

The Construction of "Internet Plus and Convenient Campus"*

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Abstract—In this article, the author launches the "Internet plus and convenient campus" project. This project can effectively avoid crowding and ensure the safety of the food we use. It not only solves the college students' demand for having the food in convenient and fast way, but also allows the universities to have an additional way to control the food security, further ensuring the safety of the food used.

Keywords—Internet plus; convenience; campus construction

I. INTRODUCTION

In recent years, with the rapid development of Internet technology, the Internet has become an indispensable part of modern people's daily life. Due to its unique convenience and intuitiveness, online ordering can be easily recognized and accepted by modern people. This convenient form of ordering is born on the Internet, and it is also the new embodiment of e-commerce applications. From another perspective, online ordering has also played a role in promoting the popularization and application process of e-commerce. The form of online ordering is convenient for consumers in terms of the service, and it also accelerates the pace of e-commerce applications [1][2][3]. Therefore, as a new application form on the Internet, online ordering has far-reaching significance. However, with the food safety gradually getting everyone's attention, the emerging take-out has been questioned. This problem does affect the life of college students. When they can't order food at will, they have to squeeze into the cafeteria. This also caused the canteen to be crowded at the meal.

II. THE INNOVATION

Using the Internet+ platform to purchase in advance, it can make effective use of resources, save space and time, and provide conditions for higher-quality life.

Innovative menus, online live cooking food and other new content can attract more students to eat in the cafeteria, enhance the vitality of the canteen, and allow students and the universities to supervise the sanitation and living habits in the canteen. Then, the universities and the college students can make recommendations and urge them to make corrections timely.

III. THE PROJECT RESEARCH CONTENT AND KEY ISSUES NEED TO BE SOLVED

With the development of the mobile network, the convenient and fast delivery form of take-out food delivery has developed rapidly in the market. At present, China has a large number of take-out delivery agencies like Eleme, Meituan, and ZJS Express. In addition to occupying a large proportion of the social market, they also have a very large share in the food and beverage market in various universities across the country, and even have great impact on the economy of university restaurants. Especially in the cold winter, the phenomenon of take-out in northern universities has reached a climax. However, the take-out not only has an impact on the universities, but also poses a potential safety hazard for college students. According to the service status of the existing campus restaurants and the form of social catering services, we have designed an exclusive online platform for the campus restaurants of the national colleges and universities. This platform has a sound management system. It has an advanced service concept, advanced management mode, contains new and healthy corporate culture, and advocates a new concept of green life based on technology, providing consumers with convenient and comfortable living experience. We have integrated offline

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2. In 2018, Jilin Social Science Federation Project, municipal federation project (No. 1880).

3. Key discipline project of Food Science, Jilin Agricultural Science and Technology University.

campus restaurants and online resources to allow the college students to easily enjoy campus services through Quhappy delivery platform. We promote a stylish, healthy and convenient lifestyle. The company will create a comfortable, healthy and intelligent mobile campus environment for the majority of student groups with scientific concepts and humanized design. The company has the talents with the concept of advanced design technology. According to the market information feedback from market research team, we can accurately design a platform that meets the requirements of customers. The promotion team has a wealth of marketing experience and strong knowledge to quickly and accurately bring our applications to market. A strict company management mechanism provides a guarantee mechanism for the normal operation of all matters. We have the ability to develop more abundant service functions. The company will devote more energy to the development and research and improvement of platform functions. We will use our efforts to make the service more perfect. Relying on the existing Quhappy delivery platform, we will make in-depth development of related service functions such as college students express, college student supermarkets, and campus clinics, forming a diversified company centered on consumer demand. The company focuses on the combination of short-term goals and long-term strategies. The medium and long-term goals will gradually expand the market scope, and our service areas will gradually extend to all the primary and middle schools, and colleges in the country. Our services are available to all students [4][5][6].

IV. MARKET ANALYSIS

A. *The Status Quo of Market*

The university service market is a comprehensive market integrating education and service. The purchase process belongs to group purchase behavior. At the moment, the author analyzes the operating pattern of Eleme, Meituan, and ZJS Express. Their services are broader and more complex. Our APP mainly involves three stakeholders: campus, investor and student. To balance the relationship among three stakeholders and maximize the benefits of all three is a relatively important thing. The starting point of designing APP is to serve the three parties. In the process of our products entering the market, we freely transfer the backstage management of the platform to the university. Through the App, the universities can timely know the operation situation of the university restaurant and the dining situation of college students, which can effectively improve the service quality of the university restaurant. Now, there has the phenomenon in the society that people resist the "Eleme", Meituan and other take-out delivery agencies. The main reason is that the subsidies of "Eleme", Meituan and other take-out delivery agencies are reduced, and the profits are increased. Many businesses are worried. These problems can be avoided completely by using our products. The university provides us with user data for on-campus promotion, ensuring that the number of APP users reaches a certain percentage of the number of college students in the university. We provide services, jobs and internships for the school. Investors give us financial support, and we will serve

as a mid-end to carry on the information feedback and the profit for the investors. In the past two years, China has emerged a large number of O2O local living service platforms to promote the rapid development of O2O local living service market. In 2014, the market scale reached 237.09 billion yuan. It is estimated that the market scale will approach 500 billion yuan in 2017, with a compound annual growth rate over 28%, and online penetration rate over 6%. According to market research statistics, the O2O market scale of China's catering in 2014 was 97.51 billion yuan, accounting for 3.5% of the total catering industry. It is expected that the O2O catering market will exceed 200 billion yuan in 2017. The compound growth rate is over 30%. It can be seen that catering O2O accounts for a large proportion of the local food service. With high-frequency consumption and online payment, each company can form a complete closed loop. The habit of users ordering the meals online has been formed. And 46.9% of netizens used take-out in 2014. The consumption frequency of catering services is relatively high, and users are more and more sticky when they are satisfied with both online and offline services.

B. *Market Opportunities*

The madness of the Groupon group buying network in the United States has caused the legend of "the craziest Internet Company in history", and the world has set off frenzy to imitate it. Its on-line quickly detonated the development of the group buying industry in China. In just one year, the number of group buying websites in China reached 2,000, and new group buying websites appeared every day. It is necessary to get rid of the stale and bring forth the fresh with the development of the times. The emergence of the Internet and the continuous development of Internet application technology are constantly changing the pace of life, lifestyle, and consumption concepts. With the continuous development of the economy and the continuous improvement of the cultural level, there are more and more elements of the "Internet" in people's daily lives. As one of the important applications of the Internet, online shopping has played an increasingly important role in people's life. According to statistics from the 29th China Internet Network Development Survey Report published by CNNIC, it shows that the total number of Internet users in China reached 757 million by December 2014. Among them, online shopping users reached 361 million users, an increase of 48.6% compared with the same period last year, which is the fastest growing application area for users. Online payment and online banking applications have also achieved annual growth rates of 45.8% and 48.2%, far exceeding other types of web applications. In 2015, Chinese netizens continue to increase. As of December 2015, the number of Internet users in China reached 813 million, and the number of online shopping users reached 194 million. Such a growth rate is sufficient to show that China's current network application has reached a certain height, and it also shows that the nationals' dependence on the network is more common, especially in online shopping.

V. MAIN RESEARCH CONTENT

Through the production of APP, everyone uses the APP to make online reservations for the foods that have been sorted by the merchants of the cafeteria, and selects the edible ways of eating in the cafeteria or packing through the network. The table seat of the canteen is coded. The users can see the status quo of the table online and offline, avoiding the situation of crowding in the cafeteria and occupying the tables. This App can maximize the function of packing and taking away by means of self-acquisition or paying for meal delivery.

We can use the new broadcast to spread the culinary culture in the form of video, which can improve the image of the canteen, and increase the charm of the canteen. Also, we can use it to make the supervision, playing a warning role.

The newly established innovative food section can effectively improve the dining rate of the canteen, and it is convenient to enrich the canteen dishes. The majority of students can enjoy the pleasure brought by the food.

VI. THE PROBLEMS NEED TO BE SOLVED

To make good use of network technology and existing conditions to see whether the table is used or not should be a top priority. From the initial planning and development to the final operation, we should take this point as the center to make reasonable research and practice.

To ensure that customers receive high-quality services, and to coordinate and communicate consumers and suppliers when interests are infringed should be another big problem. We should take this problem as a basis, and pay attention to this problem when the platform is running. At the same time, we must make the solution timely.

VII. BASIC CONDITIONS FOR PROJECT RESEARCH AND IMPLEMENTATION

The members of the project, including the students of food quality and safety, computer science and technology, and many other students of various majors, can participate in relevant research according to the characteristics of division of labor. The research project design is reasonable. Combined with existing resources, the project is in line with market demand and actual conditions, and it is feasible.

The college has a broad market and good venues. When there is a shortage of technology, we can ask the teachers or other units for help.

VIII. PROJECT IMPLEMENTATION PLAN

A. Ordering Method

Through the production of APP, everyone uses the APP to make online reservations for the foods that have been sorted by the merchants of the cafeteria, and can inform the merchants of the additional requirements they need through remarks.

B. Dining Method

We should buy or make small smart LED light that can be networked with the APP, and distribute the LED lights to each table and number them. When the students order food online, they can choose to take away or have meal in the cafeteria. If the students choose to eat in the cafeteria, they can reserve the seat and the number of people. If only one person book the table (4 seats), it will light up one LED light on the table. The three seats can still be reserved. When all the LED lights are on, the table cannot be reserved. The students can judge whether the seat can be reserved by whether the LED lights light up. If the students don't book a meal on the Internet, they can turn on the LED light to indicate that someone is here, and the table cannot be reserved. When the students choose take-out, they can take away by themselves or pay for the delivery to the bedroom (15% charge per order) or downstairs (10% charge per order).

C. Method of Taking Meal

After the order is completed, the order number will be obtained, and the meal will be taken by the four digits of the order number and the name.

D. Dining Time

We should do a good job in market research, classify all kinds of foods according to the temperature such as hot, slightly hot, and non-hot, and find out the time people eat a variety of foods. According to the dining time of most people, we can set the time when the LED light is on. If the dining is not finished, LED light will be extinguished, and the students can use the time-add key on the table to add time. If the students finish the meal in advance, they can choose to turn off the LED light.

E. Payment Method

Online ordering can be directly paid through WeChat and alipay.

F. Suggestion

In this section, the students can share the food and mood they have today, and find new friends with the same taste, and share the favorite food with others. They also can evaluate the food and Apps through real-name or anonymous methods. We will further improve the services through according to the evaluation of customers.

G. Others

When it is appropriate, the cafeteria can add a live cooking section. When the chef is cooking, he can make the live broadcast through the platform. Everyone can enjoy the process of cooking, and also supervise the safety of the food. Also, the cafeteria can add an innovative menu, in which you can post the dishes you want to eat, give you the price you paid, and wait for the merchant to take the order. Merchants can glance over the sellers section, and select the right consumer to make the deal. If there is no merchant to take the order for a certain period of time, the students can choose to raise the price or give up the order.

IX. THE CONDITIONS THAT UNIVERSITY PROVIDES

The test site and test population are available. The implementation of the project mainly relies on several engineering centers and Huiyuan restaurant of Jilin Agricultural Science and Technology University. The necessary technology can be assisted by the teachers of the college, or we can seek help from other units.

X. CONCLUSION

According to the service status of the existing campus restaurants and the form of social catering services, we have designed an exclusive online platform for the campus restaurants of the national colleges and universities. This platform has a sound management system. It has an advanced service concept, advanced management mode, contains new and healthy corporate culture, and advocates a new concept of green life based on technology, providing consumers with convenient and comfortable living experience. We have integrated offline campus restaurants and online resources to allow the college students to easily enjoy campus services. We will break the traditional concept. Through the convenience and extensiveness of the platform, we will gradually and flexibly change the relationship between university catering institutions and consumers. Through the promotion of APP and WeChat Official Account, we can use the network to simplify the dining methods. With reservation, seating and other functions, it saves dining time and improves dining efficiency. It is convenient for teachers and students. With feedback function, the merchant can receive the suggestions in time. Through the information release and food inspection, the safety of ingredients is guaranteed.

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