Next steps

We cannot complete the whole product-service system within the given time. We focused on developing most of the parts as complete as we could, what means that some other parts have gotten less attention and are less complete. To go on with this project, there must be some things done. These are the following things:

Order system by restaurants

The consumer, the product + including service and the company: Opgehaald, are thought out and almost complete, but the part where the restaurants get the info (order, allergies, time etc.) is not fully thought out.
Though, we have a design brief on how it should be and which steps should be next to develop the full product-service system.

To make sure the restaurants get the orders, there must be some kind incoming and printing machine. The orders should be printed on a sticker. This sticker contains a barcode with information if the lockers must be could of warm, an opening code for the locker, and the time the runner will pick up the delivery so then the order must be ready to go. The sticker is conceived because it helps closing the bag in which the food is put in, and the barcode to open the box is printed on the sticker as well. The idea of the printer is something like the picture shown below. This machine is used by Thuisbezorgd.nl. It prints the orders it gets online and gives the time it takes before the orders gets delivered to the customer.

There are already existing sticker printers that print customized stickers. This means that you can add logo, graphics, images, barcodes, etc. These printers are way cheaper to buy than to design yourself. Maybe, only an outside around the sticker machine is needed to make sure our logo and service is on the outside and it's clear that the machine is only for orders that are ordered using our system. This sticker machine must be linked to the internet and a program that sends the orders with the right information barcode to the

printers. The program must also display information for the restaurants about the order (allergies, specific wishes/comments, pick-up time, etc.) and show directly that there is a new order that must be prepared.
A label printing machine in expensive we could maybe ask money for it that the restaurants can rent it from us. Because the restaurants cannot afford it probably and we can and we need them to have it to work sufficient.
On the sticker there are should be instructions for the meal. These must be made, and explained to the restaurants. And there must be a training maybe on how to handle the information and orders and get them ready in time.

Runners

There must be a training for the runners. They need to learn on how to work efficiently and see where the orders are, how to deliver in time, etc.

What is also needed is that the runners need a car or something else to place their orders in. With the cart (or other means of transport) the can work faster and it has better hygiene because the bags can be placed in the cart and therefore when one bag is placed inside a box, the other bags are not placed on the ground this is much more hygienic.

There must be kept in mind that at some stations, the restaurants are upstairs, while the boxes are downstairs. Than a car is difficult to implement or it should fit in an elevator. A cart look alike as mailman has is maybe a good option:

What else is needed is that the runners need a device which shows, when and where they need to pick up the orders. Already existing devices can be used, but these must of course cooperate with the ordering website, and the restaurant printing device and order programme. Or we can develop our own app where the order will show on and maybe the best way to walk for a runner.

The last point that should be taken into account is the place where the runners will be stationed. Because there will be situations when there are no/too few orders for every runner to be delivering, but where will these runners stay? They can clean the lockers and look over the terminals, but when they are finished with these tasks what are they going to do? We think that a small office for non-active runners is needed, but what all functions of this office will be is still unclear and needs to be thought out if the concept is taken into further consideration.

Subscription possibilities

To get more customers relationships it is a good idea to offer the possibility for a subscription. We haven't worked this out in detail but it will probably work somewhat like this: A customer can choose for the option of prepaid credit. So he can put an amount on his account and buy meals using this credit. There can be a possibility of when reaching a certain amount of money the app automatically upgrades your credit.
There could also be special offer menu subscriptions, which business people can use this. The idea is that for example someone always buys breakfast every day, with the app he can now order breakfast for a week, which would be cheaper for the consumer because the restaurants have a certainty of at least a few orders they otherwise would not have.

Customer is too late

When a customer is ordering his food, he needs to put in a self-indicated time when he wants to pick up his food. In the general terms and conditions for consumers in article 5.6 is standing that the customer has 15 minutes after self- indicated time to pick up his meal. When your train has a delay this may be a bit a short time. So maybe it is a good idea to add a function in the app or on the customer's account that they can indicate that they are delayed, and that the food will stay longer in the locker than 15 minutes.
Another idea is that Opgehaald has a direct connecting with NS so that Opgehaald knows who will be too late and who will not. Like this, the pick- up time can be changed with the arrival time.

Terminal interface

On the terminal interface there will not be a lot of information. The customer can log in and find his order and print his receipt with a barcode on it to open his locker. For the rest there will be a help button on the terminal for people who don't understand how it works or for when the lockers don't work. It is not possible to order food or pay your delivery at the terminal. The terminal will basically be a simplified version of the app, and the main function it will keep is to provide a barcode to open a box.