

Restaurant Manager

Demographics & Background:

- Age: 35-40
- Occupation: Owner/Manager of "Urban Bites"
- Experience: 8+ years in restaurant management
- Location: Downtown commercial district
- Values: Efficiency, quality control, customer satisfaction
- Business Type: Fast-casual restaurant with dine-in and delivery options
- Delivery Volume: Processes 50-70 delivery orders daily

Current Challenges & Insights:

Multiple Platform Management:

- Carlos struggles to manage orders coming from 4-5 different delivery platforms simultaneously.
- Primary Challenge: Each platform has its own tablet, notification system, and interface, creating a chaotic environment during peak hours.

Kitchen Coordination:

- Balancing dine-in and delivery orders in the kitchen causes significant stress on the staff.
- Primary Challenge: Kitchen staff often prioritize dine-in customers over delivery orders, leading to delays in delivery preparation and unhappy delivery customers.

Preparation Time Accuracy:

- Delivery platforms push for faster preparation times than are realistically possible.
- Primary Challenge: Unrealistic time frames create pressure on kitchen staff and lead to quality issues when rushing orders.

System Satisfaction & Workarounds:

Order Integration Limitations:

- Carlos finds the lack of integration between delivery platforms and his restaurant's POS system extremely inefficient.
- Interface Satisfaction: Having to manually enter delivery orders into the POS system is time-consuming and prone to errors.

Performance Metrics Tracking:

- Without centralized data, Alex struggles to track performance across different delivery platforms.
- System Gaps: Cannot easily identify which platforms are most profitable or which items perform best on delivery.

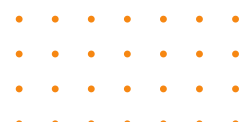
Workarounds:

- Carlos has assigned dedicated staff during peak hours just to manage delivery orders across platforms.
- He uses a whiteboard system to track all incoming delivery orders and their status, which is inefficient but necessary.

Desired Improvements:

Unified Order Management:

- Carlos wants a single dashboard that consolidates all delivery platform orders in one place.
- Feature Prioritization: Integration with his existing POS system would have the biggest impact on improving operational efficiency.



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Smart Kitchen Display:

- A kitchen display system that intelligently queues and prioritizes orders based on type (dine-in vs. delivery) and preparation time.
- Feature Prioritization: A system that helps balance kitchen workload would significantly reduce stress and improve food quality.

Automated Preparation Time Estimation:

- **Carlos** desires a system that can automatically suggest realistic preparation times based on current kitchen capacity and order complexity.
- Feature Request: The ability to automatically communicate delays to platforms and customers would improve transparency and reduce pressure.

Follow-Up:

Carlos confirmed he is open to providing further feedback in the future and is available for an anonymous follow-up interview if needed. He's also willing to participate in beta testing for any new system designed to address these challenges.

