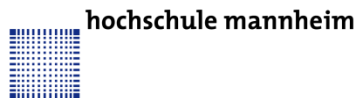


Mobile apps in the restaurant business in Mannheim



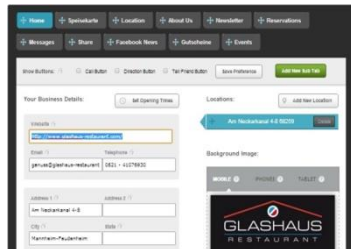
Glashaus Restaurant

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Editing the app in the app-kit
<http://www.businessapps.com/>



The students handed over the final version of the app to René Huhle (right), owner of the Glasshaus restaurant during the final presentation in December 2013.

The project was conducted in the winter semester 2013/2014 by the students Daniel Strobel, Jasko Mehovic, Adilah Rahman, Laura Beyerer, Julia Fischer, Alev Oguzhan, Antoine Kurtovic, Patrick Angermund, Jannis Meier, Isabel Garcia, Robert Witzel, Yola Meyer and Irene Montoya of the course Translation Studies for Information Technologies at the University of Heidelberg.

Gröschel, As of 19-Feb-2014

Mobile apps have diverse applications nowadays. Even restaurants can improve the level of awareness through a mobile app, increase customer loyalty and thus increase overall sales. For the Glashaus restaurant in Mannheim, Germany, a concept for an app was created and implemented with the help of an app-factory. The mobile app includes a variety of information, including the full menu, an event calendar, links to social networks and a coupon module that allows the user to take advantage of discounted rates. To make the app popular, various marketing measures have been studied and a comprehensive approach has been developed.

Initial situation

The restaurateur and Glashaus-owner René Huhle needed a mobile app to improve the popularity of his restaurant and thereby increase sales. The app should provide the user with the opportunity to be informed about events or other specials that relate to the restaurant.

Objective

The aim of the project was to develop a fully functional mobile app for Android and Apple devices (iPhone) that holds the general information and is equipped with additional features. In that way reservations could be made, you could inform yourself about upcoming events, and also bonus actions in the form of vouchers could be used. "Push notifications" point out the monthly specials which complete the project. With help of an effective marketing program the app should be made available to the public.

Tasks and sub-projects

The project was divided into two parts. The sub-project *design* acted as the interface between the client and the sub-project *implementation*.

- The object of the *design* group was to develop a concept for a mobile app. Based on customer requirements, an investigation of apps of other restaurants and general recommendations the concept was being refined in several versions. In addition, different measures for professional restaurant marketing were examined: In addition to conventional ways such as posters and flyers innovative ways such as QR codes and social media-integration have been evaluated and elaborated. The design group also took over the testing of the app.

- For the *realization* of the app different app-factories were used in two competing groups. Following incorporation, the concept has been implemented gradually. Typical tasks were the procurement and processing of graphics and integrating existing content in the app. In addition to that, the inclusion of the finished apps in the "app stores" of the two mobile platforms was prepared at the end of the project

Project results

- A fully functional app whose contents and functions can be maintained and expanded from the caterer himself via a web application ("backend")
- User Manual for the restaurateur
- Complete project documentation
- Test plan and test cases
- Edited and created graphics



Screenshots of the Glashaus-app

Project management

The basics of project management used were taught during the lecture. Low-friction communication between the groups was only one of the prerequisites for a successful conclusion. The respective calculations for the individual sub-elements of the project were regularly noted in the project plans of each group. Since each group was to coordinate flawlessly with two other groups, special care was given to the creation and maintenance of the project plans. Without their illustrative help it would not have been possible to carry out a project in this context.

Conclusion

In just one semester basics of project management and time management were intensified by practical experience. A "real" customer in the background gave the confidence to perform all tasks with diligence and care. Designed and created app is coming soon in the relevant "app stores".

Further information

- Gröschel, M./ Vo, S./ Kunzmann, J.: Baukästen zur Realisierung von Mobile Apps: Potenziale, Bewertung, Marktanalyse, in: *horizonte*, Nr. 42, 2013, S. 26-30
- <http://www.businessapps.com/>