



## Project Charter: Menu Tablets

DATE: [23/02/23]

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### Project Summary

Our plan is to build and establish an enhanced customer experience and grow our digital presence in the restaurant industry by setting up tabletop menu tablets with quick, easy ordering options.

### Project Goals

- Reduce average table turn time by 30 minutes by the end of the second quarter (Q2), resulting in decreased customer wait time
- Increase average check total to \$75 by selling more appetizers and beverages by the end of Q2, resulting in increased profits
- Implement menu tablets by the start of Q2, resulting in growing digital presence in the restaurant industry
- Reducing food waste by 25% by the end of Q2, resulting in decrease in wastage and money
- Increase daily guest counts by 10%, resulting in increased revenue
- Reduce employee burnout and turnover by 50%, resulting in employee retention

### Deliverables

- Tablets installed in the bar area of two restaurant locations
- A comprehensive training plan for the staff on the new system
- Upselling appetizers, promoting certain entrees and coupons
- More kitchen staff hired on payroll

- Project goals measured through the end of June
- Upgraded WiFi systems to ensure the tablets run smoothly

## Scope and Exclusion

### In-Scope:

- Reduction in food wastage
- Decrease in employee turnover

### Out-of-Scope:

- Policy change on order returns
- Staff performance metrics

## Benefits & Costs

### Benefits:

- Help with customer ordering and decision-making through ease of use, attractive design and product recommendations
- Speed up service and sales in the two locations by x%, which can lead to the tablet roll-out in other locations
- Decrease employee turnover through a dedicated training plan and reviews

### Costs:

- Training materials and fees - \$10,000
- Hardware and Software implementations across locations - \$30,000
- Maintenance (IT fees through EOY) - \$5,000
- Updated website and menu design fee - \$5,000
- Other customization fees - \$550

## Appendix:

- Reallocate payroll to hire more kitchen staff – not reached to a conclusion
- Policy change on order returns due to tablet error – declared out of scope for project
- Improve kitchen staff satisfaction by capturing metrics on order wait and returns – declared out of scope for project
- Increase appetizer sales – decided to increase separately based on location