Project Charter: Menu Tablets

DATE: [05/02/2023]

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| **Project Summary** |
| The project will develop and implement a new tablet menu disposed at the Sauce & Spoon North and Downtown restaurant supporting the business growth, improving the service quality and customer digital experience. |

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| **Project Goals** |
| ● Implementing the pilot at the beginning of quarter two in both restaurants.  ● Increase appetizer/cocktails sales by 10% using add-ons and offering coupons at North restaurant at the end of June (end of Q2).  ● Increase appetizer/cocktails sales by 20% using add-ons and offering coupons at Downtown restaurants increasing at the end of June (end of Q2).  ● Increase average check value from $65 to $75 by the end of June by selling 15% more appetizers and specialty beverages.  ● Increase the overage daily guest counts by 10% by the end of June decreasing the overage table turn time by 30 minutes.  ● Reduce food waste by 25% by the end of June by creating a feature for direct communication between the guest and the kitchen.  ● Train the staff on the new system by the beginning of quarter two.  ● Integrate, configure and test properly the new system with the existing one by the beginning of quarter two.  ● Improve the restaurant rating between 4.5 and 5 stars by offering a digital experience to customers using tablets by the end of quarter 2. |

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| **Deliverables** |
| ● Project Charter.  ● Application/software layout and resources.  ● Application/software design and information (menu).  ● Add-on for appetizers/cocktails and coupons feature.  ● Application/software Third-party integration.  ● Equipment delivery and installation.  ● Staff training.  ● Clear data points to track metrics at the end of June. |

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| **Scope and Exclusion** |
| **In-Scope:**  ● Training materials  ● Hardware and software implementation across locations  ● Maintenance up to the end of the year (EOY)  ● Website and menu design update  ● Data result analysis    **Out-of-Scope:**  ● Companies policy adjustment. |

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| **Benefits & Costs** |
| **Benefits:**  ● Increase the company profit.  ● Reduce company expenses with staff and turnover.  ● Reduce company expenses with food waste.  ● Improve the customer experience.  ● Improve the food and service quality.  ● Reduce human error in ticketing.  ● Facilitate the onboard training.  ● Real data points to track metrics and measure success.      **Costs:**  ● Training material fees: $10,000  ● Hardware and Software implementation across locations: $30,000  ● Maintenance (IT fees through EOY): $5,000  ● Update website and menu design fee: $5,000  ● Other customization fees: $ 550 |

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| **Appendix:** |
| ● Raising the average check total will be an answer about the plan to encourage customers to order more appetizers by a 15% average. Alex (General Manager, Downtown) believes that can increase by 20% while Gilly (General Manager, North) believes that will not have any increase at his restaurant due to the public.    ● The payroll reallocation was discussed but still not a goal due to the uncertainty. As discussed with Deanna (Email: Project Goals) and Alex (Meeting: Decreasing Guest Time) we need more data to create a clear and measurable goal.    ● The goal “Reduce guest wait time'' was canceled due to its correlation with the goal “Decrease the overage table turn time by 30 minutes” and can be measured by this point. This alignment was discussed in a meeting with Alex, and Gilly and informed Deanna.    ● A new goal may be added after Carter (Executive Chef) provides specific metrics for measuring the improvement of the satisfaction of the kitchen staff. |