



## Project Charter: Sauce & Spoon Tablet Rollout

DATE: August 24, 2024

### Project Summary

The Sauce & Spoon Tablet Rollout project aims to enhance the dining experience by introducing tabletop menu tablets at selected restaurant locations. This pilot project is designed to streamline service, allowing the restaurant to serve more guests efficiently, while gathering valuable data to support the company's growth and expansion goals.

### Project Goals

- 1. Decrease Table Turn Time by 30 Minutes in 3 Months:**
  - **Specific:** Decrease the average table turn time in the bar areas by 30 minutes.
  - **Measurable:** Monitor and measure the reduction in table turn time using the restaurant's existing POS system.
  - **Attainable:** Implement tablets to streamline ordering and payment processes.
  - **Relevant:** Supports the broader goal of increasing daily guest counts and enhancing customer satisfaction.
  - **Time-bound:** Achieve this reduction within 3 months of implementing the tablet system.
- 2. Increase Daily Guest Counts by 10% by End of Quarter 2:**
  - **Specific:** Increase the number of guests served daily by 10%.
  - **Measurable:** Track guest counts using the restaurant's tracking software.
  - **Attainable:** Leverage faster table turnover and improved efficiency from the tablets.
  - **Relevant:** Aligns with the goal of growing customer base and revenue.
  - **Time-bound:** Target to reach a 10% increase by the end of Quarter 2 (June 30, 2024).
- 3. Boost Appetizer Sales by 15% in 3 Months:**

- **Specific:** Increase appetizer sales by an average of 15% across the two pilot locations.
  - **Measurable:** Compare appetizer sales data before and after tablet implementation.
  - **Attainable:** Utilize the tablet system's add-on and coupon features to promote appetizers.
  - **Relevant:** Contributes to the company-wide goal of increasing product mix.
  - **Time-bound:** Achieve this increase within 3 months of rolling out the tablets.
4. **Raise Average Check Value from \$65 to \$75 by Quarter 2:**
- **Specific:** Increase the average check value from \$65 to \$75.
  - **Measurable:** Monitor average check values through the POS system.
  - **Attainable:** Encourage higher spending through upselling appetizers and specialty beverages via the tablets.
  - **Relevant:** Supports the overall business objective of boosting profitability.
  - **Time-bound:** Achieve this goal by the end of Quarter 2 (June 30, 2024).
5. **Reduce Food Waste by 25% by Quarter 2:**
- **Specific:** Reduce food waste by 25% by improving order accuracy with the tablets.
  - **Measurable:** Track food waste metrics before and after the tablet implementation.
  - **Attainable:** Improve communication of guest requests to the kitchen, reducing errors.
  - **Relevant:** Aligns with operational efficiency and cost-saving objectives.
  - **Time-bound:** Achieve this reduction by the end of Quarter 2 (June 30, 2024).

## Deliverables

1. **Procurement and Setup of Tablets:**
  - Purchase and install tablets with necessary features in the bar areas of the two pilot locations by March 31, 2024.
2. **Custom Menu Software Development:**
  - Develop and integrate custom software with existing POS systems, ensuring it supports promotions and order tracking by April 15, 2024.
3. **Staff Training Program:**
  - Complete staff training on the new tablet system by April 1, 2024, focusing on order accuracy and customer interaction.
4. **Pilot Rollout Execution:**
  - Roll out the tablet system in the bar areas and begin data collection by April 5, 2024.
5. **Customer Feedback Collection:**
  - Implement a feedback mechanism within the tablet interface and begin collecting customer input by April 10, 2024.

## Scope and Exclusion

### In-Scope:

#### 1. Tablet Rollout:

- Implementation of tablet ordering systems in the bar areas of Sauce & Spoon North and Downtown locations.
- Integration of the tablet system with existing POS and kitchen management systems.
- Training staff on the new tablet system to ensure smooth operation and adoption.
- Collecting and analyzing data on table turn times, appetizer sales, and customer satisfaction.

#### 2. Food Waste Reduction:

- Implementing changes to improve order accuracy and reduce food waste by 25%.
- Monitoring food waste metrics and adjusting operations to achieve the reduction target.

### Out-of-Scope:

#### 1. Order Return Policy Change:

- The policy change regarding order returns due to error is not included in the scope of the tablet rollout project. This topic will be addressed separately as part of an operations discussion.

#### 2. Kitchen Staff Satisfaction:

- While improving kitchen staff satisfaction is important, it is not specifically tied to the tablet rollout and will be measured independently of this project.

## Benefits & Costs

### Benefits:

#### 1. Operational Efficiency:

- Increased table turnover by 30 minutes, leading to a 10% increase in daily guest counts.
- Reduced food waste by 25%, contributing to cost savings and more efficient kitchen operations.

#### 2. Increased Revenue:

- A projected 15% increase in appetizer sales through targeted promotions via the tablets.
- An increase in average check value from \$65 to \$75, driven by upselling through the tablet system.

#### 3. Improved Customer Experience:

- Enhanced dining experience through faster service and increased order accuracy, resulting in higher customer satisfaction.

### Costs:

### 1. Tablet Implementation Costs:

- **Hardware:** \$30,000 for purchasing tablets for two locations.
- **Software Integration:** \$10,000 for developing and integrating custom software with existing systems.
- **Staff Training:** \$5,000 for developing and conducting staff training programs.
- **Ongoing Maintenance:** \$2,000 per month for maintenance and support services.

### 2. Additional Costs:

- **Data Analysis:** \$3,000 for setting up and monitoring data collection on key metrics (table turn time, sales, and customer satisfaction).

## Appendix:

### Misalignments and Resolutions

#### Misalignment 1: Order Return Policy Change

- **Issue:** Carter suggested changing the order return policy to reduce food waste, while Gilly was concerned that this policy change should be addressed separately.
- **Resolution:** It was agreed that the policy change is out-of-scope for this project and will be handled in a separate operations discussion.

#### Misalignment 2: Kitchen Staff Satisfaction Goal

- **Issue:** Carter wanted to include a goal related to improving kitchen staff satisfaction, but Peta was unsure how to measure this within the context of the tablet rollout.
- **Resolution:** It was agreed that kitchen staff satisfaction is important but will be measured independently of this project. Carter will assist in finding specific metrics if it is to be included in the future.

#### Misalignment 3: Integration with Existing Systems

- **Issue:** There was concern about whether the tablets could be seamlessly integrated with the existing POS and kitchen systems.
- **Resolution:** The project will include a focused effort on ensuring seamless integration, with specific resources allocated to address any compatibility issues.

#### Misalignment 4: Cost Concerns

- **Issue:** The cost of the tablet rollout, particularly in terms of software integration and ongoing maintenance, was a concern.
- **Resolution:** A detailed cost analysis was conducted, and it was agreed that the benefits, particularly in terms of increased revenue and operational efficiency, justified the costs.

#### Misalignment 5: Project Timeline

- **Issue:** There was some disagreement about the timeline for rolling out the tablets and achieving the project goals.
- **Resolution:** The timeline was adjusted to ensure that the project could be completed by the end of Q2, with all goals being measured by June 30, 2024.

[End of document]

Ryan Adams