

Fakulti Seni Gunaan dan Kreatif

**DESIGNING A MOBILE APPLICATION FOR FOOD DELIVERY
SERVICE ON CAMPUS**

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**Bachelor of Applied Arts with Honours
(Design Technology)
2019**

UNIVERSITI MALAYSIA SARAWAK

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**DESIGNING A MOBILE APPLICATION FOR FOOD DELIVERY SERVICE ON
CAMPUS**

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Bachelor of Applied Arts with Honors
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2019

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ACKNOWLEDGEMENT

I take this opportunity to thank all those people for their unstinted support. My project work, which is a step of mine towards the professionalism, has been successfully accomplished. I wish to express my sincere gratitude to my supervisor Dr. Siti Shukhaila bt Shaharuddin who was helped me in every possible way to make this research project successful.

I would also like to express my appreciation to all my dearest friends, who have contributed their valuable time to support and give me advices throughout the journey of completing this research. You all have helped and gave me supports, encouragement and motivation so that it can be completed on time.

Last but not least, my deepest thanks to my family who gave me the moral support and financial in order to help to finish my Final Year Project. A big thanks also goes to the public and anyone who had cooperated in preparing this research smoothly.

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ABSTRACT

This study is conducted to help the campus community especially students to easily purchase and manage their meal time. Most of the student with a full schedule tends to skip their meal. Therefore, this study suggests designing a mobile application for food delivery service on campus by considering the price and menu attributes.

ABSTRAK

Kajian ini dijalankan bagi membantu warga komuniti kampus terutamanya pelajar untuk memudahkan pembelian makanan dan menangani isu waktu makan. Kebanyakan pelajar adakalanya tidak berkesempatan untuk makan apabila jadual kuliah terlalu padat. Oleh itu, kajian ini mencadangkan perkhidmatan penghantaran makanan di dalam kampus dengan menggunakan aplikasi mobil yang mengambil kira aspek pilihan menu makanan dan harga.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will discuss about the background of study, problem statement, research questions, research objectives, significant of study, scope of study and limitation. Hence, it will show overall framework planning which will focus more on the purpose of the research before conducting the research.

1.1 Background of Study

Food is the third basic need of human being in order for us to survive. Food also important for living beings to provide energy and development, maintain life and stimulate growth. In fact, foods can affect our body and our mental and social health if not being take care properly (Quddusi, 2018). When there is an insufficient intake of amount of food that we need, there is often illness or infection that we might get. According to Kumar (2016), food is the most vital thing for the survival of human being. As for student, a proper food is important to helps them grow mentally and physically because the brain required lots of energy to stay active.

Therefore, there is a need to have a good food and proper food service. Food service is often referred to a people activity in that it is characterised by labour intensity and a reliance on service rather than a product differentiation for competitive advantage (Ingram, 1999). In the food service, there are factors that will be considered in the food choice which

are the service, installation and ambience of the place, foods, price, localization and other factors (Salay & Medeiros, 2013).

Nowadays, with the development of mobile application use by this generation, food delivery mobile application is seem to be the best platform for the restaurants or franchisees to expand their business. The mobile app makes their life easier to sell food through online and delivered it o the customer (Wood, 2017). Now, millennial is one of the main target audiences for food delivery service as like things to be done in easier, effortless and quicker ways (Daryna, 2018).

There is a lot of food delivery mobile application offered in the overseas market like UberEats, Deliveroo, Just Eat, Grubhub and such. The food delivery mobile application not only famous in overseas but also in Malaysia. According to Kong (2018), the first food delivery mobile application is started by Foodpanda. Foodpanda is an app that offered user to order food from various restaurants with just a few steps. They begin its operation in 2012 in the area of Golden Triangle in Kuala Lumpur and then expanded their business in the Klang Valley, Johor Baru, Penang, Ipoh and Melaka (Boon, 2015).

Furthermore, the importance of food delivery mobile application is saving time, variety of food offered and makes life easier. Thus, providing an appropriate food delivery service in a campus is increasingly important due to more demanding customers and because campus community have less time to go-off campus when they need to eat. Food delivery service also plays an important component of overall planning that affects the quality of life in campus. Food also is one of the major distributions for this service because of the demand from the community.

This project works is aimed for designing food service delivery on campus that can be used by the campus community which can help the campus community to quickly and easy

manage their time in getting food especially for those who are busy with daily routines and helping those who without transportation as well as improve the buying experience of the customers.

1.2 Problem Statement

Based on my observations, food service in the campus is simply overlooked. When it comes to food services on campus, the biggest priority is always going to be the campus community experience. Food is how we function. Without sustainable, proper food options on campus, the campus community may not be able to produce their best work. The campus community, especially students, often experience frustrations when buying food on campus. It's hard to avoid a long food lines on campus especially during the peak hours. This causes students to skip their meals. Other than that, student with a full schedule can be difficult and time consuming in order to buy their food especially for those without transportation.

1.3 Research Objectives

1. To identify the problem and opportunity of food delivery service on campus.
2. To analyses consumer's expectations on the current food delivery service on campus.
3. To design and enhance food delivery service on campus.

1.4 Research Questions

1. What are the problem and opportunity of food delivery service on campus?

The problem and opportunity of food delivery service on campus will be identified throughout this research. The purpose of this study is to help the campus community to solve their problem regarding the current food service on campus. Then, the result will help the researcher to identify the opportunity of the food delivery service on campus.

2. What the consumer's expectations on the current food delivery service on campus?

The analysis of the consumer's expectation on the current food delivery service on campus will be conducted to get a better understanding of what they feel regarding the food delivery service and also the choice factors that influence them to use that service such as price, service quality, menu, food packaging and others.

3. What are the main features and functions of mobile application?

The features and functions of mobile application will determine how successful the app will be. An understanding of a few of the basic functions users want such as intuitive and easy navigation, seamless checkout, catalogue or menu, geolocation, online payments and such (Shaoolian, 2017).

1.5 Significance of research

Through this research, the food service on campus will be upgrade by having food delivery service. The food delivery service on campus will have a proper platform in providing food to the campus community. It will also provide opportunities to stimulate student entrepreneurship. By designing the food delivery service on campus, it will be easier for the campus community in getting food and will be able to solve the common problems that frequently faced as well as improve the buying experience. This research also will contribute towards understanding the needs and problems of a campus community and the study on usability of food delivery services.

1.6 Scope of the Study

This study focuses on the designing food delivery service on campus focusing on the function and features of food delivery mobile application. The audiences for this food delivery service are for the campus community. The research main location is in the campus of Universiti Malaysia Sarawak (UNIMAS).

1.7 Limitation of Research

Everything has its own limitation, so as this research. As different campuses have different food service, it will be presumptuous to apply the data from this research to other campuses. The second limitation to this research is food delivery service that use mobile application is limited in Kuching area. Because of that, it is not easy to get the feedback from the local. Therefore, the researcher has to find respondents from other areas such as Kuala Lumpur.

1.8 Conclusion

In conclusion, providing an appropriate food delivery service in campus is increasingly important due to more demanding customers. There is a need for a proper food delivery service on campus for the campus community as from the observation; food service in the campus is simply overlooked. The campus community have less time to go-off campus when they need to eat because of their packed schedule. Majority of the student without the transportation experience difficulty and frustration in order to buy their food and tend to skip their meal. Without the proper food, the campus community cannot give their best work.

Therefore, the research questions and research objectives was identified. Firstly, what are the problem and opportunity of food delivery service on campus? This research questions then answered by the first research objective which is to identify the problem and opportunity of food delivery service on campus. Secondly, what are the consumer's expectations on the current food delivery service on campus? The research objective is to analyses consumer's expectations on the current food delivery service on campus. Next, what are the main features and functions of mobile application? The research objective is to design and enhance food delivery service on campus.

The audiences for this food delivery service are the campus community. Through this research, the food service on campus will be upgrade by having a food delivery service mobile application. The food delivery service will have a proper platform in providing food to the campus community. Last but not least, this research also has its own limitation as different campuses have different food service and also the food delivery service that use mobile application is very limited in Kuching area.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter specifies literature review. Literature review includes study and research on journals, thesis and online library. This literature review is to understand consumer behaviour when choosing a food service, food attributes and price, the meal pattern among adults, student entrepreneurship and examines current food delivery service available.

2.1 Food Delivery Service

According to Tait (2010), the history of food delivery services traces its origin over sixty years. Since now food delivery services still have a similar principle to make sure that members of the community will have a hot, tasty and gratifying meal. The primary meal delivery services area unit believed to possess been started throughout period of time in London. As results of the Blitz, several Londoners had lost their homes and their ability to cook for themselves. In response to the present want the WVS (Women's Volunteer Service) made meals and delivered them to those that had lost much everything. This caring approach was carried on in numerous areas of the United Kingdom wherever slashed servicemen were provided meals by volunteers within the native neighbourhood. Once the war, the primary true food delivery service evolved in Hemel Hempstead in 1947.

The recipients were still servicemen UN agency were incapable of change of state their own meals however rather than the vans wont to transport meals these days, these early

services apparently used prams, lined with felt and even straw to make sure that the meal was delivered heat (Tait, 2010).

2.2 First Pizza Delivery

The first fast food delivery was started by pizza delivery. According to Conradt (2017), King Umberto I of Italy and Queen Margherita of Savoy were the first person who uses the pizza delivery. This is happen because Queen Margherita of Savoy became sick of eating study meals when she was on business in Naples in 1889. So, she requested to dine on something that the common Italian would eat. Pizza was the food choice for those who living on a limited budget because it was cheap, easily prepared and able to be eaten quickly (Blitz, 2016).

Chef Raffaele Esposito was pizza chef who responsible made the pizza as the Queen Margherita and King Umberto would not possibly went to visit the shop by themselves. The chef took the hot pizza to the couple himself. It was the first delivery recorded in history (Conradt, 2017).

2.3 Consumer Behaviour

The meaning of consumer behaviour is the process of making decision and physical activity of an individual related in evaluating, acquiring, using or disposing of goods and services (Loudon & Bitta, 1998). Consumer behaviour also could be identify by asking questions as what, why, when and where the people do their shopping (Salay & Medeiros, 2013).