

Proposal for Bean & Brew's Digital Solution

Business Context

Bean & Brew, a small chain of cafes and coffee shops around Harrogate, Leeds, and Knaresborough, has built a reputation for using fair-trade coffee, organic ingredients, and offering a wide range of customisable products. The business provides a variety of services such as coffee shops, restaurants, baking lessons, and bakery takeaways. The owners, Sol Folata and Laura Hisoru, now seek a digital solution to streamline operations and enhance the customer experience through online pre-ordering, reservations, and bookings.

Identified Problems

Bean & Brew has recognised several operational and customer engagement gaps:

- Limited capacity for booking tables and services online.
- No option to pre-order food or beverages for collection.
- Lack of online features to facilitate custom bakery orders or baking lessons.
- Absence of a customer account system to expedite reordering and enhance loyalty.
- No social media integration for customer interaction and marketing.

Functional and Non-Functional Requirements

Functional Requirements:

- **Online Table Booking System:** Enable customers to reserve tables at the three locations (Harrogate, Leeds, Knaresborough).
- **Pre-order Feature for Food/Beverages:** Allow customers to pre-order coffee, baked goods, or hampers for pickup.
- **Baking Lesson Bookings:** Provide an option to book baking lessons online.
- **Customer Account System:** A system for users to create accounts to manage their orders, speed up reordering, and track bookings.
- **Customisable Bakery Orders:** Allow customers to order personalised baked goods, such as custom hampers.

- **Social Media Integration:** Include features to share customer experiences and feedback, like a "Rate my Cake" section for customers to post images of their creations or orders.

Non-Functional Requirements:

- **Scalability:** The solution must support future growth, accommodating increased traffic during peak times or when new services are introduced.
- **Security and Compliance:** The system should follow industry standards for data protection and be compliant with GDPR and other relevant laws.
- **Responsiveness:** The platform should be mobile-friendly and optimised for different devices to ensure smooth user experiences across platforms.
- **User-friendliness:** Ensure the interface is intuitive for both customers and staff to minimise training time and errors.

Problems to be Solved

- **Limited digital presence:** Currently, Bean & Brew lacks a comprehensive online system to allow customers to book services or pre-order.
- **Operational inefficiency:** Without a centralised booking and ordering system, manual processes lead to delays and confusion during peak hours.
- **Customer engagement and loyalty:** Lack of personalised services and social media interaction opportunities limits customer retention.

Key Performance Indicators (KPIs)

- **User Adoption Rate:** Measure how many customers are using the digital solution for bookings, orders, and account management.
- **Reduction in Booking Errors:** Track the reduction of manual errors in table and lesson bookings.
- **Order Accuracy Rate:** Ensure that pre-ordered items are prepared and delivered correctly at least 95% of the time.
- **Customer Satisfaction:** Monitor feedback from customers on the ease of use, performance, and overall satisfaction with the digital solution.

User Acceptance Criteria

- **Ease of Use:** The solution must be user-friendly, allowing customers to easily navigate and complete bookings or orders within 3 clicks.

- **Performance:** The system must be responsive, with page loads under 2 seconds and minimal downtime.
- **Accuracy:** Booking and order systems must ensure a 95% or higher accuracy rate in order fulfilment.
- **Security:** The solution must protect customer data and meet all security standards, including GDPR compliance.

Risk Management and Mitigation

- **Data Privacy:** Ensure GDPR compliance by implementing encryption for personal data and providing clear terms and conditions for users.
- **System Downtime:** Mitigate risks of system failure by implementing load balancing and redundant servers to ensure high availability.
- **User Errors:** Simplify the user interface to minimise confusion and errors, paired with an onboarding tutorial for new users.
- **Security Breaches:** Adopt multi-layered security practices including SSL encryption, two-factor authentication, and regular system audits to prevent data breaches.

Proposed Solution

The digital solution for Bean & Brew will consist of a comprehensive web and mobile platform that integrates various customer-facing features:

- **Web & Mobile Applications:** A user-friendly platform accessible via browsers and mobile devices.
- **Booking System:** Customers can reserve tables, pre-order coffee, and book baking lessons seamlessly.
- **Customisable Orders:** Allow customers to personalise their bakery orders, including hampers and special requests.
- **Account Management:** Customers can create accounts, speeding up their future orders and making it easier to track their bookings.
- **Social Media Features:** Integration with social media to allow customers to share experiences, post images, and rate their orders.
- **Scalable Architecture:** Cloud-hosted, ensuring scalability and reliability with potential expansion in the future.

Compliance with Regulatory Guidelines

- **GDPR Compliance:** All customer data will be collected and processed in accordance with GDPR standards. Customers will be informed about how their data will be used, and they will have the option to opt-in for marketing communications.
- **Health and Safety:** The system will ensure that all food safety regulations are followed, with clear information regarding allergens and ingredients when customers place orders online.

This digital solution will allow Bean & Brew to expand their online presence, improve customer engagement, and streamline operations, meeting the needs of both current and new customers.