

THE RESTAURANTEURS NEWEST BEST FRIEND. OR NOT. READERS SHALL DECIDE.



ON TECHNOLOGY

By Randy Rowe, Hureka Technologies

For the past 36 months we've been working on an application for restaurants and their customers here at Hurekatek. I've alluded to it in a past article, and now wish to place it in dear readers' care to scrutinize, poke, tap, tickle its' belly and see how it works. Readers are encouraged to email, write or call with their unvarnished feedback. More about that in a moment.

We were/are a fast food nation. However, the fast food chains have struggled of late for a variety of reasons. Chipotle's troubles have been chronicled; McDonalds changing menus. Indeed, almost all chains have toyed with their menus to attract the millennials and re-engage baby boomers and gen Xers who also prefer healthier choices than in the past. Perhaps this is due to traveling abroad or the rising awareness to the drawbacks of pre-processed food? Whatever the reason, eating habits have shifted and expectations are higher than in the past according to your editor's humble opinion.

A Better Choice than Touchscreens

Recently I read on the Inquisitr.com website an article by the *Daily Mail*, a UK newspaper, about an investigation done by Dr. Paul Matawele from the London Metropolitan University. In it, he reported that in all six London and two Birmingham, U.K. locations of a leading international fast-food chain restaurant, every touch screen machine used for ordering your breakfast, lunch or dinner was contaminated by traces of Staphylococcus, Listeria and human feces. A spokesman for the restaurant chain was quoted saying, "Our self-order screens are cleaned

frequently throughout the day. All of our restaurants also provide facilities for customers to wash their hands before eating." End quote. Obviously not frequently enough! Emphasis mine.

restaurant.foodkconnect.app/

The app address above is how readers can access the website on their computers. The smart phone app is in final testing so it isn't perfected yet and that's fine. With reader feedback who've viewed the website we envision fixing errors and adding features. We don't claim to know everything or have thought of everything but, we came up with an idea and we did something about it. As an example, the disgusting touch screens mentioned above are non-existent. Your smart phone is your touch screen ordering interface. The cleanliness of your phone is your issue.

One thing we considered was food waste and came up with a way to reduce that disgrace by helping both the restaurant and the customer. The restaurant can send out a notification to all who have downloaded the app informing them that X amount of a dish remains and must be jettisoned or, can be purchased at a discount if it is picked up or delivered that evening when the alert goes out. Ingredient sourcing is another feature that can help local farmers and the restaurateur and by extension the customer. We also incorporated menu recommendations that can be personalized to diet preferences, menu pairing set by the chef, (who ought to know what goes best with what), chat bots to entertain the kids, delivery times and menu management. Imagine, ripe red tomatoes just blanched from the vine from a local garden, and its' flavor! as opposed to ethylene reddened tomatoes from the San Joaquin Valley that aren't really ripe, but at least they're red.

So, have a look, let us know what we can do to improve our application. You can contact me with your suggestions at: 215.816.8300 or randy@hurekatek.com.



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We are committed to helping people with disabilities become contributing members of their communities.



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