Project Design Phase
Proposed Solution Template

Date	19-02-2026
Team ID	LTVIP2026TMIDS66321
Project Name	Cafeteria Menu Display
Maximum Marks	2 Marks

Proposed Solution :

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Traditional static menus in cafeterias are difficult and costly to update, leading to customer confusion when items are sold out or prices change. High-traffic environments suffer from long queues due to decision fatigue caused by cluttered layouts.
2.	Idea / Solution description	Implementation of high-resolution digital menu boards integrated with a Content Management System (CMS). This allows for real-time updates, "dayparting" (automatically switching from breakfast to lunch), and high-quality food photography or videos to attract customers.
3.	Novelty / Uniqueness	Integration of dynamic QR codes and Augmented Reality (AR), allowing customers to view 3D models of dishes and detailed nutritional/allergen information on their own mobile devices. Use of AI-driven content to suggest promotions based on current inventory or weather.
4.	Social Impact / Customer Satisfaction	Reduces perceived wait times by up to 35% through better readability. Enhances accessibility with adjustable font sizes and multi-language support. Promotes health by clearly displaying macronutrients and allergen flags.
5.	Business Model (Revenue Model)	Primarily a B2B Subscription/SaaS model for the CMS software, alongside initial hardware sales. Additional revenue can be generated through "digital real estate" by selling advertising space to food and beverage vendors on the screens.
6.	Scalability of the Solution	Highly scalable via cloud-based management, allowing a central administrator to update menus across multiple cafeteria locations instantly. The modular software can easily expand to include self-ordering kiosks or mobile app integration as the business grows.