



Millie

A Dutch Bros Co-Pilot

Automation does the typing; broistas keep the magic.

Voice-to-Order · DutchPass QR Analytics · KDS Automation · Predictive Ops



DUTCH BROS
Coffee

Team 2169



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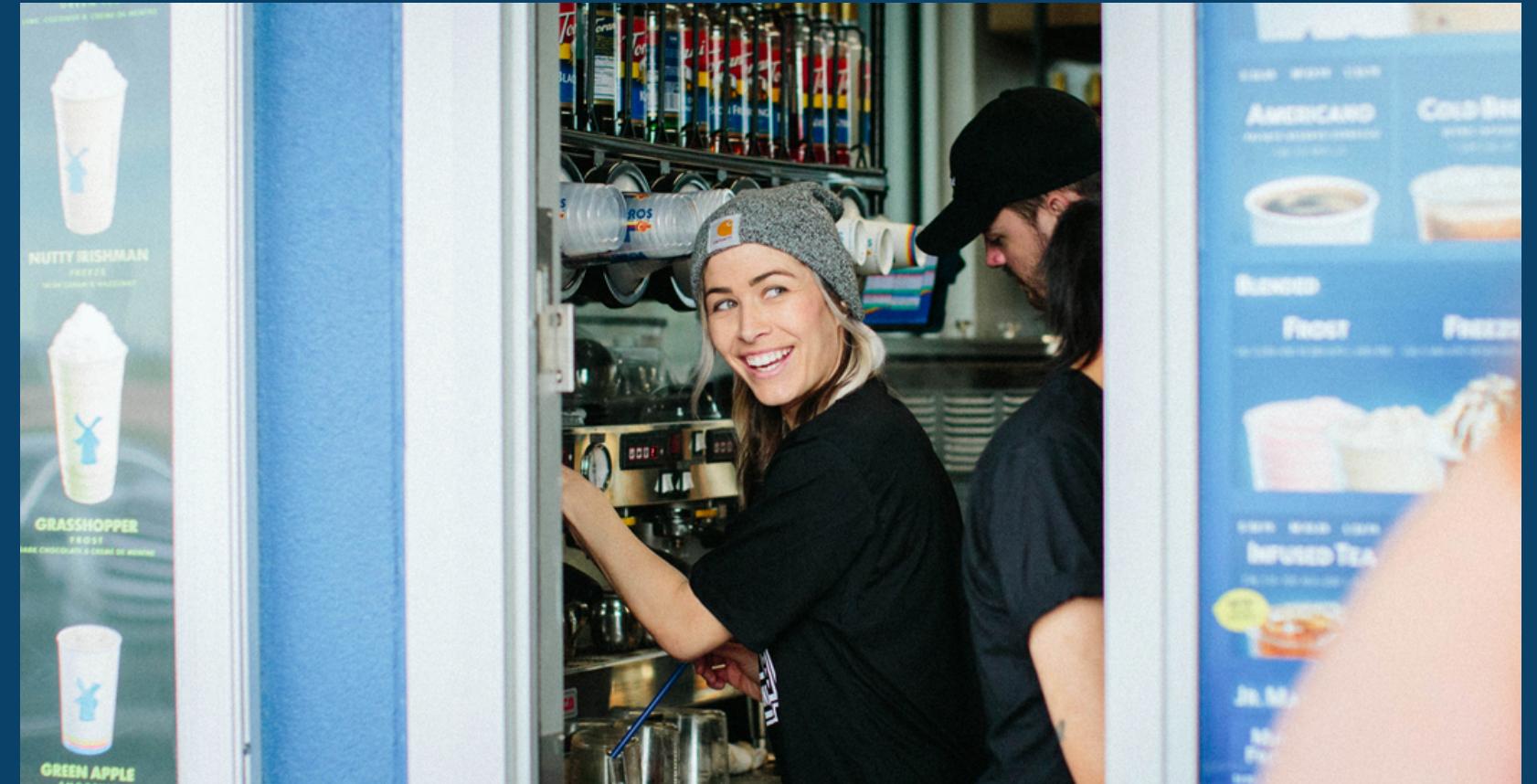
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Problem Statement

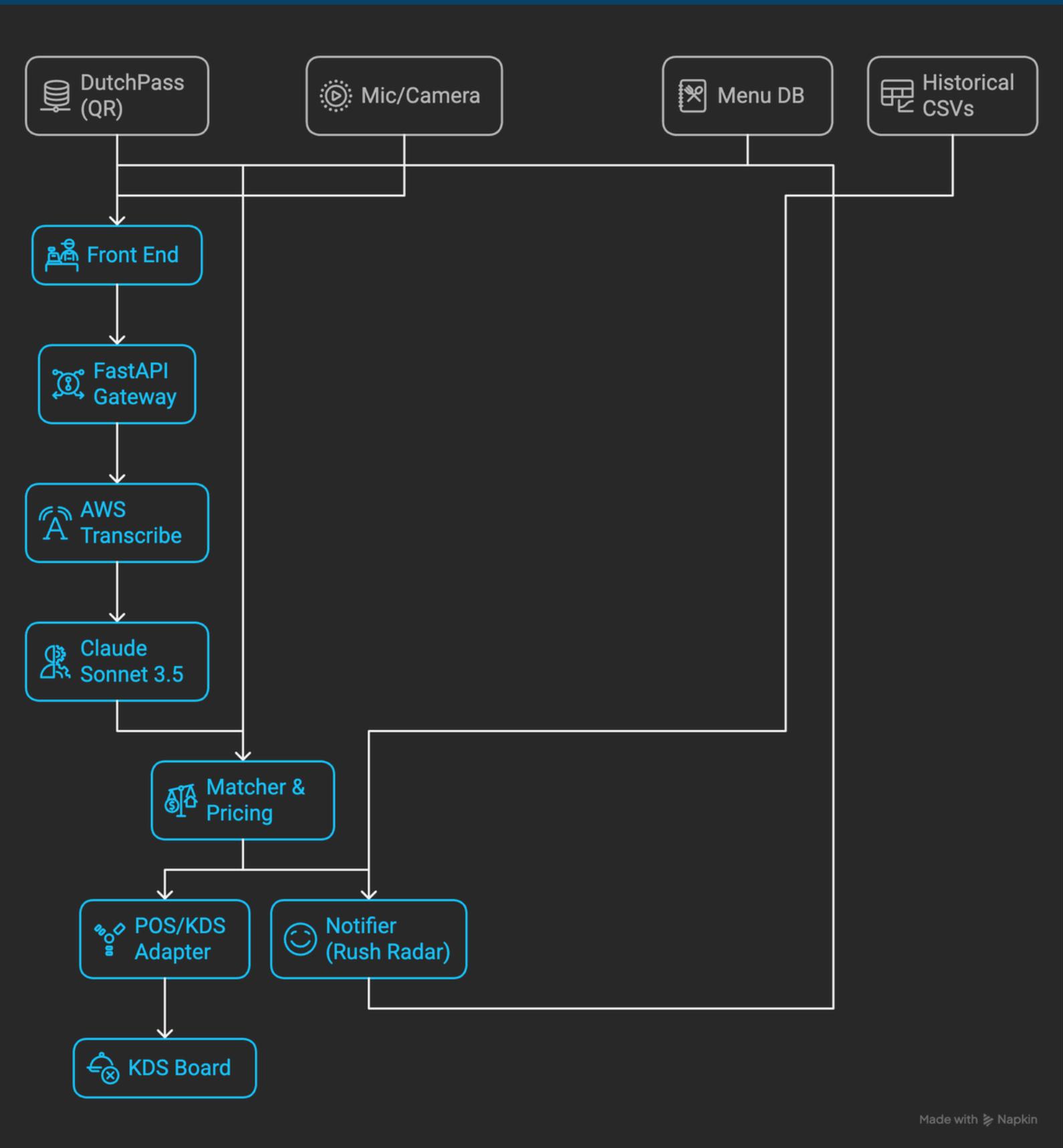
- Typing steals time: complex drink + modifiers = slow, error-prone
- Customer context is late: DutchPass scanned at the end, not the start
- No “usual” prompt: personalization is manual during a rush
- KDS isn’t proactive: no rush alerts; no shared ETAs across items
- Training burden: new broistas struggle with manual system

Solution

QR Code
Customer Analytics
Live Transcription
Peak hour Notifications
Smart Recommendation Engine



Workflow



PRODUCT DEMO

Dutchbro's Product Demo

Copy link

Current Order (0)

Tuxedo Hot Chai
Chai & 2% Milk

Size: Small

Temperature: Hot

Cream or Milk: Chocolate Milk, Whole (Half & Half), Protein Milk, 2% Milk

Total: \$0.25

Add New

Watch on YouTube

The screenshot shows a POS system interface for Dutch Bros. A modal window is open for "Tuxedo Hot Chai". The modal displays a small image of a cup with a "TOP SECRET" sign, a dropdown menu for "Size" (with "Small" selected), a dropdown menu for "Temperature" (with "Hot" selected), and a section for "Cream or Milk" with four options: "Chocolate Milk", "Whole (Half & Half)", "Protein Milk", and "2% Milk". The total price shown is "\$0.25". At the bottom right of the modal is a blue "Add New" button. In the background, the main POS screen shows a "Current Order (0)" and various menu items like "Customer Name", "View Order", and "Order Notes (Optional)". There is also a "Watch on YouTube" button at the bottom left of the main screen.

Business Impact

Speed: remove typing; line time drops (esp. peaks 7–10a, 11–2, 7–10p)

Accuracy: modifiers captured; remakes reduced

Connection: broista eyes-up; “The Usual” is one-tap authentic

Operational calm: Rush Radar + ETAs = fewer fire-drills

Security: mTLS to gateway; server-side SigV4; no AWS keys in browser.



Millie 2.0

Loyalty API + personalized offers

Better noise handling

Kiosk & mobile voice; A/B testing

Inventory forecasting from demand signals

Appendix

Final output screenshot from Millie

The screenshot shows the Dutch Bros Coffee POS system interface. The top navigation bar includes links for Menu, Cart (5), Live Transcription, Customer Analytics, and QR. The main section is titled "Current Order (5)" and lists the following items:

- Tuxedo Hot Chai: Small, Hot, Regular Ice, Regular Sweetness, Extra Shot. Price: \$0.25.
- Picture Perfect Blended Freeze: Medium, Regular, Regular Ice, Regular Sweetness, Whipped Cream. Price: \$0.50.
- Laser Cat Iced Rebel: Large, Iced, Regular Ice, Regular Sweetness, Soft Top®. Price: \$1.50.
- Americano: Medium, Regular, Regular Ice, Regular Sweetness. Price: \$0.00.
- Kicker®: Small, Iced, Regular Ice, Regular Sweetness. Price: -\$0.50.

At the bottom, there are fields for "Customer Name:" (Voice Order) and "Order Notes (Optional):" (Add special instructions or notes...). The total breakdown is as follows:

Subtotal	\$1.75
Tax (8%)	\$0.14
Total	\$1.89

A large blue "Submit Order" button is at the bottom.



End of Presentation and Ready for Q&A