

# Jagdish Sheth School of Management



## QR CODE MENU WITH PAYMENT INTEGRATION AND RESTAURANT SERVICE TRAINING MODULE

*Design Thinking*

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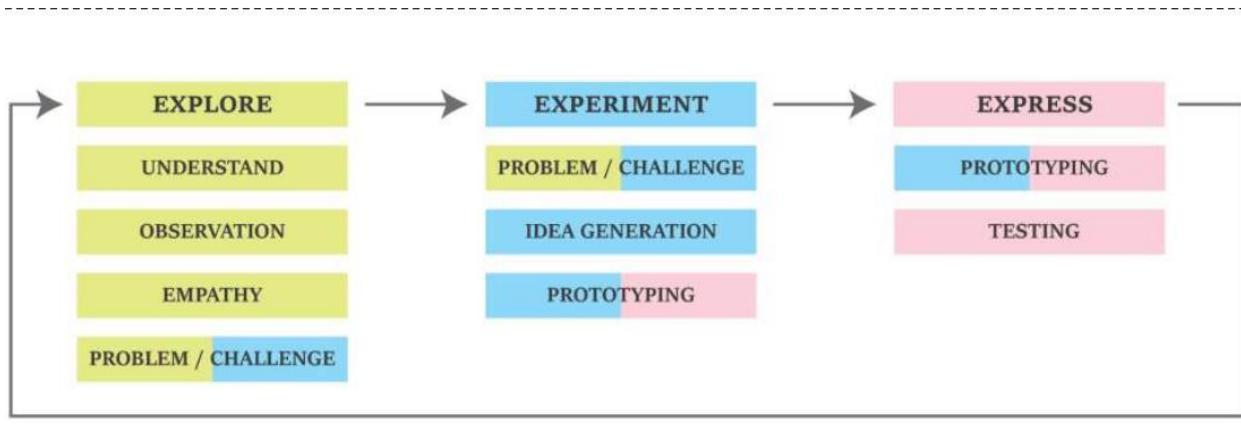
## Executive Summary

Thalassery Restaurant faces three core challenges: improving customer satisfaction, increasing marketing funds, and enhancing operational efficiency. Current customer satisfaction ratings stagnate at 3.4, primarily due to staff unfamiliarity with South Indian cuisine, conflicts between new and old service teams, and ineffective service training. To address this, fostering staff cultural awareness, resolving intra-staff conflicts, and refining training protocols are essential. Secondly, constrained by low profit margins and limited owner engagement, Thalassery lacks resources for marketing, capped at 5% of finances. Without dedicated marketing personnel or strategies, the restaurant struggles to stand out in a competitive middle-class family segment. Enhancing visibility requires reallocating funds, owner involvement, and establishing a marketing function. Lastly, operational efficiency hovers at 51%, hindered by inadequate inventory management, lack of standardized roles, untrained staff, poor customer query handling, significant food waste, and strained staff morale. Addressing these issues calls for implementing inventory technology, creating clear roles and training manuals, and setting up efficient food waste management.

Applying insights from a design thinking framework can be transformative for Thalassery. By adopting empathy, problem articulation, ideation, and rapid prototyping, we can tailor solutions to real user needs. This approach has guided the development of potential solutions such as employee training manuals, customer interaction protocols, and improved interfaces for QR code menus, all refined through testing and feedback. By iteratively embracing a user-centric, collaborative, and experimental mindset, Thalassery can enhance customer satisfaction, bolster marketing, and optimize operations—ultimately positioning it for sustained growth and differentiation in a competitive market.

# THALASSERY RESTAURANT

## 7 Stages of Design Thinking



Seven stages of design thinking are-

1. Observation: Observe the problems people face in the organization selected without bias. Be divergent with your thinking to arrive at several problems from multiangle perspectives.
2. Customer orientation/ empathize: Understand the needs of people you are designing for. Talk to them and try to see the world by putting yourself in their shoes. This requires empathizing with those affected by a problem, asking them questions about their pain points.
3. Problem Articulation: Defining the problem after counteracting all the questions like why, who, where, when and with group discussions zeroing down to most important problem statement that need to be solved for the target user. The problem should be measurable, specific, achievable, time bound, and relevant to real time users.
4. Ideation: This stage involves coming up with extensive ideas to solve the problem that we have defined. Think outside the box and bring crazy ideas on the table which might help later.
5. Prototyping: now comes the stage in which we put our ideas into a real model to test them. This is called prototyping. Prototypes can be sketches, or a working model of a product.
6. Test the idea: after building the prototype, we need to test the prototype with real users after minimal safety checks are completed. Testing with real users will make us see how well our prototypes work and identify what needs to be improved.
7. **Implementation then learning** stage: after necessary improvements are made, start implementing the design. This involves changing an existing process, building a new product, and launching it. Learn is the final stage which involves learning from your experience. Reflecting on what went well and what could be improved which will let us bring improvement in our future designs.

## Stages of Design Thinking

- a. Problems with organisation
- b. My experience with the organization and the industry
- c. 1. Impact of PESTEL (Political, Economic, Social, Technological, Environmental, Legal)  
2. Business trends- Business Model Innovation, Disruption, Trends that will impact – users, departments, founders, employees
- d. Search social media/ internet about the organization- People reviews, trendy things happening in the organization, varieties in terms of products, services, etc., no. of outlets, any differences.
- e. Competitor Analysis in terms of place, product quality, pricing, promotion, positioning, reputation, people, partnership.

### UNDERSTAND/ OBSERVATION STAGE

#### Task 1: Company- THALASSERY RESTAURANT

Thalassery restaurant company: Thalassery restaurant is a popular restaurant chain that offers a variety of customizable sandwiches, salads, and wraps. Thalassery restaurant is famous for its fresh ingredients and healthy options.

There are three Thalassery restaurant outlets operating in Electronic city.

It belongs to food industry- restaurant chain.

#### Task 2: My experience with the organization and the industry.

	My Experience 1	My Experience 2	My Experience 3
Industry	Food Industry- most of packed products have Palm olein oil- they are unhealthy	Innovation in terms of diversifying the value chain of food products was missing in rural areas- at my native place Ganjam	Unorganized fast-food chain are present in every city which makes me rethink about their quality standards
Organization (Thalassery restaurant)	I went with my parents 4 years back and customer interaction was lacking, new to place, it was difficult to figure out what to order	Third year of my college, I went with my friends for party, and there was significant delay in their servicing time due to technology	Recently I went alone to buy sandwich and pack it to home, I realized pizza hut had done better interior than Thalassery restaurant, their room

		gap with the service station.	vibe was lacking in freshness. It still looked the same when I last visited a year before.
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### Task 3: PESTEL and Business Trends impact on Thalassery restaurant

#### A. *Impact of PESTEL on Thalassery Restaurant*

TRENDS	Will cause problem to the Thalassery restaurant	Will be favorable for Thalassery restaurant
Political	Tax policy and trade restrictions on edible oil import can be a problem	Political stability will be good, Bandh in working days is a bane.
Economic	Depression in economy will cause money pinching by customers, not good.	Economic boom will increase salary of consumers, disposable income increase, and Thalassery restaurant can increase price.
Social	Health conscious is bad for restaurant chain	Age distribution around young age and lifestyle attitude of Gen Z for more restaurant is good
Technological	No innovation and tech advancement is bane for every industry	Technological awareness to look for disruption and digitization brings quick payment and less hassle for both sellers and buyers.
Environmental	Increase in vegan attitude will lower the demand for nonveg products of Thalassery restaurant	Allowing food waste in right way will be good for Thalassery restaurant
Legal	Employees laws change can bring change in employer-worker relationship	Patents in new innovative sauce or alike products can bring disruptive change in food industry

*B. Business Trends that will impact our Organization and Industry*

Business Model Innovation- Stakeholder management, technological advancement to include CNN, AI and MI to give user recommendations, serving by robots are innovations that will bring changes in business model of Thalassery restaurant.

Disruption- There are many companies who are leveraging new technologies to market their unique food products, innovation and R & D of food recipes can disrupt the current fast-food industry.

Trends that will impact:

Users: Social, Economic

Departments: Legal

Founders: Economic, political, social

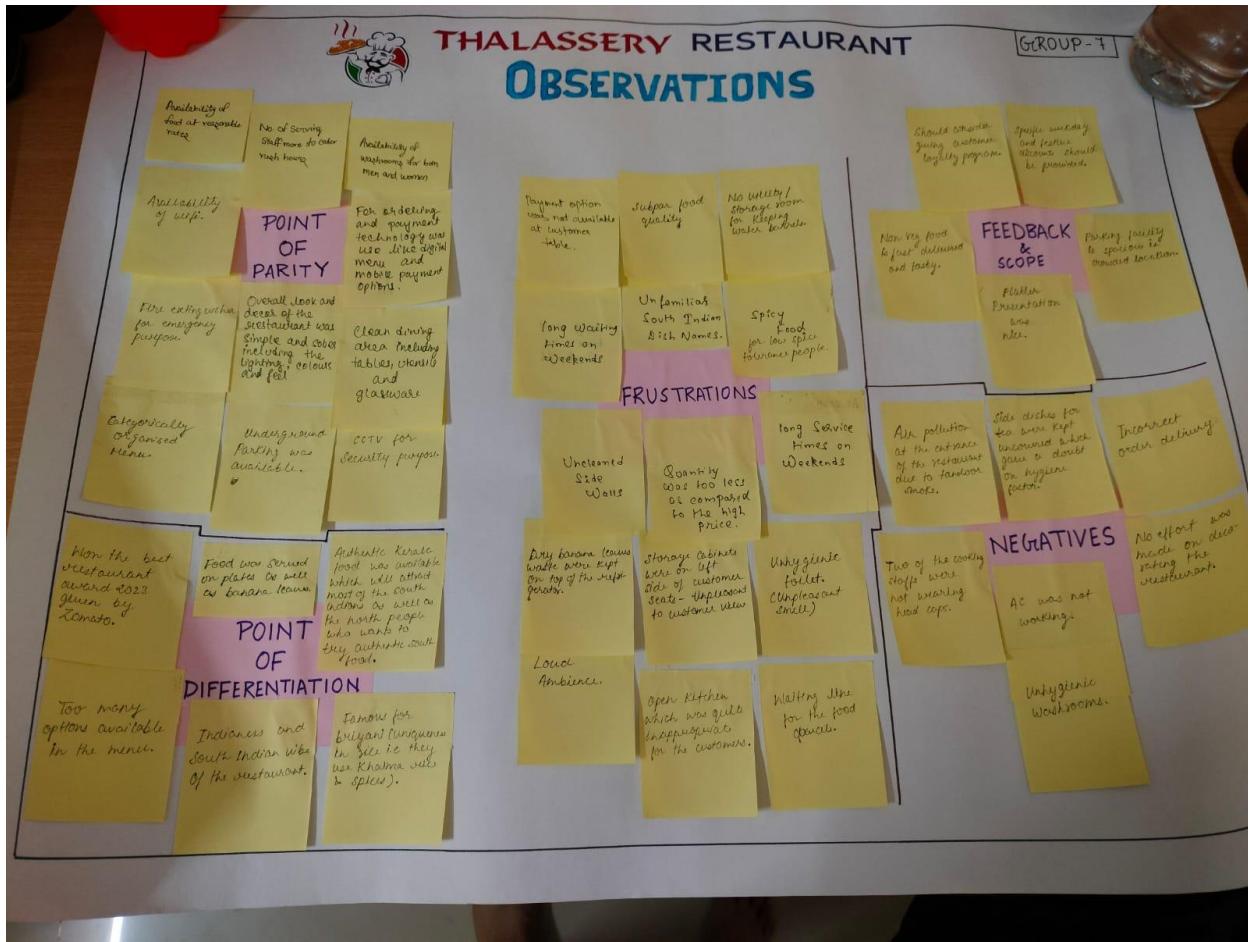
Task 4: Searching about the Organization/ Company- Thalassery restaurant

Finding through social media	negative	positive
Twitter/X		+
Instagram		+
WhatsApp	-	
Quora		+
Snapchat	-	
Facebook	-	

Task 5: Competition Analysis:

	Thalassery restaurant	Pizza Hut	California Burrito	Burger King
Place	8	7	7	8
Product Quality	7	8	8	8
Pricing	6	7	8	7
Promotion	7	6	7	6
Positioning	6	8	6	8
Reputation	9	9	8	9
People	7	8	8	8
Partnership	8	8	7	9

## Observation Canvas



## Insights from observation stage

### Customer Segments

- The restaurant's ambiance is not appealing to Generation Z, who prefer a more vibrant and energetic atmosphere with less noise from the road.
- The strong smoky smell from the grill barbecue located near the entrance is driving away young customers.

### Hygiene

- The women's restroom is not being cleaned regularly and the hand dryer is not working, creating a negative impression on female customers.

## **Staff Diversity**

- The restaurant's staff comprises individuals from various ethnicities, including North Indian, North-Eastern Indian, and South Indian backgrounds. This diversity is helpful in serving customers from diverse linguistic backgrounds.

## **Bucket Food**

- The restaurant is not offering bucket food at a discounted rate, which is a popular option among younger customers.

## **Customer Experience**

- The restaurant has an excessive number of service staff who are not engaging with customers effectively. They constantly watch customers and do not greet them properly.
- Customers are required to make payments at the billing counter, which is inconvenient and disrupts the dining experience.
- The restaurant does not offer options for food customization despite having an open kitchen, limiting customer choices.

## **Operational Issues**

- The manager struggles to monitor the behavior of service staff during rush hour, leading to potential lapses in customer service.
- The cooking staff is facing challenges in managing time due to outdated kitchen appliances, affecting order fulfillment and customer satisfaction.

## **Marketing and Loyalty Programs**

- The restaurant's expenses are primarily focused on procuring raw materials, with minimal investment in marketing and presenting the restaurant's unique offerings.
- A loyalty program for regular customers is not in place, hindering customer retention.

## EMPATHY STAGE

Persona Creation (after interviewing)



Name: Rashid Ahmed

Age: 43

Occupation: Thalassery Restaurant manager

Personal Info: native of Bengaluru, family of 4-(him, wife, mother, son), several years' experience in restaurant business, studied till 12<sup>th</sup>, economic condition of family made him and his siblings to go for work, has one son-his motivation to work hard

### Interest-

From childhood, he loved shops selling hot samosas and jalebis.

Experimenting with new ingredients, fast food lover,

Watching south Indian movies like Kantara

Passionate about good work culture and bringing customer smile,

Create and deliver scrumptious culinary experience to customers

### Needs-

Finance from owner to revitalize restaurant,

Collaboration with stakeholders- cooking and serving staff

Experience to understand restaurant business

Money to cure her ailing mother

Expert training for service staff

Marketing and branding of outlet in cost-effective way

### Powers-

Ability to manage restaurant staff

Problem solving when customer issues arise,

Menu planning with cooking staff,

Connection with suppliers to get raw materials in time, maintaining safety stock as per festivity demand

Recruitment and training of service staff

Managing profit at the month end with the help of Accounts staff

**Behaviour**

He does NAMAZ five times a day without missing

Tries new cuisines

Bring food bloggers through social media connections

Meditate to loosen stress

Keen eye for detail and customer value delivery

**Values-**

Trust my fellow workers

When people hide their real emotions about difficult dilemmas , it frustrates him as is they approached him earlier, problem would not have escalated

Healthy and hygienic environment to enjoy food with family and friends- creating memorable experiences

Life comes before work, so we allow employee celebration like Birthday parties, national holidays

**Aspirations:**

To be a restaurant owner

Own his house in main Bengaluru area

A good father to his son- higher studies, make his son a doctor

## Persona 2



Name: Brijesh Longpa

Age: 25

Occupation- Takeaway counter serving staff

Personal data- Completed 10<sup>th</sup> and did ITI, married early, shifted from Manipur to Bengaluru under friend's recommendation after marriage, live with family in rental place far away from main city

### Interest-

Loves and misses Manipuri cuisines- Morok metpa (chutney), Kanshoi (vegetarian dish) made by her mother

Passionate about interacting with people

Loves hindi thriller movies , playing football

Multitasking with wife when at home- helping her wife stitching clothes, repairing small electrical equipments

### Needs-

Improve his financial condition, flexibility in working hours

New to restaurant business, so seek frequent help from seniors while handling customers and constructive feedback

**Values-** trust among friends and family, personal space when doing something, spending time with his family, enjoy the life to fullest and create happiness around you

Powers- head of nuclear family, good communication with customers and delivery guys, he is approachable and can handle multiple things alone, can repair fans and other small electrical equipment in no time

**Aspirations-** to be a good husband and be able to take care of all family needs, buy a Royal enfield bike, Start his own electricals repair business shop

### Behaviour-

Carefree attitude, loves watching movies in weekends, making Instagram reels on daily activities in restaurant and even at home

## List of Identified stakeholders

1. Owner
2. Restaurant manager
3. Cooking staff
4. Delivery staff
5. Accounts staff
6. Delivery counter staff
7. Serving staff
8. Cleaning staff
9. Customers

## Questionnaire for identified stakeholders

### **WHO?**

#### **Restaurant manager**

##### **1. Who is the owner of the restaurant? Does he come to restaurant?**

**Ans-** Shameer is the owner of Thalassery restaurant, Neeladri branch Electronic city Bengaluru.

He resides in Dubai, he handles social media of Thalassery but over the years he has stopped asking about the business, except for year end profit generated in this business will go to his and pay for our salaries.

##### **2. Who is taking care of this restaurant branch?**

I as restaurant manager manages its operations, marketing and overall functioning of the restaurant.

##### **3. Whom do you contact if you need advice on betterment of restaurant business?**

I ask for restaurant consultants in social media handle on solving specific problems and also take permission from my owner to take a major change, but changes on introducing a new recipe , marketing posters and training servicing staff is handled by me

##### **4. Who else can do your job if you are ill, will the restaurant be closed on that day?**

No, restaurant working hours are 7 AM till 11 PM, and no holidays except in Diwali and new year eve. We operate all the time. Second in command is Arnav, he is older than me and knows every knowhow of this business after me. I trust him when I am not present.

##### **5. Who is doing the 3 musts for the success of the business?**

All the stakeholders play their part for successful customer experience, I as a manager take care of creating a strong concept and menu, providing excellent customer service , managing cost effectively.

## **WHAT?**

### **Takeaway counter serving staff**

#### **What are your daily duties and responsibilities in Thalassery restaurant?**

We must wear Thalassery apron and cap before we start our daily activities. I am a takeway counter staff which makes sure the food ordered by customer online is made and given to delivery guys in proper order with no mix ups.

#### **What do customers complain about most often?**

Customers complain about food was not hot when they received even after we did aluminium foil packaging. He believes it might be due to Bangalore traffic delay in delivery.

#### **I have seen customer review, one of them was on mix up of food. How do you handle such a situation?**

I do not believe this happened because of our fault and our policy is we do compensate for any customer bad experience. This might be the fault of delivery guys.

#### **What do you see as biggest challenges customers face when ordering takeaway?**

There are some potential barrier to ordering food online- they have to go through unclear menu options as sometimes I get calls on a recipe that do not make here, ordering process is by Zomato and other such apps- we have less hold of what is being shown in the app, delivering delays due to traffic.

#### **What customer queries do you handle?**

I only see takeaway order queries of customers and solve it ASAP. We have restaurant no. in our social media handles and google map, and delivery apps. Our manager sees through those reviews and ask us to improve on the fault.

We take suggestions from customers and try to give holistic experience to customers who dine-in and no worry takeaway at doorstep.

#### **What do you think would make the takeaway counter environment more welcoming and inviting for customers?**

Creating an positive and engaging atmosphere will help. I do believe we need a separate counter to service as this comes in the roadside and dine-in customers must pass through us to get inside the restaurant. Restaurant needs complete renovation inside-outside in terms of marketing billboard, but I see that after COVID its difficult for manager to manage finances.



Identified expert (Rohil Shetty)

**1. Sir, please introduce yourself?**

I am Rohil Shetty. I have done hotel management from IIHM. I have experience in menu planning, parting handler, project manager in Beast India Company for 1 year, Chef De Partie in Taj hotels for 1 year. I have been working as freelance as restaurant consultant to Bengaluru hotels and restaurants.

**2. Have you eaten in famous Thalassery restaurants in Bengaluru?**

Yes, I have eaten several times but my experience differed with different outlets on the basis of overall experience to the customer. You see the whole customer journey has to in mind of restaurant owner to satisfy best culinary expectations of customer. This is not just dine and pay. In the restaurants several memorable moments takes place like birthdays, anniversary celebrations. But Thalassery takes care of different set of customer segments- middle income, simplicity people who like ethnic south Indian foods.

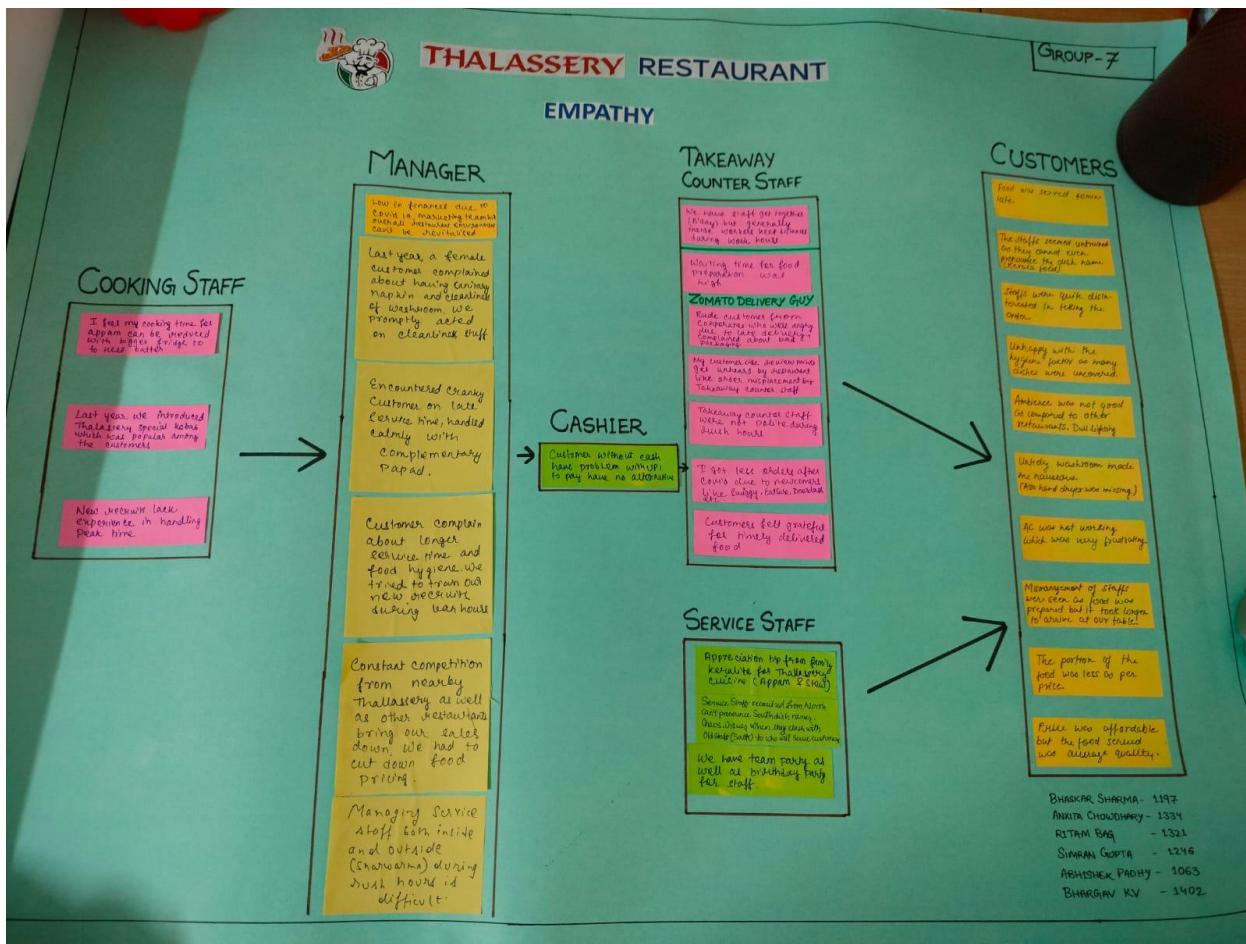
**3. What are your suggestions to our branch which caters to customers in electronic city? Some of the customer reviews and photographs of the restaurant were shown.**

It seems that the restaurant is not doing well- the obvious reasons are owner is not taking interest in this restaurant, dwindling finances due to COVID setback, marketing and training of service staff is severely lacking. I have seen such situations before, the only way to tackle this is to ask the owner and manager to have a talk about the bleeding restaurant business. I may look ok now but who knows when the next pandemic will come, and restaurant will go out-of-business. This is just an assumption. We need to investigate the finances and try to find low-cost solutions for marketing. There are several you tube videos that have authentic content on training servicing staff, R and D will be required for developing new recipes and introducing them for low price in festive times will attract new customers.

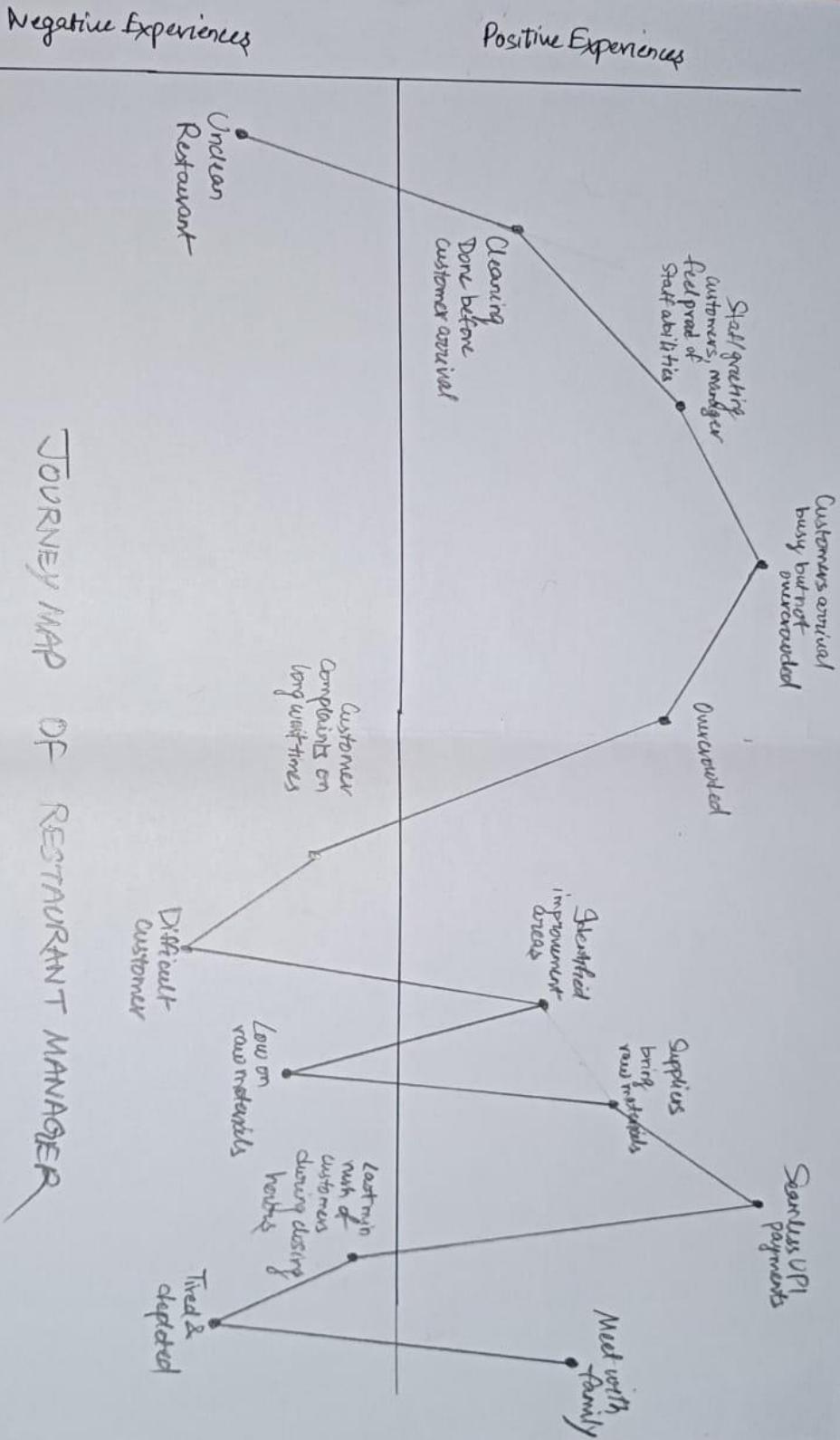
**4. Tell us about any good customer experience in restaurant business you encountered?**

When I was working with Taj Hotels, one evening a couple with a small girl came to the hotel. The couple said that their girl is autistic and is very uneasy about partying with loud noises. The hotel manager came up with a solution that astounded all of us. He immediately arranged for a private room, away from the main party area to provide a calmer environment. It was a huge success, and the hotel was appreciated on social media and top management to provide exceptional customer experience and value.

## Empathy Canvas

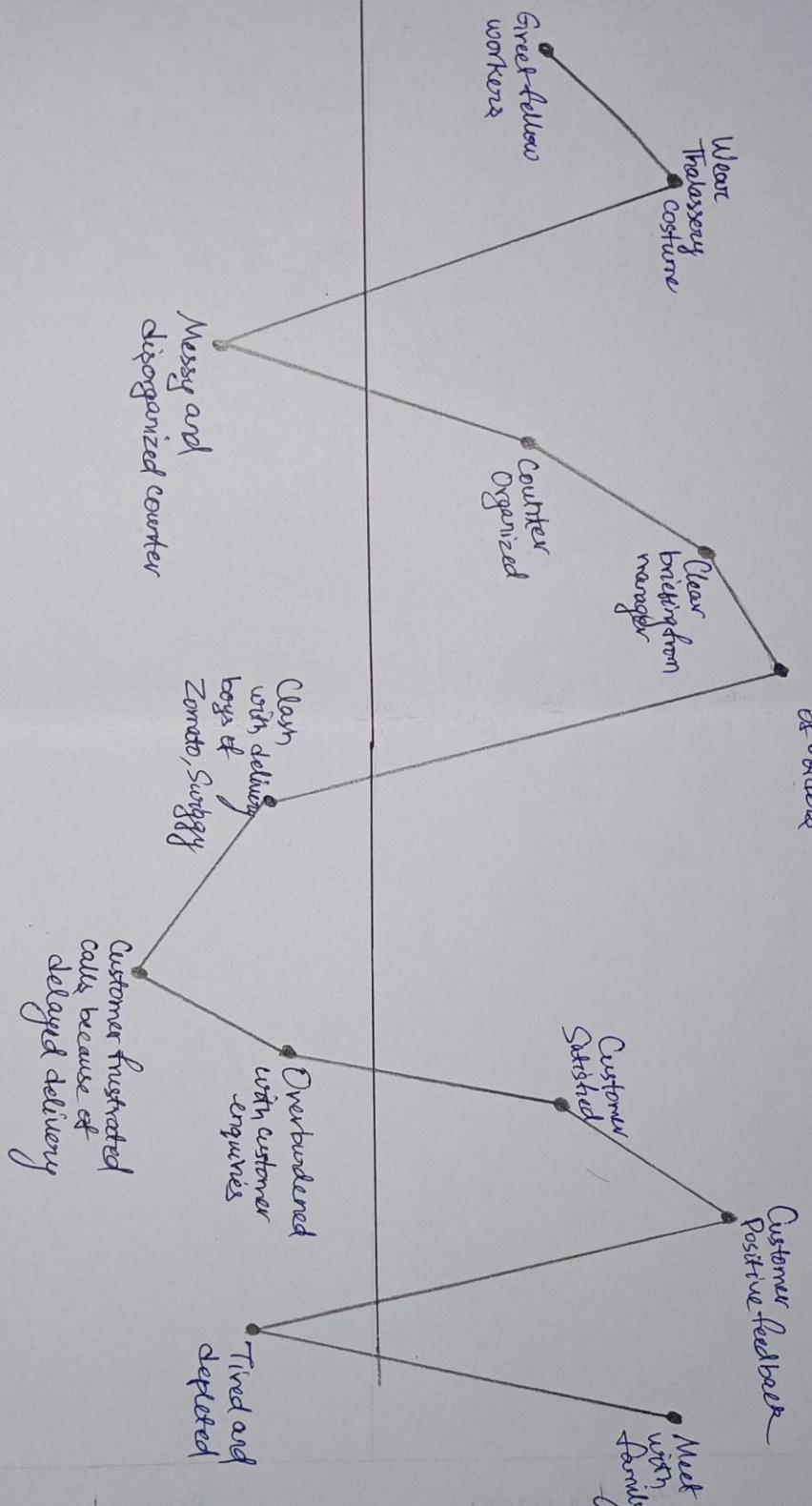


## Customer Journey Map



JOURNEY MAP OF RESTAURANT MANAGER

## Negative Experiences



## JOURNEY MAP of DELIVERY COUNTER STAFF.

## Insights from Empathy Stage

Observation	Problem/possibility	Insights
Restaurant ambience not good	Restaurant lighting was dull and gloomy	Due to low in finances after COVID
Cleanliness and hygiene of restaurant not maintained	Ladies washroom was dirty and no hand wash	Low in finances , manager is cost cutting in frequency of cleaning
Undertrained serving staff	serving staff had communication gap with south Indian customers	North and northeast recruits for serving staff
Delay in internal operations	Raw materials inward and delivery/ consumption output misbalance, correct safety stock not maintained	Operations lack use of software and technology
Marketing and advertisement lacking	Restaurant billboard cracks and lighting not working properly, old wallpapers	Marketing expenses are low in 5%, because Owner is not taking interest in finances of business
Cooking time more	Delay in serving meals to customers	Cooking staff want new big freezer to store food, but finances low

## Problem Articulation

### Problem statements

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

## IDEATION STAGE

We used SCAMPER Tool for generating business ideas.

From the problem statement it was identified that the employees of Thalassery restaurant were *undertrained and least motivated* when doing their work. Familial interaction between employees was also lacking. This eventually led to clash among employees when serving customers leading to poor customer experience.

Idea- to come up with a **feasible training module that will train their employees** on their daily work as well as on how to increase customer experience.

### Substitute

- Here we are trying to put e-resource content with videos demonstrating employee etiquettes as well as their daily work like cooking, serving techniques in employees LMS instead of age old booklet given to them.
- A rough module can be made with all important steps in a booklet form as first draft. Finalizing that draft with an expert. **Exploring all possibilities and feasibilities of this solution.**
- Upselling techniques to employees such as if a family of four has come to restaurant and they ordered only two rice plate and two dal tadka. Employee/serving staff can try upselling curry, sabji, other side items that they may crave while eating. Here we want to **change the attitude of employees to go with just what customers said.** Instead promote your signature items in great way without disturbing the peace of customer.
- Reward based system to fuel their motivation to serve customers. Recognition in their work.
- **Behavioral and attitude change-** And I believe that a **practice as simple as** in which manager tells its employees after their day's work is over to pat yourselves back saying we did a good job will also motivate them in their work.
- A manager could take an understanding approach to find root cause analysis of problem without criticizing the employees on their every wrong. Instead ask what caused it, How can I prevent it. Attitude change is important to bring positive change in behaviour of serving staff and other employees.

### Combine

- For the ground floor, we employ mid level experience serving employees to approach customers in a more familial way and tone depending upon the situation.
- This will give a more family like feeling to them. This will not only increase footfall but also repeat visits.

### Adapt

- We can combine silver service dining expertise which are used in top hotels to our customers but replace silver ware with general fibre plates but serving can be done in silver plating manner. That flexibility we will retain to cut costs.
- Since restaurant has two floors – ground and first floor. So, first floor can be used to provide silver service to customers who are willing to pay more for the exquisite dining experience. This

will be mostly for couples, business meets, etc. for this employees will be trained from the LMS module provided by us which enlists all procedural steps to train them.

#### Modify

- Giving a more traditional and oriental behaviour from employee treating local customers could be helpful for increasing the footfall.
- Increasing the customer target for small children by including food posters with mickey mouse cartoon character.

#### Eliminate

- Allow customers to directly book seats from home along with time mentioned after payment so that there will be no hassle during peak hours.
- Since employees were facing issues with which customer to entertain, a rule should be made that customer should not be left unattended no matter what.
- Make them experience personal touch with everything they experience in restaurant.

#### Reverse/Rearrange

- Pay first then eat
- This will reduce hassle during payment
- At the end of cutomer journey if customer fails to pay due to UPI payment failure. It gives a sour taste to the customer as well as chaos at the billing counter also looks bad for other customers who were dining in.

#### Divergent Thinking

Ideas generated like-

- Food- Introduction of all south food delicacies with mother's touch. More like home made food.
- Advertising-Marketing with Disney characters as posters eating south indian food to engage children
- Occasion wise marketing but with beautiful paper cuttings on wall
- Platform lift for handicaped persons to reach restaurant door which was at a certain height
- Employee training module to train employees – silver service with personal touch
- Cost cutting with introducing modern kitchen ware that will reduce waiting time of customers and increase customer experience
- Celebrating customer birthdays if they tell about it with complementary pastries
- Manager training with experienced restaurant owners on how to handle conflicts
- Payments before dining
- Payment and menu viewing using QR Code at the table

## BUSINESS MODEL CANVAS

### Business Model Canvas for QR code app

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS
<ul style="list-style-type: none"> <li>• Payment gateway companies</li> <li>• Online order platform provider/s</li> <li>• Agencies that provide marketing and advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Develop &amp; maintaining an online ordering &amp; payment platform</li> <li>• Promote the QR code solution to diners</li> <li>• Staff training on QR code system</li> <li>• Data analysis on customer experience and sales</li> </ul>	<ul style="list-style-type: none"> <li>• <b>For dine-in customers:</b></li> <li>• Convenient and contactless ordering and payment</li> <li>• View menu and photos of dishes</li> <li>• Access to special offers and promotions</li> <li>• Leave feedback and reviews</li> </ul>	<ul style="list-style-type: none"> <li>• Online ordering and payment platform</li> <li>• Mobile app</li> <li>• Email marketing</li> <li>• Social media engagement</li> <li>• In-person customer service</li> </ul>
	<p>KEY RESOURCES</p> <ul style="list-style-type: none"> <li>• QR code generation software</li> <li>• Online ordering and payment platform</li> <li>• Mobile app devt.</li> <li>• Website devt.</li> <li>• Marketing and design resources</li> </ul>	<ul style="list-style-type: none"> <li>• <b>For takeaway and delivery customers:</b></li> <li>• Faster and easier ordering processes</li> <li>• Reduced error in orders</li> <li>• More efficient payment processing</li> <li>• Improved customer satisfaction</li> </ul>	CHANNELS
COST STRUCTURE		<p>REVENUE STREAMS</p> <ul style="list-style-type: none"> <li>• Transaction fees for online orders and payments</li> <li>• Increased sales from upselling and cross-selling</li> <li>• Reduced costs from improved operational efficiency</li> <li>• Data insights to inform marketing and menu planning</li> </ul>	

### Business Model Canvas for Employee Training Module

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>Technology providers</li> <li>Restaurant industry</li> <li>Training professional from restaurant business</li> </ul>	<ul style="list-style-type: none"> <li>Develop and refine training content.</li> <li>Maintain website and online presence.</li> <li>Manage partnerships and distribution channels.</li> <li>Gather feedback and data: Continuously improve the module basing on UX.</li> </ul>	<ul style="list-style-type: none"> <li>Improved employee performance: Increased efficiency, reduced errors, enhanced customer service</li> <li>Reduced turnover and training costs: Attract and retain qualified staff, decrease onboarding time.</li> <li>Higher guest satisfaction: Improved dining experience leads to better reviews and repeat business</li> <li>Competitive advantage: Stand out from competitors with dedicated staff and superior service.</li> </ul>	<ul style="list-style-type: none"> <li>Free email support to answer questions.</li> <li>Community forum: Knowledge sharing and peer-to-peer support</li> <li>Paid premium services: Offer advanced training modules or consultations for a fee.</li> </ul>	<ul style="list-style-type: none"> <li>Restaurant employees</li> </ul>
	<b>KEY RESOURCES</b>		<b>CHANNELS</b>	
	<ul style="list-style-type: none"> <li>Training content: Videos, interactive exercises &amp; engaging assessments</li> <li>Website and online platform: secure user-friendly interface</li> <li>Marketing materials: promotional content, developing brand value</li> <li>Industry expertise</li> </ul>		<ul style="list-style-type: none"> <li>Direct website: download your content as per restaurant need</li> <li>Online marketplaces through restaurant industry sources</li> <li>Partnerships with restaurant chains</li> <li>Word-of-mouth</li> </ul>	
<b>COST STRUCTURE</b>	<ul style="list-style-type: none"> <li>Content development and maintenance: quality control</li> <li>Website and platform maintenance: tech support</li> <li>Marketing and promotion: Online advertising</li> <li>Customer support</li> </ul>	<b>REVENUE STREAMS</b>	<ul style="list-style-type: none"> <li>Premium services, Affiliate marketing, Donations and sponsorships, Data insights and research:</li> </ul>	

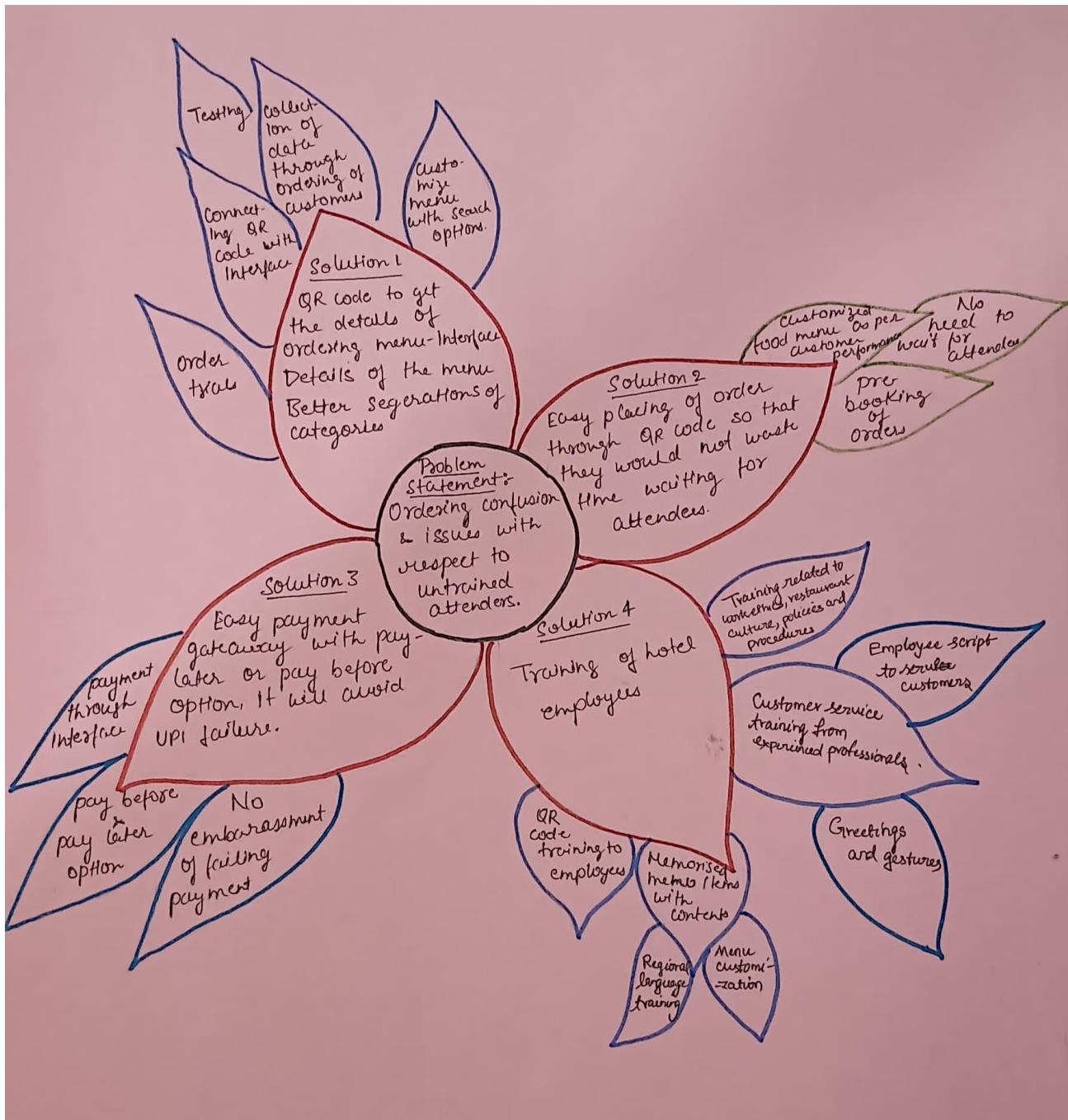
Evaluation of multiple alternatives (Scale of 1 to 5)

	Quality of Idea	Desirability	Feasibility	Viability	Scalability	Sustainability	Final Selection
Employee Training module	5	5	5	5	5	5	YES
QR code menu and payment integration	5	5	4	4	3	4	YES
Platform Lift	3	3	2	2	1	3	No
Marketing with paper cutting on occasions	3	2	4	5	4	4	No

So, I conclude that Employee training module, QR code menu and payment integration are the most viable solution for our client Thalassery restaurant in Electronic city, Bengaluru.

## PROTOTYPING AND TESTING

### Problem Statement and Solutions in PETAL framework

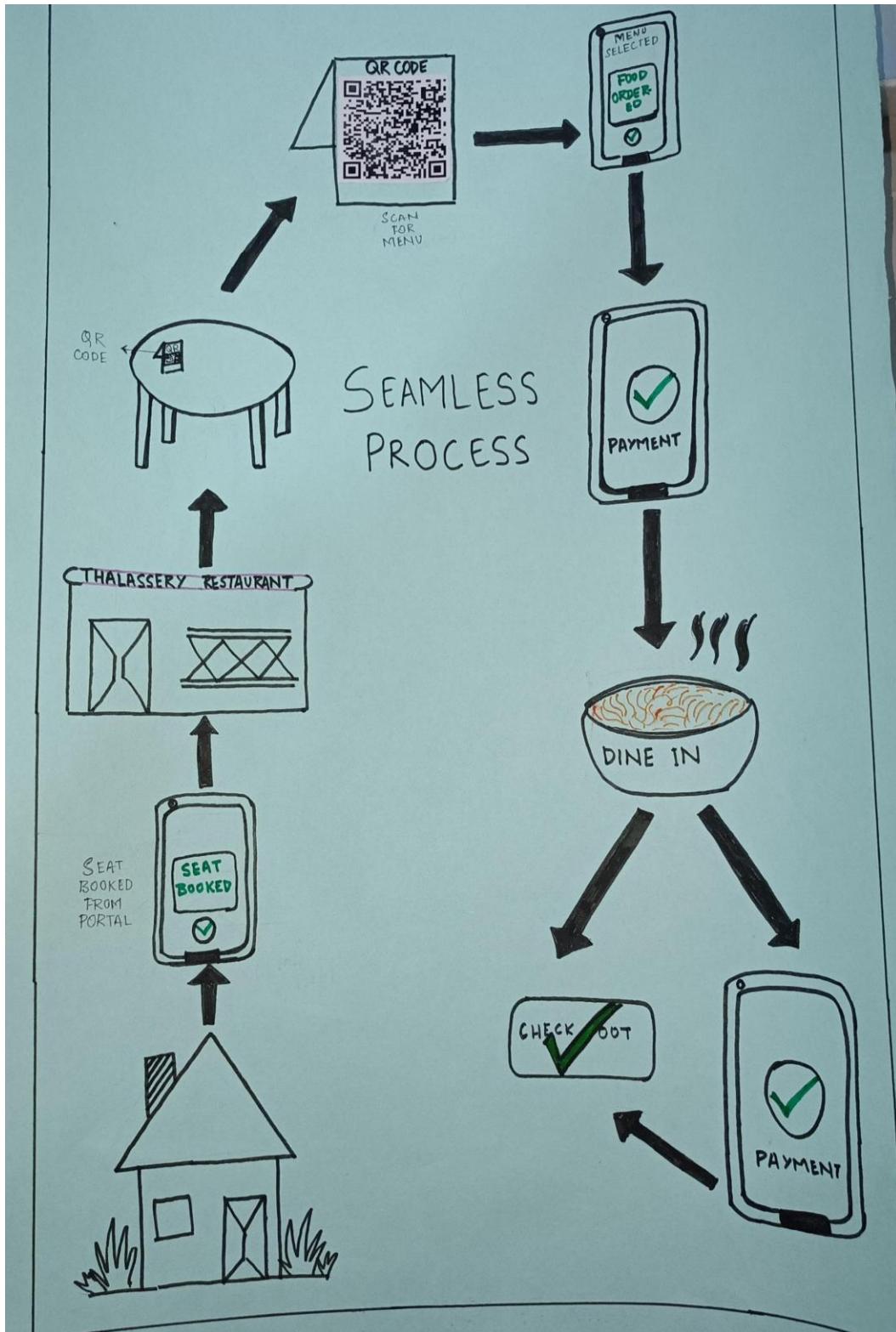


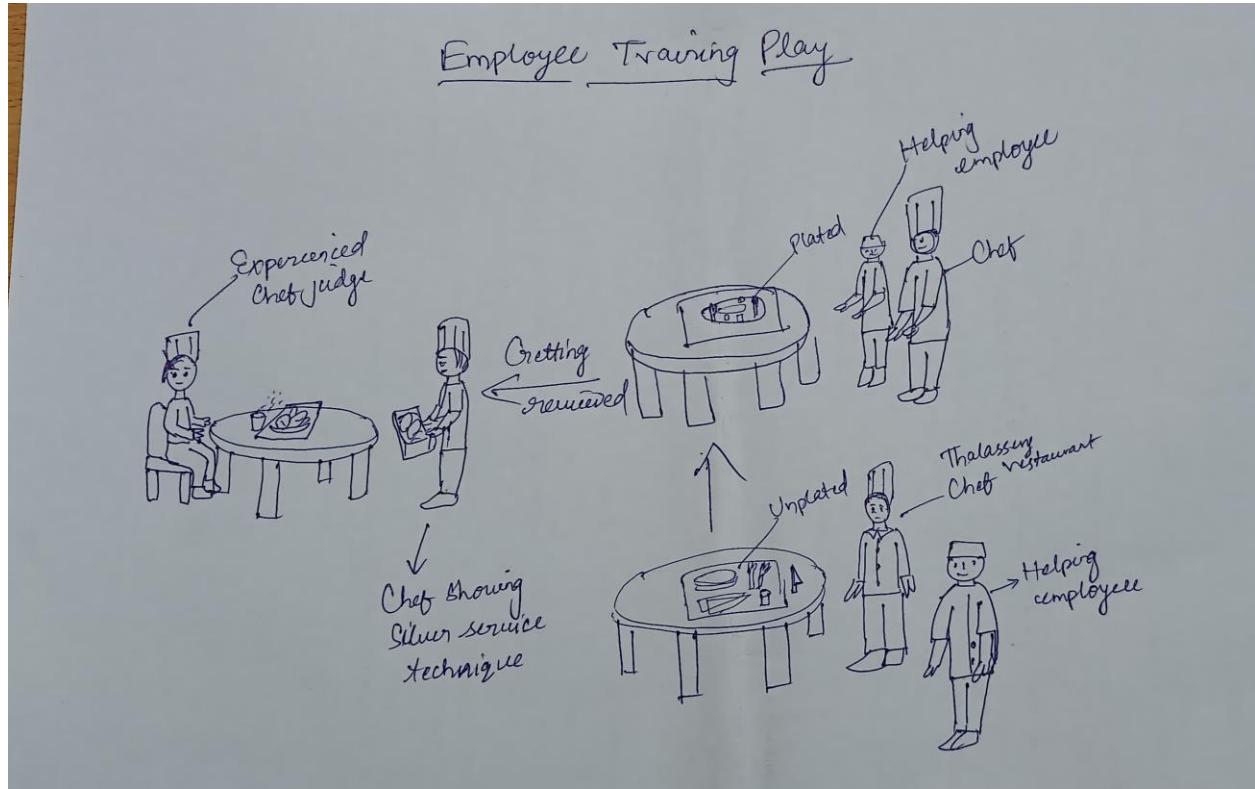
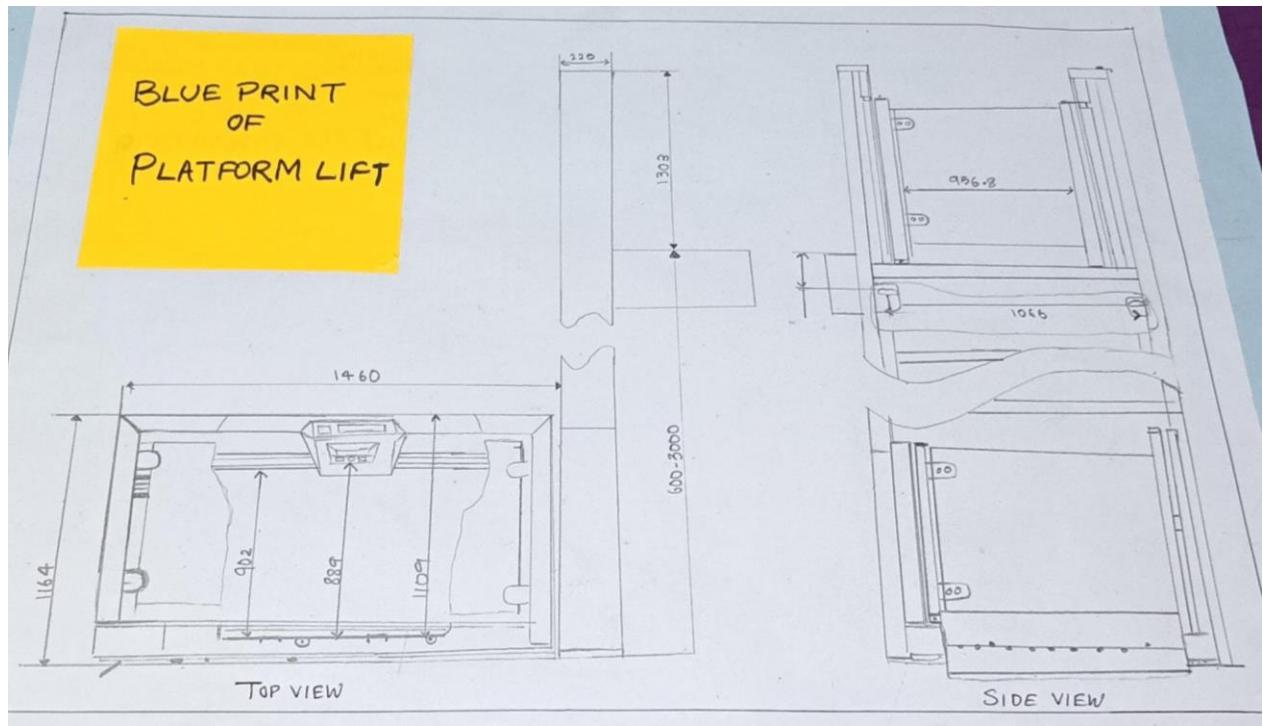
2A. Paper to Model

2B Paper to Concept 3. Model/Concept to Business

## 2. Levels of Prototyping

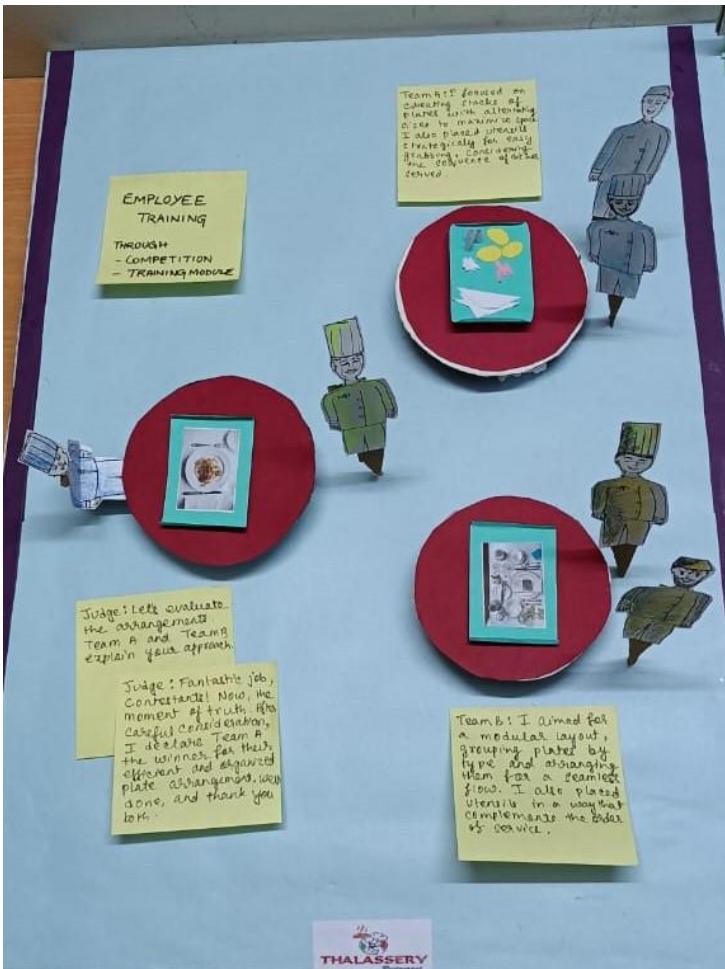
### 1. Idea to Paper





## Level 2 Model Creation

### 2B. 3D Model- 1. Employee training play



Platform lift



# SERVING STAFF TRAINING MODULE



## INDEX

Contents	Page No.
Purpose of training program	01
Do's & don'ts in Restaurant service	02
• Appearance & punctuality • Food Service & Food Knowledge • Serving the guest	03
Taking a booking	04
• Taking an Order • Greeting & seating guests	05
• Silver Service Procedure • Presenting the bill & taking payment	06
• Clearing Tables • Preparing the table for formal service	07

# Applying 'ADDIE' Model to train restaurant employees on customer service

## A - Analyse

Be able to handle peak restaurant hours with industry level table Service techniques

Understand the ways to manage conflicts between various stakeholders.

Analyse & comprehend customer behaviour

Develop local language and communication skills

## D - Design

Instructional Approach  
Active learning: Role playing, table setup, manners, simulation & group discussion.

Skill based learning:  
Developing practical skills like communication, conflict resolution, problem solving & customer interaction techniques.

Peer learning:  
In house learning that is getting in job training.

## D - Develop

Conflict Resolution

Understanding customer behaviour

Handling peak restaurant hours.

Develop local common skills.

## I - Implement

Kirkpatrick Model for training evaluation:  
• Reaction  
• Learning  
• Behaviour  
• Results  
• ROI

Reaction: Surveys, interviews, focus groups  
Learning: Quizzes, discussions, observation  
Behaviour: Survey, observation, work behaviour, KPI's

Results: Business & sales metrics

ROI - High

Right way to serve table - Align learning objectives with restaurant mission.

## E - Evaluate

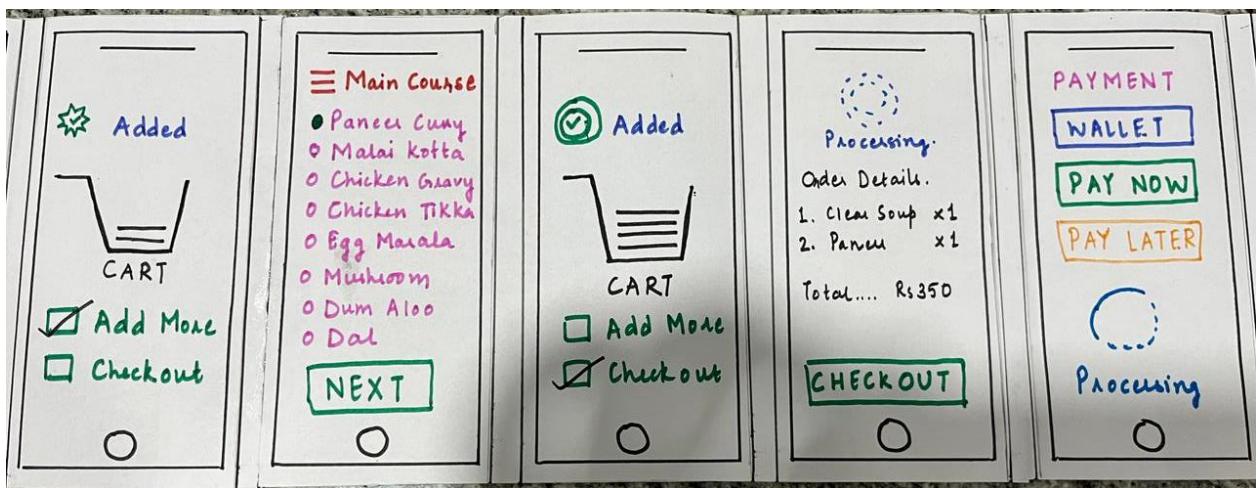
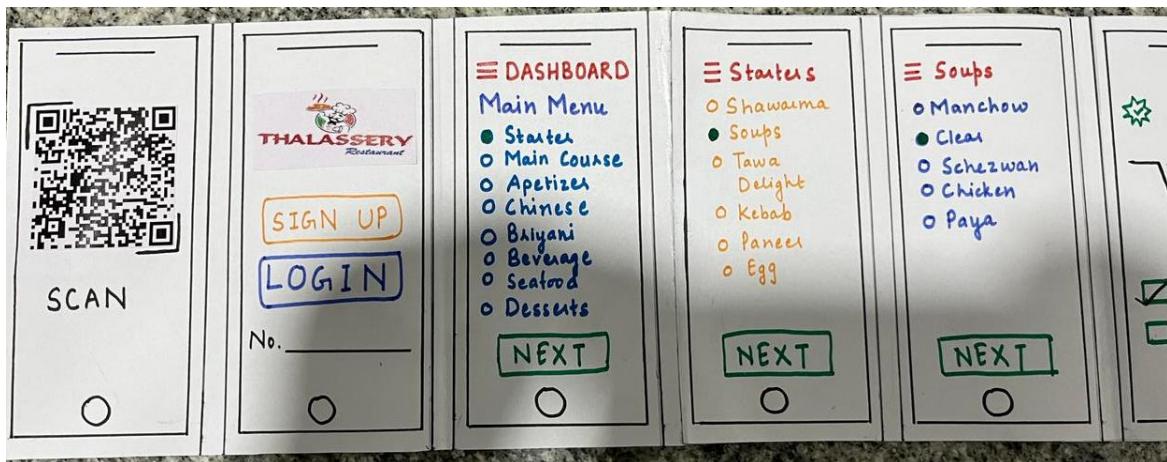
Platform  
Restaurant specific online training modules, video demonstrations & interactive digital tools to supplement in-person training & cater to different learning styles.

Toolbar  
• Live workshops  
• Learning by doing  
• Discussions  
• Story telling & role model

2B. Concept Creation:

*Digital experience*

- a) QR Code Model with menu viewing and payment integrated digital interface



a) Leaflet

**THALASSERY RESTAURANT**

**About Thalassery Restaurant**

Thalassery is a city in the Indian state of Kerala known for its unique cuisine. There are several restaurants in Thalassery that offer a variety of dishes.

**SEAMLESS RESTRO SERVICE**

**SCAN:**

- ORDER
- PAY
- BOOK TABLE
- MENU
- PARCEL

**Contact**

70229 10222  
Opposite Venlankani Doddathogur Village, Gate 2, Electronic City, Bangalore, Karnataka

Visit once.  
Experience for lifetime

2. Film

- Done by the group. Story boarding:
  - A. Problem: Payment problem, recipes in Telugu language cannot be pronounced by restaurant employees
  - B. Solution:  
Video shows how using QR code to go to menu page where you can select language, view menu, and finally pay from that interface. So, hassle free.  
Camera Angle: Wide angle shots with close up will be taken to show QR code and menu interface.

Task 1. Resources to be deployed:

## RESOURCES THAT COMPANY WILL HAVE TO DEPLOY TO IMPLEMENT YOUR SOLUTION

Point - 1

QR code creation & management Platform

Point - 2

Mobile friendly menu hosting, payment integration and  
prescriptive analytics.

Point - 3

Tabletop signage

Point - 4

Hiring a consultant to set up the QR code system &  
Integrate it with your existing.

Point - 5

Restaurant staff training on using QR code system - Training  
module.

Point - 6

Team building training module, team building games  
like roleplays, rewards on peer feedback at month end.

Point - 7

High speed Internet connection (free wifi).

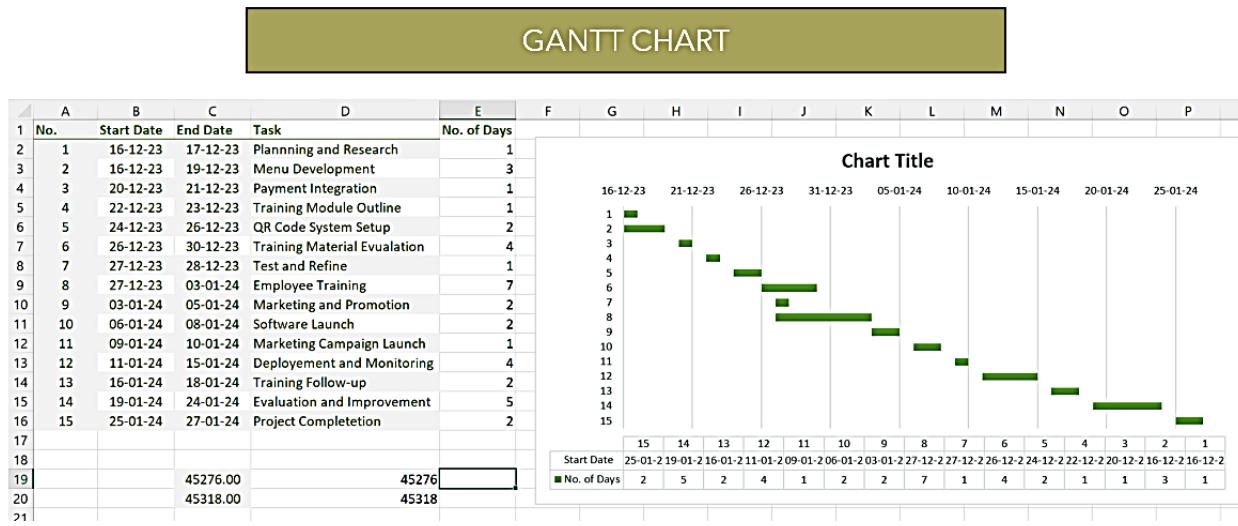
Point - 8

Robust data security measures to protect customer information -  
Mefree data security for 1 year.

Point - 9

For disabled customers, Platform Uft.

## Task 2. Gantt Chart:



## Financials

### One-Time Costs:

- QR code generator: Free or low-cost online tools available
- Menu design and printing: ₹5,000 (for professional design and printing of QR code-enabled menus)
- Payment gateway integration: ₹10,000 (depends on chosen payment gateway and setup fees)
- Staff training: ₹2,000 (covers training materials and time for staff to learn the new system)
- Marketing materials: ₹3,000 (optional, for signage and promotional materials to highlight QR code options)

Total One-Time Costs: ₹20,000

### Recurring Costs (Monthly):

- Payment gateway fees: 2% of transaction value (industry average)
- Maintenance and support: ₹1,000 (for any updates or troubleshooting required)

Total Recurring Costs (Monthly): Variable, depending on transaction volume

### Potential Savings:

- Reduced menu printing costs: Estimated savings of ₹2,000 per month (assuming frequent menu updates and printing costs)
- Increased table turnover: Potential increase of 5-10% due to faster ordering and payment processes
- Improved staff efficiency: Reduced time spent on manual order taking and payment processing
- Enhanced customer experience: Contactless ordering and payment options align with current trends and preferences

### Additional Considerations:

- Hardware costs: If new tablets or payment terminals are needed, factor in those costs.
- Internet connectivity: Ensure a reliable internet connection for payment processing.
- Customer education: Inform customers about the QR code system and how to use it.
- Security measures: Implement security best practices to protect customer data.

**For the Second model on Employee training module no costs incurred because we made the module**

Testing Questionnaire:

### **Solution 1 (QR Code and Website Integration):**

#### **For Employees:**

- How has the QR code system affected your workflow?
- Have you encountered any issues while using the new system?
- Do you think the new system has improved efficiency?

#### **For Customers:**

- How was your experience using our digital menu and payment system?
- Did you find the QR code system easy to use?
- Did the new system improve your overall dining experience?

### **+ Solution 2 (Employee Training Module):**

#### **For Employees:**

- Did the training improve your service skills?
- Are there specific areas you feel need more focus in the training?
- How has the training impacted your interaction with customers?

#### **For Customers:**

- Have you noticed an improvement in service quality?
- Did the staff seem more professional after the training?
- Would you recommend our restaurant to others based on the service quality?

### **Solution 3 (Ramp or Lift):**

#### **For Employees:**

- Have you noticed an increase in customers who require accessibility options?
- Has the ramp/lift made it easier to assist customers with mobility issues?

#### **For Customers:**

- How would you rate the ease of access to our restaurant?
- If you used the ramp/lift, was it easy to use?
- Did the ramp/lift improve your overall experience at our restaurant?

## 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.

## APPENDIX

Photograph taken on 15 November, 2023



Photograph taken on 3 November 2023

