Proposal For QuickEats

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Executive Summary

Restaurants have always operated under the assumption that a deep level of human interaction is necessary for appropriate service and a satisfied customer. The issue with this thought process is that the exponentially growing abilities of technology in customer service has not seemed to be taken into consideration. Humans are incredibly varied with different personalities, and frankly incompatible thought processes. You cannot expect every employee (or customer) to handle all situations perfectly due to this. Whether it is the employee or the customers fault, the fact remains that we can all cause many issues in a social setting. So, our goal is to take as much of that nuance away from human interactions, and hopefully only be left with maximum operational efficiency, productivity, and no time wasted.

Our app will be available to anyone, whether it be a restaurant owner or a casual consumer. Ideally, it would be two different versions, one just to browse (consumer) and one to set up your restaurant's menu, prices, etc (owner). It will be developed using open-source web technologies.

Gap in the market

As previously stated, human interactions can cause a whole litany of problems that would directly affect everyone's bottom line. If a customer doesn't particularly care for a server, he will probably get tipped much less than deserved or nothing at all. In a state where servers make $2.14 an hour before tips, a lot of these people rely on tips to survive. If a bad interaction leaves them with no tip, it can also demoralize that person and further lead to more negative circumstances. This domino effect can also be seen with the customer, if the service at a restaurant is bad, that customer will feel like they wasted their time and money on things better spent elsewhere. Maybe that customer will walk out or spend less and then the owner must deal with a loss of revenue. Every time a customer asks to speak with a manager or get compensation or leaves a bad Yelp review because their server didn't care, that affects the owner's bottom line.

Companies will use this product to hopefully negate all these risks and achieve total efficiency. There is nothing like this that exists yet, and at the end of the day everyone is worried about how much money is in their pocket. If a restaurant truly understood that QuickEats would work towards getting them more money, they would implement it tomorrow.

Meeting the markets needs

QuickEats will meet the market's needs by providing a tablet on every restaurant table with our app installed. This app would direct customers to the restaurant's entire menu with prices, where they could then immediately decide what they want and pay for it. The order would be sent to the kitchen right away, where they would begin preparations. If there is a tablet with our application ready and waiting on every table, a customer could have his food and drink orders in and paid for in 30 seconds. Ultimate efficiency and no time wasted. No having to deal with slow or inadequate service. Think an in-restaurant dining version of DoorDash or Waitr.

All the servers would have to do is bring the food whenever it is ready, and the drinks as they are ordered. The server could have a device, or even just their phone with our app installed, that would notify them when food/drinks are ready so they can handle other business in the meantime. Really no human interaction required, and no opportunities for things to go south. This makes all three "customers" happy: the servers, the people eating at the restaurant, and the restaurant owner.

The customer would still be expected to tip considering the server still did the work of carrying the food and drinks to and from. If the server still doesn't get tipped (which happens plenty), it's not as bad or as demoralizing because they did less work.

The business owner is happy because, as touched on earlier, everything negative that happens in their establishment falls back on them and affects their money. Our system would dramatically decrease the risk of anything bad happening between a customer and server. I think that if a system like this was implemented nationwide it would cut out all the extra time wasting and get straight to the reason everyone is there.

Customers would also be more inclined to spend more money with a device capable of ordering at any time. No more waiting for the server to get back to your table, maybe the customer changes their mind in that time and no longer wants to order. No changing your mind when more food is available at the press of a button and automatically paid for.

Customers don't have to worry about a server or drive thru worker getting the order wrong. Obviously, they could still prepare it wrong but with everything laid out in front of them like that inputted directly by the customer it would be harder to make a mistake.

Our app would keep a log of order history in case the customer claims something is wrong, or they ordered extra food etc. You could just show them "no you didn't" with receipts.

With the app being also available on mobile, people essentially could have the app on their phone and not even have to use the tablets on the table. You could have orders placed before you even sit down. Both will be implemented, as it would never hurt to do both and let people choose whichever ordering method they would prefer. For the small demographic that still wants traditional service (fine dining), this would be available to them.

Implementation

Management

QuickEats will be managed by its contributors.

Development

QuickEats will be developed using the following technologies:

- Frontend (User Interface):
    - React - "A free and open-source front-end JavaScript library for building user interfaces or UI components."
    - Bootstrap - "A free and open-source CSS framework directed at responsive, mobile-first front-end web development."
- Backend (Web Server/Database):
    - Node.js - "An open-source, cross-platform, back-end JavaScript runtime environment."
    - NPM - "A package manager for the JavaScript programming language."
    - Express - "A back end web application framework for Node.js."
    - MongoDB - NoSql (Non-relational) database.

Marketing & Distribution

Our app would first be tested in small, local markets to prove its use, and that restaurants could indeed make extra money using it. When this is proven, it should not be hard to sell the idea to other places. We would then begin to branch out and hopefully be implemented in as many restaurants as possible.

Monetization

We would monetize the app by charging restaurants a monthly or yearly subscription fee, and perhaps a percentage of the customers total money spent like food delivering apps do (Waitr, DoorDash, Grubhub, etc.) This percentage aspect remains to be seen.

The Problem and Our Solution

The problem with solutions like ours is it is simply websites for their own restaurant. Not only that, but most of the restaurants that have such an app aren't dine-ins; they are mostly pizza and wing places.

Our solution does something similar to Waitr or Doordash where it isn't delivering food, but it is universal to every restaurant that decides to use our idea to get any type of food to-go. This gives every restaurant easier access to technology, rather than them having to make it themselves.

Industry Need for Our Technology

Given that efficiency is a key variable in maximizing the number of consumers and profit in business, QuickEats would see an increase in customers at restaurants due to reduced wait times. This contemporary idea would also provide a different and possibly better experience for customers.

Market Analysis/ Primary Market/ Secondary Market

Our biggest competition would be delivery apps like Waitr, DoorDash, etc. These apps make it efficient to get food if you are busy and aren't available to go get food yourself. What makes us different from these, however, will be the reduction of price due to using a monthly fee system and will make it more available to dine in rather than just bringing food home from fast food places.
The primary market will be dine-in restaurants that want to be more efficient for their customers. Examples of this would be family owned restaurants. Even chains of restaurants could be a secondary market that wants to be more customer friendly with faster times yet keeping the same restaurant experience.

Marketing Strategies

Overview

QuickEats will be great for families who want to spend time and eat together without the wait and waiters. We want to make an application on any smartphone or computer that has easy-to-use features and can make ordering

food a pleasant, simple experience. We also want to make this a monthly service so the prices don't skyrocket like they sometimes can in delivery services. This will make getting food from your favorite places easier than ever before.

Primary Customer Analysis and Entry Strategy

We are hoping that once people begin to use our new app, it will open doors to new opportunities and will spread internationally. We want to make this app available to any restaurant that wants to give customers a new way to eat out that saves time and makes it stress-free.

Core Competency

The core competency is efficiency and less stress with ease-of-use above all else. We will listen to restaurants who use our app and update frequently to keep it up to date and easy at every step.

Sales Strategy

1. Pricing: Companies and restaurants that are interested in QuickEats will begin using our product with a free trial. If the client opts to continue, they will be charged an annual fee that is significantly lower than our competitors in combination with a percentage of what they make from sales.
2. Positioning: QuickEats should be usable for any restaurant, fast-food chain, or company in a similar position.
3. Promotion: To promote QuickEats, we will make use of email advertisements, social media, and direct contact with clients.
4. Place: Our product will be capable of being used at restaurants and customer's mobile devices.

Competition

Two platforms QuickEats will be competing with are Toast and TouchBistro, which all have their own tableside ordering program.

Toast: Online ordering, delivery, contactless order and pay, e-gift cards, email marketing
TouchBistro: Online ordering from restaurant's website, flexible and easy ordering, popup modifiers, and easy bill splitting

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Development Strategy

Like most products, ours would have to be developed through design stages, revisions, and polishing. In the beginning, we would like to focus on the main objective of this app, which is to provide a more personalized experience when eating at restaurants.
Three steps:

1. Designing a prototype of QuickEats and building a foundation we can add to before creating our first version.

2. Creating a simple and intuitive user interface that displays the menu of a given restaurant clearly to the customer.
3. Launching our first version. Once this happens, we will go through a period where user feedback will be heavily consulted to determine what needs polishing and features that could be implemented to enhance the overall experience.

Barriers

QuickEats will face many barriers when trying to enter this market. Some of these barriers include:

- High marketing cost for the product
- Introducing a new product into the market
- Ease of transition for clients/users
- Technology and software development
- May require partnerships to increase popularity and drive sales
- May require 3rd party services within application

Critical Risks

One major critical risk in creating QuickEats is that customers/clients may not want to transition away from the current traditional dining experience into a kiosk experience. Many customers are familiar with just having waiters/waitresses take their orders in restaurants and may frown at the idea of using technology to place their orders instead. Also, some customers, specifically older customers who aren't too tech savvy may find that using technology can over complicate things so if the app isn't very "user-friendly" it might steer some away from wanting to use it.

As a team/company we need to ensure that we create a user friendly application that enhances the dining experience for customers and encourages them to prefer using our services over going with a traditional waiter. We must make sure our application targets the gap in the market and addresses all concerns that we hope to fix through our in app services.

Interviews

What is your name?
Tammy
Stephen
Angela
Andre
Jamie

What do you like about eating at restaurants?
A break from cooking, trying new foods
Being catered to
Being able to hang out with family
Eating good food
Enjoyable dining experiences

What do you dislike about eating at restaurants?
Hate crowded restaurants, disappointing if food is not up to par
The wait
Waiting
How long the whole process takes (being seated, waiting for food, waiting for check)
Slow service

Have you ever experienced long wait times before being seated at your table or had a negative experience with a waiter?
Yes to both
Yes
Yes
Yes for both
Yes

How would you feel if restaurants were to introduce an app to use for ordering food, instead of having the person-person interaction with a waiter? (keep in mind these waiters would still work at the restaurants and operate more like deliverers)
I would prefer interaction with a person as opposed to an app. I like being able to ask questions and get honest opinions.
I like the idea of ordering my own food at my convenience
I like the idea of being able to order food before going into the restaurant so we can sit in and get food immediately upon entering.

Personally, I would prefer this system because I don't like taking an hour or two out of my day to eat every meal. Having a way to manage my time at a restaurant would work better for me and my daily schedule.

I feel like this would be more convenient to customers at the cost of a less traditional/enjoyable dining experience. So it's a risk reward type of deal. Would be great if customers had the option to choose either the app or a waiter to order food.