



Dormdash Restaurateur Guide

Nicole Laverty and Ulrica Cheng



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Preface

We are Dormdash, a food delivery service that connects students with restaurants in their city. Dormdash started as a side project for some hungry students – we always studied late into the night and had no food to eat. We created Dormdash as a solution to those late nights. No more missing meals!

Sustainability: At Dormdash, all deliveries are made by bicycle. Bicycles are an excellent way to provide quick, efficient, and eco-friendly delivery service. Deliveries account for a major portion of Canada’s greenhouse gas emissions, and we want to do our part to reduce it, while providing an excellent food delivery service.

Empathy: We know how big of a struggle it can be to have food delivered to college campuses. That is why our mission at Dormdash is to bridge that gap. We believe in feeding communities by connecting local restaurants with the students in their area, while providing quality customer service.

Transparency: At Dormdash we believe that every student, restaurant owner, and deliverer has a right to know where their money is going, and the quality of service we provide. That is why we value transparency in every step of the process so that you can feel confident in us.

Acknowledgements

Dormdash Documentation team would not have been able to do this without the Dormdash Development team, Jamie-Lee Hart and Sybren De Boever. We would also like to show our appreciation for Amy Briggs and Alessandra Di Simone. It was a pleasure working with you all!

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Chapter 1: Why Use Dormdash?

In this chapter you will learn:

- How Dormdash works
- Why Dormdash is right for you
- How much Dormdash costs



How Dormdash Works

Dormdash is a food delivery application that connects restaurants with the students in their city. Restaurants can use it to upload menus, view order statuses, and track sales revenue. At Dormdash we value transparency— you know exactly where your money is going, and how it's working for you.

We offer a quick and easy way to get started with using Dormdash. It's as easy as 1, 2, 3!

1. Sign up to be a partner through our [sign up page](#). (See **Chapter 2: Getting Started on page 5** for more details)
2. We'll get you set up with a Dormdash tablet, equipped with everything you'll need.
3. Upload all your restaurant food items to get started!

Once you receive an order, all you need to do is make the food. Let deliverers and customers know once the food is done, and one of our Dormdash deliverers will come to pick it up and deliver it.



Why Dormdash is Right for You

Join hundreds of other restaurants to provide food for students in your area—faster than ever.

Our deliverers use bicycles instead of motorized vehicles, you can rest assured that your food stays hot and fresh for the customers. You'll never have to worry about your delivery driver getting stuck in traffic again! Not only that, this is a more sustainable alternative to delivery for your restaurant.

Simply sign up, cook amazing food, and we will take care of the rest.

Dormdash Costs and Fees

Dormdash believes in maximizing your profits and outreach. That's why we offer **competitive rates** for connecting you with your customers.

We currently require:

- A 15% fee for delivery
- A 10% fee for order pickup
- A one-time activation fee of \$300 when you first sign up so that we can equip you with a tablet with our software, a menu photoshoot, and unlimited setup support

Usage Scenario:

Cole just opened up a new restaurant. He wants to get his restaurant out there and build his brand. As a new restaurant owner, Cole is looking for good ways to increase his reach and revenue. Delivery brands reach out to him, but many are out of his budget right now. He sees other restaurants around him using it and signs up. Wow! Dormdash has such competitive pricing! Cole has a good experience with Dormdash, and decides to partner with them.

Chapter 2: Getting Started

In this chapter you will learn how to:

- Become a restaurant partner
- Edit your restaurant profile settings
- Work with menu items



Becoming a Partner

Join the Dormdash family today by becoming a Restaurant Partner. Use the [Partner Application form](#) on our website to sign up!

To get started, will need this information:

- Restaurant name
- Type of cuisine
- Restaurant logo (440px by 240px)
- Restaurant description
- Estimated time needed for food preparation
- Street name and number
- City
- Postal code
- Province
- Owner or manager's name
- Email
- Telephone number
- Password



To sign up:

1. Go to the [Dormdash Partner page](#).
2. Enter all information in the appropriate fields.
3. Click **Submit**. A Dormdash representative will reach out to you with more information.

Note: Not all information needs to be finalized. You can edit your restaurant information (including banner and cuisine category) after you become a Dormdash partner.

Editing your Restaurant Profile Settings


You can edit your profile settings using the [Restaurant Dashboard](#). Access your restaurant profile settings right on the home page of the Dormdash Restaurant Dashboard. This page can only be accessed if you are logged in to your Partner account.

To go back to the home page from another part of the Dashboard, select the menu icon, and then select **Home**.

Editing your Restaurant Description


You can customize your restaurant description to reflect your restaurant's brand. Use this section to let customers know what your restaurant is all about!

To add or change your restaurant description:

1. On the Restaurant Dashboard home page, click the  icon.
2. Select **Profile**.
3. In the Description box, edit your restaurant description.
4. Click **Update**. Your restaurant description is now updated.

Editing your Restaurant Banner Image

You can change or edit your restaurant's banner image at any time. We recommend using a **photo size of 1190px by 410px** to avoid distortion.

1. On the Restaurant Dashboard home page, click the  icon.
2. Select **Profile**.
3. In the Restaurant banner image section, select **Choose File**.
4. Click **Update**. Your restaurant banner image is now updated.



Working with Menu Items

Use the Dormdash platform to make sure customers can see what you're offering. By ensuring that your restaurant menu is updated, customers will know exactly what is available for them to order.

- ! **Caution:** Customers cannot order anything you do not have in your menu. Make sure you have all menu items listed!


In the Restaurant Dashboard, you can create, edit, or even delete a menu item. Each menu item requires a price, photo, and description of the item.

Note: Be as clear as possible when writing your food description. For combo meals, make sure the item name and description accurately reflects what is included in the combo.

- ! **Caution:** We recommend noting down allergens in your menu item description as well. This can help customers with any dietary restrictions or allergies find things they can eat more quickly. Pay attention to menu items with **peanuts, dairy, or gluten**.

Creating a Menu Item



Once you've signed on to become a Dormdash partner, you will need set up your restaurant's menu on the Dormdash platform. Begin by creating menu items to add to your menu.

1. After logging in to your Dormdash account, select the  icon.
2. Select **Dishes**. This will take you to your restaurant's menu.
3. Select **Add dish**.
4. Enter the following menu item details:
 - Title
 - Price
 - Quantity
 - Description
 - Image upload
5. Click **Add**. Your menu item will be added to the menu.

We recommend taking time to add all of your restaurant's food items to the Dormdash platform, so your customers can browse as if they were dining in.


Editing a Menu Item



Keep your menu items updated so customers know exactly what to expect when ordering from you.

1. After logging in to your Dormdash account, select the  icon.
2. Select **Dishes**. This will take you to your restaurant's menu.
3. Select the  icon next to the menu item you wish to edit.
4. Make your edits.
5. Click **Update**. Your menu item will be updated.

Deleting a Menu Item

Remove items from your menu when they are discontinued.

 **Caution:** There is no confirmation message when selecting the delete icon. Be sure about deleting a dish before following these steps.

1. After logging in to your Dormdash account, select the  icon.
2. Select **Dishes**. This will take you to your restaurant's menu.
3. Select the  icon next to the menu item you wish to delete. Your dish will be deleted.

Chapter 3: Using Dormdash

In this chapter you will learn:

- All about the Dashboard
- How to manage orders
- How to track revenue and key metrics



Dashboard Overview

The Restaurant Dashboard is the heart of your Dormdash operations. Here is a quick overview of the Restaurant Dashboard and the buttons:

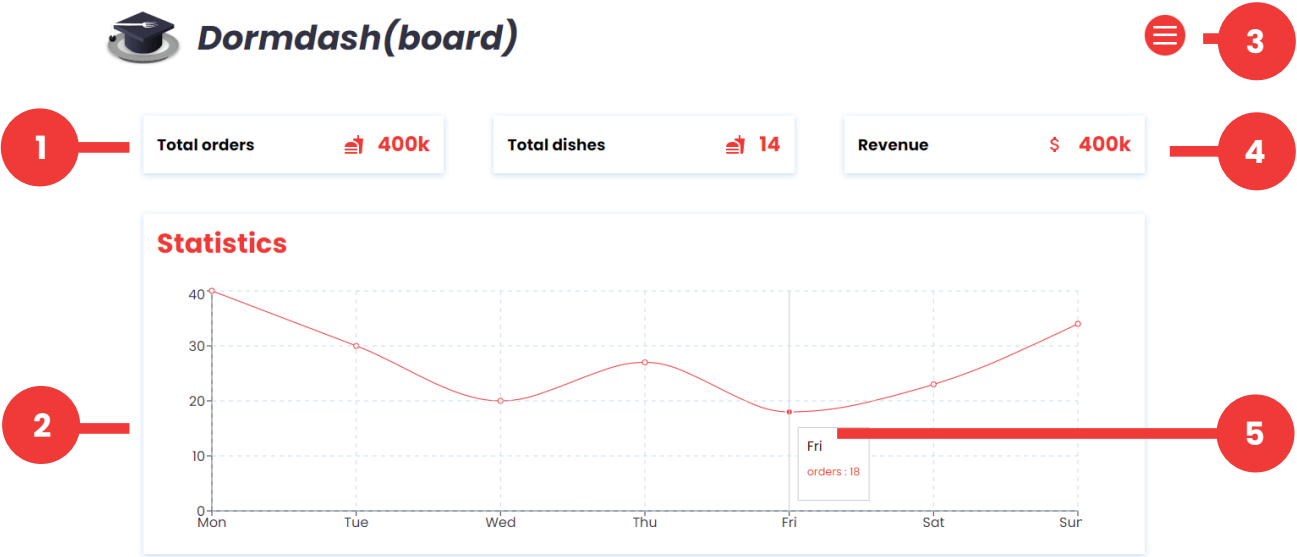


Figure 3.1: Dormdash Restaurant Dashboard overview

- 1 Number of total orders
- 2 Statistics graph for order information
- 3 Menu icon
- 4 Revenue information
- 5 Orders on a specific date

Managing Orders

With the Order Dashboard, you can see new and completed orders. Access this page through the menu tab on any of the pages highlighted in **Figure 3.1: Dormdash Restaurant Dashboard overview on page 12**. Here is a quick overview of the Order Dashboard:

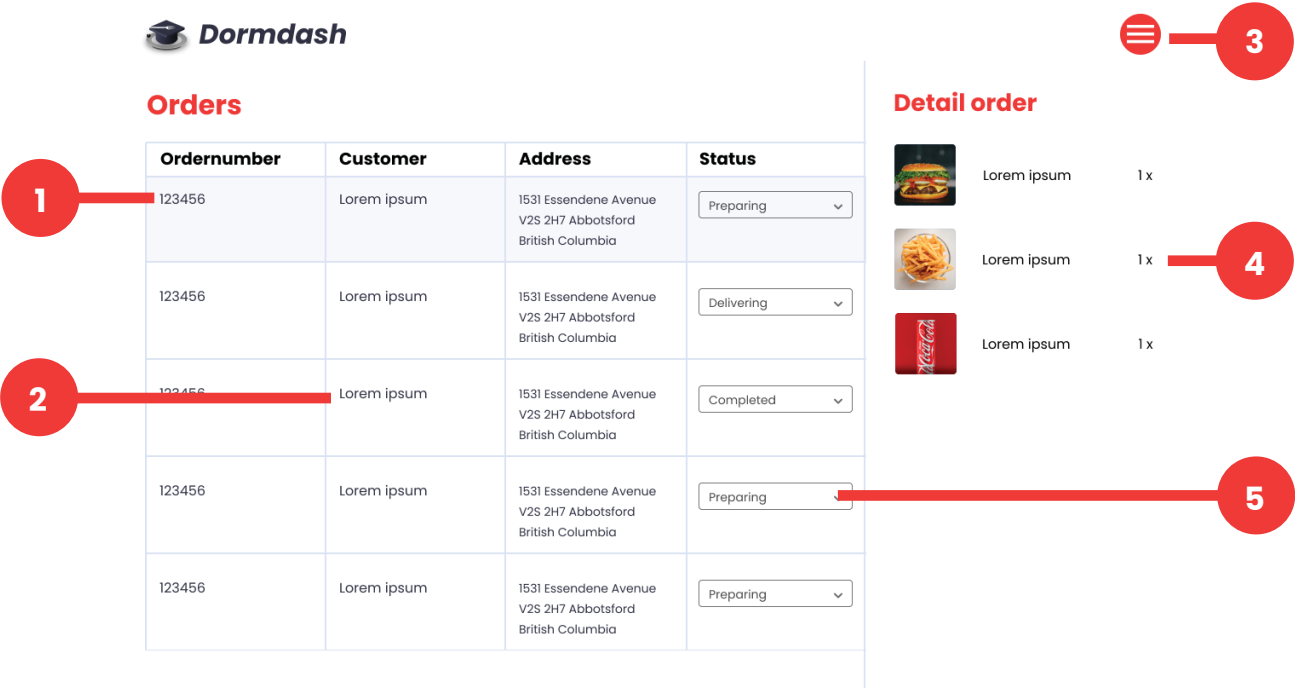


Figure 3.2: Dormdash Orders Dashboard overview

- 1 Order number
- 2 Customer name
- 3 Menu icon
- 4 Recent order details
- 5 Order status

Viewing an Order

To fulfill an order, you will need to see its details. As shown in **Figure 3.2: Dormdash Orders Dashboard overview on page 13**, recent orders are displayed on the Order Dashboard. This is helpful when receiving new orders.

When managing many orders, you may need to view different orders to ensure you get the customer everything they ordered.

You can view all orders from the Dormdash Restaurant Dashboard, accessed from selecting **Home** from the menu.

Changing the Status of an Order

Once an order is ready, you can notify the driver by changing the status of the order.

1. After logging in to your Dormdash account, you will see the Dormdash Restaurant Dashboard.
2. Find the order that you want to change the status of.
3. Select a new status from the drop-down options:
 - Preparing: default status that displays once an order has been confirmed
 - Ready: the order is ready for pickup
 - Delivering: the order has been picked up by a Dormdash deliverer
 - Completed: the order has been delivered by a Dormdash deliverer

The status of your order is updated.

Any status updated by a deliverer is updated automatically on your system.

Tracking Revenue and Key Metrics

We value transparency at Dormdash, so we made sure to make the key metrics easy for you to access and track. Our built-in system stores data so you can see order trends for your restaurant over a period of time.

You can see key metrics for your restaurant right away after logging in to Dormdash. A snapshot of your restaurant's progress is available right on the Dormdash Dashboard (see **Figure 3.1: Dormdash Restaurant Dashboard overview on page 12** for details).

You can track metrics by:

- Keeping track of total revenue
- Keeping track of total orders
- Checking trends by order volume over a week

Key Performance Indicators (KPIs)

A Key Performance Indicator (KPI) is a quantifiable measure of performance over time for a specific objective. KPI tracking refers to the tools and methods that companies use to monitor performance metrics.

Measuring key performance indicators (KPIs) involves capturing specific data and converting it into useful metrics that can be measured and reported in easily digestible charts and dashboards. Your choice of KPIs can differ depending on your goals, so Dormdash has made it easy to track basic KPIs like revenue and order volume.

Keep your Dormdash platform updated to stay in the loop about new KPI features that may come in the future!

Usage Scenario:

Now that Cole is familiar with Dormdash, he wants to see his revenue since partnering. He goes to the Home page, where the Dormdash Dashboard is, and his answer is right there! Wow! He found the revenue details right away.



Frequently Asked Questions

How does Dormdash work for Restaurants?

Dormdash is a food delivery application that connects restaurants with the students in their city. Restaurants can use it to upload menus, view order statuses, and track sales revenue. At Dormdash we value transparency— you know exactly where your money is going, and how it's working for you.

What are the fees for using Dormdash?

Dormdash believes in saving you money. That's why we offer competitive rates for connecting you with your customers. We currently require:

- A 15% fee for delivery
- A 10% fee for order pickup
- A one-time activation fee of \$300 when you first sign up so that we can equip you with a tablet with our software, a menu photoshoot, and unlimited setup support

How do I sign up?

You can sign up to become a partner here. You will be asked to enter a number of details about your restaurant, including:

- Your restaurant name
- The type of cuisine you make
- Your logo
- Your address
- Your first and last name

Once you fill in this information, we can get you set up with a profile and dashboard for your business. See **Becoming a Partner on page 6** for more information.

How do I view my orders?

Your restaurant dashboard will tell you everything you need to know about your orders, including:

- The order number
- Customer name
- Customer address
- Order status
- Order details

As you fill the order, you can update the status from Preparing to Delivering, and mark it as Completed once the customer has received the order. This way you know exactly what your orders are, where they're going, and when they've arrived.

How can I edit my restaurant profile settings?

You can change your restaurant profile settings at any time by clicking the icon beside each of your settings. By clicking the icon, you can update your:

- Hours of Operation
- Restaurant Description
- Company Logo

If you need further support, you can contact us at dormdash@hotmail.com.

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