

iPad Restaurant Application

Lab 2: Proposal

Danial Asghar 100671850

Pawan Patel 100582283

Curtis Whall 100655399

Introduction

Our team will be venturing towards creating an iPad application with the objective of completely making the use of a traditional, paper menu obsolete. In today's market, the food industry is heavily saturated with competition where companies are willing to pay for services in order to gain a competitive advantage over their competitors. Smaller scale food establishments, sole proprietorships and partnerships, usually do not have the investment funds available to spend for application development. As such, our team proposes to create a commercial off the shelf solution which can be licensed to food companies in the market.

The proposed application, Menus4U, will replace all the functionality of a traditional menu with extra benefits for the customer. The vision for our company is that every customer can enter an establishment, seat themselves, and order from the iPad at their station ... without having to wait for a waiter to serve them! Switching to an electronic menu allows the restaurants to cut back on their expenses for wait staff, as well as, having the benefit of keeping the customers engaged while their food is being prepared.

Project Objectives

- Increased profit margins for subscribed food providers by allowing them to decrease wait staff.
- Using an application, instead of having to order with a person, decreases the barriers of communication in our multicultural nation.
- Orders can be processed faster as all orders will be transferred directly to the kitchen staff; without any delays, especially during rush hour.
- Increase customer engagement by providing customers with a selective suite of entertainment apps while they await their orders.
- Increase security for the customers by employing a secure backend payment platform and minimize the risk of card stripping.
- Provide highly interactive menus with letting business's show ingredients, health facts, and videos of the food on the menu.

Measures of Success

- Measure monthly profits and compare to previous years without extra wait staff. The number should be increasing and total staff wages should be decreasing.
- Take customers surveys to see if language barrier issues have been improved since the implementation of the electronic menu.
- Compare time for orders to reach the kitchen with the new system to traditional order taking. The new electronic system should have a noticeable improvement and result in quicker times..
- Once again use customer surveys to see if customer enjoyment has improved since the implementation of the new ordering system.
- Number of compromised cards per year compared to previous years. Number should be decreasing
- Correct and up to date health information is available at all times during the ordering process to customers.

Infrastructure

- iPads for each table within the restaurant
- A database to store all food items sold
- iPad application to act as the menu
- Printer to print orders within the kitchen