RISE
BY DIGITAL**BCG** ACADEMY

BDA09 Group05

Topic 5: Kopitiam foodcourt chain

THE RISING SEVEN

Executive Summary

Background
Kopitiam food court (Kopitiam) has been hard hit by the pandemic due to government restrictions and the drive towards contactless interactions. The expectation is that these habits will be the new normal and the way of life going forward.

As the pandemic subsides, and government restrictions are lifted, how can we empower our business to attract regular and new diners back to patronize our food courts.

Recommendation
We should :
1. Redesign our physical layout to streamline diners traffic
2. Launch an App to provide contactless ordering and payment

Impact
Overall increase in revenue:
- Time required from arrival to food collection reduced by 20%. This will result in shorter queues and higher seat turnover.
- Increase customer base and proportion of orders and payments made through the app. Also, pushing the use of app will allow data collection for future analysis.

Next Step
With your approval, we can work with the relevant departments on redesigning the layout of our outlets and setup a new technology team to develop the app.

What we heard from the users

Seating Capacity

Key Insight:
- Limited seating capacity
- Long queues at table and food stalls

Opportunity Area:
- Show real-time seats availability and length of queues
- Notification system for food collection
- Incentivize diners to complete their dining without staying around too long.

Payment

Key Insight:
- Preference for cash payment as the current membership card does not have significant benefits/rewards
- They also shared cards with friends/family to enjoy discounts without having their own card
- Top-up kiosk machine spoils easily
- Language barrier when ordering

Opportunity Area:
- Order and pay through an app
- Better membership incentives (include non-cash)

Preference for Dine-in

Key Insight:
- Preference to dine-in versus takeaway, especially for food such as noodles that needs to be consumed on the spot

Opportunity Area:
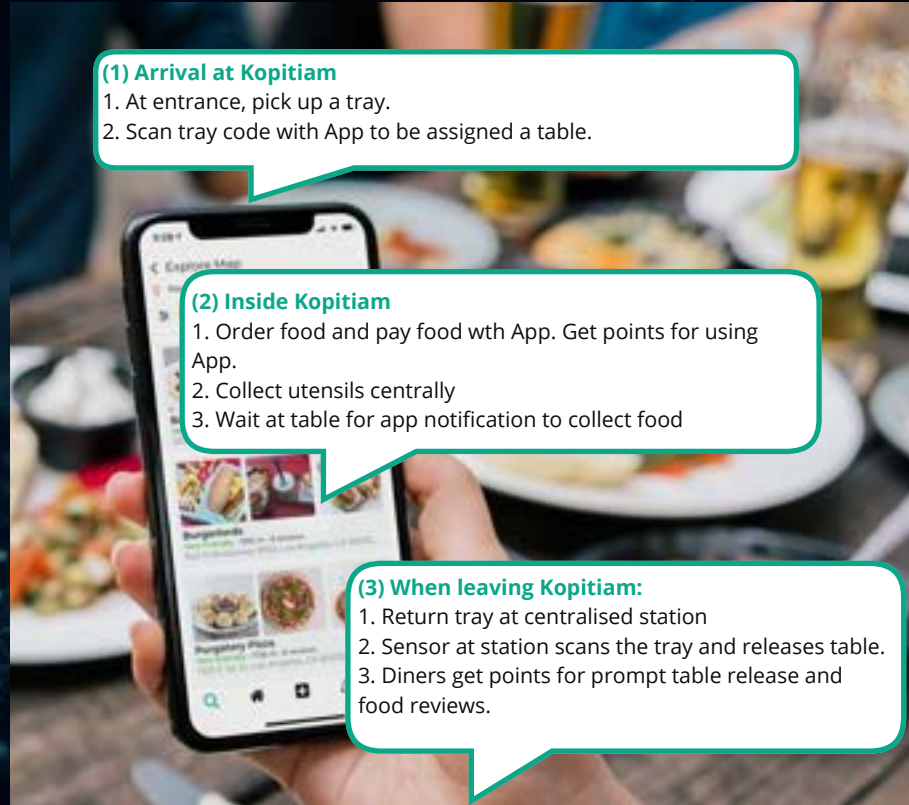- Focus on giving a smooth dine-in experience for diner

How might we redesign Kopitiams to be convenient for diners to have quick and fuss-free meals?

Introducing the Kopitiam Kaki App

Kopitiam Kaki

Streamlining your Kopitiam dining experience and offering further loyalty benefits

(1) Arrival at Kopitiam
1. At entrance, pick up a tray.
2. Scan tray code with App to be assigned a table.

(2) Inside Kopitiam
1. Order food and pay food wth App. Get points for using App.
2. Collect utensils centrally
3. Wait at table for app notification to collect food

(3) When leaving Kopitiam:
1. Return tray at centralised station
2. Sensor at station scans the tray and releases table.
3. Diners get points for prompt table release and food reviews.

Friendly Felipe

New table

Age:	32
Gender:	Male
Ethnicity:	Chinese (Speaks English only)
Marital Status:	Married
Occupation:	PMET
Family Size:	3 (Wife and one Child)

I am looking for a **family-friendly environment** for dine-in with a wide variety of food choices and a budget-friendly menu. **Insufficient seat capacity** to fill the public needs avoid over-crowded and reduce the queue waiting time. A concern I had was **difficulty in communicating** to order food where the staff is mandarin speaking.

Goals:

Looking to have quick, convenient and economical way to eat out with my family.

Tasks:

1. Looks out for clean hygienic places which are not overcrowded
2. Goes for food that is cheap and nutritious
3. Checks for seat availability

Needs

1.Wants a wide spread of food choices to satisfy my family.

2. Needs to feed my child in case she/he gets cranky.

3. Needs to keep within my food budget.

Pain Points

1. Have to wait for table whilst carrying my kid.

2. Have to queue at Kopitiam kiosk to top up card. Encounter frequent breakdown at kiosk, when it happen, not able to use card to get 10% discount on meals.

3. Difficulty to order food due to language barrier.

1. Downloading and Using our App

- Launched of Kopitiam App
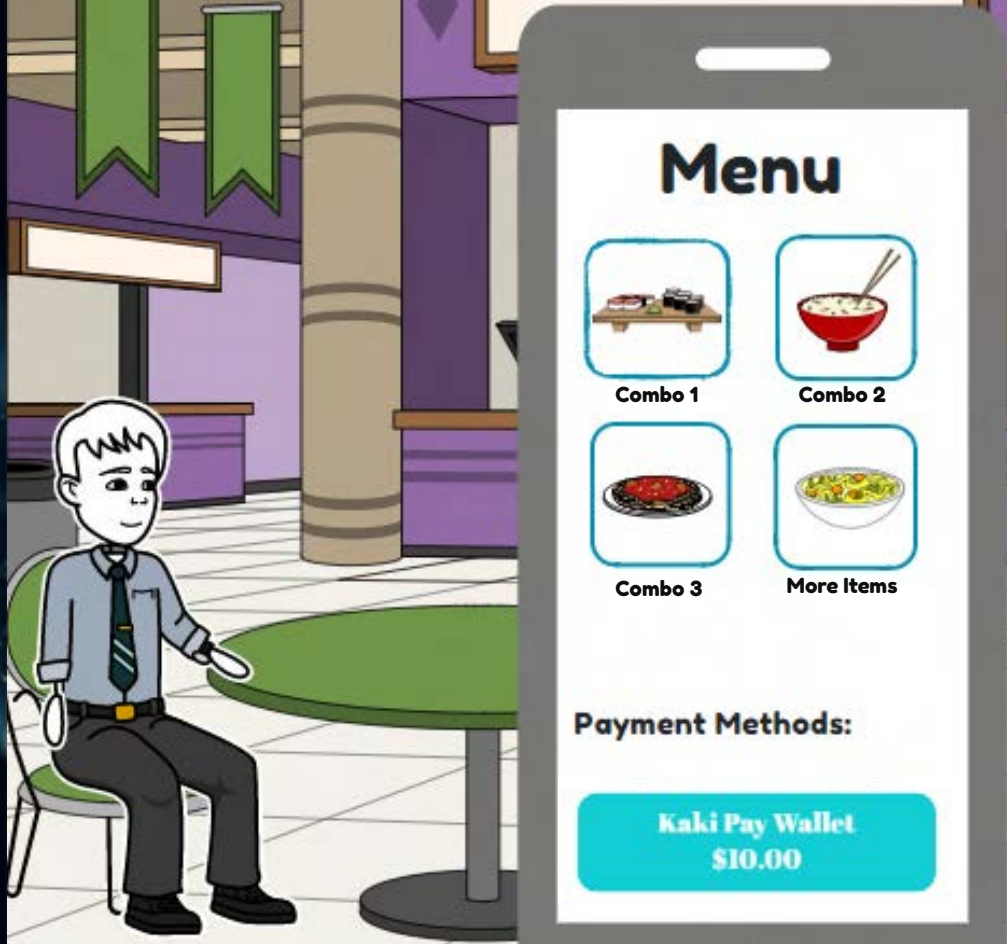- $5 Sign-up bonus for new users
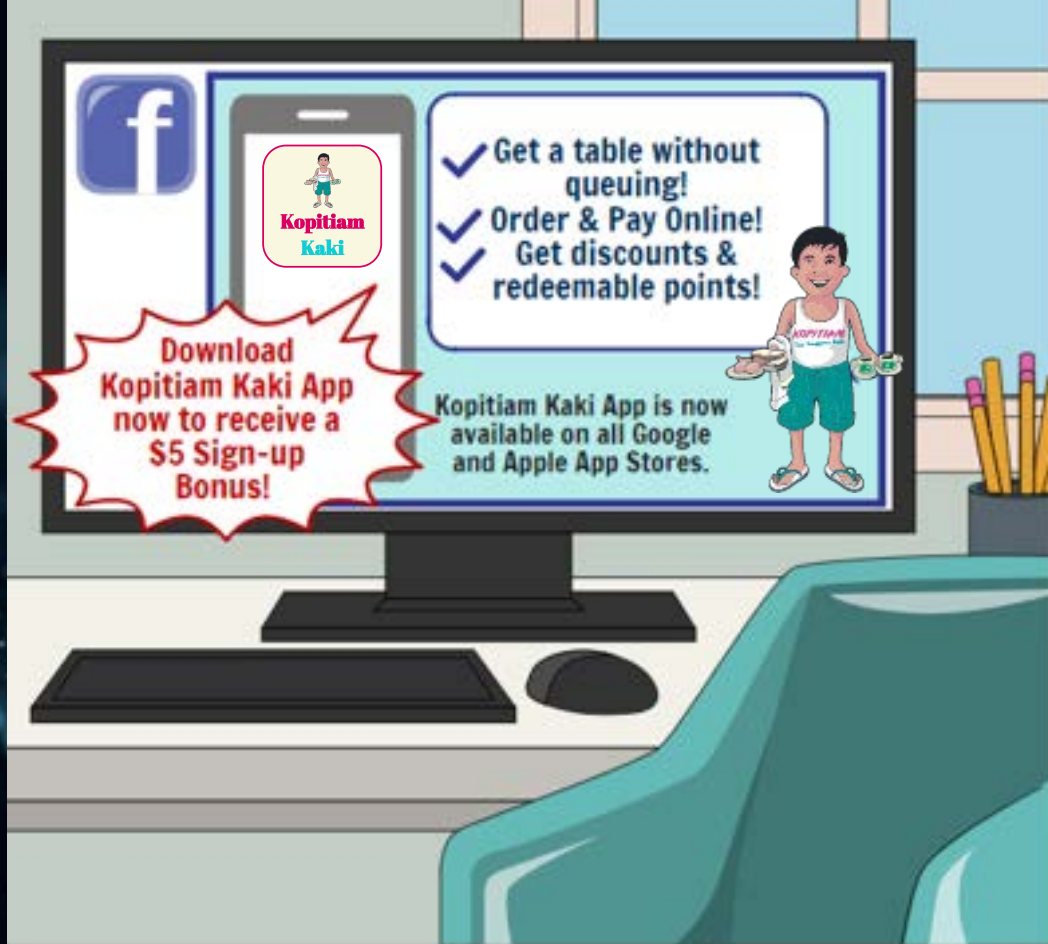
2. Party Size, Tray collection and Table number assignment

- Scan QR Code on tray
- Enter party size
- Auto table assignment

3. Food ordering and payment

- Food menu with bundle recommendations
- Digital top-up and payment

Menu

Combo 1
Combo 2
Combo 3
More Items

Payment Methods:

Kaki Pay Wallet
$10.00

4. Utensils Pick up

- Self-service cutlery station

5. Notification and Food Collection Point

- Food collection notification
- Self-collection at food stalls

6. Tray return, table no. release and food review

- Central tray returning kiosk
- Table release for next diner
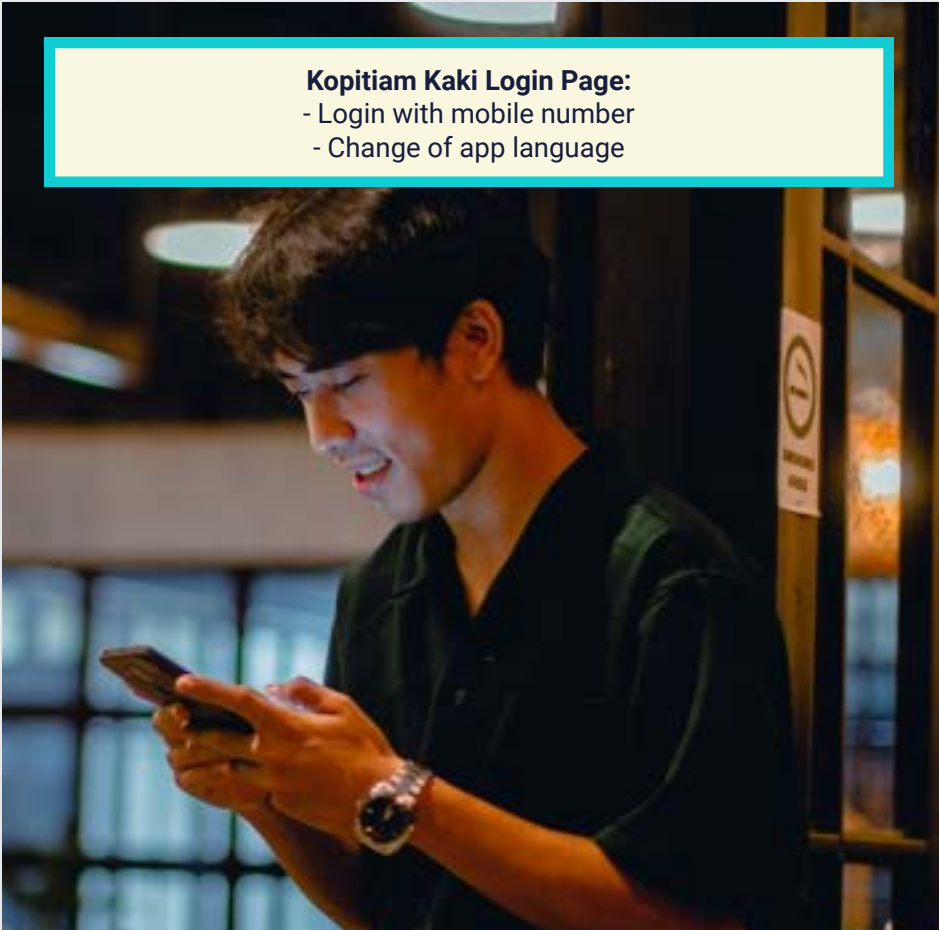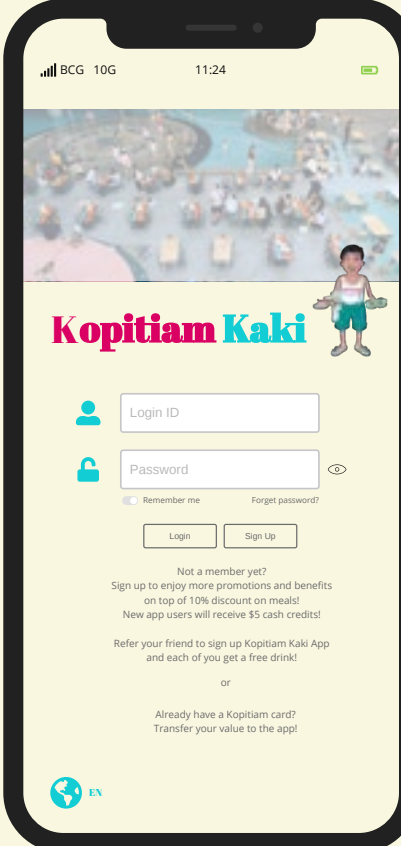- Redeemable points for early return and food review

MEET "KOPITIAM KAKI"

Kopitiam Kaki

Kopitiam Kaki Login Page:
- Login with mobile number
- Change of app language

BCG 10G   11:24

Kopitiam Kaki

Login ID

Password

Remember me   Forget password?

Login   Sign Up

Not a member yet?
Sign up to enjoy more promotions and benefits
on top of 10% discount on meals!
New app users will receive $5 cash credits!

Refer your friend to sign up Kopitiam Kaki App
and each of you get a free drink!

or

Already have a Kopitiam card?
Transfer your value to the app!

EN

Table Assignment Page:
- Scan QR code on tray and indicate group size for assignment
(Table no. shown at every page after assigned)
- Show Kaki points to encourage spending less time seated
(Timer shown at the top right corner after this page)

BCG 10G 11:26

Table Assignment

Take a Tray & Scan the QR Code

Select your group size ▼

If sharing, indicate table no.

Earn Kaki Points for spending less time
15 Kaki Points <= 45mins
25 Kaki Points <= 30mins

Next
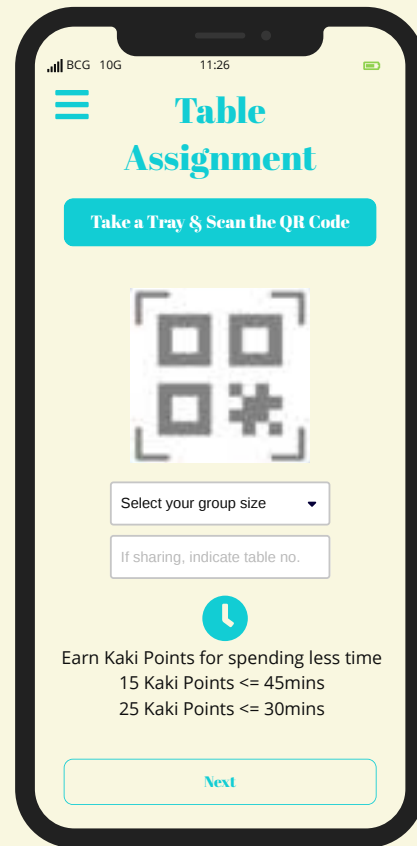
Menu Page:
- Shows list of signature food stalls, available stalls with opening hours and available food
- Food ordering and selection of condiments
- Shows food / stall ratings

Payment

Table No. 05

Check Order

Kaki Pay Wallet
$5.00

Proceed | Top-Up

Redeem Kaki Points

Every $1 Spent = 5 Kaki Points

Transaction History

*New app users will receive $5 cash credits.
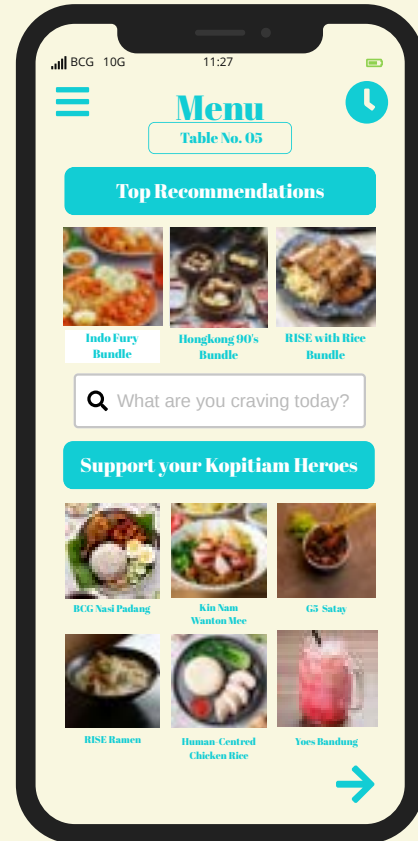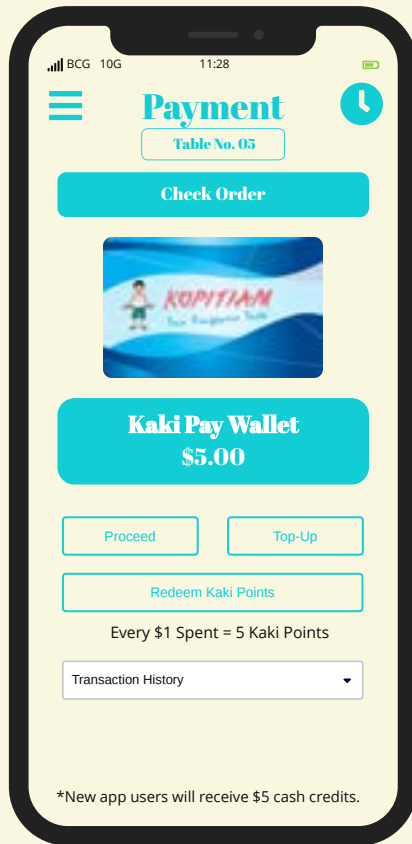
Payment Page:
- Check e-wallet amount
-Top-up using credit card or link to bank account
- Points redemption
- Transaction history

Order status page:
- Food is ready notification
- Live update of number of orders before yours
- Order completion and collected time stamp
- Checking of bill

BCG 10G   11:40

Kopitiam Kaki
Your order at BCG Nasi Padang is ready!

Order Status

Table No. 05

Order Number: 010

BCG Nasi Padang
Order completed
11.40am

Queue: 0

Kin Nam Wanton Mee
Order received!
Preparing...

Queue: 4

Yoes Bandung
Drinks collected
11:30 am

Completed

Don't forget to collect your utensils at the crockery station!

Check Bill
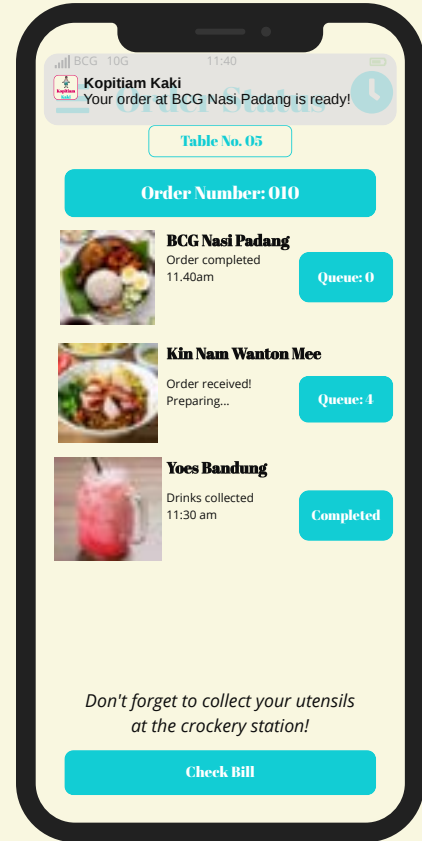
Thank you page:
- Thanks user for returning your tray, provide points for early return.
- Option to review individual stall, gets points for completing food review.

Thank You

Hi Felipe, thank you for eating at Kopitiam and keeping your table clean for the next user!

You have spent 32 minutes with us today and earned 15 Kaki points!

See you again soon!

View order summary

Leave a review

1 Food Review = 5 Kaki Points

See what others are saying

Kopitiam Kaki

What is the big deal?

Allow diners enjoy smoother eating experience and return to Kopitiam frequently.

Who is it for?

Primary User:
Young PMET Tech Savvy (28-38 years old) Diners with Kids

Secondary User:
Stall Owners (link to the POS system)

How does it work?

(1) Arrival at Kopitiam
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Why it might fail?

1. Might not have good connection with the app while the user in the basement level
2. App adoption might not take off

What can we prototype and test now?

1. User Interface
2. Layout
3. Roleplay
4. Test early concepts with frequent dine-in volunteers

How will we know it's working?

1. Increase the base of active users
2. Proportion of orders made through the app
3. Reduce time required from arrival at Kopitiam till food collection by 20% (translated to less time spent at tables and higher table turnover rate so more diners can be served)

How will we deliver this to the world?

Conceptualization

Digital paper Prototype

Testing (Internal, External, Target User Groups)

Experience Prototype

1 MONTH

Prelim Launch @ 2 neighborhood Kopitiams at location with highest concentration of Target users. (Sengkang & Punggol)

Re-calibrate based on prelim launch

2 MONTHS

Full launch to all Kopitiam outlets

3 MONTHS

300 USERS

X USERS

?

Q&A

10 min