

HOW MIGHT RESTAURANT OWNERS CREATE ENGAGING EXPERIENCES FOR THEIR CUSTOMERS, SO THAT THEY BECOME THE PREFERRED PLACE TO DINE OR EAT OUT?



RESEARCH

Finding an effective way to communicate with customers is a real challenge for restaurant owners everywhere.

Everyone nowadays is having a mobile phone in their hands so why not think of a way to approach the customers through where we can get their review, feedback as well as provide them the best of services on one tap.



GOALS & OBJECTIVE

Develop an application, which helps quests of any restaurants get high-level services. Also, it helps the owners of the restaurant to enhance the experience of their customers.

Clean & Minimal
Simple Structure
Interractive Experiences



IDEATION

The whole idea emerged with these focused needs of customer

To acquire customer satisfaction with all the services and food by providing a delightful experience.

To provide priority to their needs and preferences .

To provide a quick response to theirs needs with simple and interactive app.

PERSONAS



John
(Employee)

I visit Restaurant every day for business lunch and quite often I have a working journey.

FRUSTRATIONS

I don't like a long ceremony with choice of the dishes and long waiting waiter or bill. I don't have time for that.

EXPECTATIONS

I would make a quick order, and I want to be sure that I will get it in full. Also, I prefer to pay online.



Emma
(Single)

I cook at home quite rarely, I prefer to eat out because it is faster and I can choose a cousin from my mood.

FRUSTRATIONS

I don't like menus without photos, that's why I always ask for a waiter to describe to me food and the size of portions

EXPECTATIONS

I would prefer to know about the ingredients and nuiceties of the dishes because I try to choose healthy food. I would to see and know more about my dish.



Peter and Rosey
(Single)

We usually eat out on weekends it is a little entertainment for our family.

FRUSTRATIONS

We often add a new position to our order, like a drink or one more portion of dessert. It's not comfortable to ask for a menu again.

EXPECTATIONS

We want to have a menu always available.
We want discounts or special coupons to budget up all food.



PROBLEMS(PAIN POINTS)

-Long waiting time to order the food and payment.

-Waiting for the waiter to come and take the order.

-No virtual view of the dish and food before ordering it's like "Get ready for the surprise you have ordered."

-No nutritional values or food key ingredients are mentioned for health-conscious peoples.
-No platform to give feedback and comment about the experience.



SOLUTIONS

-Can order food and do the payment on the app.

-Can change the order or order something new whenever needed.

-Gets a virtual menu where they can see the whole view of the dish and food which excites them more about the food.

-All the nutritional values or food key ingredients are mentioned on the Dish page for health-conscious peoples.

-Can give their experience after eating in the app itself good or bad.



USER JOURNEY

BEFORE ORDERING

The customer gets all the options of food categories available in restaurants with descriptions for their nutritional values as well as the ingredients and the specialty of the dish virtually to get more interest in the dish.
Also, the customer gets answers to the questions like how the dish looks what are the quantities. And After selecting the dishes they can move to the cart and finally place the order.

AFTER ORDERING

After ordering the food the customer doesn't have to ask for the waiter to come again and add any other items or more dish to the order they can simply add it in the app. And pay on the app itself.

AFTER EATING EXPERIENCE

After eating and paying the bill for your perfect meal the customer gets exciting coupons, promo codes, and points for the next visit to the restaurant so that you can redeem it the next visit and get a discount on their order.

USER JOURNEY MAPPING

PHASES	FOOD SERCH AND DISCOVERY	DISH PAGE	CART	PAYMENT	FEEDBACK
DOING	Creating excitement with the offer and the discovery page. Use the search bar and filters for the desired item.	Check for primary information about the dish like nutritional values, the key ingredient, cost, etc Read reviews made by people	Check the dishes to be ordered the cost and quantity of each. Check for the delivery time.	Applies coupon if any. Select payment method. Gets coupons on payment of the order and loyalty points.	Gives feedback regarding the food ad service. Upload images of food and surroundings what they found the best and sharing experiences.
THINKING	Wants to eat a perfect meal with all their preferences.	Wants to know about the dish before ordering and getting the best dish.	Cash details are already saved so, just add the CVV code for confirmation.	Wants to get assured about what they are getting before ordering amd paying.	About the whole eating experience.
FEELING	HUNGRY!	COMFORTABLE CURIOUS	AMAZING	COMFORTABLE	HOPEFUL SATISFIED

USER FLOW

KEY FEATURES



VIRTUAL MENU

Well, we do eat with our eyes. So with a virtual menu. The customer can virtually see the dish before they order.get the specialty of the dish with videos of it. Also, they can add any extra thing to their order any time they want. This increases the engagement of customers.



ELIMINATION OF WAITING TIME

The customers can order the food on the app and don't have to wait for the waiter to come and get the order.
They can pay the amount of the order online and can get discounts also on th app which saves them time and money.



EARN POINTS

The customers can earn loyalty points through the orders made with the app. This will help them get food at a discounted rate or get access to some really amazing dish. The customer can use the coupon codes and get benefited by ordering food through the app on their next visit.