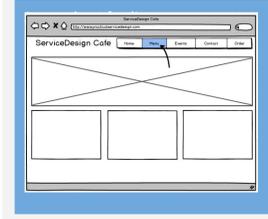


1

Customer visits the-service-cafe.com and navigates to online menu



Customer

Website hosting

Third party ordering system

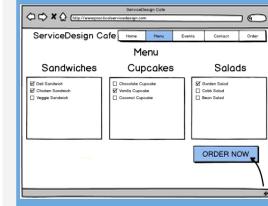
Menu link is part of the main menu, but also a big button on the homepage

Assumption is that customers know that menu = order

30% of orders come through the website - 20% for takeout, 10% for dine-in

2

Customer is taken to the menu page to view standard items as well as updated daily specials and offers. They fill in their order for them and their 2 co-workers



Customer

Website hosting

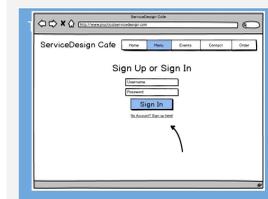
Third party ordering system

Daily specials are updated through ordering system. It is not connected to onsite POS

How often are single orders for multiple paying parties?

3

Customer is asked if they have an account already, and given choice to sign up for one, or to sign in with an existing one



Customer

Third party ordering system

There is no ability to pay ad-hoc without an account first

19% of users abandon their order at the Sign up/in page

Accounts are required for follow up marketing

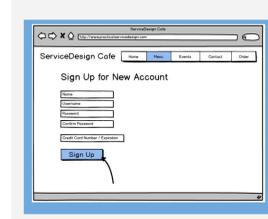
What would it take for ad-hoc, one time ordering?

This is the main point of abandonment in online ordering

Customer's will create new account if they forget they have one, or forget email used

4

Customer does not have an account, chooses "sign up" and fills in personal and payment information



Customer

Third party ordering system

Sign up does not require an email or SMS confirmation

Payment information is saved, it is not actually used to pay at this point

Can SMS be required?

Account can't be created without credit card information

The sign up flow is a definite detour and bump in the first-time experience

5

Once completed, customer is taken to the payment page to confirm their order and select their dine-in or pickup time. They choose to dine-in.



Customer

Third party ordering system

The previously saved payment information is now picked and used here.

Customer is not charged until they confirm dine-in or pickup.

Order will be saved in their account as "unfinished"

Order can be saved as a favorite.

Orders can be placed hours in advance

If the order system errors or there is a connection problem, order is not placed

6

The order is confirmed and customer is sent a confirmation email



Third party ordering system

Confirmation email does not require any action.

Order moves to step 8

Only 15% of these emails are opened

Would it be better to use text and not use email for this?

7

Customer has co-workers agree to pay back the money at a later time since the order could not be split.



Customer

Customer's co-workers

Can the ordering system accommodate split orders?

Is there a way to use an online peer money exchange service to help? ie Google Wallet

There is no way to split the cost, only the signed in user can pay for the whole party

8

Order is received by cafe on their kitchen computer, where it is printed by kitchen staff with the dine-in time noted, and put in a special ticket queue until it is time.



Kitchen Staff

POS system/Kitchen computer

Kitchen Printer

The online order queue is monitored by the staff to see the upcoming times

X orders are started at the right time so they sync up with customer arrival

Orders must be started a minimum of 15 minutes early

Are there technology options to have the tickets be automated with the POS?

How could the kitchen staff be made more aware of the upcoming tickets?

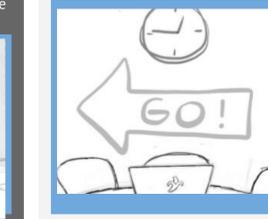
Kitchen uses paper tickets printed by the POS system

The online order queue is reliant on the kitchen staff staying aware of timing

This is the most brittle step

9

Time passes, and when it nears the customer's desired lunch time, they leave for the cafe.



Customer

Customers who arrive early typically don't complain about waiting

Can SMS be used here to alert the customer that their order is started?

This depends on them remembering on their own when it's time to depart

Customer's complain when they arrive later and food is cold

10

Kitchen staff notices tickets. Order is started.



Kitchen Staff

The staff is trained to be very worried about online orders so they check frequently

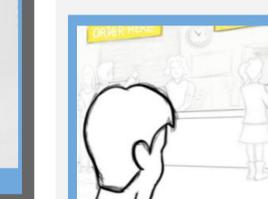
Online order tickets must be monitored every few minutes

This step is totally dependent on the staff being aware of online tickets.

If a ticket is lost or misplaced, they will have to reprint it and start over

11

Customer arrives, enters cafe and sees a line to order. There is a register for placing orders, and a 2nd register for "pick up & check in".



Customer

POS system

Is there a way to make it more clear to the customer on what to do when arriving?

Could customer reply via SMS when the arrive to notify the system?

There is ambiguity as to what the customer is supposed to do when they arrive

12

After a few moments of hesitation, customer decides to go to "pick up & check in" line. They wait for a moment and then are able to give their name and receive a table number.



Customer

Dining Room Staff

Is there any way to remove the need to wait in line to check in?

If an order was not started, kitchen will prioritize the online order that was missed

Tables are not reserved so there is no guarantee there will be a free one right away

13

Front of house staff gives the table number to the customer and sends the number back to be written on the existing ticket.



Dining Room Staff

Kitchen Staff

This is an awkward process as they have get the customer's table number paired with the order

There is no interaction with the POS or ordering systems

How can the customer arrival to table number process be made less error-prone?

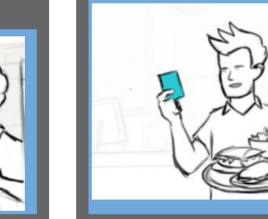
In event of a mishap, how do they go back and find the customer to verify their order?

Since tables are usually added through the POS, the hand written ones can be forgotten

This involves looking through the stack of online orders to find the matching name

14

Order is completed and a server picks it up and brings it out to the dining room to find the customer's table number.



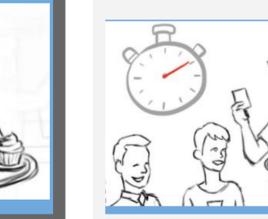
Kitchen Staff

There is no "close out" order, the ticket is just placed on the finished spike

There is no interaction with the POS or ordering systems

15

Customer receives order at their table, 9 minutes after sitting down.



Customer

Dining room staff

A tip has to be in cash as they paid online before arriving

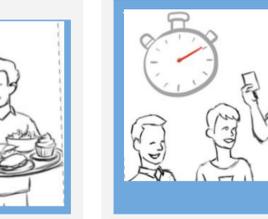
Goal for sit-down to food is 5 minutes.

Time to receive order is highly dependant on when they arrive and when order starts

There is currently no good way to synchronize the arrival and preparation

16

During meal, customer is given a comment card with a 1-10 recommendation survey.



Customer

Dining room staff

Comment card is NPS style with a spot for comments

Has to be completed and left on table

Staff is required to make sure every guest get's a survey

Less than 30% of customer's fill out card

Could this be made digital? Could staff enter it in directly?

Staff can forget or customer leave since they pay during ordering, not after

Data needs to be captured. No card is worse than a bad rating.