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Introduction

We strive to enhance Pizza Hut's business with solutions to ensure customer satisfaction, increased sales, and a productive environment to meet Pizza Hut's business needs. By understanding their needs, customers will be satisfied and sales and revenue will increase. We came up with four solutions: a delivery game, an inventory tracker, automated manual processes and a corresponding outlet management system, and have created an application on scratch to solve Pizza Hut’s problems. All in all, we implemented gamification in the application to elevate the overall user experience, fostering an engaging and productive environment that aligns with Pizza Hut's business objectives.

Business Needs/ Objectives + Method

Firstly, numerous customers expressed their dissatisfaction with the prolonged Pizza Hut delivery times. This problem caused customers to become frustrated and dissatisfied with the service. Hence to address this, we incorporated a gamification element that enables customers to win coupons while awaiting their food. This not only keeps customers engaged during the waiting period but also creates the perception that the delivery time was shorter than anticipated. Furthermore, the provision of vouchers encourages repeat purchases from Pizza Hut, fostering customer loyalty and contributing to increased revenue over time. The game was also slowed down since most people who order from Pizza Hut’s website or app are older people.

Secondly, there were frequent instances of items on the menu being unavailable due to stock issues. In response, we implemented an inventory tracker, enabling staff to effortlessly identify and track items that are out of stock. This streamlined process ensures efficient stock management and helps maintain optimal inventory levels at each store.

Thirdly, many customers complained that orders were taking too much time to arrive at their table. Thus, this led to customers expressing discontentment due to extended wait times for their order. To streamline this process, we developed a mobile application from scratch, enabling customers to place their orders directly from their phones. This innovative solution ensures swift processing, with orders sent directly to the kitchen, facilitating prompt food preparation.

Lastly, Pizza Hut was facing inconsistency throughout all the stores in Singapore. Some stores received five stars, while others received three stars. To enhance task delegation and monitoring, we developed an application that displays the same tasks assigned to each store and the same steps to create food items on the menu. This tool aids stores in maintaining consistency in order to improve customers’ experiences.

Discussions:

We used the waterfall method to implement our project. This allowed us to achieve goals for our business easier because it allowed us to have fixed requirements throughout the project. This ensured us to stick with original ideas and requirements instead of changing it continuously. Firstly we analyzed the problem that Pizza hut faces. 1. Frequent stockout 2. Delivery issues 3. Inefficient order management 4. Inconsistency across sites. Secondly we make requirements for our scratch applications followed by designing our 4 scratch applications separately. We then each work on our own scratch to target the problem we allocated ourselves. After that we tested our scratch and made improvements where needed. After all that is done, we integrated all 4 applications together by making it public and merging them together. Finally, we made a common page to link the projects and deployed it into Github. This aligns with the waterfall method that we used to implement our prototype.

To bring this project forward, we plan to launch a trial for pizza hut to let them test our application. We want to bring this to a larger scale so we want to use other platforms like html to code this game for more flexibility. Using scratch helped us to create a quick and easy prototype to propose to pizza hut.

References:

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