



# Project Charter: Tabletop Menu Tablet Implementation

DATE: 04/11/2024

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## Project Summary

This project aims to revolutionize Sauce & Spoons restaurant dining experience by introducing digital menus and ordering system via tablets for guests. Project Manager Peta, involves launching a test tabletop menu tablets at two of Sauce & Spoons North and Downtown locations. Initial installation of the tablets will be located in the bar section of the restaurants to expedite service and enhance customer satisfaction.

## Project Goals

- **Increase Product Mix** to increase the variety of product offered through upselling appetizers or promoting specific entrees through the new tablet menus.
- **Decrease Average Table Turn Time** to reduce average seating time for guests, increasing the turnover rate and potentially raising customer satisfaction.
- **Reduce Wait Time** by allowing guests to place orders via tablets resulting in reducing the time it takes for guest to be seated and served.

- **Decrease Food Waste** by addressing concerns about food waste, the project aims to improve communication of guest requests to the kitchen and reduce the need to comp meals due to errors, thus minimizing waste and enhancing cost-effectiveness.
- Improve Kitchen Policies to address

## Deliverables

- **Food Waste Reduction Plan:** A detailed plan outlining strategies and initiatives to achieve a 25% reduction in food waste, including measures to improve kitchen efficiency, minimize overproduction, and optimize inventory management.
- **Table Turn Time Reduction Strategy:** A comprehensive strategy outlining specific actions and tactics aimed at reducing table turn time by 30 minutes, such as streamlining the ordering and payment processes, improving table turnover efficiency, and optimizing staff allocation.
- **Daily Guest Count Enhancement Plan:** A plan detailing initiatives and promotional activities to increase daily guest counts by 10%, including targeted marketing campaigns, loyalty programs, and special offers to attract new customers and encourage repeat visits.
- **Appetizer Sales Increase Strategy:** A tailored strategy focusing on increasing appetizer sales by 15% overall, with a specific target of 10% increase at Sauce & Spoon North and 20% increase at Sauce & Spoon Downtown. This plan will include menu optimization, pricing strategies, upselling techniques, and promotional activities to drive appetizer sales growth at both locations.
- **Decrease Average Table Turnover Time** by approximately 30 minutes by the end of the second quarter (Q2), resulting in decreased customer wait time.
- **Increase Average Check Total** to \$75 by the end of Q2 by selling more appetizers and beverages, resulting in increased profits.

## Scope and Exclusion

### In-Scope:

- **Tablet Menu Implementation** at Sauce & Spoon's North and Downtown locations in the bar sections of the restaurant.
- **Food Waste Reduction Initiatives** which would include adjusting kitchen policies and other operational changes.
- **Adjust Kitchen Staff Performance Metrics** to better measure the performance of kitchen staff through customer order times and wait times.

### Out-of-Scope:

- **Adjustment to Policy Changes** to existing policies related to order returns which are out of scope for the project and will need to be addressed separately.
- **Improved Employee Satisfaction**, though this is not a direct goal related to employee satisfaction, it will need to be addressed separately from the project scope.

## Benefits

### Benefits:

- **Operational Efficiency** - With guests being able to order immediately upon being seated via the tablets, it reduces the reliance on traditional ordering systems, streamlining the dining experience and increasing table turnover rates.
- **Improved Customer Experience** - The project allows guests to have greater control over their dining experience ( browse menus, place orders, pay bills, etc.). The efficiency and convenience lead to higher levels of customer satisfaction.

- **Reduced Wait Time** - Through Expediting the ordering process, it will reduce the wait time for guests during peak dining hours. This will lead to more efficient use of restaurant resources and improved dining experience for guests.
- **Increased Revenue Potential** - Through the features of the tablets ( add-ons, coupons, and upselling prompts) which will increase the average check total from \$65 to \$75, boosting overall revenue for the restaurant locations.
- **Reduce Food Waste** - The projects focus on reducing food waste through kitchen policy changes, improved ordering accuracy through the tablets, will leading to cost savings and sustainability for Sauce & Spoon.

Costs:	
Project Investments	Estimated Cost
Training, Materials, and Fees	\$10,000
Hardware and Software Implementation Across Locations	\$30,000
Maintenance (IT fees through EOY)	\$5,000
Updates Website and Meu Design Fee	\$5,000
Other Customization fees	\$500

#### Appendix:

- **Policy Changes Scope** - A misalignment around the scope of the projects policy changes. Some stakeholders assumed that adjusting the policy on order error returns are part of the tablet rollout project scope. While others, believe that policy changes should be addressed separately.

- **Employee Satisfaction Objective** - The expectations for the employee satisfaction improvement goal does not seem in-scope. Some stakeholders want to include it in this project, but the Project Manager disagrees and wishes to address it separately.
- **Definition of Food Waste Reduction Initiatives** - Specifics for what “reduction of food waste” entails is being debated. Stakeholder Carter suggests the order return policy changes would reduce food waste. Project Manager wants to clarify on the scopes of this initiative and its alignment with the projects overall goals.
- **Metrics for Kitchen Staff Performance** - Inclusion of specific metrics to measure kitchen staff performance has not been agreed upon. Project Manager does not believe this metric should be in this project, but stakeholder believes it to be important for the projects success.
- **Response to Deanna:** On the feedback survey, customers stated they had a slow checkout experience when paying with cash, which will negatively affect about 10% of customers. Gilly and I recommend asking customers if they are paying in cash or credit, and adding a second register next to the kitchen.