# INVIDIA

# ACCELERATOR: HOSPITALITY (Restaurants, Cafes, Pubs, etc.)

The INVIDIA Hospitality Accelerator is a package of products and services designed to provide a rapid affordable online solution for businesses such as restaurants, cafes and pubs requiring an online presence with common eCommerce features that are typically in demand by these types of businesses. Customers can select some or all of the features included in this accelerator and INVIDIA will customise the solution to suite each individual customer.

## What's Included - Summary

| Website | Menu | Orders |
|---|---|---|
| A new modern 5-page website that provides information about the business | An updatable menu divided by categories such as breakfast, lunch, and dinner | Functionality that allows taking of delivery and pick-up orders via the web, app and phone |
| **Reservations** | **Contactless Dine-in** | **Secure Payments** |
| Functionality that allows taking of table reservations with SMS / calendar notifications | Customers can scan a QR code at their table to view the menu and place their order themselves | Integrated online payments with many gateway options (Credit Cards, ApplePay, PayPal, etc.) |

## What's Included - Details

### Website

This accelerator includes the Deluxe web design plan with:

- Up to 5 static pages showcasing the business
- Mobile optimised version of the website
- Search Engine Optimisation (SOE) with submissions to Google and Bing to help the business get found online in local searches
- Up to 2 free content changes per month made by INVIDIA at the customer's request/instruction
- Free domain name registration or renewal of any Generic TLD (US), or any local CCTLD (Australian)
- Included SSL certificate to protect the website and customer data in the ordering, reservations, and payment features
- cPanel control panel with real-time DNS zone management
- Up to 50 POP/IMAP email accounts plus unlimited number of forwarders and aliases to cover all the business email needs

#### Website - How to prepare ⊕

- **Domain Name:** Find your domain name registration key if you have an existing domain name or start thinking about the new domain name you want us to register if you don't have one
- **Content:** Start documenting the content you want for your new website. Simply start a new Word document and give each new page a section with a name, then have section headings under that and the text you want us to use under each heading of every section on every page. Gather your logo and other image files into one place ready to upload to us, or include comments in your Word document around new images you'd like us to purchase for you from stock libraries (purchase charges apply)
- **Email:** Add to your document the mailboxes you want and any aliases you'd like. For example, julie@you.com.au (mailbox), david@you.com.au (mailbox), orders@you.com.au (forward to julie@ and david@)

### Menu

An easily updatable menu that appears across all devices (desktop, mobile, tablet) so customers get the same experience regardless of device used:

- Stunning designs with room for product photos and descriptions
- Special icon labels for showing things like 'vegetarian' or 'gluten free', 'spicy' – including 3 levels of chillies on specific menu items
- Different menus such as 'Breakfast', 'Lunch', 'Late Night', etc
- Provide customisation options such as 'add extra' or 'remove'
- Create 'combo' meals with multiple menu items
- Control ordering availability around times, capacity, or events
- Offer discounts and exclude certain types during certain events (such as during public holidays)
- Manage inventory/availability/sold out if there are only a certain number of a particular menu item or if you've run out of an item

#### Menu - How to prepare ⊕

- **Menus:** Start a new Word document or add to your website content Word document. Create a section heading for each menu (For example, Breakfast, Lunch, Dinner, Combo Meals, Snacks, Desserts, Drinks, etc). For each menu item add a name, price, description, labels (vegan, gluten free, spiciness level, etc), and a small photo to help us find the right image file to use for each item. If you are going to allow customisation of items, add to each item what toppings/ingredients can be added/removed (including cooking options such as rare, medium, well done, etc). If any customisation includes a price, show the extra price to be charged
- **Photos:** It's important to have good quality images of every menu item. If you have professionally taken photos, then that's great. If not, then think about making new photos. Any recent model iPhone can take amazing quality photos. Make sure to take dish photos from straight above on a nice plate and table surface. Look at competitor sites to see what looks good. We can get stock images of standard items such as Coke, Sprite, etc

### Orders

This accelerator includes the ability to offer online and phone orders:

- Allow pick-up orders with approximate pick-up time
- Customise opening hours specific to pick-up orders
- Allow delivery orders in specific areas or distances
- Set delivery fees for different areas or deliver free
- Customise opening hours specific to deliver orders
- Get order notifications via the web, app, email, or phone
- Take orders via the web, app, and phone
- Manage all orders from a simple dashboard
- Take phone orders for pick-up or delivery

#### Orders - How to prepare ⊕

- **Business Information:** Add to your website content Word document your business information, including venue name, email address (if you already have one), telephone number, street address and opening hours
- **Notifications:** Document what notifications you'd like to get for new orders coming in. We recommend web, app, and email notifications all at once. We also recommend a phone call if the order isn't picked up in a reasonable timeframe. You might want to think about adding something like an iPad at your staff counter or bar to make sure staff are always ready for new order notifications to avoid disappointing your customers with delays

### Reservations

This accelerator includes the ability to offer online reservations:

- Allow customers to make reservations (book tables) and receive confirmations
- Manually review or automatically accept new reservations
- Manage (confirm/decline) reservations

## Contactless Dine-in

This accelerator includes the ability for customers to have a contactless ordering experience while dinning in the venue by scanning a QR code that is placed at each table:

- Allow customers to view the menu
- Place orders online using their mobile phone
- Pay for their order as they place it
- Get their order delivered to their table without interacting closely with venue staff
- Order multiple times during a single sitting
- Note: contactless dine-in only currently works with a single venue location. If you will be managing multiple locations this feature cannot currently be used
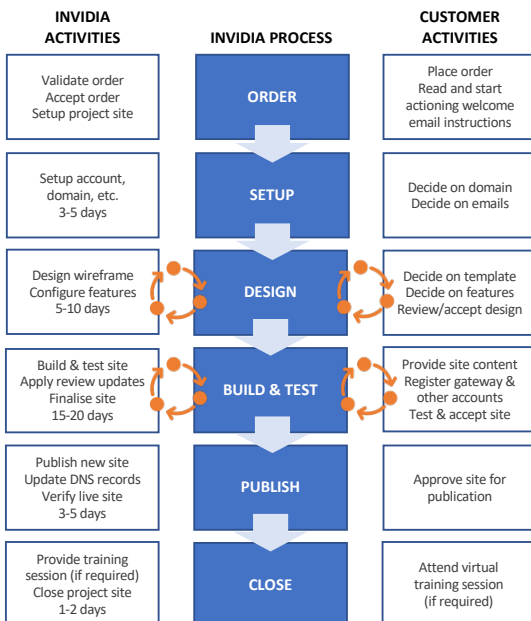
## Secure Payments

This accelerator includes secure integrated payments across all the ordering features:

- Let customers choose their preferred payment method
- Take payments with all major credit and debit cards, ApplePay, PayPal, WeChat and many other providers – we recommend using Stripe as the most flexible and competitive provider
- Integrate with your existing Square account if you are already using the Square Point of Sale (POS) hardware

## Process & Timeframes

Our ordering and design processes are relatively simple, however the overall timeframes for a project will depend on how quickly the customer is able to provide the required information at each step. In a rare, best-case scenarios where everyone has everything ready to go when it's needed, a project could be delivered in as little as 4-5 weeks:

## Pricing

| Accelerator Package | Non-Package Price | Discount/Saving |
|---|---|---|
| **$2,135.00** plus $129/month | **$3,187.00** plus $129/month | **$1,052.00** |

All prices are GST inclusive.

## Extras

This accelerator includes everything most hospitality businesses will need for their online business solutions. However, below are a few common extras should they be requested:

| Item | Price |
|---|---|
| **Extra website page** | $220.00 each |
| **Extra website change (after free allocation)** | $110.00 each |
| **Multiple currency support (non-AUD$)** | $99.00 setup + $15.00 / month |
| **Online forms (integrated)** | $99.00 setup each |
| **Online forms (Zoho)** | $199.00 setup each + monthly Zoho fees |
| **Dynamic page/database (integrated)** | $299.00 setup each |
| **Dynamic page/database (Monday.com)** | $999 setup + $299.00 / database |

All prices are GST inclusive.
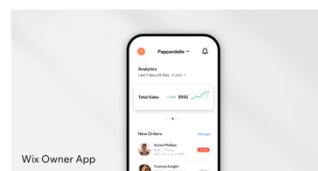
## More Information & Ordering

Further information about INVIDIA products and services, and our contact channel options can be found at:

**https://www.invidia.com.au**

To place an order for this accelerator package, please use this link:

**https://portal.invidia.com.au/index.php?rp=/store/web-design/hospitality**



| INVIDIA ACTIVITIES | INVIDIA PROCESS | CUSTOMER ACTIVITIES |
|---|---|---|
| Validate order Accept order Setup project site | **ORDER** | Place order Read and start actioning welcome email instructions |
| Setup account, domain, etc. 3-5 days | **SETUP** | Decide on domain Decide on emails |
| Design wireframe Configure features 5-10 days | **DESIGN** | Decide on template Decide on features Review/accept design |
| Build & test site Apply review updates Finalise site 15-20 days | **BUILD & TEST** | Provide site content Register gateway & other accounts Test & accept site |
| Publish new site Update DNS records Verify live site 3-5 days | **PUBLISH** | Approve site for publication |
| Provide training session (if required) Close project site 1-2 days | **CLOSE** | Attend virtual training session (if required) |

## Two Restaurant Apps: One for You, One for Customers



Wix Owner App

**An App Built to Run Your Restaurant On the Go**

**You Can:**
- Get notified on new orders and reservations
- Quickly update out of stock menu items & dishes
- Chat with live site visitors at any time
- Print order details straight from your phone
- Track real-time analytics on sales and site traffic

Download the Wix Owner App:

Dine by Wix

**An App Designed for Your Customers**

**Customers Can:**
- Place orders for pickup & delivery
- Track order status
- Make table reservations on the go
- Choose from multiple secured payment methods
- Live Chat directly with restaurant staff

Download Dine by Wix: