

清大 香香雞  
(FRIED CRISPY CHICKEN)

Midterm-project

Group7

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## Background

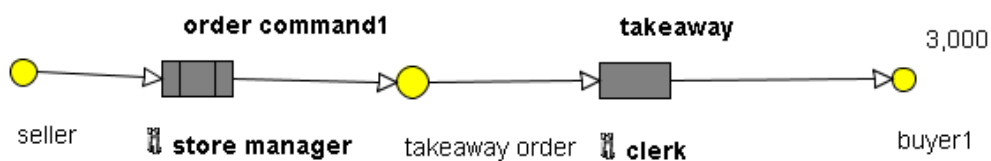
We all know that "Hot Fried Chicken" is worth waiting, however, when you are hungry, waiting is painful. This situation decreases the desire of customers to consume our product, causing fried chicken restaurants to lose customers. So if we could delete the random factor of waiting time in store to improve the process of buying fried chicken, customers could make their time effectively and enjoy the hot Fried Chicken. And if they know how long the wait time, they don't want to wait it, they may choose plan B, McDonalds or 7-11.

## Text

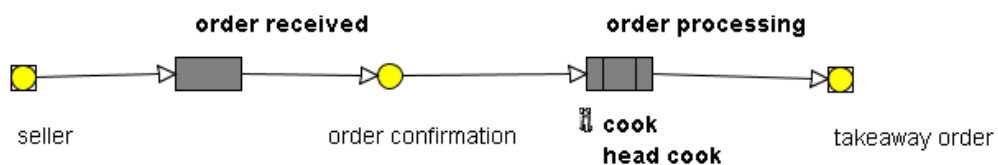
This is a model of a traditional fried chicken store. Customers order the food in the store and wait for 10 to 30 minutes until the processing is completed. AS-IS model is shown below:

### AS-IS model

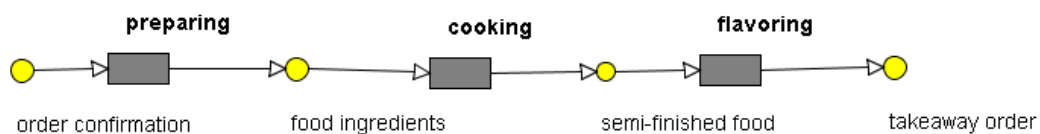
Behavior model:



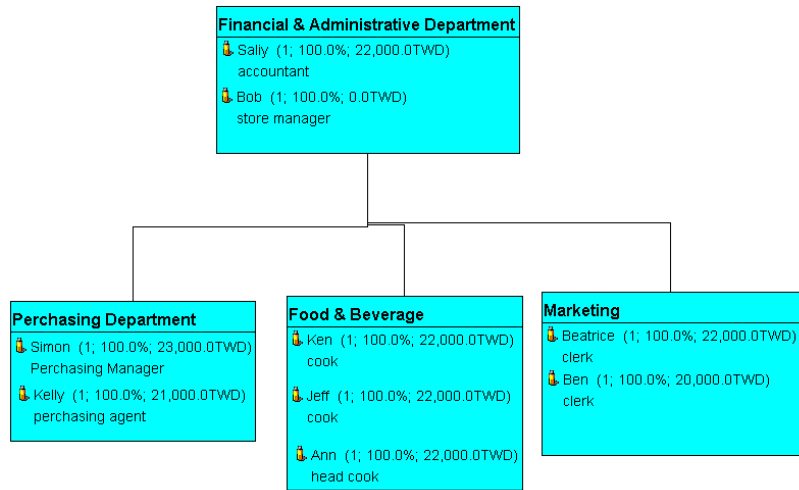
2<sup>nd</sup> level : Order command1 drill down



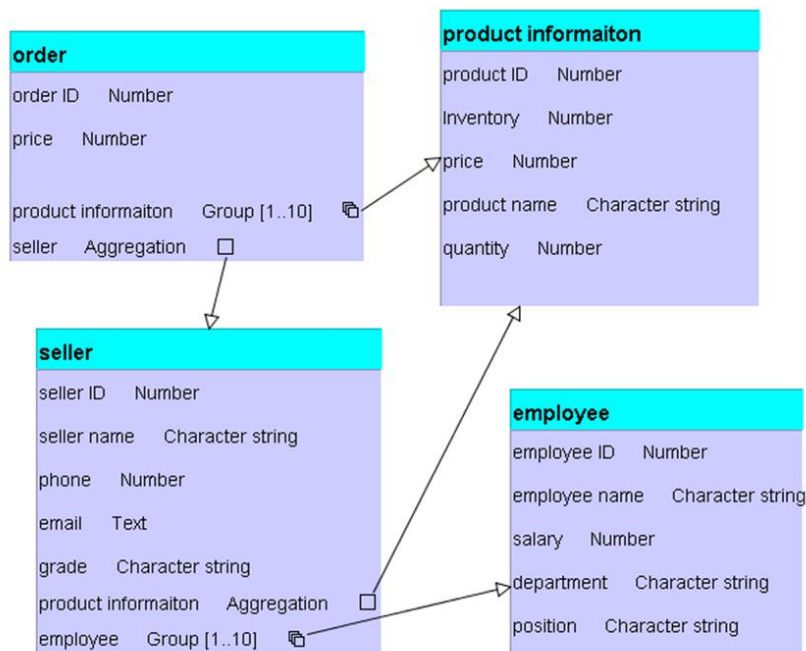
3<sup>rd</sup> level : Order processing drill down



## Organization model:



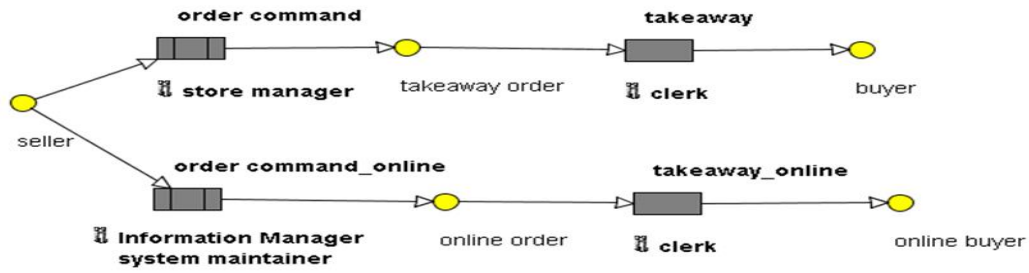
## Object model



In our To-Be model, we build up a website for the customers who don't like to wait. We proposed a solution that the customer can order previously and can also choose the time they want to pick up the food. To-Be model is showed below:

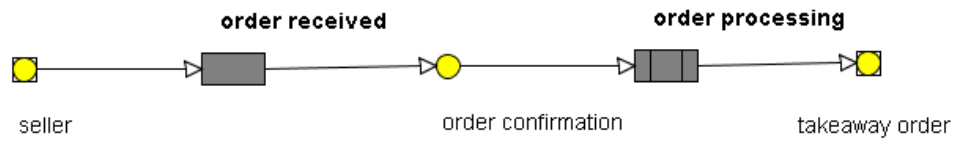
## To-Be model

### Behavior model:

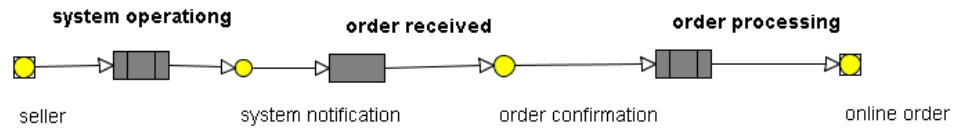


2<sup>nd</sup> level :

Order command drill down

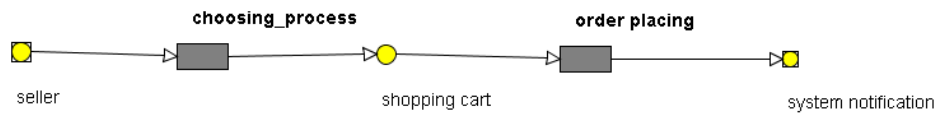


Order command\_online drill down

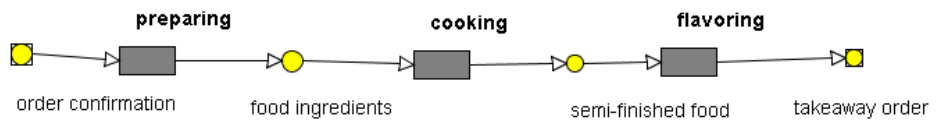


3<sup>rd</sup> level :

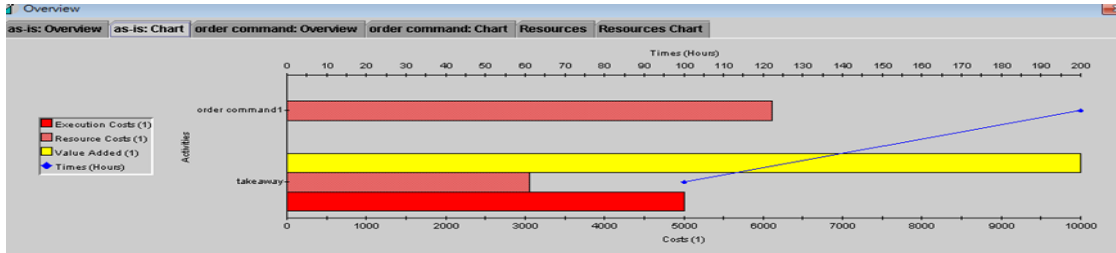
System operating drill down



order processing drill down

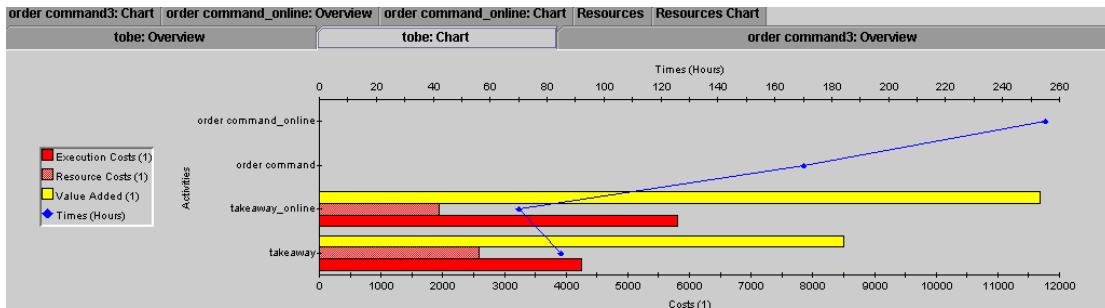


Our AS-IS model is a traditional fried chicken store, we assume that as-is has 100 order per day. The value added is 10000 dollars.



Activities	Count	Execution Costs (1)	Resource Costs (1)	Value Added (1)	Times (Hours)
takeaway	100	5,000	3,055.556	10,000	100
order command1	200	0	6,111.111	0	200
<b>Sum</b>	<b>300</b>	<b>5,000</b>	<b>9,166.667</b>	<b>10,000</b>	<b>300</b>

Because TO-BE model is to add a online virtual channel, so we assume that orders will increase 70 a month. And the revenue becomes 11690 dollors.



Activities	Count	Execution Costs (1)	Resource Costs (1)	Value Added (1)	Times (Hours)
Sum	580	10,060	4,541.667	20,190	580
order command	170	0	0	0	170
order command_online	255	0	0	0	255
takeaway	85	4,250	2,597.222	8,500	85
takeaway_online	70	5,810	1,944.444	11,690	70

Our online page

# Home Page



Customer process	Manager process
1. sign in/ register	1.sign in
2. make an order	2.set customers pick up time
3.confirm order	
4.complete order	

To encourage customers to use the website and consume more, so we give a special discount for online-shopping. For orders that is over 500 dollars, we give a 50 dollars discount.

Maybe we could be better if we add an online payment function in the future, so it will be more convenient for customers. In addition, it can also avoid some people who make the order but didn't pick up their fried Chicken.