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E-Pizza USA: A Web-Based Pizza Ordering System for a Statewide Pizzaria

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ABSTRACT

We have been inspired by the success of implementing the concept of e-commerce in domains such as car rentals, Avis.com and Hertz.com just to mention few examples, where customers have the ability to reserve a car via the internet any time around the clock. Our system, e-PizzaUSA, is a web-based system developed to enable customers, after becoming registered users of the system, to view all meals, deals and specials, then make their our selection.

Customers have the option of making an order from one address and have it delivered to a different address within the state of Missouri. They also have the choice of making the order and have it delivered after one hour, for example, or one week.

Customers will get a 10% discount of the advertised price when they order via the web. The e-PizzaUSA system rewards its users by giving them 1 point for each dollar they spend. Each time a customer accumulates 100 points, he or she gets a $10 discount on his/her next order.

e-PizzaUSA periodically surveys customers to get their feedback and identify their preferences. The system rewards its customers with various incentives when they respond promptly to those surveys.

Finally, the system maintains an up-to-date database of its customers and is equipped to handle different credit cards.