

Street Food Locator... With Love from Streets of India

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Abstract –This is a research regarding, how can we promote our local food vendors with the increasing popularity of foreign food-chains. Our app can help to improve this situation. It is an online platform where people can explore some authentic, flavourful and spice rich food of their regional cuisines. This application would also provide a great platform to local vendors to promote their food and hence greatly contribute to the cause of #vocalforlocal. This entire project would involve the development of the app using React Native, Redux and Firebase.

Key Words: Indian Food, Indian Street Food, Vocal for Local Application, Indian Cuisine.

1. INTRODUCTION

Food is something that we Indians love very much, it's not just a meal it's a kind of feeling for Indian's. We as Indian's have a unique relationship with Food, for this very reason street food has a very special role in our lives. But due to rapidly increasing foreign food-chains in recent time and also Pandemic being one of the reasons our local food industry has been facing a down graph. This inspires our project which is an Android and iOS based application which would provide a great platform to Food explorers and The local vendors.

1.1 AIM AND OBJECTIVE

The major objective of this app is to create a Foodie friendly online platform where they can come and explore some flavour rich local street food. This application will provide a platform where a bunch of food enthusiasts can find a solution to their crave for some finger licking good Indian food.

The main of this application are as follows:-

1. To provide a platform to explore Indian street food.
2. On this platform people can also upload photos and share their reviews and experience to help other people discover the place.
3. The Stall vendors can provide the location to help users to find them.
4. Vendors can also share their inspiring story which lead them build their start-ups.

1.2 PROBLEM STATEMENT

The current Pandemic situation has lead this sector to see their worst down graph. However the foreign food chains have not been affected much, all thanks to their great marketing strategy and a huge network of their outlets.

The total revenue of McDonald's operated by Westlife Development Private Limited (WDL) in India was approximately **15.48 billion Indian rupees** in fiscal year 2020, up from about **11.3 billion Indian rupees** in fiscal year 2018. WDL operates McDonald's restaurants across West and South India, through Hardcastle Restaurants Private Limited(HRPL), its wholly owned subsidiary.[1].

In FY2020 JubliantFoodworks India Which handles the operations of Domino's Pizza India added 130 new outlets; 86% of their sales were through online ordering and 4.5% growth rate for Domino's Pizza like-for-like. Which helped them generate whooping **Revenue of rs 388,577.65 lakhs** and **Net Profit of rs 27,545.19 lakhs** despite of Pandemic and nation wide lockdown. [2]

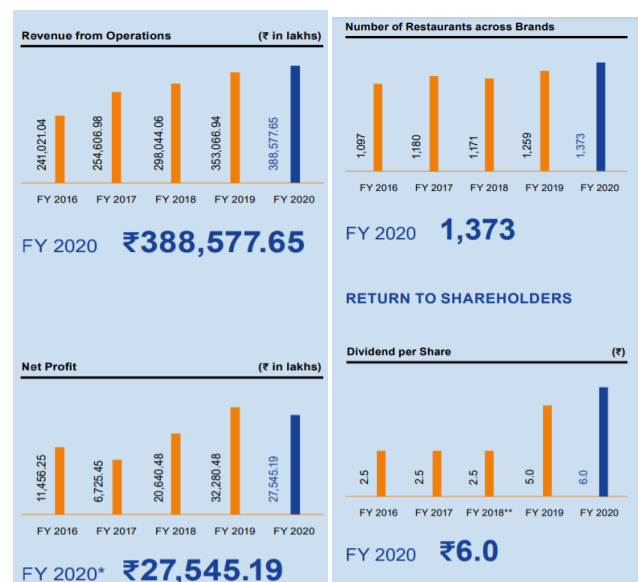


Fig 1 Domino's Stats [2]

These Tough situations have brutally affected the India's fast food industry as most of the stores were closed due to nation wide lockdown.

2. RELATED WORKS

Over the years India saw many online food related applications but their main aim was to generate revenue through online ordering. These applications never directly participated in promoting the local cuisine. The main problems with these applications are that they're only limited to online ordering. They also have foreign food chains linked with them. So in our application prototype we tried to overcome these inefficiencies.

There is a huge increase in the usage of mobile phones since 2013. So to cover most of the population in India we chose to build a mobile application.

Table 1 Strengths and Weaknesses of Existing System

| Name of Application | Strengths | Weaknesses |
|---------------------|--|---|
| Swiggy | <ul style="list-style-type: none"> Great UI A Great country wide network Fast Delivery Good offers | <ul style="list-style-type: none"> Limited to ordering Tied up with foreign food chains |

native APIs via React's declarative UI paradigm and JavaScript. This enables native app development for whole new teams of developers, and can let existing native teams work much faster.



Fig 3 React Logo

In 2018, React Native had the 2nd highest number of contributors for any repository in GitHub. Today, React Native is supported by contributions from individuals and companies around the world including CallStack, Expo, Infinite Red, Microsoft and Software Mansion.[4]

React Native is being used in thousands of apps, but it's likely you've already used it in one of these apps:

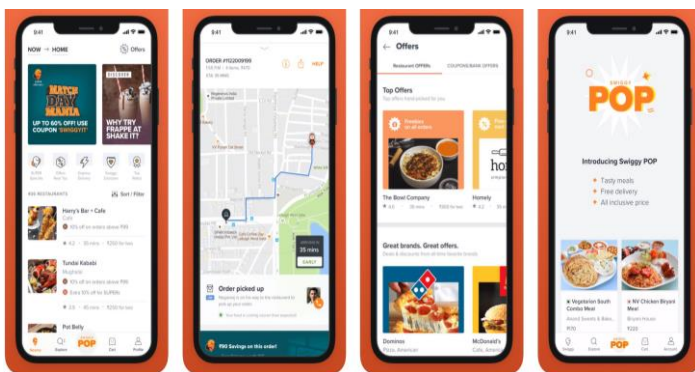


Fig 2 Swiggy's UI [3]

3. METHODS

This project is developed using React Native ., React Native is an open- source mobile application framework created by facebook. It is used to develop applications for Android, Android TV, iOS, macOS, tvOS, Web, Windows and UWP by enabling developers to use React's framework along with native platform capabilities. React Native combines the best parts of native development with React, a best-in-class JavaScript library for building user interfaces. It provides a core set of platform agnostic native components like View, Text, and Image that map directly to the platform's native UI building blocks. React components wrap existing native code and interact with

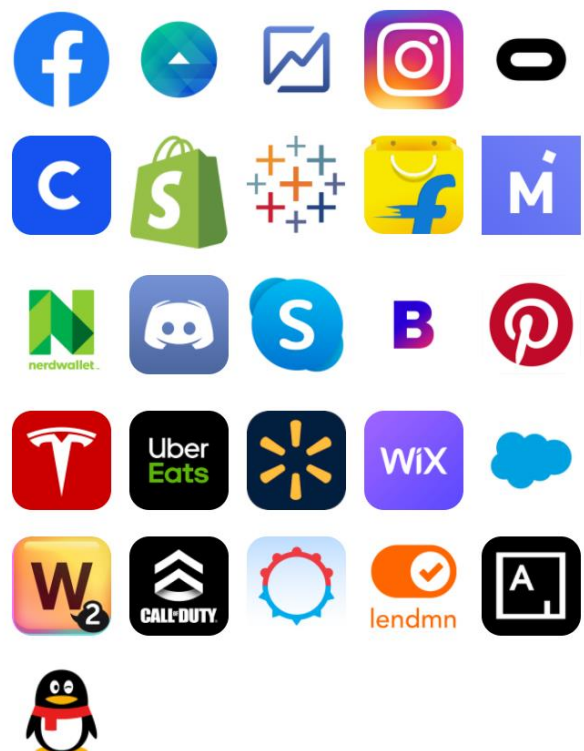


Fig 3 React native Applications [4]

4. EVALUATION

Testing's such as Unit testing, Integration testing, Load and Stress testing were performed on the prototype of our app. Some improvements regarding data management in apps and faster response rate were suggested by the testing team. These updates will be done in the next version of the app, and after Acceptance testing this app will be published on Google Play store and iOS App Store.

5. Future Scope

After this app will be published our team will be working on some new features for the app. These features would be as follows:-

- Increasing Our reach by covering more cities of India.
- Introducing our paid promotion feature which would help the local vendors in promoting and marketing their product well on online platforms.

6. CONCLUSIONS

The prototype of our Street Food Locator was developed successfully. The major objectives covered by our application are as follows:-

- Helping user to explore Local Indian fast food around them.
- Providing a platform to local fast food vendors to promote themselves and increase their revenue and customer base.

ACKNOWLEDGEMENT

We as a part of our final project at VESP developed and tested the app under the guidance of Prof. Pratibha Pednekar.

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