【Mission】Catalog

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Who is Your Target in the Customer?

e.g. Sales Department/HR department ←Please list up the departments you want to approach for your proposal.

Food and Beverage Department

Sales Department

Purchasing Department

Equipment Management Department

HR Department

Administrative Department

Your Targets' Business Hypothesis

e.g. Sales Department: At the end of each year, sales manager need to create an annual sales report, to share the current sales situation, and explain the reason.

←Write down people's work content in each department with following information.

When: In what kind of situation

Where: In which department

Who: The person's job and position

What: What does he/she want to do

Why: For what kind of purpose

Food and Beverage Department:

- Every day, cashiers need to receive orders from customer.
- Every day, customers need to pay for the order.
- Every day, chefs need to cook according to the order for customers.
- Every day, waiters need to deliver food to customers.
- Every day, waiters/cashiers need to show menu list to customers.

Sales Department:

- Every day, sales managers needs to analyze sales statistics in the store and adjust strategy in order to get higher selling performance and save cost.

- Every day, sales managers need to set discount for individual food <u>in order to</u> adjust selling strategy and maintain inventory.
- Periodically, ex: New Year's Day. Sales managers need to set discount for all orders in special day <u>in order to</u> improve selling performance.
- Periodically, ex: every month. Sales managers need to come up with new dishes in order to make a better reputation and sell more food. Sales managers also need to decide what food should be stopped for sale <u>in order to</u> keep a clean food menu and make it easy for customer to order food and improve sales performance.
- When the supply is over amount, the sales managers need to make discount for food or orders <u>so that</u> the supply can be consumed quickly and will not cause waste. It can save cost for company.
- When the supply is not enough, the sales managers need to tell the purchasing manager to do purchasing job according to the buying list <u>in order to</u> keep the store run normally.
- When a new store is opened, sales manager need to import food menu information <u>in order to</u> run the store normally.

Administrative Department:
- Every day, area managers needs to analyze sales statistics in different store and adjust selling strategy <u>in order to</u> get higher sales performance and save cost.
- Periodically, at the end of the year, area manager need to do report to the high level manager in order to let the high level manager know the Store operation status and get a better assessment.

Purchasing Department:
- Every day, purchasing managers need to check current inventory level of raw material in order to avoid waste of supply or shortage of supply.
- Depends on real situation, purchasing managers need to purchase raw material according to the sales statistics <u>in order to</u> keep the store runs with appropriate supply.
- According to real situation, purchasing managers need to set alarm for expiration and amount <u>in order to</u> avoid shortage or waste of supply.

Equipment Management Department:
- Every day, equipment management managers need to keep track of equipment distributed in each store <u>in order to</u> save cost and save time for repairing broken equipment.
- While starting a new store, equipment management managers need to record what equipment the store uses <u>in order to</u> keep track of the equipment.
- When an equipment repairing order was sent, equipment management managers need to repair the equipment according to the order, if the equipment can't be fixed, equipment management managers can buy a new equipment for the store <u>in order to</u> keep the store runs regularly.

HR Department:
- Periodically, ex: monthly. HR managers need to record the employee information <u>in order to</u> manage employees.
- Periodically, ex: monthly: HR managers need to send salary to employees <u>in order to</u> keep the store running.

Imagine the 'Ideal Operation'

←Imagine and write down the ideal operation of each department's employee and explain why it is the best way. You need to prove that your assumption is correct with logical thinking.

Operation: customer order food.

Ideal: customer can order food by themselves and they can get food very quick.

Why: ordering food by cashiers is not convenient. Sometimes cashiers can make mistake and cashiers can never know what food the customer really like to eat. Customers ordering food by themselves can be faster than order by cashiers, it can improve food order amount and can save staff cost because cashiers are no more needed. The profit will be more.

Operation: customer read menu.

Ideal: they can read menu from screen and search food by category or query, they can sort food list and even order food by voice instruction.

Why: paper menu is dumb both for customers and stores. Customers can't find their favorite food quickly. Stores need to re-print the menu if new food choice was coming and it is difficult for stores to make discount in paper menu. Reading menu from screen can make better selling strategies and improve food order amount, it can also improve customer experience because reading menu from screen is more pleasure then reading menu on paper.

Operation: customers pay for orders.

Ideal: they can pay without any extra movement, just walk into the store, the payment work will be done after ordering.

Why: payment is always the same and it doesn't have to much style, but it is a waste of time to do this work. Reduce payment work can improve customers experience and improve food order amount and can improve profit.

Operation: area managers analyze statistics in different stores

sales managers analyze statistics in one store.

Ideal: they don't need to record and calculate the store performance manually. The software can record and calculate the selling statistics automatically and display the corresponding figure if needed.

Why: It is time consuming and error-prone to record and calculate sales statistics by human. The statistics analyzing function can save a lot of time and it's more reliable. It's good for make selling strategies. With better selling strategies, there will be more food order number and the profit will get higher.

Operation: sales managers set discount for individual/all food candidate.

Ideal: no need to hire sales managers to set discount for food. The smart software can make discount according

to the level of inventory and sales performance as well as store activities held on internet.

Why: Because discounts are used to improve selling performance and control the inventory level of supplies to be appropriate. This can be done by computer software and it is more precise then human. The software can do the job so sales manager can be omitted. It's a way to improve food order number and save staff cost.

Operation: purchasing manager make purchasing decision according to the sales statistics.

Ideal: no need of purchasing managers, the software can work with third party supplier like Wal-Mart and auto send supplement list to third party supplier. The supplier will send the supplies to the store.

Why: It's not intuitive and difficult for purchasing manager to calculate supply consuming rate. A software can do calculate supply consuming rate can save a lot of time and make purchasing more precise. The supplement list created by the software is very precise and it can keep the inventory level of supplies at an appropriate level. there is no waste of supplies or shortage of supplies. It's a way to reduce supplies cost and keep the store run fast.

The gap between ideal and the current situation

←Write down the gap between Ideal and current situation. Why they cannot work in the ideal way.

Operation: customer order food.

Ideal: customer can order food by themselves and they can get food very quick.

Current: customers need to order by cashier and customer sometimes wait for a long time for food.

Why: stores are not creative to use better software support zero cashier and there are few softwares support this function.

Operation: customer read menu.

Ideal: they can read menu from screen and search food by category or query, they can sort food list and even order food by voice instruction.

Current: some stores can only provide paper menu and have little menu variety.

Why: they don't use software to help or the software is difficult to use.

Operation: customers pay for orders.

Ideal: customers don't need to do extra movement for payment work.

Current: some stores can only accept cash payment.

Why: they don't use software to help or the software doesn't provide payment support

Operation: area managers analyze statistics in different stores

　　　　　　　sales managers analyze statistics in one store.

Ideal: they don't need to record and calculate the store performance manually. The software can record and calculate the selling statistics automatically and display the corresponding figure if needed.

Current: many stores can only analyze their sales performance by paper work. It is very time consuming and

difficult for employee to record and calculate the data. And the sales data is easy to lose.

Why: few software provides statistics visualization function or the statistics visualization function is not strong.

Operation: sales managers set discount for individual/package/all food candidate.

Ideal: no need to hire sales managers to set discount for food. The smart software can make discount according to the level of inventory and sales performance as well as store activities held on internet.

Current: some stores need to maintain the discount list and calculate for the discounted price manually. some stores even don't provided discount for customers.

Why: the discount function provided by other software is not strong.

Operation: purchasing manager make purchasing decision according to the sales statistics.

Ideal: no need of purchasing managers, the software can work with third party supplier like Wal-Mart and auto send supplement list to third party supplier. The supplier will send the supplies to the store.

Current: the purchasing managers need to count the number of supply or main a supply record by themselves It is easy for them to forget which item should purchase.

Why: few software support supply consuming rate prediction and indicate which item should be purchased.

Write down the solutions

1. How can we achieve the ideal operation?

←Think about how current situation can be improved to achieve the goal? What is needed?

2. What kind of function should be provided?

←Since our mission is solving problems by software system, try to think about how to use software/system to solve the problems.

Operation: customer read menu.

Solution: the software offers a graphic menu list and support showing the list by category or query.

Operation: customer order food.

Solution: the software can offer super easy and fast order operation. Customer can even order food by voice instruction.

Operation: customers pay for orders.

Solution: the software can work with special hardware, so we can record the Alipay information of the customer. The customers don't need to do extra payment movement because the software can directly charge for the order through Alipay. If the customer does not carry Alipay with him, Tencent payment, cash or debit/credit card are also supported.

Operation: area managers analyze statistics in different stores

sales managers analyze statistics in one store.

Solution: the software can record the sales statistics and show the data in figure. It could be intuitive for manages to get analyzing result from graph and the software is able to make sales suggestion according to the sales data.

Operation: sales managers set discount for individual/package/all food candidate.

Solution: no more need for sales managers, the software can set discount automatically according to the inventory level as well as sales performance and sales activity information on the internet.

	Product Name	Smart F

	Product Conception

←Write down the information of your product based on your assumption. Don't forget to focus on providing values to customers. Write down characteristics, users, places/timing to use of your system.

Characteristics:

AI built in

Smart and fast

Easy to use

Less employee

Users:

store customers

area managers

chefs

human resource manager

places:

Food and Beverage Department

Administrative Department

Human Resource Department

			Importance	
1	Merit	**Super easy and quick to make order without cashier**	high/middle/low	high

(Details of the Merit)

What: customers can order for food and pay for order very easily and quickly.

For whom: customers.

Why / Benefit: shorter order time can <u>improve food order number</u>, and cause <u>better user experience</u>. Support order without cashier can <u>reduce staff cost</u>. These can improve store profit.

(Each Function in Detail)

● Order: intuitive user interface in software. Support multiple forms to display food list such as query by name, list by category, order by selling count, order by price, order by discount, etc. support quick order for food in discount package. Customers can do all these job by their own. After the order is created, the customer can get an order note so that they can remember what they have ordered.

   Benefit: less order time→more orders→more profit.

● Payment: customers don't need to do extra payment work. As long as the customer check for the order information, the money will be charged through newest payment method.

   Benefit: no payment time→more orders→more profit.

			Importance	
2	Merit	**Flexible solutions for same business process**	high/middle/low	high

(Details of the Merit)

What: stores are different. The software provides flexible solutions for 【order and delivery food/payment/supplies management 】.

For whom: customers and area manager.

Why / Benefit: event in the same company, stores have different selling strategies. Providing customized service in different store can <u>improve sales performance</u> and <u>save staff cost</u>.

(Each Function in Detail) (software cost in $)

● Order food and delivery food: the software support four patterns of this business process.

  ① Order without table number→customer can get food by themselves while machine calling or food robot. ($$)

  ② Order with table number→ customer can get food by waiter or food robot. ($$$)

  ③ Online orders→customer can get food express service. ($)

  Benefit: less software or staff cost→more profit

● Payment:

  ① Auto pay. ($$$)

  ② Pay by mobile phone. ($$)

  ③ Pay by debit/credit card ($)

  ④ Pay by cash. ($)

  Benefit: less software or staff cost→more profit

- Supplies management.
  - ① Auto calculate purchasing list and work with third party supplies to manage inventory of supplies. ($$$)
  - ② Auto calculate purchasing list and let the purchasing manager to do purchasing work. ($$)
  - ③ The purchasing manager calculate purchasing list and do purchasing work. ($)

  Benefit: less software or staff cost→more profit

3	Merit	**Smart food management**	Importance high/middle/low	high

(Details of the Merit)

What: the software can manage different state of food.

  ① Food to be sold: food can be cooked in advance to prepare for orders so that customer don't need to wait for a long time.

  ② Food need to be cooked. Food which is not prepared and need to be cooked by chefs.

  ③ Food need to be delivered. When food is ready, it need to be delivered to customer with smart food robot.

For whom: customers and chefs

Why / Benefit: shorter time for customer to wait can cause better user experience. And make pre-cooked food can make more advantage of chefs and improve work efficiency. Support food delivery with robot can save staff cost. These can improve store profit.

(Each Function in Detail)

- Cook food in advance: after the store runs for several days, the software is able to calculate quantity demand for each food. And the software will send instruction to the chefs to cook the food that will be highly possible ordered.
  Benefit: less waiting time→better reputation→more orders→more profit.
- Deal with new order: if the order contains the food which is prepared, the customer can get the food right away. Otherwise, the software will send the order to the chef to cook the food quickly.
  Benefit: less waiting time→better reputation→more orders→more profit.
- Food delivery: if the food is ready for customers, smart food robot can find the customer and deliver the food to the customer. Customers don't need to get food in person or send waiter to deliver the food.
  Benefit: better experience→better reputation→more orders→more profit.

4	Merit	**Auto supplement for supplies without purchasing manager**	Importance high/middle/low	high

(Details of the Merit)

What: the software is able to keep the inventory level of supplies at an appropriate level without purchasing manager.

For whom: chef and area manager.

Why / Benefit: appropriate level of supplies inventory is very important for a store. Too high level causes a waste of raw material and to low level cause shortage. Appropriate level of supplies can reduce waste cost and improve work efficiency. To manage supplies without purchasing manager can save staff cost. These can improve store profit.

(Each Function in Detail)
● Generate purchasing list: the software is able to auto calculate for consuming rate and generate supplies purchasing list according to real sales performance. **Benefit:** more efficient→less staff cost→more profit. ● Work with third party supplier to supplement inventory: the software is able to cooperate with third party supplies like Wal Mart. When the software generates a new purchasing list, he is able to send the list to the third party, so the third party can deliver the supplies to the store. **Benefit:** more efficient→less staff cost→more profit.

5	Merit	**Smart discount/menu management without sales manager**	Importance high/middle/low	high

(Details of the Merit)

What: the software is able to adjust discount according to the sales performance and inventory level of supplies.

For whom: sales manger

Why / Benefit: discount can attract more customers to build a better reputation, and it is possible to use discount to increase the consumption of excessive supplies to avoid waste of supplies. These can improve store profit.

(Each Function in Detail)

● Deal with excessive supplies: the software is able to calculate an appropriate discount for excessive supplies to increase the use amount of the supplies so that there is no waste of supplies.

Benefit: no supplies waste→less operation cost →more profit.

● Deal with special days: the software is aware of festival days. It can make discount in festival days like New Year's Day to improve sales performance.

Benefit: better reputation→more orders →more profit.

● Deal with shortage of supplies: the software is able to hide food option which can't be cooked due to shortage of supplies. This can make better user experience.

Benefit: no shortage of supplies→more orders →more profit.

● Support various discount/selling strategies:

① Discount for only one food. Ex: 10% discount for fish burger

② Discount for food in one package. Ex: 10% discount if customers order cola and chicken burger at one time

③ Discount for special orders: Ex: 10% discount for orders contain fish meat

④ Suspend selling for only one food. Ex: suspend selling fish burger due to lack of fish.

Benefit: less staff cost and better user experience→less cost and more orders →more profit.

6	Merit	**Professional advice**	Importance high/middle/low	high

(Details of the Merit)

What: the software is able to give professional advice before/during the operation of a store.

For whom: area manager

Why / Benefit: as an area manager, before making a decision, you will need a lot of information to support your

theory. Congratulations, you can find all the information about fast food chain store in the software. Not only about static information, but also with dynamic information like people's flavor/human traffic/consumption level in an area. This can <u>save man power</u> to search and investigate for the information needed.

(Each Function in Detail)

- Location advice before starting a new store: when starting a new store, you can look the map built in our software, which can show you the human traffic and consumption level in different area, and you can find out how many other food stores running at one area. The software can suggest a new location for store, and You can compare the statistics between suggested location with existing location to make the final decision by yourself.
  Benefit: save man power and improve work efficiency→more profit.

- Operation suggestion: during the operation of stores, you can get smart advice given by the software. This software is able to tell you what food is becoming more popular and which branch store runs inefficiently and so on. You can make change according to these suggestions which can make your store more competitive.
  Benefit: save man power and improve work efficiency→more profit.

7	Merit	**Professional statistic management**	Importance high/middle/low	high

(Details of the Merit)

What: the software is able to visualize all the sales statistics generated during the operation process.

For whom: area manager

Why / Benefit: area managers are easy to access and understand all the data generated during the operation. The software can store and visualize many data during the operation, which can <u>save man power and time</u> for area manager to analyze the situation of stores. It can help area manager to make better sales strategy.

(Each Function in Detail)

- Figures to analyze selling performance/data: the software is able to visualize many data generated in stores. The figure includes equipment efficiency/ profit/order volume/food selling ratio/food selling trend/category selling ratio/category selling trend/employee work time/ employee work efficiency. These figures can help the area manager to make better sales strategy.
  Benefit: save man power and improve work efficiency→more profit.
- Full capital flow record: it's very convenient for account to audit. These can save man power to record all the data by hand and if there is anything wrong with money, we are able to find what is wrong through the capital flow record. It can keep money secure.
  Benefit: save man power→less staff cost→more profit.
- Export financial statement: it's very time-consuming for man to make financial statement, but with full information saved in the software, the software can export financial statement and save a lot of man power.
  Benefit: save man power→less staff cost→more profit.

8	Merit	**Super easy information management**	Importance high/middle/low	high

(Details of the Merit)

What: very easy for user to manage huge information in the software.

For whom: all software user

Why / Benefit: create/read/update/delete operation are very basic and essential, it not interesting and time-consuming. The software offers multi-way to manage different information needed for stores. This can save a lot man power and save staff cost.

(Each Function in Detail)

- Quick response code/ bar code: users can import menu information/equipment information/supplies information by using a mobile phone/code scanner. It is very easy to import the information comparing with hand input.
  Benefit: save man power→less staff cost→more profit.
- Optical character recognition/image recognition: users can import employees' information and menu information with a scanner.
  Benefit: save man power→less staff cost→more profit.
- Fuzzy query: users can query employee/menu/food/inventory/supplies/equipment information with fuzzy query. Users don't need to input the full query and the query result can be displayed in real time.
  Benefit: save man power→less staff cost→more profit.

9	Merit	**Great food recipe**	Importance high/middle/low	middle

(Details of the Merit)

What: this software provides great food recipe for chefs to learn.

For whom: chef

Why / Benefit: great food attracts more customers, the chef can learn to cook better food after meal time. The can improve the cook ability of chef and attract more customers, the food order number will be increased as long as the chefs cook better. This can improve profit.

(Each Function in Detail)

- Recipe text: this software provides recipe texts in detail. The chef can learn to cook new food according to recipe texts.
  Benefit: improve cook abilities→more delicious food→more orders→more profit.
- Recipe cooking video: if chefs are not clear about the content of recipe texts, they can watch video to learn.
  Benefit: improve cook abilities→more delicious food→more orders→more profit.
- Consulting line: in order to make a more delicious food, chef may need to know more about how to cook better, we provide a professional consulting line for chef.
  Benefit: improve cook abilities→more delicious food→more orders→more profit.

10	Merit	**Full status control of stores**	Importance high/middle/low	high

(Details of the Merit)

What: this software provides global view of all stores and is able to inform area managers by email or messages.

For whom: area manager

Why / Benefit: have a complete master of stores can make the store more safe and easy to manage, area managers don't have to come to the store to check information, this can save man power and reduce operation cost.

(Each Function in Detail)

● Equipment management: area manager is able to know the status of all equipment, if there is broken equipment, he just need to send someone to fix it.
Benefit: save man power and improve work efficiency→less staff cost more performance→more profit.

● Information reminder: this software will remind area managers when there are a fire/equipment problem/absence of chef and many other things. He can make quick adjustment according to the message.
Benefit: save man power and improve work efficiency→less staff cost more performance→more profit.

11	Merit	**High usability**	Importance high/middle/low	middle

(Details of the Merit)

What: this software provides intuitive user interface and is able to use at different platform (web/pc/phone).

For whom: all users

Why / Benefit: intuitive user interface makes the software easy to use. Multiple platform support will let the user have more time to do the work. This can improve work efficiency.

(Each Function in Detail)

● Responsive display with different size of screen: the interface fits well to devices with different size of screen. users can use the software more often.
Benefit: easy to use→more work efficiency→more profit

● Intuitive user interface: all layouts are properly managed in order to make it easy to use. Strong emphasis on important function. Buttons with icon to help user understand what's the function of button.
Benefit: easy to use→more work efficiency→more profit

● Full documentation about the software: if users are not clear about one function, they can check the documentation built inside the software. The documentation is well written with picture demonstration.
Benefit: easy to use→more work efficiency→more profit

12	Merit	**Full featured**	Importance high/middle/low	high

(Details of the Merit)

What: this software provides all the features that you can find to run a fast food chain, and these features are better.

For whom: area manager.

Why / Benefit: different features provided in the software will be used a lot during the operation of stores, these futures can <u>improve work efficiency and sales performance</u>.

(Each Function in Detail)

- Basic function support: this software provides not only golden merits, but also provides basic common function like employee information management, VIP system support, privilege management, messages, customer feedback and performance assessment.

  Benefit: more work efficiency→more profit

- Multiple choices for one function: this software has many alternative functions for user to use.

  For order method: ①in store; ②online.

  For payment method: ①Newest technology, which does not need customers to payment work; ②pay in cash; ③pay by credit/debit card; ④pay by mobile.

  For getting food: ①food robot; ②waiter; ③food calling machine; ④deliver to home.

  Benefit: serve more customers→more profit

- Support low price/free regular updates: we keep making consistent improvement on our product and users can get updated with low price or even for free.

  Benefit: better software→more work efficiency→less staff cost→more profit

- Strong system stability: this software provides strong system stability to users, it will never corrupt during use. This software has been used for many users, we improved a lot to keep the stability of the software.

  Benefit: better software→more work efficiency→less staff cost→more profit

- High system security: this software provides high system security to users. Many users have used our system. But there not one bit of data gets released. No need to worry about the safety of your data or private information like ID card number or bank account.

  Benefit: high system security→no information leak→less competitor→more profit.

- Classified customers' feedback: this software can gather customers' feedback both online or in store. It can classify all the feedback into 2 categories (positive/negative), area managers can know about the opinion about customers and try to improve the store service with feedback from customers.

  Benefit: easy to check feedback→better store service→more orders→more profit.

1	Merit	Write down the merit with one sentence.	Importance high/middle/low	high

(Details of the Merit)

←Write down the importance of this merit of your product (Highest, High, Medium, Low)

←Merit should be helpful to users and should be explained in detail.

(Each Function in Detail)

←Describe the features in detail.   Write down all the features that you want to provide to achieve the merit.

*Feel free to increase rows for merits!