

# **APPLICATION**

Munchado is Combine your restaurant's brand, Application, social, & marketing through data.

Unleash #RestaurantPower, the all-in-one solution for restaurants online.

#### THE CHALLENGE

In this day and age, it's commonplace for consumers to research restaurants' application while choosing a place to eat. This is why application for restaurants are so important! That being said, the restaurant industry is notorious for poor-quality and outdated application.

A quality application can make the difference between a new customer and a missed opportunity. No matter how great your food, service, and ambiance are, a poorly constructed application can reflect badly on your business.

Many people assume the quality of a restaurant's application is reflective of the quality of the restaurant itself. So you definitely want to be sure to keep your restaurant application design in tip-top shape!

Consider your website the face of your restaurant's brand. It's what forms potential customers' first impression and sets the stage for their expectations. You've already perfected your menu, customer service, and location, now it's time to make your application compliment that!

#### MY ROLE

After lot's of R & D, We had considered, why people might be visiting application in the first place. When it comes to application for restaurants, one of the most common reasons someone might visit your application is to check your location, hours, or phone number to ask a question or make a reservation.

#### 2. Menu

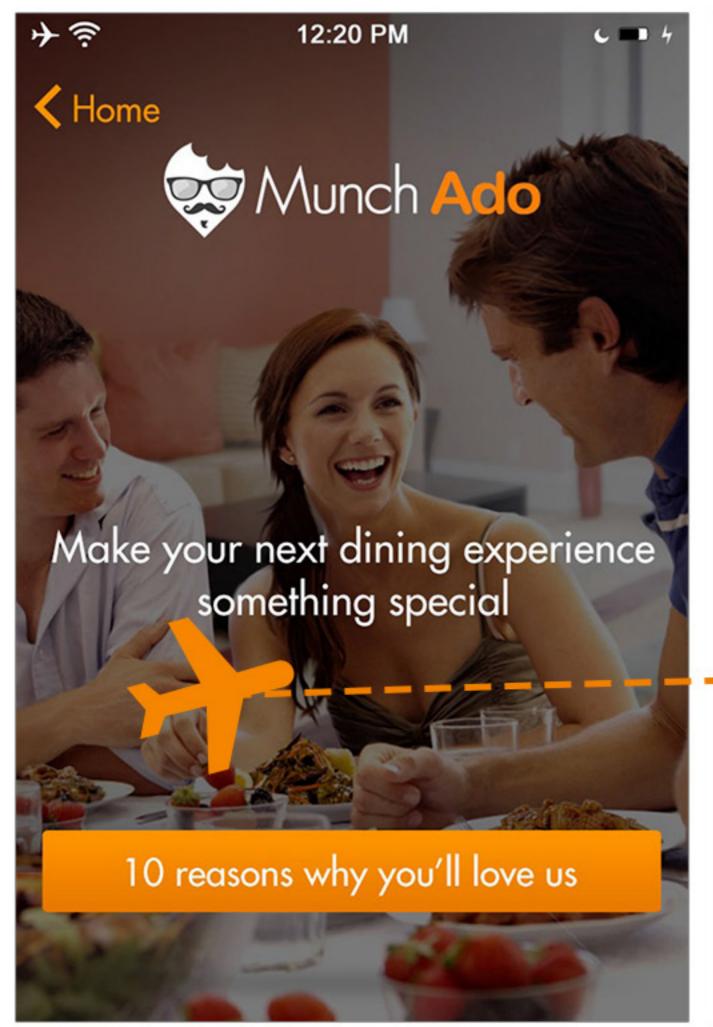
Aside from figuring out your restaurant's location or phone number, one of the most common reasons for someone to visit your restaurant's aplication is to check out the menu.

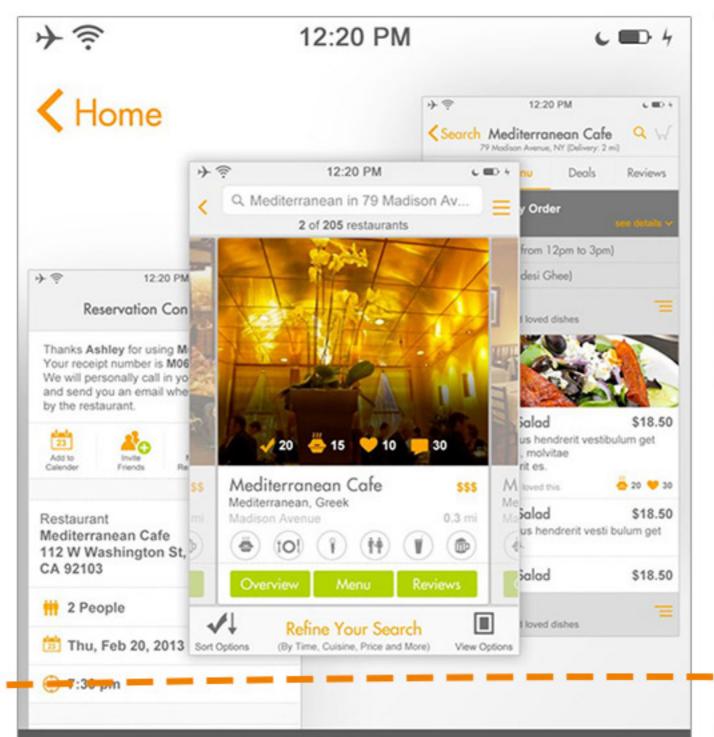
A responsive online menu is incredibly important. Don't just upload a photo of your actual menu because:

- (a) It can be difficult for mobile users to scroll through.
- (b) It is more difficult for search engines to read.

## 3. Great images of your food

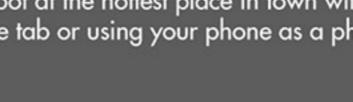
Never underestimate the power of great pictures! Unfortunately, people can't taste images. Having images of your food on your website is important to give consumers a glimpse of what you have to offer. However, low-quality or unappetizing images can have the opposite effect.



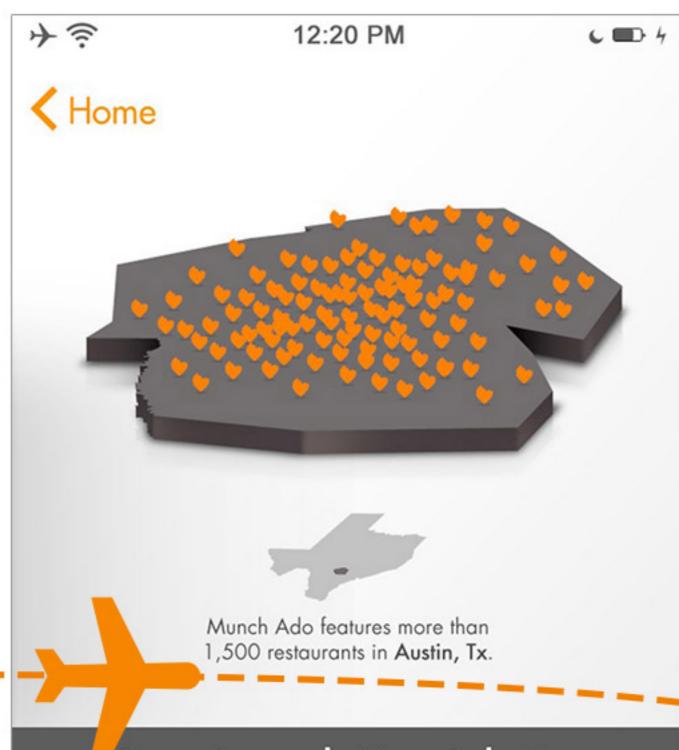


### Munch A-do-it-all.

Discover a new restaurant, order an old favorite and reserve your spot at the hottest place in town without leaving a single tab or using your phone as a phone.



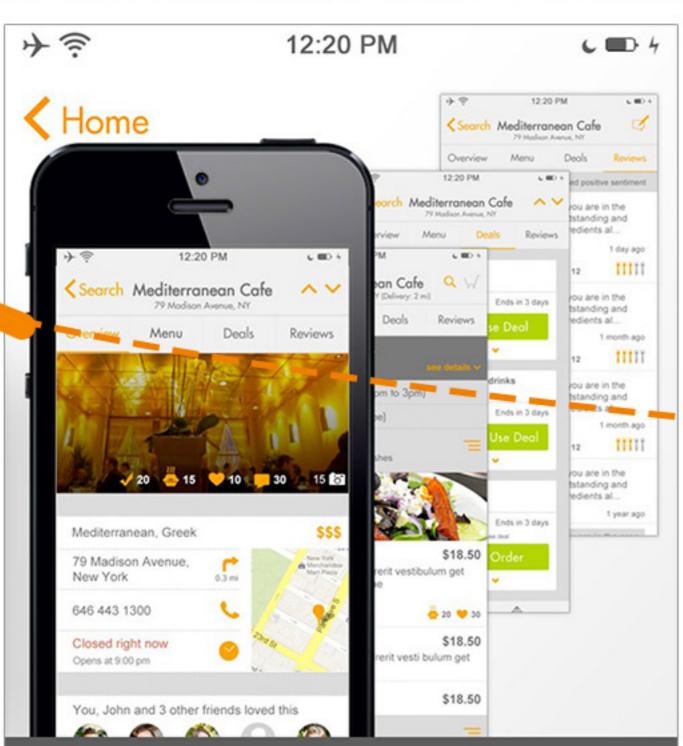
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## Some is good. More is better.

And that's what we do: better. We don't half-ass anything. That's why we don't launch in any city without being able to offer the majority of local restaurants to our fellow munchers.

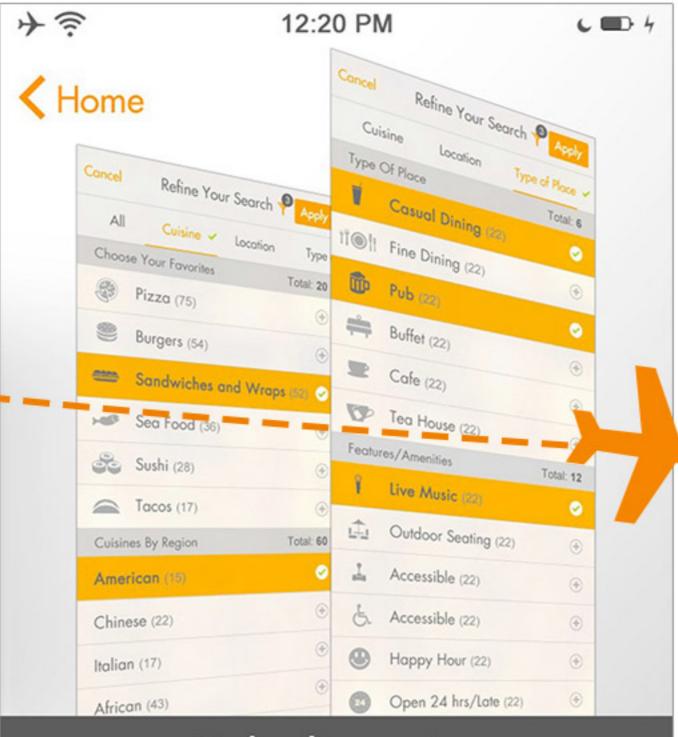
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# Meals are greater than the sum of their parts.

Some chefs are born with silver spatulas in their mouths while others must bake their way off the hard, doughy streets. Follow their careers and restaurants trajectories on Munch Ado.

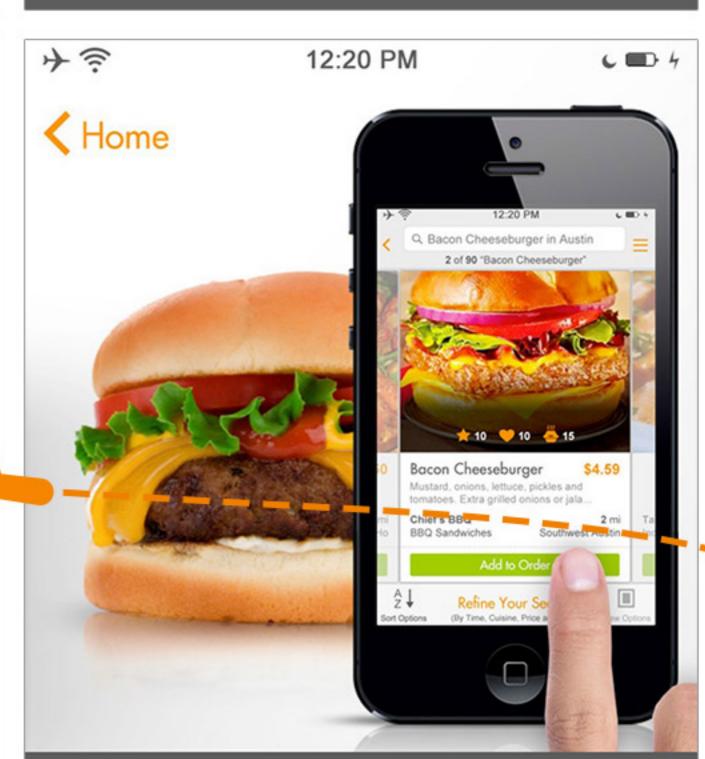
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#### Make discoveries.

Munch Ado's search lets you find exactly what you're looking for as you drill (baby drill) down to your favorite food and a long lost olive oil reserve!

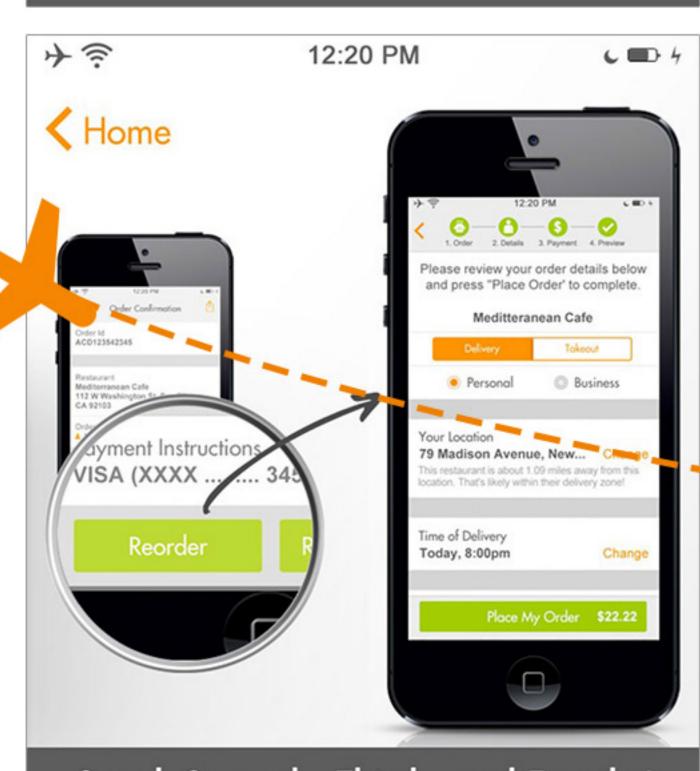
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## Ordering on Tap.

We've done the research so all you have to do is the search. Well, that and the checkout.

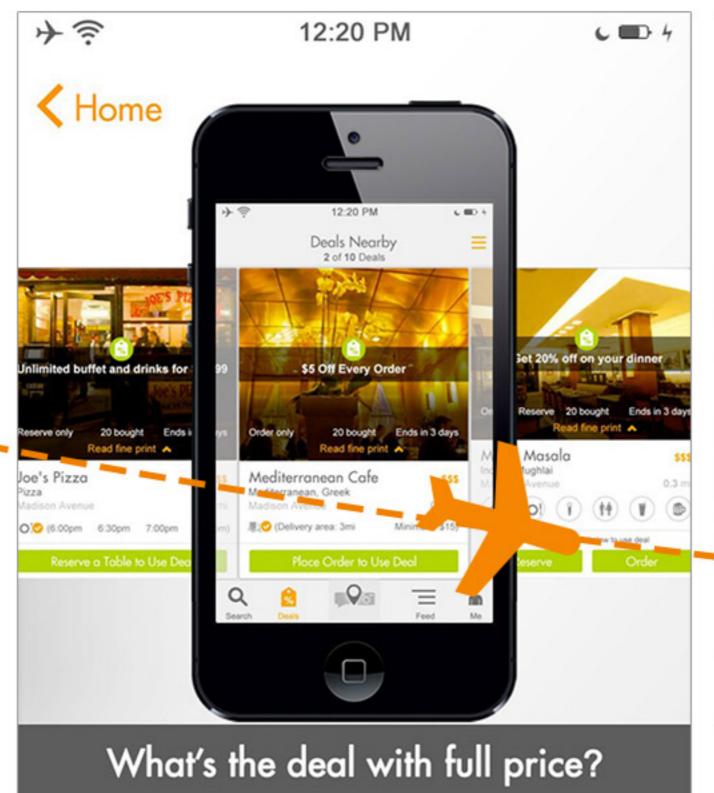
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# Sneak Seconds, Thirds, and Fourths!

My Munch Ado lets you do the same thing over and over again, without that whole having to do it part. Quickly reorder and re-reserve with no muss or fuss thanks to us.

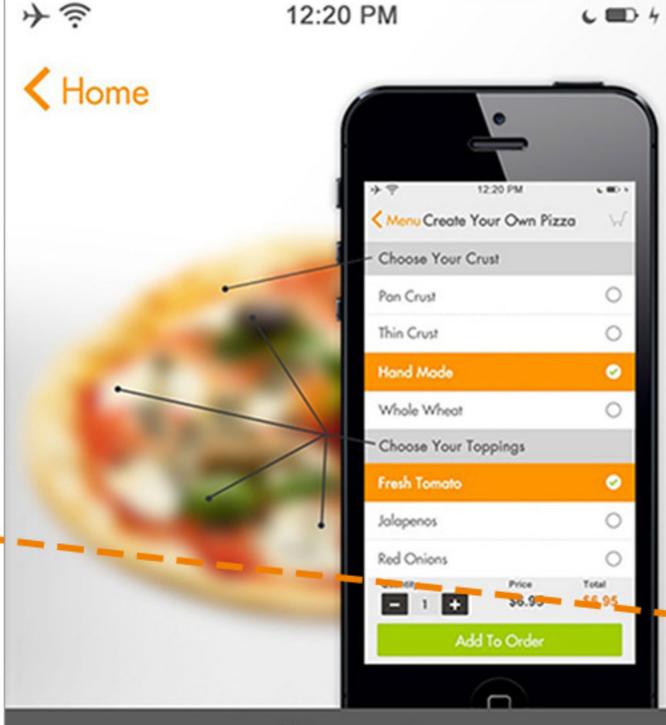
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We mean, come on! Who are these people ordering expensive entrees without shopping around first? Not you, that's who. Munch Ado partners with local restaurants so you get \$\$\$\$ meals for less \$.

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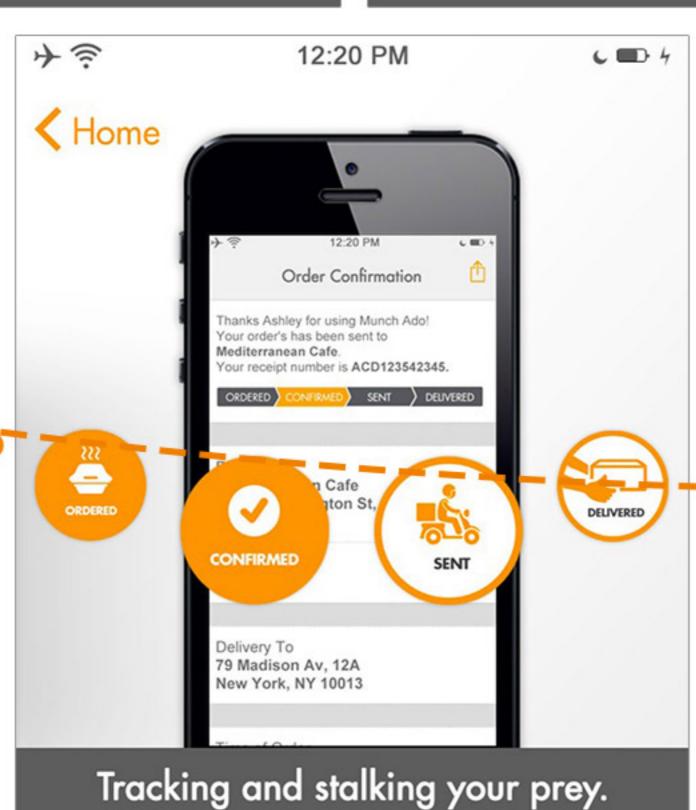


## Build to order.

Hold the onions, pile on the pickles, or treat your frenemy to a pizza drowning in anchovies by customizing any order on Munch Ado.

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It went out with hunters, gathers and nomads but we're bringing it back to the modern age with emails, texts and, pretty soon, our handy app.

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12:20 PM

Advantage, you.

