Content written by a more professional requires more pure, easy and accurate content.

**1.5 Coding:** Coding start of a Web Pages in CSS, HTML, Java scripts and other technologies of WWW (world wide web), for drawing of the graphic and text contents, we look at the code of web page constantly like as webpage design. Coding of a web page is loading fastly search engine and index give us rank very quickly. Every web page of a website takes a unique title, unique meta tags as keywords and descriptions. We can create links of internal with keywords of website to explore the search engine ranking and navigation.

**1.6 Testing & Security:** Testing as well play an important role in website development, testing is done for browser compatibility, broken links and can check the speed of loading pages, and loading speed of images. We can also check validation of HTML code, validation of CSS, checking of spelling and build alterations to rectification of mistakes and can perform test of functional on processes of websites like payment, postal services, registration, etc., these Check as per requirement.

**2. Actual Implementation:**
In our project we created a Restaurant management website which having the complete information of items and their services. This Website which is develop with some ideas and portability purpose that may help some fresher to look around it and may show some i t against the restaurant management by doing some enquithrough these website. Here the data is arranged properly by which its updating will be easier in future as the requirement or demand

increase towards the website.   It contains updated and useful for  data for the restaurant management. We have used  platform html,css for our restaurant management.
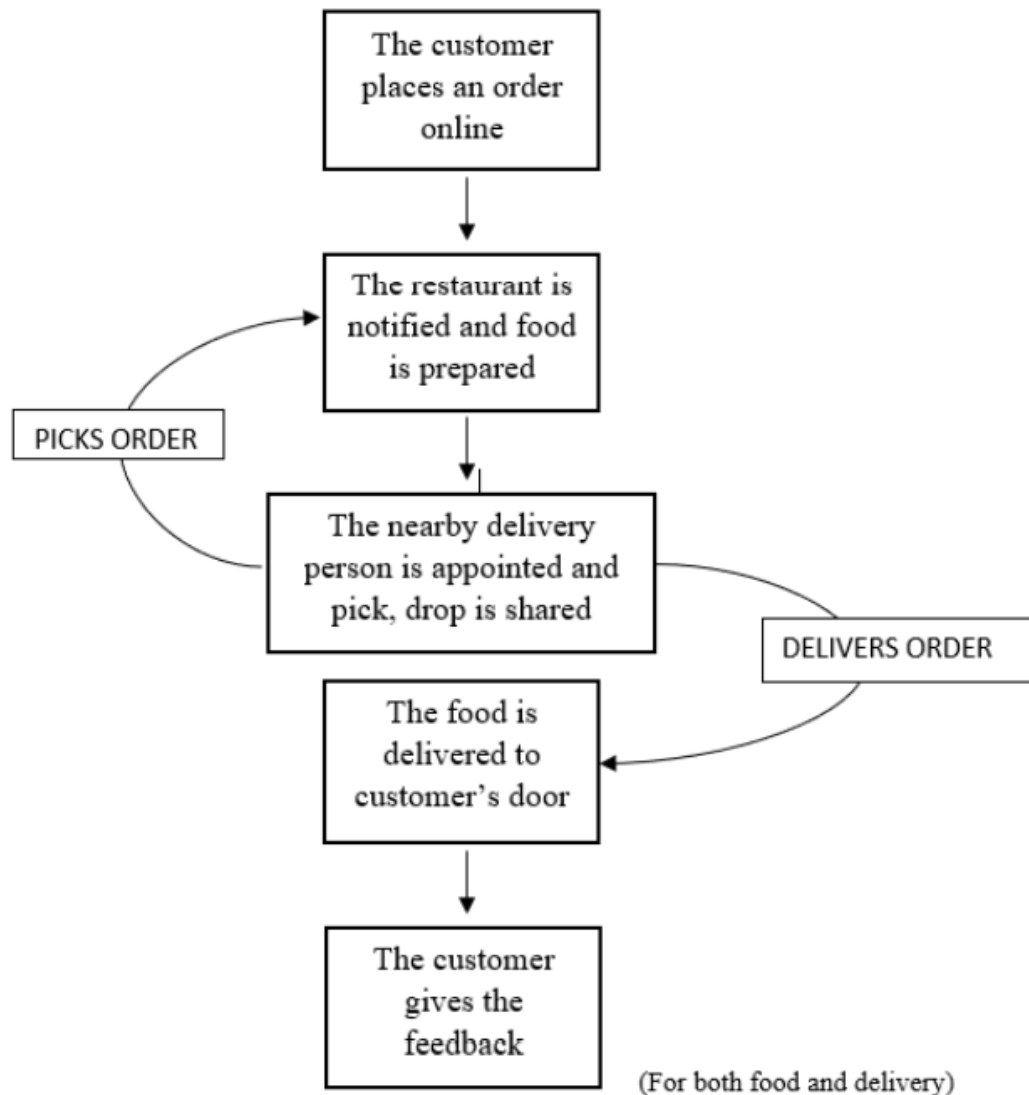


## Figure 1. Working of food delivery apps

**IV. FUTURE SCOPE**

The following sections describe the work that will be  implemented with future release of the software: · Tablet on table: there will be a tablet on each table, this

will allow the customers to browse the food item for the  time they wish, and food item that customer wish. · Customer feedback:- Customer can enter the feedback  about the service and the food served. This helps the restaurant owner to analyses the service and makes  necessary changes if needed.

· Offers for customer: The restaurant owner can post  various offers on tablet.

· Time to serve: The menu includes the approximate time  to be served of a particular food item. This will help the  customer to select the food item accordingly.

· Sorting an item: The food item will be sorted according  to price, Season, and user ratings; this helps the  customer to select a food item which has a good rating  and which is liked by a many customers

## V. CONCLUSION

The aim of this thesis was to develop an website for customers to make a more user friendly menu in which the customer can look through and tab the menu on a tablet. And also to collect more accurate data on the ordered foods in a more efficient and effective way. The application is implemented on tablet devices, so the text size and design is adjustable to devices with large screen to make it more easier to read and look through the menu items. The Online delivery app helps to quickly & easily manage restaurant inventory information. The manager can easily get reports based on the date of profits and sales depending on the period which they want the report on.

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