

Study on Customer Perceptions from Online Food Ordering Websites

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Abstract

In the present world everyone wants comfort in any work and technology is also developing fast. So, people are taking advantages of online technologies for doing their most of the work by comfort from their home. From one of these technologies online food ordering websites is also the best way to the food lovers/customers for order food online. This has been developed by looking on the convenience of the people. In this method of online food ordering through the web application, customers can do this process by following few methods by using the food ordering website from their home. It is the easiest way of order food online and provides comfort for food lovers without traveling anywhere. Customers can order their preferable food items from the available food items list on online food ordering websites. This way of online food ordering has many advantages so; most of the people prefer this way to order food online.

Keywords: *Customer Perceptions, Online Food Ordering, Food ordering website*

INTRODUCTION

Now-a-days, peoples are adopting online services for doing their most of the work without traveling anywhere outside, because they want good services by

spending less time. This type of facility is provided by only online services that's why it is becoming popular in today's world. For food lovers online food ordering is best option to enjoy the taste of

food without going outside. If we talk about the traditional method it is the pen-paper process and sometimes customers has to wait for the waiters because of traffic in the restaurants to order the food in an offline method, there may be some mistakes because of the traffic in offline mode of food ordering in the restaurants these are the problems which are generally faced by customers in the traditional method, but in the advanced technology world online food ordering is best way to order the food online and it is time saving method. This method only takes few minutes and few clicks to order food online, some online food ordering systems provide discount offers to their customers to save money in online mode, by using this method customer can select desired food items from the e-menu card and place order without waiting for waiters and if customer has changed the mind to do order something else than customer can cancel the previous order in the given time limit and can place another order and add to cart option is also provided to the customers to add food items online in the customer cart by which customers can place their order anytime later according to their convenience. That's why is becoming popular in the today's world. Project entitle: "An online food ordering website with real-time customer feedback"

provides convenience to those customers that are food lovers. The online food ordering website developed by me has title "Delicious Food". This website provides facility of order food online by following few steps to complete this process. By visiting this website customer will find the home page, sign up, and the login page, contact us, visit the gallery and comment page, about us page. On the home page customer will also find a chat-bot. In the complete process of ordering food online firstly, the customer has to be signed up. After completing the sign up process customer can login and will redirect to the dashboard page where the customer can access the food items list of different categories and order the food online from food items menu.

The customer has also the facility to add to cart the food items and can remove the food items from their cart by which a customer can order the food any time after. After this processing a checkout form page will be appear and customer can go for the payment by filling the customer's details, which are required to deliver the food.

Customer can do online payment via net banking, debit/credit card, up methods. Customers can give real time feedback for further improvements in our services and

then we will focus to improve our services according to the customers to provide best services to them. Our main motive is to understand the customers need and to provide best services to the customers.

OBJECTIVE OF STUDY

Objective of study is given below:

- To know which types of services customers expect from an online food ordering website.

RESEARCH WORK

To know which types of services customers want in an online food ordering system.

a) It should be convenience to order online food items

Customer's want online food ordering process should be easier and convenient to use. As customers perception to explore different categories of food items from menus and to select desired food items to order the food online should be complete in just few clicks. It means the process from sign up, login, select desired food items from menus to payment for order the online food should be quick, easier and should be complete without taking too much time.

Easy sign up & login process and quick access to the food items menus, easy

payment attract the customers to use again these types of online food ordering websites.

b) Wide range of categories should be available in the food item e-menu card

Customers need is wide varieties of food items should be available in the menu by which food lovers can enjoy food items of different recipes. Some customers want to know the taste of food of different countries so; this option should be also available in the e-menu card. This service is also attract more customers to use these types of websites which provide wide range of categories of food items in the e-menu card, because of this service customers do not need to visit other food ordering websites.

c) Different payment methods should be available to pay online money

Customers also want different payment methods should be available to pay online money by which if the customer has no primary method available to pay online, at that time customer can go with the other methods to make online payment according to customer convenience.

d) Quick delivery of customers order

In this busy schedule of present world no one has more time to spend in only one work. If any customer is using online food ordering then, the customer he/she expect the delivery of food should be without taking too much time.

e) Add to cart option should be available

Add to cart is a best option to save food items in the customer cart, by which customer can place order anytime later for those items which are previously added by customer in the customer cart.

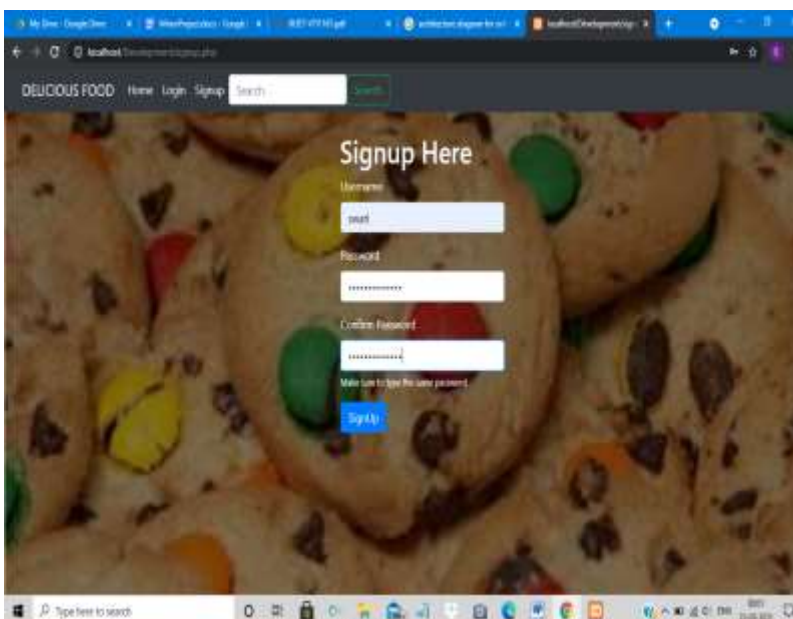
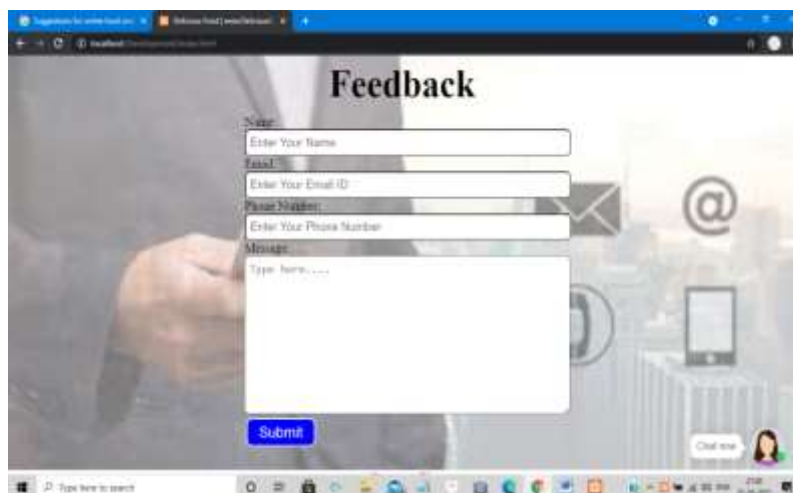
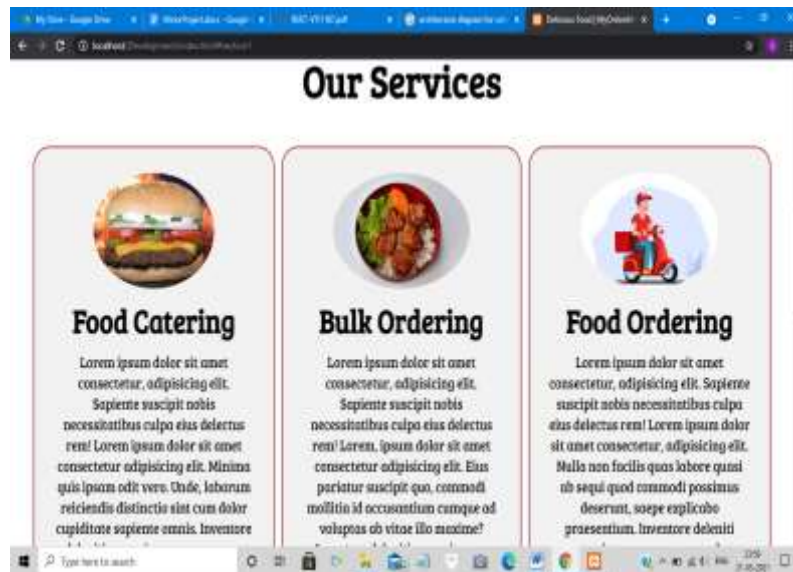
SYSTEM IMPLEMENTATION

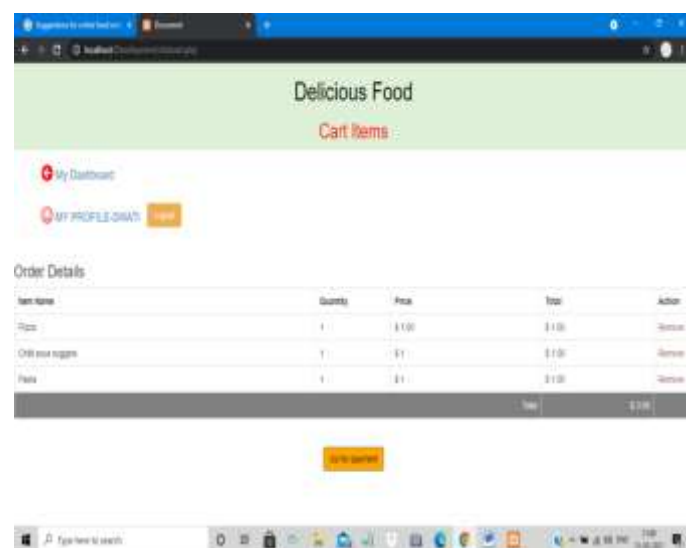
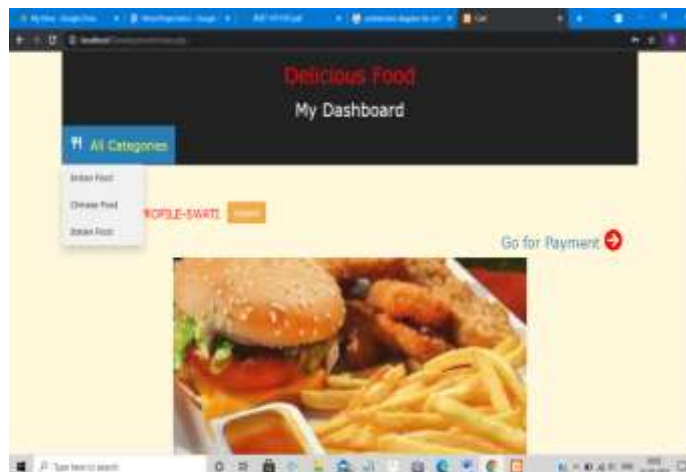
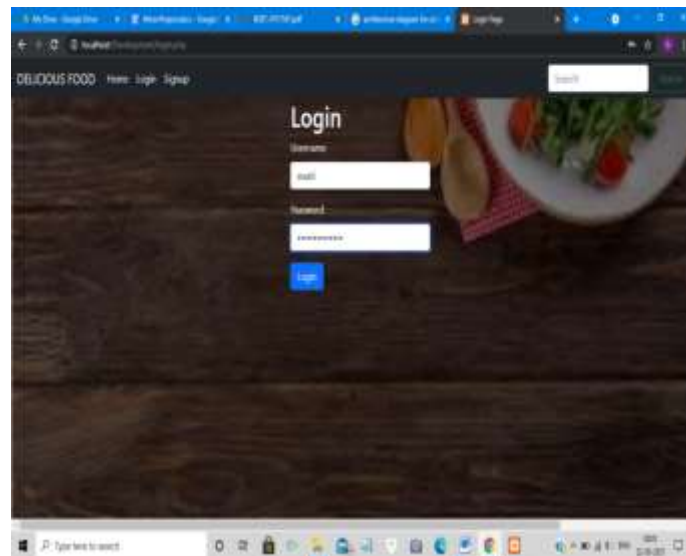
Project entitle: “An online food ordering website with real-time customer feedback” is a website where customers can order food online by following only few steps. This project is implemented by using some technologies, IDE used to develop this project is visual studio code and technologies used are HTML, CSS, bootstrap for frontend development and PHP, JavaScript, JQuery, ajax for backend development. MySQL is used for storing data into the databases.

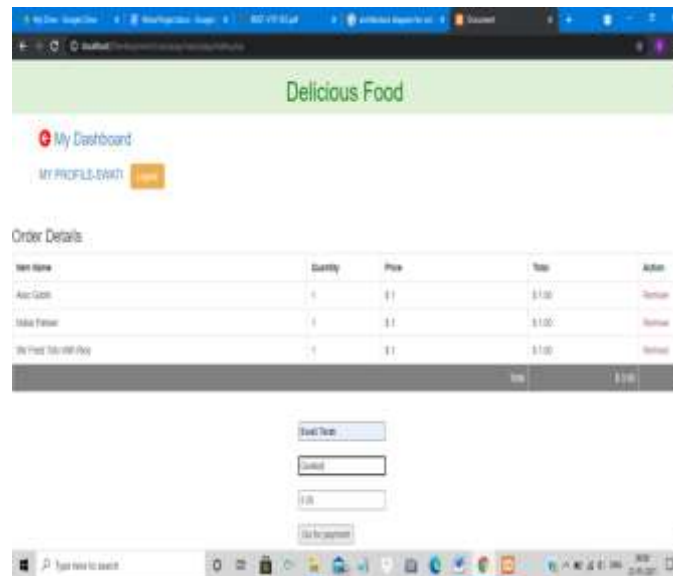
DESIGN

User interface:









Features of an online food ordering website with real-time customer feedback

- This project provides a way to order food online from home without traveling anywhere outside.
- Customers can register/login online and order their preferable food items.
- Customers can read the menu card and can select food items of different categories.
- Add to cart system is also provided by which customers can order food after according to their convenience.
- Services provided are food ordering, food catering, bulk ordering.
- Customers can give their feedback and then we will improve our services according to the customers to provide best online services to the customers.
- Customers can write comment in the comment box.
- Customers can complete the payment by different payment gateways: - Net banking, Debit/Credit card, BHIM, UPI payment.
- Customers can contact us by different communication systems (Email, Phone, Message, WhatsApp, Telegram)

CONCLUSION

“An online food ordering website with real-time customer feedback” is time saving, convenient to use, provide different categories of food items. It is the best way to order food online by using this website customer can sign up and login to access the food items of different categories and can order food at the same time and can add food items in the cart to order food anytime later. Customer when

order the food online then the details of the customer are stored in our database and then admin/chef can access the details of the customer to process next of making customer order ready and to deliver of food items. Customers can contact with us by different means of communication systems for their queries and can give their feedback.

FUTURE WORK

- Enhance User Interface by adding more user interactive features. Provide Deals and promotional Offer details to home page. Provide Recipes of the Week/Day to Home Page.
- Order Process Estimate: Provide customer a visual graphical order status bar.
- Order Status: Show only Active orders to Restaurant Employees.
- Order Ready notification: Send an Order Ready notification to the customer.

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