Tab Out

Just click to drink!

By a show of hands...

We have.

We want to make it easier to order a drink.

We're proposing to update Maxi's ordering process.

Who will benefit from this app?

The Customer

The Bartender

The Business

Stakeholder Needs

Customers need an efficient way to order drinks and manage tabs.

Bartenders need an effective serving process.

Business Opportunities

Opportunity to attract more customers and pull business from other local bars.

Opportunity for more efficient sales analysis.

Opportunity to customers to set limits and save money.

Assumptions

The solution would appeal to our target customers.

A majority of customers own a smartphone that is able to run the application.

Staff will remain the same for the duration of the project.

Employees will not have a hard time working with our solution.

Constraints

Operations of the company cannot be impeded by any solution.

Limited time to develop the solution.

Need to operate under allotted funding.

Our Solution:

Our first persona

Joe Wu

"I'm only gonna have one beer."

Age: 21
Student: Temple University
Lives on 15th and Master
Occupation: Part-time Work Study participant
Education: Junior, Kinesiology major, 3.0 GPA
Relationship Status: It's Complicated

Nice guy.
Laughs at his own jokes.
Likes basketball & football.
Wears a lot of Temple swag.
One tattoo.

Our second persona

Steve Urbasik

"You're the reason why I drink…"

Age: 40
Lives in Doylestown, PA
Occupation: Full-time Accounting Professor
Education: MBA, CPA
Relationship Status: Married, 3 children
Income: $150,000

Friendly.
Takes the train.
Likes Sudoku & cycling.
Will have a beer with his students.

The Kiosk

TabOut kiosk

Click Screen to login

TabOut kiosk

Email

Password

Login

TabOut kiosk

Insert Cash

$0

Current cash:

$2.50

5/12/2016

Logoff

TabOut kiosk

Cash Inserted:

$20.00

Current cash:

$22.50

5/15/2016

Logoff

Resources & Development

Waitresses

Funding

Kiosk

Results

Increase revenue from drink sales by 15%.

Increase customer satisfaction by 35%.

Increase drink and customer data collection by 100%.

Decrease customer wait times by 40%.

Thank you!