



Project Charter: Menu Tablets Launch

DATE: [2/2/23]

Project Summary

As a result of expanding our annual sales and expansion goals, we will be launching a pilot project to test out the impact of installing new tabletop menu tablets. Implementing menu tablets at tables and digitizing the ordering process will speed up service and other processes. Our north and downtown locations have been selected for the rollout.

Project Goals

- Implement tablet menus that will avoid ordering mistakes and food send backs and thus cutting food waste by 25%
- Reduce table turn time by 30 minutes by having guests order from the tablet once seated
- Increase daily guest counts by 10% by reducing wait time
- Decrease staff burnout and high turnover rate by monitoring employee satisfaction
- Raise average guest check from \$65 to \$75 by selling more appetizers and specialty beverages
- Use data metrics to analyze and ensure project success
- Reduce “delay in service” in order to increase customer satisfaction

Deliverables

- Increase appetizer sales in North location by 10% and downtown by 20%, resulting in an average of 15% overall
- Decrease average table turn time by 30 min
- Increase average check value from \$65 to \$75 by increasing product mix
- Increase average daily guest count by 10%
- Decrease food waste by 25%
- Reduce employee dissatisfaction and high turnover rate

Scope and Exclusion

In-Scope:

- Reducing table turn time
- Increasing average check total
- Reducing food waste
- Proper employee training
- Increasing customer satisfaction
- Employee satisfaction
- Integrate with existing POS system and host software.

Out-of-Scope:

- Adjusting policy

Benefits & Costs

Benefits:

- Reducing food waste
- Increasing employee satisfaction
- Increasing customer satisfaction
- Raising sales revenue
- Reducing table turn time

Costs:

- Training materials & fees - \$10,000

- Hardware & Software - \$30,000
- IT Maintenance - \$5,000
- Menu design and social fee - \$5,000
- Customization fees - \$550

Appendix:

- There was a misalignment with the appetizers in different locations. Downtown location focused more on appetizers while the north sold more entrees. As a result, Peta compromised and increased one by 20% and the other location by 10%.
- Alex and Gilly are not sure about changing the policy of order returns due to the tablets. They believe this can decrease customer satisfaction. They will get back to it on a later occasion.
- There was a top if employee satisfaction should be kept in scope but there is no way of determining a metric for this. Carter and Peta are going to find a way to measure employee satisfaction.