



## Online Ordering Demo for Restaurants

The ShopCity.com shopping cart may be used for online ordering for many restaurants. Because it does not integrate with POS systems and orders are delivered by email, it is recommended for restaurants where online ordering is complementary, not central, to the usual ordering system. It is recommended that a restaurant owner/staff have and monitor closely a mobile or desktop email application during online ordering hours.

To demonstrate online ordering options and functionality, visit [www.ShopCityDemo.com/Mickeyseats](http://www.ShopCityDemo.com/Mickeyseats) or [www.mickeyseats.com](http://www.mickeyseats.com).

Options to Consider:

1. Order online for pickup only
2. Order online for delivery – payment at the door (client must have portable POS)
3. Order & pay online for pickup
4. Order & pay online for delivery
5. Delivery included in online pricing (recommended if Delivery only)
6. Delivery price added (recommended if Pickup/Delivery optional)\*

\*Demo site assumes #6. For simpler options 1-5, simply eliminate Delivery item from catalog, and all notes in items reminding to add Delivery to cart.

### Demonstration Part 1: The Customer Order Process

- Show on ShopCityDemo.com/mickeyseats (or once launched, on MickeyEats.com)
- Ensure you are logged out of your personal profile on the site
- For regular dishes, select assortment of burgers, sides, drinks and burger combos, adding each to cart with a variety of optional and required add-ons. Highlight automatic price adjustments
- For Pizza, discuss options of MarketPlace Items
  - a. Select pre-topped pizzas (Classic, Pepperoni & Mush, Deluxe etc) with selectable size
  - b. Select MP Item by number of toppings (Build-Your-Own Three-topping Pizza) with selectable size
  - c. Select Build-Your-Own by size, with as many identical topping lists as desired for options
  - d. For at least one selection, highlight automatic price adjustments of options
- Choose Keep Shopping after each item, and Next after the final item
- Enter the email address of your personal account, then your password
- Choose “Get total price”
- On the Verify Order page, choose Delivery or Pickup
- Choose Check Out, and answer No to the Deal/GC popup
- Choose Pay Online (if that’s what the client wants to do)
- Show the “Pay with Credit or Debit” button but don’t go through with paying online
- Your personal email will receive an order confirmation – show client the customer experience
- Your work email will receive a purchase order – show client the vendor experience and click to view full order



## **Demonstration Part 2: Building The Marketplace Item and Editing Store Settings**

In the BCP, show the following:

- For regular-dish restaurants, open a Burger Combo
  - a. Show Options structure
  - b. Highlight Required checkbox
  - c. Point out the (Required) text in the menu label
  - d. Show base price and price adjustments (both positive and negative)
  - e. Show how to add suggested items
  - f. Show the Delivery / Pickup menu
- For Pizza ordering, open one each of (1) pre-topped pizza, (2) order-by-size, or (3) order-by-number of toppings, and:
  - a. Show Options structure
  - b. Highlight Required checkbox
  - c. Point out the (Required) text in the menu label
  - d. Show base price and price adjustments
  - e. Show how to add suggested items
  - f. Show the Delivery / Pickup menu
- In the Store Settings page, show:
  - a. PayPal email field
  - b. Currency selection
  - c. Setting taxes
  - d. Delivery Charge (setting the minimum and maximum the same ensures one flat charge per ORDER, not per ITEM)
  - e. Local Delivery Radius and “Allow Free Local Delivery” only if relevant
  - f. Customizable messages