Sauce & Spoon

Project Charter: Tablet Transformation: Enhancing Efficiency and Customer Experience at Sauce & Spoon

DATE: [09/01/24]

Project Summary

The aim of the project is to implement tabletop menu tablets in Sauce & Spoon's restaurant chain to enhance efficiency, serve more guests, and gather valuable data for business optimization, thereby supporting the company's annual growth and expansion goals.

Project Goals

- Specific: Install tabletop menu tablets in all Sauce & Spoon locations within six months.
- Measurable: Increase guest turnover rate by 15% and reduce average serving time by 20%.
- Achievable: Achieve 90% positive customer feedback on the new tablet system within the first three months.
- Relevant: Enhance data collection capabilities to inform menu optimization and customer preferences.
- Time-bound: Complete the pilot project and generate a comprehensive report within eight months.

Deliverables

- Installation of tabletop menu tablets in all restaurant locations.
- Development and implementation of a user-friendly interface for the tablets.
- Training materials and sessions for restaurant staff on tablet usage.
- Data collection system for customer preferences and feedback.
- Regular progress reports and a final project report.

Scope and Exclusion

In-Scope:
- Tablet procurement, installation, and configuration.
- User interface design and implementation.
- Staff training on tablet usage.
- Data collection system setup.

Out-of-Scope:
- Complete restaurant redesign or major layout changes.

Benefits & Costs

Benefits:
- Increased guest turnover and revenue through quicker service.
- Enhanced data-driven decision-making for menu optimization.
- Improved customer satisfaction and engagement.
- Streamlined order processing, reducing errors and wait times.
- Competitive advantage through technological innovation.

Costs:
- Tablet procurement and installation costs.
- Software development and implementation expenses.
- Training materials and sessions for staff.
- Marketing and communication costs to inform customers about the new system.
- Potential costs for technical support and maintenance.

Appendix:

- Misalignment:

Stakeholder Expectations: Some stakeholders anticipate immediate improvements in overall restaurant ambiance rather than focusing solely on efficiency gains.

Decision: Conduct a targeted communication campaign to manage expectations, emphasizing the primary goal of enhancing operational efficiency and collecting valuable data.

Misalignment:

- Timeline Discrepancy: The IT team estimates a longer time frame for software development than initially planned.
- Decision: Reevaluate the software development process, consider additional resources, and adjust the project timeline accordingly, communicating the revised schedule transparently to all stakeholders.