



STOREHUB

KITCHEN DISPLAY APP

A kitchen display app to enable F&B business owners to manage their business more efficient.

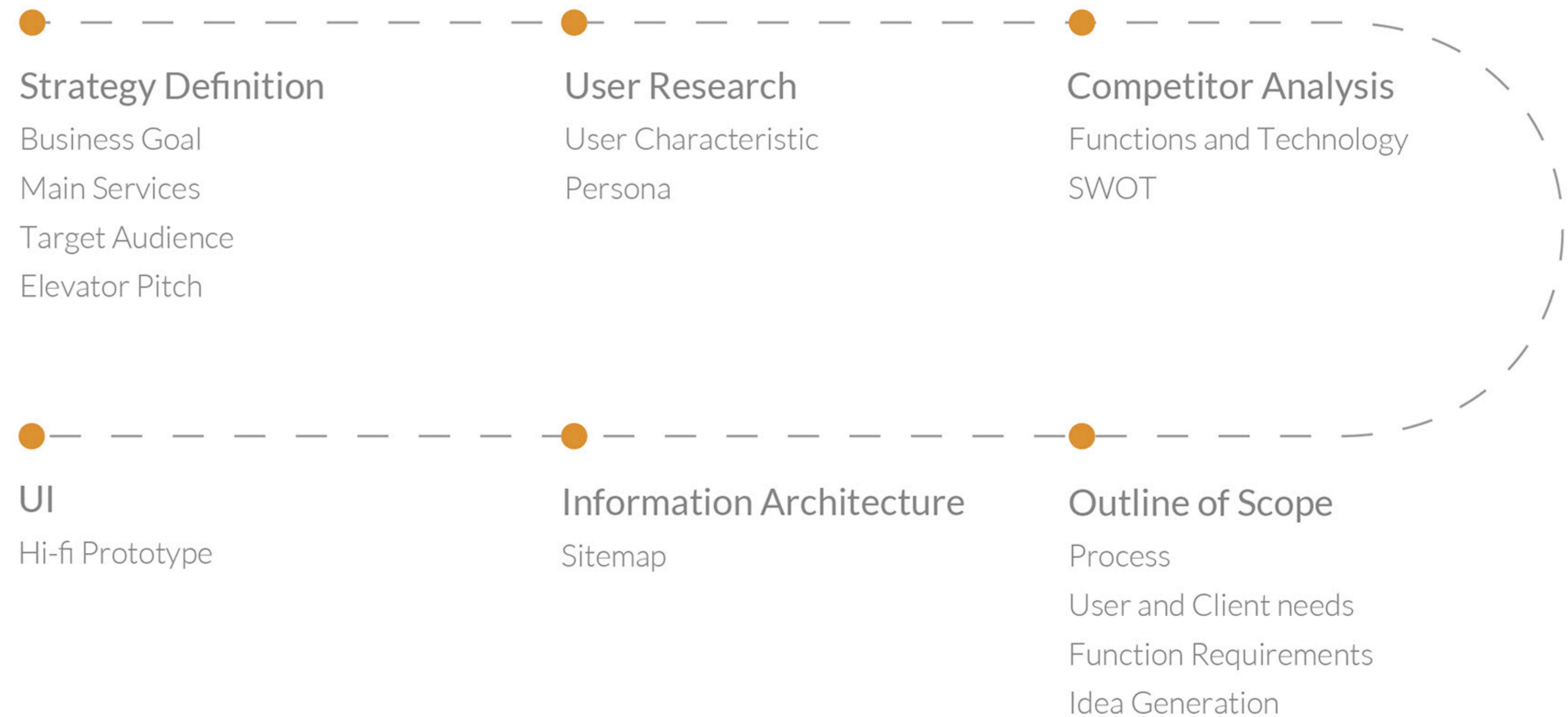
BASIC INFORMATION

DEFINITION	MY RESPONSIBILITY	DATE	METHODS
KDS Application	Strategy Research Competitor Analysis Information Architecture Prototyping Visual Design	Jan 2021 3 days duration	Strategy Definition Persona Design Crazy-8 Ideation

WHY?

Nearly 50% of StoreHub customers are currently involved in F&B sector. The current order management system in many restaurants and bars around the world has many flaws. So the aim of this project is to resolve the flaws within the current system and introduce new functions through innovative technological systems.

DESIGN PROCESS



BUSINESS GOAL

Since in this project we want to help the F&B sector to manage their business better, we have to know their business goal. It simply is **managing** the customer **orders** in an **efficient** way and **enabling** the **kitchen** to **run** as **smoothly** as possible.

MAIN SERVICES

Main functions of this application would be to let the **manager know what is going on** in each and every part of the establishment, letting the **kitchen staff know about the orders** as soon as they are submitted and **enabling the staff to help each other** to deliver a perfect service.

TARGET AUDIENCE

The people who will be using this product are clearly the **busy kitchen staff** and the **restaurant managers**. The age range is **+18** and many of these people are working as **part time** employees. Their education level are mostly **diploma** or **cooking certificates**. (Source: MalaysiaEducation.info)



ELEVATOR PITCH

Cause we care about your business as much as you do!
Let's manage it together.



USER RESEARCH

USER CHARACTERISTICS

Personality and attitudes:

Listeners, Hard workers, Team workers, Quick and efficient

Values:

Management, Order, Cleanliness

Lifestyles:

Foodies, Active, Love to work with their hands, Follow procedures and routines

(Source: CareerOneStop.org)

PERSONA



Natalie. J (22) - Foodie

- Certificate of cooking
- Food is love
- Originally from a big family
- Enjoys cooking for other people



Stephen Martin (32) - The Manager

- Graduated from business school
- Is known for his management skills
- Loves order
- Enjoys big ceremonies at his restaurant



Monica Geller (29) - The Cook

- Has been cooking since high school
- Loves being the hostess
- Enjoys cooking new recipes
- She is known as the helpful

FUNCTIONS AND TECHNOLOGY

There are many similar applications in the market. However for the purpose of this project I analysed two of them which are:



Splitability KDS



Fresh KDS for Clover

Both of these applications work in a similar fashion in which the manager can **take orders** from the customers. The **orders are shown to the kitchen staff** as soon as they are submitted. And The **manager can track which orders are ready** to deliver. Also both of these applications are **available on multiple screen sizes**.



SWOT

In order to get to know the competition level I performed a SWOT analysis of the current apps.

Strength

Multi device
Paperless and wireless

Weakness

Bad interface design

Opportunity

No insight about the business

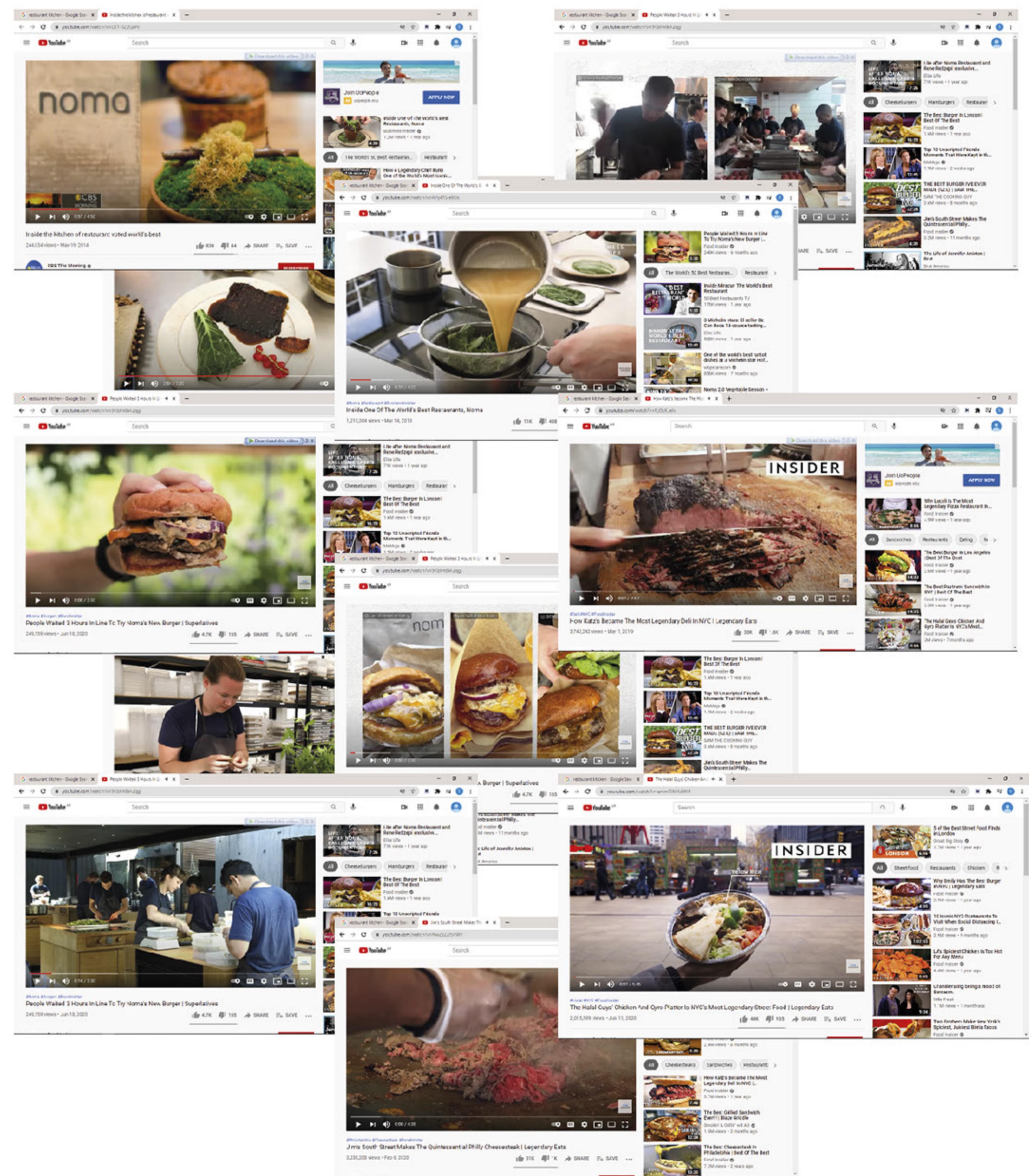
Threat

Affordable for small F&B businesses

OUTLINE OF SCOPE

PROCESS

Since there was **not enough time** to perform many interviews with the potential users as I always do, I did my best to figure out their needs by doing some **interviews** and watching as many **restaurant videos** as I could.



USER NEEDS

Our main target audience would be the kitchen staff and the restaurant managers whose needs would be:

- Manage orders (set, edit, cancel)
- Remove current paper-based KDS
- Speed up the order preparation process
- Manage the kitchen staff
- Receive insights about the business performance
- POS system integration
- Increase friendly engagement with customers



FUNCTION REQUIREMENTS

- Set the menus and details (Ingredients, Sizes, Add-ons, Prices)
- Take orders (Manager, table side and orders to go)
- Filter orders (By section)
- Show passed time
- Show similarities between orders
- Show analytics about business and staff performance
- Show notifications (Orders are ready or late)
- Edit display mode (Fonts, Theme, Color)
- Show current task of each employee



CLIENT NEEDS (STOREHUB)

- Build a user friendly KDS
- Build an affordable KDS
- Make money

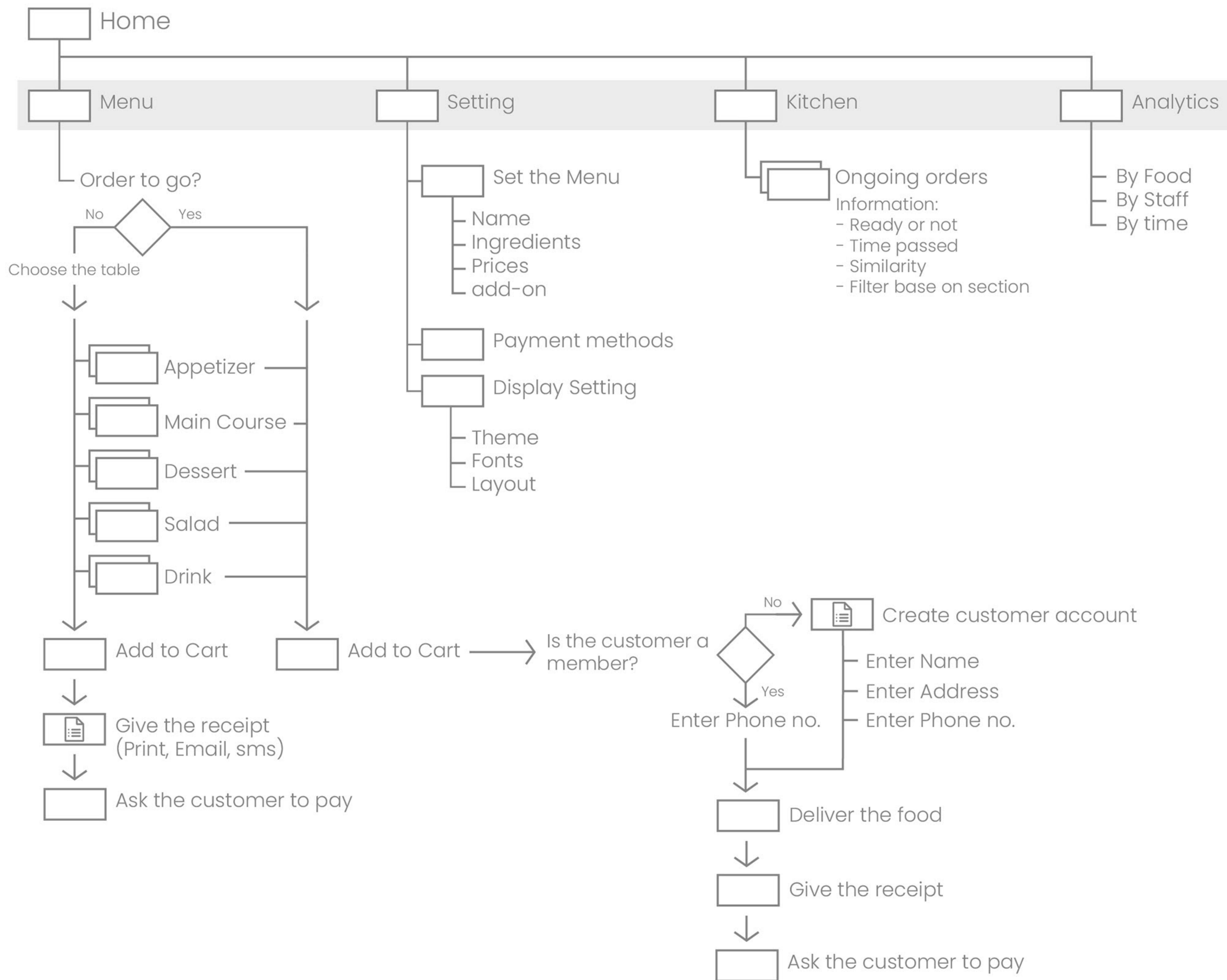


IDEA GENERATION

Now that I knew what the functions were, I used the Crazy-8 method to generate ideas.



SITEMAP



HI-FI PROTOTYPE

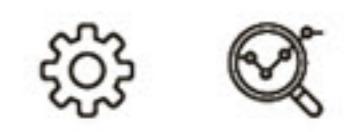
From now on, we will walk through every single page of the product to get to know it better.

SPLASH PAGE



HI-FI PROTOTYPE

ORDER SECTION



Order Kitchen

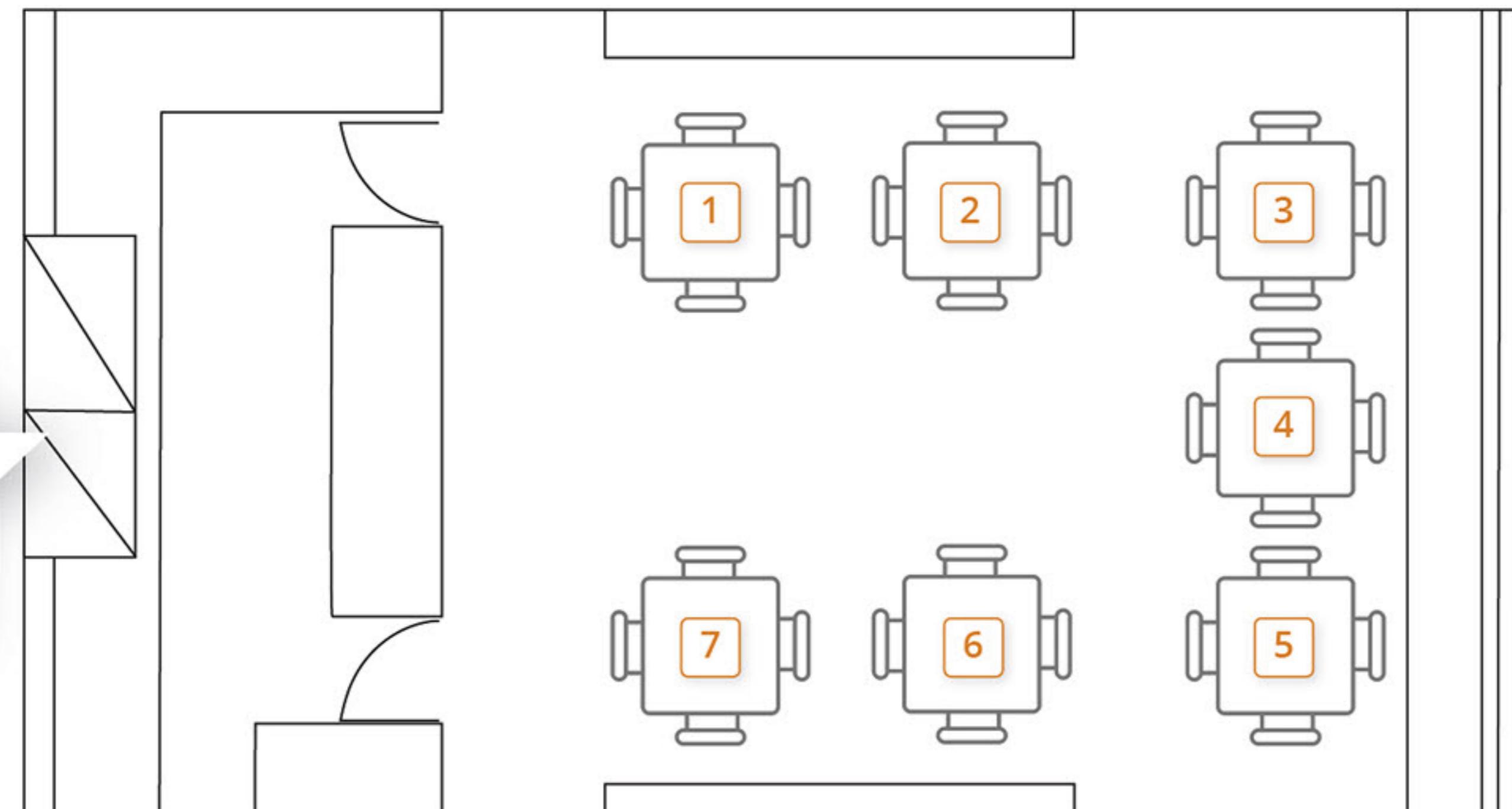
Here we can submit orders!

1. Select order type (Dine in, to go)

Dine in

To go

2. If the order is "Dine in" the app wants you to select the table where the customer will be sitting.



3. Now it's time to select the customer's order.

APPETIZER

MAIN COURSE

DESSERT

SALAD

DRINK

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HI-FI PROTOTYPE

ORDER SECTION- SUBCATEGORY

Now the sub category appears and you can select customer's ordered food.

Spicy root & lentil casserole

Mustard-stuffed chicken

Chicken biryani

One-pot chicken chasseur

Creamy courgetti lasagne

Oven-baked risotto

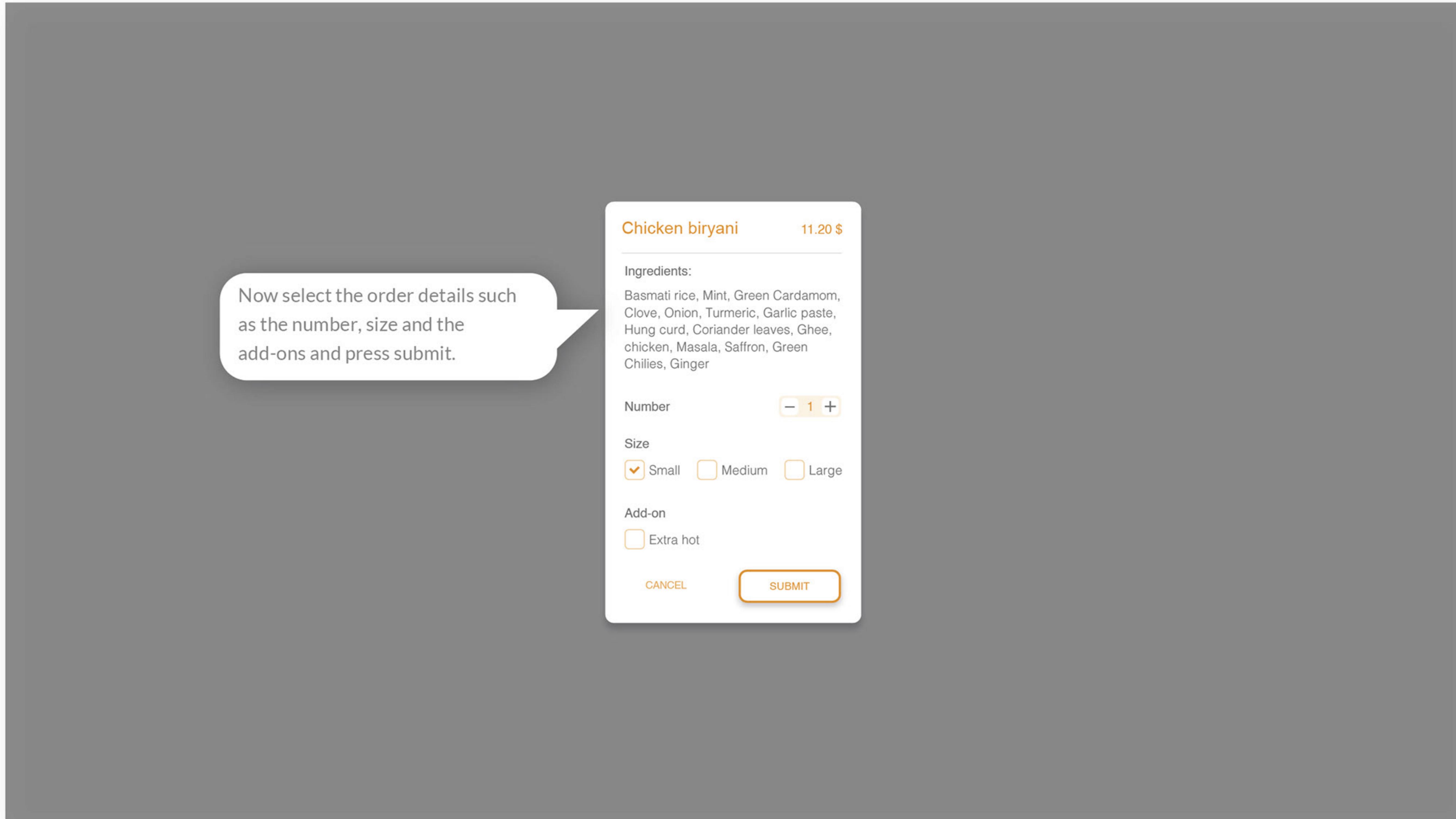
Veggie shepherd's pie

This one is unavailable because the chef has marked some ingredient as "finished".

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HI-FI PROTOTYPE

ORDER SECTION- ORDER PROMPT



HI-FI PROTOTYPE

ORDER SECTION- RECEIPT

STOREHUB

KDS

Order Kitchen

APPETIZER MAIN COURSE DESSERT SALAD DRINK

Once the order is submitted you can view the whole receipt. The AI will show the estimated waiting time.

You also have multiple options to give the receipt based on how the customer wants it.

You still have the option to change the order type if the customer changed her mind.

Order No. 48
Table No. 2
Dine in

2 x Small Chicken Biryani	22.40 \$
2 x Small Chicken Chasseur	20.20 \$
1 x Green Salad	8 \$
4 x Diet Coke	4 \$
Total Price	66.60 \$
Estimated Waiting Time	45 Min

Receipt Options

Email SEND

Sms SEND

Paper PRINT

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HI-FI PROTOTYPE

ORDER SECTION- ORDER TO GO



HI-FI PROTOTYPE

KITCHEN SECTION- MANAGER VIEW

We can see the submitted orders in "Kitchen" tab.

The manager can see that the order is ready and she can notify the waiter.

Once the button turns green, it means that the whole order is ready to be delivered.

Orders can be displayed based on the sections (Manager, chef or waiter)

Manager View

Order no.46 Table no.3
Waiter: Jack Time passed: 45 min

- 1 X Large Chicken Biryani Chef: Sarah
- 2 X Small Creamy Lasagne Chef: Peter
- 1 X Alfredo Salad Chef: Louise
- 3 X Coke Waiter: Jack

Order no.47 Order to Go Time passed: 32 min

- 1 X Small Mustard Stuffed Chicken Chef: Sarah
- 1 X Large Oven Baked Rissotto Chef: Peter
- 1 X 4 Season Salad Chef: Louise
- 2 X Beer

Order no.48 Table no.2
Waiter: Jack Time passed: 5 min

- 2 X Small Chicken Biryani
- 2 X Small Chicken Chasseur Chef: Peter
- 1 X Green Salad Chef: Louise
- 4 X Diet Coke Waiter: Jack

Order list including:

- Order number
- Table number (if the order type is "Dine in")
- Waiter name
- How long is passed since the order was submitted. The bar color would change to red as the time passes.

Each part of the order is shown separately with its number, size and the chef who is working on it. Once the part is highlighted, it means that it is ready to be served. Once it's checked, it means it has been delivered to the customer.

HI-FI PROTOTYPE

KITCHEN SECTION- CHEF VIEW

STOREHUB
KDS

Order Kitchen

Chef View- Peter

Now it's time to see what the "Chef" view looks like.

Similar to the "Manager view" the chefs can also see the orders and their details.

Order no.47

Order to Go Time passed: 32 min

- 1 X Small Mustard Stuffed Chicken Chef: Sarah
- 1 X Large Oven Baked Rissotto Chef: Peter
- 1 X 4 Season Salad Chef: Louise
- 2 X Beer

READY

Order no.48 Table no.2

Waiter: Jack Time passed: 5 min

- 2 X Small Chicken Biryani
- 2 X Small Chicken Chasseur Chef: Peter
- 1 X Green Salad Chef: Louise
- 4 X Diet Coke Waiter: Jack

READY

Notification

- You need 3 Portions of chicken for the next 2 orders
- No one is working on "Order No.48: 2 Small Chicken Biryani"!

I'll do it

The chefs will be notified about the orders that no one is working on them.

Ingredients that are AVAILABLE:

Essentials

SALT	PEPPER	OLIVE OIL
OIL	FLOUR	SUGAR

Canned goods

CHICKEN	BEEF	TOMATO
MARINARA	BEANS	TUNA

Dry goods

PASTA	RICE	LENTILS
PEAS	CRUMBS	

When any ingredient is finished. The chefs will mark them so that the foods that include that ingredient would turn to red (unavailable) in the order tab. The manager would also be notified, so that she would work on preparing the ingredient.

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HI-FI PROTOTYPE

KITCHEN SECTION- WAITER VIEW

Let's look at the "Waiter view".

Order Kitchen

Waiver View- Jack

Order no.46 Table no.3

Waiter: Jack Time passed: 45 min

- 1 × Large Chicken Biryani Chef: Sarah
- 2 × Small Creamy Lasagne Chef: Peter
- 1 × Alfredo Salad Chef: Louise
- 3 × Coke Waiter: Jack

Order no.48 Table no.2

Waiter: Jack Time passed: 5 min

- 2 × Small Chicken Biryani
- 2 × Small Chicken Chasseur Chef: Peter
- 1 × Green Salad Chef: Louise
- 4 × Diet Coke Waiter: Jack

Similar to the "Manager view" the waiters can also see the orders and their details.

The waiters can see that someone has sent them a notification.

Notification

- Order No.46 is ready!
- Order No.48- Green Salad is ready!

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HI-FI PROTOTYPE

SETTING SECTION- MENU

Setting are here!

Menu settings are here. You can add new items to the menu or edit the menu.

Name of the food, its ingredients, the available sizes and prices and also the available add-ons can be set here.

Editing the menu would be similar to the current view.

Setting are here!

STOR~~E~~HUB
KDS

Menu ▾ Display payment methods

Add item to menu
Edit menu

Add new item to the menu

Name

Ingredients

SALT X PEPPER X OLIVE OIL X

PASTA X BEEF X TOMATO X

PEAS X

Available sizes

Small Price: \$10 Medium Price: \$14 Large Price: \$15

Available Add-ons

Extra hot

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HI-FI PROTOTYPE

SETTING SECTION- DISPLAY SETTING

The screenshot shows a web-based interface for the StoreHub KDS. At the top, there's a navigation bar with the "STOREHUB KDS" logo, a "Menu" button, a "Display" button (which is currently active, indicated by a dropdown menu), and a "payment methods" button. Below the navigation, a large speech bubble points to the "Display" button with the text "Display settings can be set here.". A smaller speech bubble points to the "Setting are here!" text at the top right of the page. The main content area is mostly blank. At the bottom right, there's a link to "StoreHub support center".

Display settings can be set here.

Setting are here!

STOREHUB
KDS

Menu Display ▾ payment methods

Theme
Fonts
Layout

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HI-FI PROTOTYPE

ANALYTICS



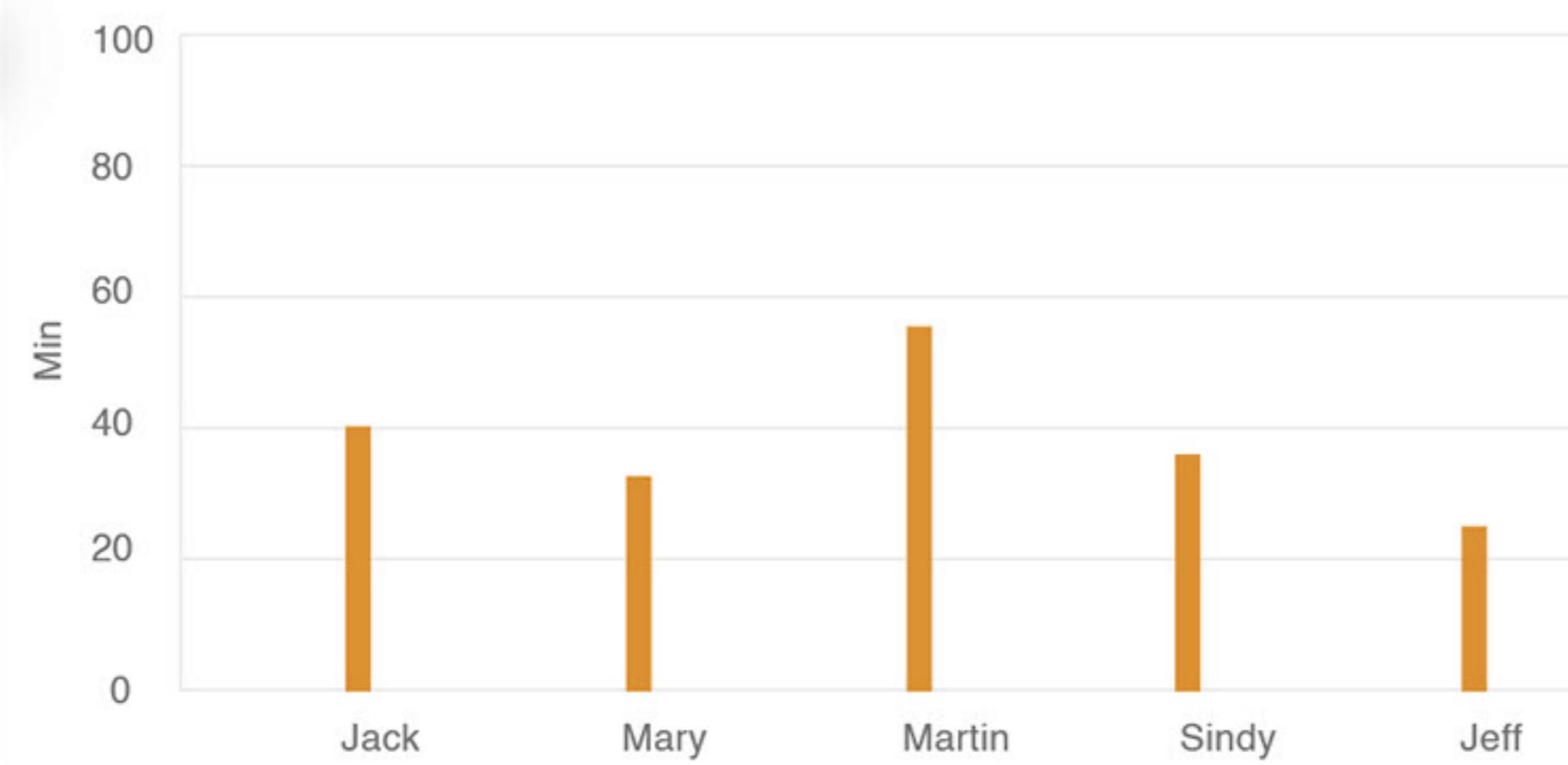
What are the restaurant's rush hours?

Analytics are here.

Manager can receive insights about how efficient the staff are.

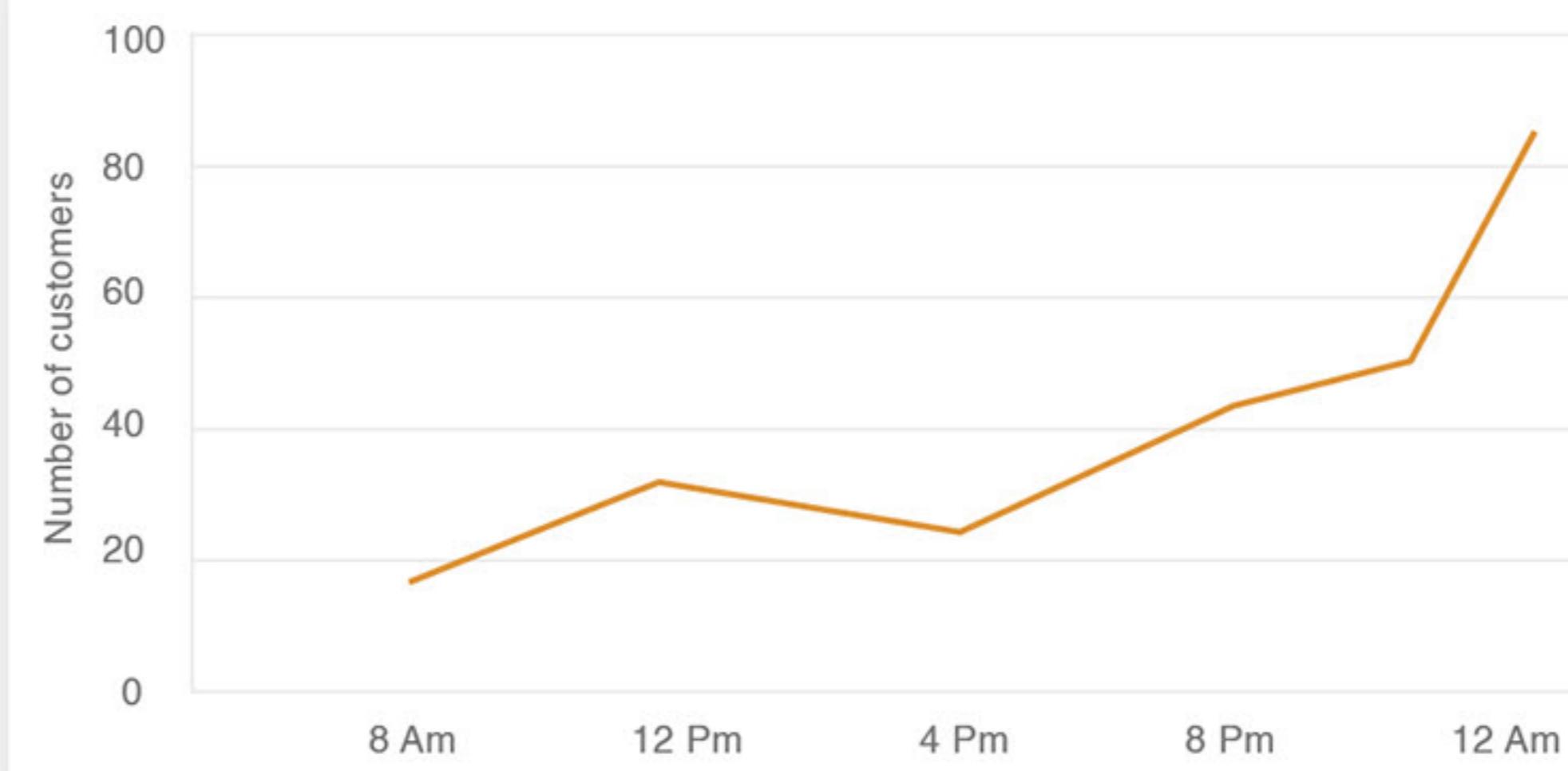
STAFF- How long it took staff to deliver the orders?

6 months ▾



TIME- Which times are the busiest?

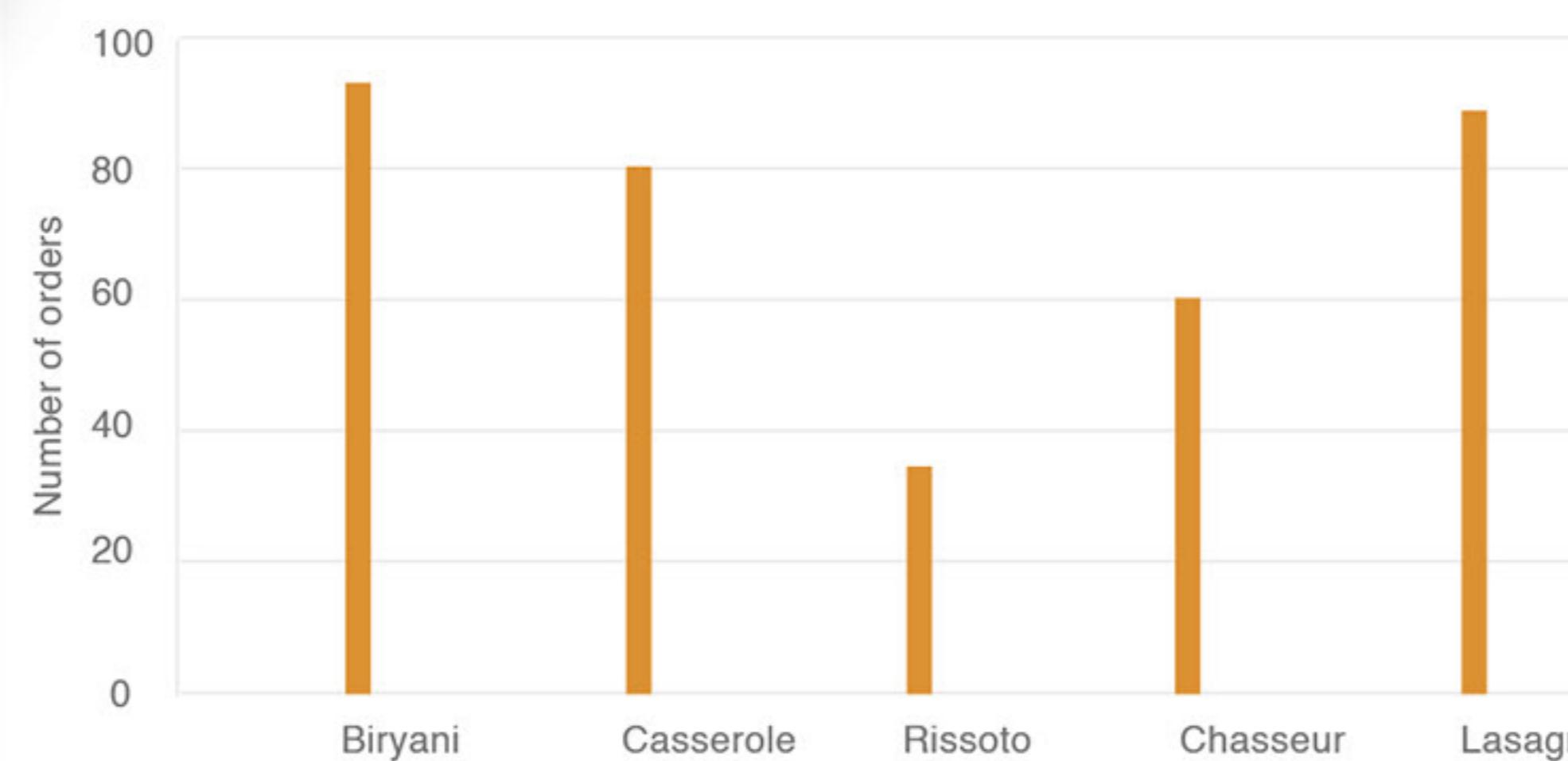
6 months ▾



Which dishes are the most popular among the customers?

FOOD- Which foods are more loveable?

3 months ▾



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