

Gabrielle Finley

Mini Case #2

Ordering a meal at the restaurant Honeygrow

Honeygrow is a fast-casual eatery that was founded in Philadelphia in 2012. There are now seven locations in Pennsylvania and New Jersey. It serves made-to-order stir-fry, salads, kale'atta and honeybars. The owners strive to buy as much food as they can locally. They visit local farms regularly and cook all of the meals in-house. Their goal is to bring people together over quality, wholesome, and simple food and their mission statement is honest eating + growing local.

To order a meal at Honeygrow, first you walk into the restaurant and walk up to an available kiosk. Tap the screen to start your order. Select from stir-fry, salad, honeybar, or drink. If you selected stir-fry or salad, next chose either "build your own" or "suggested options." If you chose selected options, look through the options and select the stir-fry or salad you wish to order. If you selected build your own, chose your base (the noodles and lettuces), toppings (vegetables and fruit), and dressing you want. If you selected honeybar, select three fruits, two toppings, and either honey or maple syrup. If select drink, select either smoothie, fountain drink, or bottled water. When you are finished creating your order hit the looks good button. Then chose if you want it for here or to go. For the stir-fry and salad, it will then ask if you would like to add a drink or dessert. You can select the drink or dessert you would like or hit no thanks and continue to checkout. The next screen will have a summary of your order. If everything looks good hit done. It will then ask you if you are paying with cash or credit. If you hit cash, a receipt of your order will be printed and you go to the cash register to pay. The cashier will process your payment and mark your receipt as paid. If you hit credit, use the pin pad next to the kiosk to complete your payment. A receipt of your order will be printed.

When a customer completes their order on the kiosk, the order will be electronically sent from the kiosk to the touch screens behind the counter where the workers stations are. There are different stations behind the counter; there is a woker making the stir-fry, a worker making the salads, someone making the honeybars and smoothies, someone working the cash register, and someone working at the pick up counter. When an order pops up on the screen, the workers will see whose station is in charge of putting together that order. If it is their station, the cooks will prepare the food and then see if it is to go or for here. Once the meal is made and the complete order is assembled, the cook who prepared the food will bring the meal to the pick up counter. The worker at the pickup counter will call out the order number. The customer whose order it is will hear their number and go to the counter to pick up their meal. The worker will check to see if the order number on the customer's receipt matches the order number they called and that the order has been paid for. If everything matches and is paid for, the worker will give the customer the meal. The customer takes their meal and the ordering process is complete.