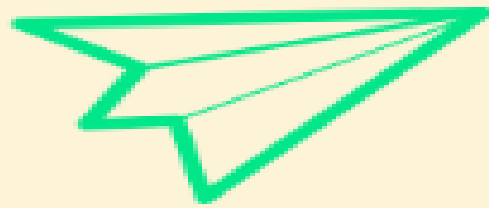


2020

To Go-Go



**TO
GOGO**

Cutay, Kurt Kevin N.

To GoGo

4/30/2020

TABLE OF CONTENTS

INTRODUCTION	2
BUSINESS MODEL CANVAS	4
JAVELIN VALIDATION BOARD	6
PROTOYPE	12
REFERENCES	18

I. INTRODUCTION

One of the goals of the United Nation Sustainable Development Goals (SDGs) is Sustainable Cities and Communities. In which one of its targets is by 2030, ensure access for all to adequate, safe and affordable housing and basic services, and upgrade slums. Some people cannot go outside due to their physical limitations and hectic schedule to attain their basic needs in life. Some of these can attain their basic needs, but they have trouble carrying things that they bought home.

In the Philippines, there are many people have trouble tending to their basic services and needs. Most of these people are the PWD, Senior Citizens, and Full-time employees. Most senior citizens and full-time employees live on their own. PWD in the Philippines live with their family, but in some case, the family members cannot tend to the needs of the PWD.

Philippine Statistics Authority (N.D.) stated that in 2010 of the 92.1 million household population in the country, 1.44 million persons or 1.57 percent had disability, based on the 2010 Census of Population and Housing (2010 CPH). The recorded figure of persons with disability (PWD) in the 2000 CPH was 935,551 persons, which was 1.23 percent of the household population.

In 2010 the total number of senior citizens (60 years old and over) based on the 2000 Census of Population and Housing was 4.6 million, accounting for 5.97 percent of the 2000 Philippine population. This number registered a 22.18 percent increase from 1995 (3.7 million persons).

In terms of the average annual population growth rate, the elderly population grew at 4.39 percent during the 1995 to 2000 period, higher when compared to the 1990 to 1995 growth rate of 3.06 percent. If the growth rate continues at 4.39 percent, the number of senior citizens is expected to reach seven million in 2010 and to double in approximately 16 years. (Philippine Statistics Authority, N.D.)

In 2017, full-time workers composed 65.2 percent of the total employed while part-time workers, 33.8 percent. While in 2018, the total percentage of employed persons, 68.4 percent were full-time workers, while 30.8 percent were part-time workers. (Philippine Statistics Authority, N.D.)

Here in Baguio, many delivery apps allow people to order their food online. Food Panda, Grab Food and Foodie Baguio are the delivery apps that are operating in Baguio City. These delivery apps allow the user to order food online from the restaurant of their choice. Food Panda and Grab Food, it also allows the user to order from café and milk tea online. The limitations of these two are that they cannot deliver in some places. There are times that the delivery took a long time to arrive. For Foodie Baguio there are limitations in choices of the food. There are also certain areas that Foodie Baguio cannot reach.

These three delivery app can give the PWD, Senior Citizens and Full-time employees one of the basic services which is food and drinks. Food and drinks that are already prepared and sometimes lack the nutrients needed for them. Daily intake of fast foods have a negative effect on the body. Healthline (N.D.) stated that about 90 percent of adults underestimate how much sodium is in their fast-food meals. High intake of sodium rich foods can elevate blood pressure. The ingredients in junk food and fast food may have an impact on your fertility. Healthline (N.D.) found that processed food contains phthalates. Phthalates are chemicals that can interrupt how hormones act in your body. Exposure to high levels of these chemicals could lead to reproductive issues, including birth defects.

There are times also that the food and drinks that they ordered do not soothe their taste. How about when they want to cook their food, and they are only missing two or more ingredients. How about their other basic needs like medicines, fruits, vegetables and grocery items that cannot be ordered online.

The proposed app To Go-go can solve all of the stated problems. First, To Go-go will be delivering items at the customer's chosen location and time. To Go-go have a variety of stores to choose from. One of its major features is that it also allows the customer to order grocery items, market items, and over the counter drugs online and have it delivered at the client's home. The grocery items can range from bread, pasta, cereals, fresh milk, and many more. While for the market items ranging from pork, beef, apple, banana, lettuce, and even sack of rice.

To Go-go can sell medicines given that the client has the prescription of the ordered medicine. The prescription will be verified by doctors or pharmacists through the use of the internet. The app also allows the user to choose the total amount of pieces, the weight of an item, and the number of medicines to be delivered to them.

II. BUSINESS MODEL CANVAS (BMC)

The Business Model Canvas is a business tool used to visualize all the building blocks when you want to start a business, including customers, route to market, value proposition and finance. It describes the rationale of how an organization creates, delivers and captures value. The business model canvas and was developed by Alex Osterwalder. The business model canvas it's a great tool to use to improve the focus and clarity of what the business is trying to achieve.

KEY PARTNERS <ul style="list-style-type: none"> • Delivery Riders • Investors • Google Maps 	KEY ACTIVITIES <ul style="list-style-type: none"> • Service • Software/App Development • Partnership KEY RESOURCES <ul style="list-style-type: none"> • Physical • Human • Intellectual 	VALUE PROPOSITIONS <ul style="list-style-type: none"> • For the PWD, our app will have a point and click feature that makes it easier to them. • For the Senior Citizens, our app offers a mode for senior citizens that make it easier for them to use it. • For the full-time employees, our app have a feature that it makes the user to schedule the day and time for their package to arrive. 	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none"> • Feedback • Automated Services • Personal Assistance CHANNELS <ul style="list-style-type: none"> • Website • PlayStore • Ads on Social Media 	CUSTOMER SEGMENTS <ul style="list-style-type: none"> • PWD who cannot go to groceries because of their physical conditions. (Limbless) • Senior Citizens that cannot go to groceries because they are weak. • Full-time employees that do not have time to go to the groceries.
COST STRUCTURE <ul style="list-style-type: none"> • Advertisements • Developers to make the application • Publishing the application to PlayStore 			REVENUE STREAMS <ul style="list-style-type: none"> • Delivery Fee • Advertisements • Service Fee 	

(Business Model Canvas for To GoGo)

In the business model canvas, it shows that the three main target customers for ToGoGo app are PWD, senior citizens, and full-time employees. For the PWD and senior citizens, they are the target customers because they have physical limitations to go at the groceries, markets, and pharmacies and to carry heavy grocery items. For full-time employees, they do not have the time to go to Grocery, Market, and pharmacies. To GoGo app have a point & click and have a mode that allows both the PWD and senior citizens not to have a hard time when using the app itself. It also has a feature where the user can set the time and location that the user wants his/her item to be delivered.

To Go-go app can be accessed by users through both desktops and mobile phones. To access the app using the desktop, the user needs to go to ToGoGo.com and register. After the user registered they can utilize the app itself. The website of the app is only available in the Philippines. To access To Go-go on the phone the user needs to download the app. If the user finished downloading the app, then the user can already register and utilize the app through their phone. People and potential users can discover the app through social media advertisements. Today social media is a part of the daily lives of many people. To Go-go will work with social media, for example, Facebook and YouTube, for it to reach out to people.

For the Customer Relationship of To Go-go will be feedback, automated services, and personal assistance. For feedback, the customer can share their opinion on the quality of the items on arrival. Did they wait long for their items? Lastly, the overall experiences on the app itself. The app can provide automated services through a feature of the app where the user can choose the time and the place for the delivery of their items. The customers can also pick the shop where they can order their items. The app also provides personal assistance because the customer and the deliveryman will interact face to face. During and after the delivery, the app can still provide service to the customers.

The revenue streams for this app are delivery fees, advertisements, and service fees. The delivery fee will depend on how the partners will prize their deliveries. The app allows other companies to advertise their products and services through video ads in the app itself. The fee will depend on how long is the advertisements are. For the service fee will of the app depends on how far is the location of the customer. For example, a distance of 10 km will have a service fee of 35 pesos.

For the Key resources of the app, it will be physical, human, and intellectual. For the physical, the To Go-go will use motorcycles (Light grocery items deliveries. For example, eggs, vegetables, and fruits) and a van (Heavy grocery items. For example, a sack of rice and meat). The human Key resources will be focusing on the delivery riders. Lastly, in the intellectual Key resources, it focuses on the programmers and web designers who will develop the app and work on improving the usability of it.

To Go-go app will have three key activities, namely service, software/app development, and partnership. The first Key activity is service, one of the goals of this app is to deliver Grocery, Market items, and over-the-counter medications, that enables the user not to go outside to buy what they need and want. The next Key activity, software/app development goal is to develop and enhance the app so it will be more usable and more user-friendly. The last Key activity of To Go-go is a partnership. The app will work with other companies because the app will need suppliers, delivery riders, and google maps. Without these partners, To Go-go app will have nothing to deliver, nobody to deliver, and no GPS or tracking devices.

The chosen Key partners for the To Go-go app are delivery riders, investors, and google maps. We chose delivery riders because they will be the ones responsible for delivering the selected orders of the customers. This app will be working with google maps to have a GPS and enables the customers can track their orders. To Go-go app also needs investment from other companies for the app to be a success.

For the cost structure of the app will consist of three factors. First is advertisements, the To Go-go app will be paying other companies to advertise the app. Second is developers that will make the app, the cost structure for this will go to the income for them. Lastly is the fee for publishing the app in PlayStore. Before publishing an app in PlayStore there is a registration fee that costs \$25.

III. JAVELIN VALIDATION BOARD

The Javelin Experiment Board is a tool to validate ideas through experimentation. It is easy to understand, gets the business started quickly, it is fun, engaging and helps the business focus fail fast to succeed faster. The base for the Javelin Experiment Board, actually for all Lean Startup methods is forming a hypothesis. The hypothesis is creating an idea in the way that it's easy to test. The reason to do this, is that most entrepreneurs have very big ideas so it is needed to break them down to test them.

The main target customers of To Go-go, who are physical incapable and those who don't have time to go to groceries and markets. These customers are PWD, full-time employees and senior citizen. For the PWD, some cannot go out and some lack the ability to carry heavy items. Many senior citizens also lack the ability to carry heavy items and walk for long period of time. For the full-time employees, due to their hectic schedules they don't have time to buy their needs and wants.

List the assumptions that must hold true.

- Physical limitations of PWD and Senior Citizen to go to the groceries.
- Physical limitations of PWD and Senior Citizen to carry heavy grocery items
- Full-time employees who do not have time to go to groceries because of their hectic schedules.

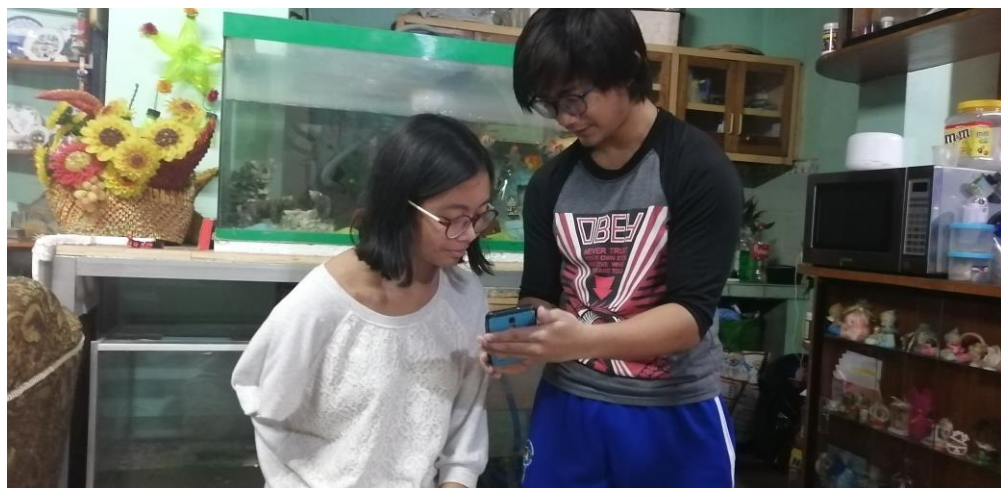
Documentation:



(Interview and pitching with a full-time employee)



(Interview and pitching with a senior citizen)



(Interview and pitching with a PWD)

Results :

Javelin		Experiment Board					Project Name:	Team Leader Name:
Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5	
Who is your customer? Be as specific as possible. <small>Time Limit: 5 Min</small> -PWD -FULL TIME EMPLOYEES -SENIOR CITIZEN		Customer	FTE that don't have the time to buy groceries	FTE that wants to spend the time to their families rather than wasting it on buying groceries.				
What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small> Their general problem is that they are physically incapable & have hectic schedule to buy grocery items and medicines		Problem	FTE are always working to earn money for their family or for personal use	FTE are having a hard time spending time with their family because of buying groceries when they have spare time				
Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small> An application that allows the users to order grocery times(e.g. meat and vegetables) and medicines online.		Solution		An app that helps FTE to run errands to buy groceries rather than them wasting their time				
List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small> -Full-Time employees do not have the time to go buy groceries -Full-Time employees are often tired and do not want to waste their time buying groceries		Riskiest Assumption	FTE are very hardworking and maybe just ordering items will be a waste of time for them	FTE are moneywise they don't want to spend money on things that they can do by themselves				
Need help? Use these sentences to help construct your experiment.		Method & Success Criterion	Interview 2/5	Interview 5/5				
To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.	To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.	GET OUT OF THE BUILDING!						
To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.	To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...	Result & Decision	Valid Pivot	Valid Preserve				
Determine how you will test it: The least expensive way to test my assumption is...	Determine what success looks like: I will run experiment with # of customers and expect a strong signal from # of customers.	Learning	FTE are good in managing time and this will be easy for them to manage	Some FTE have families that they can order to buy their own groceries				

Download Experiment Board and watch case studies at www.javelin.com © 2014 Javelin. You are free to use it and earn money with it as an entrepreneur, consultant, or executive, as long as you are not a software company (the latter need to license it from us).

(Javelin Board for Full-Time Employees)

The customer: Full-time employees are don't have the time to buy their groceries.

The problem: Full-time employees are always working to earn money for their family or for personal use.

Riskiest Assumption: Full-time employees are very hardworking and maybe just ordering items will be a waste of time for them.

Success criterion: During the interview, 2 out of 5 respondents agree that they use most of their time in earning money. The other 3 said they don't use most of their time in earning money, because they know how to manage their time wisely.

The customer: Full-time employees that wants to spend time to their families rather than wasting it on buying groceries.

The problem: Full-time employees are having a hard time spending with their family because of buying their groceries when they have spare time.

Solution: An app that helps full-time employees to run errands to buy groceries rather than wasting their time.

Riskiest Assumption: Full-time employees are moneywise they don't want to spend money on things that they can do themselves.

Success criterion: During the interview, 5 out of 5 respondents agree that they have a hard time spending with their family due to their groceries. Some said the other family members do the groceries for the full-time employees.

Javelin		Experiment Board					Project Name:	Team Leader Name:
<p>Start here. Brainstorm with stickies, pull it over to the right to start your experiment.</p> <p>Who is your customer? Be as specific as possible. <small>Time Limit: 5 Min</small></p> <p>-PWD -Full-time employees -Senior Citizens</p>		Experiments	1	2	3	4	5	
<p>What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small></p> <p>Their general problem is that they are physically incapable & hectic schedule to buy grocery items & prescription medicines.</p>		Customer	Senior Citizens	Senior Citizens that lives alone.	Senior Citizens that are living with their family.			
<p>Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small></p> <p>An application that allows the users to order grocery items(e.g. meat and vegetables) and prescription medicines online.</p>		Problem	Some are too weak to buy goods in the groceries.	The fatigue felt by the senior citizens for walking for a long-time.	The family members are too busy with their work.			
<p>List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small></p> <p>-Some Senior Citizens are capable to buy their needs on their own. -Most Senior Citizens live alone. -Most Senior Citizens are weak to buy heavy objects.</p>		Solution		An application that allows them to order grocery items and prescription medicines online and deliver it at their home.	An application that allows them to order grocery items and prescription medicines online and deliver it at their home.			
<p>Need help? Use these sentences to help construct your experiment.</p> <p>To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.</p> <p>To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.</p>		Riskiest Assumption	Poor eyesight and lack of knowledge about technology.	Lack of knowledge on how to use technology.	If the needed items are available online.			
<p>To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.</p> <p>To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...</p>		Method & Success Criterion	Interview 2/5	Interview 4/5	Interview 5/5			
<p>Determine how you will test it: The least expensive way to test my assumption is...</p> <p>Determine what success looks like: I will run experiment with # of customers and expect a strong signal from # of customers.</p>		GET OUT OF THE BUILDING!						
		Result & Decision	Invalid Pivot	Valid Preserve	Valid Preserve			
		Learning	Some are capable going to the groceries.	Lack of knowledge about the use of technology.	Senior Citizens can understand how to use the app but with assistance.			

(Javelin Board for Senior Citizens)

The customer: Senior Citizens

The problem: Some are too weak to buy items in the groceries.

Riskiest Assumption: Poor eyesight and lack of knowledge about technology.

Success criterion: During the interview, 2 out of 5 respondents agree that they are too physically weak to buy items in the groceries. The other 3 said that they are physically capable to go to the groceries and their family members help them in their groceries.

The customer: Senior Citizens that lives alone.

The problem: The fatigue felt by the senior citizens for walking for a long period of time.

Solution: An application that allows them to order grocery items and prescription medicines, and deliver it at their home.

Riskiest Assumption: Lack of knowledge on how to use technology.

Success criterion: During the interview, 4 out of 5 respondents agree that when walking of a long period of time they feel tired and drowsy. Some feel fatigued just by standing while waiting in the cashier line. They also have a hard time understanding to use the app.

The customer: Senior Citizens that are living with their family.

The problem: The family members are too busy with their work.

Solution: An application that allows them to order grocery items and prescription medicines, and deliver it at their home.

Riskiest Assumption: If the needed items are available online.

Success criterion: During the interview, 5 out of 5 respondents agree that their family members is busy with their work and they do the groceries themselves. During the interview the senior citizens can understand how to use the app with the help of their family members.

Start here. Brainstorm with stickies, pull it over to the right to start your experiment.		Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. <small>Time Limit: 5 Min</small> PWD Senior Citizens Full-time Employees		Customer	PWD (missing limbs) that spends most of their time alone.	PWD living with their family.	PWD that lives far from the city proper.		
What is the problem? Phrase it from your customer's perspective. <small>Time Limit: 5 Min</small> Their general problem is that they are physically incapable & have hectic schedule to buy grocery items and prescription medicines.		Problem	PWD have a hard time going to groceries due to their physical incapability.	The family members are busy with work and school.	They have hard time going back and forth just to buy their grocery items and medicines.		
Define the solution only after you have validated a problem worth solving. <small>Time Limit: 5 Min</small> An application that allows the users to order grocery times(e.g. meat and vegetables) and prescription medicines online.		Solution		An app that allows the PWD to buy items online with minimal assistance of their family members.	An app that delivers the needed grocery items and prescription medicines of the PWD.		
List the assumptions that must hold true, for your hypothesis to be true. <small>Time Limit: 10 Min</small> -The PWD can order things online so that they will not have a hard time going outside. -The family of the PWD most of the time are busy with their work or academics. -Many PWD cannot carry heavy grocery items. (e.g. 5-7 kg worth of grocery items). -Some PWD live far away from the city proper.		Riskiest Assumption	PWD may be incapable to hold or have access to phone/computer to use the application.	Some grocery items are unavailable at the time needed.	It will take a long time for the item to be delivered.		
Need help? Use these sentences to help construct your experiment.		Method & Success Criterion	Interview 4/5	Interview 5/5	Interview 4/5		
To form a Customer/Problem Hypothesis: I believe <u>my customer</u> has a problem achieving <u>this goal</u> .	To form a Problem/Solution Hypothesis: I believe <u>this solution</u> will result in <u>quantifiable outcome</u> .						
🚶 GET OUT OF THE BUILDING! 🚶							
To form your Assumptions: In order for <u>hypothesis</u> to be true, <u>assumption</u> needs to be true.		Result & Decision	VALID PRESERVE	VALID PRESERVE	VALID PRESERVE		
To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...		Learning	Some PWD can carry lightweight grocery items and can buy their own medicines.	The family members can assist the PWD when using the app.	The PWD people are willing to wait but not up to 4 hours waiting time.		
Determine how you will test it: The least expensive way to test my assumption is...							
Determine what success looks like: I will run experiment with <u># of customers</u> and expect a strong signal from <u># of customers</u> .							

Download Experiment Board and watch case studies at www.javelin.com

© 2014 Javelin. You are free to use it and earn money with it as an entrepreneur, consultant, or executive, as long as you are not a software company (the latter need to license it from us).

(Javelin Board for PWD)

The customer: PWD (missing limbs) that spends most of their time alone.

The problem: PWD have a hard time going to groceries due to their physical incapability.

Riskiest Assumption: PWD may be incapable to hold or have access to phone or computer to use the application.

Success criterion: During the interview, 4 out of 5 respondents agree that they have a hard time going to the grocery. One respondent said that she do not have a hard time because she still strong and capable. Some said that they have hard time carrying heavy items, but when carrying lightweight objects they said that they can manage it.

The customer: PWD living with their family.

The problem: The family members are too busy with their work and school.

Solution: An application that allows the PWD to buy items online with minimal assistance of their family members.

Riskiest Assumption: Some grocery items are unavailable at the time needed.

Success criterion: During the interview, 5 out of 5 respondents agree that their family members are too busy with their work and school to help them to do their groceries. The family members said that they are willing to assist the PWD on how to use the app.

The customer: PWD that lives far from the city proper.

The problem: They have a hard time going back and forth just to buy their grocery items and medicines.

Solution: An app that delivers the needed grocery items and prescription medicines of the PWD.

Riskiest Assumption: It will take a long time for their items to be delivered.

Success criterion: During the interview, 4 out of 5 respondents agree that they have a hard time going back and forth for their groceries. The 1 respondent said that he and his family do the groceries together. Most of them agree that they are willing to wait for their items to be delivered, but not exceeding 4 hours of waiting time.

IV. PROTOTYPE

The Logo



(First Proposed Logo)

The first logo includes both the app name and the tagline of the app. The airplane symbolizes that no matter where the customer is the app can deliver their needs and wants. The tagline we are always good to go means that when a customer order a product the company can deliver it to them no matter the time and day.

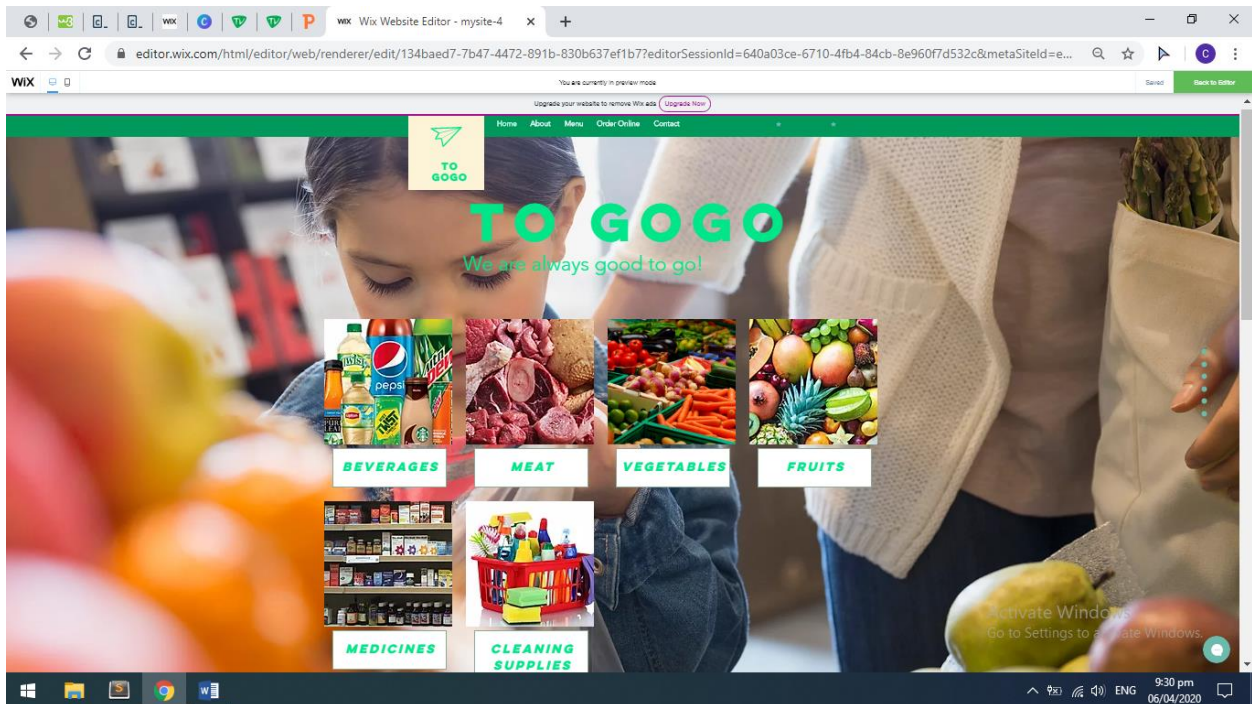
The main color used is green because it symbolizes growth, harmony, freshness, and fertility. Green also has strong emotional correspondence with safety. The To Go-go app will only deliver the newest, safest, cleanest, and freshest product ordered by the customer.



(Second Proposed Logo)

For the second logo, the design is made simpler and the tagline was removed. The logo design was made simpler so that people will not have a hard time recalling the logo. The tagline was removed to enable the app to let their services do the talking. The design also uses a paper airplane because it symbolizes that no matter where the customer is the app can deliver their needs and wants.

To Go-go Website Design



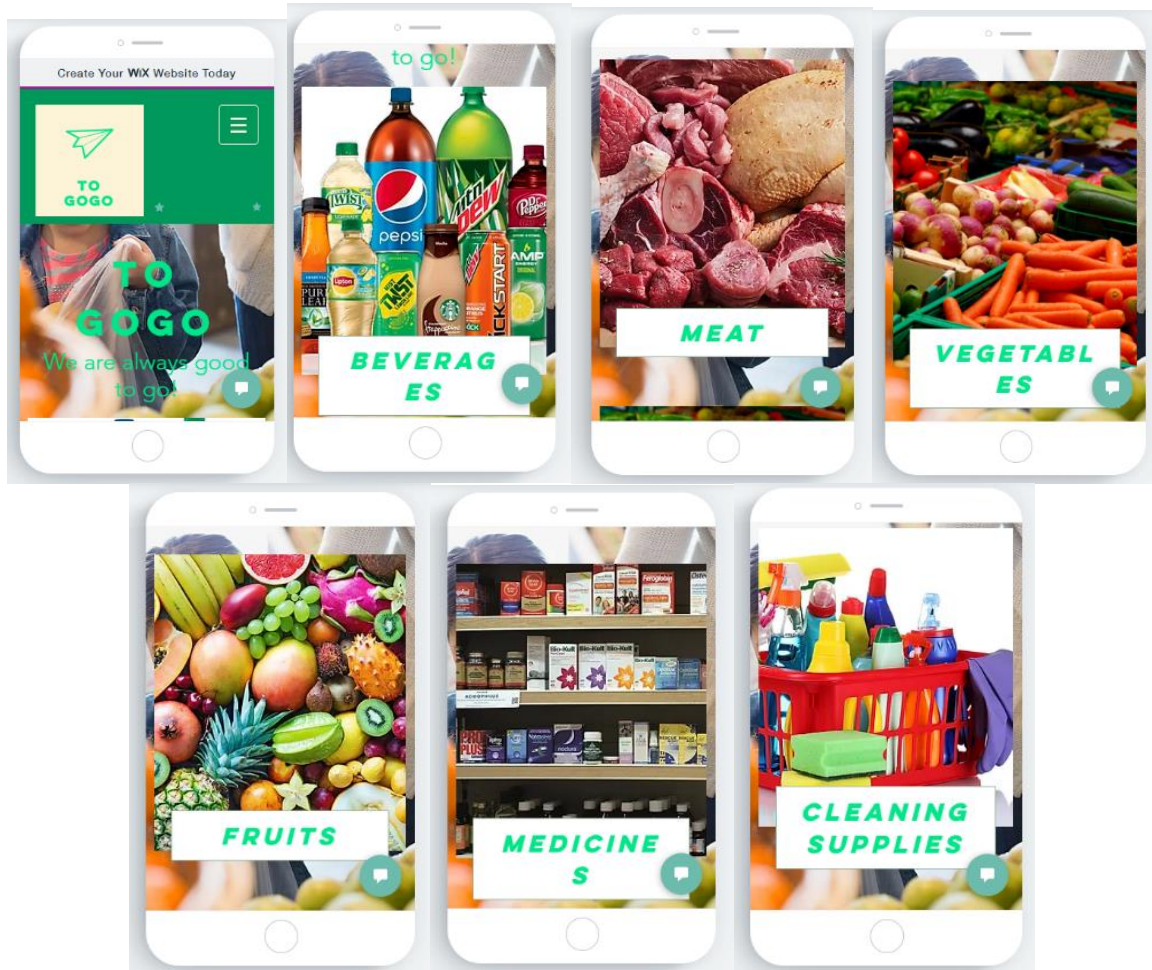
The design of the To Go-go website is made the users in mind. The ease of use, font used and overall design are given importance on how will the users react, use, and have an overall satisfaction with the website. The design is made simple so that the users will not have a hard time in using and understanding the website. The font style used is simple in design. It is made simple so that the font can be read easily.

The goods and products available to be delivered is categorized into beverages, meat, vegetables, fruits, medicines, and cleaning supplies. A picture is provided for each category that enables the user to find their needs and wants easily and efficiently. The picture for each category displays some of the goods and products available to be ordered. For the customer to see all the available goods and products they need to choose a category and all items will be shown to them.

Ordering from the website is also made easy for the customers. First is that the users need to create an account. After creating an account the customer will need to choose a category. After choosing a category the customer can already choose their desired product. The chosen product or goods will be seen in their To Go-go cart.

The customers can also add or remove items in the To Go-go cart. If the customer finish choosing their items, the next step for them is to set the time and place for their items to be delivered.

Mobile Design



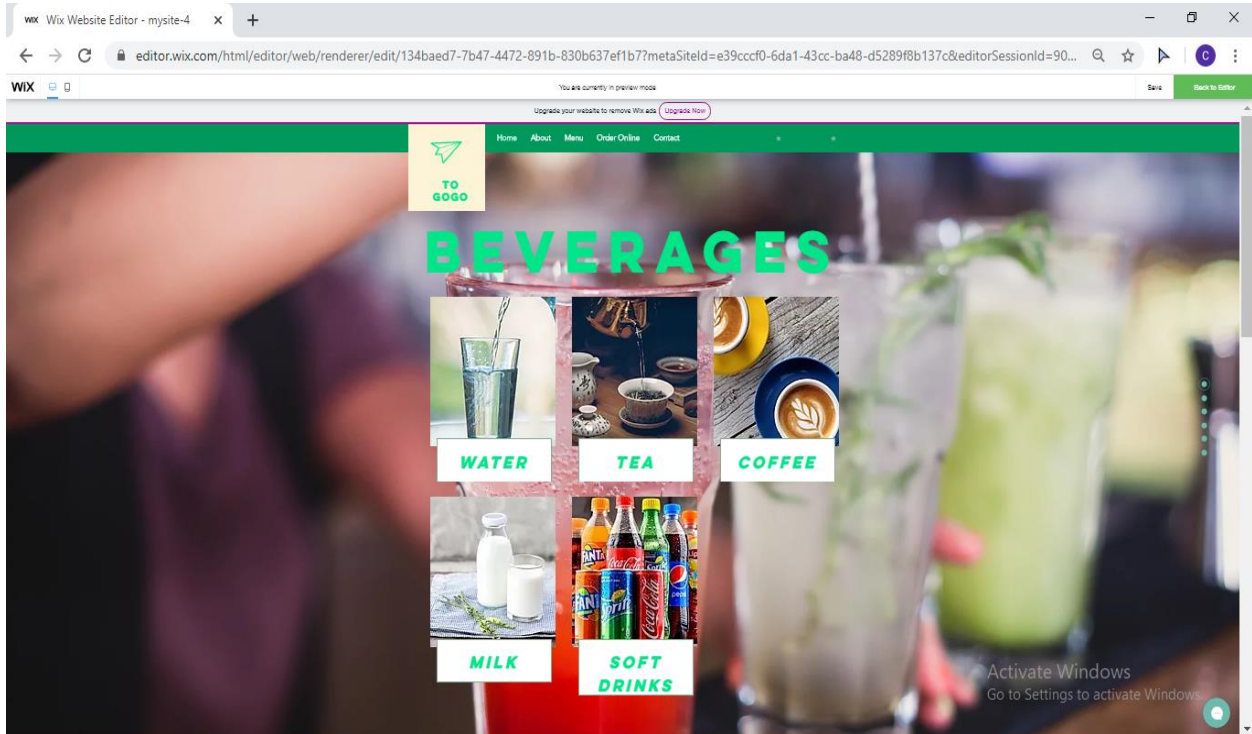
The mobile app was also designed with the users in mind. Same design was used with the website. Both of the designs is made simple. Using simple designs can help the users to use the app more easily and be learned easier too.

The goods and products available are also categorized into six categories. The six categories are beverages, meat, vegetables, fruits, medicines and cleaning supplies. A picture is also provided for each category that shows the available good and products to be delivered. To view all available products per category the user will need to choose a category and all the products and goods available will be displayed.

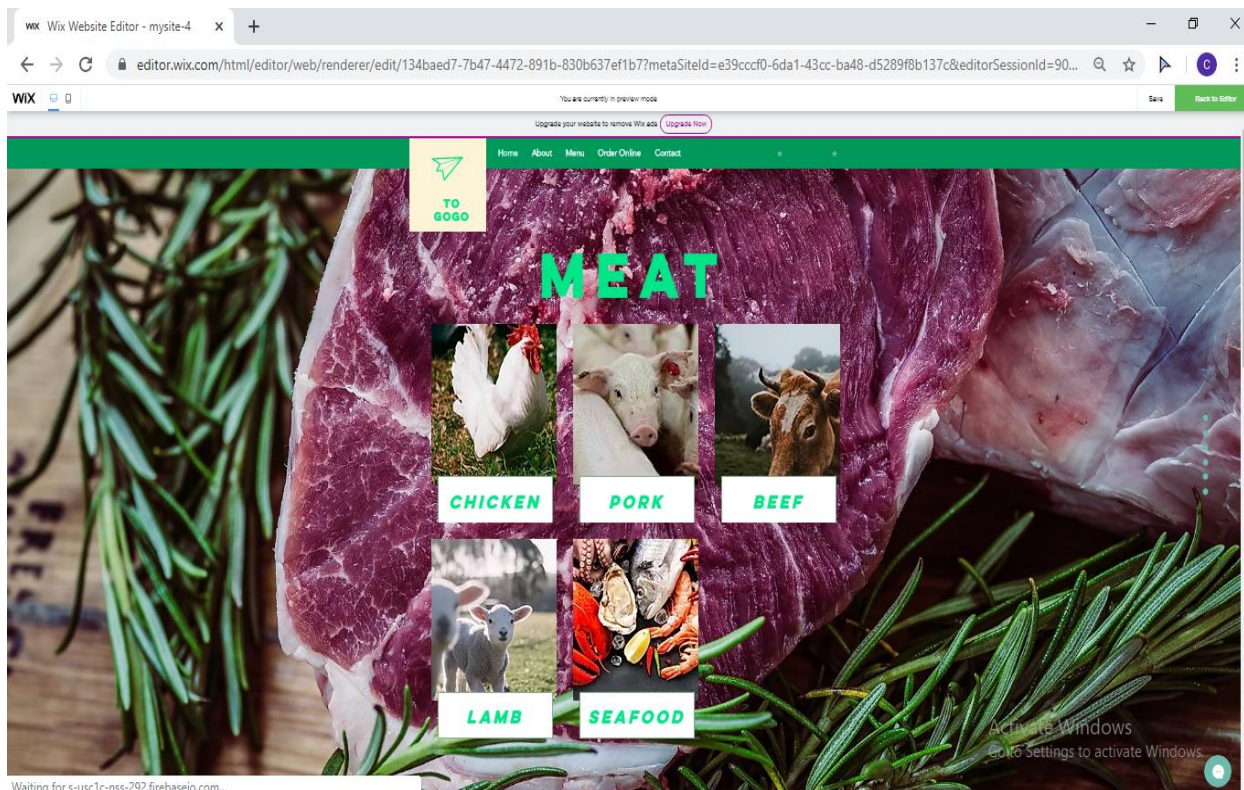
To use the app, the user will need to download it from the PlayStore. After downloading the user will need to register to be able to order from To Go-go. To order using the app, the user will need to choose a category. After choosing a category the customer can already choose their desired items. To complete the order, the customer will need to add the desired items in their To Go-go cart. After finishing choosing the desired items, the customer can set the time and place for their items to be delivered.

Both the mobile app and website the payment method will be cash on delivery. Cash on delivery is chosen as the payment method because one of the most significant benefits of COD is that the customer can pay only after they get the product in hand. In that way, there is no risk of loss of money for them and no loss of trust for the company.

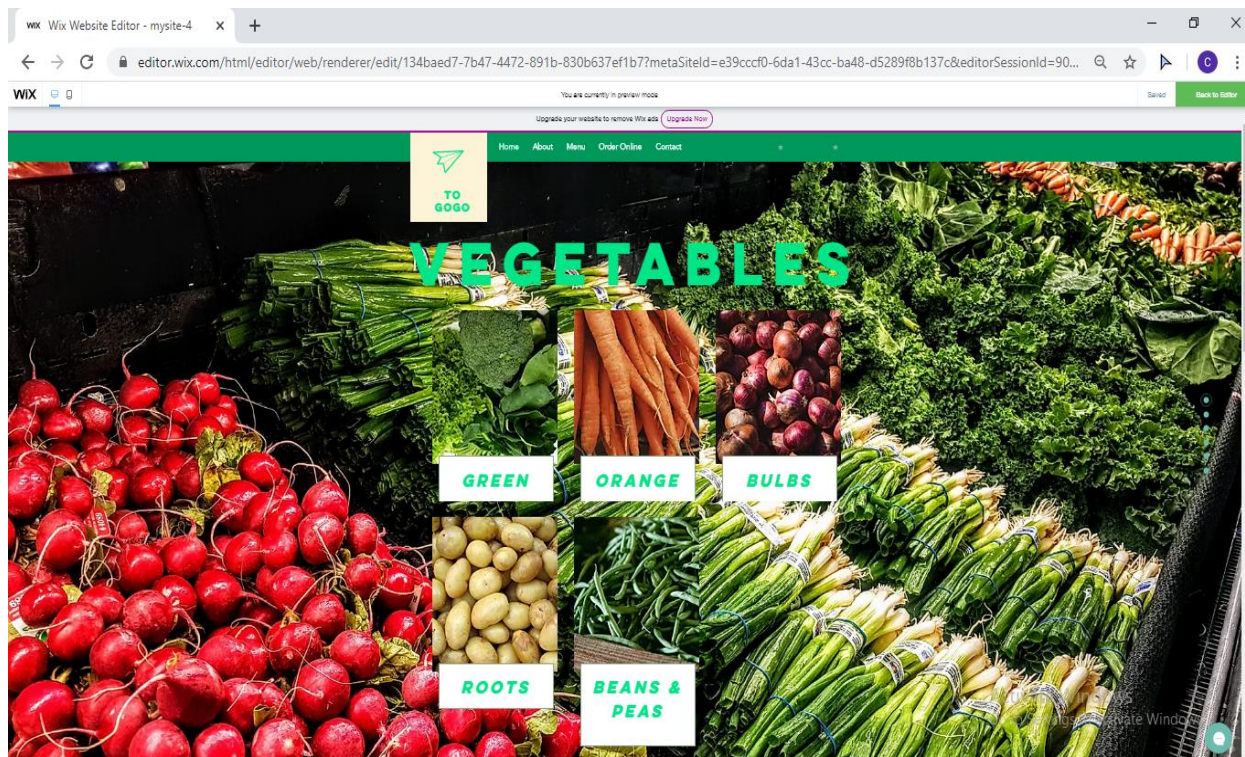
Subcategories



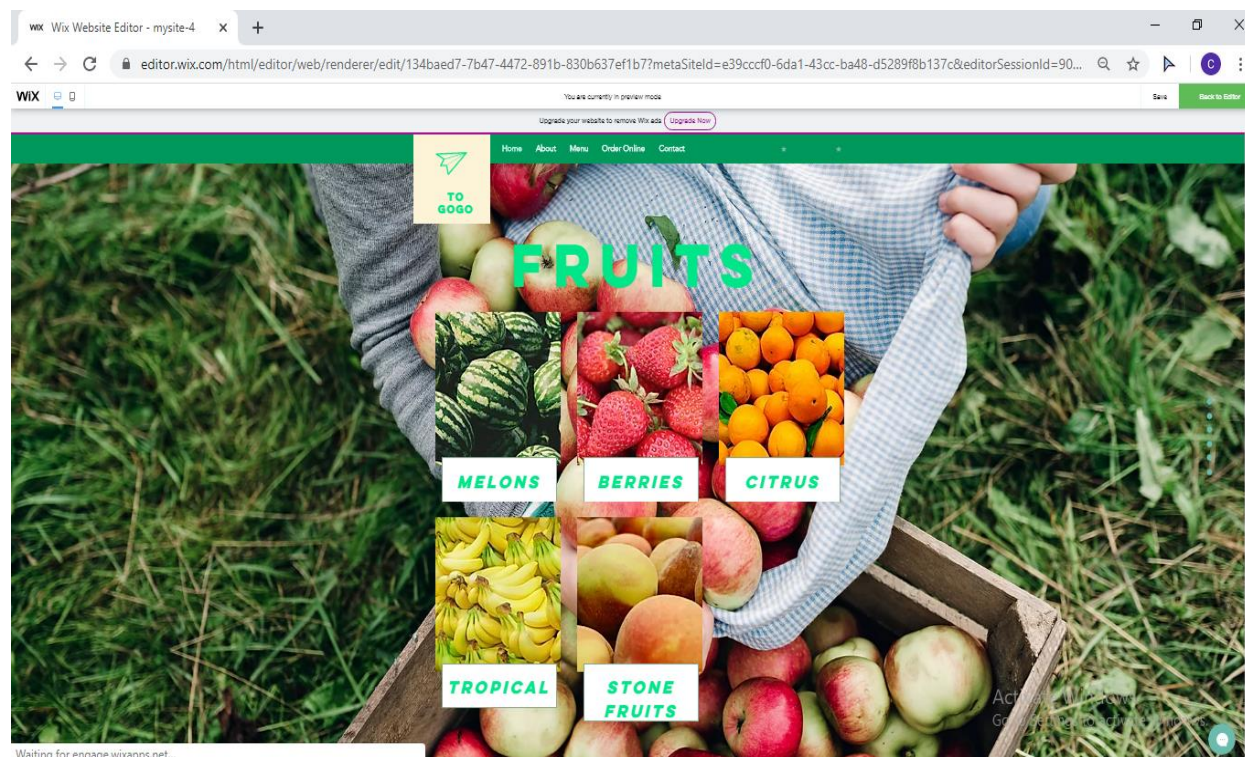
(Subcategories for Beverages)



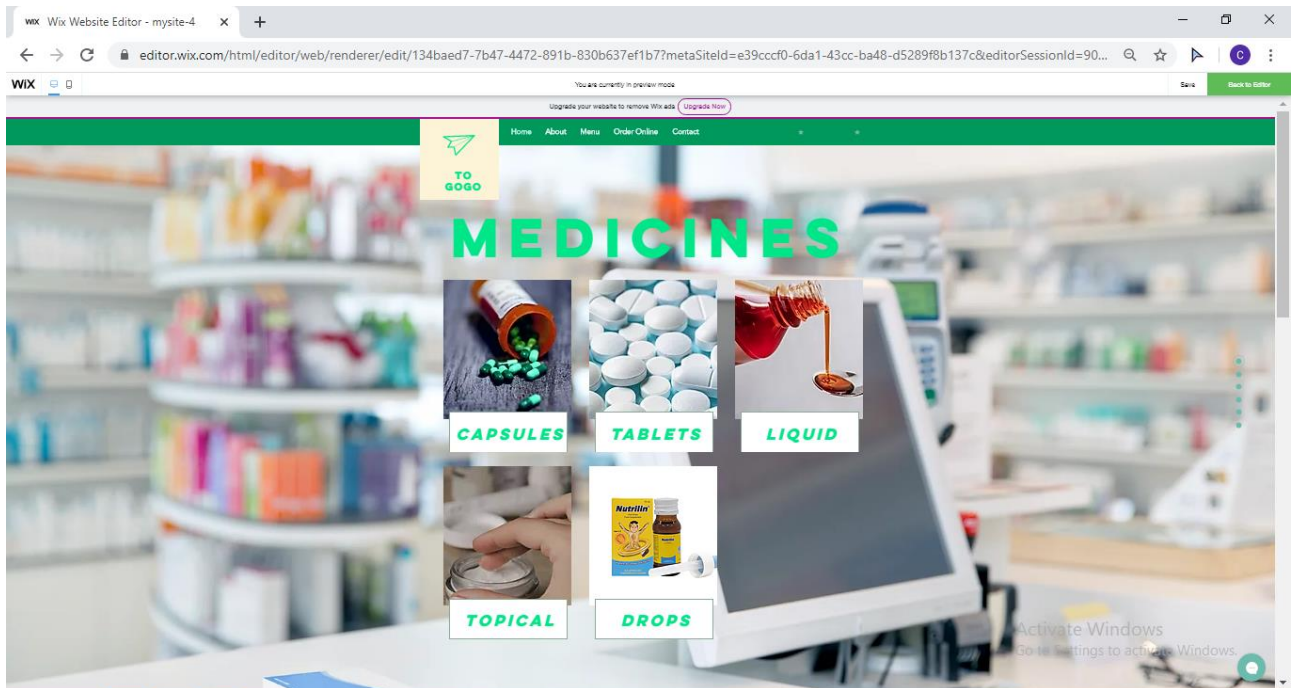
(Subcategories for Meat)



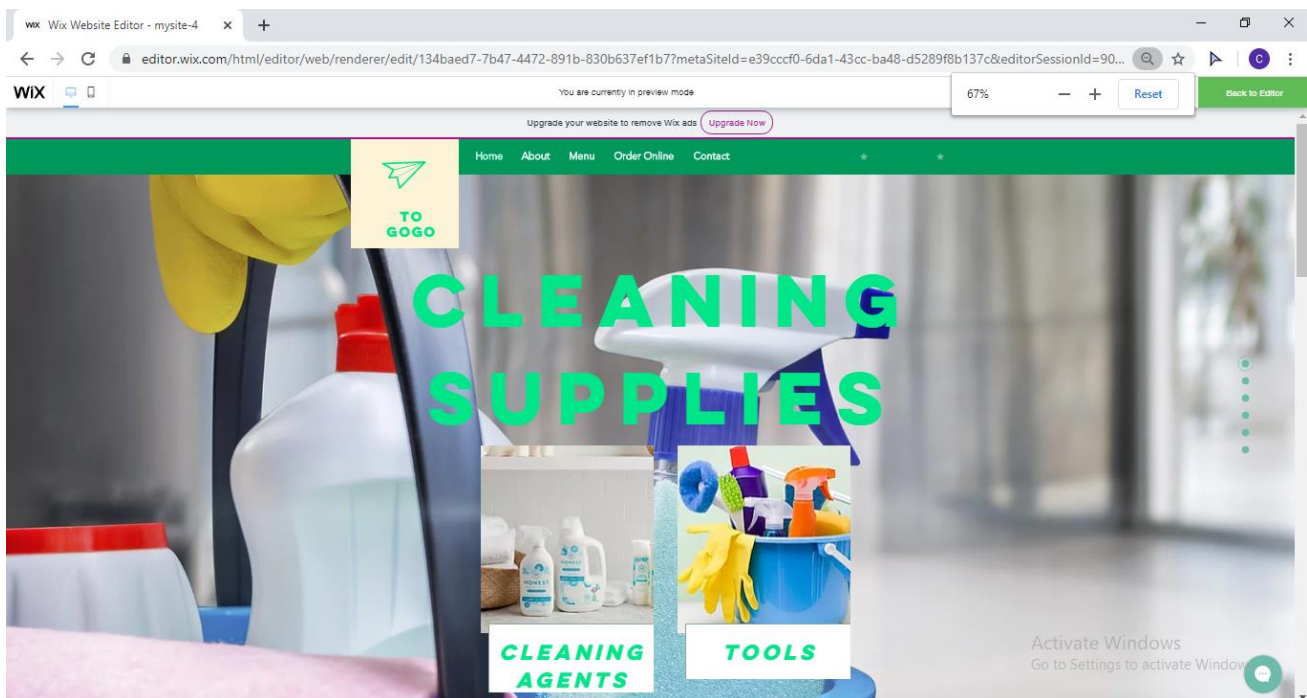
(Subcategories for Vegetables)



(Subcategories for Fruits)



(Subcategories for Medicines)



(Subcategories for Cleaning supplies)

V. REFERENCES:

- Department of Economic and Social Affairs Disability (N.D.) #Envision2030 Goal 11: Sustainable Cities and Communities. Retrieved from <https://www.un.org/development/desa/disabilities/envision2030-goall1.html> on March 24, 2020.
- Philippine Statistics Authority (N.D.) Persons with Disability. Retrieved from <https://psa.gov.ph/tags/persons-disability> on March 24, 2020.
- Philippine Statistics Authority (N.D.) Senior Citizen Comprised Six Percent of the Population. Retrieved from <https://psa.gov.ph/content/senior-citizen-comprised-six-percent-population> on March 24, 2020.
- Philippine Statistics Authority (N.D.) 2018 Annual Labor and Employment Status. Retrieved from <https://psa.gov.ph/content/2018-annual-labor-and-employment-status> on March 24, 2020.
- Healthline(N.D.) The Effects of Fast Food on the Body. Retrieved from <https://www.healthline.com/health/fast-food-effects-on-body> on March 24, 2020.
- Foodie Baguio (N.D.) Retrieved from <https://foodiebaguio.com/view/restaurant> on March 24, 2020.
- Grab Food (N.D.) Retrieved from https://food.grab.com/ph/en/?utm_source=grab.com&utm_medium=referral&utm_campaign=hero-banner-food-product&pid=Grab.com&c=hero-banner on March 24, 2020.
- Food Panda (N.D.) Retrieved from https://www.foodpanda.ph/?gclid=CjwKCAjw3-bzBRBhEiwAgnnLCsw5d14Z3GtYEvOc8RD58mdNGyWAh638Racik3TtWHucO1IamX3mMxoCuxcQAvD_BwE on March 24, 2020.
- Bhalla, P. (2019). Cash on Delivery: Pros and Cons in eCommerce. Retrieved from <https://www.shiprocket.in/blog/cash-on-delivery-pros-cons-ecommerce/> on April 23, 2020.
- Floship (N.D.). What Is The Business Model Canvas and Why Do I Need It? Retrieved from <https://www.floship.com/business-model-canvas-what-why/> on April 26, 2020.
- Business Model Canvas Explained (N.D.). Retrieved from <https://eship.ox.ac.uk/business-model-canvas-explained/> on April 26, 2020.
- The Javelin Experiment Board (N.D.). Retrieved from <http://ywanvanloon.com/javelin-experiment-board-content-marketing-for-the-travel-industry/> on April 26, 2020.
- Big Jump (N.D.). Javelin Experiment Board. Retrieved from <https://www.bigjump.com.au/javelin-experiment-board/> on April 26, 2020.