

| Feedback From: | Type:             | Description:   | Evidence:  | Actions:   |
|----------------|-------------------|--|--|--|
| Customers      | Went well         | Most customers rated their overall tablet experience positively.                       | 72% rated the tablet experience from Neutral to Great (3–5).   | Continue to improve and maintain tablet performance and user interface.              |
| Customers      | Went well         | Customers felt confident in submitting payment via tablet.                             | 66% rated confidence as 4 or 5 out of 5.   | Reinforce trust through visible security features and payment confirmation messages. |
| Customers      | Went well         | Checkout process was generally smooth and secure.                                      | 82% agreed checkout was quick, easy, and secure.   | Ensure checkout steps are clear and responsive, with error recovery built-in.        |
| Customers      | Needs improvement | Low usage of multi-order feature on tablets.   | Only 36% of customers used the tablet to place multiple  | Redesign the UI to encourage repeat orders and add prompts for multiple items.       |
| Customers      | Needs improvement | Some difficulty navigating and ordering from the tablet                                | Only 20% found tablet navigation 'very easy'; 28% found ordering 'fairly easy'.  | Simplify navigation and include tutorials or assistance prompts on the tablet.       |
| Customers      | Needs improvement | Low participation in the Birthday Club program.  | Only 16% signed up for the Birthday Club.  | Revamp the Birthday Club offer with clear incentives and simplified sign-up process. |
| Project team   | Went well         | Tablet installation was completed successfully at all test locations.                  | We got all the tablets installed and working at my location." – Alex   | Maintain current installation process and documentation for future rollouts.         |
| Project team   | Went well         | POS technical issues were quickly resolved during test launch                          | "We were able to address them quickly and get them fixed." – Seydou  | Document fixes in the manual and schedule proactive maintenance reviews.             |
| Project team   | Went well         | Kitchen ticket flow improved due to the new tablet system.                             | "Tickets came through at a good pace and were easy to keep track of." – Zane   | Apply updated ticket flow processes to all locations and continue refinement.        |
| Project team   | Needs improvement | Table turn time did not improve as expected despite tech implementation.               | We didn't see as much of a decrease as we wanted to in that area." – Gilly   | Analyze dining patterns and tablet usage to identify causes of delays.               |
| Project team   | Needs improvement | Some food orders were still sent back due to kitchen errors.                           | "Even though the ticket flow was smooth, there were still orders that got sent back." – Zane                             | Implement visual order confirmation and kitchen prep accuracy checks.                |
| Project team   | Needs improvement | Training gaps and operational misunderstandings between front and back of house teams. | "There's a lack of understanding between what the front of house staff does and the back of house staff does." – Larissa | Develop joint FOH/BOH workshops and cross-training initiatives before launch.        |