

## **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.