



# TempleStreet Digital Self-Ordering Kiosk

**Designed & Developed by Primewayz  
Infotech Pvt. Ltd.**

- Transforming TempleStreet's customer experience with a smart self-ordering kiosk
- Fully integrated with Petpooja POS & digital payments
- Built to match TempleStreet's authentic food & modern brand identity



# Primewayz x TempleStreet – The Partnership

## Primewayz

Custom software & digital solutions for F&B, retail and SMBs

### Expertise in:

- Self-ordering kiosks & digital ordering layers
- POS, payment & ERP integrations
- Cloud-based, scalable architectures

**Role:** Technology partner for TempleStreet's digital ordering vision

## TempleStreet

Restaurant serving authentic South Indian & Mughlai cuisines

Focus on taste, freshness, and a memorable dine-in experience

**Brand personality:** warm, authentic, slightly premium, family-friendly

Digital touchpoints must align visually and emotionally with the brand guide

# Why TempleStreet Needed a Kiosk

## Challenges:

- Peak-hour queues leading to longer waiting and rushed ordering
- Manual billing and order taking → prone to errors & inconsistent upselling
- Limited visibility of offers/specials across staff & shifts
- Difficulty in tracking:
  - Best-selling dishes
  - Slow movers
  - Time-based demand patterns

## Opportunity:

Introduce a **TempleStreet-branded digital self-ordering layer** that:

- Reduces counter load
- Standardizes ordering
- **Unlocks data-driven decisions**

# What We Aim to Achieve

## Customer Experience:

- Reduce perceived waiting time
- Provide a clear, visual, intuitive menu journey
- Make it easy for first-time visitors to explore the menu

## Revenue & Marketing:

- Increase Average Order Value through suggested add-ons & combos
- Highlight signature dishes and seasonal specials consistently

## Operations & Control:

- Free staff from repetitive order taking → more focus on service & food
- Reduce order errors and miscommunication with kitchen
- Maintain centralized control over menu, pricing, and offers

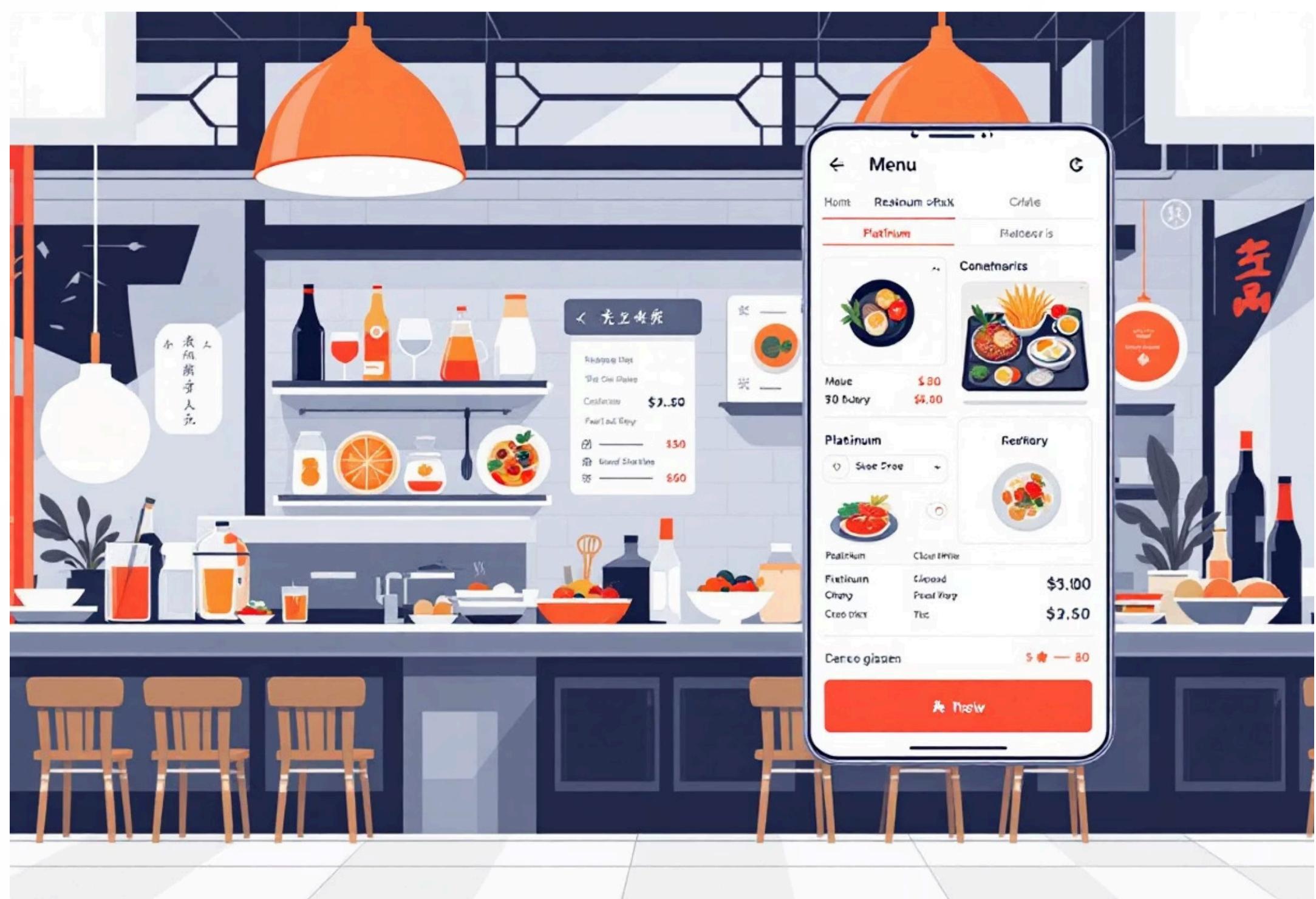
# The TempleStreet Kiosk – Solution Snapshot

## Core Features:

- Touch-screen self-service kiosk at store entry / high-traffic area
- TempleStreet-branded UI (colors, fonts, motifs as per brand guide)
- Digital menu with categories (South Indian, Mughlai, Combos, Beverages, Specials)
- Cart, customization, and order summary before payment

## Integrations:

- Direct integration with **Petpooja POS** (orders flow seamlessly into existing billing/KOT setup)
- Digital payment support (UPI and extendable to cards/wallets as needed)



# How It Works – From Customer to Kitchen

## Customer Journey:

1. Customer approaches kiosk and selects language/mode (Dine-in / Takeaway).
2. Browses categories & items with pictures and descriptions.
3. Adds items, selects quantity, variants (spice levels, add-ons, drinks, etc.).
4. Kiosk suggests combos/side dishes to increase value.
5. Customer reviews cart → proceeds to pay via digital payment.
6. Kiosk displays order/token number and optional receipt (print/SMS/WhatsApp).

## Operational Flow:

- Order instantly appears in Petpooja POS as a normal order.
- Kitchen receives KOT as per usual process.
- Staff focuses on preparation & serving rather than taking orders.

# Impact Areas for TempleStreet

## Customer Experience:

- Shorter visible queues and faster ordering during rush hours
- A more modern, premium perception of the brand

## Revenue:

- Increased Average Order Value through structured upselling ( combos, beverages, desserts)
- Potential uplift in number of orders per hour at peak times

## Operations:

- Reduced order-taking workload at counter
- Lower frequency of incorrect orders / miscommunication

## KPIs to Track (Post-Go-Live):

- Average Order Value (AOV) – counter vs. kiosk
- Orders/hour from kiosk vs. counter
- % of orders with upsell items
- Customer feedback ratings for kiosk experience

# Robust Tech Backbone Behind the Kiosk



## Technology:

- Frontend: Modern web/app stack for kiosk (touch-friendly UI)
- Backend: Secure API layer to communicate with Petpooja & internal services
- Cloud hosting for central configuration and monitoring



## Security & Reliability:

- Encrypted communication (HTTPS)
- Role-based access control for admin & staff
- Logs and monitoring for uptime, errors, and performance



## Scalability:

- Designed to support multiple kiosks per outlet
- Ready for multi-outlet / franchise rollout with centralized management

# Rollout Strategy for TempleStreet

01

## Phase 1 – Pilot:

- Deploy kiosk(s) at flagship outlet
- Fine-tune:
  - User flow and button placements
  - Menu structure & upsell logic
- Staff orientation & basic training

02

## Phase 2 – Optimization:

- Review data after agreed pilot period
- Improve UX, offers, and menu labeling based on:
  - AOV
  - Conversion at each step
  - Customer feedback

03

## Phase 3 – Scale-Up:

- Deploy kiosks in additional outlets as TempleStreet expands
- Extend platform to:
  - Table QR ordering
  - Loyalty programs
  - Centralized campaigns across outlets

# Why Primewayz Is the Right Tech Partner

## Why Primewayz:

- Experience in building custom, F&B-focused digital solutions
- Capability to integrate POS, payments, and custom frontends into one ecosystem
- Commitment to keeping UI/UX fully aligned with TempleStreet's brand guidelines
- Flexible for future enhancements:
  - Analytics dashboards
  - Loyalty & CRM integrations
  - Multi-location management

## Next Steps:

- Finalize pilot scope (features, timelines, outlet(s))
- Freeze menu structure & branding for kiosk screens
- Define KPIs and review cadence with TempleStreet management
- Initiate development, testing, and training as per agreed roadmap.

## Contact – Primewayz Infotech Pvt. Ltd.

Phone: +91 97171 32668

Email: [info@primewayz.com](mailto:info@primewayz.com)