



## E-BUSINESS SYSTEMS



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# 1. EXECUTIVE SUMMARY

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Our electronic and mobile business is called Dine & Cash. This business is an interactive online platform that implements cash back and vouchers service to diners around the UK. The concept is simple: "Get paid to eat". The confusing process of choosing a restaurant that has good reviews, as well as offers and discounts, can be time consuming and frustrating. Dine & Cash solves this problem by eliminating the need to visit multiple websites and instead executes a 3 in 1 service offering customers vouchers, loyalty system, and a new cash back features.

This service works by providing restaurants an advertising platform that allows customers to receive discounted offers in various eateries, in the form of a website and a mobile application.

Dine & Cash combines various aspects of the electronic business model with the value chain integrator model, giving customers full service by providing them with various cash back, voucher deals and loyalty system to ensure their dining experience has added value.

Through Dine & Cash, restaurants gain a wider exposure via social networking sites, which takes advantage of features such as, 'check-ins' and 'likes' to promote their business. The power of social networking encourages word of mouth marketing and extends the restaurant's consumer base.

For the user's convenience, they are able to download the mobile application, which has the same features as our website of offering a range of vouchers, and cash back options but catered for users who are on the go. Enabling them to get an instant discount in addition to cash back earnings.



Figure 1: The Business Logo

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## 2. BACKGROUND

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The origins of business came from the founder's passion for food as well as an understanding of its market. Restaurants are considered a part of culture; there's a diverse range out there that offers tastes from all parts of the globe. Majority of the public would like to enjoy and experience good food, yet they are hesitant to eat out due to the expensive nature of most restaurants. Since 2008, eating out spending went down by 2.7% in the UK, according to the Department for Environment, Food and Rural Affairs [See Appendix 1]. Following from this, the founders wanted to create a business that encourages more people to enjoy dining out whilst at the same time providing restaurants with more customers. The only way this was possible was to reduce customer's spending.

Numerous existing competitors already offer deals and discount service for restaurants and takeaways, as well as the restaurants themselves in order to attract customers. Another method of reducing customers spending was to give them cash back, however each method alone wasn't enough. Thus, the foundations of the business idea were then developed to incorporate both methods into one service, including a feature that will differentiate us from our competitors.

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## 3. BUSINESS OVERVIEW

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Dine & Cash was then established as a business that would offer its customers deals, discounts or cash back. There were multiple business names from NomNom, MunchMate, Starvin' Marvin and YumTum, however, some were either just random and relatable to the market and current generations lingo, especially in social media, or came from the idea of having a mascot for the business. Therefore, Dine & Cash was chosen because it was straightforward and basically summed up the business in a name. The business will be under the domain [www.dineandcash.co.uk](http://www.dineandcash.co.uk), which is currently available for purchase, with the first year being free and depending on our web space, the domain fee can vary [See Appendix 2].

The target market for our business is for local UK use only, which is why ".co.uk" is chosen for the domain. Our market specifically targets students to young adults, as this will be the group who are most likely short for cash, or looking for a good bargain in order to save money. This generation is also continuously connected online on social media websites such as Facebook, influencing their higher demands in wanting content faster and in real-time compared to older generations, because they constantly want to know what's happening.

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## 4. BUSINESS ANALYSIS

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### 4.1 BUSINESS COMPARISON

#### TASTECARD

##### History

The company started business in 2006 with the goal of getting more people to eat out at affordable prices. In the initial stages of the business, it had 150 restaurants based in London, but by 2010 reached 2500 restaurants nationwide.

During the recession, Tastecard helped restaurants to continue trading by offering its members discounts, so they can save money whilst continuing to eat out. The company has now over 80,000 members and thousands of restaurants giving its members a selection of offers to choose from.

##### Features

##### Strengths

It's a successful business as it's titled the nation's largest diner's club, also offering new members a free 30-day trial to try out their service. Tastecard manages to add at least 300 new restaurants a month and they are free to join in their scheme. A recent feature is the development of their mobile app to work on iPhone, Android, and Blackberry, but if the members prefer to use the website, this is optimised for mobile use as well.

##### Weaknesses

The restaurants may be free to join, however, they don't accept restaurants on a lesser offer than 50% discount. This can affect the variety of restaurants in their database and may even have the same restaurant chains, restricting the customers choice and missing out on popular restaurant choices of a smaller offer. After the free trial members have to pay £79.95 every year to continue to use the service. This then limits its target market range to those who can pay the amount straight away.



Figure 2: Tastecard Logo

##### E-Process

Quality management needs to be in place to ensure there are no issues within their process, such as dispatching cards to its members with the correct details. Inventory management is important, as they would need to regularly update their database to include all the new restaurants that join or withdraw from the scheme and make sure these details are correct on the website. Customers are then aware of new offers to avoid disappointment when it's no longer there. This is because the website offers a search filter tool that allows customers to browse by cuisine, offer type, no. of people, availability and any additional requirements.

Customer support is available via email, phone or post to address the issues. A blog was set up called TasteBlog showing recent news and competitions, in addition, if members have anything particular they want to say they can express their opinion on the testimonials page. Tastecard is financially stable as they receive payments from members annually, which results in them offering free trials in newspapers such as The Metro.

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## 4. BUSINESS ANALYSIS

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### 4.1 BUSINESS COMPARISON

#### QUIDCO

##### History

Founded by Paul and Jen Nikkel in 2005, they began exploring the idea whilst at university with its goal to save its members money, offering cash back and vouchers to its members, saving millions on their shopping every year.

Since its establishment, it has employed over 70 members of staff, 90,000 new members joining every month and 3,400 retailers operating with the company. It is now the number one cash back service in the UK.

##### Features

##### Strengths

To become a member of Quidco it's free to join and retains a small fee of £5 cash back earnings per member, which is taken at the end of every year. It offers its members a mobile app that allows them to see nearby discount locations and pays them to check in. It also includes a comparison system called "Quidco Compare" that gives members an insurance quote which they can compare and get cash back if a purchase is made. They also run a Quidblog and a "Get Satisfaction" community where members can discuss and help each other's enquiries.

##### Weaknesses

It is mentioned that 1.3% of cashback purchases don't track perfectly the first time, so the process isn't infallible (Mawer, 2010). It also takes up to six months to get paid, and due to their small team, they are unable to deal with non-members enquiries directly.



Figure 3: The Quidco Logo

##### E-Process

Quality control and inventory management is essential especially when paying customer's cash back as it's dealing with their debit/credit details or they PayPal accounts, and tracks where and when its used in retailers. Secure operations need to take place so that the right amount of cash is sent to the right member, if there is enough money in the inventory to pay. Also, the operations need to be organised and closely monitored to ensure the commissions received is higher than the cash back given to its members. Financially, when Quidco receives commissions all of it is returned to its customers in cash back, but they are able to run due to that £5 retention from its members yearly.

As mentioned in their features, if anything was to go wrong with their systems, they offer customer support through their "Get Satisfaction" community and they offer direct support within 24 hours for members only. Quidco is able to market their business by using viral marketing in social media sites, getting its members to check-in and make more potential customers aware of its service. It is also advertised on public transport, such as posters on the escalators or in newspapers.

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## 4. BUSINESS ANALYSIS

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### 4.1 BUSINESS COMPARISON

#### TOPCASHBACK

##### History

Launching in 2005, the aim was to develop a website that will help UK residents save as much money as possible. As 100% of cash back is returned to its customers, revenue was earned through sponsored adverts. During the companies earlier stages it was difficult to maintain the site whilst making a living, as the founders worked all hours of the day for little money.

As the company grew, and schemes were developed, they managed to survive the initial hurdles and retain up to 1.5 million members, expanding their offices locally and abroad.

##### Features

##### Strengths

In comparison to Quidco, this company is a free cash back site as there are no joining or membership fees. It also rewards its loyal members with a Top-Ups scheme allowing them to earn 110% commission return. Also, bonus schemes are available that gives its customers gift certificates from websites such as Amazon. Members have full control of their cash back whether they want it straight away or to save it and build up earnings.

##### Weaknesses

Similarly to Quidco, the cash back transactions are sometimes delayed. There is a dependency on the merchant to issue the cash back and it is mentioned that sometimes this can be rejected.



Figure 4: TopCashBack Logo

##### E-Process

The company is confident with their scheduling and operations as they mentioned that customers receive cash back as soon as the merchant confirms the transaction. Customers can pay out this cash back to their PayPal accounts immediately. If acquiring the transaction is taking longer than usual, or the customers filed a missing cashback claim, TopCashBack shows members each stages in the system of where the cashback is at currently, from the time merchants pay it out, to how long they would need to wait for it to be delivered. Inventory management and quality control is essential here to ensure that this is successful and customers receive what they are entitled to.

A variety of customer support features are available to its customers in the form of forums, blogs and in social media. Their support team personally responds to all queries. As they place emphasis on doing the best for everyone from members, retailers and staff, they operate on a policy known as the "Fair Play Principle". They also get reviews and media testimonials from TV and newspapers to help their marketing process.

## 4. BUSINESS ANALYSIS

### 4.2 UNIQUE SELLING POINT

Quidco and TopCashBack are our main competitors, as they offer similar services to our business of cash back and voucher codes, whereas Tastecard is our main contender in terms of being a restaurant discounts specialist. Therefore we need to establish a unique selling point that differentiates Dine & Cash from its competitors by looking at their weaknesses and how our business can improve on this or do better.

Therefore, a questionnaire was created to find out exactly what our customer is interested in to gain knowledge on their perspective and use this to build our business [See [Marketing](#) section for more details]. From the results, we discovered that the majority of customers visit restaurants that apply a loyalty system, such as Nandos or GBK. This allows them to acquire and retain customers by offering free incentives, the more they dine in their restaurants. We wanted to offer a similar system in our business and make it part of the brand to achieve customer loyalty, developing what is now called the "Diner's Challenge".



Figure 5: Diner's Challenge Icons

# 5. BUSINESS MODEL

## 5.1 VALUE CHAIN

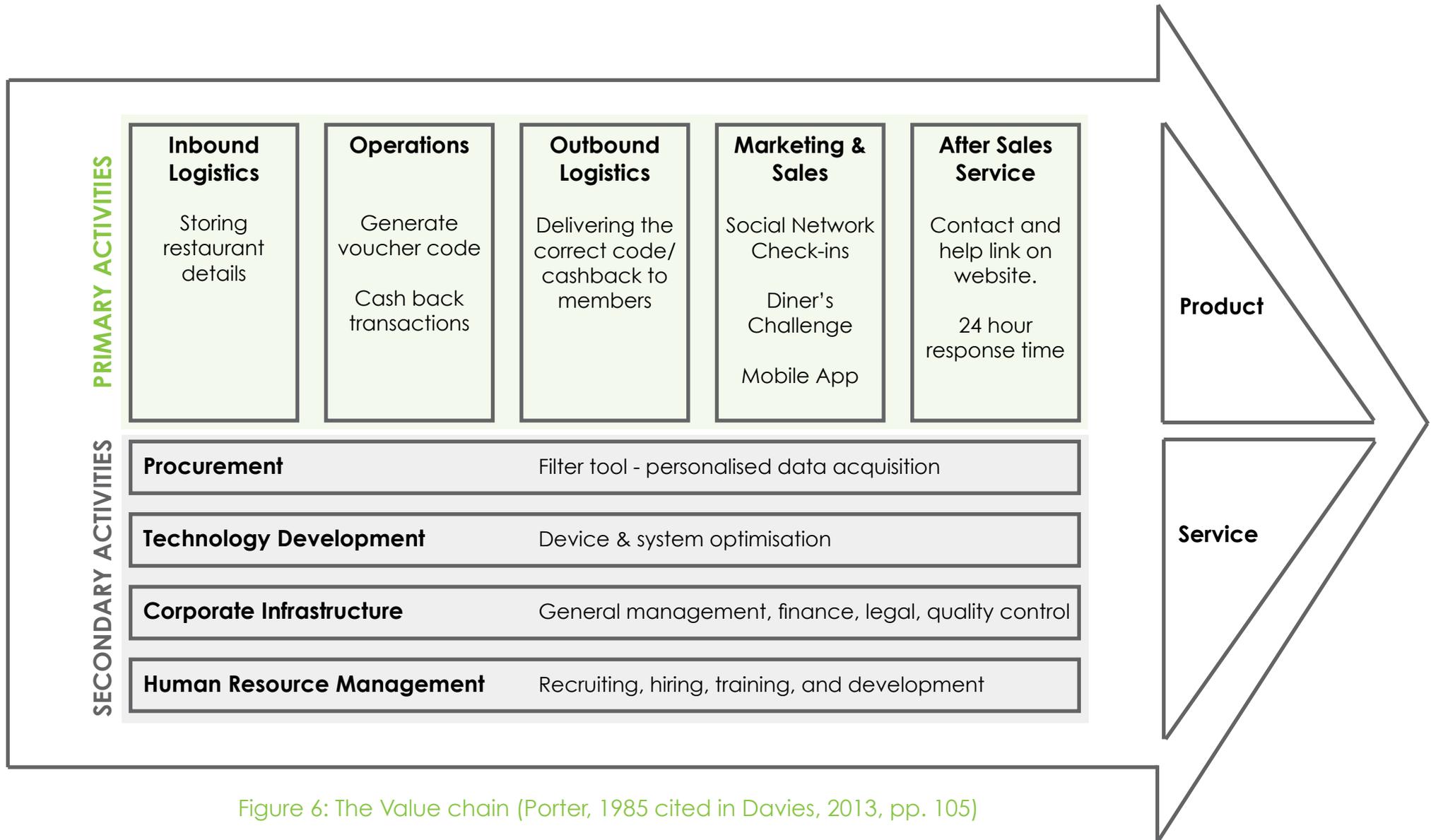


Figure 6: The Value chain (Porter, 1985 cited in Davies, 2013, pp. 105)

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## 5. BUSINESS MODEL

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### 5.2 VALUE CHAIN INTEGRATORS

This business model will be used by Dine & Cash to present to its customer's vouchers or cash back in the form of a website and app. The prices will be negotiated with the restaurants in order to provide these offers, whereas the cash back will be issued whenever the customer checks in on Facebook.

Strategy focus is on current sales opportunities within the market, in order to provide its customers with reduced spending or cash back whenever they eat out using our service. This cuts out the non-value adding middleman, saving the customer's time to browse for restaurants that they want. This allows them to save money by finding the vouchers available in the market, or by using our service in conjunction with social media sites. Dine & Cash establish more of an awareness in the market, once restaurants realise that the majority of their customers are members of our service.

In the initial stages of the business the source of revenue will be commissioned from the restaurants, simply the more customers they get, the higher our commission will be. However, the commission will be negotiable and differ from restaurant to restaurant. Then a percentage of this commission will be used to provide the customer with cash back every time they check in to Facebook. As Dine & Cash service expands and we have a larger selection of restaurants, charges or subscription fees will be added for specialised service or for new customers.

However, in order to be successful as a business in the voucher and cash back market, numerous value-adding activities need to be considered.

### 5.3 VALUE ADDED ACTIVITIES

- Large Restaurant Selection
- Statistics Analysis
- Future Forecast
- Personalisation
- Loyalty System (Diners Challenge)
- Systems Management
- Customer Service (After sales)

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## 5. BUSINESS MODEL

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### Large Restaurant Selection

This is part of the foundations for Dine & Cash to work, because without its partnering restaurants, it will have no customers. However, it is not enough for it to only have a variety of restaurants, as Tastecard already offer thousands of discounts. In order for our business to differentiate from existing businesses we need to keep up with our competitors and offer the customers more.

### Statistics Analysis

Every time a member logs in and uses our service, our system learns and adjusts to the users activity. For example, if the user were to always look for offers on a particular cuisine, then in real-time or the next time they log in to their account page, the system will automatically recommend current offers that cater to their preference. It is not only restricted to cuisines, members will only need to browse the price range, what restaurants are best for (couples, families etc.), search or check-in for the system to analyse their preference and show the relevant restaurants.

### Future Forecast

Similarly to statistics analysis but on the business side, data on all members will be collected and analysed in order to forecast trends to provide a better service to the customer, ultimately increasing their satisfaction so they will use our service again or even recommend us. So, if a high percentage of customers search for a particular cuisine or check-in at the same places, then Dine & Cash will need to expand the business by partnering up with more restaurants that cater to that cuisine, or negotiate with more restaurants chains that members check in to.

### Personalisation

Personalisation is obtained when you combine statistics analysis and future forecasts. Dine & Cash automatically recommends the best deals for each of its members and this constantly changes according to what restaurants are offering at the time or new restaurants added to the business. Members are not restricted to these recommendations as a filtering tool is offered to browse all restaurants within their preference range. The filtering tools on the home page give members the basic search results: price range, best for feature and cuisine, but advanced search is available if they want to narrow it down further.

### Loyalty System

Once members are acquired or a customer expresses interest and signs up, Dine & Cash will retain these customers by using a unique loyalty system that our online equivalent does not possess. By default, members will have access to a range of vouchers and cash back, however if they take part in our loyalty system, they gain even more

## 5. BUSINESS MODEL

voucher and cash back options, even with free incentives. In order to fit with the overall brand image, this loyalty system is called “Diners Challenge”.

### Systems Management

It is vital for the overall system to be secure as we deal with sensitive data. The technology that will be used to ensure that the system, operations and features run smoothly, will be covered in more detail in the technical section.

### Customer Service

For the customer to feel secure, especially in activities to do with cash back, an email will be sent to them confirming that the transaction was successful. If anything is to go wrong with the business and sending or receiving payments and vouchers, an after sales service should be made available to deal with these issues.

### 5.4 LIFE CYCLE

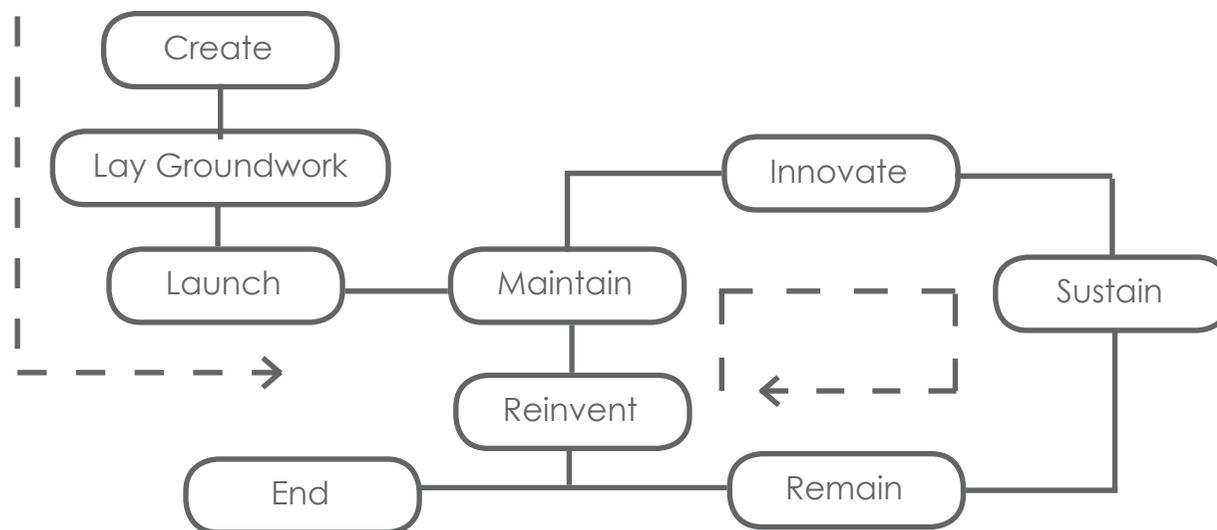


Figure 7: The Business Model Life Cycle (Mousavi, 2012)

### Non-Cyclic Functions

#### Create

During the initial stages of our business, market research needed to be carried out to find out the existing competitors and compare what they offer, whether it was successful and what we can do differently to stay in the market.

#### Lay Groundwork

Before we are able to begin our business we need to negotiate with multiple restaurant chains, set up a secure account and create invoices for commission.

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## 5. BUSINESS MODEL

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### Launch

Once all the necessary set-up is completed, we will need to design then implement our website and app, which will be made available online under the domain name [www.dineandcash.co.uk](http://www.dineandcash.co.uk).

### Cyclic Functions

#### Maintain

At this stage we need to be able to establish our online presence and make customers aware of our service, how it works and why they should use it. We also need to maintain our partners to continue doing business as well as continuously increase this.

#### Innovate

Our business system needs to be able to dynamically change according to its environment, in this case make sure our website and app is constantly updated by adding more restaurants, thus giving customers more offers. In order to retain customers and business partners we need to consider how to improve in their overall satisfaction.

#### Sustain

In order for the business to sustain in the market as a viable system, it needs to improve its capabilities according to the dynamic changes to its environment, so the voice of customer is essential to ensure their satisfaction. This is obtained by getting regular feedback from our market segment.

#### Remain

Market research is continuous in our system in order to discover technological and process improvements that can be optimised in our business. It also needs to take into consideration any external changes to the business such as sociocultural, economical and political changes and how flexible the business is able to adjust to it.

#### Reinvent

Depending on what happens in the future, the business needs to be able to adapt and revolutionise ideas, develop a new feature or concept to once again engage its market. A lot of investment needs to be placed here in order for the business to survive.

#### End

If the business is not successful in remaining in the market, it is essential to know when to put an end to operations to avoid losing money.

## 6. E-PROCESS

To aid the understanding of e-processes that our service provides, an illustrated diagram is shown to represent a typical user's experience of using Dine & Cash.

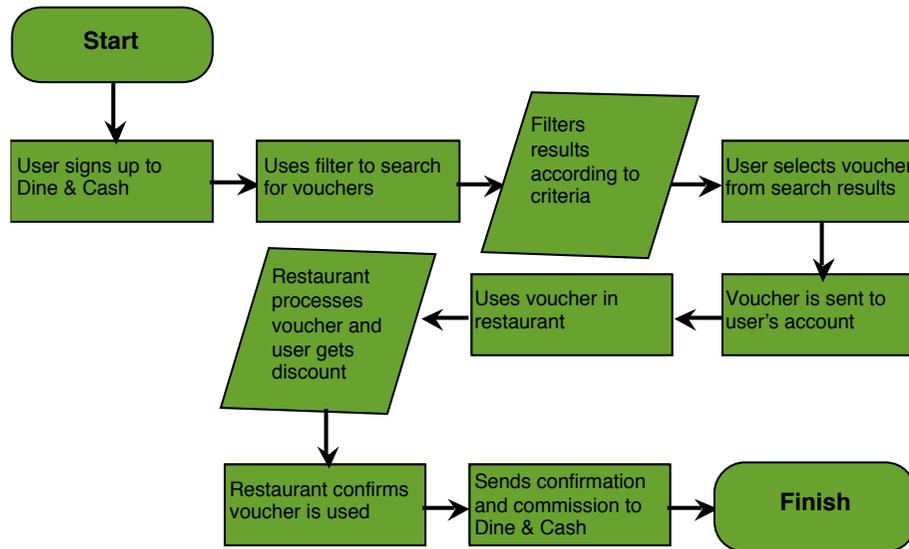


Figure 8: Voucher download

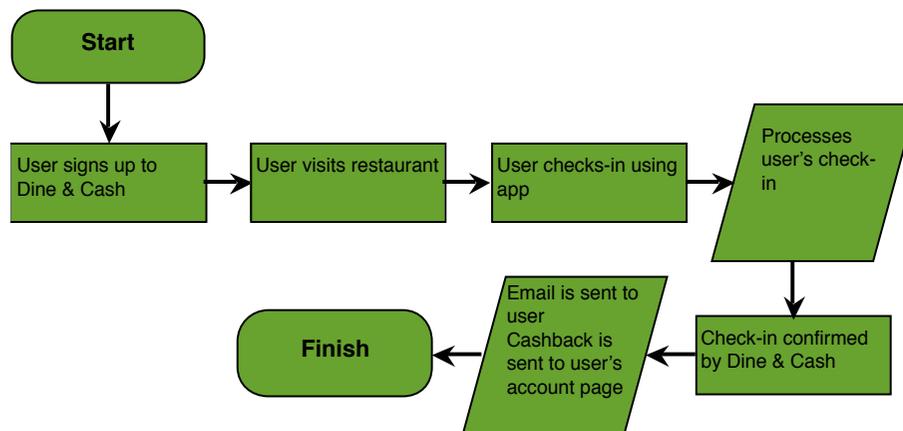


Figure 9: User Check-in

There are several aspects that are vital to the success of Dine & Cash all of which happen behind the scenes. A strategy is needed to build the customer relationship through processes, also known as e-process.

### Quality Management

As we are dealing with information and not physical products, it is essential that our information is secure. In particular the finance aspect, as paying members their cashback into their account, as well as members supplying their card details, will require security measures such as SSL security and password encryption. It is also important to make sure the information we are providing about the restaurants is accurate.

### Coordination

It is important for us to know how to plan, coordinate and source the stages involved in running Dine & Cash, including communication with the restaurants we advertise and offer deals for, paying our members their cashback in time and updating our offers daily. We will also embed process rules in the software interface to let the software deal with the interactions between us and the user. This will be done through account registration, where by becoming a member, the user is given their own account which they can handle. I.e. Check their balance, contact Dine & Cash, update personal details etc. The more processes that are embedded in software the faster the service will be (Keen 2000).

### Procurement

Our offers and discounts need to be accurate. The filter tool is important to allow personalisation for users searching for their relevant criteria. We need to be able to make sure this tool works efficiently and is able to provide the user with the information they specify.

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## 6. E-PROCESS

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### Inventory Management

It is essential to keep track of what deals we are offering and the quantity of vouchers we have for each deal. This is so that we can determine the number of members that can access the deal. We will also need to make sure we know which restaurants we offer paid check-ins in order to pay cashback to the right number of members.

### Scheduling

Having a schedule for a daily routine in the company means work can be consistent and effective. Planning a schedule means better time management and employees can prioritise their workloads. Storing data digitally, means records and back ups of the system and database can be kept.

### Organisation

Organisation is key to making the service run smoothly. We rely on restaurants to keep our service going, negotiating deals with them. We must be organised in the routine of how we obtain deals, advertise them and find new deals, whilst we keep track of the discounts we are already offering and how many. A constant update of offers is necessary so employees will need to be organised in order to keep on top of their individual workload.

### Customer Support

A helpful customer service is needed in order to retain customers and provide a satisfactory service. A contact and help link is placed in the header at the top of the website for users who need to get in touch with Dine & Cash or need to report a problem. We have a policy of trying to deal with a customer's enquiry in 24 hours. Dealing with recovery and error handling in an efficient way is necessary to provide a fast response.

### Operations

The two main operations are quality management and information management. Our discounts need to be accurate and advertised correctly, so that members can download them and use them at the restaurant of their choice. By driving sales to the restaurant, we in turn receive commission. This will need to be negotiated with the restaurant before working out what deal to provide. The discount we negotiate will have to benefit both the restaurant and Dine & Cash, to make our business profitable.

### Logistics

Logistics is important to ensure efficiency within the business and a steady income. Dine & Cash will need to deliver a member's cashback payment on time to achieve a good relationship with the customer. Organisation skills play a big part in logistics to make sure aspects such as providing the offers in real time are executed.

### Finance

In order for our business to be profitable, we will have to agree with the restaurant company, on the amount of commission we receive by driving customers to the restaurant and advertising the company on our website. A policy and contract will be drawn up between our company and the restaurant confirming the agreement both parties decide upon. This commission and the money from advertising can then be spent on the cashback we give our members.

### Marketing

To promote our services we will be taking advantage of using free and viral marketing techniques such as social media. Our strategy of paid check-ins, means that we also gain recognition on Facebook through our members, but also commission for advertising the restaurant this way. We will also be using free newspapers such as the Metro to advertise and promote our company. Both these methods target large audiences, at little to no cost. The Diners Challenge is also another marketing tool.

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## 7. DESIGN

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### 7.1 BRANDING

Similarly to our competitors, we found that a simple yet strong brand identity should be used so that customers can easily recognise our service. We felt that by designing the logo first, we had a concept of how the website and mobile app should look to compliment it.

Choosing Dine & Cash as our brand name, we wanted to emphasise that our service was based on dining. The key factor to designing the logo was simplicity; finding a symbol which customers could relate with food. In our initial sketches, we tried to incorporate a literal meaning of 'dine' and 'cash' by designing the logo with money and food images [See appendix 4 for initial logo sketches].

However, this got too complicated and we felt that simplicity was lacking. We decided to make the font simple and modern, so that we could use an image without making the logo cluttered or over the top. This concept inspired us to create a variety of layouts, and after finalising one idea, this was developed even further to experiment different shapes and colours. From our customer survey, we found that the most popular colours were green, followed by red, yellow and brown. We chose to go with green to suit our audience but also because green has a friendly, natural feel to it. Red seemed to us too striking, whereas green was bold yet the perfect contrasting colour to our simple white and grey palette, enough to make our brand stand out. Furthermore, green is seen as the colour of money and thought of as healthy when linked to food, both which relate to our company name.



Figure 10: logo

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# 7. DESIGN

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## 7.2 WEBSITE

After finalising the logo and colour scheme, it seemed easier to approach the task of designing the website. Our main aims for the website design were:

- Good user experience
- Ease of use
- User personalisation

After drawing up a site-map of the main pages, we were able to sketch some wireframes and initial layouts of the website. [See Appendix 7, 8.1 - 8.4] Once we had transferred this into Adobe Photoshop, we realised that we had missed out certain features, and needed to focus more on the user. We also found that the consistency with the logo wasn't strong enough. Applying these changes, we developed a few layouts which helped us to achieve the final outcome.

[See Appendix 9]

For the final version, we took inspiration from the most popular cashback website, Quidco. We found that their design was also aiming for the more simple look, in order to give users faster access to the main content and features. If Quidco is the most popular cashback website, then we would rather take inspiration from them to allow our customers to be familiar with the layout of our site. However, we have developed our website further, providing our members with a more elegant and stylish design, particularly the members account page, compared to Quidco's basic design [See appendix 11]. We believe that this strategic information systems planning will gain us competitive advantage as our website will be user-friendly, informative, fun to use and easy to navigate (Mousavi, 2012).

### Key Features-Personalisation

The most important aspect for us was personalisation. We felt this was the only way we would have significant competitive advantage. Since customer choice is based on a customer-to-business relationship, we wanted our users to be convinced that we are trustworthy and that the functionality and design of the website revolves around their needs and requirements. To achieve this we needed to personalise our content.

### Filter Tool

Our filtering system allows the user to specify their requirements through easy to use drop down boxes. After selecting the cuisine, price range and user type, the customer is directed to a page of criteria that meets their requirements. This shortens customer search time, providing them with fast results for their satisfaction. This in turn increases the chance of the customer returning to the site. Filtering the content means better site fluidity, as we don't need as many pages. We designed the tool to allow for personalised content, as the customer receives only relevant information. Information in itself is not a relationship and is only meaningful when it enables communication and collaboration (Keen, 2000). By placing this tool on the homepage, we immediately show that we have thought about their needs and focused our structure and design around them. The filter tool is also located on the member account page to allow access to offers that are relevant to the members preferences, with the added option of an advanced search to personalise content even further.

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## 7. DESIGN

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### Diners Challenge

The Diners challenge was designed to provide an aspect of fun, whilst creating a strategy that enables customers to want to use our service. This also gives our company competitive edge over our competitors, such as Quidco and Top Cashback, who have not implemented this idea, showing how personalisation is more of a focus to us. The use of icons to represent each challenge, helps break up the content as too much text can put the user off visiting the website.

### Members Account Page

We designed the account page based on our customers. As they have signed up with us as a member, we felt we needed to return the favour by creating a page dedicated to their needs. Relationships strength increases when content is transferred from general to personal (Mousavi, 2012), which we needed to convey through design.

As soon as the page is loaded, members can see their own name and date of which they became a member. This gives the impression that we know the member, building our relationship, which is what we are aiming for. A personal overview was also designed to allow the user quick access to their overall activity of the service, without having to navigate and find the information themselves. This increases user satisfaction and trust. Furthermore, we designed an area of the account page to include recommendations for the member. This works by analysing the member's activity, including vouchers they have redeemed and their personal check-ins, to see if there is a pattern in the restaurants they visit. This applied knowledge contributes to a personal relationship with the member, as it is directly relevant to them. These small, personal design features provide rich content that brings back customers and adds to the level of exchange and collaboration with the member, symbolising the degree of touch and creating an environment for relationships (Mousavi, 2012).

# 7. DESIGN

## Pages of the Website

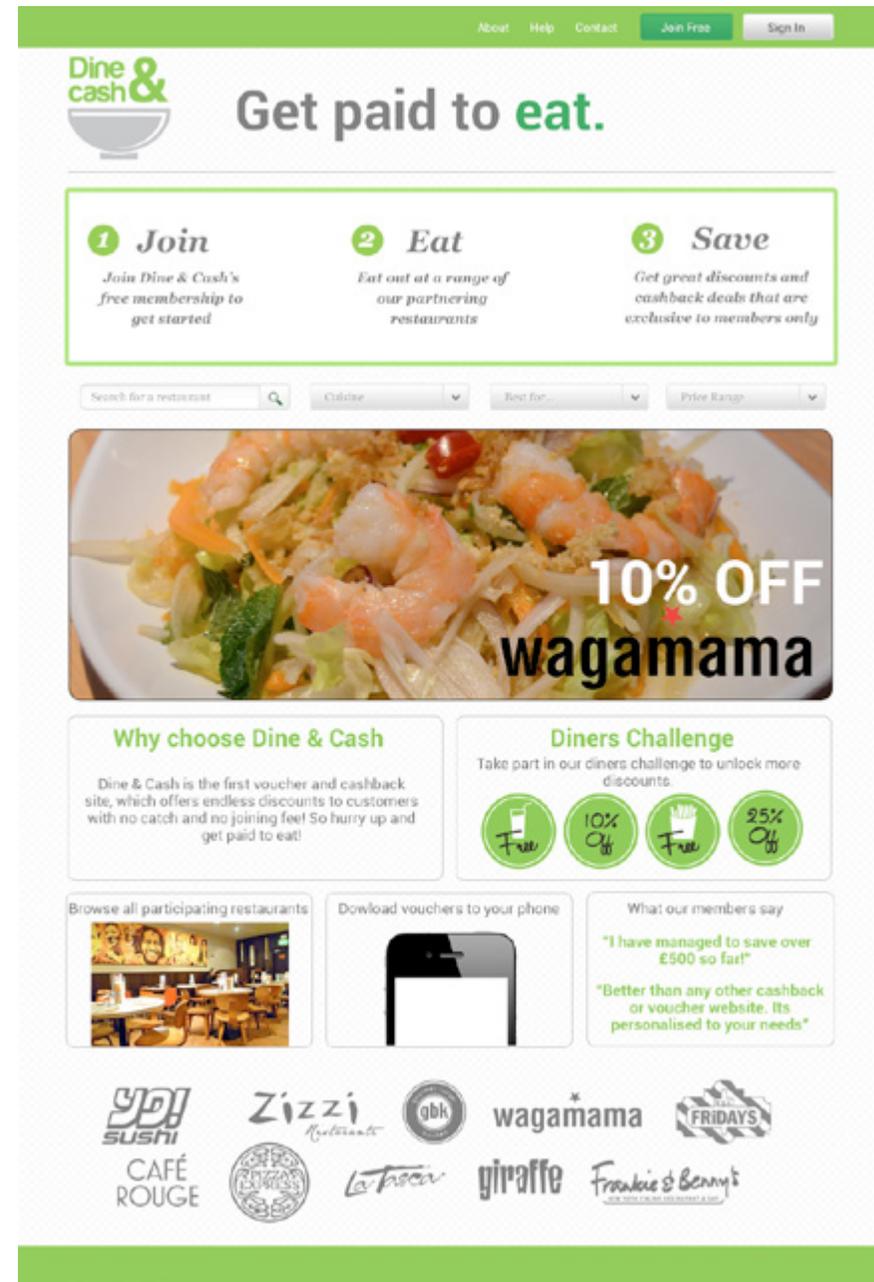
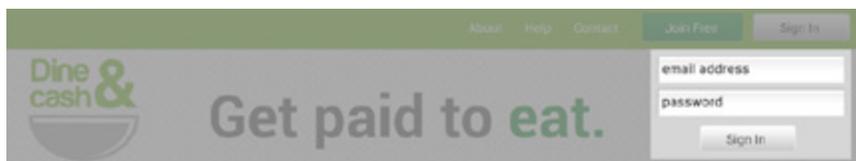
### Homepage

In the final layout, our design choices were heavily influenced around the user. Firstly, the simple and modern theme contributed to ease of use, as features of the website will be quick to find and accessible for any level of user. Secondly, large fonts and buttons, and contrasting colours, highlight key elements for the user, providing easy navigation. More importantly, our design is consistent. This means that users will be familiar with the structure and layout of our site and can then navigate around the website more efficiently. The homepage also includes a break down of steps for the user to join. We designed it like this to show how simple the joining process was, and emphasised it by creating two join buttons.

There are other incentives displayed on the page, designed to influence the user to sign up, including a brief explanation of why they should choose our company and reviews from current members. The Diners Challenge is advertised on the homepage to entice customers who are curious to explore how they can get more discounts. The filter tool is also displayed, showing its ease of use to find personalised and relevant results in a short amount of time.

When a member accesses the homepage, they can easily sign in to their account by navigating to the top right corner. When they click the sign in button, a pop-up box is displayed, for the user to enter their details. The rest of the page is darkened to emphasise to the user that the next step is to log in.

Figure 11: Sign in pop-up. Figure 12: Homepage

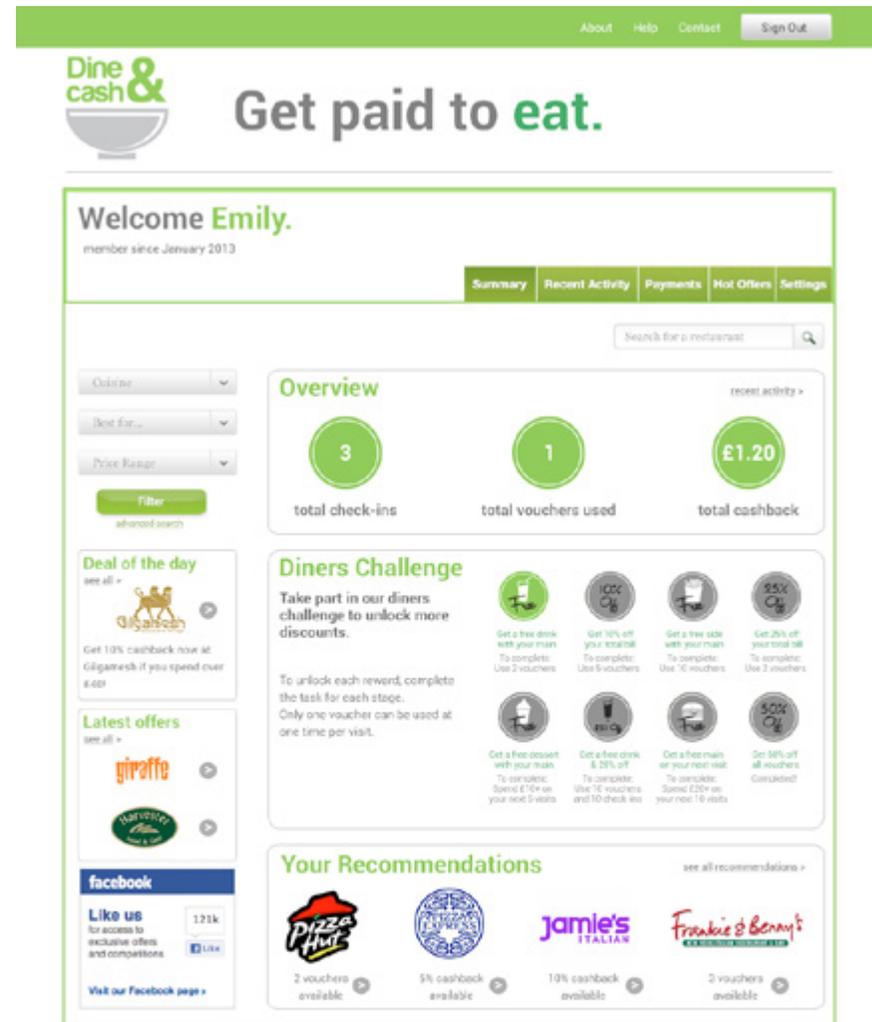


# 7. DESIGN

## Members Account Page

The account page displays a personalised outlook of the member's activities. Similar to Quidco, there is tabbed navigation, however we gave more substance when designing this because we wanted it to fit within our theme and colour scheme, instead of making it look basic. The Diner's Challenge is shown on the summary page to encourage members to take part. We designed the icons so that each time a member completes one challenge, the icon will turn green. The use of colour helps the user quickly recognise which stage they are at. It was important, that when designing the recommendations, latest offers and deal of the day boxes, to include a link which allows the user to view all. This is so that they can have quick link access to each section without having to do the navigation work themselves. The advertisement of Facebook, shows how the user can get further discounts if they like our company page, integrating the use of social media.

Figure 13: members account page  
(refer to website folder located in appendices on disk)



# 7. DESIGN

## Join Page

Like Quidco, our sign up page has been designed to be simple, focusing the attention on ease of use for the user. The form is shown on purpose to be quite large and obvious on the page, to let the user know that joining is not a long process and only includes the steps shown. Reminders of why the user should sign up are also shown, using a friendly/fun representation of bullet points, whilst being consistent with our logo. Similarly to the homepage, when the user clicks the sign in button, the pop-up box appears allowing log in.

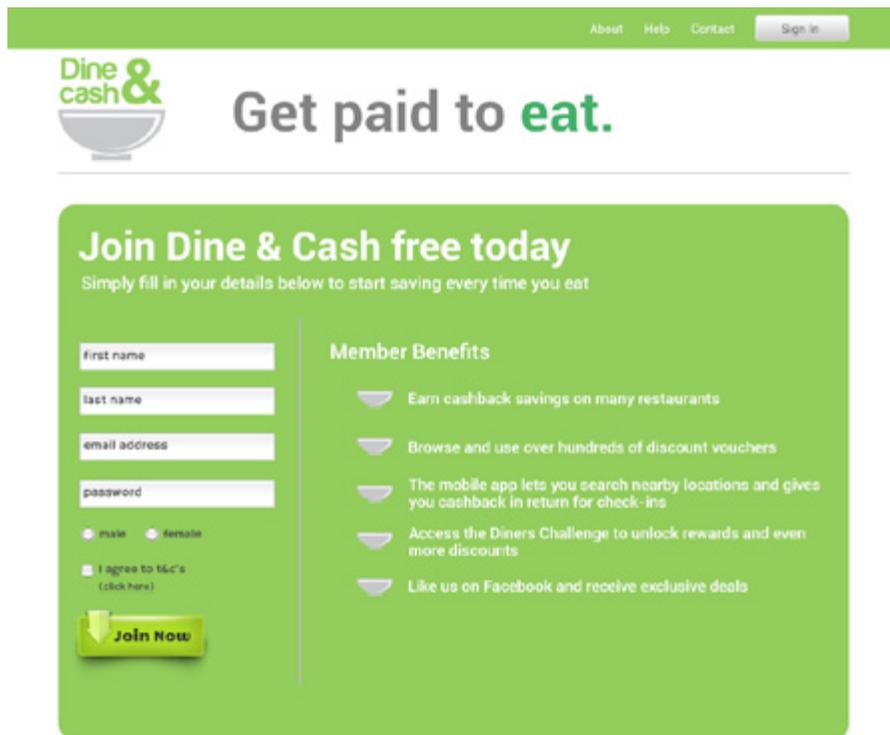


Figure 14: Join page

## 7.3 MOBILE APP

As with the logo and the website, we started with one design concept and developed it further until we agreed on a final version [see appendix 10.1-10.6 for initial design]. The main element of design to include was the colour scheme. As the mobile app will only have some of the features from our website, we needed the simplicity theme and colour scheme to be strong, to show consistency.

The design of the app has a layout similar to most mobile applications, which tends to make the user feel more comfortable having a familiar layout. The navigation and layout of the app was kept very simple for user friendliness. Additionally, the layout had to be kept simple so that it could be implemented using JQuery. Only certain images were taken from the website design to be displayed in the app, such as the personal overview and Diners Challenge icons. Functionality in the design was minimal because this was going to be coded [See technical development for final app designs].

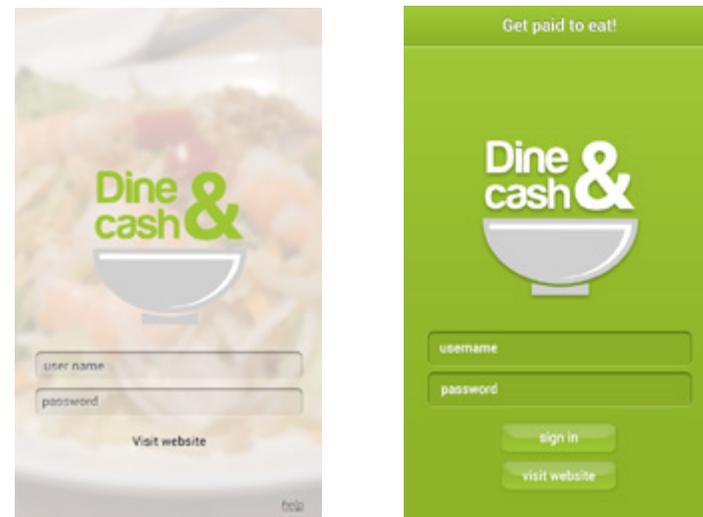


Figure 15 & 16: App login mockups

# 8. TECHNICAL

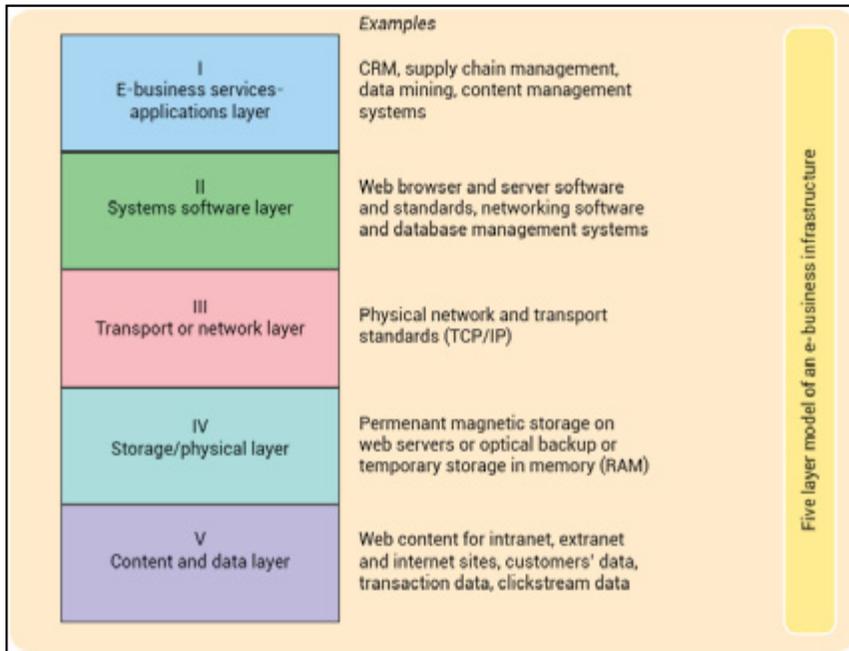


Figure 17: E-business Infrastructure

Diagram inspired from *E-business and E-commerce management*, Chaffey 2009

## 8.1 STRUCTURE

There are ranges of different components relating to the technical architecture of the business that need to be managed. The image above shows the different layers with the defined interfaces between each layer. These layers can be best understood in relation to a typical task performed by a user of Dine & Cash, for example, a customer will log in/ sign up to a dine and cash account where their information will be stored and managed (level 1 in figure 17) the account will then allow the user to search for restaurant vouchers. To access the application the user will have access to a web browser such as Internet Explorer or Firefox etc. (level 2 in figure 17)The user will then search

for a restaurant voucher code that they wish to use, where the systems software will then request transfer of information about the voucher across a network or transport layer (level 3 in figure 17). The vouchers will be generated and stored on the web server (level 4 in figure 17). The information itself, which makes up the web pages or content viewed by the user and the data about their restaurant vouchers are shown as a separate layer. (level 5 in figure 17).

## 8.2 WEBSITE DEVELOPMENT

**Front-end tier** - Dine & Cash's user interface layer is developed consisting of a mix of HTML, JavaScript, CSS, Flash, and PHP server side codes. This is the closest development to the user in terms of code.

**Middle-tier** - The system includes Java and C# which are viewed as the bond between the UI and the data and are web services, WCF components and other SOA components.

**Back-end tier** - Dine & Cash's Databases and other data stores. MySQL is used for this piece of software that is the final processing of the data.

[see website in appendices file on disk]

## 8.3 HTML5 APP DEVELOPEMENT

It is important to take a more holistic perspective and to recognise that e-businesses especially B2C applications are concerned with allowing customers access through whichever channel they choose e.g. mobile phones, tablets or computers. This gives customers the option to access information on the move. Importantly with Dine & Cash's concept, it is key to allow the customer to access the vouchers directly at the participating restaurants. This is why we have implemented a HTML5/ JQuery mobile application

## 8. TECHNICAL

system, which is optimised, and automatically tailors and sizes content for a wide range of displays, from desktops to mobile devices for more usability.

The image to the right shows a snippet from the HTML 5 app that defines how the application will adapt to the device it is being opened in (full source code available in appendices files).

Reasons for choosing html 5 and jquery mobile to develop the application is because we wanted the app to reach a wide market and target all devices instead of creating a native android or iOS app. This also reduces costs of submitting the app to the native store e.g. app store or Google play as the app will be directly downloadable from our website. JQuery mobile allows the app to work with smooth transitions and effects, and follows an easy to understand structure. This allows the app to work and look like any other native app that a user would be familiar with.

```
index.html
untitled
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <meta charset="utf-8" />
5 <title>View Source</title>
6
7 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1" />
8
9 <link rel="stylesheet" href="/css/greener.css" />
10 <link rel="stylesheet" href="/css/structure.css" />
11
12 <script src="/js/jquery.js"></script>
13 <script src="/js/jquery.mobile.js"></script>
14
15 <script src="/js/myscript.js"></script>
16 <link rel="stylesheet" href="/css/mystyles.css" />
17 </head>
18 <body>
19 <!-- Page: login -->
20 <div id="login"
21 data-role="page"
22 data-theme="a"
23 data-title="View Source: Home">
24
25
26 <div data-role="content">
27 
28 </div>
29 <div data-role="content">
30 <div data-role="fieldcontain"> <!-- text input for login -->
31 <label for="basic">Username</label>
32 <input type="text" name="name" id="basic" value="" />
33 </div>
```

Figure 18: Sample code of mobile app

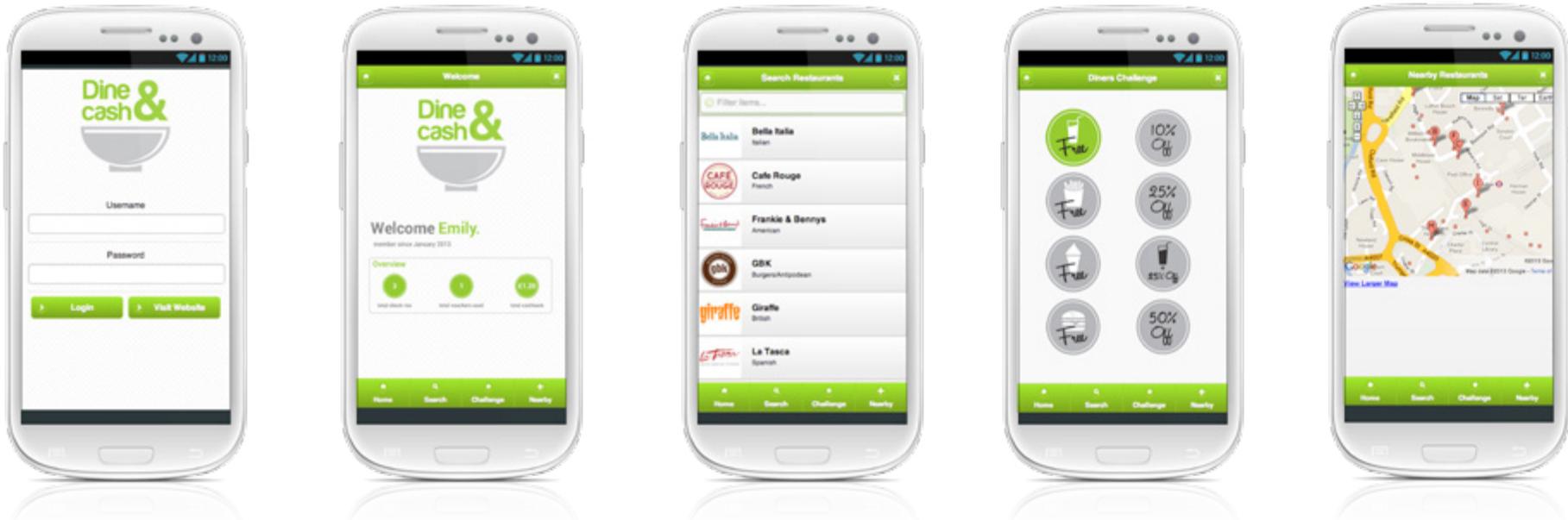


Figure 19: Developed Mobile App pages

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```
39     <fieldset class="ui-grid-a">
40     <div class="ui-block-a"><a href="#home"
41         data-role="button"
42         data-icon="arrow-r" >Login</a></div>
43     <div class="ui-block-b"><a href="#"
44         data-role="button"
45         data-icon="arrow-r"
46         >Visit Website</a></div>
47     </fieldset>
48 </div>
```



Figure 20: Button code and design

Screenshot shows a class that defines buttons being placed next to each other in a fieldset whilst also containing icons within them.

### 8.4 SECURITY

Dine and cash operates primarily as an e-commerce platform. Therefore it is necessary to gain trust from our customers in regards to the storage of their private and confidential information. Without providing necessary security measurements our customers will not feel safe in providing their information. This is why we have embedded a safe and secure process to ensure that all data that is being held about each of our customers is completely protected.

Our Cashback policy works by the customer registering their debit or credit card to their Dine & Cash account, so that every time they check in to a restaurant we will track the check-in to see if it is genuine and if successful we will issue Cashback into their account.

### SSL

When you enter your card details on a computer this is transmitted to us encrypted within secure webpages using SSL, Data, and Password encryption technology. This will allow us to implement a cryptographic system that uses two keys to encrypt data. This allows us to confirm that banking details will only reach the intended recipient. SSL is mainly used for B2C E-commerce transactions, as it is easy for the customer to use without the need to download additional software or a certificate.

### Username and password protection

All information that the user provides us is stored on secure servers and access to this database is restricted. A user can only access their account using their password. We store this password in our internal websites in their hash form so that they are secure and encrypted in case of an unlikely threat.

The users Cashback Receipt Method, such as Paypal or a credit card or bank account is also stored internally and can be viewed by the user if they wish to edit their details. This information cannot be viewed directly at the users profile page.

### Automatic Disconnection

Another way of ensuring that transactions are made by the right person is using time limitations or the number of trials to gain access to the network. Once the time or number of trials expires the account will automatically be disconnected and the user will be notified of this action through an E-mail (Mousavi, 2012).

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## 8. TECHNICAL

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### 8.5 DATABASES

Dine and Cash implements a system to store company, restaurant and customer information including their personal and banking details. The following information is stored using a MySQL database. MySQL is the key component of our user portal. Performance will be improved vastly using the latest GA release MySQL 5.5, and also using MySQL thread pool to support a high amount of synchronised user connections. The Optimiser is used for better query execution times and diagnostics so that we are able to track our customers every move to give them the best possible outcome from our services [see appendix 13].

### 8.6 SEARCH FILTERS



Figure 21: Search filters

The website uses a dynamic search filter where the user can customise their search to get the best possible result they are looking for. The attributes involve: the ability to search for a restaurant, (for users that know what restaurant they are looking for and want to check available vouchers) the ability to filter searches by the type of cuisine, best for (occasions e.g. birthday parties, couples, groups etc.) and lastly by price range, for those who have a specific budget in mind. This search optimisation method allows the user to find what they are looking for with ease and to help users get to the right pages of the website. The custom Search provides structured search operators that enable getting into the subsets of search results based on structured data found on the pages.

### 8.7 VOUCHER CODES

The voucher codes that we will generate will consist of alphanumeric characters. We will use a random generation system to create the codes, which will then be displayed on our databases relating to the user ID of the customer that used the code, in conjunction to what restaurant they used it at. This will allow us to confirm that the voucher is legitimate and used by one of our members and will allow us to update the user statistics. It is important that we know how loyal our customers are by keeping a track on how many vouchers they use and most importantly if they are taking part in the diners challenge, our system should be able to automatically unlock new challenges for them.

### 8.8 CHECK-INS AND GEO-LOCATION

Dine and Cash uses the Facebook API to allow check-ins through their FQL. This will allow the users check-in, to be published on Facebook for marketing purposes. As well as allowing the user to check in to a restaurant through Facebook check in service, the application also enables geo-location. This allows the application to track the users location so that we can provide them with a list of nearby restaurants that we are partnered with. This way the user can decide what restaurant to go to by determining their location and how far the various restaurants are to them.

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## 8. TECHNICAL

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The JavaScript code below shows the way in which we can enable the application to use the location of the device depending on if the users location settings are set allowing us to access their coordinates.

```
// Dine and Cash Geolocation test
<script type="text/javascript">
//run this code when the page loads
jQuery(document).ready(function(){
//calling geolocation function below
getGeolocation();
});
//determine if the user's browser has location services enabled. If not, show a message
function getGeolocation() {
if(navigator.geolocation){
//user must have location services turned on, if not show message
navigator.geolocation.getCurrentPosition(getUserCoordinates);
}else{
alert('You must enable your device\'s location services in order to run this application.');</pre></div><div data-bbox="99 516 489 536" data-label="Text"><p>Code inspired from (<a href="http://www.mrc-productivity.com/techblog/?p=1082">http://www.mrc-productivity.com/techblog/?p=1082</a>)</p></div><div data-bbox="205 535 493 559" data-label="Caption"><p>Figure 22: Sample code for Geo-location</p></div><div data-bbox="99 555 170 579" data-label="Section-Header"><h3>8.9 CRM</h3></div><div data-bbox="99 602 500 935" data-label="Text"><p>The application of technology to achieve Customer Relationship Management is a key element to Dine &amp; Cash. We implement a clever e-CRM system of web combined with e-mail communications. This allows personalisation, mass customisation and customer centric marketing for each of our customers. We believe in building long term relationships with our customers. Customer loyalty is the main component to the success of Dine &amp; Cash. We provide a unique experience for each of our loyal customers and ensure that we tailor to all their needs by following our customer retention marketing. Our system provides us with all the information needed to keep track of trends, likes and dislikes of our members. For example we monitor what restaurants a user frequently visits, what cuisine they prefer and even track their spending habits, so that the next time they log in to their profile, their page will be</p></div><div data-bbox="502 132 917 287" data-label="Text"><p>fully customised to their needs. We constantly update the users statistics on their main page so they can see the rewards we give them in return from using our services. The more they use our services the more rewards they will receive. We keep track of non-frequent users as well and subsequently try to reactivate their usage activity using the information we have and what we feel will encourage them to get using the system again.</p></div><div data-bbox="502 308 911 397" data-label="Text"><p>See appendix 12 for the CRM diagram that describes the marketing activities of the customer relationship management process and also defines the different customer lifecycle stages.</p></div><div data-bbox="502 418 896 486" data-label="Text"><p>Customer selection involves defining the type of market the company will cater to. Dine &amp; Cash's target market includes students and young adults.</p></div><div data-bbox="502 507 912 639" data-label="Text"><p>Customer acquisition consists of a set of activities and techniques used to gain new customers. E-marketing is particularly important with this section of the CRM. This involves attracting new customers to the Dine &amp; Cash website through the means of social network marketing to attract our target market.</p></div><div data-bbox="502 662 912 795" data-label="Text"><p>Customer retention is a term used to define the set of activities used to maintain relationships with existing customers. Dine &amp; Cash implements customer retention by offering bigger discounts to loyal customers and customers that take part in the diners challenge, thus showing that there is always an incentive with a reward waiting for a loyal customer.</p></div><div data-bbox="502 816 907 927" data-label="Text"><p>Customer extension consists of getting existing customers to engage in more involvement with the company. This will be done by updating and notifying customers that there are new discounts available, some more personalised to the users preferences.</p></div><div data-bbox="485 934 509 956" data-label="Page-Footer"><p>26</p></div>
```

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## 9. MARKETING

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A good marketing strategy needs to be in place to ensure that the business is a success. First we needed to identify who our target audience were. We realised that this should be students or young adults as they are the age group who are most likely looking for discounts. Designing a customer survey allowed us to understand the needs of this type of user and what their requirements would be. Using this feedback, we were able to design with the user in mind, and adapt our functionality to suit them.

By analysing our competitors marketing strategy and how successful they have been, it gave us an idea of what we should be offering to our customers and how we can improve to make our service different. We realised that personalisation was key to customer retention and this was something that our competitors had touched on but not expanded. This is the key factor which will set Dine & Cash apart from competitors in this sector.

As our audience would be mainly students, we could promote our service by advertising in universities. However, the costs of printing out the material is too high to carry out at this stage of the business. Our marketing strategy will continually evolve depending on the success of the business and customer requirements.

### Customer Survey

[See Appendix 17]

The aim of carrying out a customer survey was to gain awareness of the habits of our audience and their preferences. The types of questions that we asked were designed to provide us with information to judge if this idea will work, i.e. the response for the question, 'Do you use loyalty card systems for food or drinks?' made us realise that our idea could be successful as every answer was yes. Furthermore, creating the survey provided us with suggestions that we implemented into our design, such as green, for the question, 'what colours come to mind when you think of food?' Green was then made a main colour within our brand identity. At this point, the business is still in its early stages, but in the future, when it has expanded and been developed, we will incorporate CORE into the business lifecycle model allowing our system to continuously update itself according to customers preferences, ultimately increasing customer satisfaction.

### Social Networking

Extensively used by our target audience, social media is a free yet powerful marketing technique. Our strategy includes paid check-ins, where members can visit restaurants of their choice and check in on Facebook to show that they have been there. This means that not only does our company and the restaurant gain recognition, but we also get commission for advertising the restaurant this way. Furthermore, through 'liking' our Facebook page, members can receive more discounts-an incentive to get them to join and promote our business.

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## 9. MARKETING

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### Diners Challenge

This is a marketing tool we designed to influence users to become members. Enticing them further, users unlock the first level just by registering for free. We tried to give the impression that it is more like a game, by challenging users to unlock levels and receive rewards. This disguises the fact that it encourages users to eat out and spend money, so that in return we get more commission.

### Mobile App

We created an app as more people are now using the internet through their phones, as the number of smartphones increase. We felt that an app was needed to enhance the user's experience of our service. For example, through using the app, the user can search for nearby restaurants depending on where they are located. The filter tool is still implemented in the app as it reduces the users waiting time. The Diners Challenge has also been included to remind the user of each level they are at, whilst also integrating its marketing strategy within the app.

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## 10. CONCLUSION

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### Strengths

In comparison to our main competitors business models, particularly Quidco and TopCashBack, our service offers its customers personalisation with a filter tool similar to that of Tastecard. With continual use of this, the website/app recognises the members preference and offers voucher recommendations. Another aspect of our business that is not present in any of our competitor's business is the use of a loyalty system. It was also given an identity known as Diner's challenge that is relatable to our target market as its presented to them in the form of a game, unlocking levels, which also aids in our marketing strategies.

Dine & Cash has a strong brand identity, which gives us a clear market segment in comparison to some of its competitor's, such as TopCashBack. They are not as mainstream nor have a strong brand presence like Quidco, whereas Tastecard has a strong establishment in its market. Our market segment of students and young adults gives us a clear direction on what the customers wants so we can invest in improving their satisfaction.

Furthermore, dealing with customers cash back and card details we set up strong security features such as ssl, password protection and auto disconnect to assure our members that their information is being handled and stored safely.

### Weaknesses

Tastecard, TopCashBack and Quidco have already gone through maintaining their market presence in the life cycle and negotiation with restaurants, retailers and other partners. Our service is new to the market, so needs to go through this process

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## 10. CONCLUSION

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and as our services are free, it's heavily dependent on the restaurants commission as this is our only source of revenue, so if they were to suffer financially, we will too. Also, due to small servers and business bandwidths it may be difficult for our systems to cope under increased flow of traffic. This will be technologically developed as our service expands and more members join our business.

### Improvements

There are many ways in which we could improve and enhance the services that Dine & Cash provide. One of these features includes implementing CORE into our systems to further increase our customer satisfaction. Core runs on a quantifiable approach and is customer led which would allow us to maximise our customer satisfaction potential, thus increasing our customer loyalty.

We also feel that another improvement, which would benefit the company, would be getting customers to engage in a feedback survey or reviews. This feedback system would allow us to record their impression of the service. Going back to the CRM process stages, it is important that we engage in dialogue with our customers to identify what stage of the customer life cycle they are at, and if they need retaining, the feedback would aid us in figuring out their needs in order to gain customer retention.

For the future, Dine & Cash would like to implement a live updates section into the website and app to engage users to identify what offers are new and what offers will be expiring soon. We would also like to show statistics on how many users have used a specific voucher (most used voucher) to inform other users of the best deals around.

Lastly Dine & Cash would like all our customers to engage in communication with one another. It is important to publicise what each user thinks of our system and compare it with other users. We would like our users to share their dining experiences with one another.

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## 11. RESPONSIBILITIES

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### MARIA VALIJI

Coming up with the concept of Dine and Cash was a long process, through obvious terms in figuring out whether the business has potential and if it fits the desired criteria. After thorough analysis of the business idea I felt confident about the concept. We took pride in designing the branding and conception of the business as a team.

Taking the lead roll with the technical analysis of the project I took part in analysing technologies used in similar businesses as well as their website structures and designs. I developed a mockup of a html5 and JQuery app. I developed a device-optimised application so that the app can be viewed using different devices. I had to consider where the app would be launched and researched how mobile apps are designed and deployed. I used my knowledge in user-centered design to help develop the app in the best possible way that is suited for its target user.

I was also involved with the initial design processes for the website, where I designed the homepage of the website, which the designer then developed further to create the other pages of the website.

The part that most interested me, was researching security with e-commerce systems. I learnt a lot about the security measures needed to ensure that all the data is handled securely.

Difficulty struck when analysing check-ins and displaying geo-locations on websites, this is because of the vast amount of information available on the topic, but categorised into different programming languages. As my forefront does not lie with programming, I found it difficult to grasp the concept behind how this particular technological front works.

Over all I feel that my contribution to the assignment lied with a majority of the subsections as I took initiative to understand all parts of the e-commerce process. This included the market research, design aspects, technical and implementation.

### RAZEL VILLANUEVA

Project management is a field I had experience on whilst in placement, so I'm familiar in working with a team, setting deadlines and a sticking to a schedule. From previous experiences I learnt if someone in the team does not understand something or is not interested in it, the task tends to not get done or gets done to a poor standard, so I took this into consideration during this project.

My responsibility was to hold regular meetings, delegate tasks and foresee the activities within my team. I had to be clear on what the project requires us to do and made sure my teammates were clear too. In our meetings I would take notes on what we have discussed, developed mind maps then later solidifying our discussions and research into the report. We were each assigned a section to be in charge of but this doesn't necessarily mean that we left each other to work on it independently, we helped each other as much as possible without compromising our own sections.

The section I was in charge of was Business Model and Value Chain, which include the Business Analysis. In order to use time effectively I worked on this section straight away whilst the designer worked on the brand, website and app designs. During the design stages, we gave each other feedback on what can be improved and what we'd choose as our final designs. Regularly making sure that everyone in the team is in agreement with the major decisions that were being made.

Once I completed the main section I was in charge of, I supported my teammates in the other areas. For marketing, I wrote up and distributed the customer survey on Google Docs acquiring 25 responses, with the help from my teammates in distributing it. Afterwards, in the technical area, I attempted to produce a MySQL database schema, which I had to learn to use on MySQL Workbench from scratch.

Finally when all sections was done, all the information was gathered onto DropBox then I designed and assembled it all into a document.

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# 11. RESPONSIBILITIES

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## NAVDEEP HEER

My task was to cover the design, electronic processes, customer satisfaction evaluation, and marketing. As the designer, it was my responsibility to create a brand identity, keeping in mind the target audience. Although I found it quite difficult at first, to create such a strong company image compared with our competitors (namely Quidco), I used the skills I have gained over the years at university and designed the logo and the website. Whilst my strengths lie in graphics, my weakness is in coding, yet I used this to challenge myself to code a semi-functional website. Whilst creating the website, I also learnt about the importance of designing for usability and user friendliness for different levels of users. My other role in design was the concept of the mobile app. I had to create a simple layout whilst keeping the brand identity strong, consistent and recognisable. Working with the technical analyst, I learned about the coding behind the app, as I had to limit the design in order for the analyst to design the functionality in JQuery.

Besides the design aspect, my role in the business strategy was to plan the E-Process. I wasn't too sure about this at first, but after researching into the strategy, I was able to understand the idea that these processes help in creating the business. To illustrate my knowledge when applied to our service, I created two diagrams showing a typical user's experience. Even though business strategy and marketing isn't an area in which I'm usually interested in, I found myself enjoying learning about it, in particular, the importance of building customer relationships. By researching into this thoroughly, I was not only able to contribute better suggestions to my team, but realise how personalisation was key to creating successful customer relationships, and how this should be our focus to gain competitive edge. Through the design, it is clear to see how I've implemented certain features to incorporate for personalisation.

The marketing was not too difficult of a task for me, as I had already thought about what strategies should be in place when designing the website. For example, the use of social media is integrated into our design as users can check in at restaurants. Furthermore, the Diners Challenge was included to provide a fun and user-friendly design, but is also a good marketing technique. It seemed that being responsible for the design, meant that I had to think about things like marketing strategies and e-processes before and during implementation. Overall, I feel that I have designed a strong brand identity for our business, and made significant contributions through self organised learning, but also learnt a great deal from what my team have inputted.

## OVERALL

All in all we worked well together as a group. We held frequent meetings and started work early. We delegated tasks to the members we thought best fit the roles, but essentially worked on all sections together. We helped one another through all problems we faced. A Dropbox account was used to store our work so that we were able to share, edit and use all documents as we please.

We held meetings for the initial stages of analysing the business and in the latter stages. Private study rooms were booked to work in a more reserved and professional environment. We felt that it was essential to work closely with one another in the beginning, incase anyone had any queries they were unsure about.

As a group, we complemented each other's strengths and weaknesses as shown in our work. We feel that the group contained a strong skill set to suit the delegated task, which is apparent in our documentation. All members feel that they participated to a high standard with an even workload.

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# 13. APPENDICES

## Appendix 1: UK Expenditure Research

Table 1.4: UK expenditure on food and drink at constant 2010 prices

	1975	1985	1995	2007	2008	2009	2010	2011	% change since 2010	% change since 2008
Retail price index (1975 = 100)	100	277	436	604	629	625	654	688	5.2	9.5
£ per person per week										
Household food and drink			27.65	28.40	28.05	29.44	29.01	27.99	-3.5	-0.2
Food and drink eaten out			8.74 <sup>(b)</sup>	12.94	12.26	12.48	12.26	11.93	-2.7	-2.7
All food and drink			36.39	41.34	40.32	41.92	41.27	39.93	-3.3	-1.0
Household food and drink exc. alcohol	26.39	23.41	24.96	25.20	25.18	26.26	25.78	24.92	-3.3	-1.0
Food and drink eaten out exc. alcohol			6.46 <sup>(b)</sup>	9.06	8.94	9.09	8.98	8.79	-2.1	-1.7
All food and drink exc. alcohol			31.42	34.27	34.12	35.35	34.76	33.71	-3.0	-1.2
% eaten out			21%	26%	26%	26%	26%	26%		
Household alcoholic drink			2.69	3.20	2.87	3.16	3.23	3.08	-4.9	7.2
Eaten out alcoholic drink			2.28 <sup>(c)</sup>	3.88	3.33	3.39	3.28	3.14	-4.2	+5.5
All alcoholic drinks			4.97	7.08	6.20	6.57	6.52	6.22	-4.6	0.4
% of alcoholic drinks eaten out			46%	55%	54%	52%	50%	51%		

(a) Great Britain only.

(b) Estimates on eating out in 1995 are based on National Food Survey which was considered less reliable.

(c) Excludes confectionery, soft and alcoholic drinks.

(d) Whilst National Food Survey food purchases were adjusted, eating out figures were not.

## Appendix 2: Domain Quotes at One.com

Web Space Small (5 GB) - 12 months	10.80
- Discount - Web Space Small (5 GB)	-10.80
Annual domain fee (.co.uk)	6.00
- Discount - Annual domain fee (.co.uk)	-6.00
Setup fee	9.00
<b>Total excl. VAT.</b>	<b>GBP 9.00</b>

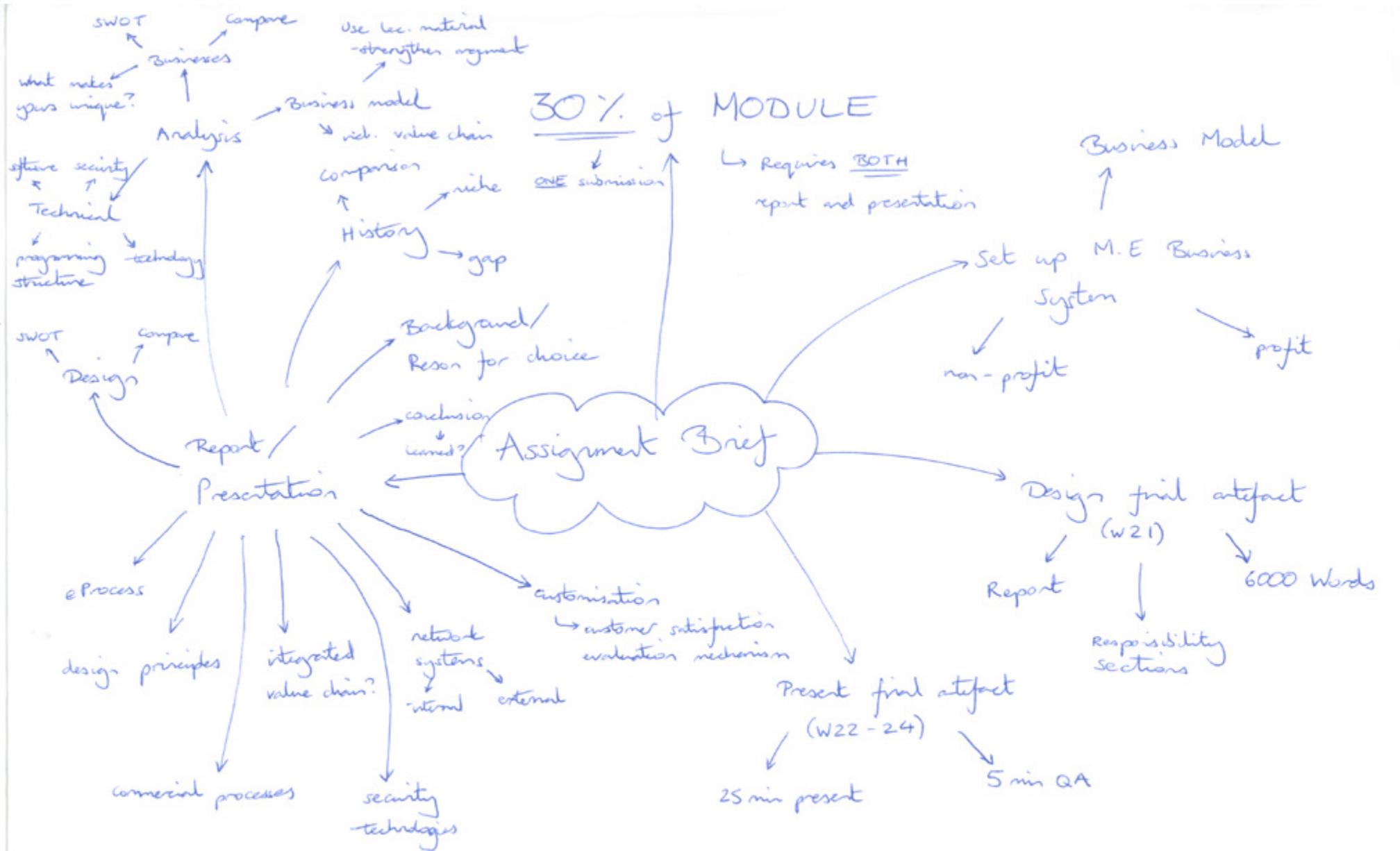


Web Space XLS (2000 GB) - 12 months	1,382.40
Annual domain fee (.co.uk)	6.00
- Discount - Annual domain fee (.co.uk)	-6.00
Setup fee	9.00
<b>Total excl. VAT.</b>	<b>GBP 1,391.40</b>



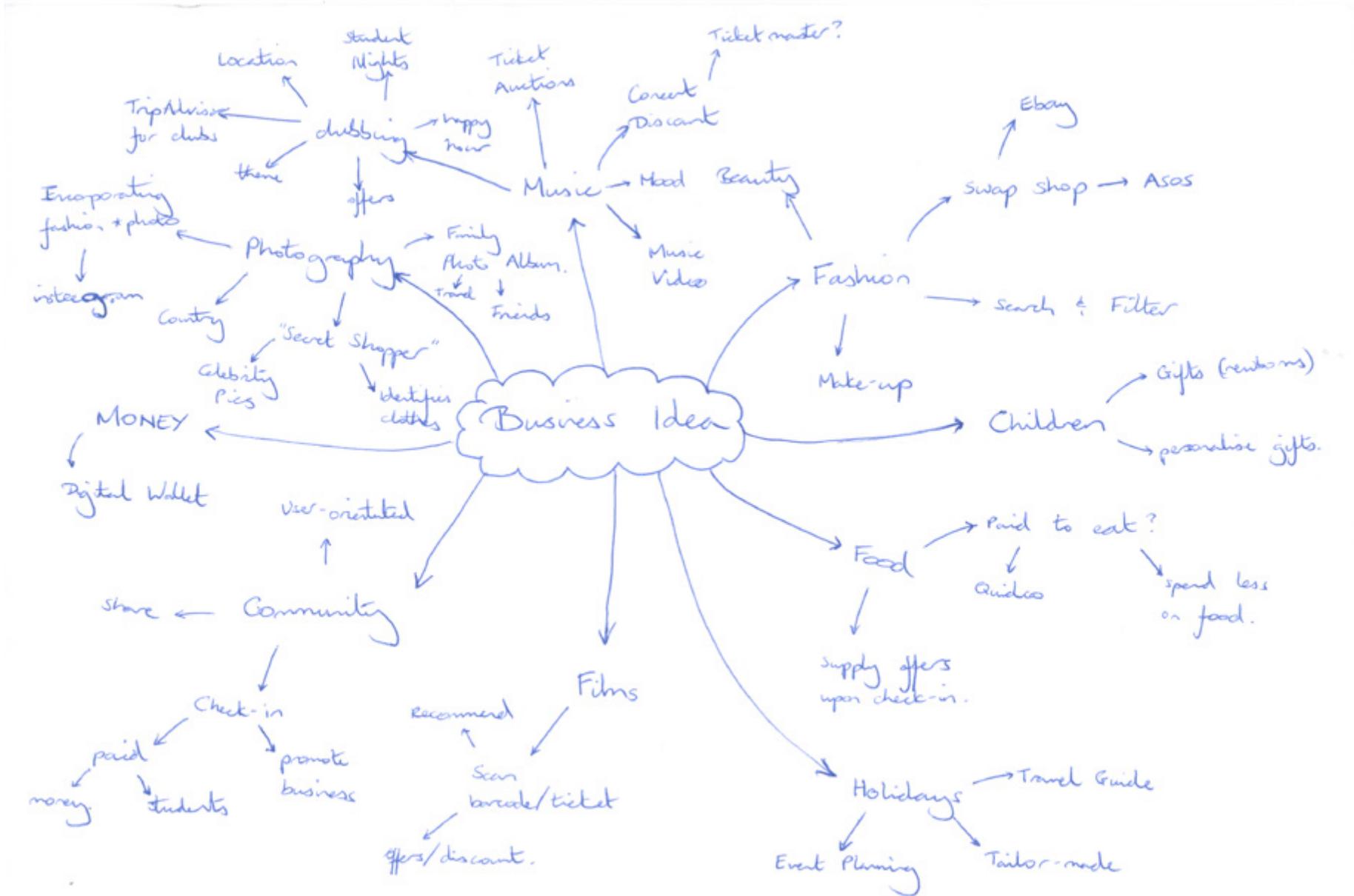
# 13. APPENDICES

Appendix 3.1: Assignment Brief Mind Map (Meeting Notes)



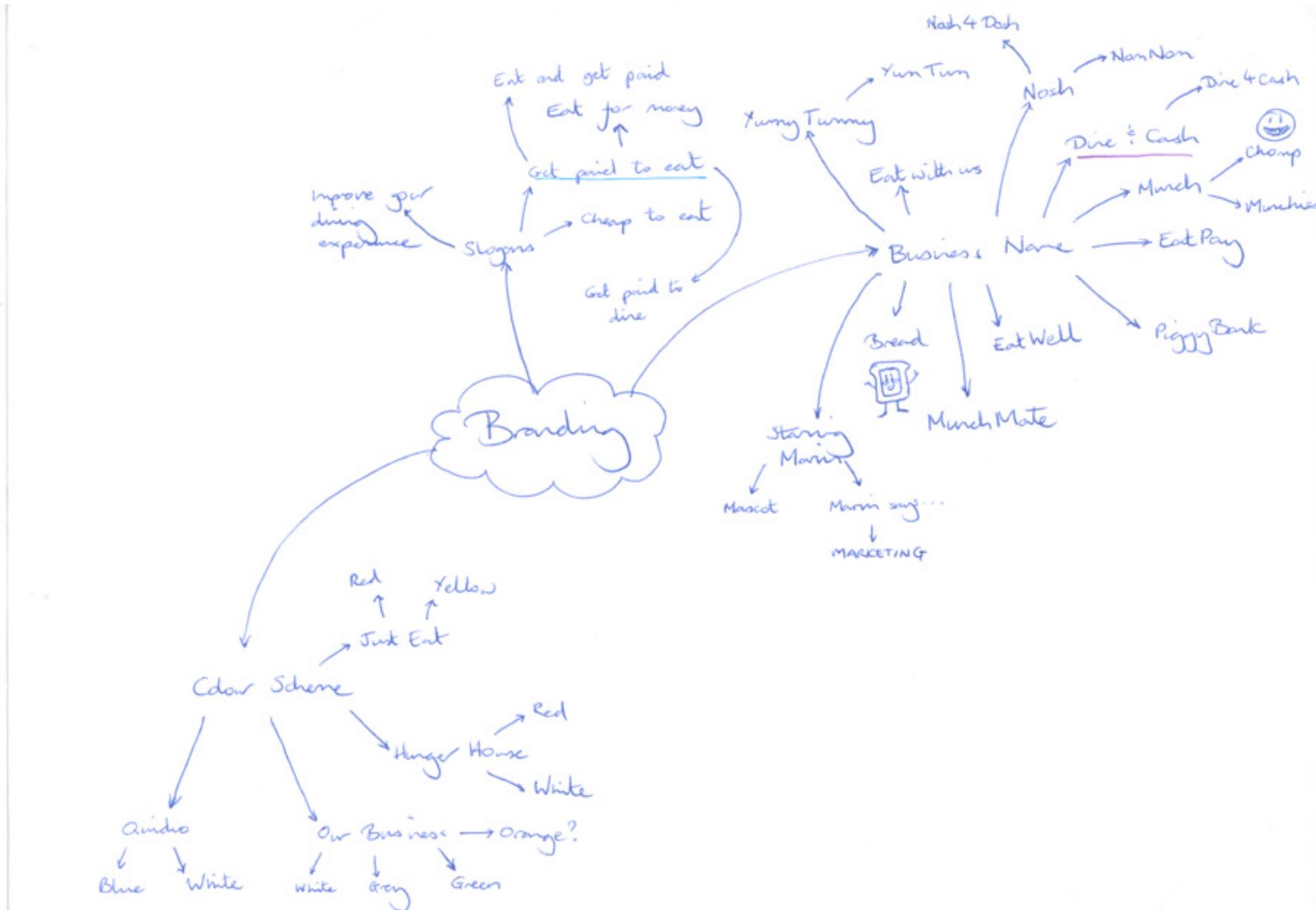
# 13. APPENDICES

Appendix 3.2: Business Idea Mind Map (Meeting Notes)



# 13. APPENDICES

Appendix 3.3: Branding Mind Map (Meeting Notes)



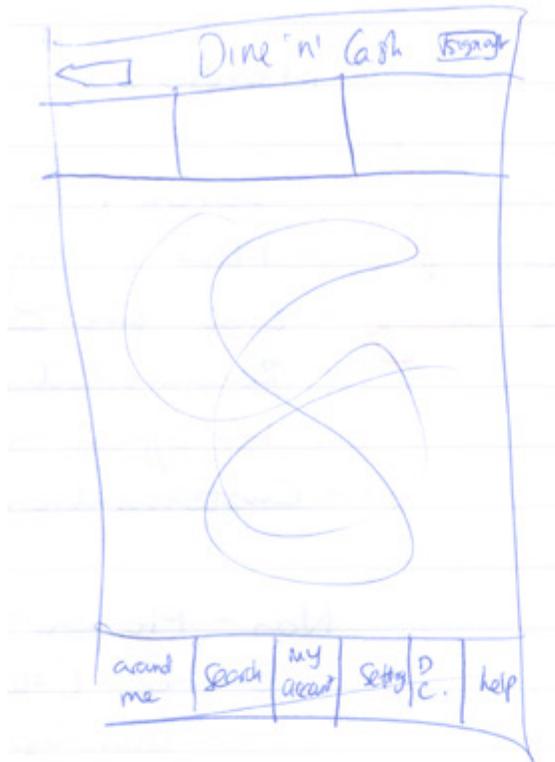
# 13. APPENDICES

## Appendix 4: Dine & Dash Logo Sketches

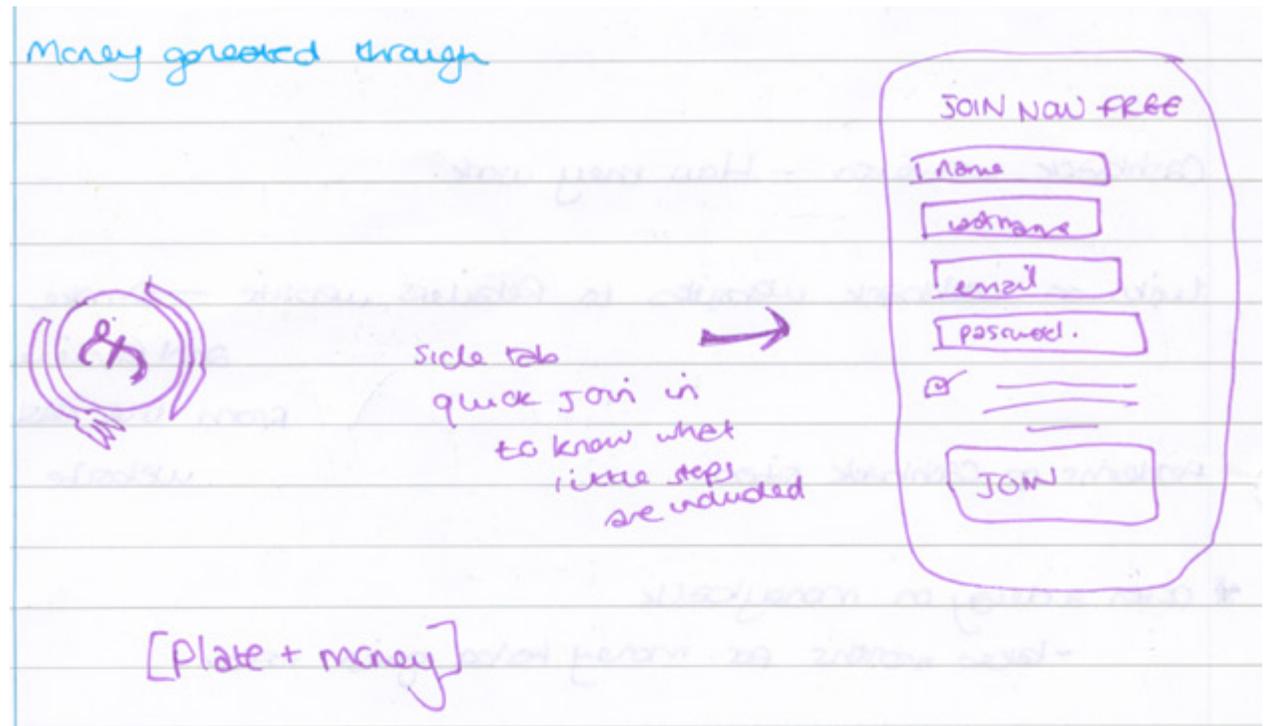


# 13. APPENDICES

Appendix 5: Mobile App Sketch

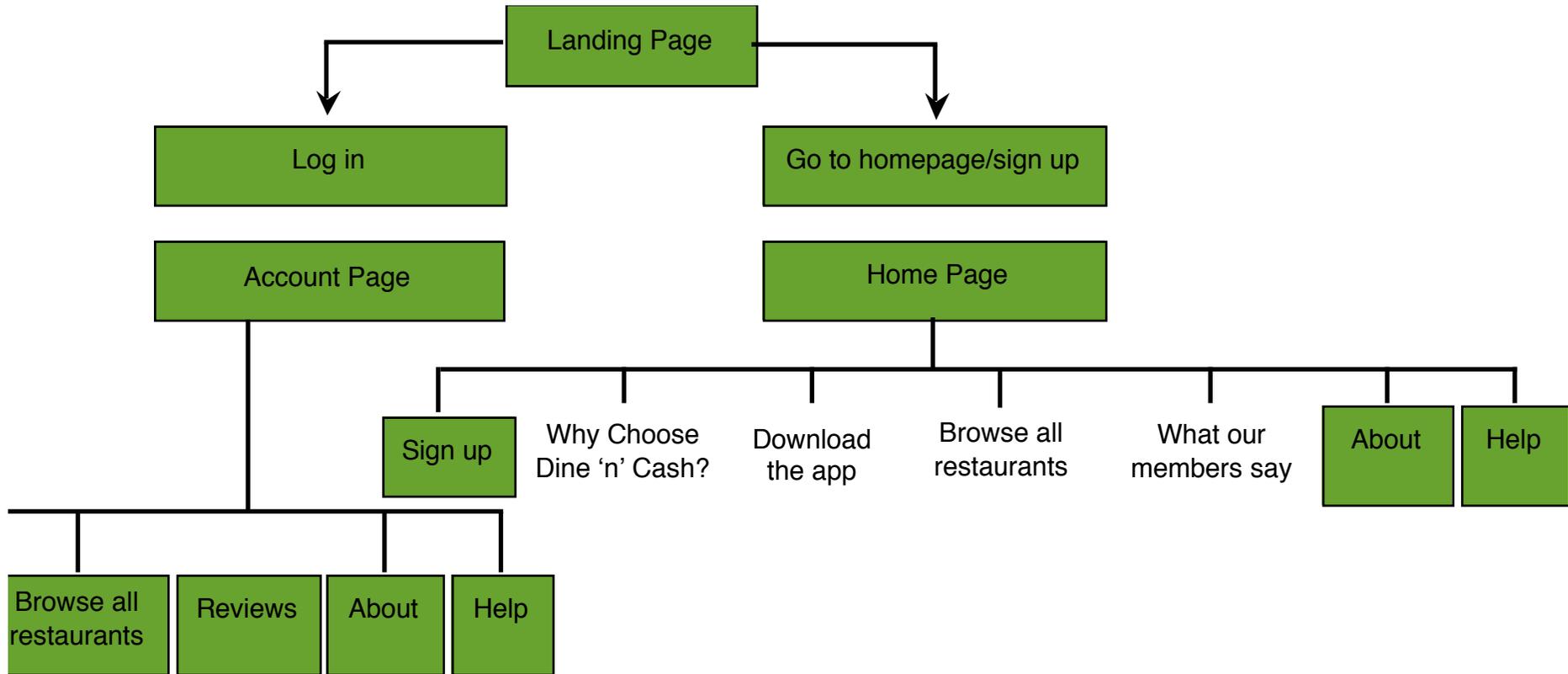


Appendix 6: Join In Form



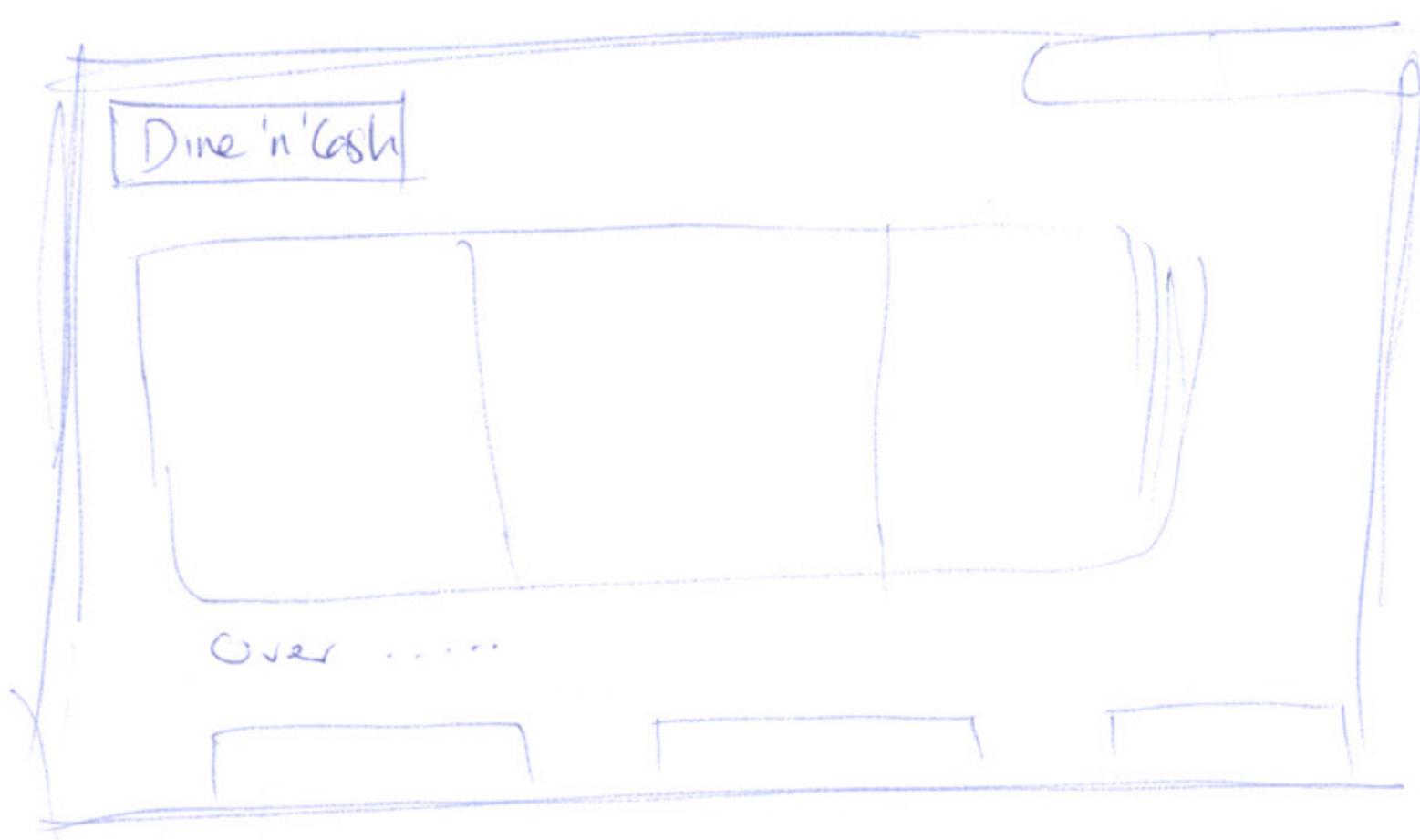
# 13. APPENDICES

## Appendix 7: Site Map



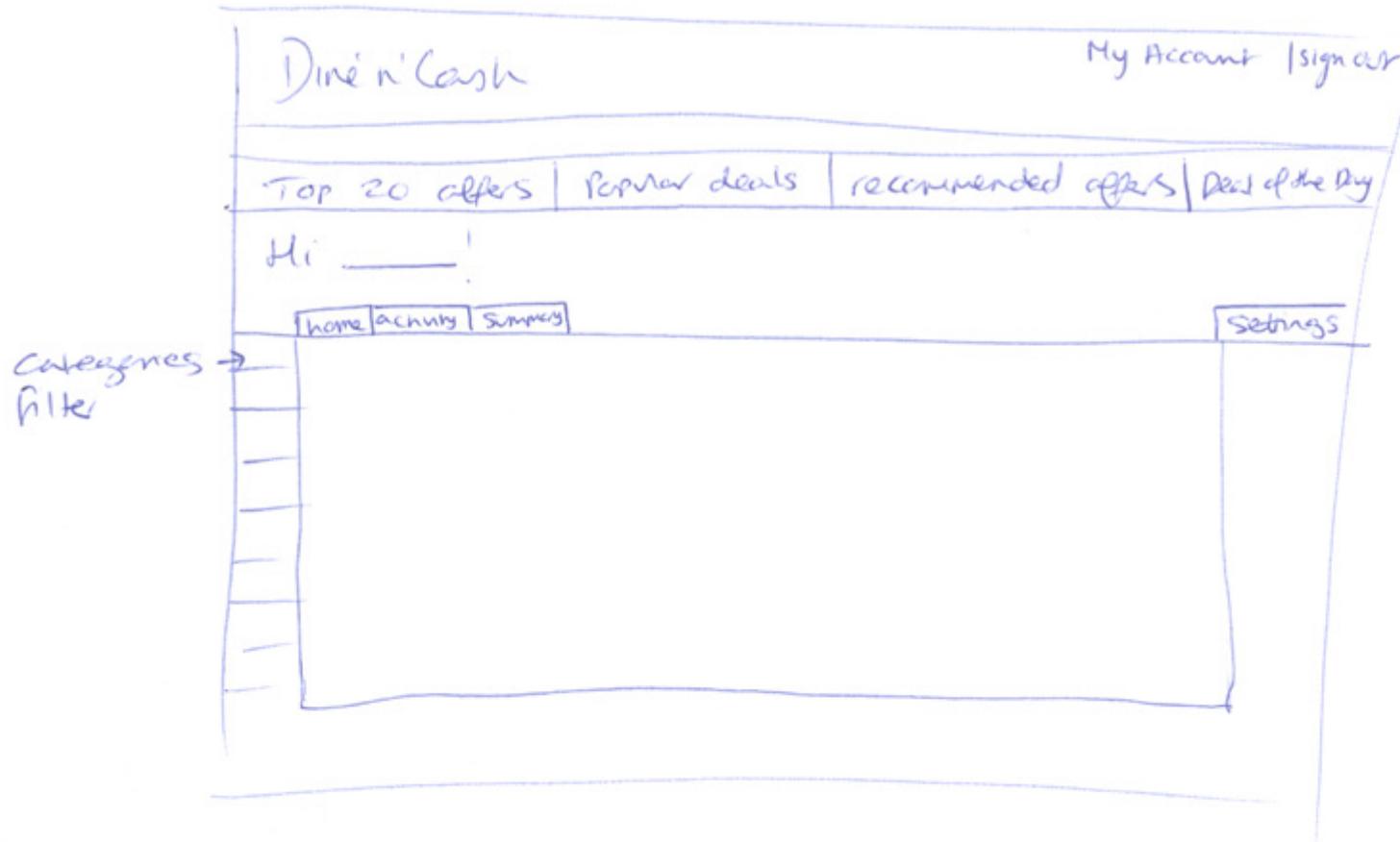
# 13. APPENDICES

## Appendix 8.1: Website Layout Sketch



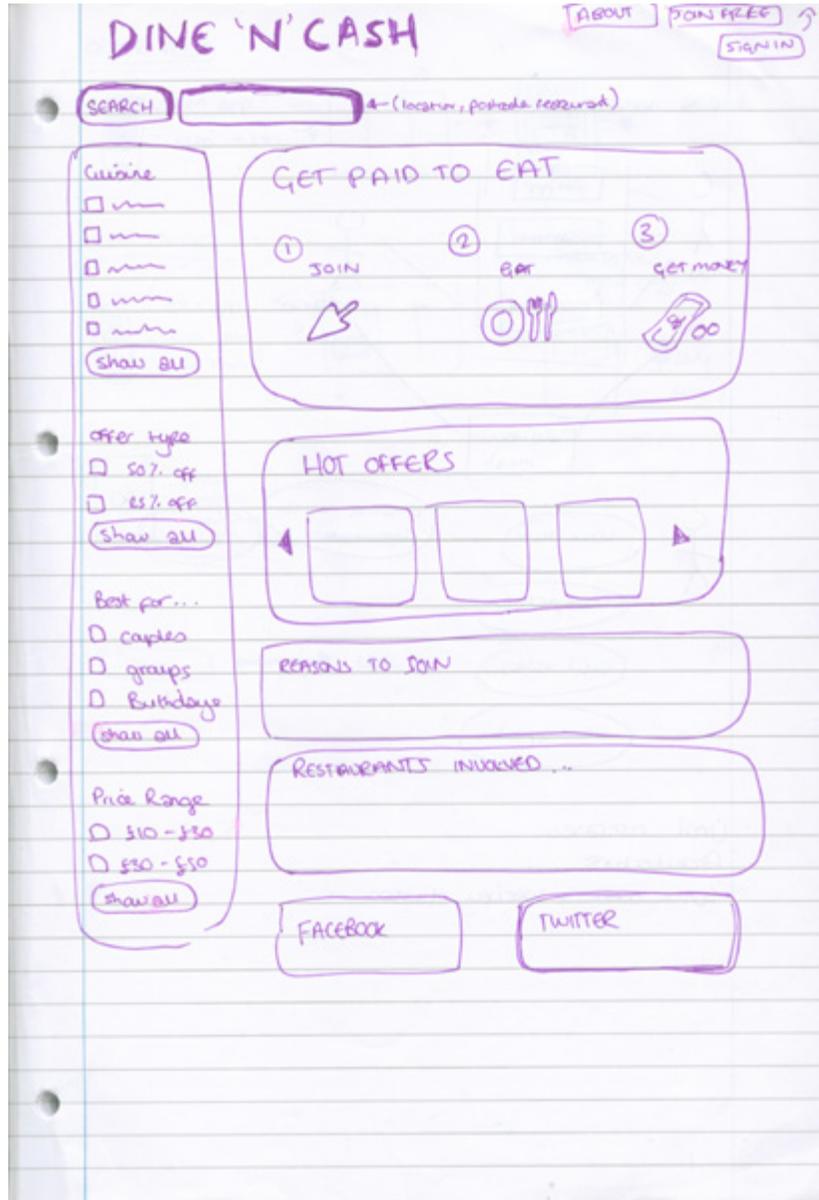
# 13. APPENDICES

## Appendix 8.2: Website Layout Sketch (Developed)

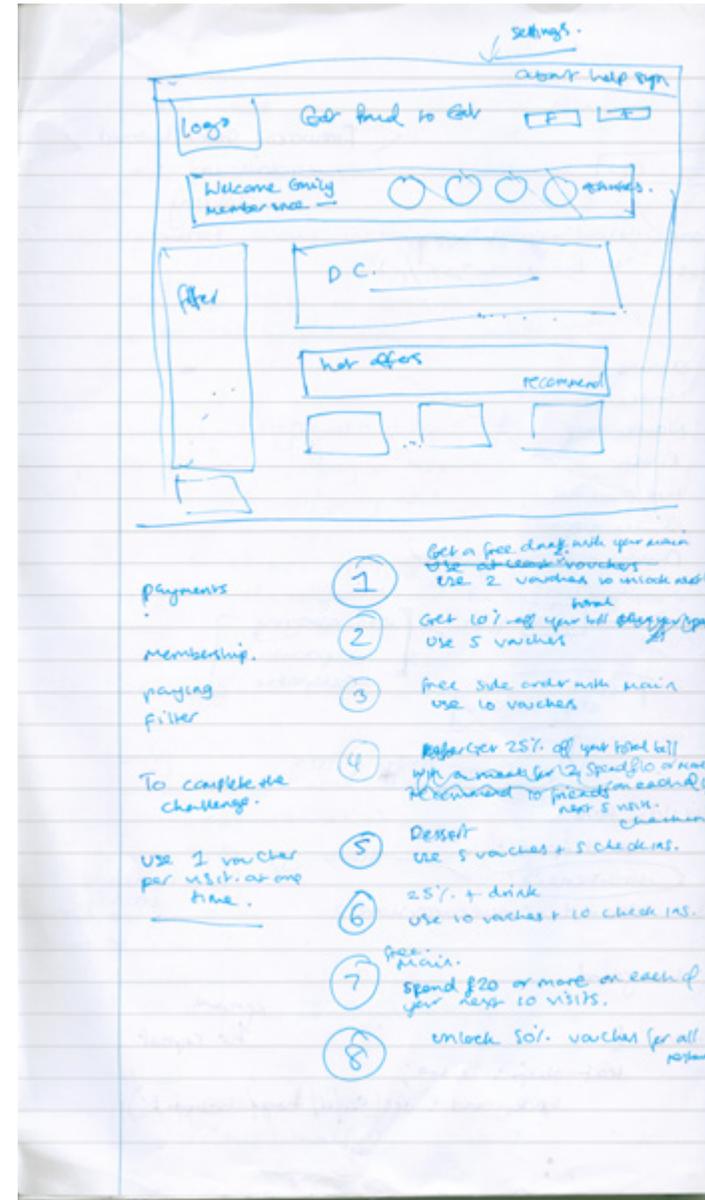


# 13. APPENDICES

Appendix 8.3: Website Layout Sketch (Developed)

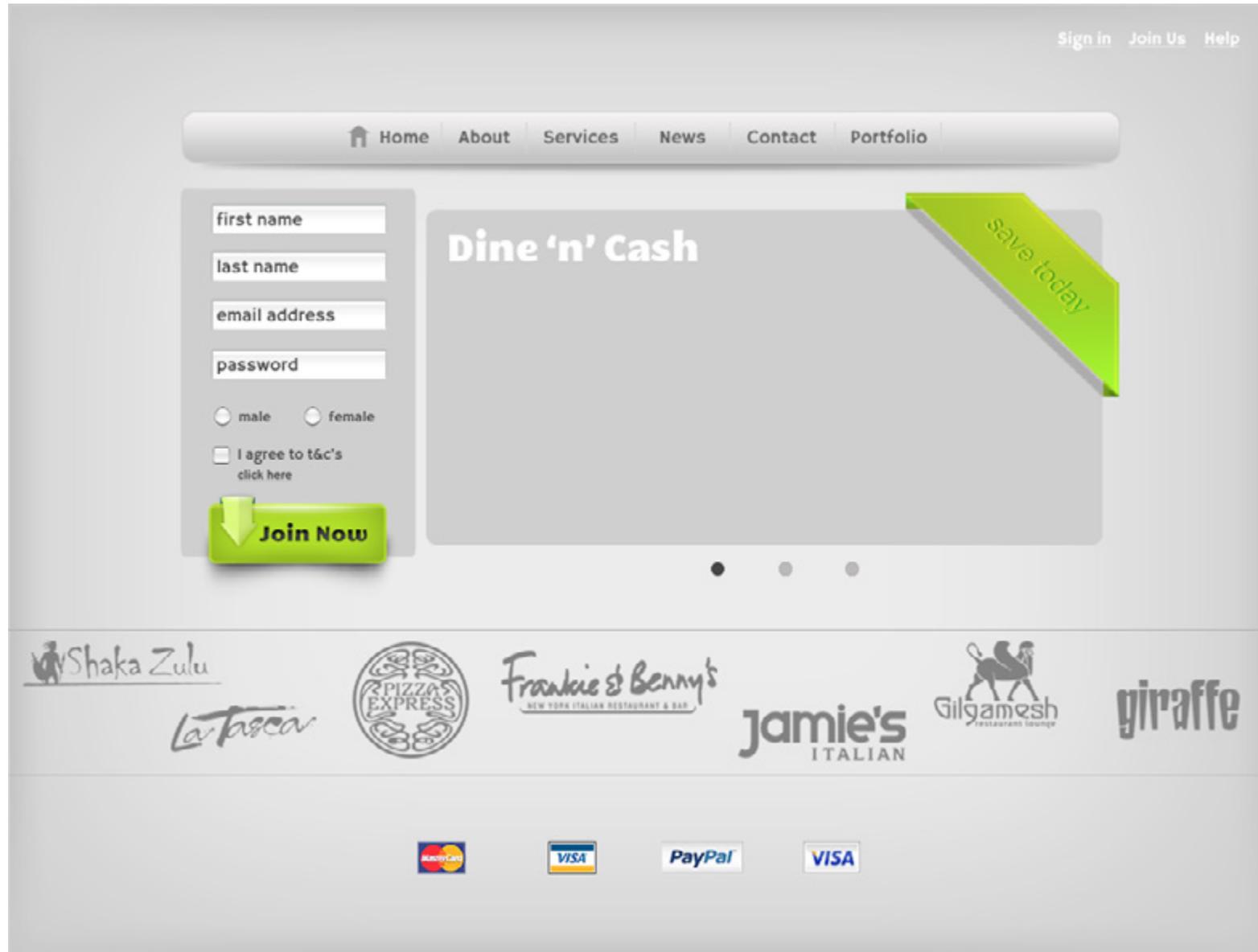


Appendix 8.4: Website Layout Sketch (Developed)



# 13. APPENDICES

## Appendix 9: Website Design Mock-Up (Developed)

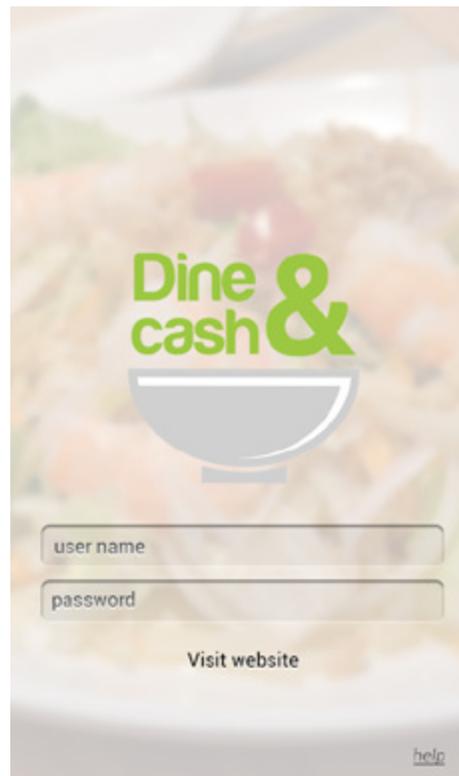


# 13. APPENDICES

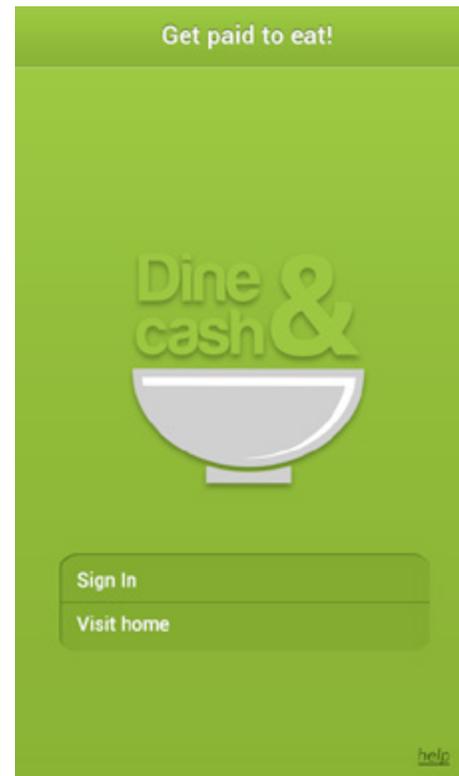
Appendix 10.1: Mobile Design Mock-Up (Developed)



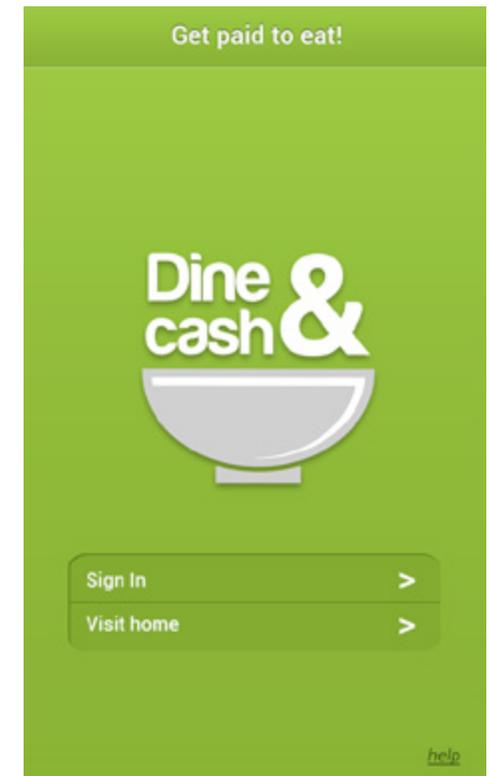
Appendix 10.2: Mobile Design Mock-Up (Developed)



Appendix 10.3: Mobile Design Mock-Up (Developed)

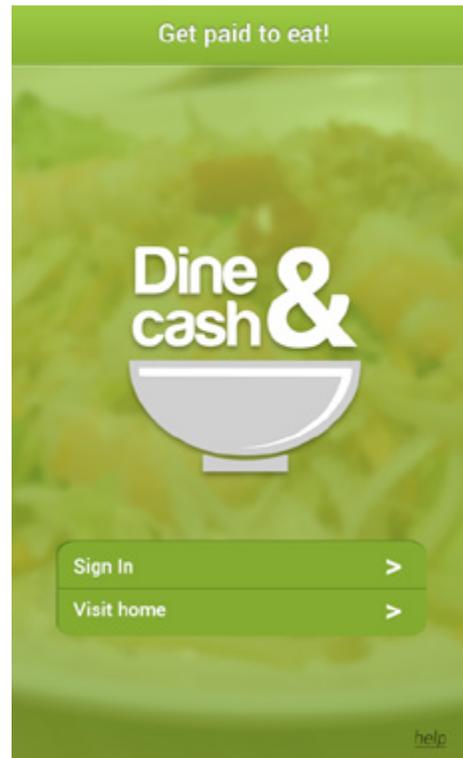


Appendix 10.4: Mobile Design Mock-Up (Developed)

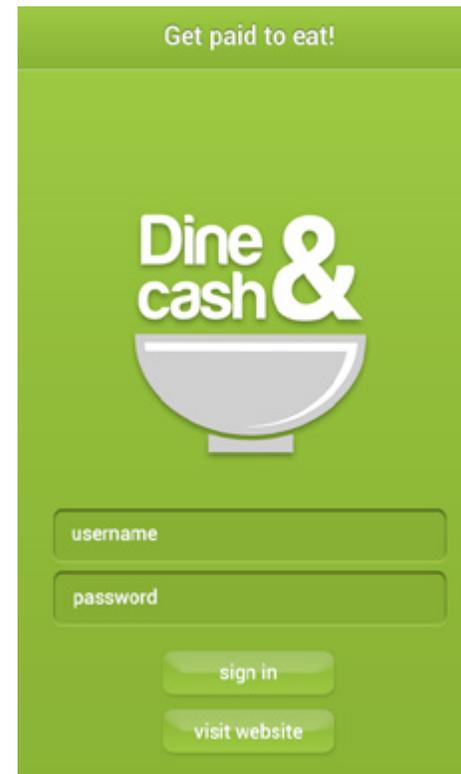


# 13. APPENDICES

Appendix 10.5: Mobile Design Mock-Up (Developed)



Appendix 10.6: Mobile Design Mock-Up (Developed)



# 13. APPENDICES

## Appendix 11: Quidco Basic Tabbed Navigation and Members Account

Watch video guides My Quidco ▾ Recommendations Support ▾ Sign out

---

### Hi Nav

Member since January 2013

 **We have recommended offers available for you** [▶](#)

**Profile & settings 80% (complete)**

---

HomeActivitySummaryPaymentsRefer a friendInsurance quotesReviewsSupport inboxSettings

Once you start making purchases, you will see recent purchases listed on here

---

### Explore Quidco

Make the most of your Quidco experience. [Read more](#) ▶



Hide ▲

---

#### What sets us apart

**Faster paying retailers** 

Get paid cashback quicker

**In-store cashback** 

Earn cashback on the high street

**Quidco mobile app** 

Get paid to check in

#### Deal of the day



**The Body Shop** Save up to 50% off depending on the total number of items bought with code + up to 18% exclusive cashback

Refer & earn   [Go to the offer](#) ▶

#### 6 months half price on Collections



Save £415 on the Premiere Collection- 6 months half price, free installation (save £49.95) £60 credit + £161.50 cashback

Refer & earn   [Go to the offer](#) ▶



**Recommended for you**  
See all recommended offers



Members like you like this offer from **T-Mobile** where you can earn up to £110 cashback

# 13. APPENDICES

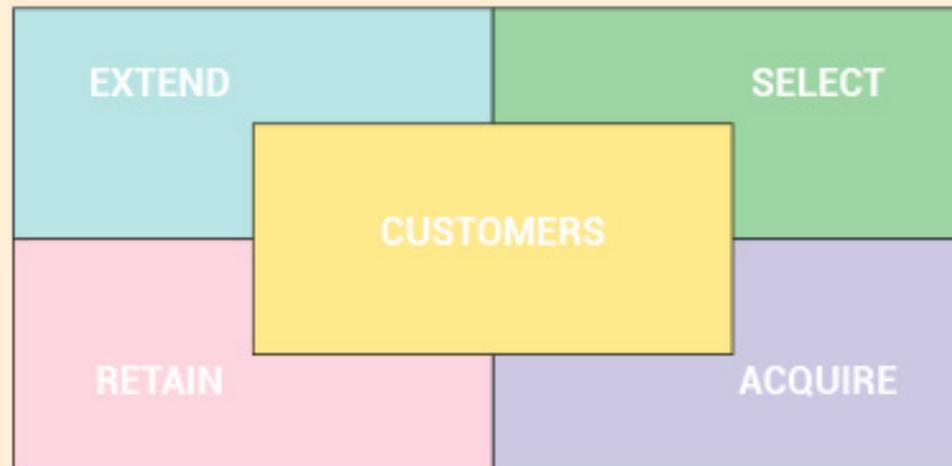
## Appendix 12: Customer Relationship Diagram

### Customer Extension

- Sense and Respond
- Cross-selling and up-selling
- Optimize service quality
- Use the right channels

### Customer selection

- Who do we target?
- What is their value?
- What is their lifecycle?
- Where do we reach them?



### Customer retention

- Understand individual needs
- Relevant offers for continued usage of online services
- Maximise service quality
- Use the right channels

### Customer Acquisition

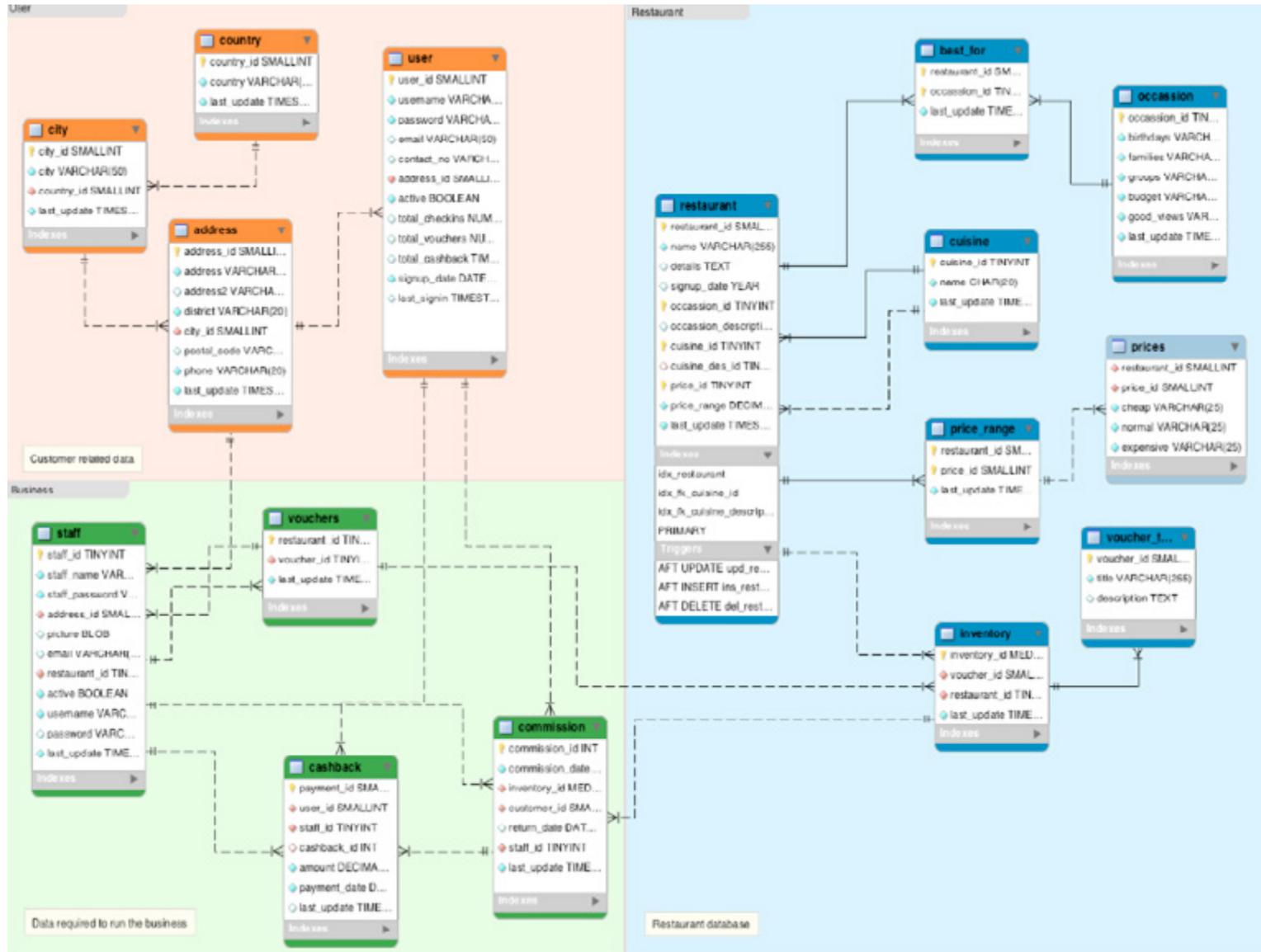
- Target the right segments
- Minimise Acquisition costs
- Optimize service quality
- Use the right channels

Marketing activities of customer relationship management

# 13. APPENDICES

Appendix 13: MySQL Database Schema

File: /Appendices/Database Schema.png



# 13. APPENDICES

## Appendix 14.1: Mobile App Coding Homepage Snippet

The screenshot displays the Adobe Dreamweaver interface for editing a mobile app homepage snippet. The main workspace is divided into three primary sections:

- Code Editor (Left):** Shows the HTML source code for the login form. The code includes a link to a stylesheet, a meta tag for the page title, and a form structure with labels and input fields for 'Username' and 'Password'. The code is as follows:

```
16 <link rel="stylesheet" href="/css/mystyles.css" />
17 </head>
18 <body>
19 <!-- Page: login -->
20 <div id="login"
21     data-role="page"
22     data-theme="a"
23     data-title="View Source: Home">
24
25     |<div data-role="content">
26         
28     </div>
29     <div data-role="content">
30         <div data-role="fieldcontain"> <!-- text input for
31 login -->
32         <label for="basic">Username</label>
33         <input type="text" name="name" id="basic" value="" />
34         </div>
35         <div data-role="fieldcontain">
36         <label for="basic">Password</label>
37         <input type="password" name="name" id="basic" value=""
38         />
39     </div>
40 </div>
```
- Preview Window (Center):** Displays the rendered mobile app interface. It features a green logo with the text "Dine & cash &" above a bowl icon. Below the logo are two input fields labeled "Username" and "Password". At the bottom, there are two green buttons: "Login" and "Visit Website".
- Right Sidebar:** Contains several panels:
  - Designer:** Shows the current selection and its properties.
  - Summary for Selection:** A table showing properties for the selected element:

display	none
border	0
outline	0
text-align	center
background	url(../images/backgr...
min-height	447px
  - Rules:** Shows the CSS rules for the selected element, including an inline style rule.
  - Properties for "inline style":** A table showing the min-height property for the inline style:

min-height	447px
------------	-------

# 13. APPENDICES

## Appendix 14.2: Mobile App Coding Member's Page Snippet

The screenshot displays the Adobe Dreamweaver interface. On the left, the source code for 'Index.html' is visible, showing HTML and data-\* attributes for a mobile app page. The code includes a header with a 'Welcome' message and navigation links for 'Home' and 'Info'. The main content area features a 'Dine & cash' logo and a 'Welcome Emily' message with a membership date of January 2013. Below this is an 'Overview' section with three circular statistics: '3 total check-ins', '1 total vouchers used', and '£1.20 total cashback'. The bottom navigation bar contains four buttons: 'Home', 'Search', 'Challenge', and 'Nearby'. On the right, the 'Properties' panel shows the 'left' property set to '-9999px' and the 'position' set to 'absolute'. The 'Rules' panel shows the selected element is a 'span.ui-btn-icon-notext'. The 'Summary for Selection' panel shows properties like 'white-space: nowrap', 'font-size: 12.5px', 'z-index: 1', 'width: 100%', 'position: absolute', and 'left: -9999px'. The 'Business Catalyst' panel is also visible at the bottom right.

```
48     </div>
49 </div><!-- page -->
50
51
52 <!-- Page: home -->
53 <div id="home"
54     data-role="page"
55     data-theme="a"
56     data-title="View Source: Home">
57     <div data-role="header"
58         data-theme="a"
59         data-position="fixed"
60         data-id="vs_header">
61         <h1>Welcome</h1>
62         <a href="#"
63             data-icon="home"
64             data-iconpos="notext"
65             >Home</a>
66         <a href="#info"
67             data-icon="delete"
68             data-iconpos="notext"
69             data-rel="dialog"
70             >Info</a>
71     </div><!-- header -->
72
73     <div data-role="content" id="homelogo">
74         
76     </div>
77     <div data-role="content" id="welcomeimg">
78         
80     </div>
81     <div data-role="footer">
```

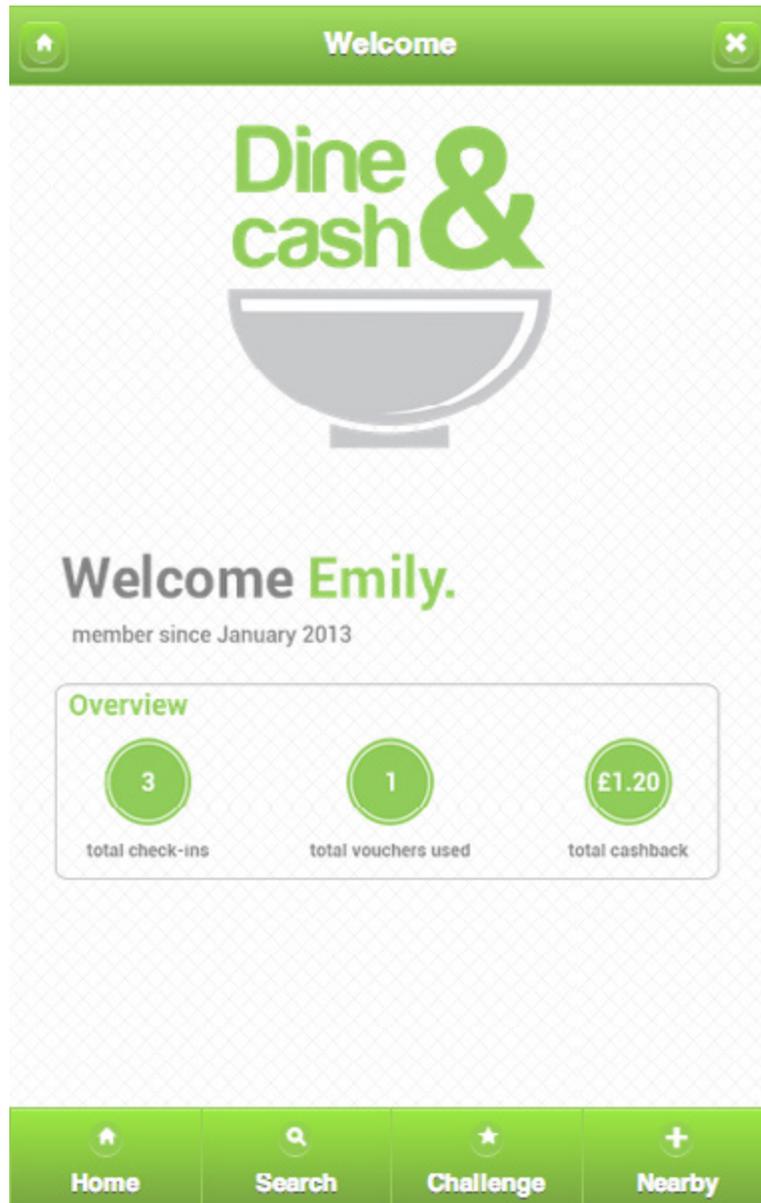
## 13. APPENDICES

Appendix 15.1: Mobile App Homepage Mock-Up  
File: /Appendices/E-BUSS APP/index.html

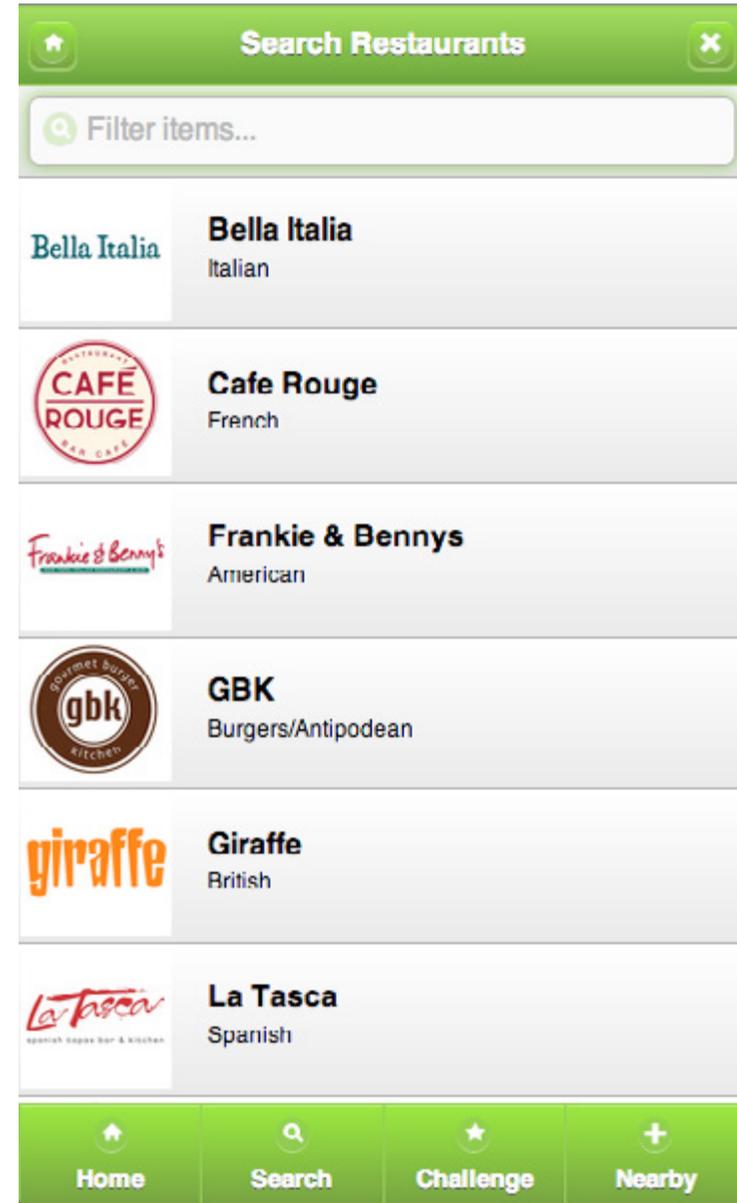
The mock-up features a light green background with a subtle diamond pattern. At the top center is the logo for 'Dine & cash &', which includes the text 'Dine & cash &' in a bold, green, sans-serif font, with a stylized ampersand. Below the text is a grey icon of a bowl. Underneath the logo are two input fields: the first is labeled 'Username' and the second is labeled 'Password'. At the bottom, there are two green buttons with white text and a right-pointing chevron icon: 'Login' and 'Visit Website'.

# 13. APPENDICES

Appendix 15.2: Mobile App Member's Page Mock-Up



Appendix 15.3: Mobile App Search Mock-Up

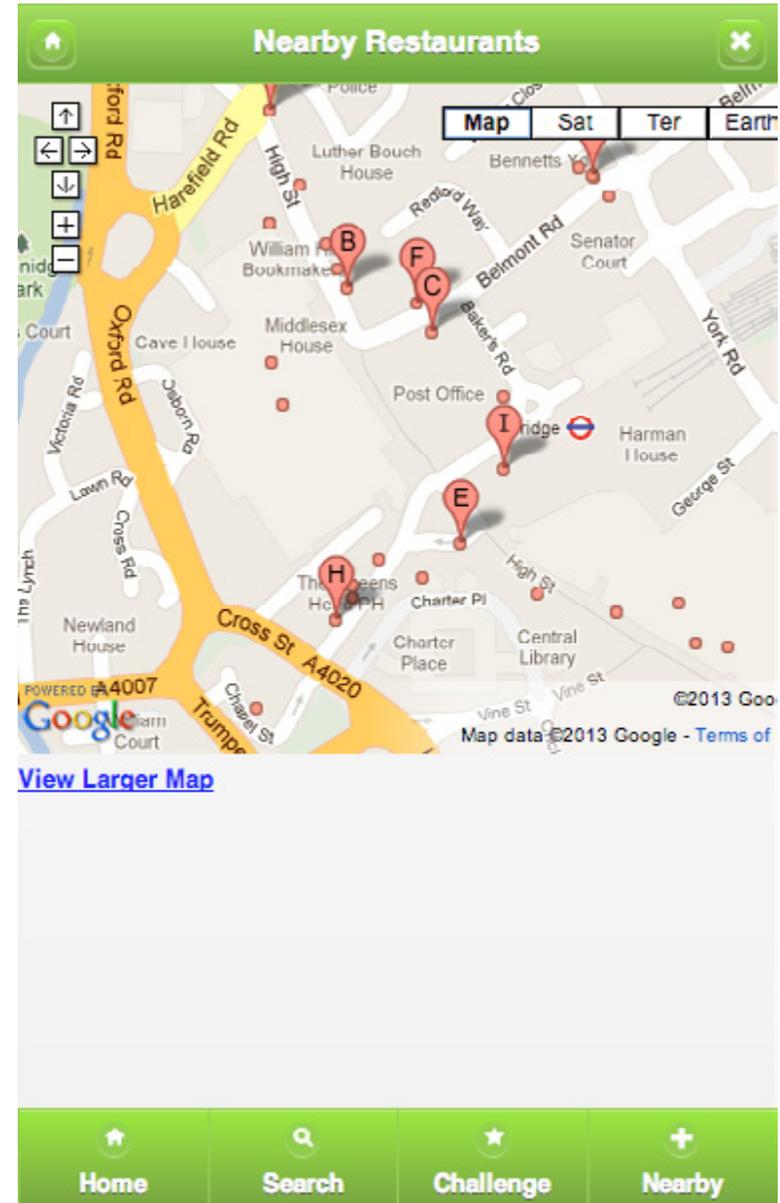


# 13. APPENDICES

Appendix 15.4: Mobile App Diners Challenge Mock-Up

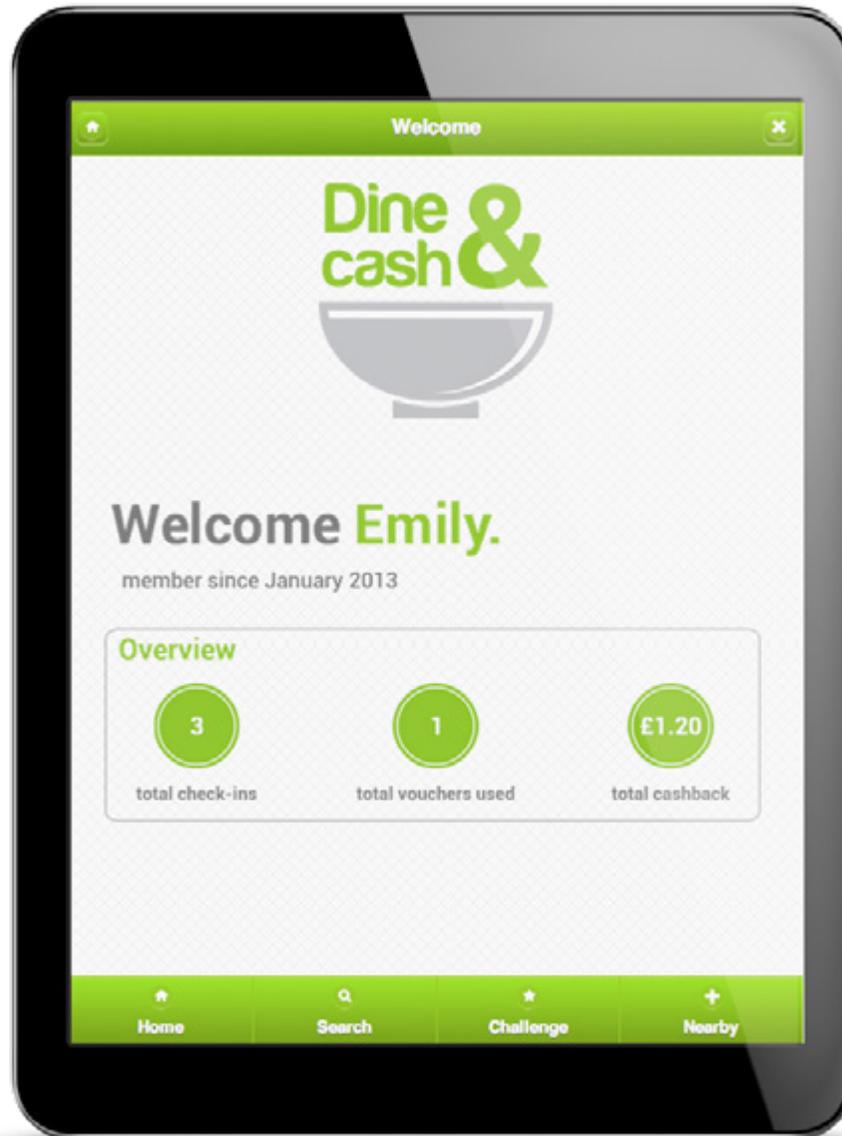


Appendix 15.5: Mobile App Diners Nearby Mock-Up



# 13. APPENDICES

Appendix 16: Tablet App Members Page Mock-Up



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Appendix 17: Customer Survey Responses

File: /Appendice/Customer Survey Responses.pdf

Do you prefer offers in the form of cash back, vouchers or both?	Do you use loyalty cards/systems for food or drinks?	If not, why not?	What are the top 5 restaurants/cafes do you go to?	What are the top 5 restaurants/cafes do you go to using a voucher or loyalty system?	What do you consider when deciding a restaurant?	What cuisine do you prefer?	What offers/discounts do you prefer?	How do you find out about offers in restaurants?	Where do you use deals/offers the most?	What voucher/offer sites do you use the most for restaurants?	Following from the above question, how would you rate that sites overall service?	What colours come to mind when you think of food?	What gender are you?	What is your occupation?
Vouchers	Yes		Nandos, wagamamas, wasabi, slug and lettuce, mc donalds	Nandos, gbk, pizzahut, ask, yo sushi	Price, Cuisine	Chinese, Thai	% off total bill, Free (side, drink, dessert etc.)	Mobile Apps	Restaurant	Nus.org.uk		4 green	Female	student
Cash back	Yes		Bella Italia, Carluccio's, Cafe Rouge, Pedro's, Chiquito's	Nando's, Costa, Fasnacho, GBK	Price, Occasion, Cuisine, Location, Number of people, Offers	American, Italian, Thai	% off total bill, Set Menu (e.g. 2 courses, 3 courses)	Friends/Family, in the restaurant, Internet (websites, social media)	Restaurant	Tastecard.co.uk		4 Yellow, White, Red, Green	Male	Student
Both	Yes		Carluccio's, TGI, Bella Italia, Chop Chop, La Tasca	GBK, Nando's, Costa, Fasnacho, Burmto's	Price, Occasion, Cuisine, Location, Number of people, Offers	American, Chinese, Italian, Spanish	% off total bill, Free (side, drink, dessert etc.)	Friends/Family, in the restaurant, Internet (websites, social media)	Restaurant	Tastecard.co.uk		3 Green, red, white	Female	Student
Both	Yes		Nandos Starbucks Costa KFC Modonalds Misato Nandos Starbucks Costa Itau Subway Chiquitos	Nandos Starbucks Costa Modonalds Burger King	Price, Occasion, Cuisine, Location, Offers	American, British, Italian, Japanese/Korean	% off total bill, 2 for 1, Free (side, drink, dessert etc.)	Advertising, Friends/Family, Internet (websites, social media)	Restaurant	Nus.org.uk		5 Yellow, Brown, Green, Red	Female	Student
Cash back	Yes		Nandos Starbucks Costa Itau Subway Chiquitos	Nandos Starbucks Costa Itau Subway	Price, Occasion, Cuisine, Location	Chinese, Italian, Mexican, Spanish	2 for 1	Friends/Family, Internet (websites, social media)	Restaurant	Groupon.co.uk		4 brown, green, red, yellow	Male	Student
Cash back	Yes		Nandos McDonalds KFC Wagamamas Royal China Wasabi Nando's Aroma Gourmet Burger Kitchen	Nandos	Cuisine, Location	Chinese, Italian, Indian, Mexican, Spanish	Set Menu (e.g. 2 courses, 3 courses)	In the restaurant	Restaurant	Lastminute.com		4 red	Female	part time work
Both	Yes		Nandos Wagamamas Pizza Hut Harvesters Spice Rack wapiano wahaqa nandos modonalds gbk	Nando's Subway	Price, Cuisine, Location	American, Chinese	% off total bill	Friends/Family, in the restaurant	Takeaway	None		Brown	Male	Student
Vouchers	Yes		Nandos Wagamamas Pizza Hut Harvesters Spice Rack wapiano wahaqa nandos modonalds gbk	nandos subway modonalds	Price, Occasion, Cuisine	Chinese, Mexican, Thai	2 for 1, Set Menu (e.g. 2 courses, 3 courses)	Advertising, Internet (websites, social media)	Restaurant	Nus.org.uk		4 Red, Brown, Green	Male	Student
Vouchers	Yes		Nandos Wagamamas Wahaqa Starbucks Vapiano Sandwich shop!!!! Starbucks Puzis Nandos GBK	Sandwich shop Starbucks Nandos GBK Subway	Price, Occasion, Cuisine, Location, Number of people, Offers, time of day	Chinese, Italian, Mexican	% off total bill, 2 for 1, Free (side, drink, dessert etc.)	Advertising, Friends/Family, in the restaurant, Internet (websites, social media)	Takeaway	Lastminute.com		4 orange, green, red	Female	currently unemployed
Both	Yes		Nandos Wagamamas Wahaqa Starbucks Vapiano Sandwich shop!!!! Starbucks Puzis Nandos GBK	Nandos Starbucks Costa Subway	Price, Cuisine	Italian, Mexican, Thai	2 for 1, Set Menu (e.g. 2 courses, 3 courses)	Advertising, Friends/Family	Restaurant	None		4 red	Female	student
Vouchers	Yes		Nandos Starbucks Costa Nandos Wagamamas Thai villa	Nandos Starbucks Costa Subway Burger King	Price, Occasion, Location, Offers	American, Chinese, Italian, Mexican	% off total bill, 2 for 1	Friends/Family, Internet (websites, social media), Mobile Apps	Restaurant	Vouchercodes		4 Red	Male	Student
Both	Yes		Nandos Starbucks Costa Nandos Wagamamas Thai villa	Nandos Starbucks Costa Subway Burger King	Occasion, Cuisine, Location	Chinese, Indian, Thai	% off total bill, 2 for 1	Advertising, Friends/Family, in the restaurant	Takeaway	Nus.org.uk		4 red	Female	student