

Sauce & Spoon Tablet Test Launch Retrospective Document

Customer Feedback Analysis

What Went Well (Customer Perspective)

Feedback From	Type	Description	Evidence	Actions
Customers	Went well	Strong overall customer satisfaction with tablet experience	72% of customers rated the tablet experience as Good or Great (4-5 out of 5 scale)	Continue current tablet interface design and user experience approach for full rollout
Customers	Went well	Effective checkout process delivering customer confidence	82% found checkout process "quick, easy, and secure"; 66% confident/very confident in tablet payment security	Maintain current payment processing system and security protocols
Customers	Went well	High customer engagement with marketing features	78% signed up for restaurant newsletter through tablet interface	Expand tablet-based marketing opportunities and loyalty program integration

What Needs Improvement (Customer Perspective)

Feedback From	Type	Description	Evidence	Actions
Customers	Needs improvement	Order accuracy falls significantly below quality standards	Only 72% received correct orders vs 98% goal; customers reported "wrong entree," "didn't leave off ingredients," "no substitutions made"	Implement visual order confirmation screens with item previews; add special instructions field; enhance kitchen-tablet communication system
Customers	Needs improvement	Table wait times exceed established service benchmarks	54% waited 15+ minutes for tables vs <10 minute goal; only 26% seated within acceptable timeframe	Integrate tablet reservation system with host management; implement predictive table turnover analytics; add real-time wait time updates

Feedback From	Type	Description	Evidence	Actions
Customers	Needs improvement	Tablet navigation presents usability challenges for significant portion of users	Only 48% found navigation fairly/very easy; 30% neutral, 22% found it difficult; some requested "option to choose waiter instead"	Redesign tablet interface for improved user experience; provide quick tutorial option; offer traditional service choice

Project Team Feedback Analysis

What Went Well (Project Team Perspective)

Feedback From	Type	Description	Evidence	Actions
Project team	Went well	Successful system deployment and operational stability throughout test period	All 50 participants completed tablet ordering process; system remained functional during entire test launch event	Document deployment procedures and system configuration for replication at additional locations
Project team	Went well	Effective staff training program for tablet instruction	76% of customers rated waiter tablet instruction as "very well"; staff successfully onboarded customers to new technology	Standardize training materials and expand staff training program for full rollout locations
Project team	Went well	Comprehensive data collection and evaluation framework established	Successfully gathered detailed feedback through 15-question survey from 50 participants; established baseline metrics for quality standards	Continue systematic data collection approach; implement regular performance tracking dashboard

What Needs Improvement (Project Team Perspective)

Feedback From	Type	Description	Evidence	Actions
Project team	Needs improvement	Technical stability issues affecting customer experience	12% of customers experienced technical problems (screen freezing, glitches, system reboots required) vs <5% goal	Implement enhanced quality assurance testing; establish preventive maintenance protocols; provide technical troubleshooting training for staff
Project team	Needs improvement	Kitchen integration and order management system gaps	28% order accuracy rate indicates communication breakdown between tablet orders and kitchen fulfillment	Develop integrated kitchen display system; create tablet order flagging protocol; enhance order modification procedures

Feedback From	Type	Description	Evidence	Actions
Project team	Needs improvement	Insufficient capacity planning for service flow optimization	54% excessive wait times suggest inadequate integration between tablet system and restaurant operations	Implement capacity management tools; develop predictive analytics for table turnover; create tablet-host station integration

Action Items Summary

Immediate Priorities (Next 30 Days)

1. **Order Accuracy Enhancement:** Implement visual confirmation screens and kitchen integration
2. **Technical Stability:** Address freezing/glitch issues through software updates and maintenance protocols
3. **Staff Training Expansion:** Develop comprehensive training materials for additional locations

Medium-term Objectives (30-60 Days)

1. **Service Flow Optimization:** Implement table turnover analytics and wait time management
2. **User Experience Improvement:** Redesign tablet navigation based on customer feedback
3. **System Integration:** Complete tablet-POS-kitchen communication system

Long-term Strategic Goals (60+ Days)

1. **Full Location Rollout:** Apply lessons learned to additional restaurant locations
2. **Advanced Features:** Implement cash payment integration and customer choice options
3. **Performance Monitoring:** Establish ongoing quality tracking and continuous improvement processes