

Description of Project

Title

Oberonline — Upselling Customer Experience with the Power of Artificial Intelligence for Sales Maximisation.

Problem Analysis

Obero is a software company that focuses on IT Services & Consultancy within the Dutch online ordering and delivery sector. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, Obero's goal is to enhance and provide better customer experiences within businesses, prospecting in ordering solutions for better sales efficiency. Obero's operations are based in the Netherlands, operating with 17 employees in total, with plans of upscaling to start within the first quarter of 2023.

Obero started its operations as an ordering application that utilizes a QR code ordering system, sold as a subscription-based platform that is tailor-made for businesses within the food & beverages industry. As of 2022, Obero's operations are still running, however several issues have started to emerge from the stakeholders' viewpoint:

- a. Its software is running using an older legacy system; it requires evaluation and refinement for a 'fresh start' and better longevity of Obero's services.
- b. In parallel with the backend, the application's front-end interface has not been updated ever since launch back in 2020.
- c. There has been little to no regular communication with parties that use Obero; evaluation of application involving subscribers is needed to validate design choices.

The stakeholders involved within Obero are planning to 're-enhance' the service: rebranding its ordering platform, re-evaluating the current system and explore ways to expand the application's use case to allow upselling opportunities to customers.

Obero currently does not have an active social media presence, which allows an opening to refresh its brand identity alongside the redesigning of the application for long-term exposure and scalability.

Assignment

The purpose of this project is to evaluate, redesign and implement Obero's application to enhance the customer experience of in-store ordering processes, allowing vendors for better upselling opportunities and sales maximisation.

Relation to Research

In-scope topics that require research would be:

- User experience and the involvement of Artificial Intelligence within the hospitality sector, with emphasis on the food & beverages industry.
- Suitable front-end frameworks to implement the concepts (Angular and Tailwind is recommended and are planned to be used as main frameworks by the company).
- Design principles of online ordering applications and its workflows within their venue.

Some potential research questions:

1. To what extent can Artificial Intelligence enhance the customer experience and maximise sales within the food and beverages (F&B) industry?
2. How can Artificial Intelligence be properly visualized and demonstrated within prototypes?
3. What are the possible innovations that involve order automation intelligence on a daily occurrence?
4. What are the possible user interactions that could fasten ordering process, yet personalize the overall customer experience? (*Customer-oriented*)
5. What different elements are required which can provide F&B businesses with more data insight? (*Business Owner-oriented*)

Guidance

Daily stand-ups will be held throughout the entirety of the project; an Operations Manager is present during working hours for daily management of employees. Front-end guidance is available from the technical advisor for implementation phase, with weekly demos and retrospectives planned in respect to the sprints. The company mentor will be available 2-3 working days per week.

Personal Development Goals

PDR	HOW TO WORK ON THIS (IN MORE DETAIL, THIS S.M.A.R.T. IF POSSIBLE)
Gain additional skills in Front-end development through familiarisation with the Angular JS and Tailwind CSS Framework.	Attend and gain knowledge from courses offered internally and externally from the company; cross-check validations frequently with project manager and technical advisor.
Better timeframe management and work completion per sprint & improving Agile Scrum methodology.	Set up a personal taskboard and link work related tasks to that taskboard; actively updating associated tasks to the sprint board and personal portfolio; reducing buffer time by completing relevant tasks and fast validation from stakeholders.
Develop a professional proactive discipline towards associated stakeholders.	Engage in active conversations between mentors from the company and university; urge mentors and seniors for validation and peer review throughout the course of the workday; utilize communication platforms that are used within the company.
Explore and advise other potential working methods for better productivity to the company.	Conduct observation using existing research methods before the start of every sprint, and utilize some aspects within the working environment; experiment upon applying different approach instead of sticking to pre-determined paths.
Practice flexibility in mediating different scenarios and situations throughout the course of the project.	Take feedbacks and/or critics with an open-mind; avoid being too defensive of own work/deliverables; turn criticism into a discussion that is beneficial for the completion of the project.

Notes

- QR Codes
- Online Food Ordering (OFO) System
- Point Of Sale (POS) System

Unique Selling Point (USP) lies upon:

- Innovating a new market consisting of both customer experience and automated order
- Obero is transaction based > commission based

Aim

- Streamline in-store processes
- Increasing customer experience
- Make links with other apps; third party apps for food reviews

Goal

- Maximize sales over efficiency
- Increase sales by upselling customer sales

Current Workflow

Customer orders via Obero app —>

Obero lists menu —>

Customer orders and pays online —>

Obero receives payment and sends order to 'production' —>

Customer receives order

Requirements

Redesigning current application with validation from heuristics evaluation

Prototyping via Figma

Front-end development in Angular

Resources

<https://www.sumup.com/>

<https://www.paytronix.com/>

<https://checkplease.app/>

<https://www.extendago.com/>

<https://ubereats.com/>

<https://get.doordash.com/en-us/products/>

<https://www.chatfood.io/>

<https://www.lightspeedhq.com/>

<https://www.deliverect.com/>

<https://uxofai.com/>

<https://blog.saleslayer.com/what-is-upselling>

<https://emarsys.com/learn/blog/7-retail-strategies-for-effective-cross-selling-and-upselling/>

