

Project Charter

Tabletop Menu Tablet Rollout

DATE: 11/25/23

| **Project Summary** |
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| Sauce & Spoon is initiating a pilot project to introduce tabletop menu tablets in two of its restaurant locations. The aim is to enhance customer experience by facilitating quicker ordering and payment processes, improving table turn times, and gathering valuable data for business optimization. |

| **Project Goals** |
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| * Increase Average Check Value   + Increase the average check value across all locations from $65 to $75 by June 30, 2024, by promoting high-margin items through tablet-based recommendations and coupons. * Enhance Staff Efficiency and Reallocation   + Evaluate the payroll efficiency and bandwidth three months after the pilot phase begins by February 28, 2024, and decide on hiring two part-time line cooks if the pilot increases kitchen demand by at least 15%. * Decrease Table Turn Time   + Reduce the average table turn time by 30 minutes at the North and Downtown locations within six months of the pilot start by May 25, 2024, using tablet-based ordering and payments. * Increase Appetizer Sales   + Increase appetizer sales by 15% overall, with a 10% increase at the North location and 20% increase at the Downtown location, by June 30, 2024, through targeted promotions and recommendations on the tablets. * Cut Food Waste   + Reduce food waste by 25% at both the North and Downtown locations within six months of the pilot start by May 25, 2024, by implementing precise order communication through the tablet system and training kitchen staff on new procedures. |

| **Deliverables** |
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| * Data Collection for Average Check Value   + Implement a system to track changes in average check values. * Staffing Plan   + Develop a flexible staffing plan that can adapt to changes in demand at both FOH and BOH. * Appetizer Sales Strategy   + Create promotional strategies for increasing appetizer sales, tailored to each location's customer trends. * Pilot Rollout   + Execute the pilot rollout in April, with a review at the end of June. * Integration of Tablet System   + Ensure that the tablet system integrates seamlessly with existing POS and host software. * Training Program for Staff   + Develop and execute a training program focused on the new system and sales strategies. * Feedback and Adjustment Process   + Establish a feedback mechanism to gather insights from staff and customers and make necessary adjustments. * Report on Pilot Outcomes   + Prepare a comprehensive report evaluating the pilot's success against the set goals. |

| **Scope and Exclusion** |
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| **In-Scope:**   * Implementation of tabletop menu tablets for ordering and payment processes. * Training staff on the use of the new tablets. * Integration of the tablets with existing POS and host software systems. * Collection and analysis of data from tablet usage to inform business decisions. * Pilot rollout in the North and Downtown locations’ bar areas.   **Out-of-Scope:**   * Changes to company policy on order returns due to error * Direct goals related to improving the satisfaction of kitchen staff |

| **Benefits & Costs** |
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| **Benefits:**   * Increased efficiency in ordering and payment processes. * Reduced table turn time, leading to increased customer throughput. * Enhanced data collection for business analytics and decision-making. * Decreased food waste through more accurate order communication. * Potential increase in sales through up-selling and promotions via tablets.   **Costs:**   * Training materials and fees: $10,000 * Hardware and Software Implementation across locations: $30,000 * Maintenance (IT fees through EOY): $5,000 * Updated website and menu design fee: $5,000 * Other customization fees: $550 |

| **Appendix:** |
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| * Policy Change on Order Returns:   + Misalignment: Carter proposed integrating a policy change with the tablet rollout.   + Resolution: It was agreed that the policy change is out-of-scope for the project and will be discussed separately. * Employee Satisfaction Goal:   + Misalignment: Carter suggested including a goal for improving kitchen staff satisfaction.   + Resolution: Decided that employee satisfaction would be measured independently from the tablet project. * Reallocation of Payroll:   + Misalignment: Alex suggested reallocating payroll to hire more kitchen staff.   + Resolution: The team decided to monitor the impact of the tablets before making decisions on payroll reallocation. * Food Waste Goal Inclusion of Kitchen Metrics:   + Misalignment: Carter wanted to adjust the food waste goal to include kitchen performance metrics.   + Resolution: It was decided to revise the food waste goal to better capture kitchen staff performance without tying it to policy changes. * Additional Goals Around Kitchen Staff Satisfaction:   + Misalignment: Carter wanted to include kitchen staff satisfaction in the project goals.   + Resolution: Peta agreed to consider this if specific metrics could be provided. |