# MenuCloud Project Proposal Template:

**Lean Canvas:**

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| Problem | Solution | Unique Value Proposition | Potential Sponsors |
| **Customers** experience inconvenience through waiting for staff to order food and organising split bills. **Restaurants** experience high costs through labour floor costs and reprinting of menus.  Additionally, human contact through wait staff increases the risk of exposure to COVID-19 | An application that allows you to access the restaurant's menus online, make your own order and then pay instantly by scanning a QR Code specific to your dine-in table, which leads to the specified menu. | **For Customers:**  NO WAIT TIME, as the customer is able to order food instantly without a staff member  Much more CONVENIENT as groups of friends do not need to split the bill when eating out together  **For Restaurants:**  SAVE labour costs  Greater CUSTOMER SATISFACTION through decreased wait time and waiting in line  SAVE COSTS by reducing printing menus, as you will be able to customise the digital menu at any time  **For Point of Sale system companies:**  INTEGRATE with growing payment technology  COMPETE with companies moving towards QR code payment systems | Our main targets for potential sponsors are third party POS companies such as ViViPOS, Abacus, MiPOS, Impos, UniPOS. By integrating with these companies MenuCloud will have a distinct distribution channel to restaurants all around Australia. The value proposition for these POS companies is outlined in the previous cell. |
| Existing Alternatives | Key Metric | Early Adopters |
| Currently there are several existing companies that provide a similar service to MenuCloud. The main competitors are: Mr Yum, Hungry Hungry and Zomato.  The alternative to using one of the aforementioned companies is for the customer to use the traditional method of ordering their food from a physical menu and wait staff. |  | Students and young people who are familiar with using technology, particularly those who use food delivery apps such as UberEats and Deliveroo.  More generally, people who wish to minimise direct human contact, and want to order and receive their food quickly will be early adopters to MenuCloud.  There are no specific requirements for people to use MenuCloud, other than a general ability to navigate phone applications. |

**Considered and Proposed Epics:**

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| Name | Age | Gender | Situation | Special requirements | Goals |
| Mary | 32 | F | Small restaurant owner with very few wait staff | Needs a way to manage the large number of orders at lunch time | To successfully take and make orders in a timely manner |
| Adam | 55 | M | Owns a busy restaurant in the city that makes fast food | Needs to find a cheaper alternative to paying multiple wait staff who only work a few days a week | To reduce his labour costs whilst also keeping up with the high demand of orders |
| Otis | 19 | M | University student who wants to get a quick meal before class | Allergic to peanuts | Order and pay for a meal as quickly as possible without eating any peanuts |
| Sarah | 29 | F | Mother with her child, looking to order some dinner | Needs to order a meal for her child | Quickly order some food for herself and her child |
| Harry | 25 | M | Wants to get a takeaway meal for himself at a local restaurant | Wants to limit interaction with other people to reduce risk of exposure to COVID-19 | Order his meal without touching public surfaces (e.g. menus and tables), and limit interaction with wait staff |