

# Popeye's Chicken

# User Experience Overview

Popeye's web experience will be mobile friendly and make ordering your favorite fried chicken as user-friendly as it is quick.

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# User Profiles

Popeye's web experience will be mobile friendly and make ordering your favorite fried chicken as user-friendly as it is quick. Below is a list of the main types of users that will be interacting with Popeyes new web experience.

## 1.1 Hungry Customer

The hungry customer is looking to order food From their computer or mobile device. They may only need to locate their nearest. If they decide to order online, they want it to be fast, easy and would love the site to retain their payment information.



## 1.2 Store Leader

The store leader needs to be able to manage a number of things, quickly. They need to be able manage their local store's menu offerings and update the pricing. They also need to be able to update current available menu items in order to prevent sold out items from being purchased.



## 1.3 Allergy Concerned Customer

The allergy concerned customer wants to be able to easily look through the menu offerings and see ingredients and easily understand what potential allergen risks that come with each menu item.



## 1.4 Potential Franchisee

A potential Franchisee needs to be able to find relevant and inspiring information on becoming a Popeyes franchisee and easily submit their info into Popeye's preferred CRM



## 2.0 Online Ordering

Popeye's Online ordering web experience will be mobile friendly and make ordering your favorite fried chicken as user-friendly as it is quick. Below more about how that can happen.

### 2.1 Objective:

Implement online ordering

### 2.2 Goals:

- Increase overall revenue
- Increase average order value
- Reduce order time
- Improve order accuracy
- Reduce 3<sup>rd</sup> party delivery wait time

### 2.3 Strategy

Integrate with a 3<sup>rd</sup> party online ordering partner that will be able to integrate with current POS platform as well as allow each local Popeyes to select which 3<sup>rd</sup> party delivery offerings to partner with such as UberEATS, DoorDash, or GrubHub. Stay out of the PCI compliance world by integrating with payment solutions that handle those challenges for their clients.

### 2.4 Measures

Key measures that will be tracked and reported at a franchisee level

- Order Data
  - Cost
  - Delivery partner
  - Franchise #
  - Items ordered
- User Data
  - Device
  - Location
  - Browser
- Revenue
  - Total sales
  - Category
  - Location
  - Geographical

- Engagement
  - Conversion Metrics
  - User Feedback
  - Reviews
  - Shares

## 2.5 Solution Insights

The most crucial piece of enabling your customers to order Popeye's online, where ever they happen to be, is your ordering platform. Dynamit recommends using a platform called Olo. Olo is an online ordering platform specifically built and designed for Restaurants.

### Online Ordering

#### Features and Key Characteristics

- Built for restaurants with many locations
- Supports web and iOS and Android
- Integrates with most POS systems
- Customized design for a seamless site design
- Integrates with payment providers, CRMs, loyalty and gift card providers

Olo has a strong API and will integrate well with your CMS.

### Delivery

#### Features and Key Characteristics

- Integrates with 3<sup>rd</sup> party delivery services
- Finds best available delivery service in real time.
- Allows you to control delivery service rules such as max transit time

## 2.6 Risks

With all new platforms, there are risks. Training, adoption, support are just some the risks involved. For this reason, Dynamit carefully evaluates best in class solutions to make sure all of Popeyes needs are addressed and fulfilled

## 3.0 Content Management System +

Popeye's online experience will deliver a great customer experience, but you'll need a great experience for your internal team in order to really deliver.

### 3.1 Objective:

Facilitate and online experience

### 3.2 Goals:

- Centralize site management
- Provide strong API capabilities for integrations



### 3.3 Strategy

Combined with Village by Dynamit we recommend using Contentful for your sites content management needs.

### 3.4 Measures

- Franchisee engagement
- Site data
  - Traffic
  - SEO
  - Conversion

### 3.5 Solution Insights

The most crucial piece of delivering your customers are seamless, quick, flexible, and localized web experience will be you CMS. Contentful will allow you to be flexible and get your updates to the end users quickly. A strong CMS will also allow you to centralize and consolidate different sites into convenient sub domains.

#### Localization

Features and Key Characteristics

- Allow locations to provide their own content such as blogs or menu customizations

## Communication

The Village will provide your franchisees with an industry leading platform for communication and business alignment across all franchises.

- Communicate with all your employees and franchisees
- Provide marketing materials and digital content in one place

## Content Management

A strong content management platform will streamline development as well as content updates. By creating reusable site components such as “content slots”, your resources will be able to focus on the things that that matter. Processes will become less technical. You won’t need to a be a senior web developer to update site creative or create a new promotional coupon codes.

### 3.6 Risks

With all new platforms, there are risks. Training, adoption, support are just some the risks involved. For this reason, Dynamit carefully evaluates all the top solutions to make sure all of Popeyes needs are addressed and fulfilled.

We’re confident you internal marketing and technology resources will in the best position to be successful with Contentful and The Village.

## 4.0 Site Map

Popeye's online experience will deliver a great customer experience, but you'll need a great experience for your internal team in order to really deliver.

### 4.1 Site Feature Index:

- Online Ordering
- Store Locator
- Interactive Menu
- Local menu customization
- Live Well Blog and Social Hub
- Careers
- Franchisee Signup and Information Hub

### 4.2 Content Spotlight

One recommendation that came to light was the opportunity for Popeyes to showcase their healthier options and spotlight the Live Well section of the site. We were very encouraged by the Live Well section of the menu and felt that there was an opportunity there to boost social engagement and showcase Popeye's efforts to facilitate a healthy lifestyle and community.