

Workshop: Electronic menu of medium and small restaurants.

PROBLEM

We need a system that allows us to view menus, small and medium restaurant offers. In addition to visualizing if there are places in the restaurant that can be occupied, in case you want to attend the premises. To understand the function of the program we must know about the menus, the space that the place has and its offers (breakfasts, lunches and snacks).

These offers are displayed at the correct times. With this, the program will be able to generate a visualization of the menus and if there are places available in the restaurant. Otherwise I would recommend visiting the local at another time or that your order be delivered at home.

OVERVIEW

An electronic menu will be made for these people. With this your customers will feel safer, by not having contact with the traditional physical menus, they will know that you are taking care of them and your collaborators. This will not only be a benefit for them, but it will also translate into an increase in your invoiced tickets and a reduction in expenses, improving the performance of the servers. Some of the advantages offered by the electronic menu are:

- **Time saving:** long lines would be avoided and waiting time would be reduced for each order.
- Better visibility of product information: all content and prices are displayed on a single screen.
- It is easy to reach, with just a smartphone you have full access to the menu in the palm of your hand.
- Improves the customer experience, avoiding dislikes due to lack of attention and provides a more efficient work at the time of product delivery.
- Avoid physical contact with other people, respecting social distancing.
- Improves the image of the premises, making it more attractive in the eyes of customers.
- Finally, the changes in the menu can be faster, when a product runs out or there is an offer.

According to Sofia Iñiguez concludes that: "According to the market study carried out in the city of Quito, it can be concluded that the project to improve customer service in restaurants through the implementation of an electronic menu is widely accepted since it is intended to solve problems that commonly occur in the service received.

The approach to competitive strategies will be focused to satisfy the needs of the target market, considering their purchasing behavior, consumption habits, their preferences, tastes and opinions; in order to create empathy with its customers, increase market share, attract new consumers and retain existing ones".

Market research must be carried out with a new approach towards the tastes and preferences of the product offered and sensitivity to price, but not only on the innovation of the service offered.