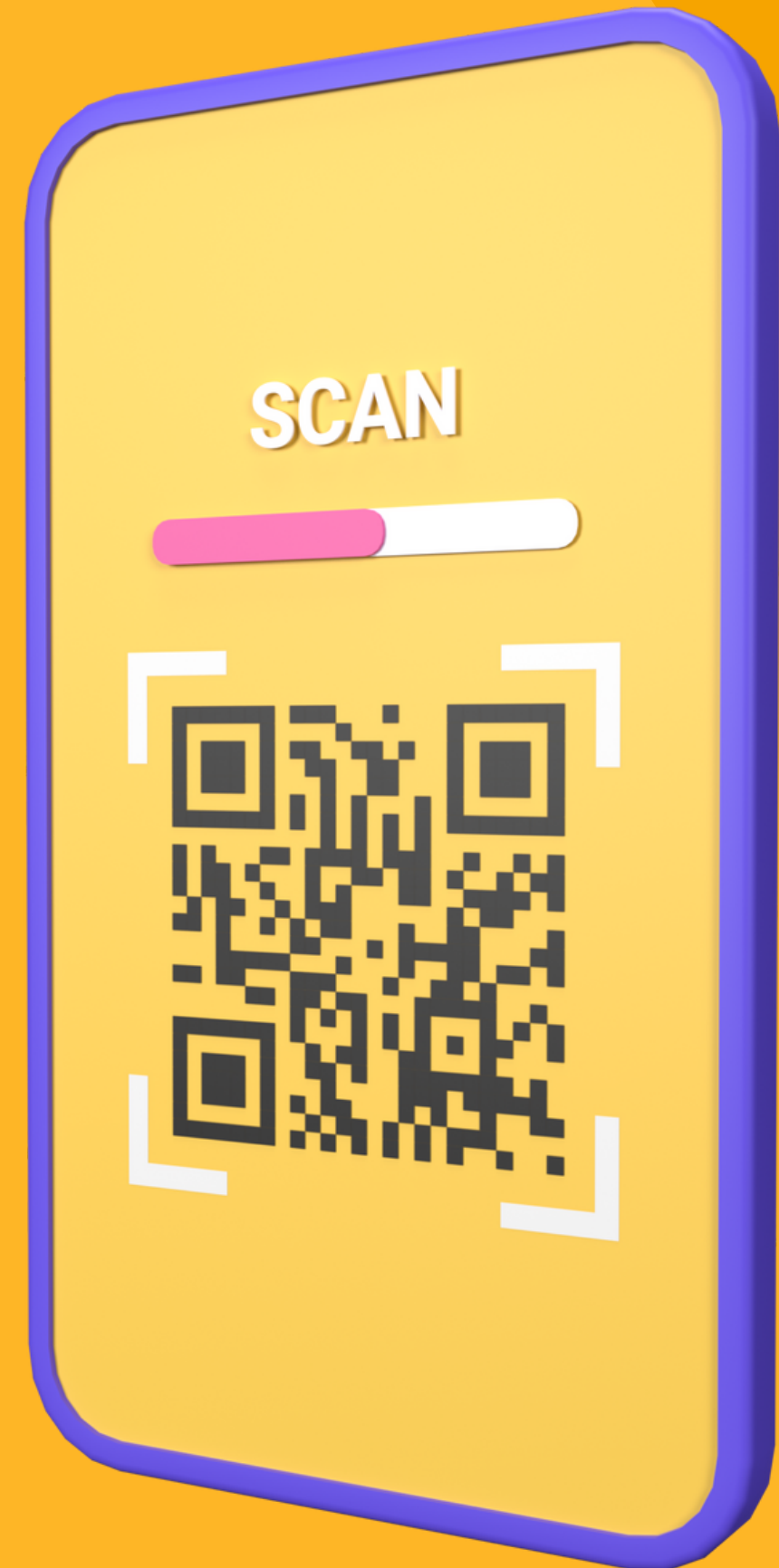


DESIGN THINKING PROJECT

QR-DELIGHT



TEAM: QUANATUM CREW

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PROBLEM STATEMENT

01

- "During the COVID-19 pandemic, restaurants and cafes are faced with the challenge of providing contactless ordering and payment systems.
- "Many restaurants and cafes are looking for ways to improve the customer experience and increase efficiency in their ordering and payment processes.
- traditional paper menus and in-person ordering can be time-consuming and can lead to errors or misunderstandings.
- Therefore, there is a need for a modern and convenient digital ordering system that allows customers to easily access the menu, customize their orders, and pay directly from their own devices, improving the overall dining experience and streamlining the restaurant's operations."



SCAN ME

SOLUTION

1.

- Providing detailed descriptions of each menu item, including ingredients and nutritional information

2.

- Design a user-friendly interface so that customers can view the online menu and place orders with ease.

3.

- To improve the user experience, include interactive components like images, movies, and audio samples.

4.

- Allowing customers to customizing their orders, such as adding or removing toppings or choosing different sides

5.

- customer can also pay the bill through this website without any hassle and also can get receipt on his/her registered number.

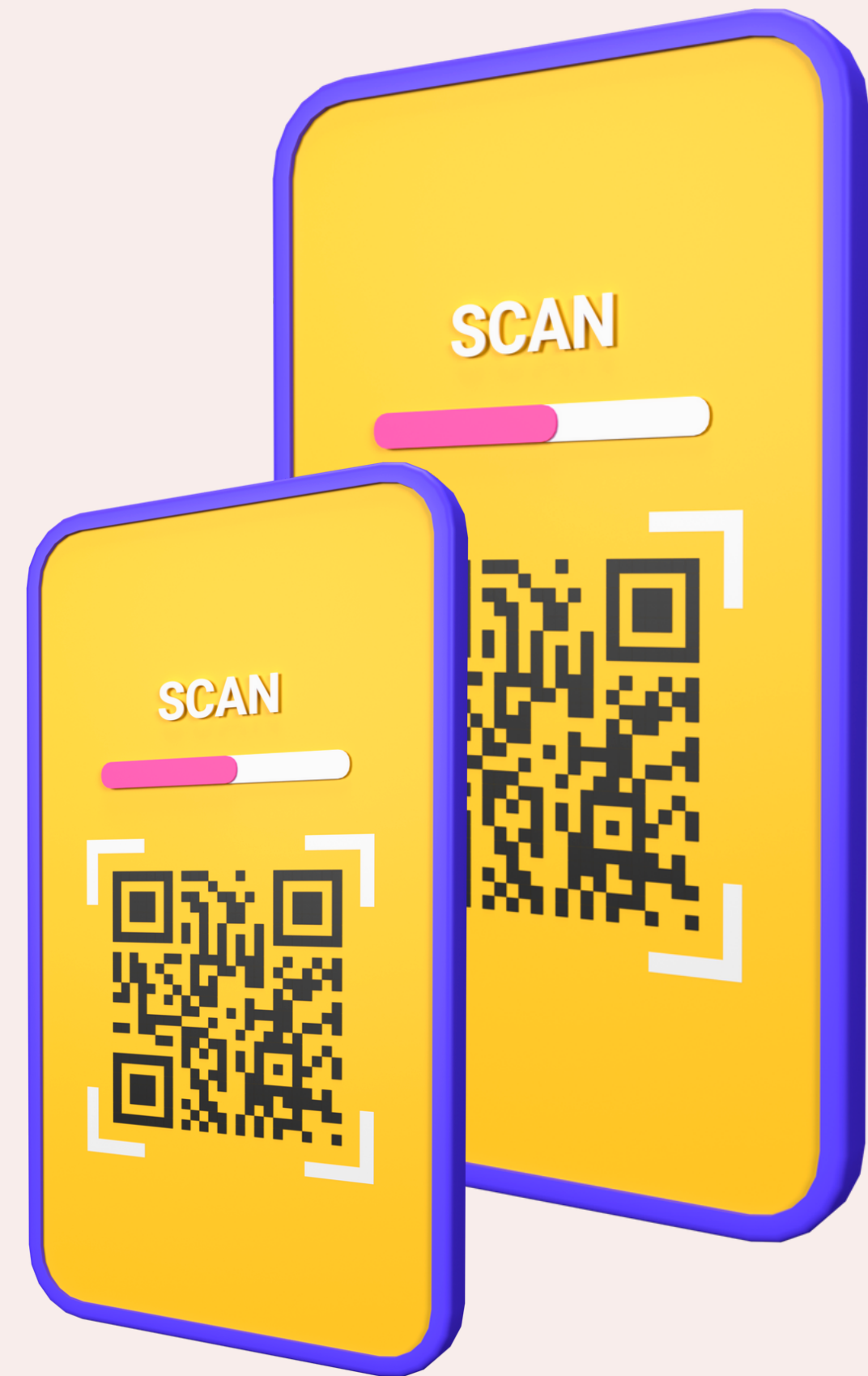
5.

- Restaurant can modify their menu anytime and can update them

TARGET MARKET

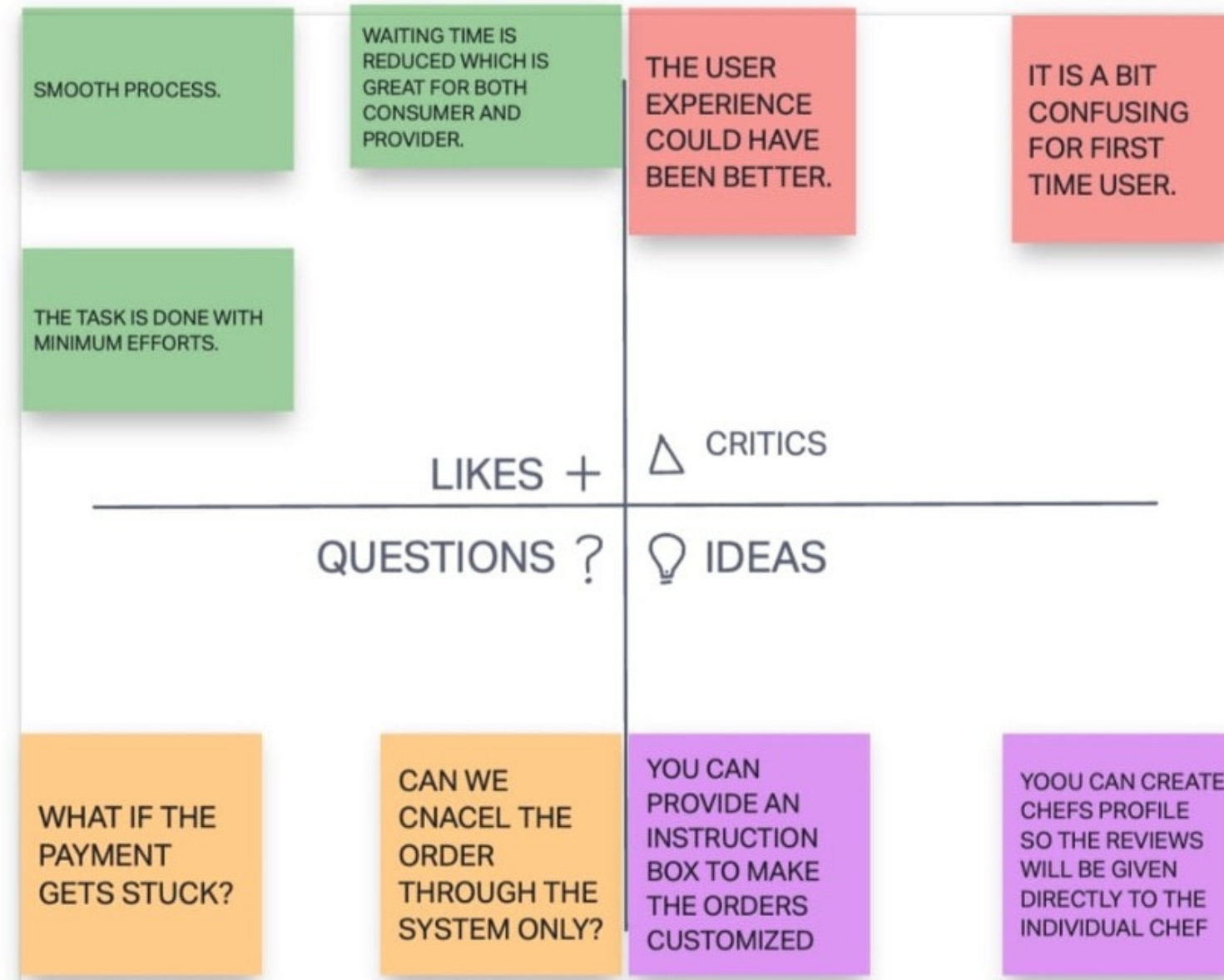
The target market for a QR code menu website is broad, encompassing a wide range of restaurants and cafes and their customers who are looking for a modern and convenient ordering and payment system. such as:

- The target market is restaurants and cafes of all sizes, including independent eateries and larger chains.
- The businesses may be located in urban or suburban areas and serve a range of cuisines.
- The target customers are individuals who enjoy dining out and value convenience and efficiency in the ordering process.
- This could include busy professionals, families with young children, or tech-savvy millennials.
- The website could potentially offer features such as user reviews and recommendations, attracting customers who are interested in trying out new restaurants or exploring new cuisines.

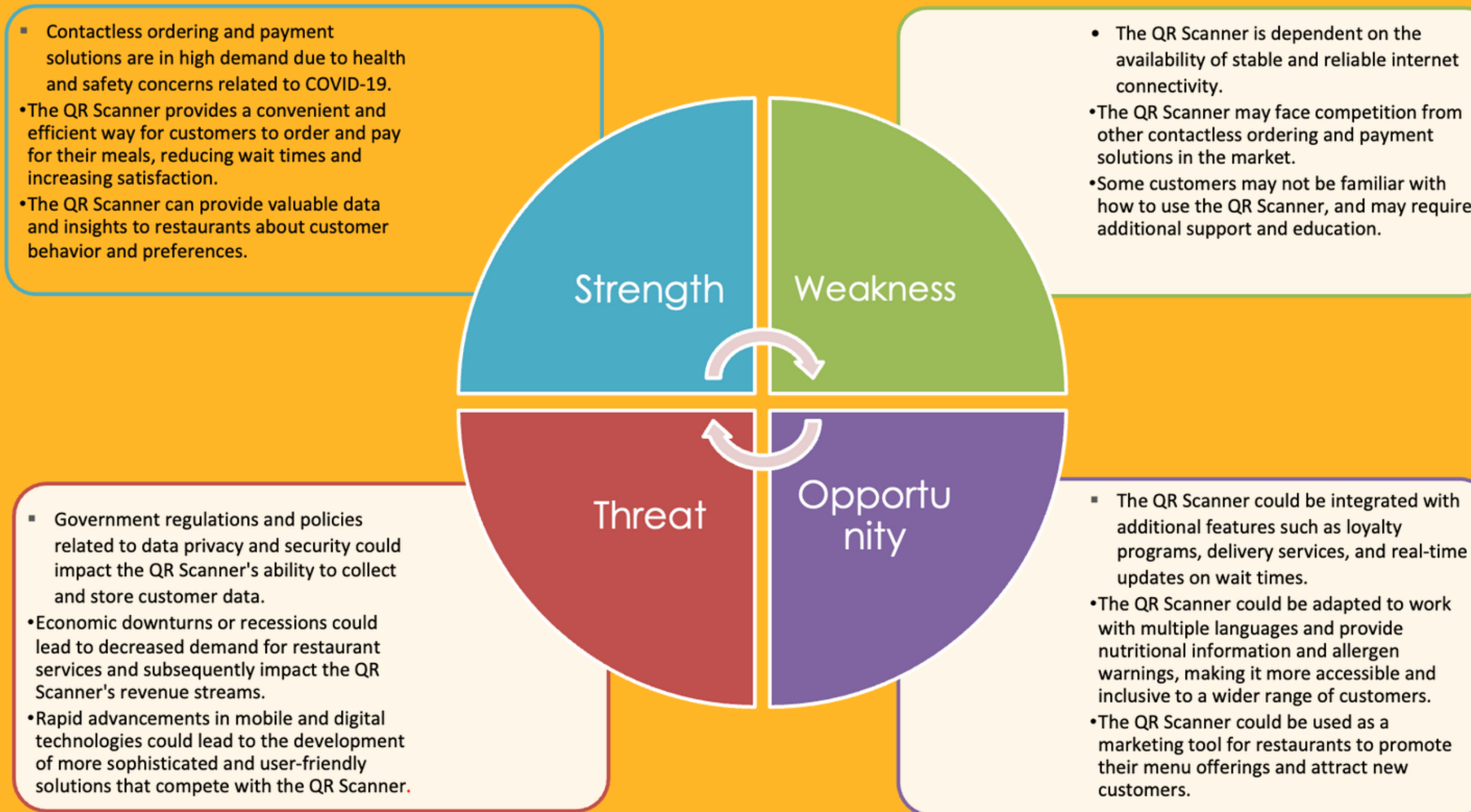


FEEDBACK ANALYSIS

Feedback Grid



VALUE PROPOSITION




PROTOTYPE



- MAIN STREET CAFE -

**VIEW OUR MENU
ON YOUR PHONE**

SCAN THE QR CODE



OR VISIT OUR WEBSITE
WWW.QR-DELIGHT.COM

MUST HAVE
menus

776 MAIN STREET • RICHMOND, VA | (222) 333-4444



BUSINESS MODEL CANVAS



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graph LR; A[BUSINESS MODEL CANVAS] -.- B[customer segments]; A -.- C[cost structure]; A -.- D[revenue streams]; A -.- E[key partnerships];
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customer segments

cost structure

revenue streams

key partnerships

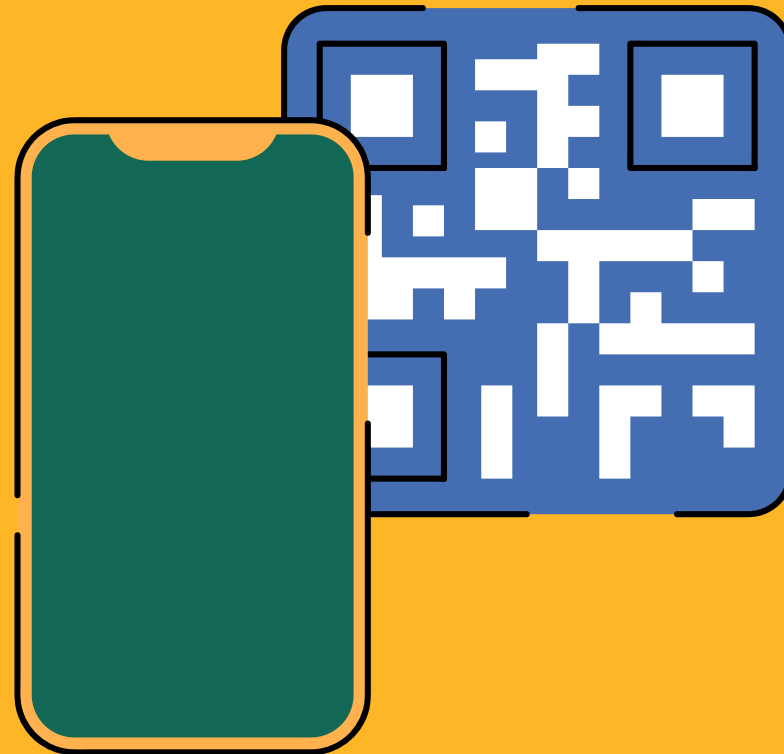
BUSINESS MODEL CANVAS

customer segments

customer segments for this business would be restaurants and cafes of all sizes that want to offer a digital ordering system to their customers.

cost structure

The cost structure for this business would include expenses such as website development, server hosting, payment processing fees, and marketing and advertising costs.



revenue streams

primary revenue stream for this business would be a transaction fee charged to restaurants for each order placed through the QR code menu website.

key partnerships

Key partnerships for this business could include partnerships with payment processing companies to handle transactions, partnerships with restaurants and cafes to onboard them as customers

**THANK
YOU!**

