

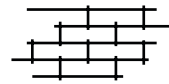


# dealicious

Taste of Growth!

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Langara College - WMDD 4980 - Project 2





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# 1. About dealicious

- Project Overview
- Main Features
- Business Strategy

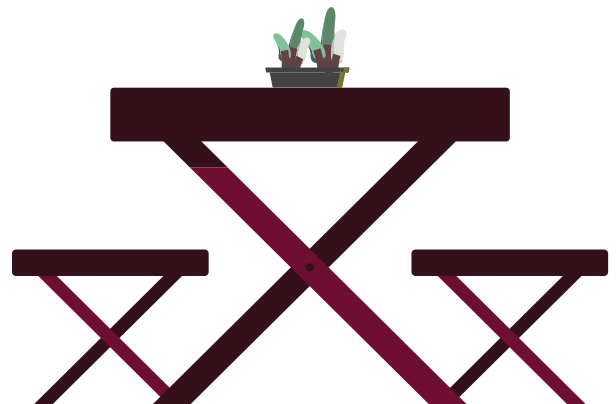


# Project Overview

Dealicious is a web platform that provides an effective solution for Food Hospitalities to create referral marketing campaigns and loyalty programs, leveraging data analysis and AI tools. Our goal is to empower these businesses by providing them with a comprehensive set of tools to enhance their marketing efforts and boost sales. By using Dealicious, Food Hospitalities can effortlessly create data-backed and customized referral marketing campaigns to attract new customers, while implementing loyalty programs to retain their existing customers.

By combining the words “Deal” and “Delicious,” we have encapsulated the essence of our platform. Dealicious is not only about offering enticing deals but also about highlighting delightful culinary experiences. With our user-friendly interface, extensive and insightful analysis, and AI-assisted campaign creation, Dealicious is poised to revolutionize the way food hospitalities market their businesses, driving increased sales and sustainable growth.

Our team, Apollo7, comprises ambitious web developers and designers. Leveraging our technical skills and expertise, we have developed Dealicious to meet the specific needs of food hospitalities, offering them an easy-to-use and highly effective marketing solution. We understand the demanding nature of running a successful small restaurant. Leveraging our technical skills and expertisen.





# Main Features

Dealicious offers a range of powerful features specifically designed to support food hospitality businesses. With our platform, business owners can effortlessly create engaging marketing campaigns, gain valuable insights through data analysis, and build customer loyalty through a robust rewards program. By combining these key features, Dealicious empowers businesses to attract new customers, optimize their marketing strategies, and cultivate lasting relationships with their clientele. Whether it's creating customized campaigns, tracking campaign performance, or rewarding Super Customers, Dealicious provides a comprehensive solution to drive increased sales and sustainable growth.

## Referral Marketing



Dealicious empowers food hospitalities to effortlessly create targeted marketing campaigns. In addition to the user-friendly Interface, the connected Artificial Intelligence Generator helps business owners with developing marketing campaigns, special offers or deals exclusively for attracting new customers as well as encouraging current customers to reconsider their dining. To accurately track the referral activities, the platform specifies a QR code to each food establishment. By scanning the QR code, their happy customers can register on their specific page on Dealicious platform and start referring other people to their favorite restaurant, café, etc.

## Insights and Analysis



Dealicious offers comprehensive data analysis to business owners, providing valuable insights into the performance of their marketing campaigns. They can track key metrics such as generated revenue, customer engagement, and conversion rates. This data-driven approach enables business owners to make informed decisions, optimize their marketing strategies, and achieve better results. By understanding what works and what doesn't, they can refine their campaigns and improve overall marketing effectiveness.

## Loyalty Programs



Dealicious goes beyond acquiring new customers. The platform incorporates a robust loyalty program that allows business owners to reward and incentivize existing customers. Happy customers who register on the platform become Super Customers and share their culinary experiences with others. When a referral successfully works, the super customers collect points which can be redeemed to get discounts.

This helps food businesses foster loyalty and encourage repeat visits for Super Customers. It empowers food hospitalities to build lasting relationships with their customers, creating a loyal customer base that becomes a reliable source of revenue and positive word-of-mouth referrals.



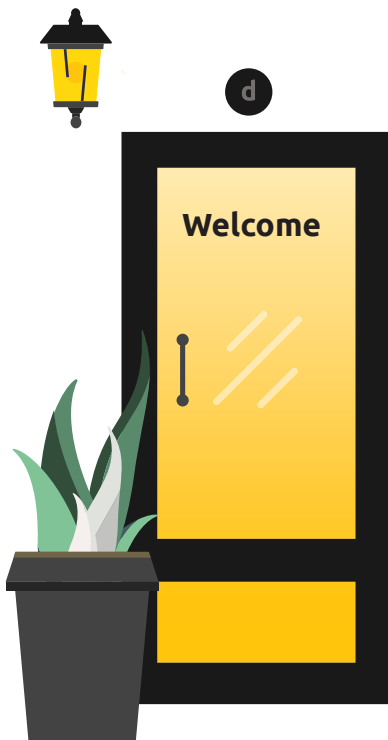
# Business Strategy

## Market research

With over 97,000 restaurants and \$85 million in annual sales in Canada alone, the market is ripe with opportunities for food service establishments. However, these businesses often struggle to utilize marketing tools due to their complexity and cost.





We interviewed a focus group to have a better understanding of the needs of food hospitality businesses. Integrating these interview reports with firsthand knowledge of the challenges faced by family-owned restaurants, we summarized the main pain points in the marketing section to be addressed:

- Marketing is a serious challenge for these businesses, and they need to stand out in a competitive market.
- During high seasons, although the number of customers sees a peak, it's not always beneficial for the businesses, since they don't have any control over the menu items which are mostly ordered.
- During low seasons, they need to utilize marketing tools to attract new customers. These tools include Facebook ads, subscription-based platforms, and generic review platforms. However, business managers are unable to measure the accurate success of each tool.
- Another approach for increasing visibility is influencer marketing. In this case, business managers who are busy enough with the workflow must dedicate time to exploring relevant influencers' pages, dealing and negotiating with them, and finally commissioning an advertisement. This is a challenge for food hospitalities, especially small businesses with limited time and capital. Moreover, in this approach, the actual KPIs are not trackable.
- Word-of-mouth is another existing alternative. Although it is a powerful marketing tactic, it is barely considered a marketing tool, because it's not trackable.





## Competitive Analysis

Features	yelp 	showmelocal 	DOORDASH 	dealicious 
Created Campaigns	●	●	●	●
Extensive Insights	●	●	✘	●
Referral Marketing	✘	✘	●	●
AI Campaign Generate	✘	●	✘	●
Loyalty Programs	✘	✘	●	●

● Yes ✘ No

Other platforms in the market provide somewhat similar features to Dealicious. The most famous existing alternatives are as follows:

### Yelp.ca

Yelp is an online directory for discovering and reviewing local businesses. With Yelp Ads, businesses can set up advertising on the Yelp pages. It also provides businesses with ad performance tracking.

### ShowMeLocal.com

Show Me Local is a directory that groups businesses by industry and region. It provides a suite of digital tools including enhanced listings, customer reviews, and promotion of local deals and events.

### DoorDash.com

DoorDash facilitates food delivery by independent contractors. It also offers a Store Loyalty Program which enables customers to earn towards rewards with every dollar spent with participating brands.

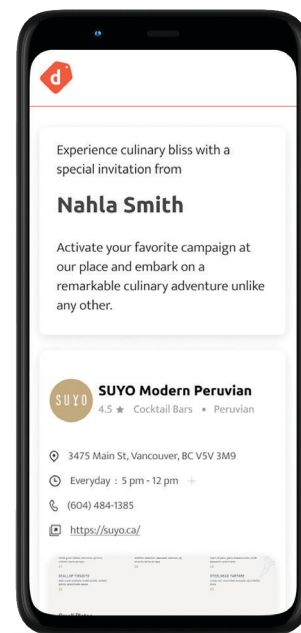
Referral marketing is one of the most powerful marketing strategies out there. Dealicious stands out by capturing this power and supporting it with reliable insights to maximize attracting and retaining customers. While looking at the competitors, no one has a referral program. Also, the loyalty program is a feature that is missing in two of our competitor platforms. Dealicious focuses on the food hospitality businesses which leads to delivering accurately measurable results and tailored marketing solutions.



## Business Model

Dealicious follows the B2B2C model. We precisely designed this platform and its features with a win-win-win situation in mind. In this model, food businesses experience increased revenue from their new and super customers, while the customers enjoy promotional campaigns, perks, and discounts. To make all these happen, Dealicious operates on a “Grow Together” pricing model, where food establishments pay a 20% commission that applies to the revenue which is generated through the platform. This model ensures that businesses do not bear any upfront costs and only pay for the measurable results we deliver. There are no hidden or onboarding fees. However, to register on the platform, businesses are required to pay a \$100 deposit which counts toward the commission that they must pay. This means the whole deposit will be refunded to them after a while of utilizing the platform. This deposit motivates the business managers to use the platform more often and ensures sustainable growth for our team and platform.

We define our customers’ success by the revenue we bring to their business, whether through new customer acquisitions or increased spending from super customers.





## Product Launch


Dealicious will provide an online account creation process along with customer contact support to facilitate easy adoption and user engagement. The early adopters will be small to medium size restaurants in Vancouver. We will utilize an email marketing strategy to directly approach and onboard them onto our platform. Through the early adopters' experiences and testimonials, we will have sufficient success stories from existing business partners to approach food service brands in Vancouver.

Over two years, we will develop additional features such as POS connection and expand our services to ten more cities across Canada. After establishing a strong presence in Canada, we plan to expand to North America and other continents.



# 2. Timeline & Technology

- Design Timeline
- Development Timeline
- Technology Usage



Our team, consisting of ambitious designers and developers has taken an incredible opportunity to design and develop “Dealicious” application. The challenge ahead of us was to create a cutting-edge web app within a tight timeline of 12 weeks. This project serves as our primary deliverable for the Web and Mobile App Design and Development program at Langara College.

Throughout the 12-week timeline, our designers focused on crafting a visually appealing and intuitive user interface. Their expertise in user experience (UX) design and user interface (UI) design was leveraged to ensure the app is user-friendly and engaging. On the development front, our team of four developers worked tirelessly to bring the designers’ visions to life. They used the latest technologies and best practices to ensure a seamless and efficient development process.



# Design Timeline





# Development Timeline

<b>Week 1</b> May 13 <sup>th</sup>	Team Formed / Project Idea
<b>Week 2</b> May 20 <sup>th</sup>	Teck Stack Definition/Test and Research Technologies
<b>Week 3</b> May 27 <sup>th</sup>	Github Reposotories, Database Schema
<b>Week 4</b> June 03 <sup>rd</sup>	Back-End Structure, Database Creation
<b>Week 5</b> june 10 <sup>th</sup>	React & API Setup for Restaurant
<b>Week 6</b> June 17 <sup>th</sup>	React Native App Setup for Customer Platform
<b>Week 7 - 8</b> June 24 <sup>th</sup>	API, Back-End & React-Native App Development
<b>Week 9 - 10</b> July 08 <sup>th</sup>	Front-End Development, AWS Setup
<b>Week 11</b> July 22 <sup>nd</sup>	API & front-End Finalization, Debug
<b>Week 12</b> July 29 <sup>th</sup>	Final Presentation



# Technology Usage

## Project Management Tools



**Jira**  
Agile project management



**Slack**  
Communication

## Design Tools



**Figma**  
UserFlow, Wireframe, UI Kit,  
Mockup, Prototype



**Adobe InDesign**  
Project Proposal



**Adobe Illustrator**  
Logo, Icons, Marketing Assets



**Adobe After Effects**  
Micro Animations



**Adobe Photoshop**  
Photos Editing

We utilized a combination of powerful design tools for seamless collaboration and creative tasks: Figma served as our platform for UI/UX design collaboration, encompassing user flows, wireframes, mockups, and UI prototypes. Meanwhile, Adobe Illustrator and Photoshop played a vital role in crafting stunning illustrations, icons, and marketing materials. Also, we utilized Adobe InDesign to create print-ready project proposal. To create short animations on landing page and loader, we used Adobe After Effects.



## Development Tools



### Node.js

Executes JavaScript code outside a web browser



### Vercel

Fastest deployment platform for web projects.



### Cloudinary

Media management - upload, store, and deliver.



### Mongoose

Elegant MongoDB object modeling for Node.js.



### Chart.js

Data visualization with JavaScript charts and graphs.



### Next.js

React framework for server-side rendering.



### Mongo DB

Powerful NoSQL data storage.



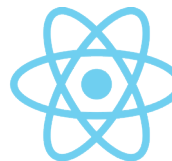
### Github

Version control, collaboration, and issue tracking



### Twilio

Cloud communications for interactive experiences.



### React

JavaScript library for building dynamic UI with reusable components.



### Microsoft Azure

Scalable cloud platform for diverse services.



### Open Ai

Advanced AI models for language and more

We built our web app using a variety of technologies. we utilized Next.js, which is a powerful framework that allows us to build both the front-end and server-side backend of our web app. The front-end components were styled using Material-UI. On the server-side, we used Express with Node.js to handle the backend logic and API endpoints. For data storage, we leveraged MongoDB as our NoSQL database solution. Additionally, we integrated Cloudinary to manage image storage and retrieval efficiently.

As for supporting technologies, we incorporated chart.js for data visualization and Twilio for SMS verification. We also utilized OpenAI for the campaign advertisement generation feature.

For version control, we used GitHub and for communication among the team, we used Slack.



# 3.

## Design Process

- User Persona
- User Flow
- Wireframe
- Style Guide
- Design System
- Mockup



# User Persona

Restautant owner



**Name:** Sophie  
**Age:** 36  
**Education:** Culinary school graduate  
**Status:** Married  
**Occupation:** Head Chef and CEO  
**Location:** Vancouver, Canada  
**Tech Literate:** High

“ I've got big dreams but a small budget. Gotta find smart moves to make my restaurant shine”

**Bio:** She currently lives in Vancouver. As a skilled chef, took the leap into entrepreneurship and established her own small restaurant. Drawing on her culinary expertise, she is determined to grow her business and make it thrive.

**Personality:** Proactive Extrovert

## Core Needs:

- Drive the growth of her restaurant business. To achieve this, she needs efficient data tracking, analysis, and visualization tools that enable her to make informed decisions and optimize her operations.
- Effective Targeting to invest in marketing efforts that are tailored to her ideal customer profile, leading to efficient use of resources.
- Identify and implement unique selling points or strategies that set her restaurant apart from competitors, helping her stand out in a crowded market and attract and retain customers.

## Frustrations:

- Her investments on advertisement and Influencer marketing don't pay off.
- Despite high quality food and service, she can not retain her customers.
- She commissioned a company for designing her website, but keeping it up to date is not affordable to her.
- She finds it challenging to attract customers who rely heavily on online reviews and recommendations.

## Platform



Website



Mobile App

## Payment medium



Cash/Cheque



Digital Payment

## Applications



# Casual User



**Name:** Shima  
**Age:** 25  
**Education:** Marketing Student  
**Status:** Single  
**Occupation:** Student/Part-time employee  
**Location:** Vancouver, Canada  
**Tech Literate:** High

“ Good food, great friends, and unforgettable memories - the perfect recipe for an epic adventure.”

**Bio:** A 25-year-old student from Iran, lives in Vancouver and enjoys going out while balancing her studies and part-time work.

**Personality:** Social Extrovert Outgoing

### Core Needs:

- To expand her social circle and create meaningful connections, She seeks opportunities to meet new people, engage in social activities, and build friendships that align with her interests.
- Affordable food experiences.
- She has limited finances, which makes it challenging for her to afford certain things or allocate enough resources for different areas of her life.

### Interests:

- She loves inviting her friends or family to join her on culinary adventures.
- She enjoys going out to try new food places in Vancouver, seeking diverse culinary experiences.
- She has a keen interest in being active on social media platforms. She enjoys sharing her experiences and food discoveries.

### Platform



Website



Mobile App

### Payment medium



Cash/Cheque



Digital Payment

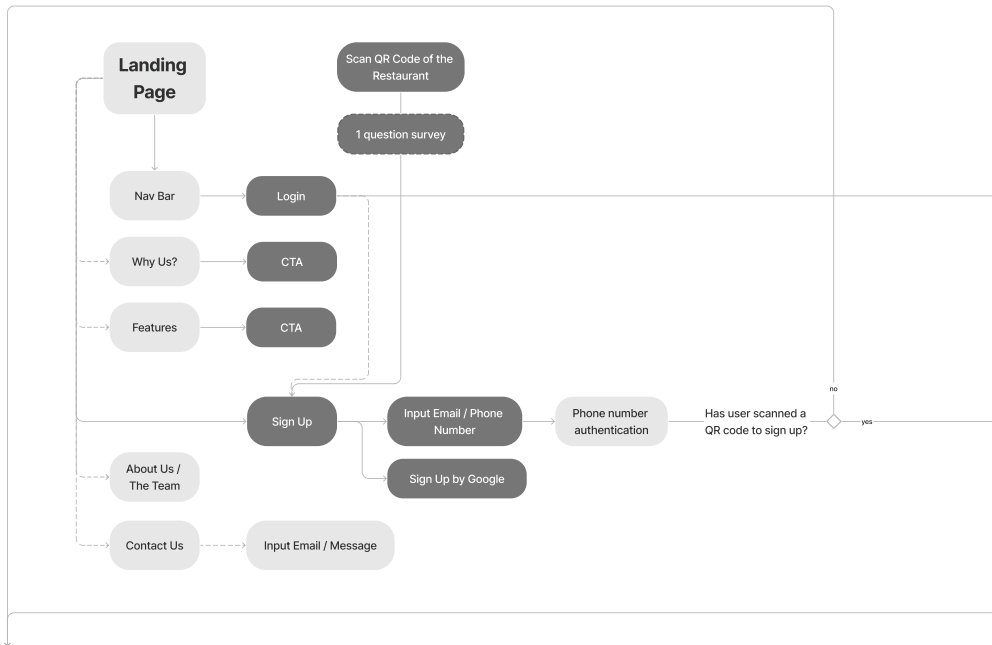
### Applications



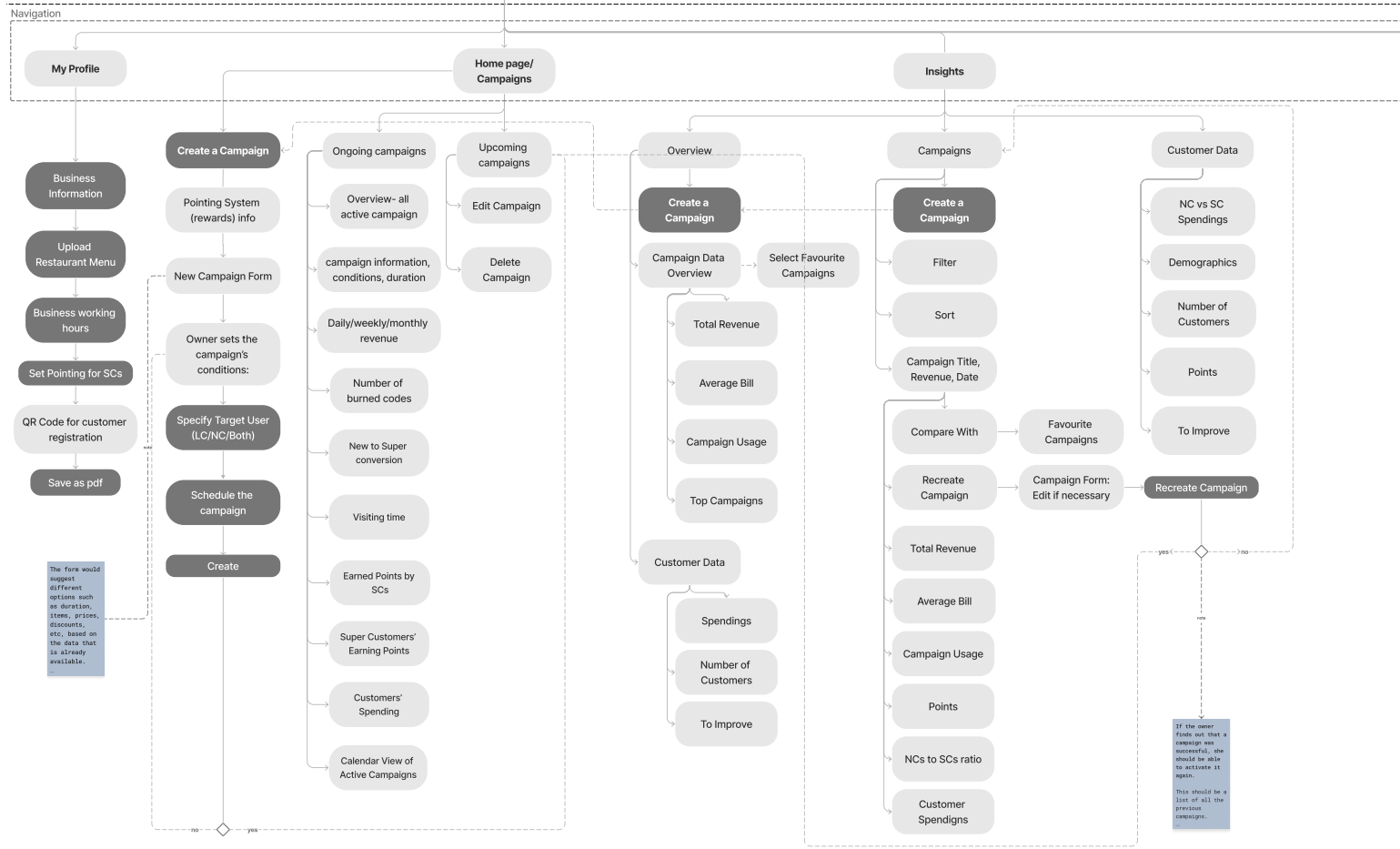


SC: Super Customer  
NC: New Customer  
RC: Returning (New) Customer  
RO: Restaurant Owner

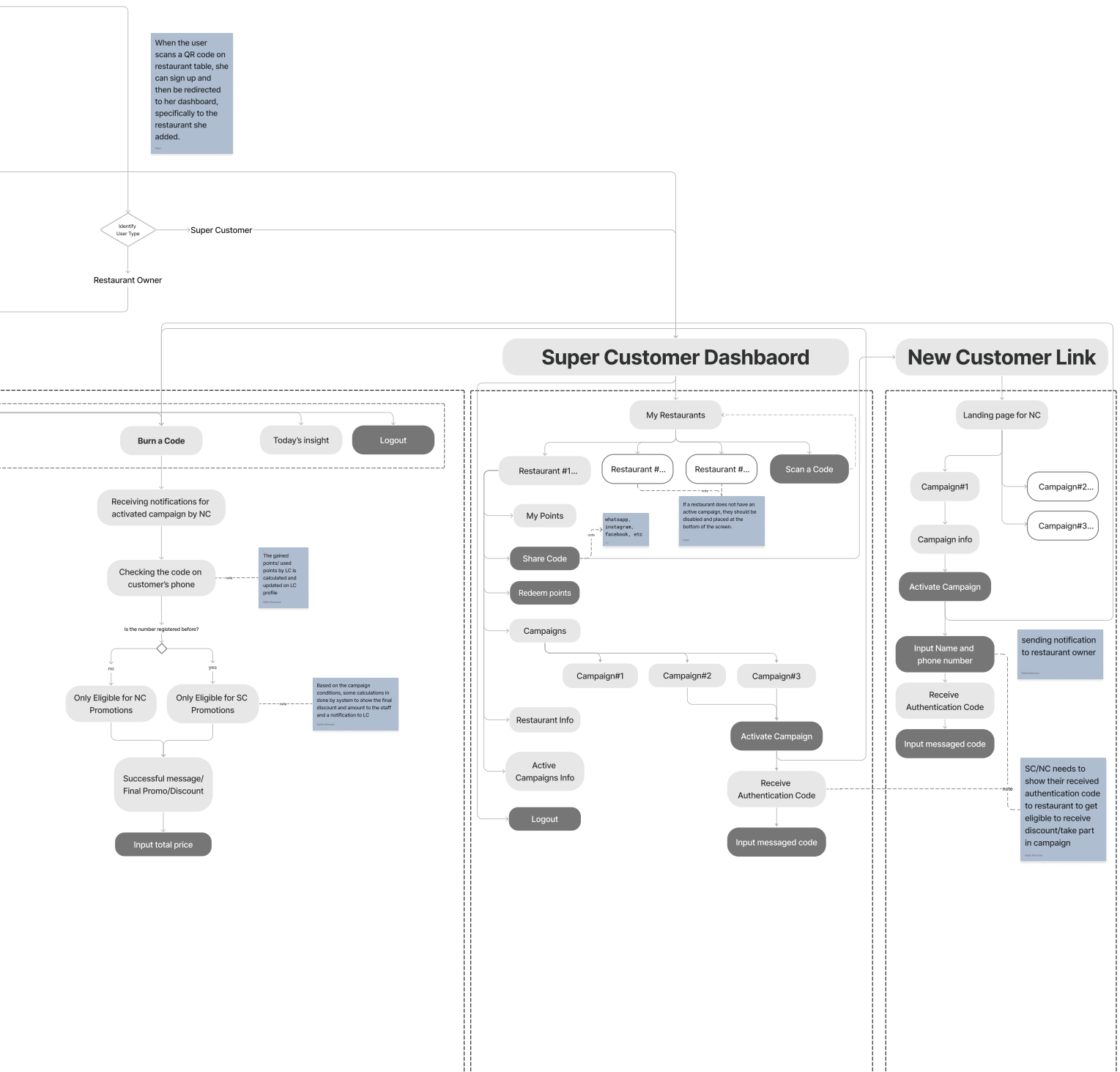
**Actions/User Inputs**  
**Screens**



## Restaurant Owner Dashbaord



# User Flow





# Wireframe

**Campaigns**

Active Upcoming

**Active Campaigns**

Active campaigns overview

Total Revenue: **\$ 8,52k**

Customers: **122**

**A Seafood Lovers**

Name: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 15% off

**B Sweet Delights**

Name: Cheesecake line cake, lemon tart  
Duration: May 10th to June 10th, 2023  
Users: New Customers  
Condition: 15% off

**C Sip & Save**

Name: Fruit infused mocktails  
Duration: May 10th to June 10th, 2023  
Users: New Customers  
Condition: 15% off

**D Taste of Summer**

Name: Mango salsa, pineapple skewers  
Duration: May 10th to June 10th, 2023  
Users: New Customers  
Condition: 15% off

**E Vegetarian Delights**

Name: Spinach and mushroom risotto  
Duration: May 10th to June 10th, 2023  
Users: Loyal Customers  
Condition: 15% off

**F International Flavors**

Name: All dishes on the menu  
Duration: May 10th to June 10th, 2023  
Users: New Customers, Loyal Customers  
Condition: 15% off

**G Healthy Choices**

Name: Roasted seasonal vegetable medley  
Duration: May 10th to June 10th, 2023  
Users: New Customers  
Condition: 15% off

**Campaigns**

Active Upcoming

**Active Campaigns**

Active campaigns overview

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Name: Roasted seasonal vegetable medley  
Duration: May 10th to June 10th, 2023  
Users: New Customers  
Condition: 15% off

**Active & Upcoming campaigns Timing**

**Upcoming Campaigns**

International Flavors | Meat Lovers | Taste of the Sea

**Insights**

Customer Data in depth

SC vs NC Spending: **\$ 2,3k**

SCs Demographics

Number of SCs and NCs

SC Ranking

Points earned vs Points Burnt

**Insights**

Customer Data in depth

SC vs NC Spending: **\$ 2,3k**

SCs Demographics

Number of SCs and NCs

SC Ranking

Points earned vs Points Burnt

**Burn a code**

Authenticating Customer#1

LC's Name

International Flavors

Enter Authentication Number

Burn the Code

Authenticating Customer#2

NC's Phone Number

Seafood Lovers

Enter Authentication Number

Burn the Code

**Burn a Code**

Authenticating Code#1

LC's Name

International Flavors

Authenticating Code#2

NC's Phone Number

Seafood Lovers

Authenticating Code#3

LC's Name

International Flavors

Authenticating Code#4

NC's Phone Number

Seafood Lovers

**Insights**

Select a Campaign

Campaign Name Number One: \$ 1,1k

Campaign Name Number Two: \$ 3,8k

Campaign Name Number Three: \$ 5,2k

Campaign Name Number Four: \$ 0,6k

Campaign Name Number Five: \$ 1,7k

Campaign Name Number Six: \$ 6,3k

Campaign Name Number Seven: \$ 3,8k

Campaign Name Number Eight: \$ 3,8k

Campaign Name Number Nine: \$ 3,8k

**Insights**

Select a Campaign

Campaign Name Number One: \$ 1,1k

Campaign Name Number Two: \$ 3,8k

Campaign Name Number Three: \$ 5,2k

Campaign Name Number Four: \$ 0,6k

Campaign Name Number Five: \$ 1,7k

Campaign Name Number Six: \$ 6,3k

Campaign Name Number Seven: \$ 3,8k

Campaign Name Number Eight: \$ 3,8k

Campaign Name Number Nine: \$ 3,8k





**Insights**

Campaign Data Overview (All)

Total Revenue  
\$ 8,5k  
+ 0.5 % since 05/05/2023

Customer campaign usage by time

Average Bill Size  
\$ 35  
your bill usually go from \$ 21 to 40\$

Customer Data Preview

Customer Spendings  
\$ 8,5k

Number of LCs and NCs

Customers

Log Out

**Insights**

Campaign Data Overview (All)

Total Revenue  
\$ 8,5k

Average Bill Size  
\$ 35

Customer Spendings  
\$ 8,5k

Customer campaign usage by time

Number of LCs, NCs and RCs  
115

Top Six Campaigns Considering Revenue

Opportunities to Improve

FAQ Contact Us

**My Restaurants**

Pacific Bites

Coastal Kitchen

Harvest Table

Flavors of Vancouver

The Maple Leaf Grill

Sea Salt Bistro

Mountainview Cafe

Fusion Junction

FAQ Contact Us

**My Restaurants**

Pacific Bites

Coastal Kitchen

Harvest Table

Flavors of Vancouver

The Maple Leaf Grill

Sea Salt Bistro

Mountainview Cafe

Fusion Junction

FAQ Contact Us

**Pacific Bites**

1328 Richards St, Vancouver, BC V6B 3K6

**My Points**

Refer your friends and earn points

Ongoing campaigns, exclusively for you

Seafood Lovers

Vegetarian Delights

International Flavors

FAQ Contact Us

**Pacific Bites**

Menu

My Points

Refer your friends and earn points

Ongoing campaigns, exclusively for you

Seafood Lovers

Vegetarian Delights

International Flavors

FAQ Contact Us





# Style Guide

Our design approach for this project tends to cover concepts of Deals, Food, and Growth. We created the branding and UI components to convey Hospitality, Transparency and Flexibility.

## 1. Logo Anatomy

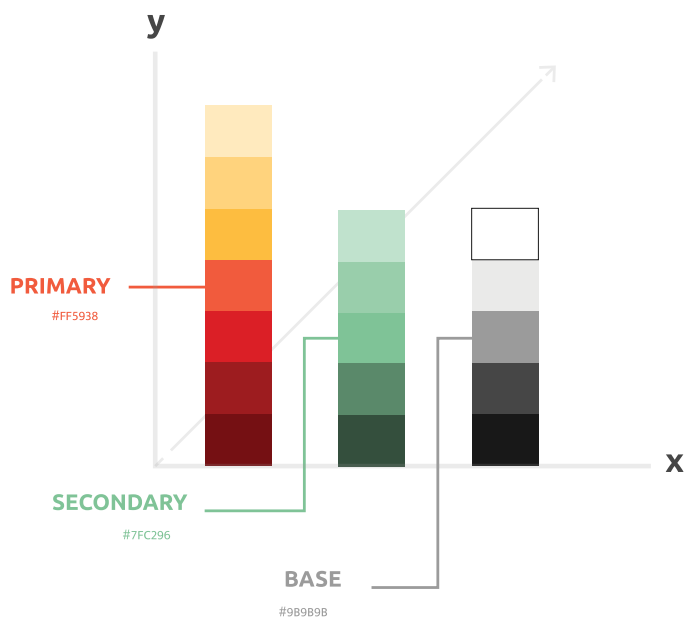


## 2. Color

The primary color represents the restaurant industry, with orange conveying energy and creativity, aligning with dining experiences' lively nature. It evokes warmth and appetizing appeal, perfect for a food-related app.

The secondary color symbolizes profit and the word "Deal," using green to signify growth and prosperity. It also connects to organic and healthy elements, relatable to the food industry.

As a data visualization platform, we use variations of the primary and secondary colors to effectively represent and differentiate data points.





### 3. Typography

For typography, we chose Ubuntu Bold from Google Fonts for headings. Ubuntu's rounded and modern appearance adds an elegant touch, contributing to a contemporary and friendly aesthetic. For body text, we opted for Mukta Light, also from Google Fonts, ensuring clarity and legibility.



#### UBUNTU

Desktop

Size

H1 64px

H2 32px

H3 28px

Mobile

Size

H1 40px

H2 28px

H3 24px

#### MUKTA

Desktop : Body Text: Light 20px

Indulge in our delectable range of vegetarian dishes, crafted with fresh ingredients and bursting with flavors.

Mobile : Body Text : Light 16px

Indulge in our delectable range of vegetarian dishes, crafted with fresh ingredients and bursting with flavors.



# Design System

We created a design system to enhance our design and development process. By utilizing UI components and elements, we can quickly replicate and scale design work. This not only saves time but also ensures consistency across the entire web app, enhancing the design conformance in the final developed web app.

## 1. Icons

Icons represent the web app’s main features, as well as other functions. They are used in two sizes across the website: 24px and 40px. They are shown in black in all cases, except for two conditions:

First, on navigation menus, where the active navigation menu has a background circle in the primary color. Second, the pin icon on the pinned cards which changes to the primary color.

Also, on two main buttons including “Create a Campaign” and “Recreate the Campaign” icons display continuous micro animations.

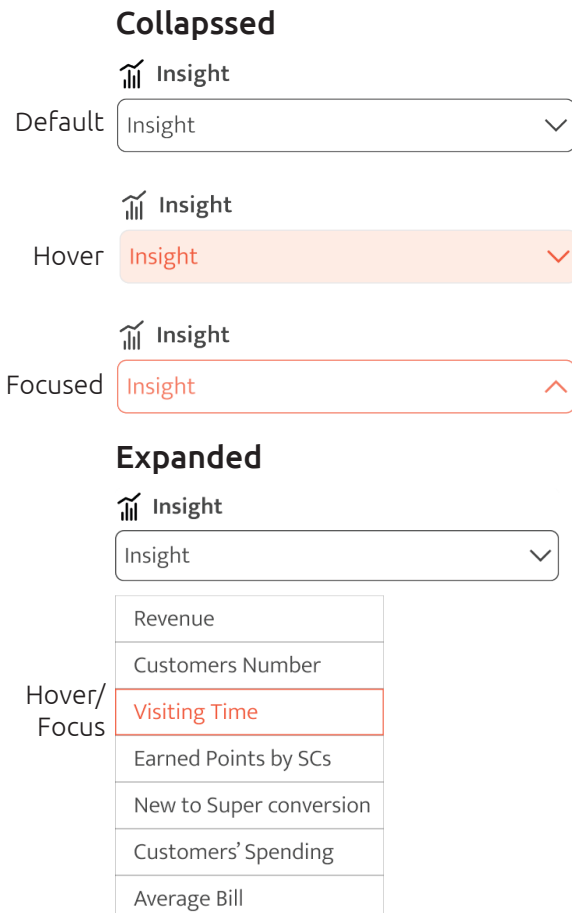
### Default



### Micro Animation



## 2. Dropdown



### Code Sample

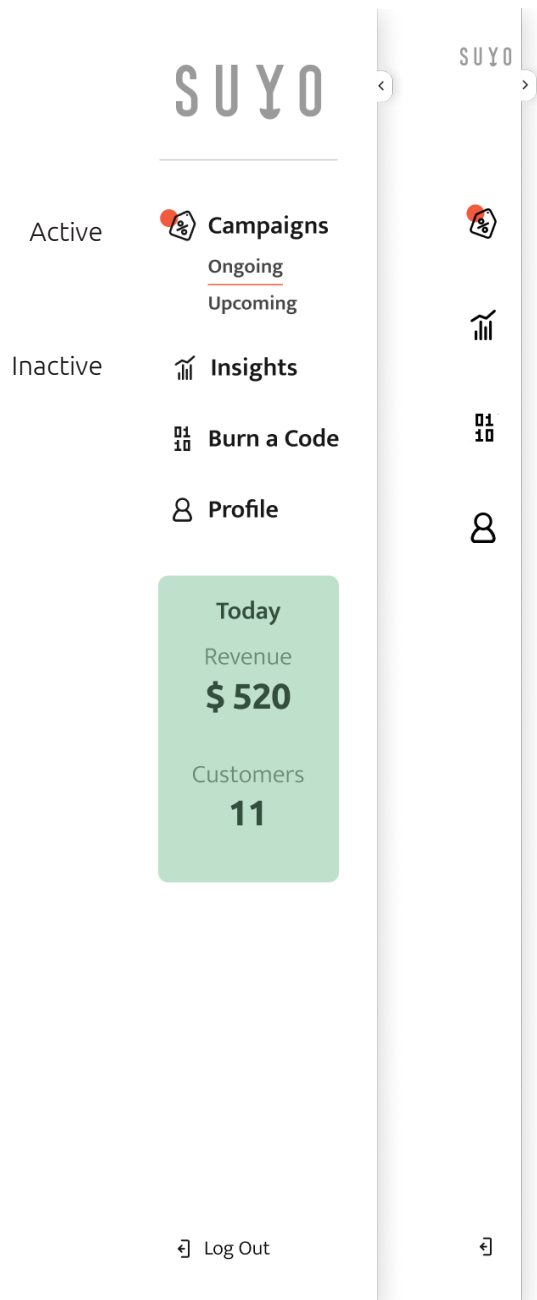
```
const InputDropdown = ({ label, value, onChange, name, id, placeholder, options, ...props }) => {
  return (
    <Box
      sx={{
        display: 'flex',
        width: '260px',
        width: '100%',
        flexDirection: 'column',
        alignItems: 'flex-start',
        flexShrink: 0,
        marginBottom: '8px',
        marginTop: '8px',
      }}
    >
    <Box
      sx={{
        display: 'flex',
        flexDirection: 'column',
        alignSelf: 'stretch',
      }}
    />
  )
}
```

### Description

Other than the forms, drop-down lists are used for listing and selecting the pinned card, selecting chart type, sorting, and filtering criteria.

# 3-Navigation

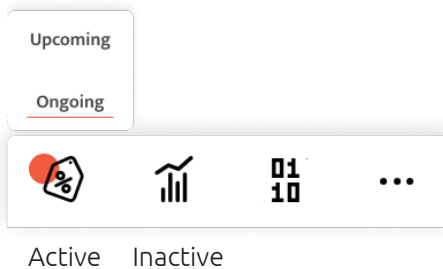
## Desktop(Expanded/Collapsd)



### Description

On the large screen, navigation is a sidebar, placed on the left and occupies 100% of view-port height. On the form pages, the sidebar is shown collapsed. On the mobile screen, navigation is fixed at the bottom. When a nav item is selected, the background circle drops behind the active icon.

## Mobile



### Code Sample

```
useEffect(() => {
  setSideBarItemActive(pathname.substring(1));
}, [pathname]);

return (
  <>
    <List
      sx={{
        padding: "0",
      }}
    >
      {navItems.map(({ text, icon, link }) => {
        const activeLink = `${link}`.substring("1");
        const activeLinkSplit = activeLink.split("/");
        const currentURL = pathname.split("/");
        return (
          <ListItem key={text} style={{ display: "block" }}>
            <ListItemButton
              onClick={() => {
                router.push(`${link}`);
                setSideBarItemActive(activeLink);
              }}
              sx={{
                padding: "0 2rem",
              }}
            >
              {currentURL[2] === activeLinkSplit[1] && (
                <SideBarItemSelect
                  style={{
                    position: "absolute",
                    left: "12%",
                  }}
                ></SideBarItemSelect>
              )}
            <SideBarItemIcon
              sx={{
                marginRight: ".5rem",
                color: theme.palette.background.alt,
                minWidth: "auto",
                fontSize: "1.5rem",
              }}
            >

```



# 4. Buttons

	Default	Hover	Disabled
<b>Primary</b>			
<b>Secondary</b>			
<b>Tertiary</b>	<p>Large </p> <p>Medium </p> <p>Small </p> <p>Mobile </p>	<p>Large </p> <p>Medium </p> <p>Small </p> <p>Mobile </p>	

## Create and Recreate Campaign

Default	Hover

### Description

Primary buttons are used for the primary actions such as “Save”, “Create”, and “Submit”. Secondary buttons are used for primary actions which are repeated on a page such as “Activate” and “Burn the Code”. Tertiary buttons are the alternative to the primary action, “Cancel” for instance.

The “Create a Campaign” and “Recreate the Campaign” buttons have a specific design and top-right placement across the site.

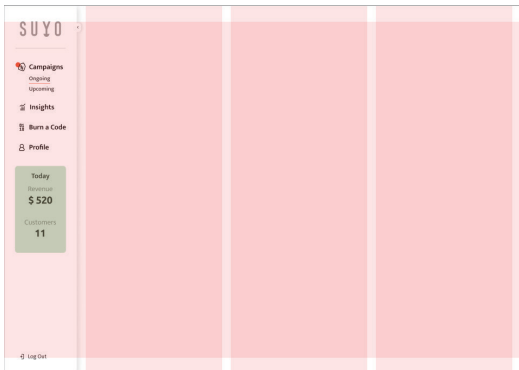
## Code Sample

```
import React from "react";
import { Button, useTheme } from "@mui/material";

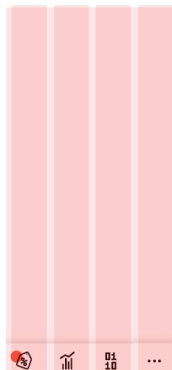
const SingleButtonNoIcon = ({ text, onClick, width,
variant = "contained" }) => {
  const theme = useTheme();
  return (
    <Button
      variant={variant}
      size="medium"
      onClick={onClick}
      sx={{
        width: width,
        alignSelf: "center",
        borderRadius: "12px",
        borderColor: theme.palette.primary[80],
        ":hover": {
          borderColor: theme.palette.primary[60],
          color: theme.palette.primary[60],
        }
      }}
    >
      {text}
    </Button>
  );
};
```

## 5. Grids and Spacing

### Desktop



### Mobile



### Code Sample

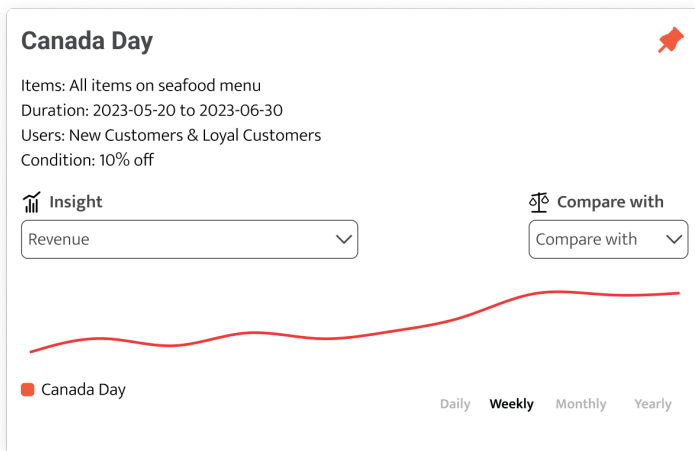
```
import { Box, useTheme } from "@mui/material";

function MainGrid({ children }) {
  const theme = useTheme();
  return (
    <Box
      sx={{
        display: "grid",
        gridTemplateColumns: "repeat(3, 1fr)",
        gap: "1.5rem",
        gridAutoFlow: "row dense",
        margin: "1.5rem 0",
        [theme.breakpoints.down('lg')]: {
          gridTemplateColumns: "repeat(2, 1fr)",
        },
        [theme.breakpoints.down('md')]: {
          gridTemplateColumns: "repeat(1, 1fr)",
        }
      }}
    >
      {children}
    </Box>
  );
}
```

### Description

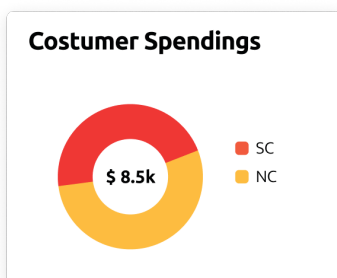
With three breakpoints- 600px, 900px, and 1200px- the layout changes responsive to the screen size. Also, when the sidebar is collapsed, the grid responds to this size change. Arrangements of cards and other components follow this guideline.

## 6. Chart Cards



### Code Sample

```
<Typography variant="h4" lineHeight="35px">Total =
{Object.values(data).shift(1)}
</Typography>
<Doughnut
  data={doughnutFakeData}
  style={{
    width: "100%",
    height: "100%",
    gridColumn: "1/-1",
    gridRow: "1/-1",
  }}
  options={option}
/>
```



### Description

Chart cards are designed in three sizes including 1-column, 2-column, and 1.5-column for regular insight cards, pinned insight cards, and side-by-side comparison insight cards, respectively.

Based on data type, charts vary from line charts, pie charts, bar charts, radial bar chart and figures.



## 8. Simple Cards

### Surbhi Smith

#### Taste of Summer

Details: Eligible for 15% off

Please check the code that customer has received and if it matches with this code, click the button

 **Burn the Code**

### Sweet Delights

Items: All items on seafood menu

Duration: 2023-05-20 to 2023-06-30

Users: New Customers & Loyal Customers

Condition: 10% off

[Show More](#)

### Code Sample

```
import { Box } from "@mui/material";
import { useTheme } from "@mui/material";

function ChartCard({ content, children, gridColumn }) {
  const theme = useTheme();
  const shadowColor = `${theme.palette.neutral[20]}1f`;

  return (
    <Box
      sx={{
        gridColumn:{gridColumn},
        boxShadow: `0px 4px 20px 0px ${shadowColor}`,
        borderRadius: "8px",
        display: "flex",
        padding: "1rem 1.5rem",
        flexDirection: "column",
        justifyContent: "start",
        alignItems: "center",
        flexShrink: 0,
        [theme.breakpoints.down('md')]: {
          gridColumn: "1/-1",
        }
      }}
    >
      {children}
    </Box>
  );
}
```

## 8. Input

Type your text here

Default

Type your text here

Type your text here

Hover

Type your text here

Type your text here

Focused

Type your text here

### Description

Inputs are used on forms and "Edit Profile", "Create a Campaign" and modals. They accepts different values such as text, number, and date.

### Code Sample


```
InputProps={{
  sx: {
    height: "44px",
    alignItems: "center",
    borderRadius: "8px",
    border: disabled ? "1px solid grey" : "1px solid #454545",
    background: "#FEFEFE",
    "& .MuiOutlinedInput-notchedOutline": {
      border: "none",
    },
  },
  inputProps: {
    style: {
      color: "#454545",
      fontSize: "20px",
      fontFamily: "Mukta",
      fontStyle: "normal",
      fontWeight: 300,
    }
  }
}}
```



# 9. Modal

## Desktop

### International Flavors



**Offer:** Refreshing mango salsa, Pineapple skewers, Juicy watermelon salad

**Date:** July 1st to July 31st, 2023  
**Time:** 11AM to 8:00PM  
Only for first 55 guests

From July 1st to July 31st, immerse yourself in our international menu and enjoy a FREE beverage with every order. Indulge in the exotic spices of Thai cuisine, savor the rich aromas of Italian pasta, and delight in the diverse flavours from around the globe. Visit us today and let your taste buds embark on an unforgettable journey, accompanied by a complimentary drink. Don't miss this limited-time offer!"

[Activate](#)

✕

### Description

Modals serve as pop-up overlays that offer additional information about a card, request user confirmation for an action, proceed to authentication process, or display success messages for specific actions. Modals are designed to temporarily interrupt the user's workflow and focus their attention on important tasks or information.

## Mobile

### Thanks for visiting us!

To verify your activation, please input the code your received in your message and receive the offer.

[Submit](#)

Haven't received the code yet? [Resend Code](#)

✕

### Code Sample

```
<Modal open={showNotification} on-
Close={closeNotification}>
  <Box
    sx={{
      display: "flex",
      flexDirection: "column",
      justifyContent: "center",
      alignItems: "center",
      minHeight: "100vh",
      p: 4,
      width: "100%",
    }}
  />
</Modal>
```

# 10. Footer

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 [FAQ](#)  
 [PRIVACY POLICY](#)  
 [TERMS OF USE](#)

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### Code Sample

```
const Footer = () => {
  const theme = useTheme();
  return (
    // create simple footer with tailwind no links
    <Box
      sx={{
        background: theme.palette.secondary[100],
        fontSize: "1rem",
        padding: "1rem 2%",
      }}
    />
  )
}
```



# Mockup

Experience culinary bliss with a special invitation from  
**Nahla Smith**

Activate your favorite campaign at our place and embark on a remarkable culinary adventure unlike any other.

---

**SUYO Modern Peruvian**  
4.5 ★ Cocktail Bars • Peruvian

3475 Main St, Vancouver, BC V5V 3M9  
Everyday : 5 pm - 12 pm  
(604) 454-1385  
https://suyo.ca/

**Menu** 5 pages

---

**Ongoing campaigns, exclusively for you**

**Taste of Summer**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**Sweet Delights**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**Sea Food Lover**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**International Flavors**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

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Experience culinary bliss with a special invitation from  
**Nahla Smith**

Activate your favorite campaign at our place and embark on a remarkable culinary adventure unlike any other.

---

**SUYO Modern Peruvian**  
4.5 ★ Peruvian • Cafe • Bistro

3475 Main St, Vancouver, BC V5V 3M9  
Everyday : 5 pm - 10 pm  
(604) 322-1588  
https://suyo.ca/

**Menu** 5 pages

---

**Ongoing campaigns**

**Taste of Summer**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**Sweet Delights**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**International Flavors**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**Sea Food Lover**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**Canada Day Special**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

**International Flavors**  
Indulge in our seasonal menu, featuring delightful dishes like the Caprese Salad with Heirloom Tomatoes and Basil and the Roasted Corn and Zucchini Tacos.  
More Information  
**Activate**

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**My Restaurants**

**SUYO Modern Peruvia**  
4.5 ★ 4 active Campaigns  
Points earned 200

**Dosa Corner**  
4.1 ★ 2 active Campaigns  
Points earned 100

**Shoestring Cafe**  
3.9 ★ 1 active Campaigns  
Points earned 20

**Dilli Heights Bistro**  
4.5 ★ 4 active Campaigns  
Points earned 200

**Breka Bakery & Cafe**  
4.5 ★ 1 active Campaigns  
Points earned 100

**SUSHI BAR SHU**  
4.6 ★ 1 active Campaigns  
Points earned 10

**Yu Xiang Yuan**  
3.9 ★ 0 active Campaigns  
Points earned 200

**Pho 37**  
4.3 ★ 0 active Campaigns  
Points earned 200

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Scan the Code My Restaurants Nahla Smith

**My Restaurants**

**SUYO Modern Peruvia** 4.5 ★ 4 active Campaigns Points earned 200

**Dosa Corner** 4.1 ★ 2 active Campaigns Points earned 100

**Shoestring Cafe** 3.9 ★ 1 active Campaigns Points earned 20

**Dilli Heights Bistro** 4.5 ★ 4 active Campaigns Points earned 200

**Breka Bakery & Cafe** 4.5 ★ 1 active Campaigns Points earned 100

**SUSHI BAR SHU** 4.6 ★ 1 active Campaigns Points earned 10

**Yu Xiang Yuan** 3.9 ★ 0 active Campaigns Points earned 200

**Pho 37** 4.3 ★ 0 active Campaigns Points earned 200

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### Insights

Taste Of Summer

**Total Revenue**  
\$ 1,1k

**Customer Campaign Usage By Time**

**NCs that became SCs**  
68

**Number of:**  
166

**Points**  
1300

**Customer Spendings**  
\$1,1K

**Average Bill**  
\$ 8,5k

### SUYO Insights

**Campaign Data Overview (All)**

**Total Revenue**  
\$ 8,5k

**Average Bill**  
\$ 30

**Customer Data**

**Customer Spendings**  
\$ 8.5k

**Customer Campaign Usage By Time**

**Number of:**  
166

**Top Six Campaigns**  
Total Revenue \$ 8,5k  
Customers 122

**To Improve:**

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### SUYO Burn a Code

**Surbhi Smith**  
Taste of Summer

Details: Eligible for 10% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Nahla Smith**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Redeem Points](#)

**Maria Rodriguez**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Olivia Turner**  
Redeeming Points

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Shima Ahmadi**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Mei Chen**  
Vegetarian Delights

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Li Wei**  
I'm baby hoodie fanny pack

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Youssef El-Mansour**  
Seafood Lovers

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

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### SUYO Burn a Code

**Surbhi Smith**  
Taste of Summer

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Olivia Turner**  
Seafood Lovers

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Maria Rodriguez**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Redeem Points](#)

**Sakura Tanaka**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Redeem Points](#)

**Shima Ahmadi**  
Redeeming Points

Please check the code that customer has received and if it matches with this code, click the button

[Redeem Points](#)

**Mei Chen**  
Vegetarian Delights

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Li Wei**  
Vegetarian Delights

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

**Youssef El-Mansour**  
Seafood Lovers

Details: Eligible for 15% off  
Please check the code that customer has received and if it matches with this code, click the button

[Burn the Code](#)

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SUYO

## Campaigns

Ongoing Upcoming

### Ongoing Campaigns

Overview

Total Revenue **\$3,5k** Customers **12**

- Value #1
- Value #2
- Value #3
- Value #4
- Value #5
- Value #6

Revenue

---

#### Seafood Lovers

I'm baby hoodie fanny pack street art butcher chartreuse, jawn gentrify vegan occupy pabst PBR&B tofu. Flannel twee chicharrones taiyaki cardigan, tattooed chartreuse blue bottle iceland sus, thundercats bitters art party butcher.

Insight: Insight

Compare: Canada Day

- Seafood Lovers
- Canada Day

Daily Weekly Monthly Yearly

---

#### Healthy Choices

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show Insights

---

#### Sweet Delights

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show Insights

---

#### Canada Day

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show Insights

---

#### Vegetarian Delights

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show Insights

---

#### International Flavors

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show Insights

---

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SUYO

# Campaigns

Create a Campaign

## Ongoing Campaigns

Overview

Total Revenue **\$3,5k** Customers **12**

- Healthy
- Sweet
- Seafood
- Canada Day
- Vegetarian
- International

Revenue

Canada Day

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Insight: Revenue

Compare with: Compare with

Canada Day

Daily Weekly Monthly Yearly

#### Healthy Choices

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show More

#### Sweet Delights

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show More

#### Seafood Lovers

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show More

#### Vegetarian Delights

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show More

#### International Flavors

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Show More

### Ongoing & Upcoming Campaigns Timing

Camp G  
Camp F  
Camp E  
Camp D  
Camp C  
Camp B  
Camp A

May 10 May 15 May 20 May 25 May 30 Today Jun 10 Jun 15 Jun 20

### Upcoming Campaigns

#### International Flavors

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

#### Meat Lovers

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

#### Taste of the Sea

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

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**SUYO Campaigns** Create a Campaign

**Ongoing Campaigns**

**Overview**

Total Revenue: **\$3,5k** Customers: **12**

Legend: Healthy, Sweet, Seafood, Canada Day, Vegetarian, International

**Canada Day**

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

Insight: Revenue Compare with

Canada Day Daily Weekly Monthly Yearly

**Healthy Choices** **Sweet Delights** **Seafood Lovers**

Items: All items on seafood menu  
Duration: 2023-05-20 to 2023-06-30  
Users: New Customers & Loyal Customers  
Condition: 10% off

**Points Earned**

Keep earning points to get a rewards or redeem points and get discounts!

**200**  
\*20 points = 52

Redeem Points

**Refer your friends and earn points!**

Introducing our special campaign referral program, where you can share exclusive campaigns with your friends through any social network. Get 500 points when someone successful uses the any campaign using your referral link.

Share with Friends

[www.dealicious.site](http://www.dealicious.site)



# 3.

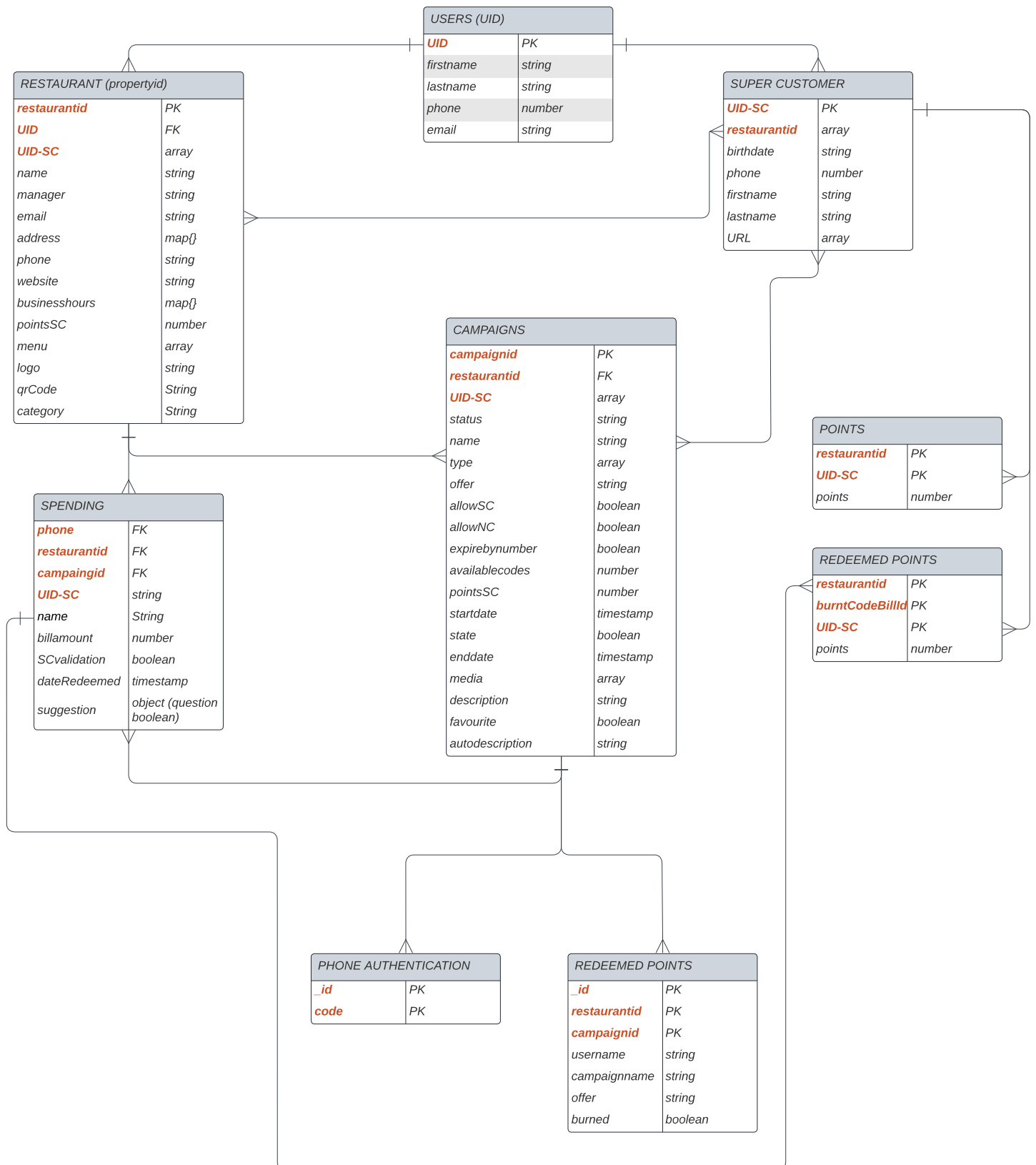
# Development Process

- Data Model
- System Design
- Component Tree



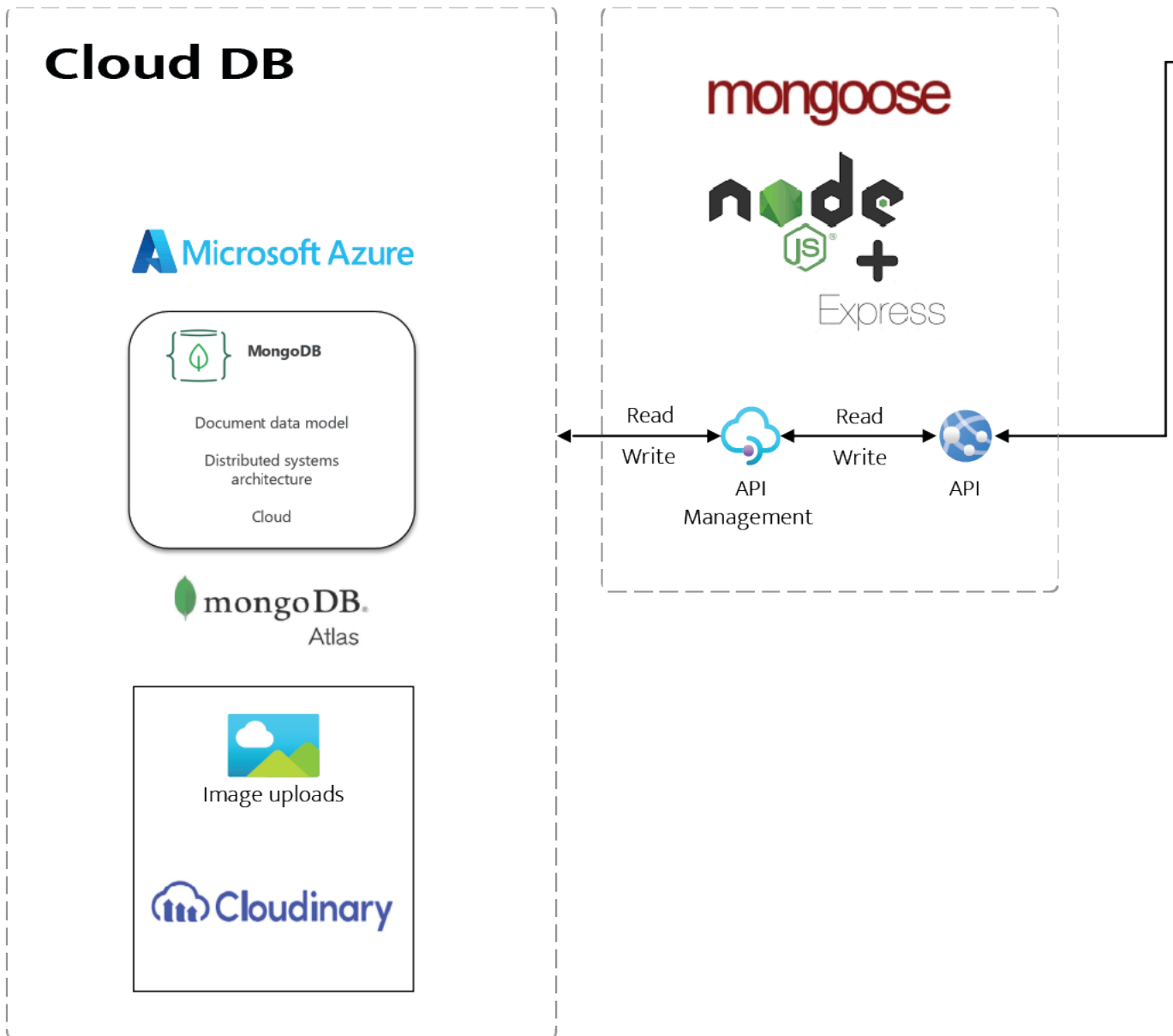


# Data Model

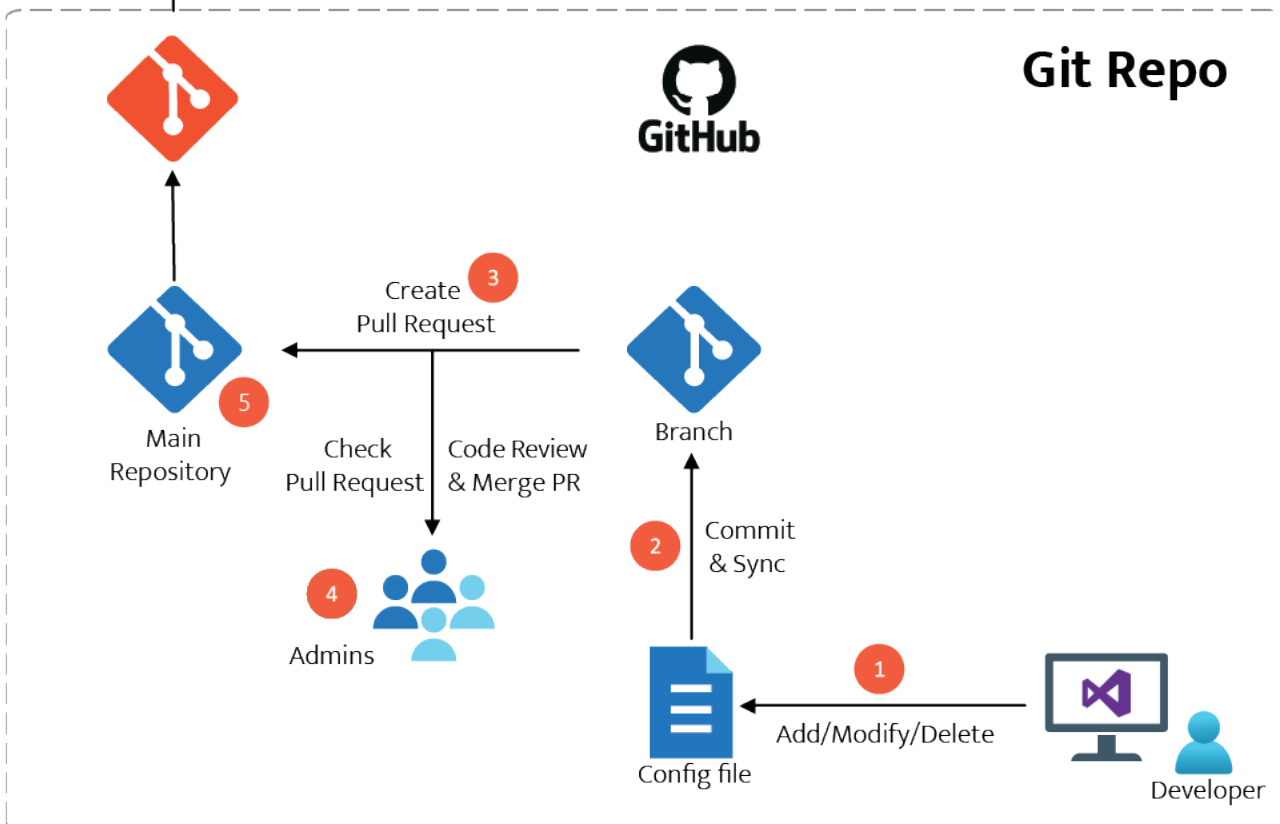
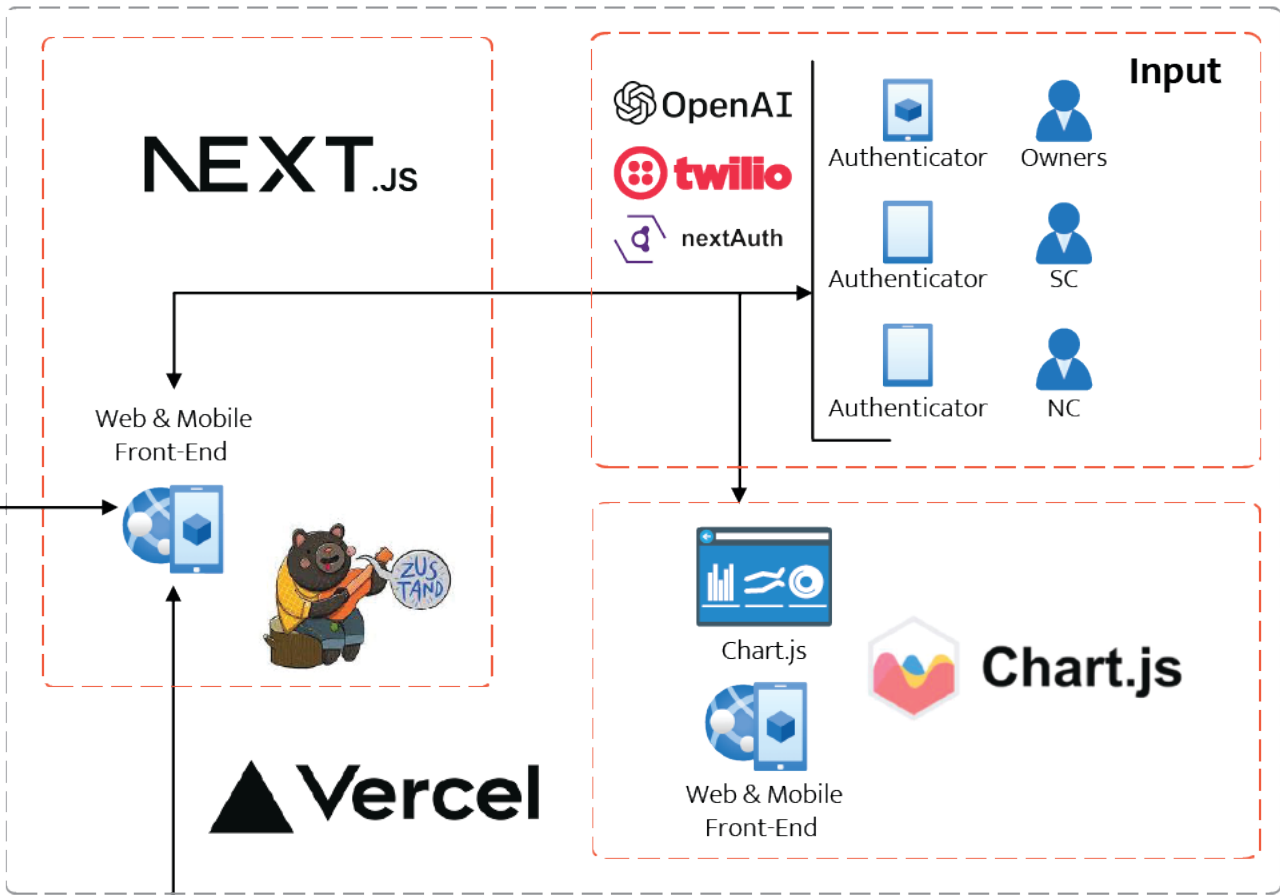




# System Design

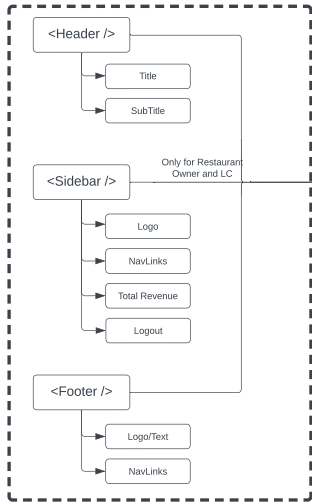




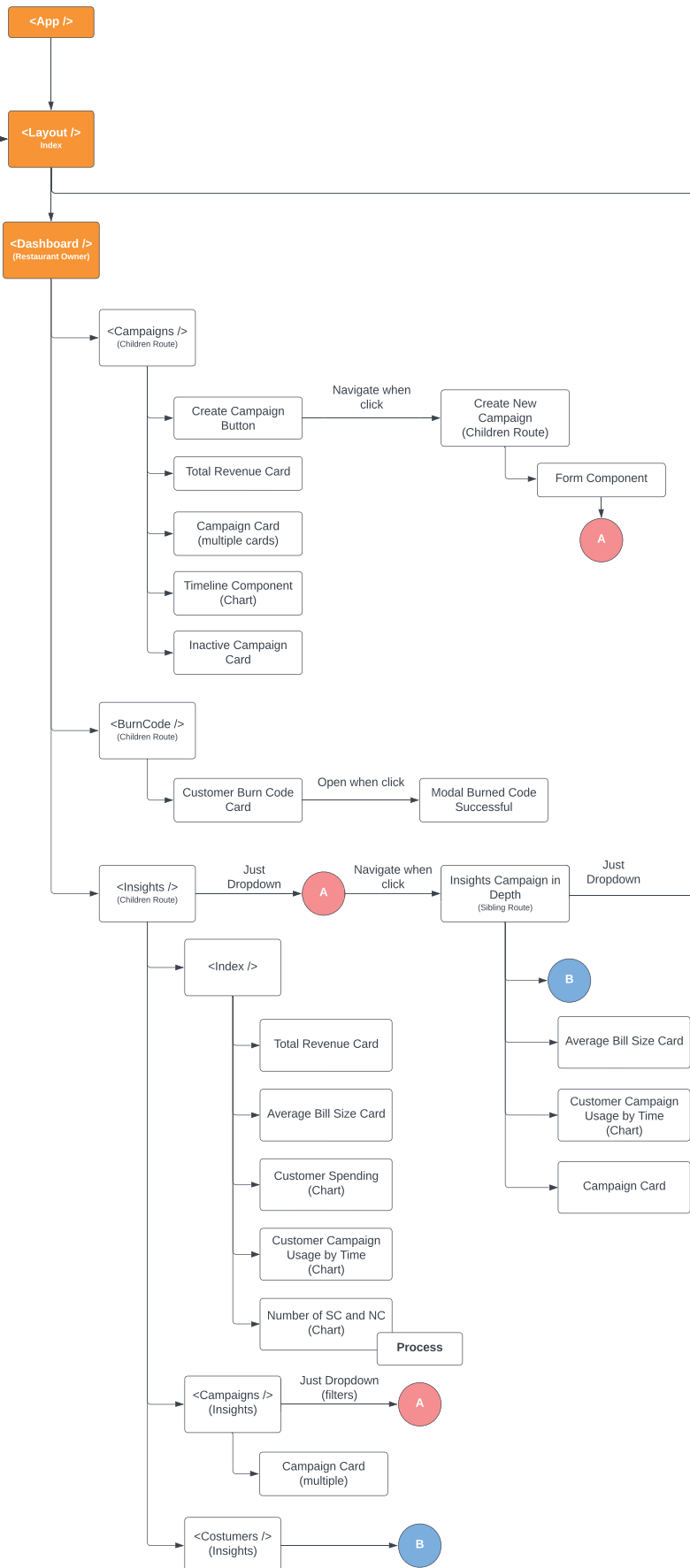
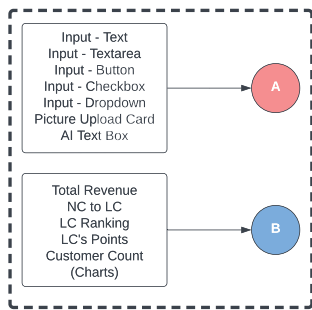




## Shared Components

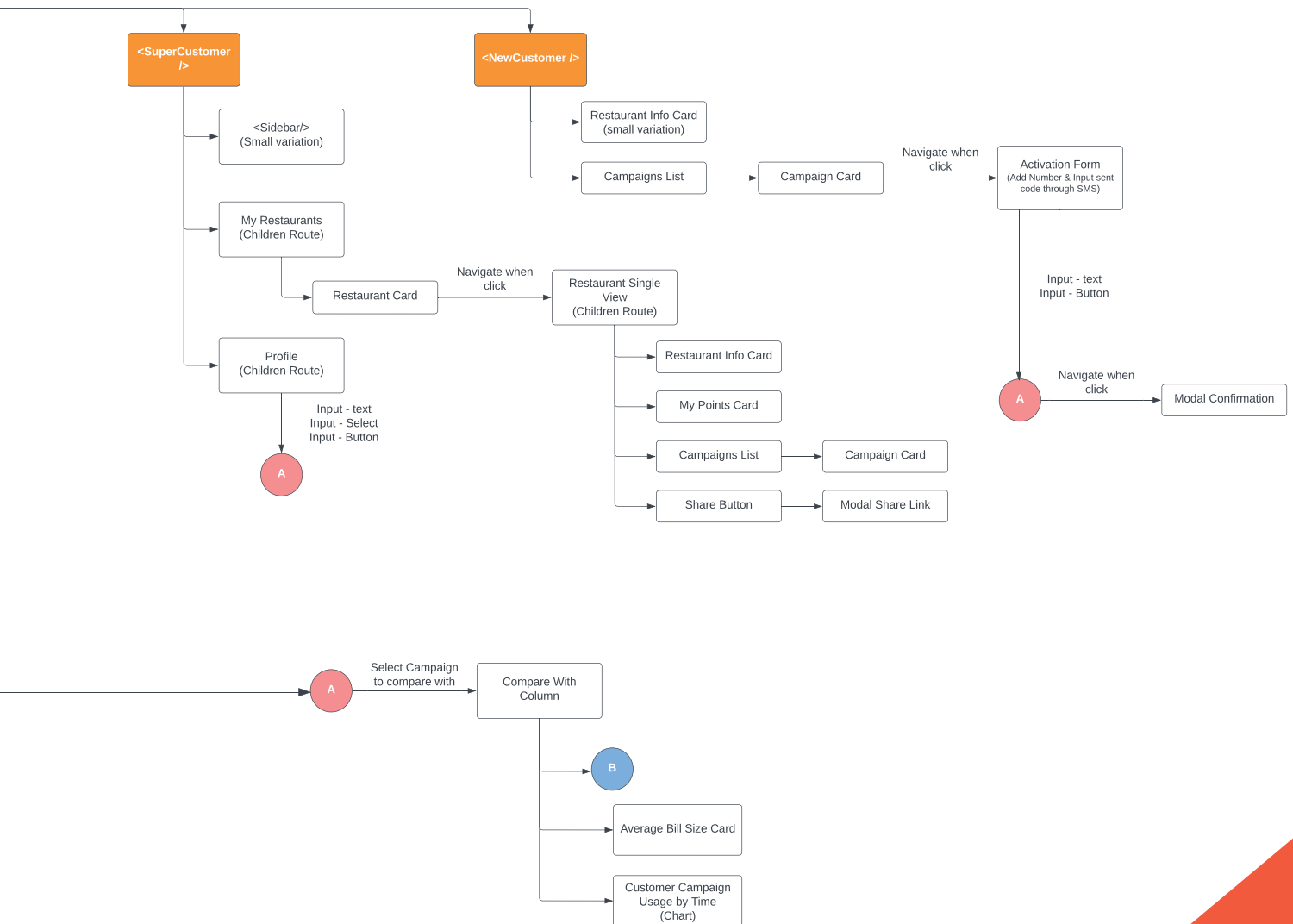


## Reusable Components





# Component Tree





# 4. Meet the Team

Apollo7 is a team of 7 members from diverse backgrounds with different working experiences in graphic design, marketing, engineering, project management, business and computer science. As a team, we are not only passionate about solving daily problems with the help of technology, but also creating a positive impact on the community through our products.



## Nahla Niavarani

Design Lead - UI/UX Designer

 [linkedin.com/in/nahlania/](https://www.linkedin.com/in/nahlania/)

 [behance.net/nahlania](https://www.behance.net/nahlania)

 [nahlania.com](https://www.nahlania.com)

With an engineering background and ten years of experience in digital media, I specialize in developing human-centered solutions that seamlessly blend technical mindset with artistic flair.



## Surbhi Kataria

UI/UX Designer

 [linkedin.com/in/surbhikataria](https://www.linkedin.com/in/surbhikataria)

 [behance.net/surbhikataria07](https://www.behance.net/surbhikataria07)

I am an experienced Visual Communication Designer with a skillset apt for analytical, strategic and experiential design, across multiple industries. Working as a Graphic Designer for last 6 years and transitioning to ui/ux designer



## Pablo Montoya Varela

UI/UX Designer

 [linkedin.com/in/palimv](https://www.linkedin.com/in/palimv)

 [behance.net/pablomontoya9](https://www.behance.net/pablomontoya9)

After transitioning from Product Design, I am now fully dedicated to UI and UX, progressing as a UI designer, Front-end enthusiast, and passionate UX explorer.



### Mario Cesena

Lead Developer

 [linkedin.com/in/mario-cesena](https://www.linkedin.com/in/mario-cesena)

 [github.com/mariocc22](https://github.com/mariocc22)

Bachelor's degree in Mechatronics Engineering. Worked as a Manufacturing and Equipment Engineer for almost 4 years in Mexico. My main expertise relies on automation and PLC programming for production equipment.



### Thawatchai-Tony-Saengthamchai

PM - Full Stack Developer

 [linkedin.com/in/tony-sa/](https://www.linkedin.com/in/tony-sa/)

 [github.com/tony-Thawatchai](https://github.com/tony-Thawatchai)

Full-stack developer, ex-advertising CEO specializing in social issue campaigns with over 15 years of experience. Build product people love with a strong understanding of user experience. React | Next JS | Material UI | Express JS | Node JS | Mongo DB



### Ziyun Yue

Full Stack Developer

 [linkedin.com/in/ziyunyue](https://www.linkedin.com/in/ziyunyue)

 [github.com/Lemon03](https://github.com/Lemon03)

Two years of experiences in E-commerce, with a keen interest in front-end development and clean energy industry.



### Edgar Velandia

Full Stack Developer

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