

QNO

No queuing up for meals anymore!

Agenda



1. Background



2. Our App — QNO



3. Expectation and Future Plan



1. Background



Queuing Problem for Customers

- Wait for hours for meals physically
- What if I miss my turn?



Queue Problem for Restaurants

- Waste of manpower
- Long queue may scare potential customers away



2. Our App — QNO



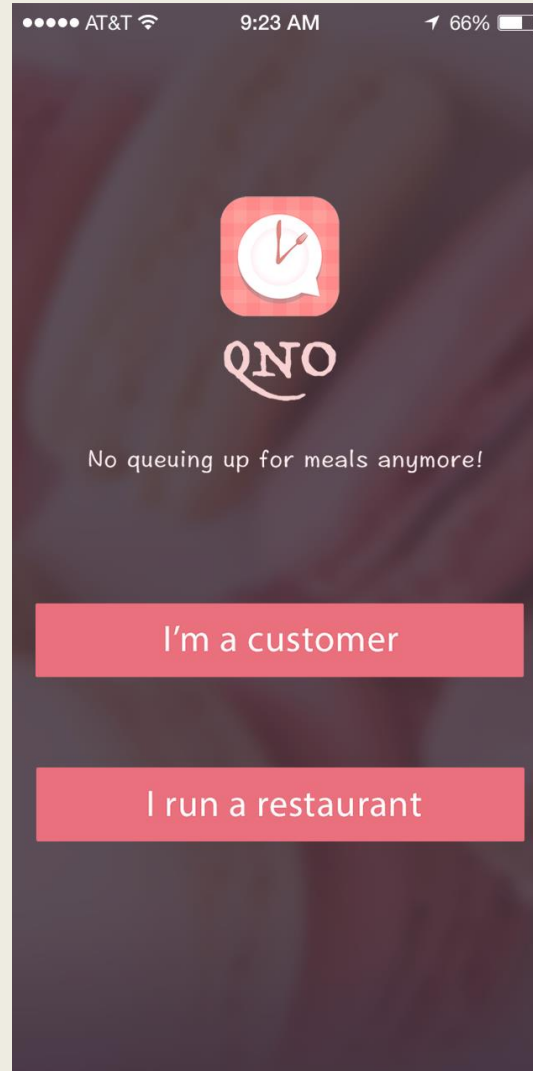
Want no queue? Use QNO!

- Easy to Queue
- Clear Implementation
- Triple-win Advertisement Function
- Innovative Promotion
- Low Cost to Launch
- More Functions to Explore

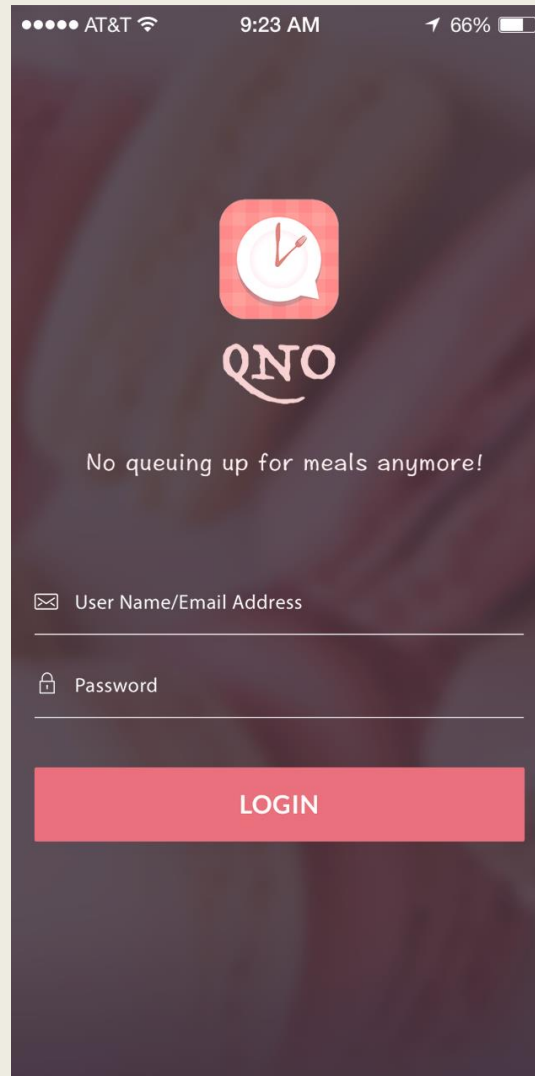


No queuing up for meals anymore!

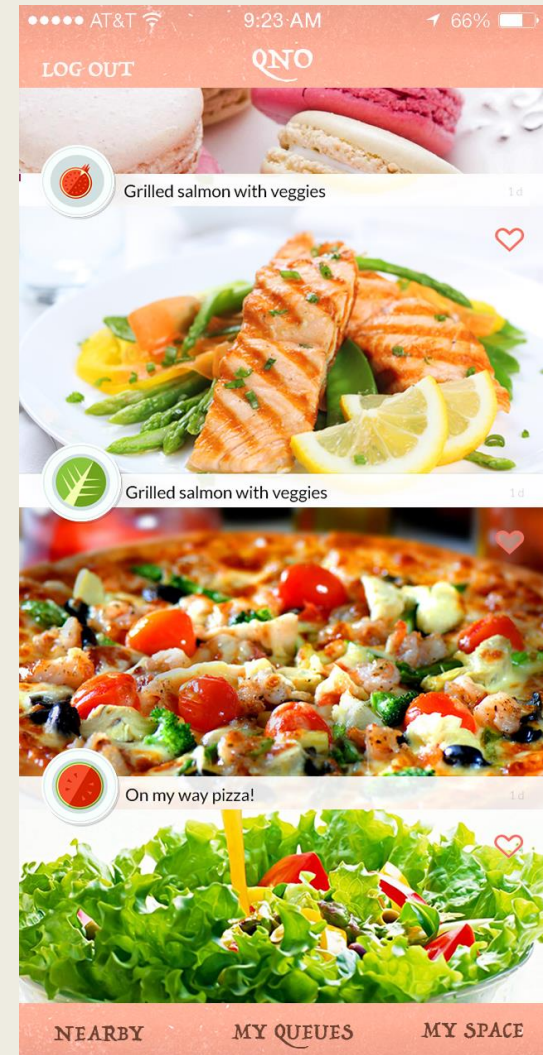
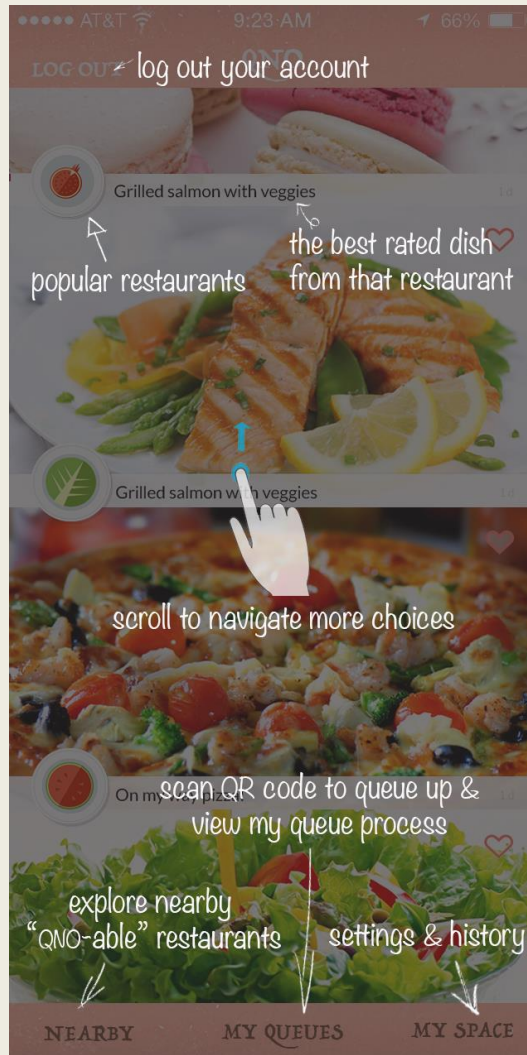
2.1 Easy to Queue- Customer



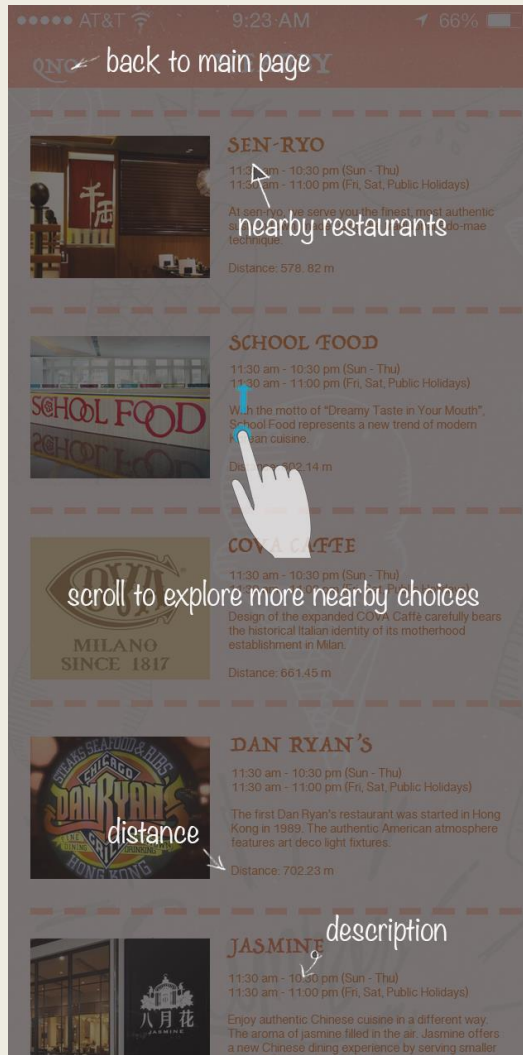
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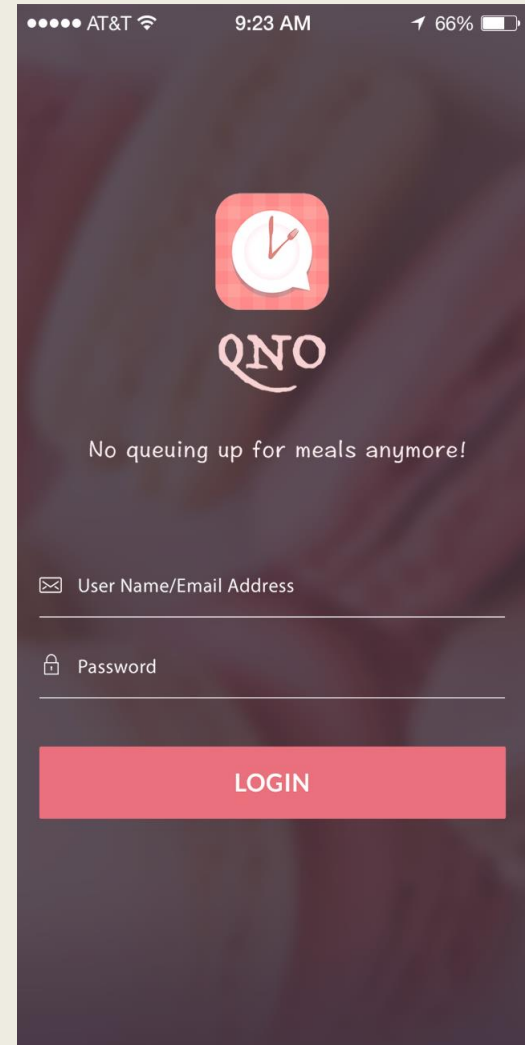
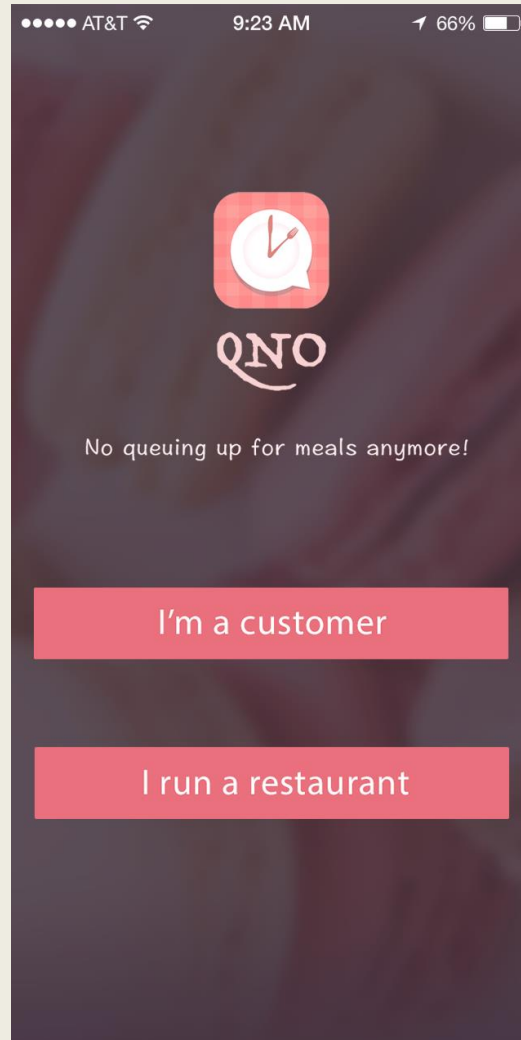
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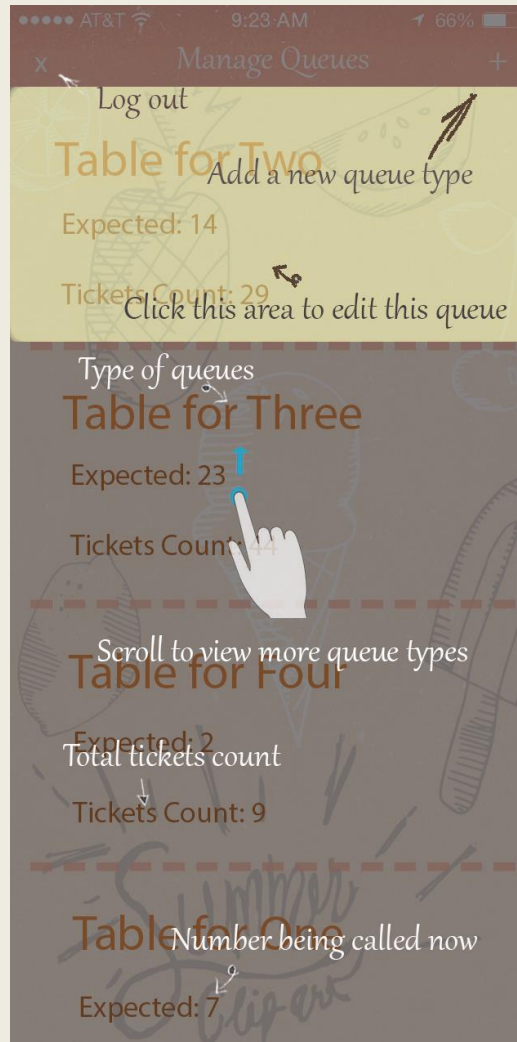
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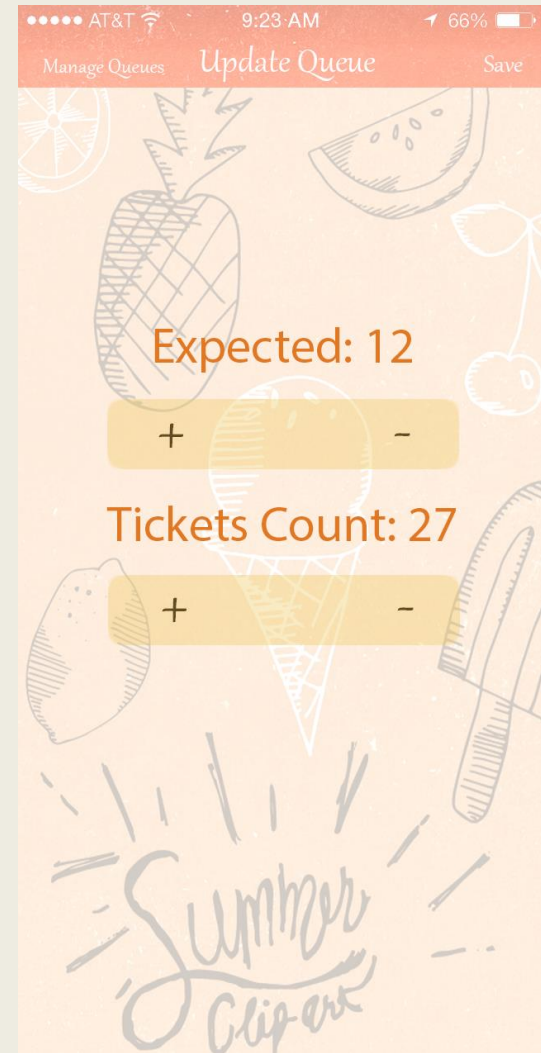
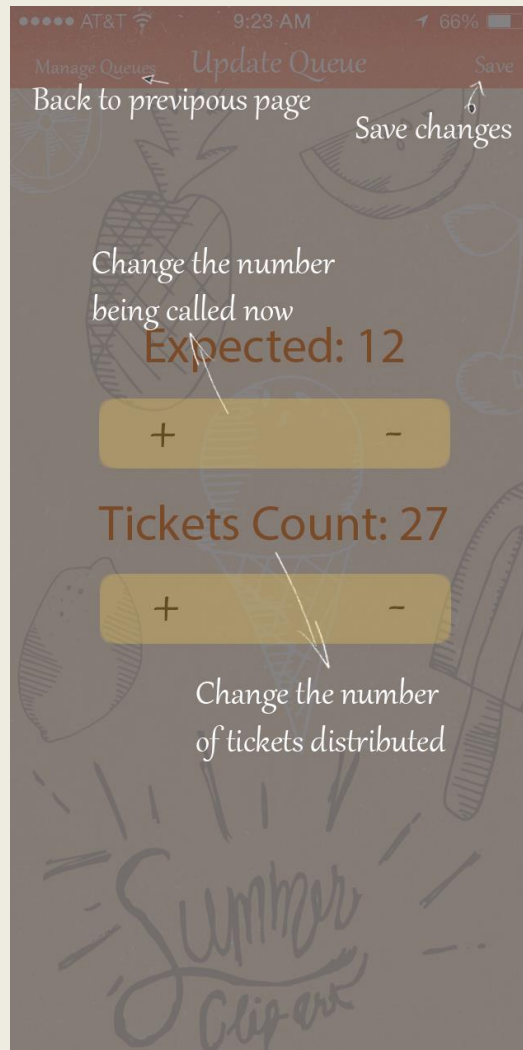
2.1 Easy to Queue- Host



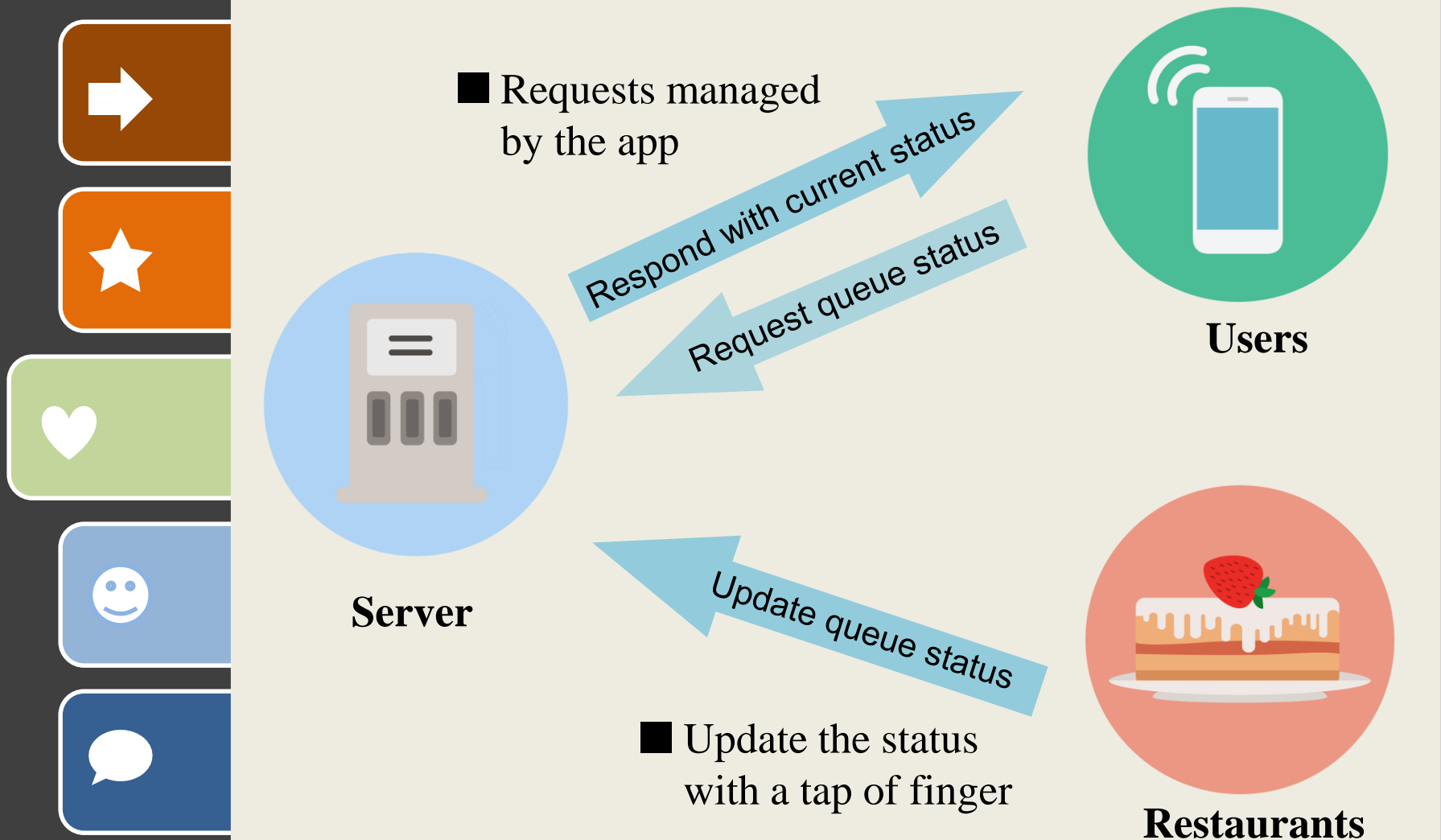
2.1 Easy to Queue- Host



2.1 Easy to Queue- Host



2.2 Clear Implementation



2.3 Triple-win Ad Function

- Appetizing food pictures posted on startup screen
 - Pictures from restaurants or us
 - Only attractive pictures will be selected
 - Function as advertising



2.3 Triple-win Ad Function



- For restaurants

- Provide a platform for advertising



- For customers

- Comfortably receive the ad
- Enjoy seeing the attractive food pictures



- For us

- Make QNO an eye-catching mobile app
- Get cooperation from restaurants
- Increase customer loyalty



2.4 Innovative Promotion



- Not only traditional promotion through social media platform
- Download link provided at cooperating shops
- Coupons of surrounding shops



2.5 Low Cost to Launch

Cost estimation

- Server renting — 3,500HKD/year
- Maintenance fee — 5000HKD/year
- Promotion fee — 5,000HKD x 3months
- Manpower fee — 35HKD/hour x 200hours



2.6 More Functions to Explore

- Future Functions
 - Different language versions will be set
 - Customers can upload food pictures and shall be posted on startup screen if selected
 - Discounts may be offered if cooperating well with the restaurants



2.6 More Functions to Explore

- Future improvements
 - Multiple language support
 - Discounts and coupons offered by restaurants
 - Users can put off the reservation. (The current ticket is cancelled and the system gets a new one for you.)
 - Statistics on how fast the queue rolls for customers to decide which house to go to



3. Data is precious



- Where are they from?
- Queues: how fast they move, how many tickets per day etc.
- Activities: users make and cancel reservations
- User rating: how do users like the restaurant, especially the queueing part

Imagine, if dozens of restaurants use this service, we can make vertical and horizontal comparisons.



3. What can we do on the data?

Here be dragons!



- How fast the queue rolls for a restaurant
→ Whether you should go to this house
- How many customers have dined in this restaurant → whether the house is “hot”
- How much time each customer spend in this house → the house needs change?
- Changes in customer flow?
- Patterns in customer flow?

Queueing is one important data source that restaurants may always overlook. But once we keep track of the data we can further co-op with the house to offer insights. **WIN-WIN?**

There are still disputes on how ‘public’ the data should be. For now these are only valuable possibilities.



3. Expectation and Future Plan

- Launch QNO on HK Market
- Bring convenience to people in queuing
- Develop multiple functions, optimize user experience, broadly cooperate with restaurants and shops to make it a success!



3. Plan



- 1st target of course will be those restaurants that do not have a queueing app but a large customer group
- For big companies like Maxim that probably want a tailor-made app. Sure we can do that. Just the same functions with a different cover
- 2nd for those that have existing queueing apps, merge with their API or simply merge companies? (Not sure)



3. Highlights

- Queue in remote and do something else. Now you no longer wait for the table, the table waits for you.
- Statistics bring opportunities. We can mine 10,000 functions from the user data to be generated.



Q & A

