RestoTouch

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Project Description

The project will be to create a platform for empowering small or medium sized restaurants to automate their customers orders themselves by providing two different GUI applications and a server application to serve as the backend for the two GUI applications.

The first application will either be a web application or mobile application targeted to run on the restaurants' provided tablets which will allow the restaurant's customers to view and order various items and combos from a virtual menu and then either pay at the machine or at the restaurant's cash. The restaurant owner would simply download or navigate to the web application and enter his account information and select which virtual restaurant they want to use and then the application will display the virtual menu consisting of various orderable items classified in categories and combos of items that the virtual restaurant has.

The second application will be a tool to allow the managers to register or login into to create, duplicate, modify or delete a virtual restaurant and then configure the virtual menu that their client will see on the first application. This is where they will create, modify, or remove items, categories, and combinations of items on their menu or copy existing menus or items from their other restaurants. The application will also support the creation of complex items that are composed of many other items that can't be ordered on their own, for example a sandwich which will require the customer to pick the bread type, sauce, meat, cheese, etc. Another important feature that this application will provide is information about how well the various items and combos are selling, when they're selling, and any other useful information we can interpret from the data that is collected. The application can also be set to kitchen mode to display the current outstanding orders, and allow completion or cancellation of the current outstanding orders by the kitchen staff.

Competition

Search terms: self serve software, self serve kiosk manufacturer, self service food ordering system, online food ordering system, restaurant self service app
Number of pages examined: 25 (See appendix for link details)

Competitor 1: Aptito

Link: https://aptito.com
They Offer: Aptito offers a restaurant POS system that runs on iPads, as well as the cash drawers, receipt printers, kitchen printers and local servers that work with their service. The waiters use the iPads to take orders from customers. These orders are then sent directly to the kitchen to begin cooking.
We Offer: Our solution is a lot more flexible, in that it doesn't restrict the restaurant to certain devices like the iPad, as well as their limited selection of cash drawers, receipt printers, kitchen printers. Our service runs on any mobile device. Also, our service will run on our own remote server, meaning the restaurant doesn't need to worry about purchasing and maintaining their own.

Competitor 2: QikServe

Link: http://www.qikserve.com/
They Offer: QikServe app lets clients to order food & drink using their smartphone in participating restaurants. The app will load the appropriate menu after the client had scanned a QR code. The client selects items from the menu and the order is sent to the kitchen of the participating restaurant. The food is delivered directly to the client's table. The app can also be configured to different servicing models from dine-in to take away. Restaurant owners have to contact QikServe to become a participating restaurant.
We Offer: We don't rely on the customers, having a smartphone as they will use the app on the restaurant's devices. Restaurant owner can directly register with our manager tool and customize their menu, instead of contacting the app developer team if the owner would like to offer self-serving service to their clients or needs to update their menu, price, and so on.

Competitor 3: TouchBistro

Link: http://www.touchbistro.com/
They offer: TouchBistro offers their clients a mobile-based point of sale solution. The POS interface appears on a tablet device and is fully customizable. The menu allows for custom orders, allowing waiters to modify certain ingredients on the fly. The interactive POS also makes it easy to separate bills by seat, or to join every order in a single bill. The application supports different permission levels and profiles, such as managers, servers, bartenders, etc.
We offer: We would like to offer a similar experience, but directly to diners rather than restaurant servers. Features similar to TouchBistro such as interactive menus, custom orders, and split billing options would be available to customers.

Description of Customer and Company

Company

Soupebol is an Asian restaurant located in downtown Montreal. The restaurant offers noodles soup, stir-fried noodles, and other well-known Chinese dishes. It opens all day from 11am-11pm to accommodate a large range of clientele, from young customers to elderly customers. During lunch hours, most of the customers are students and people who work in an office. During dinner hours, customers are mainly downtown residents who live near the restaurant. Although the restaurant mainly offers quick meals, it is also a bring-your-own-wine restaurant so that customers can stay longer to enjoy their meal. In order to increase customer flow and to accommodate customers who want to order at home, the restaurant is also subscribed to online delivery services such as JustEat and À la carte express.

www.soupebol.ca
www.restomontreal.ca/en/5983/Soupebol

Customer's expertise

Our customer, Shirley, has 13 years of experience in restoration. During these years, she worked 9 years as a waitress and manager and 4 years as an owner. As a manager, her tasks include asking customers for feedback, planning employees' schedules and sections, and is responsible for closing the cash register at the end of the day. As an owner, she has to do all the above and is also responsible to renew the menu and stocking.

Customer's interest

Our customer is interested in our project because waiters/waitresses are often occupied during restaurant's peak hours (lunch and dinner). She strongly believes that our project will help the restaurant and save time (for both waiters and customers). Our customer also stated that we live in a world where everything is technology related and that it would be easier for customers to take their time to look at the virtual menu and to order on their own. Even though there are no waiters available to serve the customers, customers are still able to place orders. Also, our customer thinks that social media recommendations is often better and more effective than advertising.

Appendix

Searches were done with Google.

1-http://www.petrosoftinc.com/products/qwickserve/?gclid=Cj0KEQjw3s6-BRC3kKL_86XDvq4BEiQAAUqtZ2bzlka5XkwQpfs1vamPy8lOgLpw9avvupunAtftapgaAlH48P8HAQ

2-http://www.stitchlabs.com/lp/online-inventory-management-software-pc-s-cafe?utm_source=google.com&utm_medium=cpc&utm_term=ordering%20system&utm_campaign=195514665&utm_content=9289728705&gclid=Cj0KEQjw3s6-BRC3kKL_86XDvq4BEiQAAUqtZ-gViahMSdZd4sRBXuMuvSwRxTyeJBZ-GMq5iqNiDO4aAojD8P8HAQ

3-http://www.ordertalk.com/?gclid=Cj0KEQjw3s6-BRC3kKL_86XDvq4BEiQAAUqtZ5-tCntg3NVp-Zn2iVzBUblEoazeLjh-yb_YQWb6-j4aAvB98P8HAQ

4-http://www.nextepsystems.com/product-overview/self-order-kiosks/?gclid=Cj0KEQjw3s6-BRC3kKL_86XDvq4BEiQAAUqtZz9AhxaHh02jgEZ_XQb0whr-rHTw1xLY4kVuXubA2KUaAhpd8P8HAQ

5-http://www.titbitinc.com/titbit-kiosk/

6-http://www.verifone.com/products/hardware/unattended/iorder/

7-https://ordersnapp.com/

8-http://www.iqinteractive.ca/self-service-ordering-kiosk-pos

9-http://revelsystems.com/blog/2015/01/20/rapid-rise-self-service-ordering-payment/

10-http://www.inresto.com/online-food-ordering-platform.html?gclid=Cj0KEQjw3s6-BRC3kKL_86XDvq4BEiQAAUqtZ5rfaYHh6bZnP0aZNrrwjPtWj11oRekdnATiKATzE4kaAjyO8P8HAQ

11-https://www.ncr.com/

12-http://www.touchbistro.com/capterra/?utm_source=Capterra&utm_medium=Review&utm_campaign=Restaurant%20POS

13-http://www.brygid.com/

14-http://www.digisystem.com/solutions/SOL00058/

15-http://www.qikserve.com/

16-http://www.vivonet.com/products/kiosk

17-http://www.orderella.co.uk/

18-http://www.menudrive.com/

19-https://aptito.com

20-https://www.eatnow.com.au/

21-http://www.menu.ca/

22-https://www.chownow.com/

23-http://www.restolabs.com/

24-https://www.gloriafood.com/

25-https://www.orderingonlinesystem.com/