



## Project Charter: Pilot Program for Menu Tablets

DATE: [01/20/23]

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### Project Summary

This project aims to run a pilot program to install tabletop menu tablets to assist customers with quick, easy ordering options at two restaurant locations.

### Project Goals

- 1) Increase average check total to \$75 by selling more appetizers and beverages by the end of the second quarter (Q2), resulting in increased profits.
- 2) Decrease average table turn time by approximately 30 minutes by the end of the second quarter (Q2), resulting in decreased customer wait time.
- 3) Decrease food waste by 25% by communicating specific guest requests to kitchen directly by the end of the second quarter (Q2), resulting in increased profits.
- 4) Increase daily guest count by 10% by reducing average table turn time by end of the second quarter (Q2), resulting in increased profits.
- 5) Increase appetizer sales by 10% at the restaurant in the north location by the end of the second quarter (Q2), resulting in increased profits.
- 6) Increase appetizer sales by 20% at the restaurant in Downtown location by the end of the second quarter (Q2), resulting in increased profits.

## Deliverables

- 1) Installation of the table menu tablets in the bar section at the restaurant locations in Downtown and North.
- 2) Tablet menu shows packages that include menu add-ons and coupons.
- 3) Customers can customize their order and record it.
- 4) Create the staff training plan.
- 5) The tablets are compatible with existing systems i.e., Host and POS system.

## Scope and Exclusion

### In-Scope:

- 1) Tablets installation in bar section.
- 2) Staff training.

### Out-of-Scope:

- 1) Tablets installation in other sections and other locations.
- 2) Policy changes.

## Benefits & Costs

### Benefits:

- Increase in customer satisfaction.
- Reduction in table turn time.
- Increase in product mix.
- Increase in profits.

### Costs:

- Training Materials Fees.
- Hardware and Software Implementation across locations.
- Maintenance (IT fees through EOY).
- Updated website and menu design fee.
- Other customization fee.

### Budget Needed:

- \$50,550

## Appendix:

- Misalignments:
  - 1) Goal to have decrease in guest wait time.
  - 2) Goal of Re-Allocation of payroll in BOH.
  - 3) Goal around improving the satisfaction of the kitchen staff.
  - 4) Making changes to order return policy.

More clarity with the help of data can determine these goals.

### Decisions on each of the Misalignments:

- 1) Measure the need of staff members in front and back of the house through the end of June.
- 2) Measure if the guest wait time is reduced after installation of tablets through the end of June.
- 3) Work with Carter on measuring this goal and plan to include in-scope once metrics are determined.
- 4) Moved this topic to operations discussions and kept it separate from this project.