Yonoton Webshop System Description

ver 1.0

powered by
yonoton

Yonoton Webshop

The Yonoton Webshop allows for ordering without the need to install an application. The webshop uses the same backend infrastructure as the mobile application. Frictionless onboarding is the main draw of the web sales channel, there is no need to download any application and the webshop uses modern, user-friendly payment methods. Fully responsive UX design works equally well on desktop and mobile.

The look and feel can be customized for each site, allowing for white-labeled interfaces when the customer requires it. Implementing a webshop for a site is outstandingly simple, as the website is updated dynamically and no version control challenges are present.
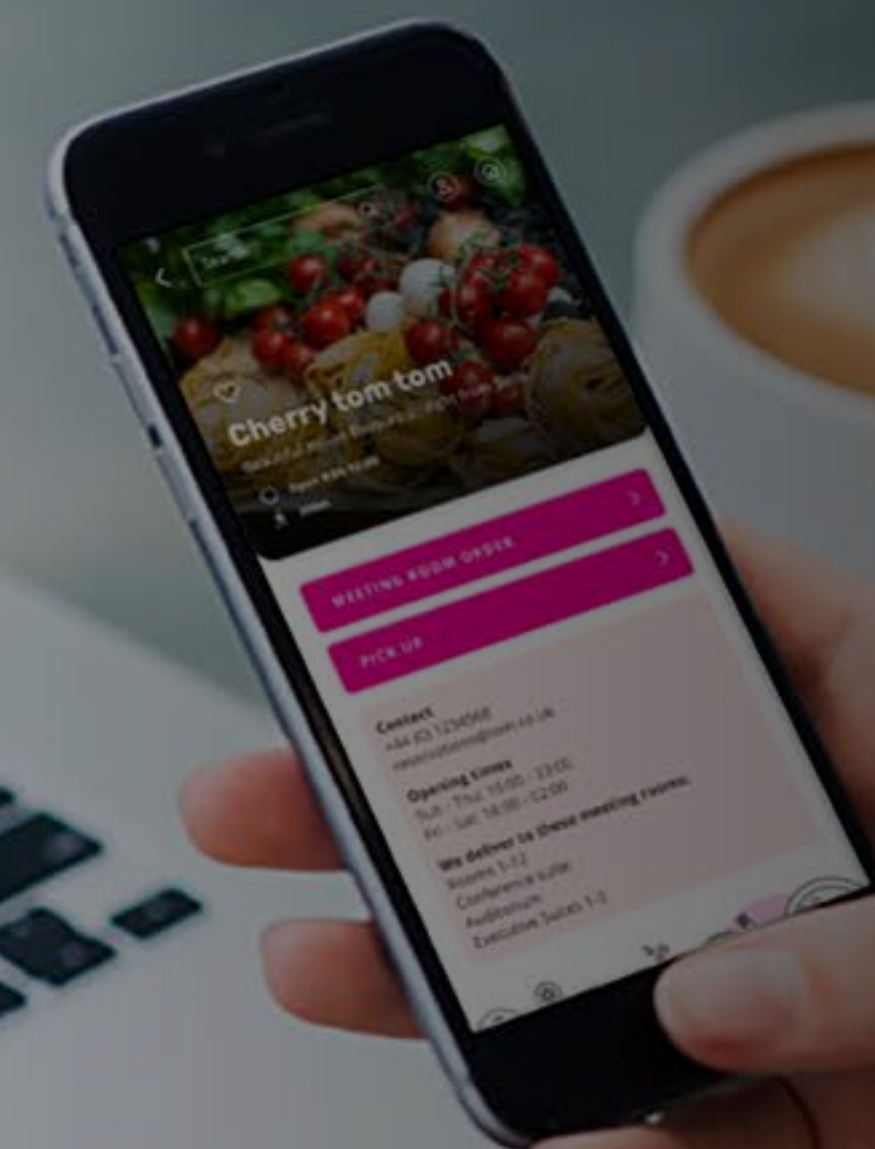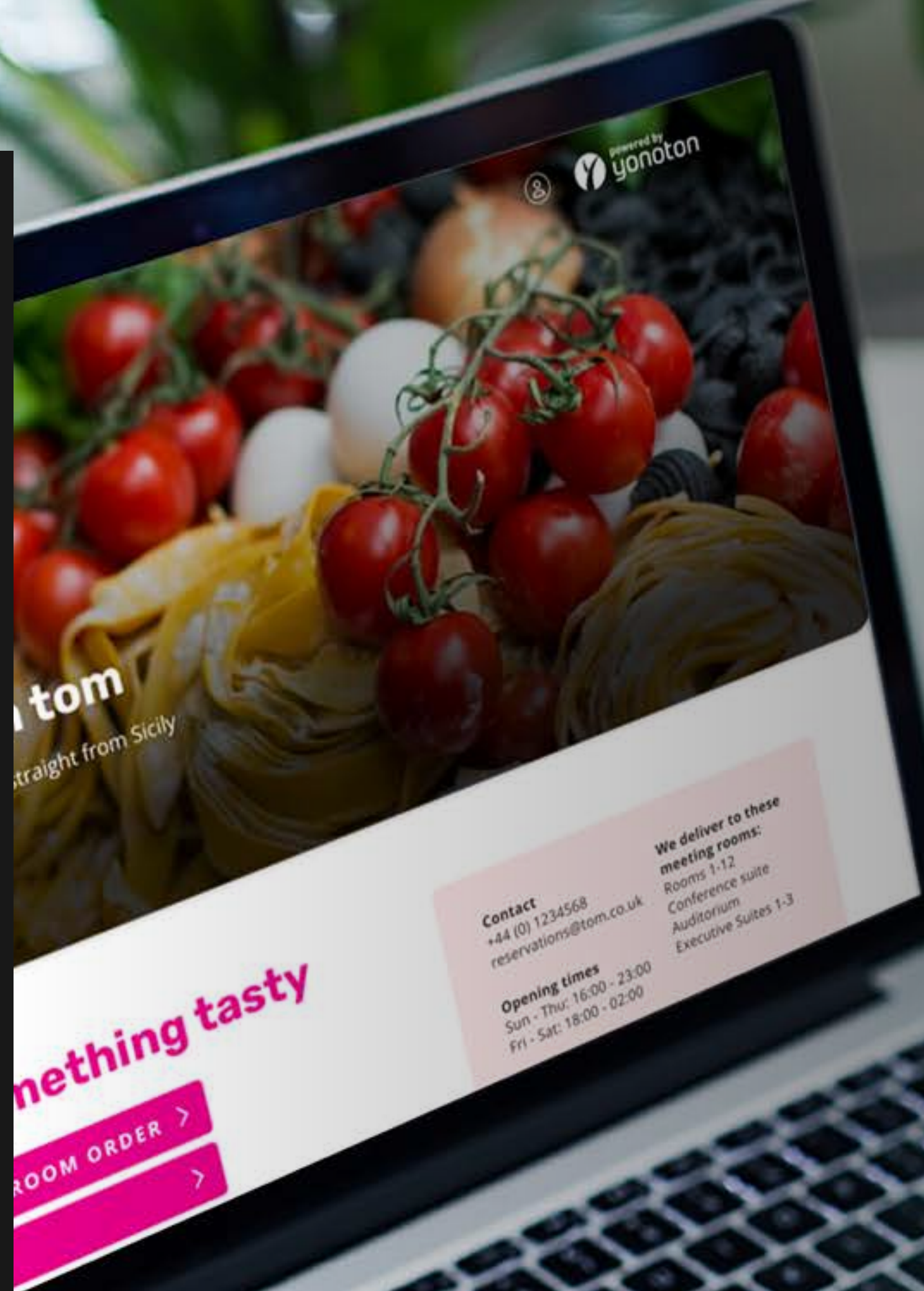
1. Payment methods

The webshop supports all payment methods provided that they support online payments.
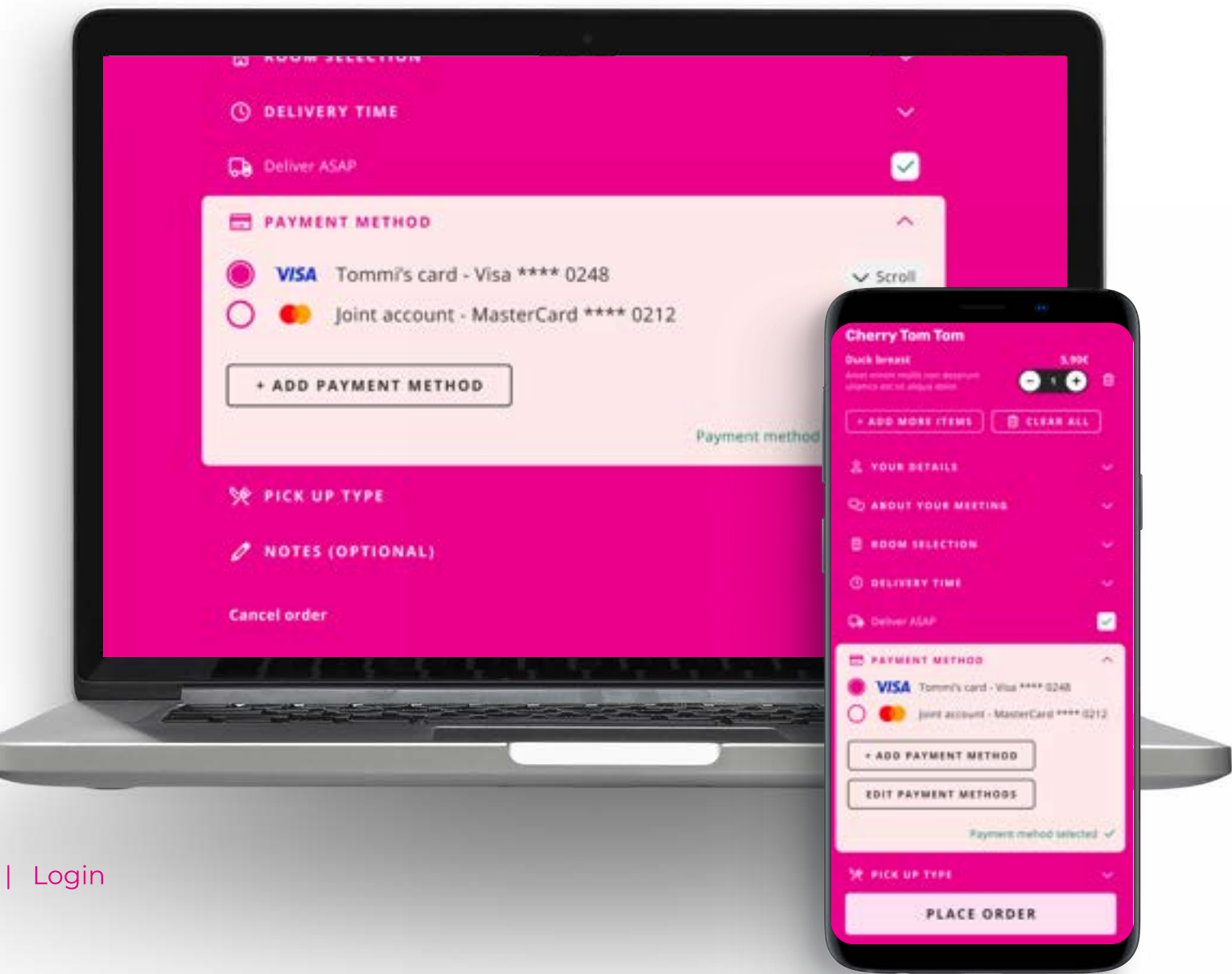
2. Login

Orders can be placed either with or without being logged in. If the user is logged in, she has access to all the same discounts & benefits as an app user (employee compensations, price categories, campaigns, stamp cards). A non-user may order as well, which allows for frictionless ordering for all potential patrons.The order details and status updates are delivered by email and/or SMS depending on the preference of the user.

The registration flow minimizes unnecessary steps, as it starts with just asking for a phone number (or email address) and initiates a one time password (OTP). After this is confirmed, the user user created. Additional information can be requested and an incomplete registration process can be continued later.
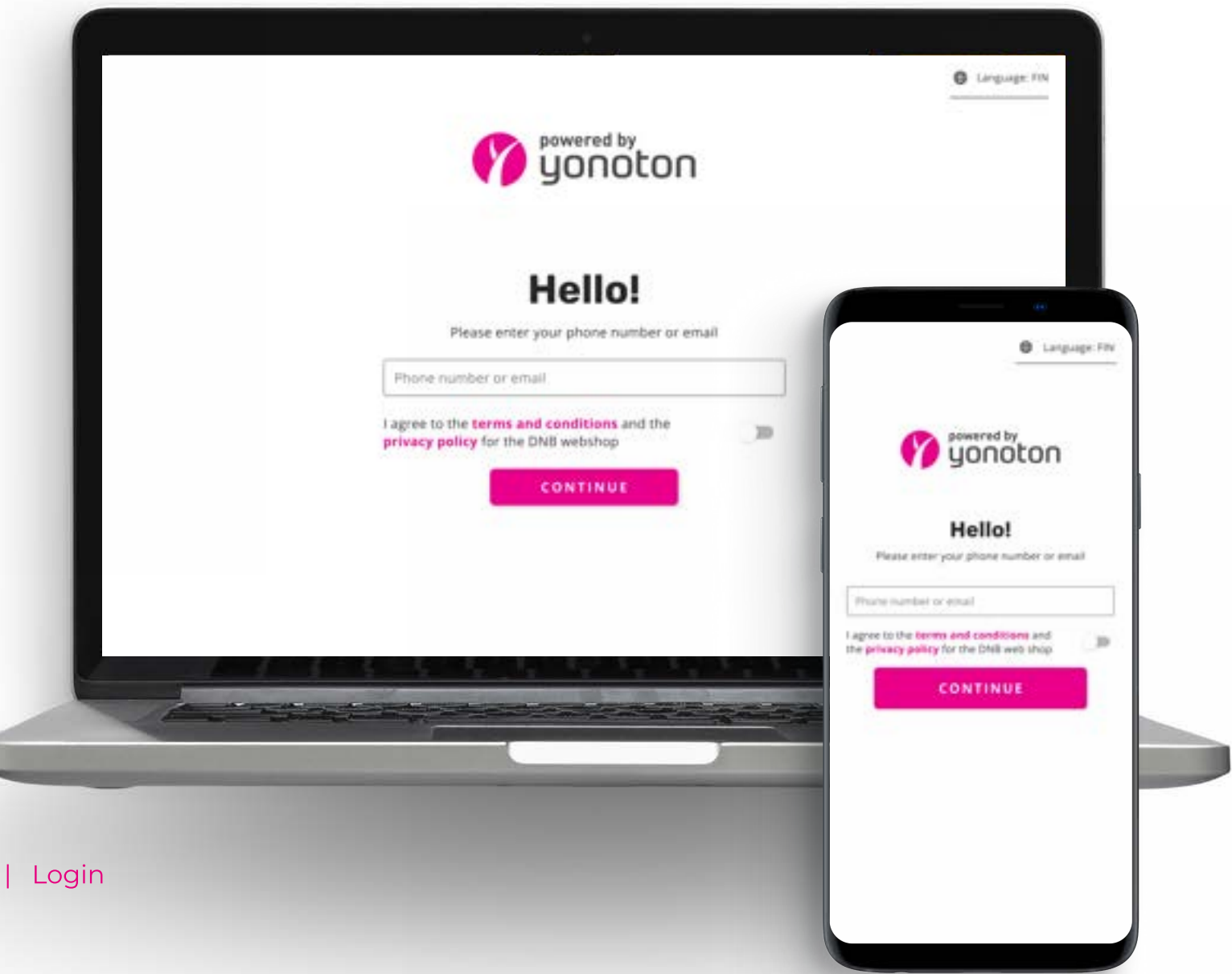
3. QR-menu

A readable QR-code can be placed at the table that opens the browser (or app if installed) that opens the webapp for placing orders instantly.

4. Landing page

The landing page can be customized for both branding and functionality, typically a landing page displays the restaurants as a list, as well as possible promotional material (such as campaigns, news, coupons etc..). In addition, some locations can be highlighted if necessary. If the user has allowed access to their position, the available can be sorted by distance. If there are different types of sub-brands or concepts, they can be shown separately.
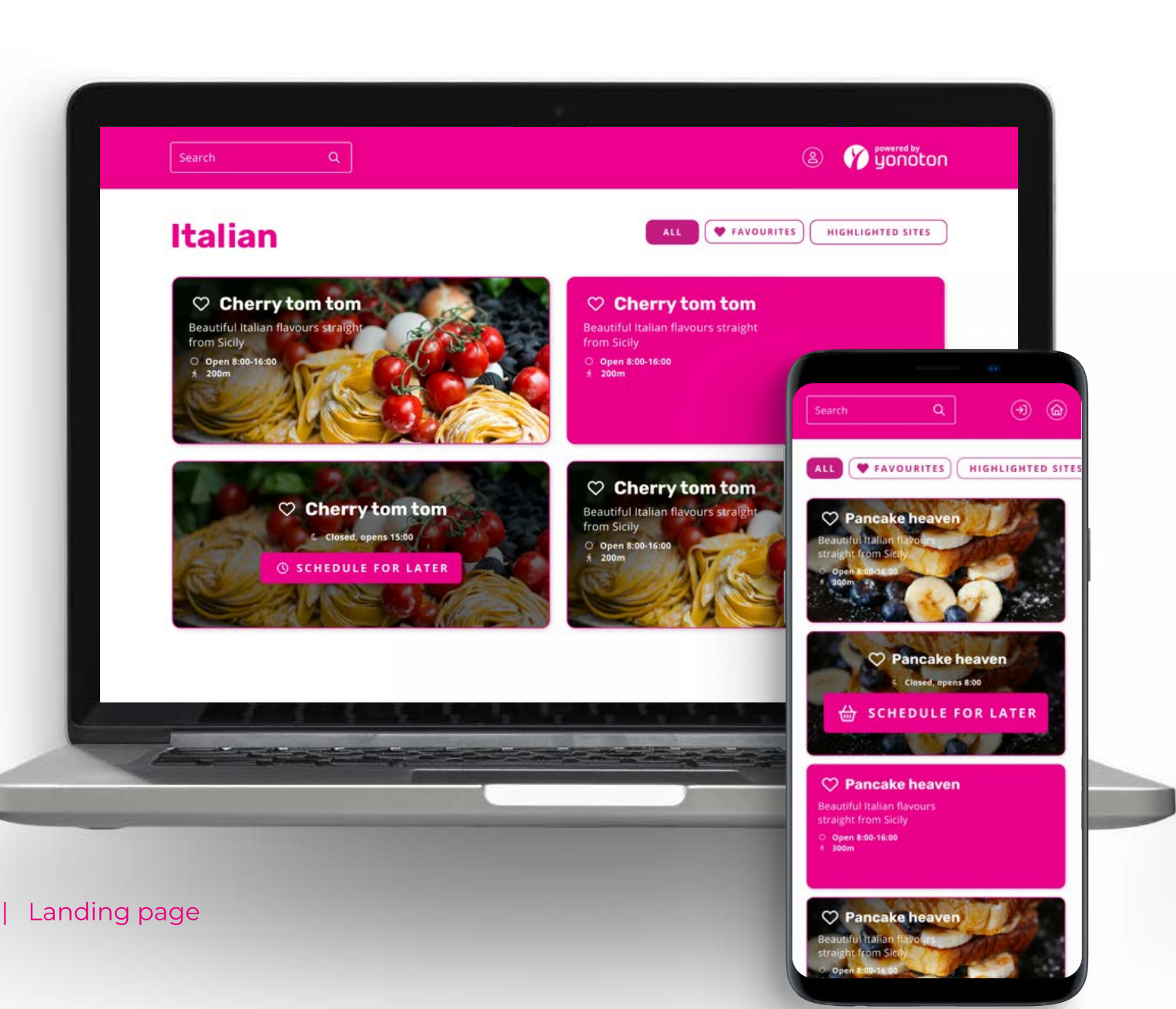
5. Venue page

The page for each venue can be configured separately to account for the local variables. Each venue has an unique set of features that will be built into a menu, allowing for each venue to have a separate website. Examples of venue specific options include campaigns, coupons, news. In addition, the look and feel of each venue can have customized branding that differs from the generic look and feel.
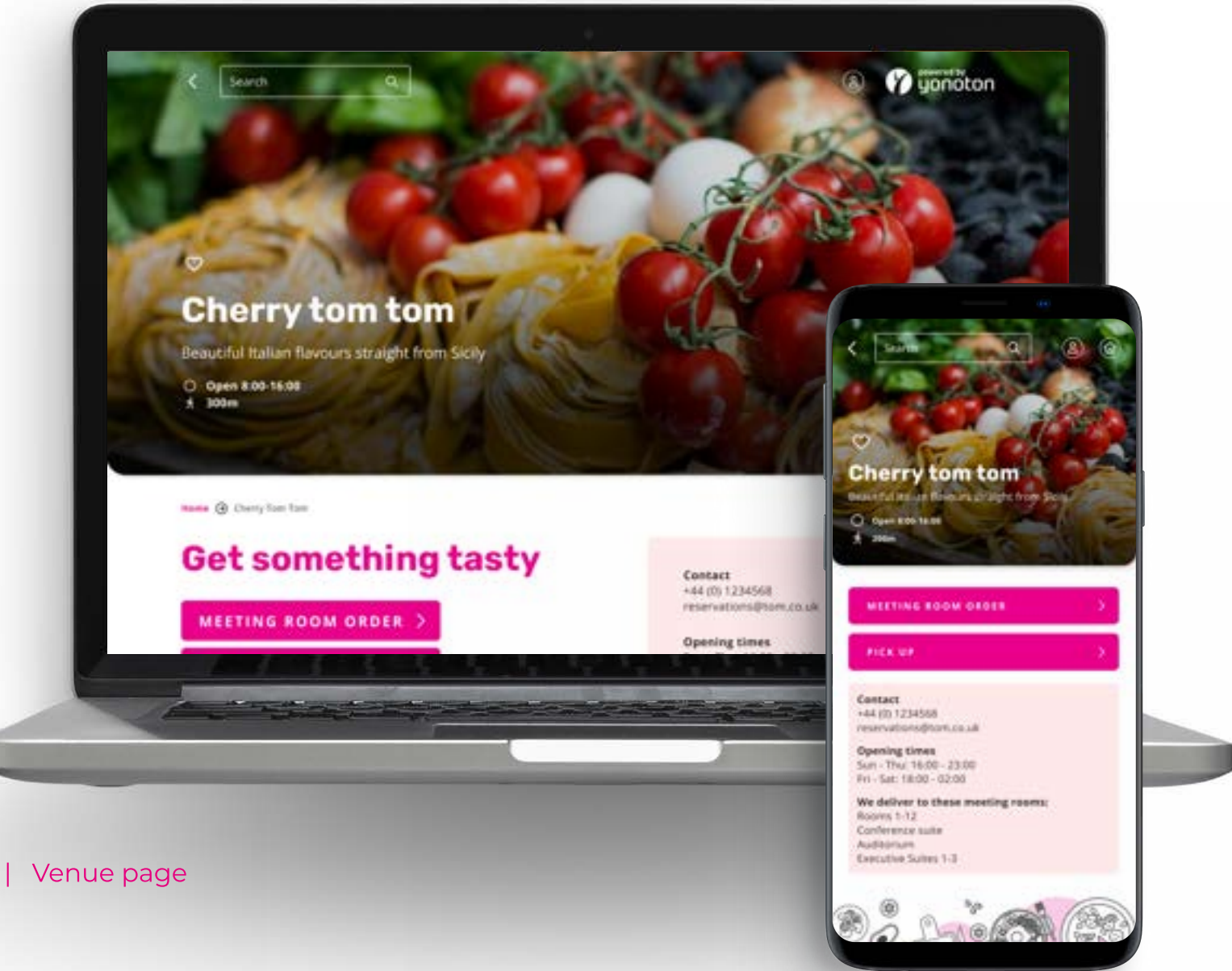
6. Menu embed

An embed element will be available that shows the menu for a specific site. This can be used to build a menu view in an intranet if necessary. The embed element includes a button that opens the restaurant page in a new tab, where the actual orders can be placed.

| Landing page

| Venue page

7. Delivery types

The Webshop supports several different delivery types which are outlined below.

7.1 Order to location

It is possible to predefine multiple pickup locations, where the user can order their food to be delivered. These are useful in managing for example catering orders to meeting rooms.

7.2 Take away

Take-away means that the customer picks up the order from the counter. Within a restaurant there can be multiple outlets that can have a separate menu (for example if different types of foods are made at different kitchens within the premises). The user will be alerted on the status of tier order through SMS or email.

7.3 Delivery

The powered by yonoton platform supports home deliveries in addition to pickup types. These options are available on both the web & native app channels. Powered by Yonoton can be integrated with logistics service provides or Yonoton can provide tools to manage the deliveries independently. After the order has been placed, the user receives up to date status information on their order through either email, SMS or the native application if it has been installed.

7.4 Eat-in

It is possible to define both a pick point in the restaurant or table delivery depending on the use case. Yorma includes a status screen option, whereby the user receives status information on their order through email, SMS or a status screen visible at the venue.

7.5 Self-checkout

The Powered by Yonoton platform includes a self-checkout reader that allows the user to order through the web, receive a QR code and checkout their food at the buffet.

The Digital Platform

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