Online Food Delivery App ‘Foodie’

Hemant Kumar¹, Muskan Jain², Manpreet Singh Bajwa ³

¹,² Student, ³Assistant Professor
¹, ²Faculty of Engineering and Technology,
SGT University, Gurugram, India
¹himantbhagat@gmail.com, ²imuskan.jain22@gmail.com, ³manpreet feat@sgtuniversity.org

Abstract: The purpose of this thesis is to build an online food ordering application named “FOODIE”. Our research also includes the “satisfaction of consumers by using online food services”. It will deal with consumer behaviour & helps to analyse their perceptions & will also help us to understand consumer equilibrium. Through these platforms, sharing one’s experience with others has become so easy, in the form of reviews, be it regarding a product brought or any kind of service availed.

Keywords: Online food ordering, Mobile Application, Foodie, Customer Satisfaction

1. 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]. 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 needed by the customers in an application are making order, food review, order history, restaurant profile, profile setting, order status, and track order.
The features that are needed in website for restaurant are: restaurant profile, order (incoming, dispatched), menu (modification, availability), and courier [3].

2. Related work

The journey of food delivery services came when the term ‘Dabbawalas’ was used to service where lunches were packed and sent through rail or bicycle to the working professionals in Mumbai, India. Then, with the development in technology and in the world of mobile phones and internet, the first food delivery service was given in 1995 by “World Wide waiter” (Waiter.com) in northern California where the restaurants had partnered with the services to take their offline menus in online world. Now, most of the countries have their own online food ordering applications which connect small restaurants to the consumers sitting at home and either they do not have the time or the transport to go to these restaurants. Also, some people just avoid going out to these crowded places and prefer eating at home. The past work present discussed the use of mobile application with internet of things, and cloud computing for different purposes which also includes food delivery. In this system, application focuses on targeted audience, and the users enter their data through login, then the data is processed, and the users utilize the facilities available [4]. These mobile applications are made by developers using different platforms, languages: Java, and SQL, for developing front end: Android Studio Development Kit, and back end: MySQL Server, Wamp Server [5].

The food delivery platforms are reviewed by the consumers on the basis of star rating [6] which depends on various factors like customer satisfaction, timely delivery, and the customers intention to use it again in future [7]. A study in [8] compares the popularity of online food delivery apps- Zomato, Swiggy and uber eats based on the delivery services provided. It is not necessary that a particular application is popular worldwide, popularity changes with the location, and perception of the consumers [9]. The paper [8] concluded that Zomato is the most successful online food delivery platform in Ludhiana, India. E-payment is also an important factor deciding the user’s preference of choosing a platform over many other platforms. The paper [10] tells all the important factors that affect the adoption of food delivery apps. The paper also surveys about the age group, gender, and the marital status of the customers that prefer ordering food at home and concludes that around 59% of the people like eating at home rather than dining out. The paper [11] builds a food ordering application for Tom Yum Thai Oy, a Thai restaurant in Vaasa.

The table below has different food delivery platforms used in different countries:

| S. No | Food delivery services | Year of foundation | Country of origin | Reference |
|-------|------------------------|--------------------|-------------------|-----------|
| 1     | Zomato                 | 2008               | Delhi, India      | 12        |
| 2     | Swiggy                 | 2014               | Bangalore, India  | 13        |
| 3     | Uber eats              | 2014               | San Francisco, California, U.S. | 14 |
| 4     | Food Panda             | 2012               | Singapore         | 15        |
| 5     | GoFood                 | 2018               | Indonesia         | 16        |
3. 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-in-hand, 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.

4. Technology Used

In a food ordering mobile application different algorithm are used for different purposes. All the data related to the customers, meals, list of restaurants are processed using machine learning algorithms. With help of AI and machine learning: Gradient Boosting Decision Trees, the sequence in which the notification of the orders sent to the delivery person is improved. The decision tree algorithm and the random forest algorithms helps by classifying the restaurant into different groups based on the reviews obtained by the customers on the basis of the services provided [33]. Also, AI and ML helps connect the customers to the right restaurants without letting them roam around for the perfect meal and increase the efficiency of the food delivery operations. Therefore, AI & ML implementation can foster Real-time, micro-optimization of dynamic demand-supply, millions of times every day which can result in grow in online delivery business in order value by 200%. Some AI-driven kiosks apps use Facial recognition to give a personalised experience to customers, speeds up selection and ordering process and decreases wait time.

Machine learning is used in 3 main areas on the food delivery business:

1. Route planning for deliveries
2. Sales forecasts and amount to food to be prepared (avoid waste)
3. Product suggestion
   - Route Planning’s ML applications goal is to achieve reduced delivery times and costs. Usually, neural networks that work with past data as input and suggest best fit scenarios for new routes.
   - Sales forecasts ML applications goal is to reduce costs and inefficiencies in the supply chain level. It uses as input sell-in and sell-out information, price, price elasticity, market demand data proxies to generate production and stock quantity suggestions to maximize sell-out while reducing cost and avoiding food waste.
   - Product suggestion ML applications goal is, well, to suggest food that you might like to order based on preferences, on-site navigation, previously ordered items and more. The final goal of these applications of course is to sell more.

Cloud computing can also play vital role in food industry in areas like Customer Relationship Management, Customer Service and Supply Chain Management [34]. By using cloud computing, the food service providers ensure the delivery of the right product in the right place at the right time as it connects people and companies in real-time and for making food service provider’s work easier.

Apart from these technologies, the food delivery application is developed using different platforms, for both front and back end. For front end, programming languages like C++, Java is used for android/apple mobile phones. To make work easy some cross platform applications are developed using different frameworks to help make apps that can work on different platforms. Some of the framework’s present are PhoneGap, jQuery Mobile, AngularJS, and Ajax. These frameworks help in improving the app quality, the cost for app development is comparatively low, and the targeted audience is large as it combines multiple platforms [35].
After the development of the application, one of the factors which plays a very important role in the success of the online food delivery application is different payment methods [36]. Customer Convenience, secured payment architecture, Strategy for referral coupon, different Payment preference of the customers, and various Discount by Portals all comes under e-payment systems and result in increase in volume in sale.

Table 2. Technologies used

| Programming Languages          | Objective C       |
|--------------------------------|-------------------|
|                                | Swift             |
|                                | Java              |
|                                | Kotlin            |
| Frameworks                     | PhoneGap          |
|                                | jQuery Mobile     |
|                                | AngularJS         |
|                                | Ajax              |
| Web development                | HTML5             |
|                                | CSS3              |
|                                | JavaScript        |
|                                | XML               |
| Data scripting                 | PHP               |
|                                | MySQL             |
| IDE                            | Xcode             |
|                                | Android Studio    |
| Cloud Storage                  | Amazon S3         |
| Database                       | Mongo DB          |
|                                | Redis             |
| Utilities                      | Google Analytics  |
|                                | Visual Website Optimizer |
| Analytics                      | Mixpanel          |
|                                | Google Analytics  |
|                                | Keen.io           |
| Email                          | Gmail             |
|                                | AWS               |
| Deployment platforms           | Cloud             |
|                                | iOS               |
|                                | Android           |
| Data Encryption                | MD5 encryption (Message Digest algorithm 5) |
|                                | SSL (secure socket layer) |

5. Customer Satisfaction

With the covid-19 outbreak, lockdown restrictions do not allow people to enjoy dine-in services in the restaurants which affected the world’s economy and restaurant sales [37][38] but online food delivery services provided non-contact delivery prepared food
and thus enabled the food providers to keep operating. The online ordering of food has greatly influenced and changed the way of people’s eating habits and preferences while ordering food online [39]. Every customer has their own preference, for some timely delivery is important, for others payment options or quality of food is important. The main factors influencing the consumers to order food online are: short delivery time, convenient, easy accessibility, very flexible, different mode of payments, and promotions/offers [40].

6. Proposed System

The app, FOODIE focuses only on delivery, so that the registered restaurants can promote their offers and meals without bothering the delivery of the orders as Foodie will not take any 'MINIMUM ORDER' tag on offer or meal as they are fulfilling the end consumers demand by delivering food from the local restaurants, whereas in apps like 'Food Panda' the restaurants decide 'minimum order amount' to order as they have to deliver the order to the end consumer by their own-selves or a customer has to go and pick up the food once it's prepared at the restaurant.

The application charges a certain amount of fee from the restaurateurs to get their restaurants listed on the mobile app for promotion or new meals or new nearby options. When the user places an order, a notification is sent to the restaurateur, the nearest delivery person, and the platform owner. By collaborating at every stage with a powerful algorithm, all the three stakeholders: The Restaurant Owners, The Platform Owner, and The Delivery Professionals maintain the smooth functioning of the platform for the users.

The app Foodie will not own any restaurant or chain of delivery services. It coordinates with the third party to plan supply for the demand that arises.

6.1. Features

- Food ordering: Allowing the users to order their food on-the-go from two different restaurants.
- No minimum order: The customer does not have to a minimum amount to order from a restaurant.
- Table Booking: Enables the users to book a table at the listed restaurant of their choice with just a few taps and the wait time at the restaurant is eliminated.
- Explore Places: Offering the discovery and guide to the user for exploring nearby restaurants with pictures, reviews and map locations.
- One Many Schemes: Ordering from two places at the same time and with the powerful algorithm of Single Source Shortest Path will include the Pickups as Red and If all pickups are done then the order is ready to go and will not find out the single source path from that node to Delivery location.
- Time-saving, the invention is capable of reducing the processing time to half of the existing rate with diverse options for food, as food ordering not limited to just one restaurant at a time.
- Online payments, online payments facilitate the flow of the money in the right direction, a step forward to corruption-free India.
- Eco-friendly, the process proposed saves unnecessary wastage of paper of making every document digitally.
- A user-friendly interface makes it easy to clear all doubts at one doorstep.
- Aadhar verification and secure log in the password makes the web portal safe to use in terms of online tractions and fund transfer.
• Less use of the renewable source of energy and have a big task performed in lesser time.

### Table 2. Existing Applications

| S.no | Existing state of art | Drawbacks in existing state of art | Overcome |
|------|-----------------------|-----------------------------------|----------|
| 1    | Food Panda            | Min Order                         | No Min Order |
| 2    | Zomato                | Single restaurant ordering mechanism, one user can register multiple times using multiple numbers, User Interface not good | Can order from two places or more if in the same route OR within 5-6 km range, a user can register only once, User-friendly User Interface |
| 3    | Uber eats             | Fake complaints leading to loss of the company, one user can register multiple times using multiple numbers | Complaint registration with proper proof, user can register only once |

### 6.2. Advantages

- Opened 24/7
- Save time and money
- Reduce costs
- Hits the target market
- Online delivery mechanism
- Food can be ordered from multiple sources
- Paper wastage is reduced
- Route optimization is attained
- Multiple payment methods- cash on delivery, credit/debit cards, google pay
- Helps in building up a social community for new food joints
- Live tracking available
- A win-win situation for all stakeholders
Figure 1. Working of food delivery apps
Figure 2. The mechanism from user end

References

1. Rahman H. (2019), A Review of the Usable Food Delivery Apps, International Journal of Engineering Research & Technology (IJERT) ISSN: 2278-0181 Vol. 8 Issue 12, December-2019. DOI: 10.17577/IJERTV8IS120052
2. M. Li, J. Zhang and W. Wang, "Task Selection and Scheduling for Food Delivery: A Game-Theoretic Approach." 2018 IEEE Global Communications Conference (GLOBECOM), pp. 1-6. DOI: 10.1109/GLOCOM.2018.8647947
3. Ricky M.Y., (2014). Mobile Food Ordering Application using Android OS Platform. The European Physical Journal Conferences 68. DOI:10.1051/epjconf/20146800041
4. Sharma, "Mission Swachhta : Mobile application based on Mobile Cloud Computing," 2020 10th International Conference on Cloud Computing, Data Science & Engineering (Confluence), Noida, India, 2020, pp. 133-138.DOI: 10.1109/Confluence47617.2020.9057926
5. Leong, W.H. (2016). Food Ordering System Using Mobile Phone. Available online at: http://eprints.utar.edu.my/1943/1/IA-2016-1203135-1.pdf

6. Z. Cahyani, R. Nurcahyo and Farizal, "Popularity Analysis of Mobile Food Ordering Apps In Indonesia," 2020 IEEE 7th International Conference on Industrial Engineering and Applications (ICIEA), Bangkok, Thailand, 2020, pp. 1000-1004.DOI: 10.1109/ICIEA49774.2020.9102024

7. Alalwan A.A. (2020), Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse, International Journal of Information Management, Vol 50, Pages 28-41, ISSN 0268-4012. https://doi.org/10.1016/j.ijinfomgt.2019.04.008

8. Raina A., Rana V., Thakur A. (2019), Popularity of Online Food Ordering and Delivery Services- A Comparative study between Zomato, Swiggy and Uber Eats in Ludhiana. Available online at: https://www.researchgate.net/publication/341109906_POPULARITY_OF_ONLINE_FOOD_ORDERING_AND_DELIVERY_SERVICES-A_COMPARATIVE_STUDY_BETWEEN_ZOMATO_SWIGGY_AND_UBER_EATS_IN_LUDHIANA

9. Tribhuvan A. (2020), A STUDY ON CONSUMERS PERCEPTION ON FOOD APPS. International Journal Of Advance Research And Innovative Ideas In Education. 6. 36. Available online at: https://www.igraphic.net/publication/3427652940092008.A STUDY ON CONSUMERS PERCEPTION ON FOOD APPS

10. Gupta A., Gupta A., Singh S., Surana V. (2019), FACTORS AFFECTING ADOPTION OF FOOD DELIVERY APPS. International Journal of Advanced Research. 7. 587-599.DOI:10.21474/IJAR01/9871

11. Fan Y. (2014), MOBILE FOOD ORDERING APPLICATION, Vaasa University of Applied Science. Available online at: http://urn.fi/URN:NBN-fi-anik-201405198481

12. Panigrahi A., Saha A., Shrinet A., Nauityal M., Gaur V. (2020). A case study on Zomato – The Online Foodking of India. Journal of Management Research and Analysis. 7. 25-33. DOI:10.18231/j.mra.2020.007

13. Anib A., Gayathri A., Shabu K. R., (2019), “Consumer Perception towards Swiggy Digital Food Application towards Swiggy Digital Food Application Service: A Analytical Study with Special Reference to Ermakulam City.” International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-6S, 2019. Available online at: https://www.semanticscholar.org/paper/Consumer-Perception-towards-Swiggy-Digital-Food-A-Anib-Gayathri-e471e78213a2316ca45c8a64200621d486a16e

14. Lelo A., Cabral L., Gomes R., Gonçalves B., Oliveira J., Alencar D. (2019). Shared Economy: A Uber-Eats Case Study in Manaus City. International Journal for Innovation Education and Research. 7. 450-466. 10.31686/ijier.Vol7.Iss1.11899. DOI: 10.31686/ijier.Vol7.Iss1.11899

15. Ahmed J., Ahmed A. (2018). Foodpanda: Changing the Way Bangladeshi Eat Meals. doi:10.4135/9781526444456

16. Prastiti S., Iswari P. (2019). The Roles of Trust within Information Quality and Price to Engage Impulsive Buying Behaviour to Generate Customer’s Repurchase Intention: A Case of M-Commerce in Indonesia (GoFood). KnE Social Sciences. DOI: 10.18502/kss.v3i26.5391

17. Indraswari V. N., Suryono I. D., (2020) Comparative Analysis of Service Marketing Mix Variables Considered in Food Delivery Services (Case Study on GoFood and GrabFood), Indonesian College of Economics – 2020. Available online at: http://repository.stei.ac.id/1865/2/87%20jurnal%20skripsi.id.en.pdf

18. GrubHub: Grubhub Reports Fourth Quarter and Full Year 2020 Results. Available online at: https://investors.grubhub.com/investors/press-releases/press-release-details/2021/Grubhub-Reports-Fourth-Quarter-And-Full-Year-2020-Results/default.htm

19. Ravishankar G.V., How Faasos disrupted its business model to create India’s largest cloud kitchen. Available online at: https://www.sequoiacap.com/india/article/faasos-indias-largest-cloud-kitchen/

20. DoorDash The Deep Dish: Food Trends in 2020. Available online at: https://blog.doordash.com/the-deep-dish-food-trends-in-2020-july-2021/

21. Suppermeal adds online food ordering platform to the UAE's home dining scene (2020). Available online at: https://www.arabianbusiness.com/retail/451331-suppermeal-adds-online-food-ordering-platform-to-the-uae-home-dining-scene

22. Gu X., Seamless ecoEATS Feature Integration Case Study (2018). Available online at: https://medium.com/@xian.l.gu/seamless-ecoeats-feature-integration-case-study-11d454cd8184

23. Iqbal M., Deliveroo Revenue and Usage Statistics (2020). Available online at: https://www.businessofapps.com/data/deliveroo-statistics/

24. Mahesh V.J., Hari P., Customer’s perception towards DUNZO delivery service (2020), Journal of Contemporary Issues in Business and Government Vol. 26, No. 2, 2020. Available online at: https://cibg.org.au/article/7906.453328964553466b5a6adcb27e3da115.pdf

25. Potato - A Food Delivery App From the Food Capital of God’s Own Country. Available online at: https://www.bizencyclopedia.com/article/potato-the-food-delivery-app-from-the-food-capital-of-gods-own-country

26. Curry D., Postmates Revenue and Usage Statistics (2021). Available online at: https://www.businessofapps.com/data/postmates-statistics/
27. Curry D., Just Eat Revenue and Usage Statistics (2021). Available online at: https://www.businessofapps.com/data/just-eat-statistics/
28. Writer S., Verbosec launches its Food-Delivery Service Square Eats in Botswana (2020). Available online at: https://azhizhi.com/1664/verbosec-launches-its-food-delivery-service-square-eats-in-botswna/
29. Cissy, (2017) Ele.me, Digitizing the food delivery service in China. Available online at: https://digital.hbs.edu/platform-retom/submission/ele-me-digitizing-the-food-delivery-service-in-china/
30. Fioravanti R., iFood delivers great results in Brazil going beyond connecting restaurants with customers. Available online at: https://digital.hbs.edu plataforma-digit/submission/ifood-delivers-great-results-in-brazil-going-beyond-connecting-restaurants-with-customers/
31. Demae-can “出前館” The First Home Delivery Service in Japan. Available online at: https://www.smileswallet.com/guide-of-demaecan-food-delivery/
32. Charlene L., Mirosa M., Bremer P. (2020), "Review of Online Food Delivery Platforms and their Impacts on Sustainability" Sustainability 12, no. 14: 5528. https://doi.org/10.3390/su12145528
33. Shina, Sharma S., Singla A. (2018), A Study of Tree Based Machine Learning Techniques for Restaurant Reviews. 1-4. DOI: 10.1109/CCAA.2018.8777649
34. Ahsan K., Nouman N., Kamran A., Hussain F., Ahmed S.N. “Cloud-Based Shared Food Ordering System with Context Awareness: A Location Base Services Approach.” (2013). Available online at: https://www.semanticscholar.org/paper/Cloud-Based-Shared-Food-Ordering-System-with-A-Base-Ahsan-Nouman/416d5bd4170ab8a8881a7be859d5b62a04d5a33
35. Abid F. and Karim A. N., "Cross-platform development for an online food delivery application," 2017 International Conference on Computing Networking and Informatics (ICCI), pp. 1-4. DOI: https://doi.org/10.1109/ICCI2017.8123769
36. Ghosh R. and Saha T., “A STUDY OF E-PAYMENT SYSTEM ON FOOD DELIVERY INDUSTRY: A CASE STUDY ON SWIGGY.” (2018). International Journal on Recent Trends in Business and Tourism Vol. 2 NO. 3 (2018). Available online at: http://eijournal.lucp.net/index.php/ijrtbt/article/download/187/152
37. Collison J. (2020), The Impact of Online Food Delivery Services on Restaurant Sales. Available online at: https://web.stanford.edu/~leinav/teaching/Collison.pdf
38. Das S., Ghose D. (2019), Influence Of Online Food Delivery Apps On The Operations Of The Restaurant Business, International Journal of Scientific & Technology Research ISSN 2277-8616, Vol 8, Issue 12, Dec- 2019. Available online at: http://www.ijstr.org/final-print/dec2019/Influence-Of-Online-Food-Delivery-Apps-On-The-Operations-Of-The-Restaurant-Business-.pdf
39. Bhat A. A. (2019). SATISFACTION OF CONSUMERS BY USING ONLINE FOOD SERVICES. Social Science. 10 pages. Available online at: https://www.researchgate.net/publication/333642857_SATISFACTION_OF_CONSUMERS_BY_USING_ONLINE_FOOD_SERVICES
40. Rathore S., Chaudhary M., Consumer's Perception on Online Food Ordering, International Journal of Management & Business Studies (IJMBS) Vol. 8, Issue 4, Oct - Dec 2018. Available online at: http://www.ijmbs.com/Vol8/issue4/2-suryadev-singh-rathore.pdf