

Jagdish Sheth School of Management

QR CODE MENU WITH PAYMENT INTEGRATION AND RESTAURANT SERVICE TRAINING MODULE

Design Thinking

Mentored by
Explorra

Presented by –
Students of JAGSoM:

- Bhaskar Sharma 1197
- Ankita Chowdhary 1334
- Ritam Bag 1321
- Simran Gupta 1246
- Abhishek Padhy 1063
- Bhargav KV 1402





Group 7 Report

Organization: Thalassery Restaurant

Problem Statement:

How might we help Thalassery restaurant improve customer satisfaction review from 3.4 to 4.5 in 2 month because of insights like-

1. Service staff recruited from north and north east are unaware of South Indian dish names
2. Clash among the service staff (old staff and new recruits) on who will serve the customer first
3. Even after we train service staff customer reviews on service staff are still bad

What can be done for Thalassery restaurant to increase its finances for marketing from 5% to 15% in one month because of insights like-

1. Profit margin is low so can't put money for marketing.
2. The owner is not taking interest for improvement of the business.
3. They have no marketing team or individual to take care of overall visibility of restaurant
4. Several restaurants compete on same customer segment (middle class family group)

What can we do for Thalassery restaurant to improve operational efficiency from 51% to 68% in 3 months because of insights like-

1. Lack of inventory management technologies
2. No clear job role for staff and no training manual for service staff- service staff clashes occur during peak hours
3. Well defined procedures for dealing with customer queries
4. Food waste by customers and backend food waste management
5. Communication gap between restaurant stakeholders and vendors lead to delay of raw materials
6. Busy working hours eat away work culture of restaurant staff, back pain is common among dish washing staff

Solution:

Solution 1

QR code integration- menu and payments gateway

A QR code backed with a full-fledged website behind that will takes care of selecting menu, which food article is available, how long the cooking time will be, is your dish prepared or not, quick QR code payment solutions, feedback within that interface.

All of this will be finally integrated with company's software and done predictive analytics to know which food has most demand, what safety stock can be maintained, seasonality of demand, bulk order fulfillment, and customization of service as per customer satisfaction rating and reviews.

Solution 2

Employee Training module and training by roleplay games

- (Improving service quality)- Restaurant serving employees training module has been developed as per the establishment's demand. This module is cost effective. This can be put in learning portal of company's website only for employees. Examples- silver platter technique, how to greet customers.

Solution 3:

Sloping ramp or a platform lift for elderly, disabled, and pregnant women.

This solution requires money to build the ramp or lift, but will eventually increase customer experience and positive word of mouth

Lessons I derived from design thinking course:

1. Design thinking involves problem solving of unknowns through creative and human-centered approach to problem solving that helps to generate innovative and user-centric solutions.
 - a) We learned how to apply DT framework and its phases (Observation, empathy, problem articulation, ideation, prototyping and testing) to solve problems and find feasible solutions to them. I am eager to apply them in real life.
 - b) We learned how to empathize with my users of QR code interface. I understood what their needs, motivations, and pain points were using observation and empathy canvas. We searched through the web, visited the place , talked with respective stakeholders.
 - c) We learned to frame a perfect problem statement that not only defines problem but also takes into consideration on how much time it will take to finish it.
 - d) We learned to generate wide range of solutions using scamper and divergent thinking.
 - e) We learned to prototype my ideas quickly and at cheaper price but rich in ideas. I made employee training manual using major restaurant website and watching more than 30 videos on how to serve customers in restaurants. Testing methods like A/B testing and usability testing was done for QR code interface.
 - f) We learned to iterate ideas based on test results and then after getting feedback from real time customers of your solution, we tried to implicate that into our model.
 - g) We learned to inculcate innovation and collaboration in my team and with Thalassery restaurant , by embracing a user-centric approach, I was willing to experiment, take calculated risks and learn from my failures.

Photograph taken on 15 November, 2023



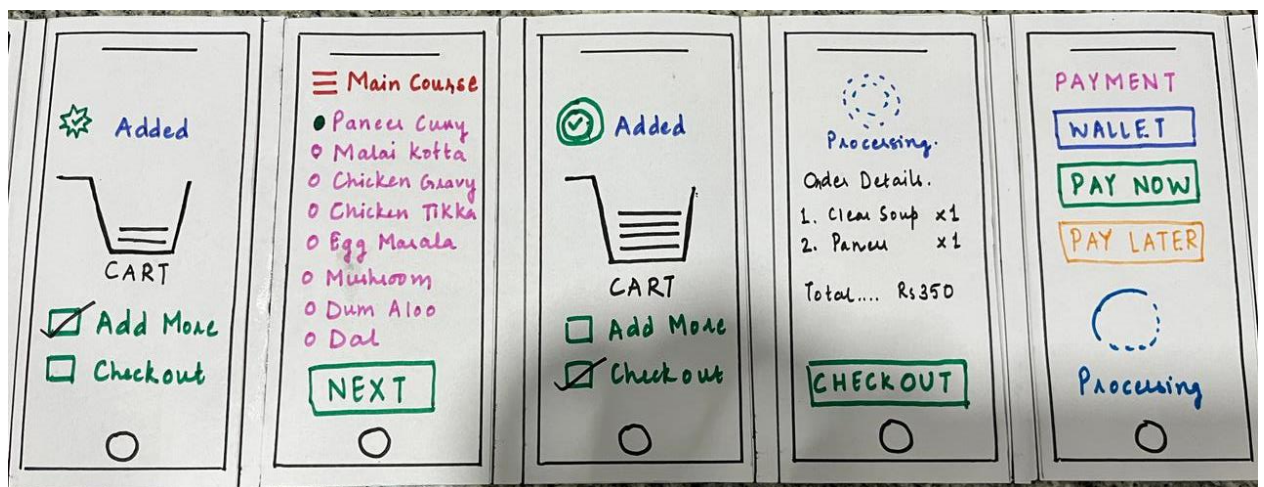
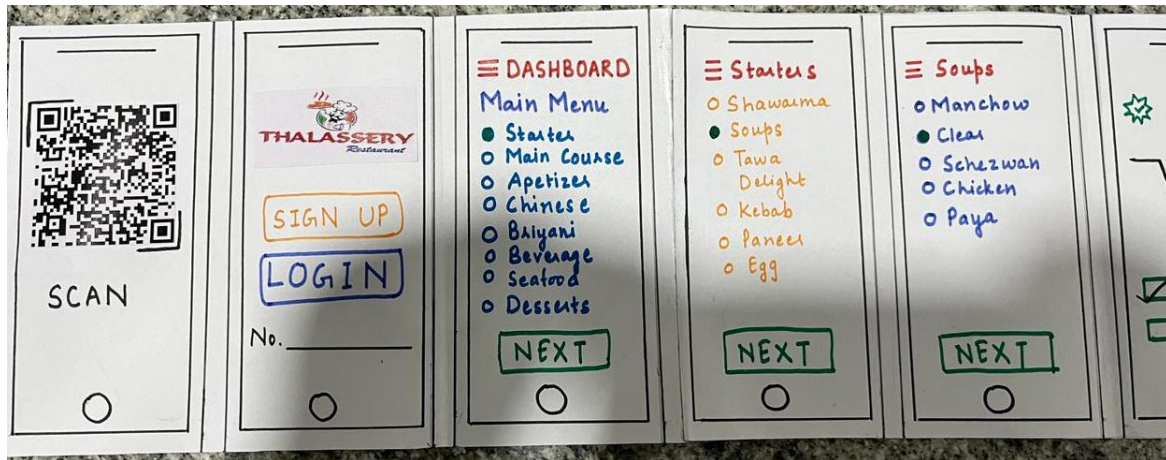
Photograph taken on 3 November 2023



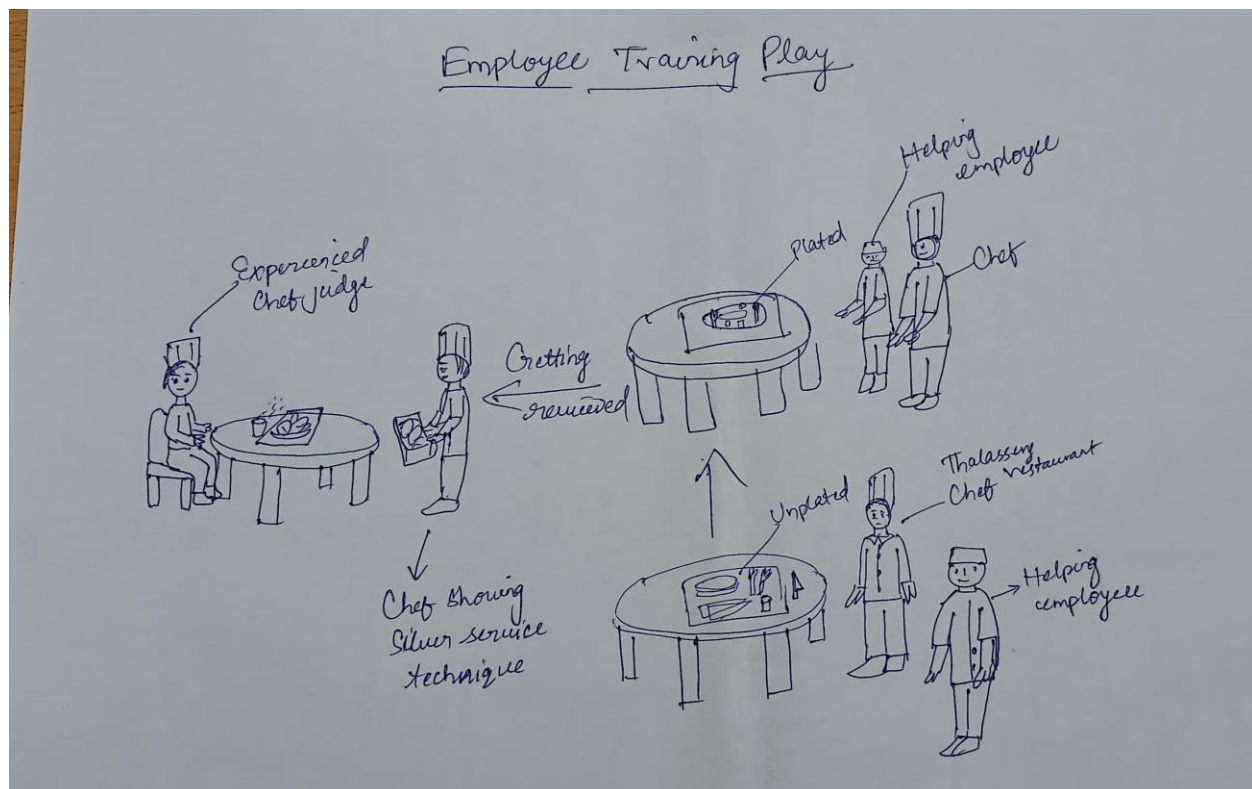
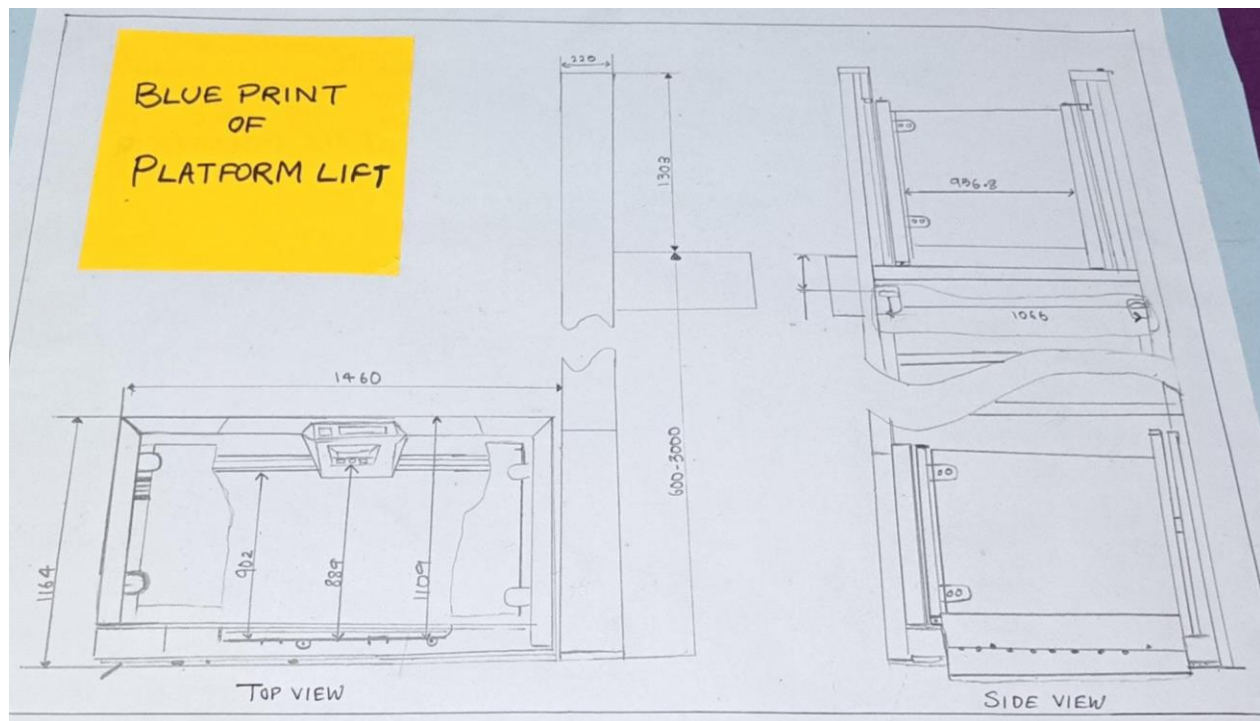
THALASSERY RESTAURANT - ELECTRONIC CITY - NEELADRI			
Phase 1, Bengaluru, Karnataka 560110			
Ph: 7022910222, 7022920222, 7022936222			
GSTIN: 29AAIF 2133G129 FSSAI - 11221 34001281			
Name:			
Date: 03/11/23 Done In: T5			
19:18			
Cashier: 1 Bill No.: 66531			
Item	Qty.	Price	Amount
Chicken Fried	1	70.00	170.00
Rice	1	90.00	290.00
Crispy Chicken	1	76.00	76.00
Shawarma Roll	1	20.00	20.00
Soft Drink (300ml)	1	20.00	20.00
Water - HSN:146	1	20.00	20.00
Total Qty: 5 Sub Total		576.00	576.00
536.00 @ CGST 2.5%		13.40	13.40
536.00 @ SGST 2.5%		13.40	13.40
Round off		10.20	10.20
Grand Total			603.00
FSSAI Li: No. 11219302100140			
THANK YOU VISIT AGAIN			
THALASSERY-NEELADRI			

Prototype

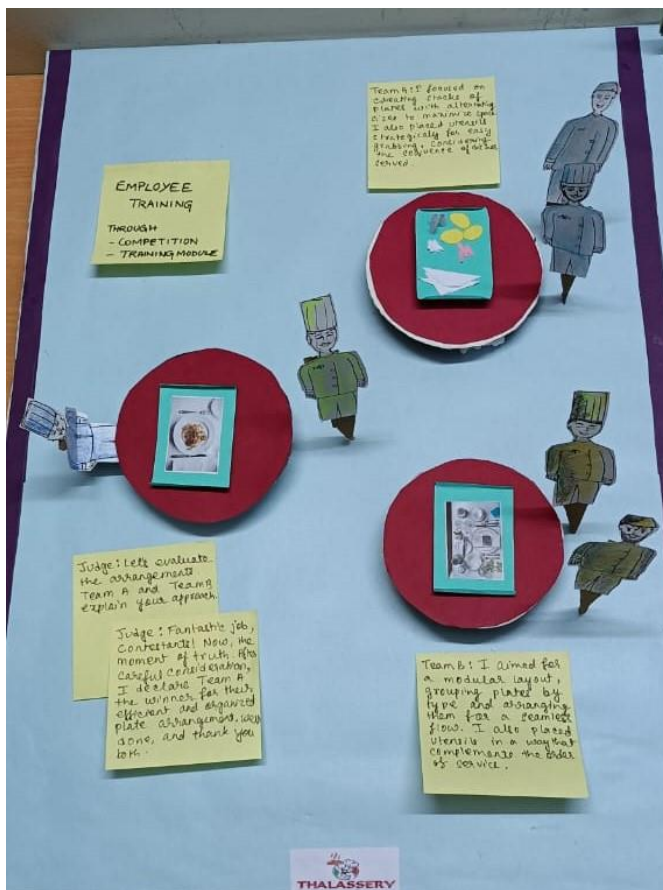
QR CODE APP



PROTOTYPE 2: PLATFORM LIFT for elderly and pregnant women



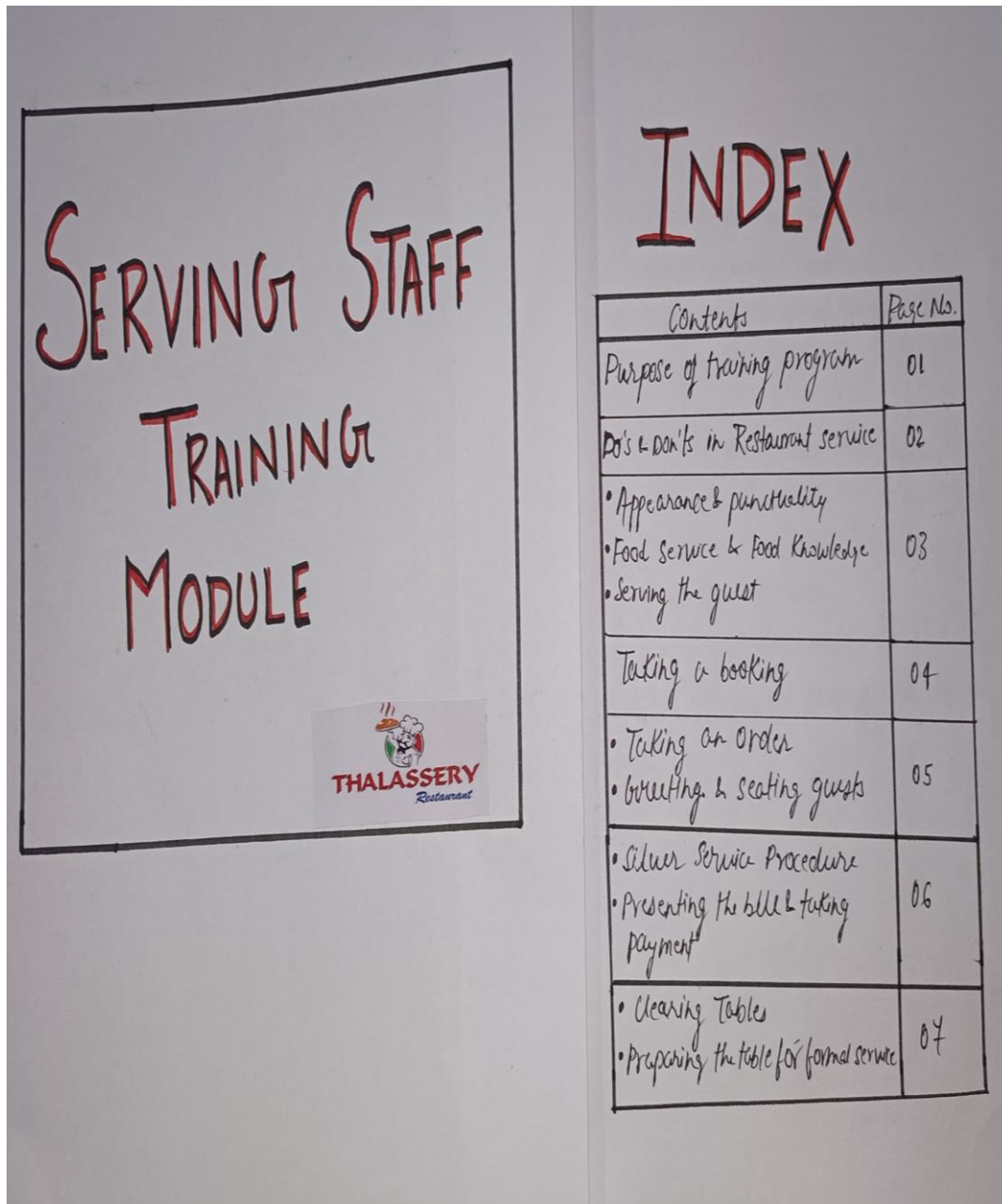
Prototype 3: Employee training play



2. Platform lift



Prototype 4: Service staff training Module:



THIS IS THE MOST FEASIBLE SOLUTION. ZERO COST.

Feedback from Organization

+ Solution 1 (QR Code and Website Integration):

- **Positive Reaction:** The organization was excited about the potential for increased efficiency and customer satisfaction. They appreciated the innovative approach to streamlining the ordering process.
- **Concerns:** There were concerns about the cost of website development and integration with existing systems. Some members were also worried about potential resistance from customers who prefer traditional ordering methods.

+ Solution 2 (Employee Training Module):

- **Positive Reaction:** The organization agreed that improving service quality is crucial for customer satisfaction. They liked the idea of a cost-effective online training module.
- **Concerns:** Some members were skeptical about the effectiveness of online training. They were worried that it might not be as impactful as in-person training.

+ Solution 3 (Ramp or Lift):

- **Positive Reaction:** The organization recognized the importance of accessibility and was supportive of the idea to improve their facilities.
- **Concerns:** There were concerns about the construction and maintenance costs. Some members also raised questions about the feasibility of the construction work, given the space constraints of the restaurant.