

ONLINE FAST FOOD RESTAURANT  
ORDERING SYSTEM

GAN CHIN CHUAN  
UNIVERSITI UTARA MALAYSIA

ONLINE FAST FOOD RESTAURANT  
ORDERING SYSTEM

A thesis submitted to the Graduate School in partial fulfillment to the requirements  
for the degree Master of Science (Information Technology),

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by

Gan Chin Chuan



**Sekolah Siswazah  
(Graduate School)  
Universiti Utara Malaysia**

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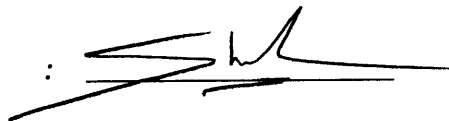
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## **ABSTRAK**

Tujuan utama projek ini diadakan adalah untuk membangunkan sistem penempahan makanan segera restoran secara atas talian. Sistem ini membolehkan pelanggan membuat tempahan makanan segera secara atas talian pada masa dan tempat yang diingini. Antara sebab utama membangunkan sistem ini adalah berikutan daripada isu-isu yang dihadapi oleh industri restoran makanan segera. Isu-isu ini adalah seperti isu tempoh masa puncak-beratur panjang, peningkatan dalam pengambilan makanan keluar dari restoran berbanding pelawat, kelajuan penyediaan makanan segera yang diperlukan, strategi promosi and pengiklanan semasa yang terhad, dan isu pengurusan kawalan kualiti ke atas makanan segera. Oleh demikian, sistem ini mepertingkatkan kelajuan dan piawaian pelanggan membuat tempahan dan memaparkannya kepada pekerja restoran di dapur. Selain itu, system ini menyediakan muka rangkaian yang mudah diguna serta media pengiklanan yang berkesan untuk memperkenalkan produk restoran makanan segera dengan kos yang rendah. Lantaran itu, ia meningkatkan dan membawa kepuasan terutamanya kepada pelanggan yang sibuk dan juga pelanggan yang dihalang oleh kekurangan pengangkutan ke tempat restoran makanan segera. Pada masa yang sama, sistem ini dapat membantu meluaskan pasaran saham restoran makanan segera dan meningkatkan pulangan atas pelaburan kepada pelabur. Methodologi berstruktur telah digunakan untuk membangunkan sistem penempahan makanan segera restoran atas talian ini. Methodologi rekabentuk berstruktur ini telah mengambil pendekatan langkah demi langkah daripada kitaran hayat pembangunan sistem dan bergerak secara logikal peringkat demi peringkat. Methodologi ini melibatkan sistem analisis, sistem rekabentuk, sistem pembangunan dan sistem pengujian.

## **ABSTRACT**

The purpose of this project is to develop an Online Fast Food Restaurant Ordering System. It is a system that enable customer of fast food restaurant to place their order online at any time and any place. The reason to develop the system is due to the issues facing by the fast food restaurant industry. These issues are such as peak hour-long queue issues, increase of take away foods than visitors, speed major requisite of fast food preparation, limited promotion and advertising on current strategy, and quality control of fast food management issues. Therefore, this system enhances the speed and standardization of taking the order from the customer and displays it to the staff in the kitchen accordingly. Beside that, it provide a user-friendly web pages and effective advertising medium to the new product of the fast food restaurant to the customer with cheaper cost. Further more, it also extend and deliver customer satisfactions especially to the hectic customer or reaching the customer who are constrain of transport to be in fast food restaurant. At the same time boost up market share for fast food restaurant and increase return on investment for the investor. The structured methodologies have been chosen to develop the Online Fast Food Restaurant Ordering System. The structured design methodology adopts a formal step-by-step approach to the System Development Life Cycle that moves logically from one phase to the next. The methodology used involved system analysis, system design, system development, and system testing.

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**TABLE OF CONTENTS**

	Page
<b>PERMISSION TO USE</b>	I
<b>ABSTRACT (BAHASA MALAYSIA)</b>	II
<b>ABSTRACT (ENGLISH)</b>	III
<b>ACKNOWLEDGMENTS</b>	IV
<b>LIST OF TABLES</b>	VIII
<b>LIST OF FIGURES</b>	VIII
 <b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background	1
1.2 Problem Statement	3
1.3 Objectives	4
1.4 Scope Of The Study	5
1.5 Significance Of The Study	5
 <b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1 Online Restaurant	7
2.2 Demands For Fast Food Operation	7
2.3 Fast Food Technology and Systems of Operation	8
2.4 Fast Food Restaurant Promotion	10



**CHAPTER THREE: METHODOLOGY**

3.1 System Analysis	12
3.2 System Design	14
3.3 System Development	15
3.3.1 Development Tools	16
3.3.2 Programming Languages	21
3.4 System Testing	23
3.4.1 Testing Approach	24
3.4.2 System Requirements	25

**CHAPTER FOUR: FINDINGS**

4.1 System Analysis	27
4.1.1 User Requirement	27
4.1.2 Entity Relationship Diagram	28
4.1.3 Normalization	38
4.1.4 Context Diagram	41
4.1.5 Data Flow Diagram	43
4.1.5.1 Product Searching	45
4.1.5.2 Ordering	47
4.1.5.3 Packaging	49
4.1.5.4 Payment	51
4.1.5.5 Reporting Sales	53
4.1.6 Decomposition Diagram	55

4.2	System Design	57
4.2.1	File Level Design	57
4.2.2	Screen Level Design	58
4.2.3	Program Level Design	72
4.3	System Development	74
4.4	System Testing	79
4.4.1	Test Cases	79
4.4.2	Test Environment	86

## **CHAPTER FIVE: CONCLUSION**

5.1	Comments	88
5.2	Constraints	89
5.3	Recommendations	90

## **REFERENCES**

## **APPENDIX**

Appendix A: Installation Guide

Appendix B: User Guide

Appendix C: Source Code

Appendix D: Files Design

## LIST OF TABLES

Table 4.1: Normalization Process	40
Table 4.2: Online Fast Food Restaurant Ordering System File Level Design	57
Table 4.3: Online Fast Food Restaurant Ordering System Program	78

## LIST OF FIGURES

Figure 3.1: Macromedia Dream Weaver (Version 4.0)	16
Figure 3.2: Macromedia Flash (Version 5.0)	17
Figure 3.3: Microsoft Visual-InterDev (Enterprise Version)	18
Figure 3.4: Microsoft Personal Web Server (Version 4.0)	19
Figure 3.5: Microsoft Structure Query Language (Version 7.0)	20
Figure 4.1: Entity Relationship Diagram – 0 Normal Form	31
Figure 4.2: Entity Relationship Diagram – 1 Normal Form	33
Figure 4.3: Entity Relationship Diagram – 2 Normal Form	35
Figure 4.4: Entity Relationship Diagram – 3 Normal Form	37
Figure 4.5: Context Diagram	42
Figure 4.6: Data Flow Diagram – Level 1	44
Figure 4.7: Data Flow Diagram – Level 2 (1.0 Product Searching)	46
Figure 4.8: Data Flow Diagram – Level 2 (2.0 Ordering)	48
Figure 4.9: Data Flow Diagram – Level 2 (3.0 Packaging)	50
Figure 4.10: Data Flow Diagram – Level 2 (4.0 Payment)	52
Figure 4.11: Data Flow Diagram – Level 2 (5.0 Reporting Sales)	54
Figure 4.12: Decomposition Diagram	56

Figure 4.13: Home Screen Design	58
Figure 4.14: Registration Screen Design	59
Figure 4.15: Login Screen Design	60
Figure 4.16: Order Screen Design – Search Engine	61
Figure 4.17: Order Screen Design – Order Quantity	61
Figure 4.18: Order Screen Design – Edit, Remove, Clear Ordering Cart and Save Order	62
Figure 4.19: Delivery Screen Design	63
Figure 4.20: Payment Screen Design	64
Figure 4.21: Online Receipt Screen Design	65
Figure 4.22: Logout Screen Design	66
Figure 4.23: Staff Login Screen Design	67
Figure 4.24: Search by Date Screen Design – Engine	68
Figure 4.25: Search by Date Screen Design – Result	68
Figure 4.26: Search by Date Screen Design – Result	69
Figure 4.27: Record Searching Screen Design – Engine	70
Figure 4.28: Record Searching Screen Design – Result	70
Figure 4.29: Staff Logout Screen Design	71
Figure 4.30: Pseudocode of Online Fast Food Restaurant Ordering System	73

# **CHAPTER ONE:**

## **INTRODUCTION**

## **1.1 Background**

As we enter the second millennium we experience one of the most important changes in our lives that is the move to an Internet based society. Almost everything will be changed at home, in school, at work, in the government sector even in our leisure activities. Some changes are already here and they are spreading around the globe. Others are just beginning. One of the most significant changes is in the manner we conduct business especially in how we manage the marketplace and commerce. Perspectives of doing business have been evolving tremendously since the day Internet been introduced to the world.

Electronic commerce describes the manner in which transactions take place over the networks, mostly the Internet. It is the process of electronically buying and selling goods, services and information. Certain E-commerce applications, such as buying and selling stocks or books on the Internet, are growing at a rate of several hundred percent every year. E-commerce could have an impact on a significant portion of the world businesses and professions.

Electronic Commerce has brought a greater revolution to the companies in doing their businesses. Therefore, companies need to be well prepared and equip in order to stay competitive in the global market. Food industry business such as Fast Food Restaurants need to be considered and plan with more seriously to use the technology like E-commerce to expand their business.

The contents of  
the thesis is for  
internal user  
only

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