

# How to upgrade your restaurant for customers: the secrets of application design

Determine what requires customers address with your service, app, or website? You'll identify this in the article and understand what you can implement for convenience and increased conversions.

Why does your restaurant need design? How can you attract more customers? Do customers only need restaurant app ui design features, or are they extremely useful to you as well?

Picture 1 of How to upgrade your restaurant for customers: the secrets of application design

## Stages of mobile app development

Idea discussion and concept development. First, we discuss ideas with you, form tasks, and define needs on the basis of which a clear goal and ways of its realization are created.

Analytics. Next, carrying out a detailed analysis of the business area, we study competitors, the target audience, and market needs. We search for points of contact, ways of the outlet from competitors, and choose the tools, and the stack of technologies for the realization of the project.

Tino creates a prototype. A mobile app for the restaurant begins to take shape, an idea is formed into a visual image and a prototype is created. After its approval and making all the corrections, the designer begins to create the final appearance of the app.

Programming. Based on the prototype and drawing up a technical specification, programmers create a working mobile app for the restaurant, where they implement all the functions. Testing is carried out in the course of development.

Test and release. After development, final testing is done and the restaurant app is launched. We help upload it to platforms and train your employees on how to use it.

In the end, you are accompanied from the beginning of the idea to the launch of the completely finished application. Also providing warranty support, and as an additional service, Tino offers maintenance on an ongoing basis.

## App development timeframe

How long it takes to develop a mobile app for restaurants depends on the functionality of each individual app. But already during the discussion of the project, when we understand the tasks, we will be able to say an approximate development time.

Later on, when the goals are set and the technology stack is determined, we will be able to tell you a more precise time. Of course, this is not a definitive time, as edits and changes may be made, and force majeure may occur. But we make sure that the stated development time is respected.

## **The cost of application development**

The price for developing an application depends on several factors:

1. 1. **Functionality.** The more extensive and complex the functionality of the application, the harder and longer it is to implement, and therefore the cost will be higher.
2. 2. **Technologies.** Some functions require separate technologies for their implementation, which can cost more than other solutions. The choice of technology depends on what exactly needs to be implemented.
3. 3. **Contractor.** It's important who exactly you turn to for development. Freelancers will do the work cheaper, and large companies can guarantee quality and technical support. The choice is yours.
4. 4. **The developments and your participation.** If you already have certain materials or even a ready-made block of work, it can reduce the cost of application development. Also, your involvement, speed of decision-making, and accuracy of edits affect the time required for development, and the cost depends on this as well.

## **Features of a mobile restaurant app**

When thinking about creating a restaurant app, the first thing you need to do is to decide on the features and functionality you want to provide to your users. The choice depends solely on the specifics of your business and your wishes, but we will still give you examples of the most popular features.

### **Restaurant Menu**

Of course, it is necessary to give users the opportunity to get acquainted with the assortment of dishes and pricing policy of your establishment.

### **Delivery order**

A very popular feature lately that allows you to order food from your restaurant to your home in a few clicks.

### **Online Payment**

Whether you give users the option to order delivery or only serve at the establishment, allow them to pay online using their smartphones.

### **Communication with the courier**

A great addition to delivery is the ability to contact the courier, know the status of their order, and not miss the delivery.

### **Order a table**

If it's hard to get into your place without queuing, give users the option to book a table right in the app.

## Bonus Program

Various discounts, bonuses, and promotions help increase user loyalty and have a positive effect on the average check.

## Key points of restaurant apps

### The main advantages of mobile services for the restaurant business niche:

1. The service makes it easy for users to book tables and order food. All this can be done via smartphone on the way to the restaurant or café. During this time, the chef will have already started work and the order won't have to wait too long.
2. A loyalty program can be implemented in the app. Regular guests of the restaurant or café will be able to receive discounts and bonuses for their orders.
3. A mobile café app increases the level of service and improves the reputation of your establishment. Satisfied users are the best and practically free advertising for your business.
4. Thanks to the app, the cost of attracting and retaining each guest is reduced. If a person comes to the café, is satisfied with the cuisine and service, and downloads the app, he is sure to become a regular visitor.
5. Through the café app, you can present the menu and its updates to the guests, and tell them about promotions and discounts. Mobile apps are a very effective channel of communication with customers. Messages sent can be personalized and very finely tuned to send information to the most interested audience.
6. Through the app, you can quickly receive and respond to feedback from guests. The result is a quick and correct response to possible negativity that doesn't spill over into social media.
7. Thanks to the app, the average check per customer increases.

## Conclusion

Implementing a mobile app for restaurants is a big step toward growth. Convenient interaction with the customer, expanding features, facilitating the work of the staff, and automating business processes, this is just a small part of what a restaurant app provides. Implement it to empower your business and scale your company. And we will help you implement all your digital ideas.

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