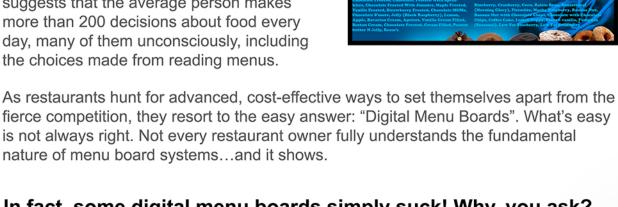


Digital Menu Board Mistakes

"Mindless Eating: Why We Eat More Than We Think," suggests that the average person makes more than 200 decisions about food every day, many of them unconsciously, including the choices made from reading menus. nature of menu board systems...and it shows.

rian Wansink, director of the Food and Brand Lab at Cornell University and the author of



In fact, some digital menu boards simply suck! Why, you ask? This white paper will guide you through the process of what makes for a successful and effective digital menu board that provides you with significant positive results.

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TOO MUCH CONTENT

looking for fast and easy service.

screen with so much that your customers cannot easily pick out what you're trying to tell them. Remember that your clients are

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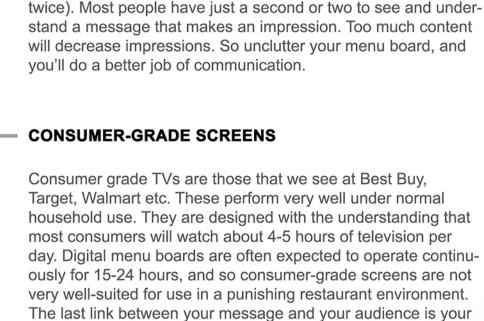
Content Is KING

An uncluttered and easy-to-read menu board that groups similar items is critical. To optimize the real estate on your menu board, keep your content concise and easy-to-read (it is worth saying

Content is King. In fact, it's more important to the success of the digital signage network than the technology selection.

information. Your information can get lost if you pack your

Remember that the goal of your digital menu board is to deliver



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> Commercial grade screens are built for 24/7 operation in a commercial environment, are designed to control temperatures and prevent damage due to heat, and they have longer and more robust warranties. In fact using a consumer-grade screen

in a commercial environment typically voids the warranty.

screens and so reliability is essential.

designed to control temperatures and prevent damage due to heat, and they

items that your target customer needs.

If you have no focus and

your target is not correct,

then your menu content will not engage the customer and motivate them to take a

particular action. The value

of your menu board will be lost. A well-orchestrated

menu can be the principal

difference between a fully

MARKET BLINDNESS

NO FOCUS

are speaking to. The content of your digital menu board should be motivated by the target. This will guide you to promote menu

> Other Uses of Digital Menu Boards In addition to displaying

menu items and prices, Digital

Menu Boards are effective for:

Up-sell & promote new

info-tainment to entertain

Incorporate live

and inform guests

items

Commercial grade screens are built for 24/7 operation in a commercial environment, are

have longer and more robust

warranties."

A menu that appeals to your customer is critical to success in the restaurant business. In fact, menu design is usually the first task that any new restaurant completes. And this menu should not be created until the target customer is determined. You need to know the audience, specific time of day etc., that you

packed restaurant and one Use for staff training during with a small number of off hours customers. No matter how good your technology is, if Display nutritional you have not clearly defined information your target, your network will fail. © Mvix(USA), Inc. All rights reserved. www.mvixdigitalsignage.com

> Do you recall if any of the following impacted your decision to purchase certain item on your visit? Picture of item on the menu 32% Suggestions by the person taking my order 17% A low advertised price 13% Seeing an actual food/ 12% beverage item that triggered a craving A bundled value meal 11% Other food /beverage photos within the 5%

> > celling, table tents, etc)

prepared

Other

3%

12%

restaurent(hanging mobiles from the

Seeing a particular food item being

Restaurant operators need to stay current with the client and understand consumer trends. A lot of restaurants make menu decisions without thoroughly studying what the customers are telling them. Consumer trends dictate the content of the menu. If consumers are now health-conscious, then you'll want to change your content so that you're highlighting the nutritional value of your meals.

Source: Tecnomic Consumer Brand Metrics - U.S. Restaurents Daily sales reports are a good source for consumer trends. You

get a clearer picture of what sells more/less and adjust your

understanding changing trends is a guaranteed way to lose money. Digital menu boards should be dynamic, where the content should change based on the changing market preferences. The closer you stay to your customer the smarter you are. If you do not review customer data, you will lose money!

menu accordingly. Making menu decisions without

www.mvixdigitalsignage.com © Mvix(USA), Inc. All rights reserved. **NO DEFINED CONTENT** Once you have specified your target, the next step is defining and planning the content. If you don't have a detailed plan of what you want to show on your displays, you are not ready to buy a system. ontent

> You need carefully structured content. Clearly define what content is to be created, who will create what, how often new content is created, and how that content gets to the displays. How often do you plan on changing it? How many people will be involved in creating, scheduling and managing the content on the menu boards? These are questions that need to be answered to ensure that your customers will react favorably to your content, and take the particular action that you desire.

Price is a huge motivator when customers are making

decisions on what to eat/buy. Therefore, a lot of thought should be put into determining the prices of your menu offerings. The price should take into account more factors than just the "cost of the plate." It should be based on more than how much bread

is on the table, the cost of ketchup, how much the chicken

Instead, price for the sales mix and marketability. Sales mix refers to the relative proportion or ratio of a business's products

Adjust prices according to what works in the market. A smart business owner will ask: Where do customers eat when they are not here? What are they used to spending? If they are used to paying two dollars for iced tea, why am I charging so much less? Am I leaving money on the table? Use digital menu boards to evaluate market elasticity. A/B testing will help you determine the best price that will add value to your customers

Most small to medium sized restaurants worry about the initial investment when implementing a digital menu board. This inadequate budget will include the CAPEX only. This includes the initial hardware cost and does not account for operating costs.

PRICE FOR THE SALES MIX AND

ARBITRARY/STATIC PRICING

weighs, the cost of the vegetables.

MARKETABILITY.

the purchase.

and your business.

SHORT-SIGHTED BUDGET

This OPEX is the real killer.

0 months

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\$10,000

INCOHERENT LAYOUTS

Helpful Hint: Vertical boards relate to how people naturally read a book so they tend to provide easier communication.

1 74%

\$20,000

to recoup the initial investment in a digital menu board system.

that are sold. It is important because products are likely to vary in their profitability. The sales mix should be altered in favor of those products having the largest amount of profit associated with them. For instance, if you have an expensive Item 1 on your menu, price other items around Item 1 so it doesn't look so expensive. You will find that people are more willing to make

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system? What is the cost of creating and updating content? Will you need more bandwidth in the future? Budgeting realistically, beyond the 'initial system costs', will ensure that there are no lags in your network due to financial shortcomings. The ROI for digital menu boards is fairly rapid so don't make the mistake of cutting too many corners and budget accordingly. Average time to recoup investment in DMBs 36 months 27 months 18 months 9 months

\$40,000

Just as newspapers put the most important articles at the top, your menu must have your most important dishes where more of the customers' attention is focused. Design elements such as adding big, bold, and highly appetizing food photography will influence the customer's purchase decision. In short, animate using dynamic content widgets. Draw attention via the layout and design. Motivate purchase by color, format and visuals.

Your menu should also have a proper balance of images and text. Avoid using heavy visuals on one side/screen of the menu only. A proper mix of text and images increases the chance that your customer will browse your full menu. Creating balance will not only allow the customer to move through the menu efficiently,

but will also help them make the best buying decision.

\$50,000

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\$30,000

🖈 = break-even point. Typically, it takes a deployer between nine and 18 months

Budgets should cover about 2-3 years to ensure that your digital menu boards remain current. Do you have to pay an ongoing fee for your DMB? How much are the updates to the

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> up multiple TVs in your home is nowhere close to the process of buying and setting up digital signage. Investing in digital signage requires an understanding of several factors such as the hardware and software required, the manpower to install, operate and maintain the system and the content to fill the

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Don't let poor digital menu boards be the reason you fail.

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About Mvix:

Read more about Mvix Digital Signage Systems:

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if you are not ready for it.

and AV experts who build and support digital solutions for commercial clients across the globe. Since its inception, Mvix's commitment to delivering innovative solutions has put the company at the forefront of the digital display system and digital entertainment industries. In 2012, the company

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providers.

Founded in 2005, Mvix is the market leader in hi-definition digital signage hardware and software systems, multi-screen videowall appliances, interactive digital kiosk systems, and content management systems (CMS). The company provides turnkey solutions varied industry verticals including foodservice, hospitality, corporate offices, healthcare, real estate, and manufacturing among

others. Mvix comprises a team of hardware and software engineers

was honored on the prestigious Inc. 5000 List of Fastest Growing Companies in America and in 2015 it was ranked as one of top 20 most promising media and entertainment technology solution

Stop flowing! Rethink your digital menu board. It goes far beyond

menu items and pricing. Digital menu boards communicate directly with customers. They appeal more vividly to the senses. Think about the customer experience when developing your digital menu board content strategy. Video, animation effects, flexible playlists, day parting and easy menu updates are just some of the unique features of digital menu that help to increase sales. Don't just install a DMB because the guy next door did it.

will interact with.

Getting a great deal on TV sets will give you a rush but don't let that blind you. Hardware should not be the driving factor for your digital menu board. The content management software comes first and the hardware follows. Remember, the software is what people will interact with, so be certain that the hardware supports the software. Not the other way around. Also, with advances in display technologies and decreasing hardware

Do your research. Different platforms excel at different approaches. Start with content and work backwards. Are you looking to do a simple slideshow of images or a mixture of images, videos and dynamic data? Once you have the content questions answered, you can then select the appropriate

of customers say an easy to read menu is their top priority

CHOOSING THE WRONG PLATFORM Most digital signage newcomers compare buying digital signage to buying a TV. They share the common denominator of the LED screen and they do look a lot alike, but these two systems are worlds apart. The experience of buying and setting

screen and keep it engaging.

hardware and software.

not take much effort.

FALLING IN LOVE WITH HARDWARE

Remember, the software is what people

costs, getting a great deal on commercial-grade screens will

Stop jumping on the Digital Menu Board bandwagon,

