# Mobile Application for Restaurant Customers

*Re-engineering of a mobile application for the large restaurant chain operator.*

## \ About client

**256**

restaurants in seven countries

**16**million

visitors annually

**3000+**

employees

The largest Russian operator in the segment of family restaurants. It manages the "IL Patio", "Shikari", "Planeta Sushi", "American Bar and Grill" and "Mama Russia" chains, as well as the TGI FRIDAYS and Costa Coffee international franchises.

## \ Challenge

The "Honored Guest" mobile application released in 2014 and replaced loyalty cards for thousands of restaurant customers. People used it to get discounts and updates on existing promotions and to order delivery of food.

The customer wanted to maximise its audience and increase sales but failed to achieve these goals. The application was slow, returned errors and often crashed on mobile devices. It lacked a number of important features, and the delivery ordering process required a new interface and optimisation. All this negatively affected the score on Google Play and App Store and naturally resulted in customer outflow. Attempts were made to improve the situation by its own efforts and with the participation of third party specialists, but none were successful.

The application required a major redesign. The customer came to us with this request.

**Industry**
Food

**Location**
Russia

**Key points**
— Implemented new features to the app and fixed bugs.
— Increased customer loyalty.
— Laid a solid Foundation for further development of the app.

**Team**
Project manager — 1
Back-end developer — 1
QA engineer — 1
Mobile developer — 3
UI/UX designer — 1
Analyst — 1

**Duration**
6 months

**Technologies**
iOS, Swift, Android, Kotlin, PHP

# \ Approach

*Communication with client was based on the following principles:*

| Quick Start | Transparency of process | One-Hour Response | Scalability | High level of trust |
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Taking into account the large audience of the application, the developers faced a difficult task. The new application was to resolve the problems of the previous one without scaring away existing users. Besides, the customer was planning a large-scale marketing campaign for the release of the updated "Honored Guest" app, so the deadlines for the development process were strictly fixed. Our thorough analysis showed that the architecture of the application would have to be changed in order to achieve the goals. The food ordering feature was also to be redesigned in order to reduce the time required to make an order and to simplify the ordering process.

Brand new features were added to the application:

- Templates were introduced for the orders and favourite meals that users could now save.
- A bonus accumulation system was implemented.
- An online booking feature for tables was added.
- Customers could now rate the quality of service in restaurants.

The iOS and Android versions were written in Swift and Kotlin languages. Our designers overhauled the entire user interface to make it friendlier and more intuitive. The application speed increased significantly, and the updated architecture helped to remove bugs and crashes. The project required 6 months and a team of 8 to implement. Also our PHP developer helped to create a new version of website.
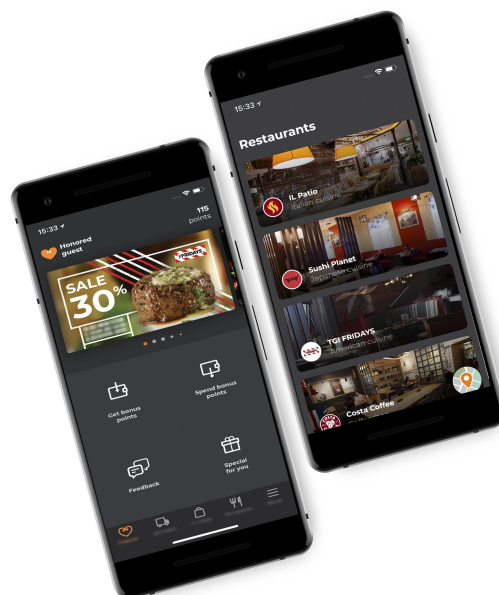
# \ Result

The new version of the application was launched successfully. We managed to remedy the existing defects of the "Honored Guest" app, and most of the users liked the updated interface and enhanced functionality. The average score increased from 1.9 to 4.9 stars on App Store and from 3 to 4.7 stars on Google Play. The application's ratings improved, which resulted in the rapid growth of the audience. Our work resulted in:

- Increased sales of the chain thanks to the improved food ordering feature.
- Rapid reduction of application-related complaints.
- Increased customer loyalty in the company's restaurants.
- The application became easier, faster and cheaper to improve.

The results of our work were highly praised not only by the customer. The updated "Honored Guest" application was awarded Gold as the Best Service Application on Tagline Awards 2018.

# \ Testimonial

**Vitaly Pantyukhin**
Loyalty Program
Manager
Rosinter Restaurants
Holding

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In our cooperation with Sibedge we were really impressed by the quality of communication and the high level of the project manager's personal involvement. He was available 24/7 and reacted promptly to any changes.

Their designers have completely reworked the identity of our "Distinguished Guest" mobile application, making it more modern and convenient in terms of UI and UX. Our client loyalty has increased due to the convenient food delivery section, and many clients transition from our official website to the mobile app.

And these were not only users who noted the design and interface improvements. On November 30, 2018, our "Distinguished Guest" has won the gold medal in the Best Service Application category at the Tagline Awards.
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