



## Project Charter: [Sauce & Spoon's Tabletop Menu Tablets]

DATE: [June/18/23]

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### Project Summary

The project involves implementing a pilot rollout of tabletop menu tablets in the bar area of both North and Downtown Sauce and Spoon restaurant locations. The primary objective of this initiative is to introduce state-of-the-art technology that enhances the overall dining experience, streamlines order processing, and increases customer satisfaction. By leveraging tabletop menu tablets, we aim to embrace digital innovation to enhance operational efficiency, establish a more efficient ticketing system, provide guests with a seamless ordering and checkout process, reduce food waste, and drive revenue growth.

### Project Goals

- Pilot the new tablet menu system in both restaurants by the beginning of the second quarter.
- Increase appetizer and cocktail sales by 10% at the North restaurant by the end of June (Q2) through the use of add-ons and offering coupons.
- Boost appetizer and cocktail sales by 20% at the Downtown restaurant by the end of June (Q2) through the use of add-ons and offering coupons.
- Raise the average check value from \$65 to \$75 by the end of June by selling 15% more appetizers and specialty beverages.
- Increase the daily guest count by 10% by the end of June and reduce the average table turnover time by 30 minutes.
- Reduce food waste by 25% by the end of June by implementing a feature for direct communication between guests and the kitchen.
- Train the staff on the new tablet menu system by the beginning of the second

quarter.

- Integrate, configure, and thoroughly test the new system with the existing infrastructure by the beginning of the second quarter.
- Enhance the restaurant rating to between 4.5 and 5 stars by providing customers with a digital experience using tablets by the end of the second quarter.

## Deliverables

- Install tabletop menu tablets in the designated bar area, ensuring proper hardware setup, including wiring, for optimal functionality.
- Achieve ticket processing time benchmarks of 8 minutes for appetizers and 12-15 minutes for entrees on average.
- Develop and deploy tablet packages with menu add-ons and exclusive coupons to enhance the dining experience and encourage guest engagement.
- Increase the average check total from \$65 to \$75, aiming for revenue growth.
- Ensure seamless integration of the new tablets with the Point of Sale (POS) system and host software through rigorous testing, promptly addressing any technical issues. This will enable users to place orders with 98% accuracy and complete checkouts within 1 minute or less.
- Create a comprehensive staff training plan to equip both kitchen and waitstaff employees with the necessary skills and knowledge for an efficient work process.

## Scope and Exclusion

### In-Scope:

- Procurement, implementation, and maintenance of tablets, including hardware and software components.
- Efficient and timely communication of guest preferences to the kitchen staff.
- Boosting average check totals by actively promoting appetizers and beverages.
- Development and execution of a comprehensive staff training program.
- Reduction of food waste through effective implementation of the restaurant's return policy.

### Out-of-Scope:

- A separate policy change will be made to address order returns due to errors, which will be handled separately from the project.
- Modifications to company policies, including a review of the return policy.
- Assessment and enhancement of kitchen staff satisfaction, which will be considered as a separate initiative independent of the tablet launch.

## Benefits & Costs

### Benefits:

- The implementation of user-friendly tabletop menu tablets aligns with the growing digital presence in the restaurant industry. This initiative aims to provide customers with a familiar and engaging digital experience, ultimately improving the overall brand perception.
- The project's goal of reducing the average table turn time by 30 minutes will result in decreased customer wait times, enhancing the overall dining experience.
- By addressing negative customer reviews, the project aims to increase customer satisfaction and foster loyalty among patrons.
- Achieving a 10% increase in average daily guest counts by the end of June will drive higher customer footfall, leading to increased revenue and fostering business growth.
- Through the streamlined communication process facilitated by tabletop menu tablets, specific guest requests will be directly communicated to the kitchen, minimizing errors and ensuring a more efficient ordering process.
- The project's objective of promoting appetizers, specialty drinks, and certain entrees is aimed at increasing the average check total, thereby boosting profits and contributing to the financial success of the restaurant chain.
- The project's focus on reducing food waste and supporting sustainable practices further enhances the positive image of the restaurant.

### Costs:

- Training material fees: \$10,000
- Hardware and software implementation across locations: \$30,000
- Maintenance (IT fees through EOY): \$5,000
- Website and menu design update fee: \$5,000
- Other customization fees: \$550

## Appendix:

- Increasing the average check total will address the plan to encourage customers to order more appetizers, with an average increase of 15%. Alex (General Manager, Downtown) believes it can be increased by 20%, while Gilly (General Manager, North) believes there won't be any increase at his restaurant due to the target audience.
- Payroll reallocation was discussed but is not currently a goal due to uncertainty. Further data is required to establish a clear and measurable goal,

as discussed with Deanna (Email: Project Goals) and Alex (Meeting: Decreasing Guest Time).

- The goal of "Reduce guest wait time" was canceled as it aligns with the goal "Decrease the overage table turn time by 30 minutes" and can be measured accordingly. This alignment was discussed in a meeting with Alex and Gilly, and Deanna was informed.
- A new goal may be added once Carter (Executive Chef) provides specific metrics to measure the improvement in kitchen staff satisfaction.