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Meet the Team



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Resonate With These?



- 1 Unexpected restaurant wait time
- 2 Your order taking too long
- 3 Too shy to talk to your waiter
- 4 Waiters not noticing you
- 5 Don't feel like calling your restaurant

Product Description

- Reduce costs

- Waiters

- Fewer calls



App

Restaurant
Owners

WAYTR

Customers

- View live wait times
 - Restaurants
 - Menu items
- Reserve table online
- Order & pay from the app

Customers can view the live wait times for restaurants and their menu items on their smartphones. They can reserve their tables and also order and pay for food from all from their phone without having to call on the waiter a million times!

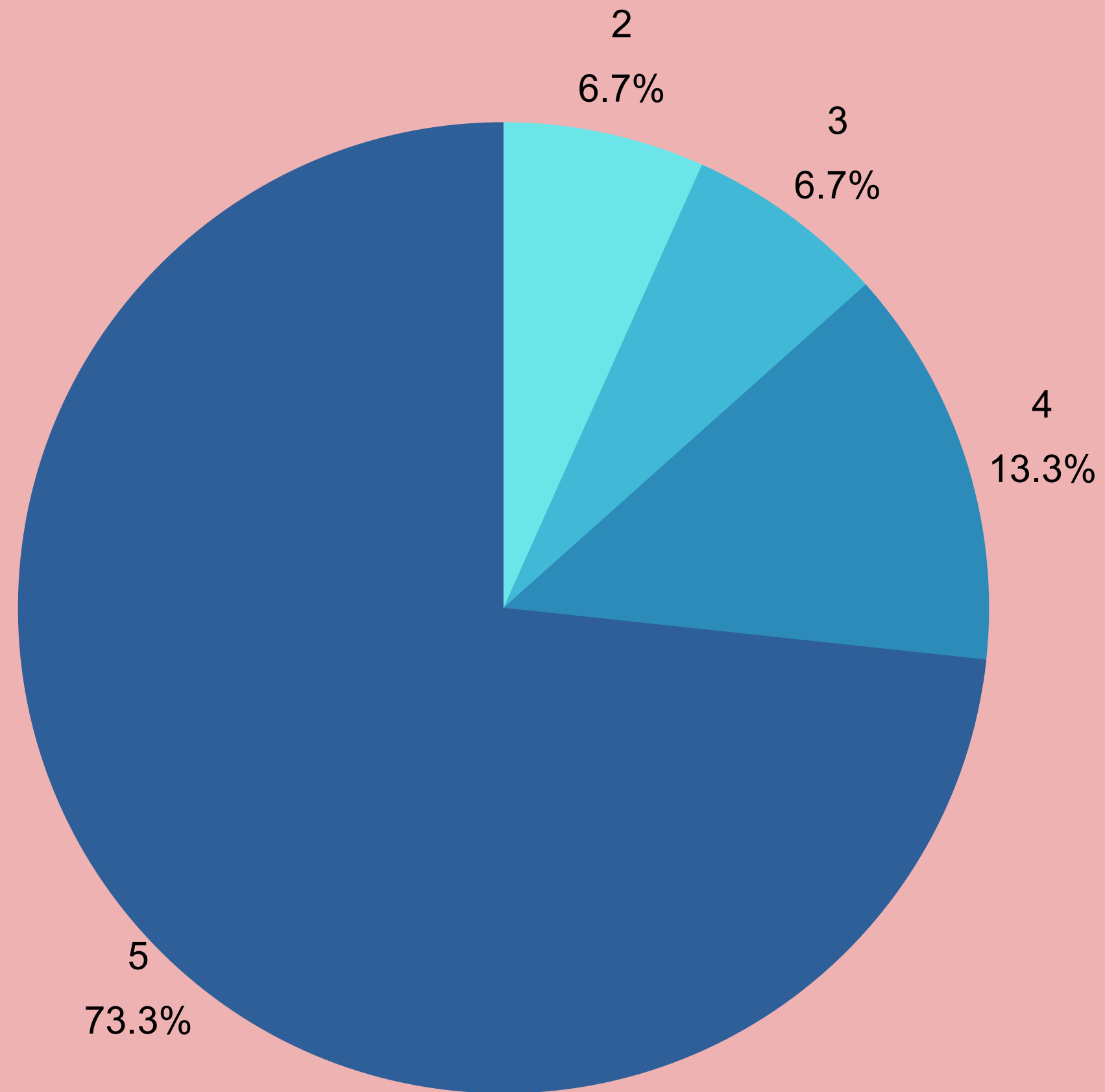
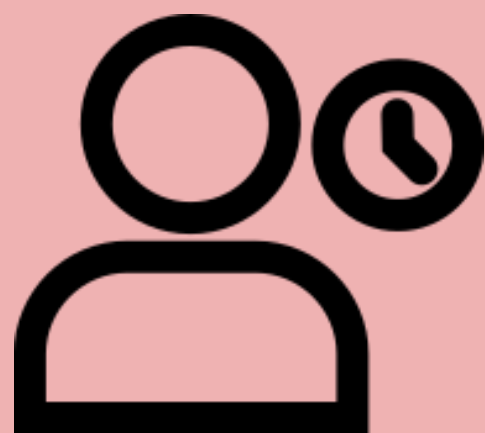
User Research

What Do Users Have To Say?

Would it be valuable for you to know live restaurant wait times?

1 2 3 4 5

It doesn't matter to me ☐ ☐ ☐ ☐ ☐ Extremely helpful





Would it be valuable for you to know the wait times for each food item on your menu?

1

2

3

4

5

I don't care, I want what I want

☐

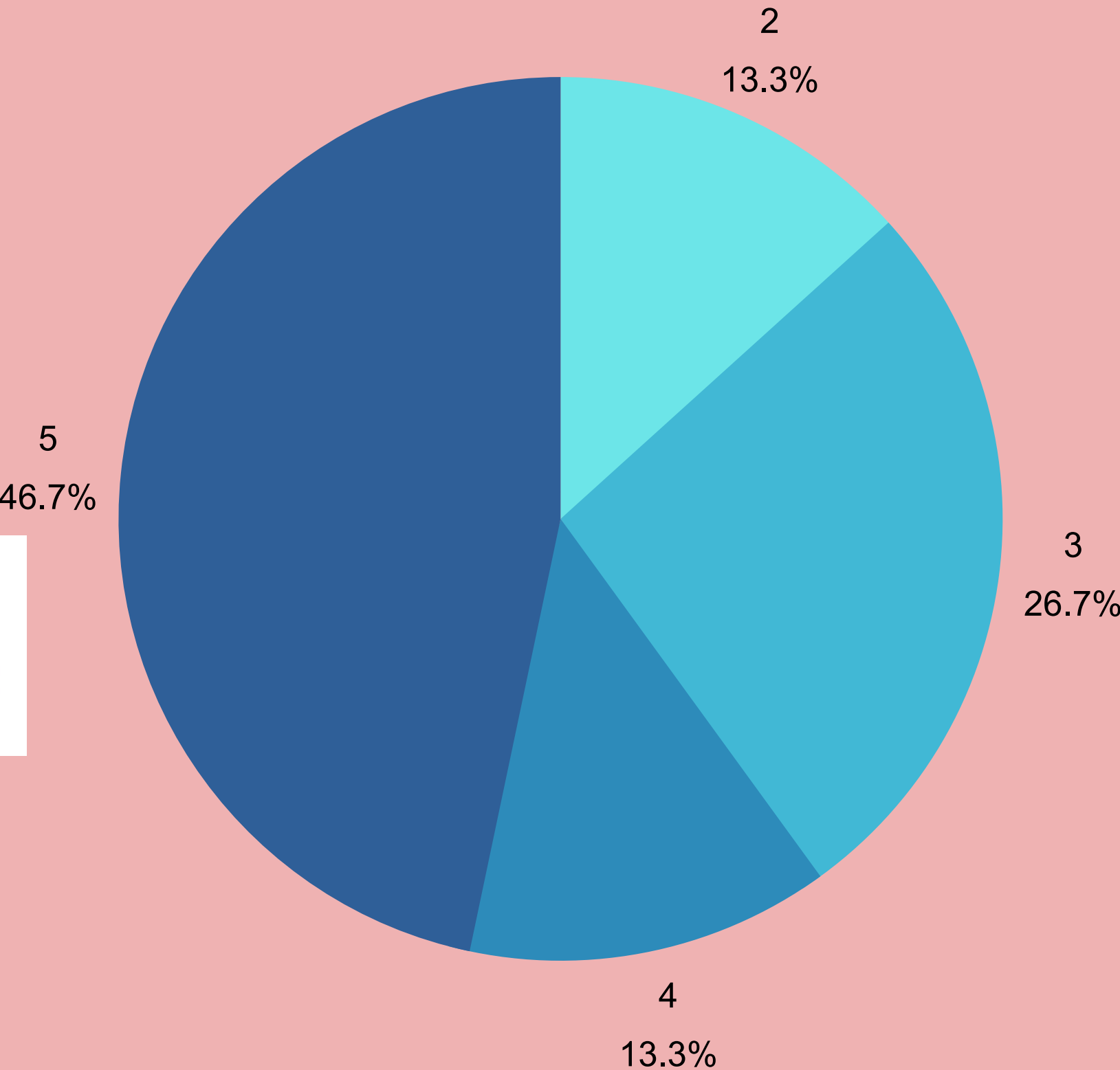
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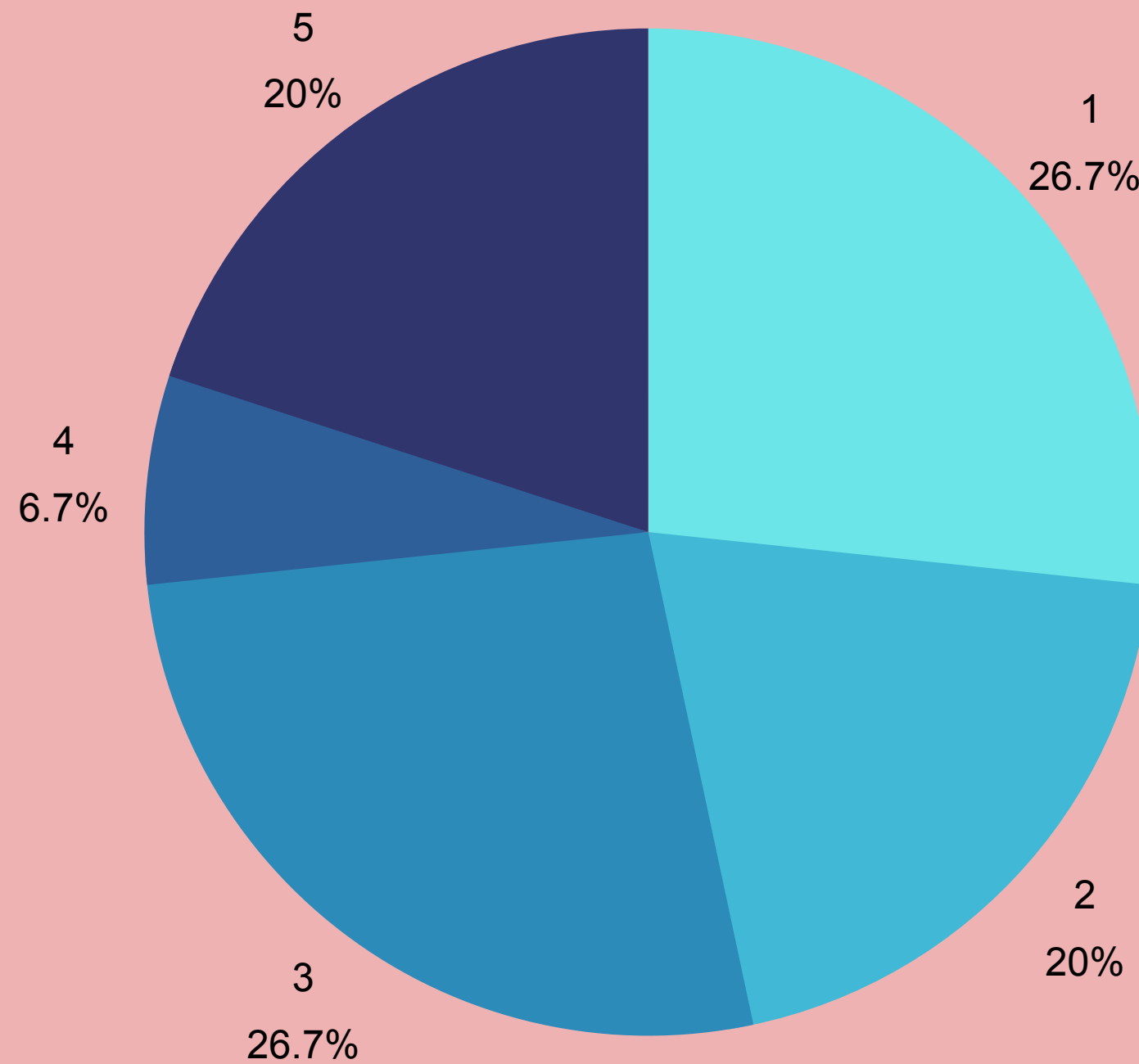
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The quicker the better



Would you want to place your food order on your phone or have your waiter take your order?

	1	2	3	4	5	
The less human interaction the better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Waiter



User Stories



John is a college student and was hanging out with his friend on Saturday evening when they decided to go out to a restaurant for dinner. Unfortunately, they didn't plan ahead and had no reservations. On that busy night, their only option was to call each restaurant and ask about their wait times.



User Story Solution



John **uses Waytr** to check live wait times at all of his favorite restaurants and makes a reservation instantly. He easily avoids waiting at the restaurant among the large crowds.

After being seated, John orders his food from *Waytr* without having to call on the waiter.

John sees an optimized food menu on *Waytr* where he checks the wait time for each food item on menu and orders quicker options.

After enjoying his meal, John does not need to wait for the waiter to get the cheque. He uses *Waytr* to pay the bill on his phone.



Calling
the restaurant
to ask
about wait times



Using Waytr
to check
wait times
and reserve table



PRODUCT FEATURES



Restaurant Filter

- You can sort /filter out the restaurants based on wait times, prices, distance, and reviews.

Reserve Tables

- After selecting a restaurant, you can reserve a table at the restaurant's earliest availability or choose to reserve for a later time.

QR Code Menu Scan

- Once you check into the restaurant, you can scan the QR from your table to view the restaurant's menu and order food.

Review System

- After enjoying your food, you can leave a review for the restaurant out of 5 stars.

Target Market



1

General Customers

- People who want to eat food at restaurants
- Age group 16-40 years

2

General Restaurant Owners

Product Roadmap

1

Product Vision

- Make restaurant experience more convenient and efficient for diners and owners

2 Strategy (Go-To-Market Strategy)

- Pay restaurants a starting bonus to put download QR code on the table
- For every QR code scan and dining payment, users get reward points and can be redeemed
- Place stickers on restaurants
 - Ex: Henry's Diners
 - Similar to Yelp



KPIs/OKRs



- **Make end to end dining process more efficient and enjoyable for diners by:**
 - Sending out user research survey to check if users rate the reservation system for our product better than other restaurants by 10%
 - Sending another survey to check if users rate their wait time satisfaction by 10%
 - Have 10000 new signups-download the app
- **Make end to end dining process more efficient for owners by:**
 1. Have at least 50% online reservations instead of reservation calls.
 2. Having 1000 restaurants use the app instead of waiters
 3. Reduce on site wait time by 40%
 4. Increase restaurant revenue by 10%
 5. Reduce waiter costs by 10%



RESERVATION SYSTEM

- Live restaurant wait times
- No show time limit

MENU FEATURES

- Scan QR code for menu + order food + pay
- See approximate wait time for each food item

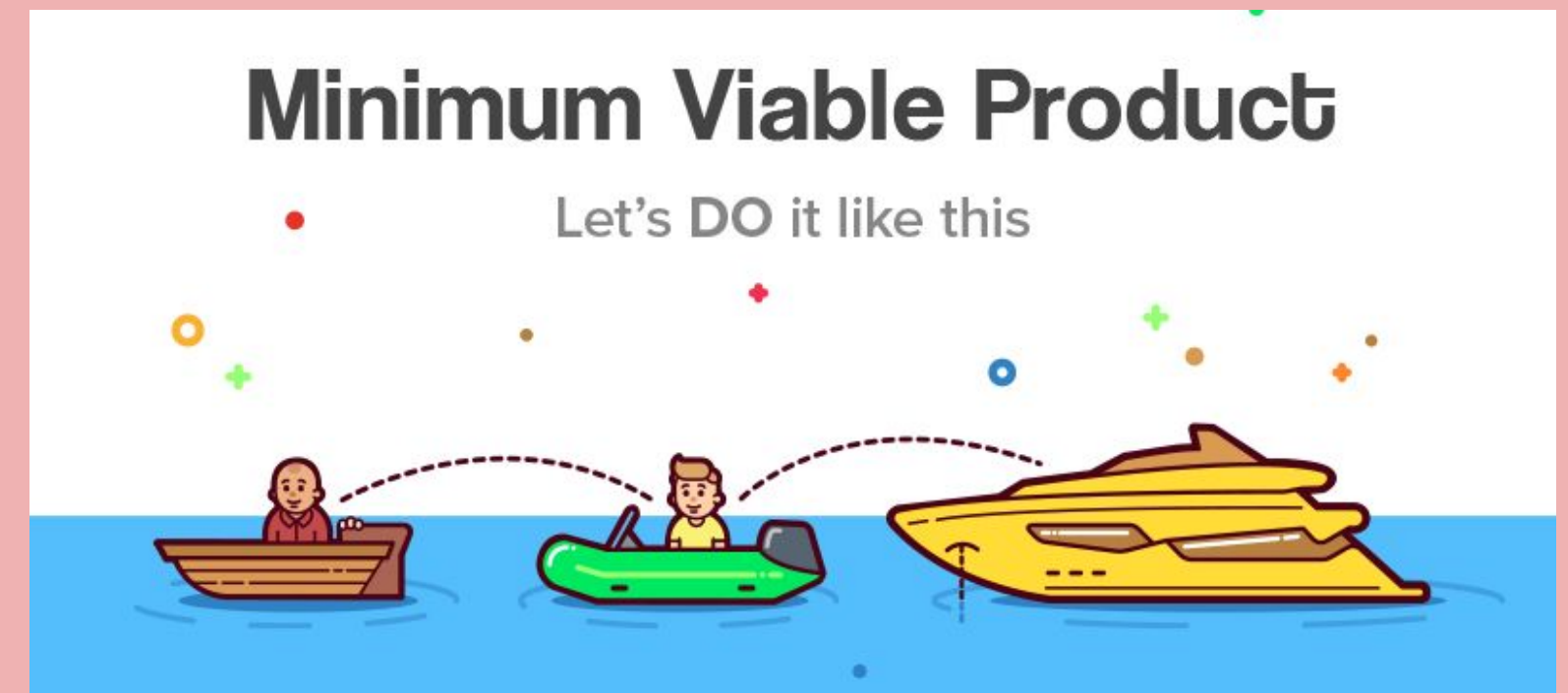
REVIEW SYSTEM

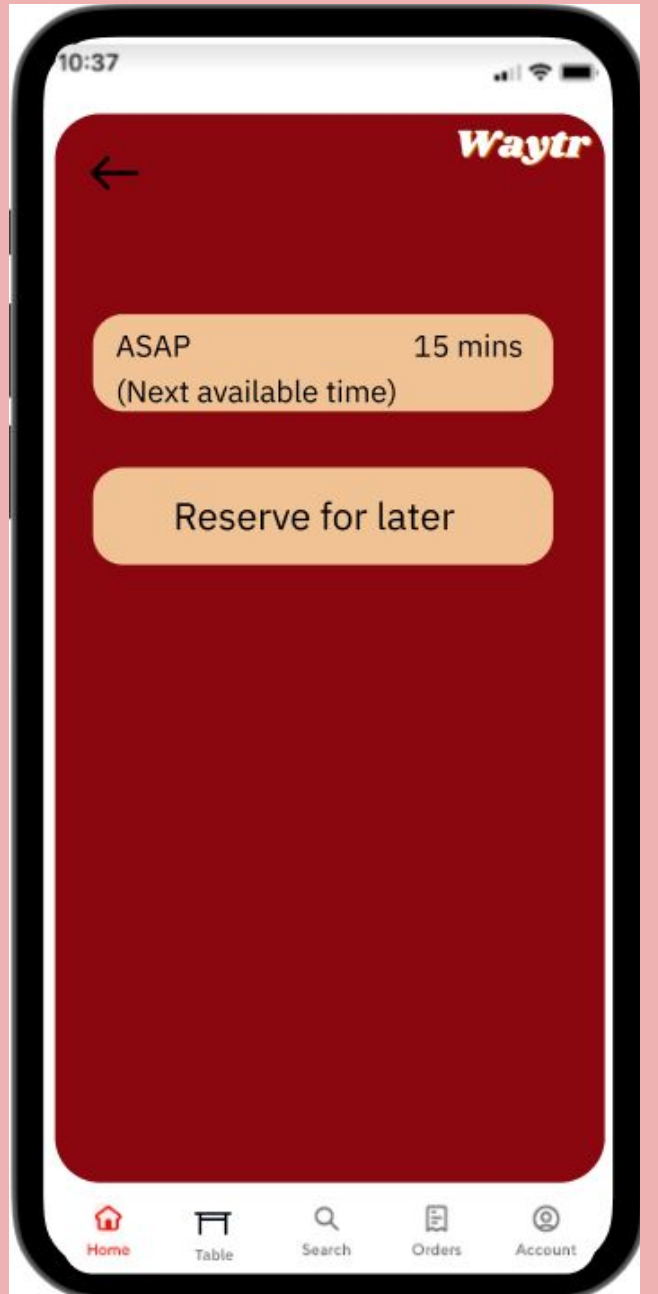
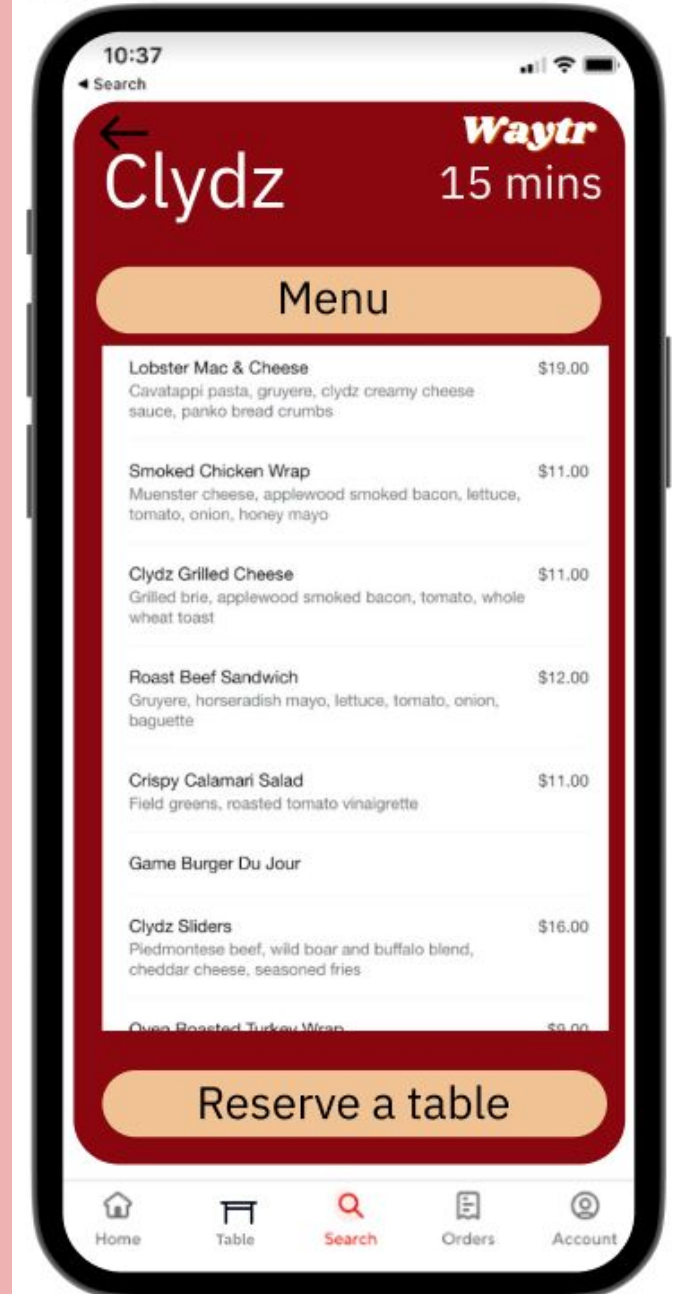
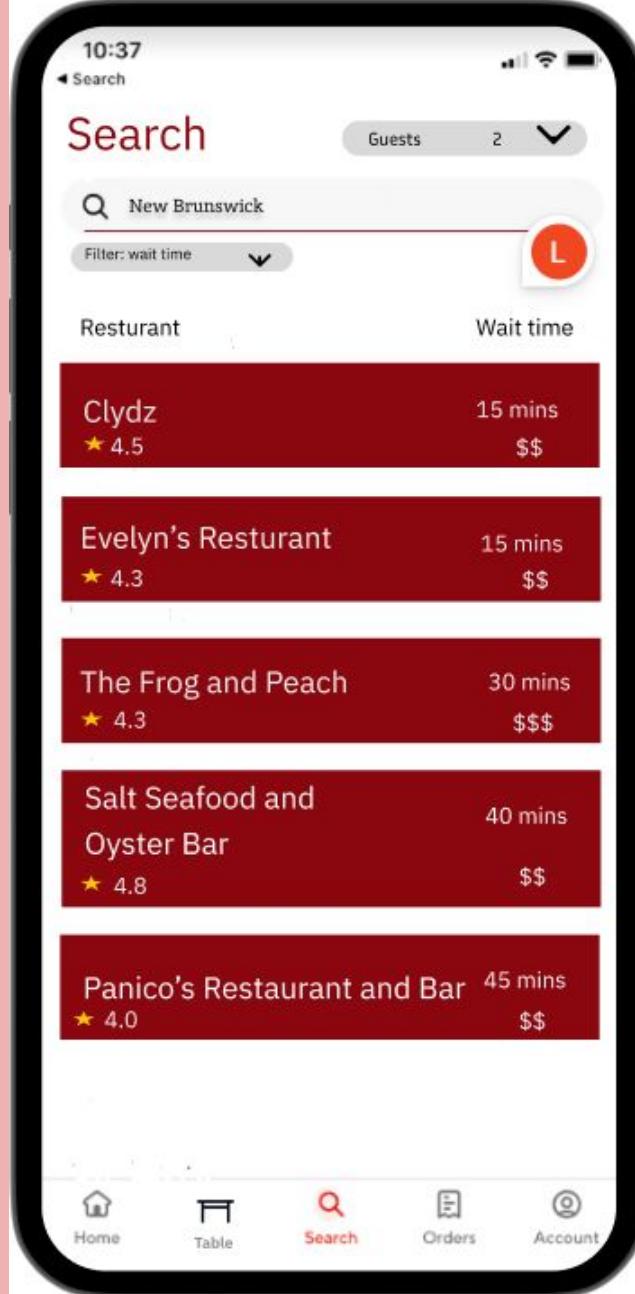
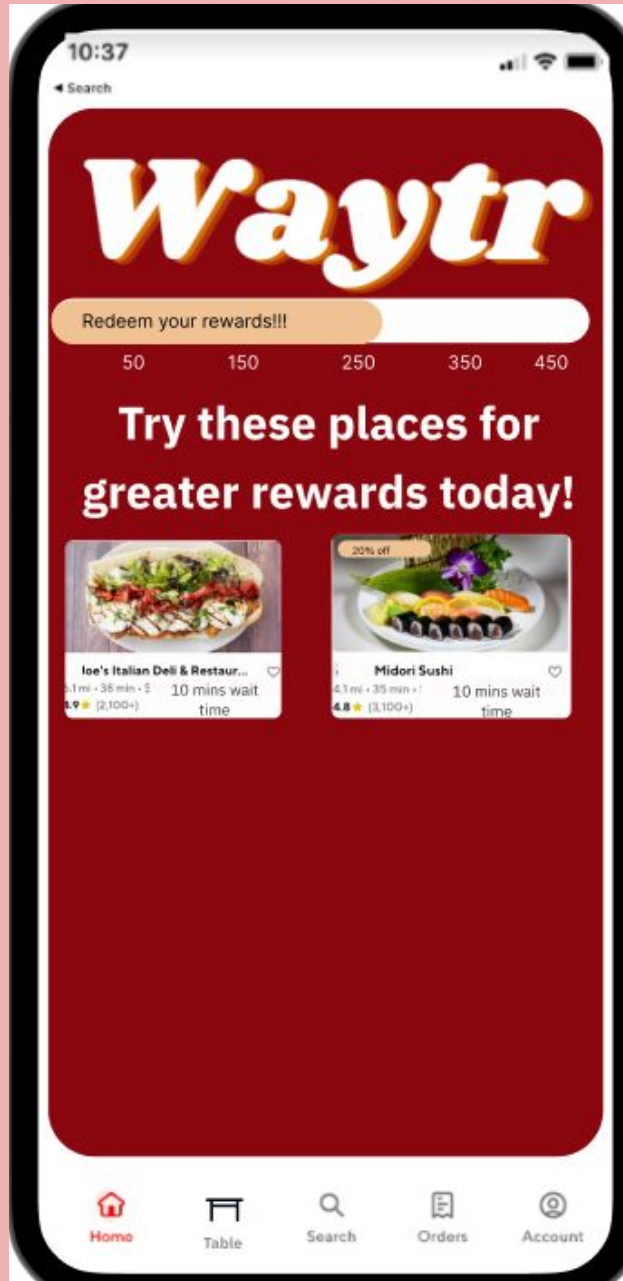
- Rate out of 5 stars
- View restaurant reviews

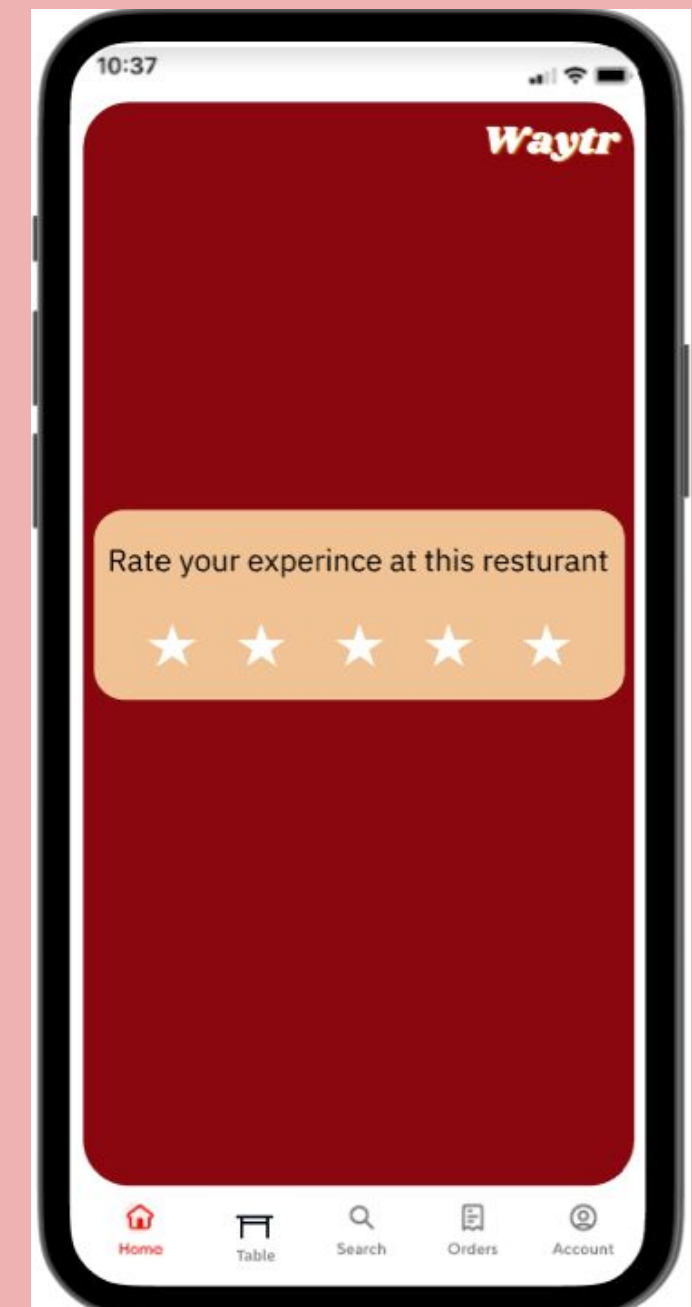
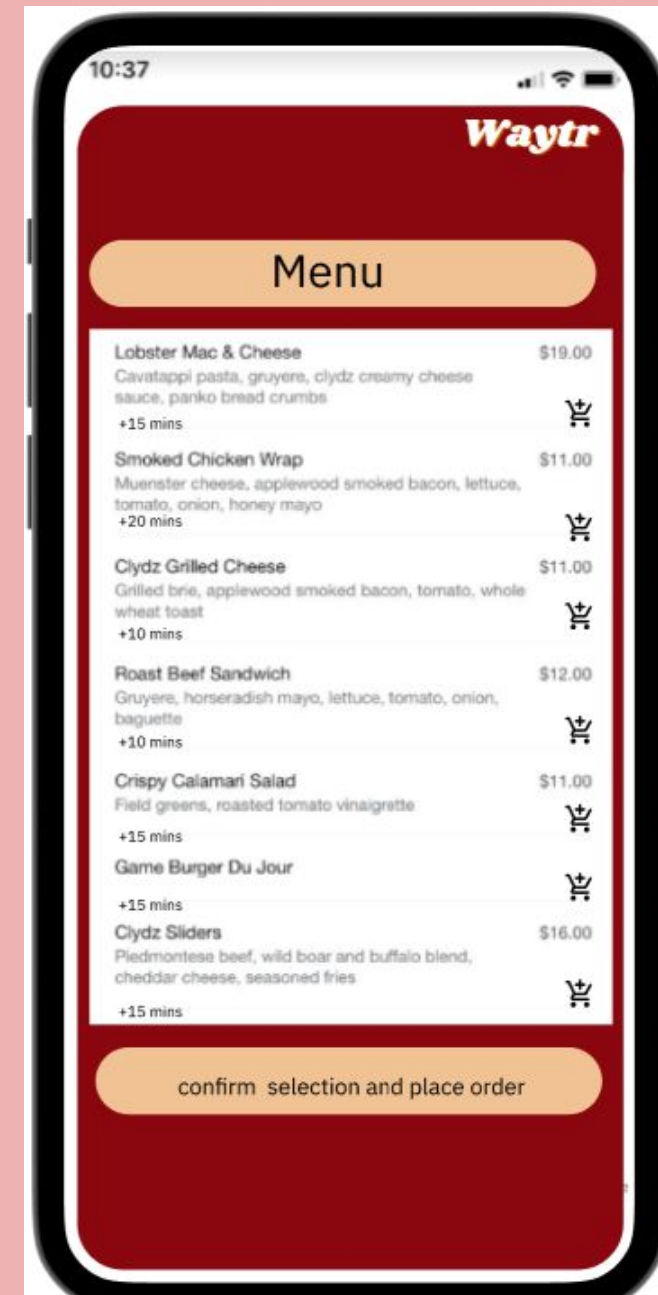
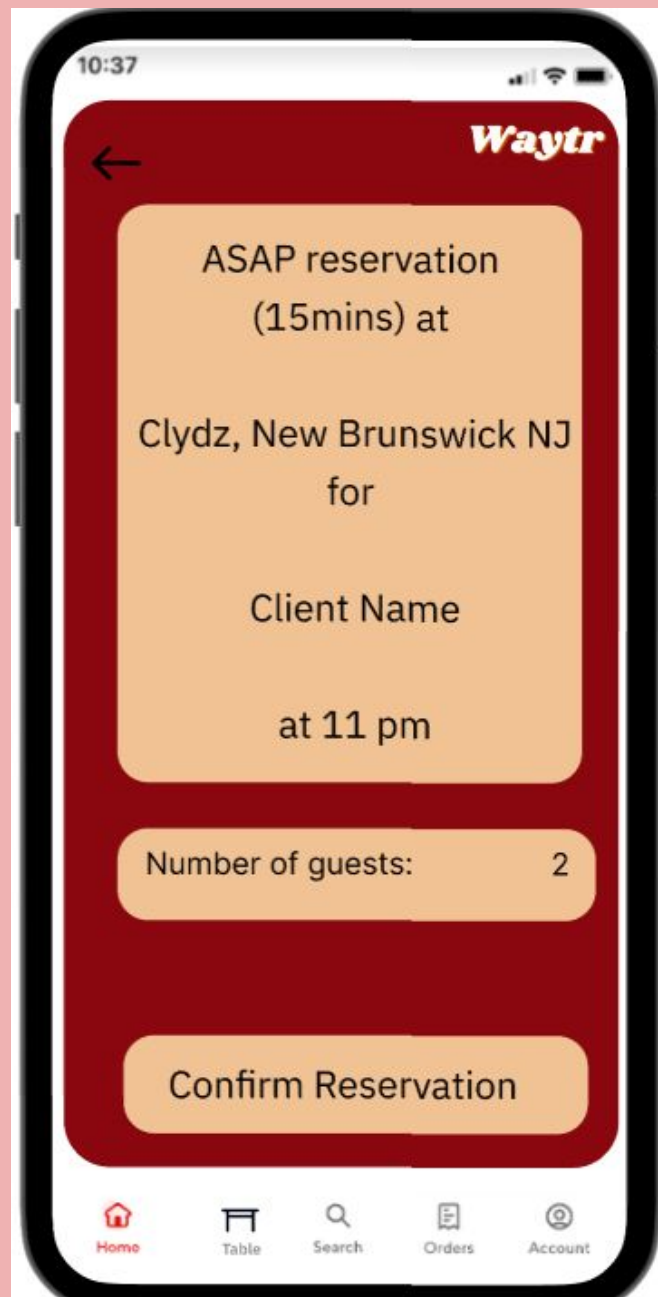
FILTER

- Filter restaurants based on personal choice

Minimum Viable Product







GENERAL MARKET ANALYSIS



36%

% Increase in people ordering food via apps
(2019-2022)

35%

% Americans owning smartphone
(2012)

85%

% Americans owning smartphone
(2021)

- Takeaway:
 - Huge growing market
 - Potential market to participate in

Competitor Analysis



Competitor Feature Matrix

			Trending	Trending	
	FILTER	MENU WAIT TIME	RESERVATION	DIGITAL WAITER	REVIEWS
Yelp	✓	✗	✓	✗	✓
Toast	✗	✗	✗	✓	✗
Waytr	✓	✓	✓	✓	✓

Don't Wait,
Just

