Faris Abbas
Capstone 1

Milestone 4 Final Appendix

Refer to the following link for initial ideation processes, stakeholder and competitor analysis, etc.:https://miro.com/app/board/uXjVKlYdc5g=/?share_link_id=445842789940
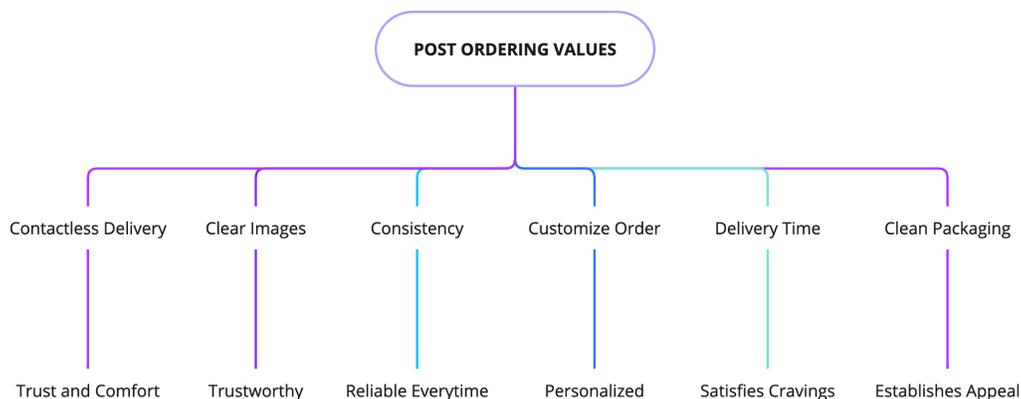
Spork - Restaurant Operation Management and Communication Solutions

Draft: How might we create a communications and operations management platform that supports restaurants in providing seamless and trustworthy online delivery experiences that customers come back to every time?

Final: How might we create a **communications and operations management platform** that supports restaurants in completing **successful delivery strategies** to capture consumers' interest and stand out from their competitors?

Creating the right platform to answer the how might we question has taken substantial research through both restaurant employees and peers in class who helped understand customer pain points on both ends of the online food delivery experience.

Utilizing my peers as the target audience for online delivery has helped come to a variety of conclusions about the top priorities for customers as soon as they press Order: 100% of customers hate delayed orders (of course), and 75% hate feeling limited in options and love ordering from promotional discounts. These statistics are expected, but what they reveal to restaurants is that the relationship they create with customers begins as soon as they press order. An impression is made without the food arriving, so a swift experience there-on-out is essential for establishing a long-lasting and loyal relationship with returning and satisfied customers.

POST ORDERING VALUES

Contactless Delivery	Clear Images	Consistency	Customize Order	Delivery Time	Clean Packaging
Trust and Comfort	Trustworthy	Reliable Everytime	Personalized	Satisfies Cravings	Establishes Appeal

To come to the above conclusions, I asked my peers to contribute to "I Love When and I Hate When" statements to understand the most valuable post ordering values. Restaurants are presented with these pillars on the bottom row as the guidelines and standards for success.

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After establishing the most common features my competitors have in addressing similar how might we's, which I will address soon, the following step was to create a value proposition that would drive restaurant sales, improve operations and build loyalty. The base-level features are: Order Management: Centralized in-store device that is integrated into POS, so that everything is set from placing the order to punching it in as a completed sale. Menu Management: Unifying your menu across all channels. Items are customizable. Sold out items can be removed. Hours can be changed. Applies across all platforms. Data Reporting: Centralizing all data points to understand any aspect of your business. Difficulty here is relying on the delivery channels, which have varying levels of information. Certain metrics provide little information. AI integration included.

What I realized in relation to my primary value proposition came from the following interviews I conducted with two restaurant employees at Lava Shawarma and Salma, both located in Manhattan.

INTERVIEW - Salma Middle Eastern Restaurant

With Ali - Owner

Considering Customer Issues:

What priorities do you have for satisfying customers?

Our focus is on bringing the richness of Middle Eastern hospitality to the East Village, ensuring every customer feels at home in our restaurant. We prioritize authentic, freshly made dishes and a warm, welcoming ambiance. Our goal is to make every visit memorable, whether guests are coming for a quick meal or a shared experience with family and friends.

What do you think customers want most? What factors of the experience of ordering from Salma should stand out most?

From what we've seen, our customers value consistency, both in quality and experience. They want meals that feel traditional yet comforting, and they appreciate when their orders are prepared with care. We aim to balance speed with a high standard, ensuring the taste and presentation never feel rushed. We want Salma to be known for food that feels just as authentic and delicious when ordered online as it does when enjoyed in-house.

Demand and Hours of Activity:

What are your peak demand hours? Does it cause operational traffic or clutter?

Typically, we're busiest during lunch from 12-3 pm and dinner from 6-8 pm, with weekends being even more active. The demand creates a bustling environment, which we love, but it also

requires coordination to keep things running smoothly. Sometimes, the high volume can slow us down, particularly if we're managing multiple large orders and walk-ins simultaneously.

How do you maximize opportunity during those hours?

We often prepare for peak times with advanced meal prep and extra staffing. When there's a holiday or a big community event nearby, we also promote specials on our most popular items like our lamb dishes and house-made mezze. We've started highlighting seasonal items, too, which helps bring in more customers during those high-demand hours. We've found that featuring seasonal ingredients and rotating dishes based on customer favorites keeps people excited and coming back. Our 2 for 1 on the Shawarma sandwich does amazingly well. We have that offer ongoing almost 1-2 months at a time, and it is a consistent driver of loyalty here. Our customers love it.

Order Management and Centralization:

How many online orders do you receive?

We get around 10-20 online orders daily, with the weekends and evenings being our busiest times for online sales. However, when our offers are out like the 2 for 1, our numbers increase to an average of 15-35 orders.

What annoys you about how you receive your orders?(Customer customizations, interface, etc.) What would you change?

We currently use different iPads for all orders because our previous platform failed us very consistently. It would freeze for days at a time and damage our sales very badly. For now, we are sticking to this method until we find and sign a contract on something better.

INTERVIEW - Lava Shawarma

With Marwan Sakijha

Considering Customer Issues:

What priorities do you have for satisfying customers?

We want people to give an authentic experience that brings a flavor of our culture to people's mouth. We want to leave a good impression in every way, whether it's through food quality or how our food and packaging looks.

What do you think customers want most? What factors of the experience of ordering Lava Shawarma should stand out most.

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We have seen in many instances from our loyal customers that people want food that is fast and delivers on quality. Many people complain about prices, but things are expensive to buy and operate, especially quality food!

Demand and Hours of Activity:

What are your peak demand hours? Does it cause operational traffic or clutter?

Our peak hours are normally 2-5pm and 7-9pm. We see an increase in in-restaurant customers and online orders. On the weekends, peak hours are between 6-10pm. We have one less employee on weekdays after 6pm, and sometimes there's a difference. We slow down in speed, especially because of working so many hours for those who don't leave at 6pm. We also have issues with keeping inventory and operations synced between employees. "Where's this? Where's that?" "Why is this not here? Why is it still in the basement?". Questions like this tell you that we aren't the best with staying on top of keeping our operation and inventory on top of each other.

How do you maximize opportunity during those hours?

From time to time, like during the Ramadan month (which is when we have great demand), we put out promotions on some of our meals like Shawarma, Tabbouleh, Kobeh and others. The sales on them are always increased and we do well. Whenever we have extra inventory of the items we only sell in store (Arab grocery goods), we list them online and try to get rid of them before they expire. We even host community events during Ramadan and other occasions to increase sales, like Football matches, Muslim holiday celebrations, hosting community events like SSA and ASA and others.

What do you wish you could do to fully take advantage of high demand opportunities?

We need better ways to make it clear we are hosting events, special occasions and other things. Many customers come to us saying we heard you did this or that, always missing what we actually did. We also want better ways to keep ourselves on top of things like I said earlier, operations and inventory.

Order management and centralization:

How many online orders do you receive?

We normally get between 17-30 orders online every day. On weekends and occasions these numbers increase, also if we put out offers.

What annoys you about how you receive your orders? (Customer customizations, interface, etc.) What would you change?

The platform we use to manage our orders does not register inventory. There is no option for it. Toast is great, but extra features as such are quite expensive but we need them. It would be

easier to have a way to have live updates on inventory every day. We also get scared of apps freezing, which happens sometimes during a lot of demand. We manage to still get our orders out smoothly, but it makes for a lot of frustration.

Digital Era and Ease/Difficulty:

What would make running your store easier? Digitally

In terms of our business, using the online apps for keeping track of finances, inventory, order processing and a lot more. We use 4 different apps to keep track.

What is the biggest frustration you have about online orders?

Like I said, when the app freezes, it annoys us quite a lot. We end up finding ways around it like turning the iPad off and on, simple solutions, but when the apps stop working fully our sales are at risk.

Do you feel like your business is at a point where it still needs to handle orders on separate devices for clarity?

We have two fully operating locations that work quite well for us, putting aside minor frustrations here and there. We are at a point where we believe we have enough business and power to put things into larger platforms to keep our data in one place. For some ingredients and items, we use a shared inventory location that is sort of a backup. We are yet to properly integrate this into our currently used apps.

Realizations:

There's an opportunity and need to strengthen employee communication to improve clarity and efficiency.

Create solutions to help restaurants aggregate things into one place instead of feeling like data and information is all over the place.

There's an opportunity to focus on marketing and outreach. They need a way to make their voice heard within the Arab community so that people are aware of their events before the fact.

Restaurants need a third-party app that allows them to gain new loyal customers with, something that the likes of Uber Eats stand as an obstacle in. **They need an app that, amongst other things, provides strategies to establish brand loyalty through marketing and communication solutions.**

Value Proposition:

An AI Integration model that brings forth a new approach to marketing and communication outreach.

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As a fully integrated model, it serves many functions in a cycle that first defines data parameters, establishes patterns and insights, then suggests actionable solutions that drive sales, gain customer loyalty and improve operational efficiency.

It compiles all data fractions of a restaurant's operations, including inventory, sales, costs, demand, order fulfillment, and so much to provide a holistic viewpoint on the past, present and future of a restaurant.

For the highest level of effect, Restaurants will have to attract customers to their own direct delivery channel (website/app). Incentivizing customers makes this easier.

Restaurants can include in completed orders a 5% coupon that takes them to their direct delivery platform. The coupon is directly linked to the order the customer made on a third-party delivery platform, so that their data can be collected and linked to the customer.

Now, their address, contact information and ordering habits can be tracked and attributed to marketing solutions. Restaurants can build a database that monitors customer behavior.

If, for example, a customer has a habit of ordering things, like a pizza and brownie every time, if they once order just a pizza, the AI database can recommend offering a brownie for free to maintain customer loyalty and direct consumption through the restaurant direct channel.

This builds a unique customer profile that is actionable in marketing techniques, ultimately building revenue.

THE GOAL

To create a centralized management platform that uses AI to drive restaurants to gain a loyal customer base that goes to them directly to order food. This allows restaurants to collect data on customer habits, preferences and gains in order to provide the seamless and trustworthy delivery experience.
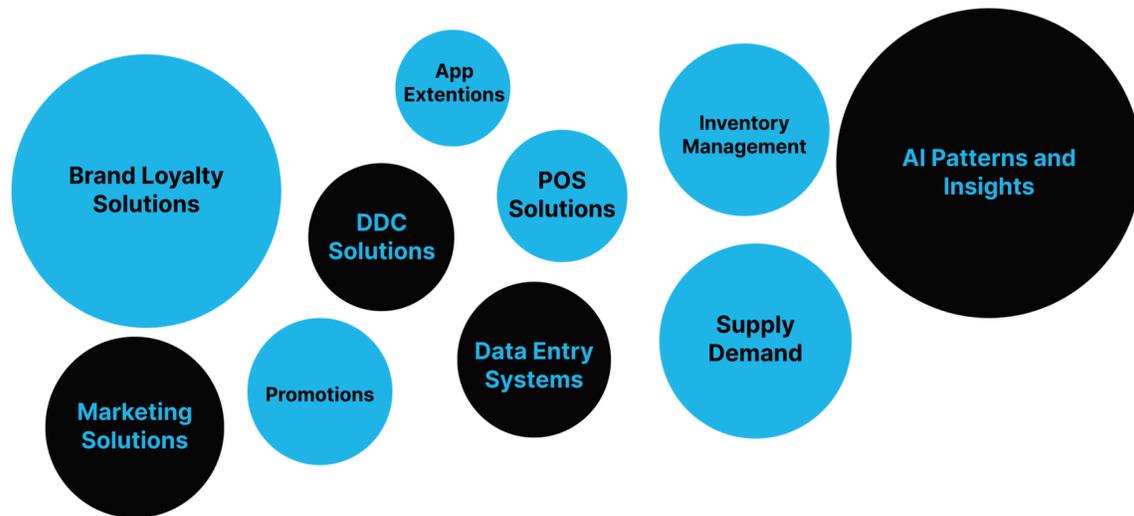
THIS ALLOWS

Restaurants to build a unique customer profile that is ACTIONABLE in marketing techniques, ultimately building revenue and a trustworthy brand perception.

FOR EXAMPLE

If a customer has a habit of ordering things, like a pizza and brownie every time, if they once order just a pizza, the AI database can recommend offering a brownie for free to maintain customer loyalty and direct consumption through the restaurant direct channel.

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<u>What Spork Offers:</u>

App Extentions

Brand Loyalty Solutions

DDC Solutions

POS Solutions

Inventory Management

AI Patterns and Insights

Marketing Solutions

Promotions

Data Entry Systems

Supply Demand

The Prototype:
The prototype is currently at an MVP state. I am working to apply all that I've learned through my peers and interviewed restaurants through Spork Solutions: the value propositions offered through AI and communication marketing outreach. The final breakdown of the prototype will offer windows into all the above features, how they operate, what restaurants can benefit from them and how to navigate through them.

I've created a brand identity that is minimal but expressive, subtle but grabs your attention. Feels playful but is serious. I hope that resonates. The primary goal of the UI is to create infographic designs that bring out the best and worst of a restaurant, clarify statistics and make for swift navigation and order management.

Feedback Received:
The restaurants I interviewed briefly viewed the MVP and approved of its visual appearance. They reviewed the above features in Spork Solutions and suggested that there be a direct connection to the restaurants data, meaning that they are actual solutions that can be applied to the business, and not just promotional plans that are costly. They also suggested tutorials into how to master these features and input data from the business that make the solutions even more accurate and beneficial. Implementing data points can be hard for businesses, especially if they don't record data. A section of the application will be dedicated to this in offering methods for easy data accumulation, especially for in-restaurant operations. This will drive Spork Solutions as a value proposition that stands apart from competitors.

Restaurants who need engaging marketing/comms outreach that attracts customer loyalty while aligning with their operations/finances/inventory etc.

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Why pursue this now?: restaurants are being pushed further away from direct engagement with customers, as more intermediaries rise and dehumanize the relationship between a customer and a restaurant. More platforms stand in the way to offer a middleman service that ultimately pushes the customer further away from the restaurant dining/ordering experience, making them establish a surface level connection with the restaurant rather than a meaningful one that can establish loyalty and direct-channel consumption that eliminates the intermediaries.

Presentation Notes:

ALI - Lebanese Man who's lived in America for 20 years, and finally opnened his own restaurant, which he named after his daughter Salma.
2
Operating for a few years now, Ali has developed a few top priorities as a restaurant owner
In recent months, Ali has seen a decline in online sales and foot traffic in his store, and hasn't been able to fullfill these top priorities
3
So… what's stopping him, Well
Restaurants are being pushed away from direct engagement with customers, as the rise of digital intermediaries dehumanize the restaurant-customer relationship.
4
The ease of online food delivery has pushed customers away from the authentic dining experience that many SME's strive for. Restaurants feel disconnected from customers and struggle to leave a meaningful and lasting impression.
5
Tablets are on and charged all the time -You also have to ensure your staff can hear notifications
These statistics are expected, but what they reveal is that the customer-restaurant relationship begins as soon as they press order. An impression is made without the food arriving, so it's crucial to have the foundation of your restaurant efficient and organized. To provide the best experience for customers, You have to stay on your feet
A communications and operations management platform that allows restaurants to execute successful delivery strategies.

Next Steps:

- Acquire API's (Application Programming Interface) for delivery platforms so they can operate on Spork.
- Develop Spork Solutions' algorithm through existing restaurant data inputs.
- Explore all requirements for Point-of-Sale integrations, as well as other licensing processes (copyrights, SOC compliance, etc.).
- Develop fully functional application and acquire App/Play Store approval.

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Spork

Overview Live Orders Past Orders Order Management

Active Strategy
Dine In — 18 customers
To Go — 14 customers
Delivery — 34 customers

Today's Report
Dine In — 18 customers
To Go — 14 customers
Delivery — 34 customers

Uber Eats — 3 — John S. — Jack N. — Steward J. — View Store
DOORDASH — 2 — John S. — Steward J. — View Store
GRUBHUB — 1 — John S. — View Store
ChowNow — 0 — Explore More Sales Opportunities
caviar — 0 — Explore More Sales Opportunities

+32.40% $10,243.00
-12.40% 23,456
+2.40% 1,234

Overview **Live Orders** Past Orders Order Management

Uber Eats — 3 — John S. — Jack N. — Steward J. — View More
DOORDASH — 2 — John S. — Steward J. — View More
GRUBHUB — 1 — John S. — View More
ChowNow — 0 — Explore More Sales Opportunities
caviar — 0 — Explore More Sales Opportunities

Overview **Live Orders** Past Orders Order Management

Uber Eats
25 On Delivery   60 Delivered   7 Cancelled
On Delivery (24%)
Delivered (41%)
Cancelled (15%)

3 | John S. — Order Management
Jack N. — Order Management
Steward J. — Order Management

Overview Live Orders **Past Orders** Order Management

Order Report   Filter Order

Customer	Menu	Total Payment	Status
Eren Jaegar	Spicy seasoned seafood noodles	$125	Completed
Reiner Braunn	Salted Pasta with mushroom sauce	$145	Preparing
Levi Ackerman	Beef dumpling in hot and sour soup	$105	Pending
Historia Reiss	Hot spicy fried rice with omelet	$45	Completed
Hanji Zoe	Hot spicy fried rice with omelet	$245	Completed
Armin Arlert	Hot spicy fried rice	$435	Completed

Overview Live Orders Past Orders **Order Management**

Live Menu   Search for food, coffe, etc...

Hot Dishes Cold Dishes Soup Grill Appetizer Dessert

Customize Dishes   Dine In

Spicy seasoned seafood noodles
$ 2.29
20 Bowls available

Salted Pasta with mushroom sauce
$ 2.69
11 Bowls available

Beef dumpling in hot and sour soup
$ 2.99
16 Bowls available

App Extentions
Brand Loyalty Solutions
Inventory Management
POS Solutions
AI Patterns and Insights
DDC Solutions
Data Entry Systems
Marketing Solutions
Promotions
Supply Demand

Spork Solutions

Overview Promotions Trends Ordering Operations

56 TOTAL MENUS   12K TOTAL REVENUE   20 TOTAL ORDERS   65 TOTAL CLIENTS

Order ID #12334   Delay by 20mins
Morgan J.
10:30AM | Today
1 x Chole Kulche
Address
Sector 6 Ghansoli Navi

Most Ordered   Today
Spicy seasoned seafood noodles — 200 dishes ordered
Salted pasta with mushroom sauce — 120 dishes ordered
Beef dumpling in hot and sour soup — 80 dishes ordered
View All