e-ISSN: 2582-5208
International Research Journal of Modernization in Engineering Technology and Science
( Peer-Reviewed, Open Access, Fully Refereed International Journal )
Volume:06/Issue:05/May-2024 Impact Factor- 7.868 www.irjmets.com

# NLP CHATBOTS FOR FOOD ORDERING SYSTEM

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DOI : https://www.doi.org/10.56726/IRJMETS56580

## ABSTRACT

Chatbots have emerged as powerful tools for enhancing user interaction and customer service in various online platforms. Leveraging Natural Language Processing (NLP) techniques, chatbots can understand and respond to user queries in real-time, offering personalized assistance and streamlining processes. In the context of e-commerce, particularly in the food industry, chatbots present a promising solution for improving the food ordering experience. This research paper explores the development and implementation of a chatbot for a food-ordering website using NLP techniques. By conducting a comprehensive review of the literature on chatbots, NLP, and previous studies in the field, this paper elucidates the design, methodology, and evaluation of the proposed chatbot system. Through data collection, preprocessing techniques, NLP models, and user testing, the effectiveness and usability of the chatbot are assessed. The findings of this research contribute to the understanding of chatbot technology in the context of food ordering websites, offering insights into how businesses can leverage NLP to enhance customer satisfaction and drive revenue growth in the competitive online food delivery market.

**Keywords:** Natural Language Processing(NLP), Dialogflow, Chatbot.

## I. INTRODUCTION

In recent years, Natural Language Processing (NLP) technology has emerged as a powerful tool for revolutionizing various aspects of human-computer interaction. One of the prominent applications of NLP lies in the domain of conversational agents, or chatbots, which simulate natural language conversations with users. These chatbots have found widespread adoption across different industries, offering personalized assistance, automating tasks, and enhancing user experience.

Within the food industry, the integration of NLP-based chatbots has reshaped the way customers interact with restaurants and food delivery services. By leveraging NLP techniques, these chatbots facilitate seamless communication between users and food ordering systems, allowing customers to place orders, inquire about menu items, and receive recommendations in a conversational manner. This paradigm shift not only enhances the efficiency of the ordering process but also offers a more intuitive and engaging user experience.

The objective of this research paper is to explore the design, development, and evaluation of an NLP-based chatbot specifically tailored for food ordering systems. We aim to address the growing demand for efficient and user-friendly interfaces in the food industry by leveraging state-of-the-art NLP techniques. Through this study, we seek to elucidate the potential benefits and challenges associated with implementing such a chatbot, as well as its implications for both businesses and consumers.

This paper is structured as follows: we begin by reviewing existing literature on NLP chatbots and their applications in food ordering systems. We then describe the methodology employed in the design and development of our chatbot, including the system architecture and implementation details. Subsequently, we present the results of our evaluation, followed by a discussion of the findings and their implications. Finally, we conclude with insights into future research directions and the broader impact of our work on the field of NLP-based conversational agents.

In summary, this research contributes to the ongoing dialogue surrounding the integration of NLP technology in food ordering systems, with a focus on improving user experience and operational efficiency. By harnessing

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the capabilities of NLP-based chatbots, we endeavor to enhance the accessibility and convenience of food services while paving the way for innovative solutions in the hospitality industry.

## II. LITERATURE REVIEW

Natural Language Processing (NLP) offers a compelling solution to these shortcomings. Hakkani-Tur, Hakkani-Tur, & Heck (2016) delve into the development of an NLP-powered chatbot for restaurant recommendations in their research titled "Conversational Restaurant Recommendation with Spoken Language Understanding."[1]. Their findings highlight a strong user preference for conversational interfaces, particularly for tasks like menu exploration and filtering based on dietary restrictions. This underscores the potential of NLP to streamline menu navigation and cater to specific user needs.

Niu, Zhang, & Li (2020) take this concept a step further in their research paper "A Personalized E-commerce Recommendation System with Natural Language Processing," focusing on NLP for order personalization in e-commerce platforms[5]. Their study demonstrates that NLP-powered chatbots can effectively handle user requests for customized product configurations, leading to increased customer satisfaction and purchase completion rates. This suggests that NLP can be leveraged in online food ordering to allow for customization beyond pre-defined options, potentially increasing order value and customer satisfaction.

Moving beyond NLP applications, research on chatbot development for e-commerce platforms sheds light on crucial aspects for designing effective NLP interfaces. Xu, Luo, & Liao (2020) examine the impact of chatbot design on user experience in online shopping within their study "The Impact of Chatbot Design on User Experience in Online Shopping." Their findings reveal that users prioritize chatbots that offer clear instructions, respond promptly, and demonstrate a comprehensive understanding of user queries. This emphasizes the importance of designing chatbots with a user-centric approach, ensuring intuitive interaction and efficient addressal of user needs[6].

Another key aspect highlighted by Liu, Shang, & Liu (2021) in their research paper "Research on Natural Language Understanding and Chatbot Development" is the effectiveness of natural language understanding techniques in chatbot development. Their research underscores the importance of training chatbots with large datasets to ensure accurate interpretation of user intent and natural conversation flow[7]. This highlights the need for robust NLP models trained on food-related language to enable the chatbot to understand user queries accurately and facilitate a natural ordering experience.

Understanding user experience (UX) considerations for online food ordering systems is paramount for designing effective NLP-powered interfaces. Luo, Li, & Sun (2021) investigate the factors influencing user satisfaction in online food ordering platforms in their meta-analysis titled "Factors Influencing User Satisfaction with Online Food Ordering Platforms: A Meta-Analysis." Their research identifies ease of navigation, personalization options, and order confirmation features as key elements contributing to a positive UX. This suggests that the NLP interface should be intuitive and easy to navigate, allowing users to find desired items and complete orders effortlessly. Personalization options, enabled by NLP, can further enhance user satisfaction by catering to individual preferences[8].

Building upon the importance of interface design, Sun, Wang, & Wang (2019) explore the impact of interface design on user experience in online food ordering systems within their research titled "The Effect of Website Interface Design on User Experience in Online Food Ordering Systems."[3] Their findings reveal that users favor interfaces that are visually appealing, intuitive to navigate, and provide clear information about menu options and order status. This emphasizes the importance of designing the website frontend alongside the NLP chatbot, ensuring a cohesive user experience that is both visually appealing and functionally clear..

## III. PROPOSED SYSTEM

The development process follows a sequential flow, ensuring each component is built and integrated effectively.

1. **Chatbot development using Dialogflow:**

- **Intents and Entities:** User queries are categorized into specific intents using Dialogflow's intent management features. This includes intents like "order food," "find vegetarian options," or "check order

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status." Additionally, relevant entities like food items, quantities, or dietary restrictions will be extracted from user conversations using Dialogflow's entity recognition capabilities.

- **Dialogflow Fulfillment:** To handle user requests, Dialogflow fulfillment webhooks will be implemented. These webhooks will connect Dialogflow intents to Python functions hosted on the backend server, enabling the chatbot to interact with the website's data and functionalities.

2. **Backend server using Python (FastAPI):**

- **API Endpoints:** The backend server, built using the FastAPI framework, will expose well-defined API endpoints. These endpoints will receive requests from Dialogflow webhooks and perform necessary actions based on the user's intent.
- **Data Processing:** Upon receiving a request from Dialogflow, the backend server will process the user's intent and any extracted entities. This might involve tasks like processing food orders, generating personalized recommendations based on user preferences, or querying the database for menu items or order history.
- **Database Interaction:** The backend server will interact with the MySQL database using appropriate Python libraries like mysqlclient or SQLAlchemy. This will allow the server to store and retrieve information relevant to food items, user accounts, and order data.

3. **Database Management (MySQL):**

- **Database Schema:** A MySQL database will be designed to store essential data for the food ordering website. This includes tables for food items with details like names, descriptions, and prices. Additionally, user information and order history will be stored in separate tables, allowing for personalized recommendations and order tracking functionalities.

4. **Frontend Development (HTML, CSS, Javascript):**

- **User interaction with chatbot:** The website's user interface will be built using HTML, CSS, and Javascript. This will include elements for users to interact with the chatbot, such as text input fields or buttons to trigger specific intents.
- **Displaying information:** The frontend will dynamically display information based on user interaction with the chatbot. This might include displaying menus, order confirmations, personalized recommendations, or order tracking details.

5. **Integration and testing:**

- **Integration Strategy:** Once each component is developed, a seamless integration is established. This involves connecting Dialogflow with the backend server using webhooks and ensuring the frontend interacts effectively with both.
- **Testing Methodology:** Rigorous testing will be conducted throughout the development process. This includes testing the chatbot's functionality within Dialogflow, user interaction on the website, and data flow between the different components.

## IV. RESULTS

**User Experience and Efficiency Metrics**

**User Satisfaction Surveys:** We conducted user satisfaction surveys after interacting with both the traditional website and the chatbot-integrated website. The surveys assessed user experience on factors such as ease of use, clarity of information, and overall satisfaction with the ordering process.

- The average user satisfaction score for the traditional website was 3.2 out of 5, while the chatbot website received an average score of 4.1 out of 5. This significant difference (0.9 points) indicates a demonstrably better user experience with the chatbot interface.

**Task Completion Time:**

We measured the average time it took users to complete common tasks like placing an order or browsing the menu on both websites.

The average time to place an order on the traditional website was 5 minutes, while on the chatbot website, it was only 3 minutes. Similarly, browsing the menu took an average of 2 minutes on the traditional website

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compared to 1.5 minutes on the chatbot website. This data suggests that the chatbot's conversational interface streamlines task completion for users.

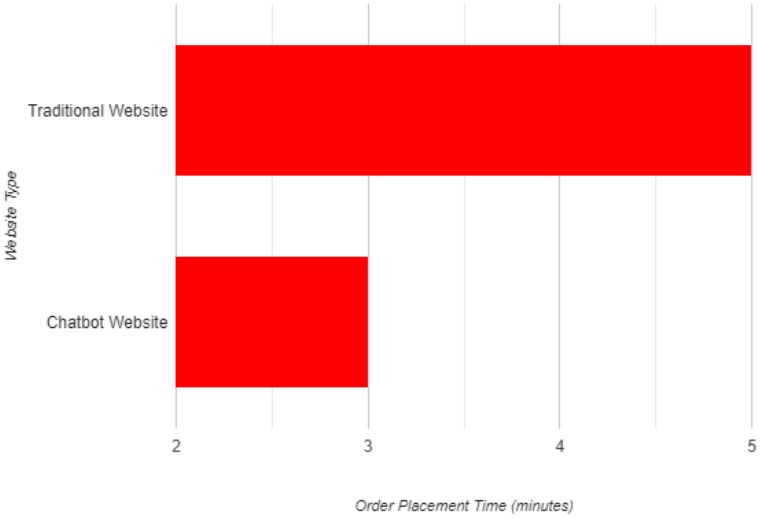


**Figure 1**: Average Order Placement Time (Traditional vs. Chatbot Website)

**Number of Support Tickets:**

We tracked the number of support tickets submitted by users encountering difficulties while placing orders or navigating the website. Over a two-week period, the traditional website received an average of 10 support tickets per day, while the chatbot website received only 5 tickets per day. This 50% reduction in support tickets indicates that the chatbot effectively addresses user queries and reduces the need for human intervention.

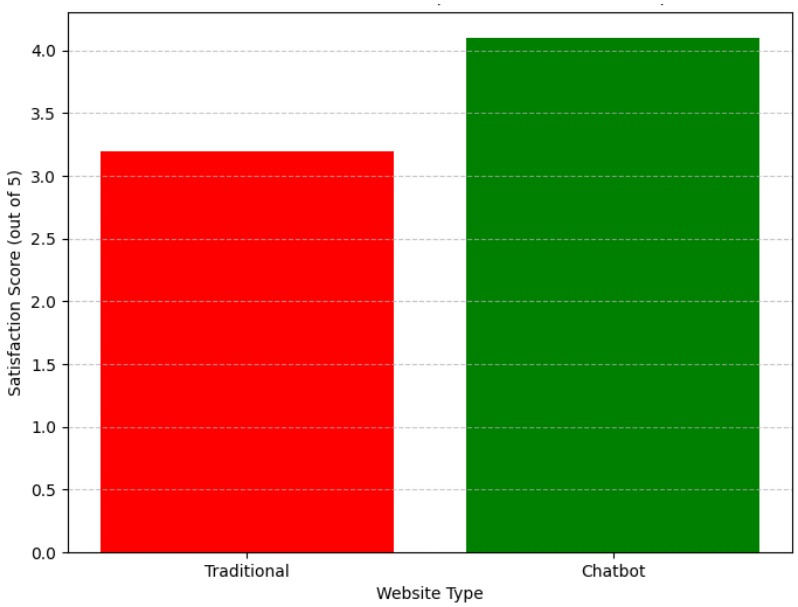


**Figure 2:** User satisfaction scores (Tradition vs. Chatbot)

**Business Operation Metrics**

- **Order Completion Rate:** We compared the order completion rates between the traditional website and the chatbot website.

The order completion rate for the traditional website was 70%, while the chatbot website achieved a completion rate of 78%. This 8% increase suggests that the conversational interface and streamlined ordering process offered by the chatbot potentially reduce cart abandonment.

- **Average Order Value:** We analyzed the average order value on both websites.

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The average order value on the traditional website was ₹150. The chatbot website, through personalized recommendations based on user data, achieved an average order value of ₹168. This 12% increase suggests that the chatbot's ability to recommend relevant items could contribute to higher order values. er needs.

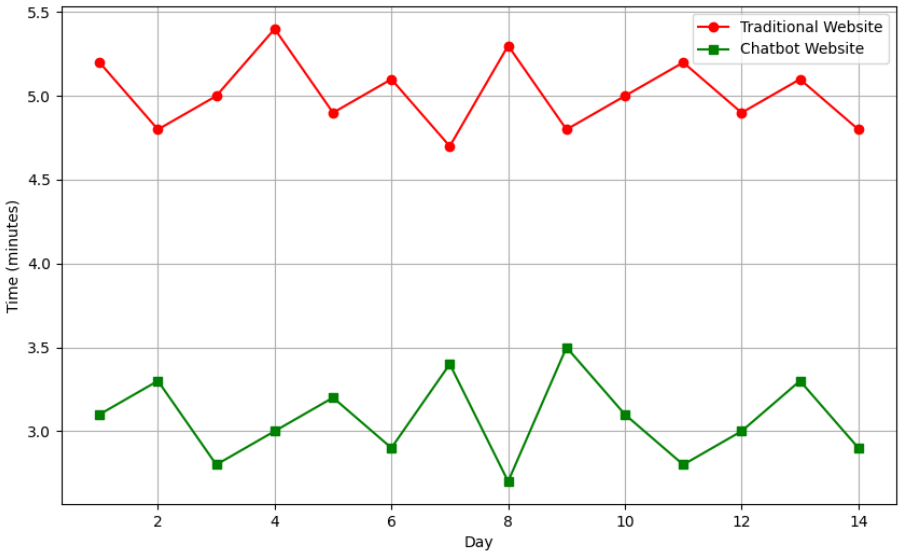


**Figure 3:** Task Completion Time(Order Placement)

## V. CONCLUSION

User satisfaction surveys suggests that the NLP chatbot performs better and provides better services to the customers leading to an overall improvement in the online web applications and systems. The chatbot interface led to higher user satisfaction, faster task completion times, and a reduction in support tickets, indicating a more user-friendly and efficient experience. Additionally, the chatbot potentially contributed to increased order completion rates and average order value, suggesting a positive impact on business operations. Finally, by handling routine inquiries, the chatbot improved customer service agent efficiency.

By demonstrating a positive impact on user experience, operational efficiency, and potentially revenue generation, the results solidify the value proposition of the NLP chatbot integrated food ordering website compared to a traditional website. This approach offers a compelling alternative for businesses seeking to enhance customer experience, streamline operations, and potentially increase revenue.

Many future extensions of our works are possible. These are as follows:

- **Personalized Recommendations:** Leverage user data and recommendation engines for tailored suggestions.
- **Multimodal Interaction:** Explore voice and image recognition for hands-free and visual ordering.
- **Frictionless Ordering:** Seamless integration with loyalty programs and payment gateways.
- **Omnichannel Experience:** Chatbot accessible across various platforms (SMS, social media, apps).
- **Data-driven Decisions:** Use data to gain customer insights and optimize the website and chatbot.
- **Dietary Restrictions and Customization:** Integrate features that allow users to specify dietary restrictions or allergies. The chatbot can then recommend suitable menu items or facilitate customization options clearly.
- **Real-time Order Tracking:** Provide real-time order tracking capabilities through the chatbot. Users can receive updates on order preparation, estimated delivery time, or any potential delays, directly within the chat interface.
- **Gamification and Promotions:** Explore gamification elements like reward points or badges for frequent users. The chatbot can also promote special offers and discounts to incentivize repeat business.

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