



Project Charter: [Table Top Tablet Menu Project]

DATE: [09/01/2023]

Project Summary

Sauce & Spoon will add tabletop menu tablets to their business for quick and easy ordering and service for customers while providing key insights to customer experience and increasing key metrics for the business throughout Q2.

Project Goals

- Reduce food waste by 25% by end of Q2, reducing costs
- Reduce table turn time by 30 minutes by end of Q2, increasing guest counts and reducing guest wait
- Increase daily guest counts by 10% by end of Q2, reducing guest wait time
- Increase appetizer sales by 15%, increasing revenue
- Increase average check size by 15% (from \$65 to \$75), increasing revenue
- Increase customer satisfaction
- Increase employee satisfaction
- Adopt functional and easy to use tablet menu interface
- Decrease server workload and burnout

Deliverables

- Design and set up of tablet menu system
- Implementation of tablets in bar section of restaurants
- Train staff on software
- Staff accordingly

- Measure approved metrics

Scope and Exclusion

In-Scope:

- Implementation and adoption of Tablet system
 - Cost
 - Design
 - Setup and Maintenance
 - Training
 - Integrate to existing systems
- Measuring approved metrics
 - Food Waste
 - Table Turn Over
 - Average Check Size
 - Guest Count
 - Revenue

Out-of-Scope:

- Policy changes
- Rollout expansion to all dining areas

Benefits & Costs

Benefits:

- Increased revenue
- Increase guest count
- Increase customer satisfaction
- Increase employee satisfaction
- Decrease in cost from reduced food waste
- Decrease server workload and burnout

Costs:

- Tablets, software, training, maintenance, and design fees
- Change in labor demands and therefore payroll
- Changed product demands due to change of guest counts and order size

Appendix:

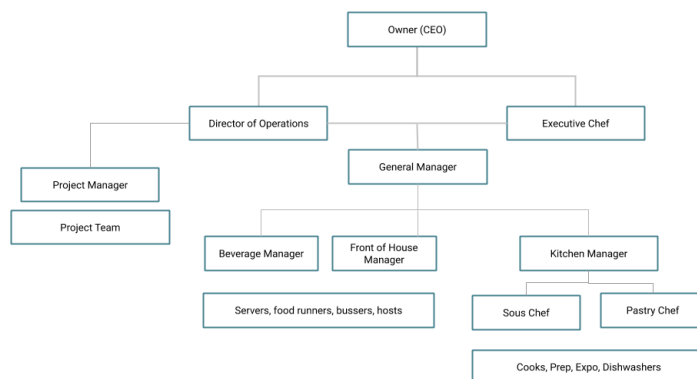
- Pilot in Bar section
- Increase product mix: upselling appetizers, promoting certain entrees, add on

feature, coupons

- Decrease product turn time by 30 minutes and overall guest wait time(implied), current average 95 minutes for most sections and 80 minutes at the bar
- Dinner hours are 5:00 PM - 10:00 PM
- Food waste from comping meals
- Integrate with current host and point of sales POS software
 - Host software: usage and wait lists
 - POS: prices, tracks orders, generates check
- Start roll out at beginning of Q2, possibly earlier as they are less busy in January and February
- Learning curve and change for the staff
- Reallocate payroll from our front of house FOH staff (servers and hosts) to hire more cooks
- Increase average check size
 - Selling more appetizers
 - Selling more specialty drinks
 - Differentiate per location?
 - \$65 average check size
- **Goals Part 1**
 - Server more guests in less time
 - Order immediately instead of waiting for server
 - Pay check through tablet
 - Provide valuable data to meet business goals
 - Increase product mix
 - Increase guest count by 10%
 - Decrease food waste by 25%
 - Capture guests specific requests and modifications
 - Reducing wrong ordering and comping meals
 - Increase average check total
 - Current: \$65, Goal:\$75
- **Goals Part 2**
 - Reduce food waste by 25%
 - Reduce table turn time by 30 minutes
 - Increase daily guest counts by 10%
 - Increase appetizer sales by 15%
 - Reduce guest wait time by X%
- **Goals Part 3**
 - Reduce food waste by 25% by end of Q2, reducing costs
 - Reduce table turn time by 30 minutes by end of Q2, increasing guest counts and reducing guest wait
 - Increase daily guest counts by 10% by end of Q2, reducing guest wait

time

- Increase appetizer sales by 15%, increasing revenue
- Increase average check size by 15% (from \$65 to \$75), increasing revenue
- Measuring through the end of June with April start, Q2
- Food waste goal including staff performance metric
- Tablet Costs
 - Terrific Tablets
 - Training materials and fees: \$10,000
 - Hardware and Software Implementation: \$30,000
 - Maintenance: \$5,000
 - Updated website and menu design: \$5,000
 - Customization: \$500
- **Misalignments**
 - Guest wait time as a measurable goal in project - *implied and not included as SMART goal*
 - Policy changes added to project - *will be discussed separately*
 - Employee satisfaction as a measurable goal in project - *will monitored but not included as SMART goal*
 - Reallocation of payroll from FOH to kitchen due to tablets - *will be monitored but not included as SMART goal*
 - Omar (CEO and owner) wants the rollout to encompass the entire restaurant/all dining areas, not just the bar - *not feasible operationally in the time and budget and therefore out of scope for this project*
- **Org Chart and Team**



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Project Role	Name	Title
Project Sponsor	Omar Mubarak	Owner
Project Lead	Peta Tsosie	Project Manager
Team Members	Deanna Coleman	Director of Operations
	Carter Ward	Executive Chef
	Gilly Tyson	General Manager (North location)
	Alex Schmidt	General Manager (Downtown location)
	Nia Williams	General Manager (Waterfront)
	Zane Dutchman	Kitchen Manager (North location)
	Larissa Stein	Kitchen Manager (Downtown location)
	Seydou Diallo	Restaurant Technology Consultant

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- Sample Project Charter