Consumer Customer Journey

As a restaurateur:

1. I want to be able to edit how my online menu will look like, so that I can have a personalized experience for my customers
2. I want to have an overview of my restaurant so that I can manage them with ease
3. As a restaurateur, I want to be able to see my orders and their statuses, so that I can make sure the orders are delivered properly

Kathanael Bastian

As a consumer:

1. I want to be able to order and pay online, so that I can get my orders easily and quickly
2. I want to have some time-looking through the menu without any disturbance, so that I know exactly what to order

Kathanael Bastian

Customer Journey
Consumer

Consumer comes to restaurant

Consumer goes to counter

Consumer sits at table

Orders by the counter

Orders via QR Code

Scans QR code at table with mobile phone

Consumer sees order, inputs order to cart

Consumer sees menu by the counter

Consumer sees menu via QR code

Employee takes consumer's orders via the register

Merchant POS Order Input

Consumer App Menu List

Consumer App Cart List

Consumer pays for order via online payment method

Consumer App Payment Method

Order goes through system

Merchant POS Order List

Merchant POS Payment Validation

Consumer pays by the counter

Digital Payment / Cash

Kitchen receives order

Kitchen makes order

Kitchen finishes creation of order

Merchant POS Order Status

Waiter receives order from kitchen

Waiter brings order to consumer

Consumer receives order

DONE!

Customer's waiting for order :

Opportunities →

① Order status interface

② Customer Review

→ which you want, tell us about this place!

a) rate experiences (e.g. product, service, ambience)

b) short, simple, memorable

c) not long, wanna access to spend the day or feels quick to be prepared.

→ What about [Restaurant name]?

a) gather user input.

b) from experience

c) Professional manner (using 1 or — Star Rating system)