

The Complete Guide to to Creating a Customer Web App for Your Restaurant

In the restaurant industry,
the demand for digital
solutions is just as
great as the demand for
delicious food.

According to a study by [RetailMeNot](#), 53% of diners use their smartphones to find a restaurant location, while 49% and 37% use their personal devices to browse menus and research new venues, respectively.

It's no surprise that apps have become a popular way for diners to engage with restaurants given all the benefits they have to offer. For customers, restaurant apps serve as a one-stop-shop for all the information they need – from menu descriptions to reward programs. And for restaurants, apps can be equally beneficial in cultivating customer loyalty and driving repeat business.

The problem is, building a mobile app is a labor-intensive process that can cost you upwards of \$100,000 just to get off the ground. And once your app is live, getting customers to actually download it can be a bit of an uphill battle because the average smartphone users install [zero new mobile apps](#) each month.

So what do you do if you want all the benefits of a mobile app, but you don't have the time or money to build one from scratch? If you purchase TouchBistro Loyalty, Marketing, and/or Digital Gift Cards, you can use the Customer Web App (CWA) solution to create a progressive web app for your restaurant.

In this guide, we'll outline the step-by-step process for using TouchBistro's CWA solution to create a user-friendly app for your restaurant. More specifically, we'll cover:

- [An introduction to progressive web apps like TouchBistro's CWA and how they differ from mobile apps](#)
- [The benefits of a web app for your restaurant](#)
- [An overview of TouchBistro's CWA solution](#)
- [An illustrated guide to setting up your TouchBistro CWA](#)
- [How to market your restaurant's CWA](#)





The Complete Guide
to Creating a Customer Web App
for Your Restaurant

Table of Contents

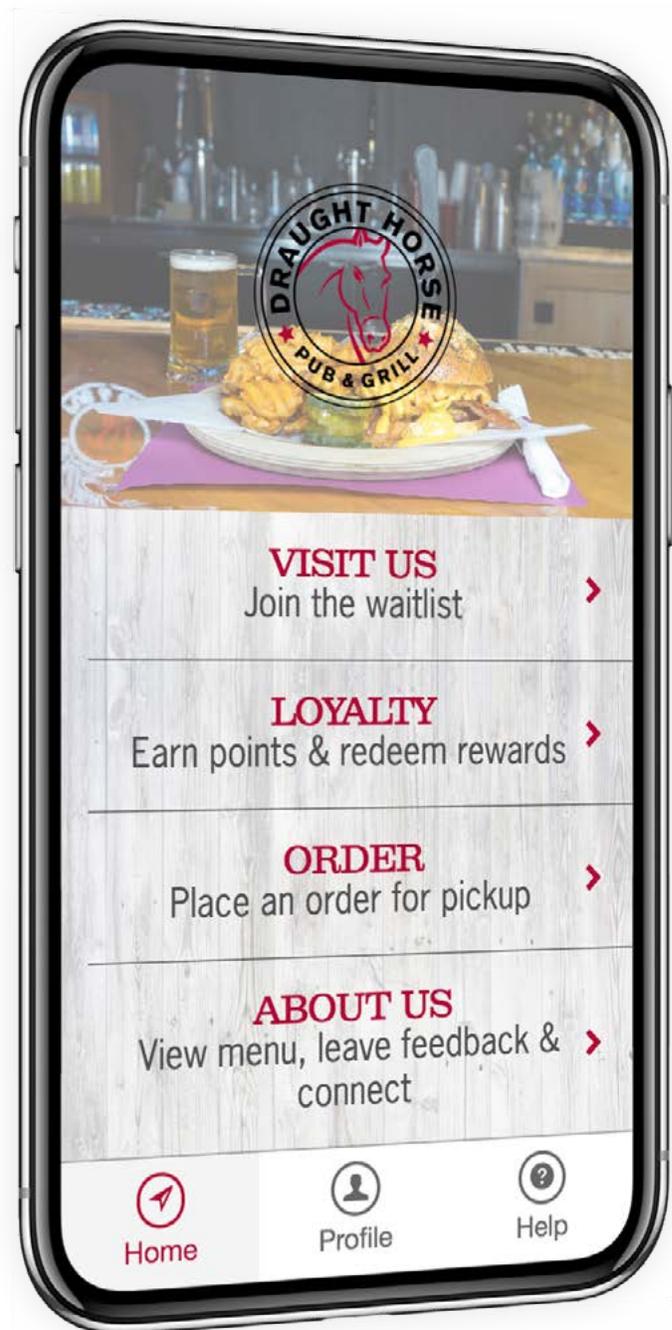
6	Progressive Web Apps 101
7	Web Apps vs Native Mobile Apps
8	TouchBistro's Customer Web App Solution
9	The Benefits of a CWA for Your Restaurant
11	How to Create a Customer Web App for Your Restaurant
11	An Illustrated Guide
22	Best Practices
24	How to Market Your Customer Web App
26	Conclusion
28	TouchBistro Loyalty

Progressive Web Apps 101

There's no question that apps are an essential part of marketing your restaurant to today's tech-savvy consumers. However, not all apps are created equal.

In recent years, progressive web apps have become a popular alternative to mobile apps for restaurants that need a quick and easy app solution. Unlike a mobile app, a progressive web app runs in a web browser like Chrome or Safari, which means customers can access it from their phone, tablet, or any other device – all without the need to download anything from an app store.

In other words, a progressive web app is essentially a website, with all the benefits of an app. Progressive web apps can also be saved to the home screen of a user's device, and easily accessed just like any other mobile app.



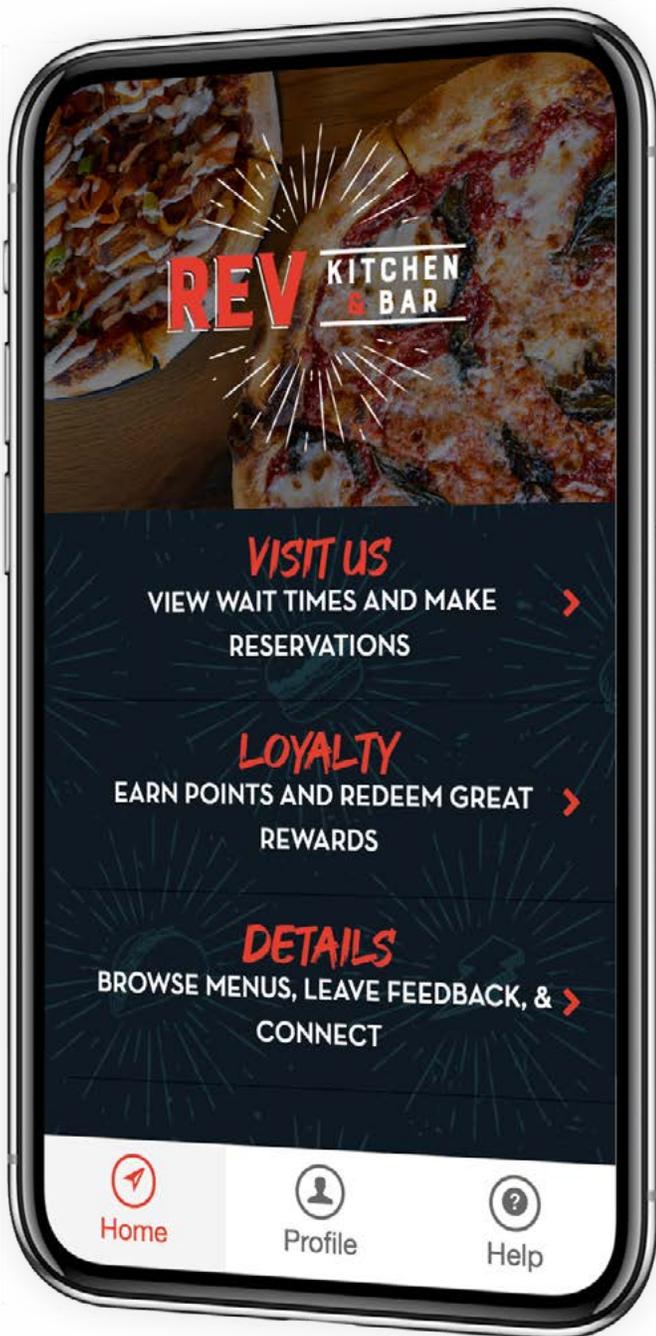


Web Apps vs Native Mobile Apps

In order to understand why a progressive web app is a great option for restaurants like yours, let's review the key differences between a web app and a native mobile app.

Progressive Web Apps	Native Mobile Apps
Designed to run in a web browser like Chrome or Safari.	Designed to run on mobile devices.
Easily accessed via URL or QR code – no download required.	Must be found and downloaded from an app store, such as Google Play or Apple's iOS App Store.
Can be used on any mobile device, such as a smartphone or tablet.	Tailor-made for either iOS or Android devices.
Relatively fast and inexpensive to build.	Complicated and costly to build.
No storage space required, and minimal use of a device's power and data.	Heavy use of a device's power, storage space, and mobile data.

TouchBistro's Customer Web App Solution



TouchBistro's Customer Web App (CWA) is an example of a ready-to-use progressive web app available to all TouchBistro Loyalty, Marketing, and Digital Gift Card customers. With TouchBistro's CWA solution, you can create a custom-branded web app that lets your guests participate in your loyalty program, purchase digital gift cards, browse your menu, leave feedback, and much more from any device.

You can set up and deploy your CWA on your own directly from the TouchBistro Cloud – no need to contact the TouchBistro support team. After the initial setup, you can independently manage your app from the TouchBistro Cloud, so you can easily update your app with the latest offers, create tailored promotions, and communicate directly with your app users.

Benefits of TouchBistro's Customer Web App

When you use a progressive web app solution like TouchBistro's CWA, you and your diners will enjoy the following benefits:

1 A Better Customer Experience

Customers can access a web app directly from a web browser like Chrome or Safari, so they don't need to go through the lengthy process of downloading and installing anything on their personal device. This makes for a faster and smoother user experience for customers.

2 Everything in One Place

Customers can access virtually all of your restaurant's offerings directly from your web app. This means they can browse your menu, redeem rewards, and purchase digital gift cards, all in one place.

3 Seamless Communication With Customers

Use in-app messages to send notifications to customers at any time. And unlike email, these messages won't get caught in spam filters or buried in a user's overflowing inbox.

4 Learn More About Your Guests

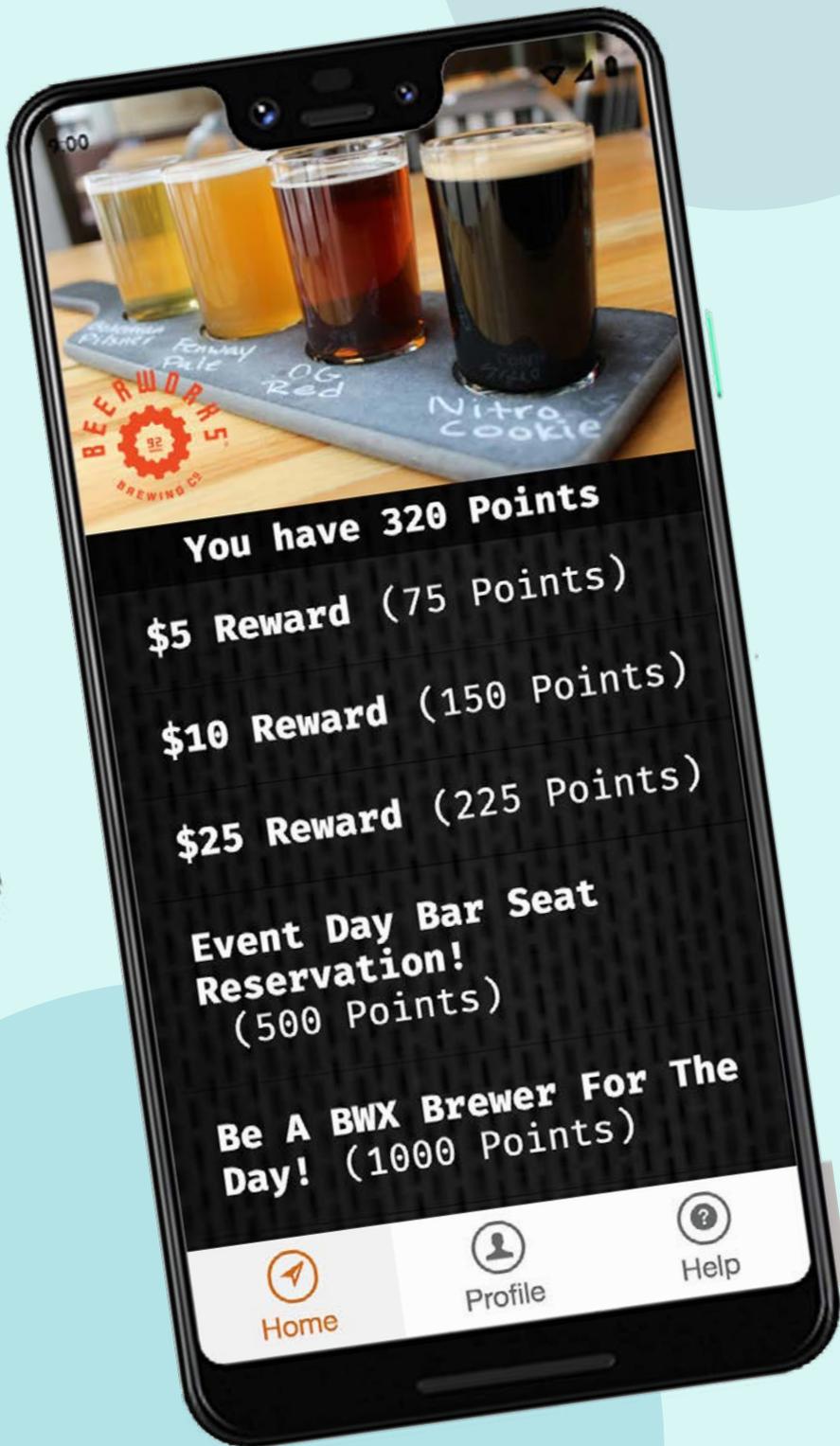
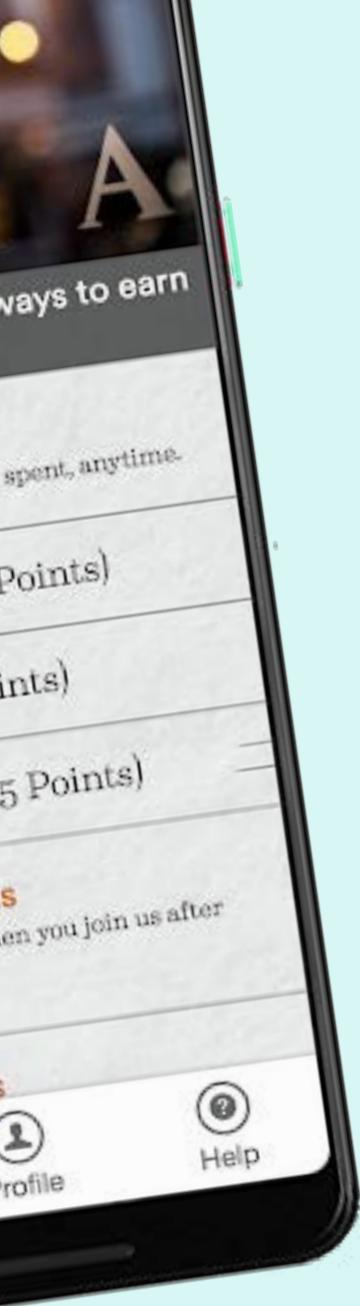
Every time guests use your web app, they provide you with valuable information about their habits and preferences – data you can use to inform key business decisions.

5 Increase Staff Productivity

With no download required, staff can quickly and easily help customers access your restaurant's web app from their phones. And less time assisting in each guest's customer journey means staff can spend more time on other tasks.

6 Boost Sales

Faster load times, a better user experience, and targeted in-app messages all help to reduce friction and boost overall sales.



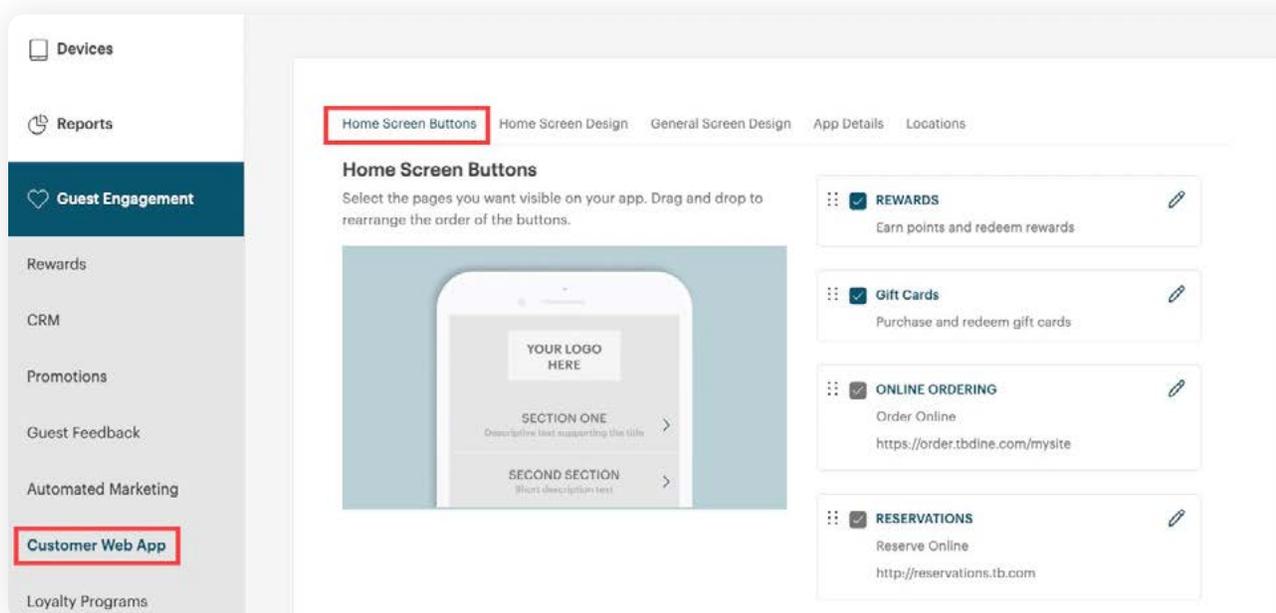
How to Create a Customer Web App for Your Restaurant

If you're ready to start using TouchBistro's CWA in your restaurant, you've come to the right place. In this section, we'll cover how to set up your very own TouchBistro CWA, including how to customize the app to match your restaurant's unique brand identity.

An Illustrated Guide to Setting Up Your Customer Web App

1 Getting Started

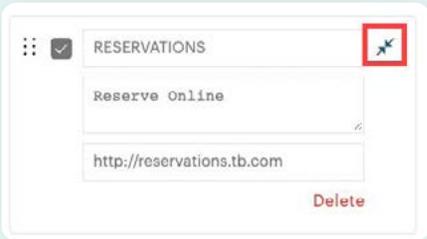
The first step in creating your restaurant's CWA is to log into TouchBistro Cloud, select **Guest Engagement** and click the **Customer Web App**.



2 Buttons

The next step is to choose what features your guests will be able to access from your CWA by choosing the appropriate **Buttons**. This can include access to your loyalty program, as well as custom links to your reservations platform, online ordering platform, and more.

Navigate to the **Buttons tab** to select what features your diners can access from your web app's Home screen. From here, you can add the following buttons:

Button	Description
Loyalty	This will open a screen on the diner's web app that allows the diner to check into your loyalty program, or to view and claim any available rewards.
Gift Cards	This button will allow diners to purchase, send, and redeem TouchBistro Digital Gift Cards.
Custom	<p>The Custom button allows you to include outbound links to web pages such as your TouchBistro Dine page, or your online ordering page. You can overwrite the name CUSTOM by entering a brief description of the button's function, and then entering the appropriate URL. Click Save to finish.</p> 

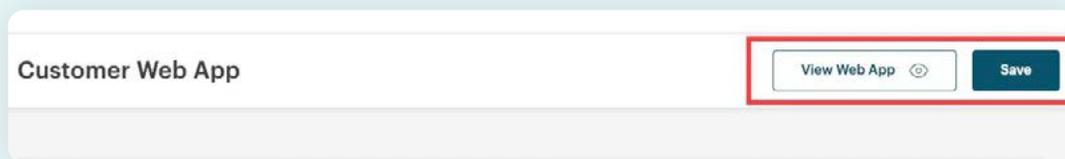
To set up your buttons on the app, simply select the desired buttons using the instructions below.

1. Select which buttons you want shown on your Customer Web App's Home screen

2. After adding a button, click the Pencil icon to customize the button's name and descriptive text.

3. Click **Save** when you've added all your desired buttons.

4. If you want to preview your app, click **View Web App**.



3 Design

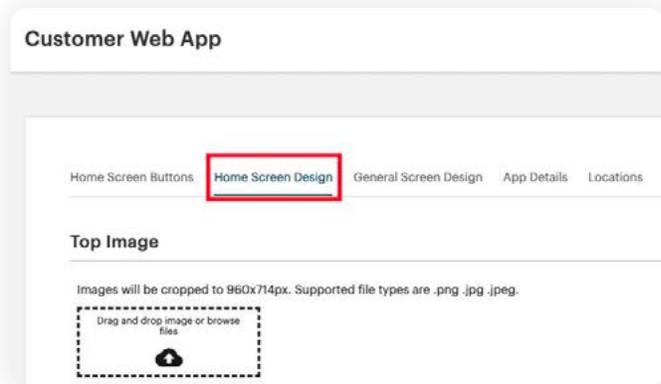
With the appropriate buttons in place, now it's time for the fun part: designing the look and feel of your CWA.

To customize your web app to match your restaurant's branding, visit the **Home Screen Design** tab. Before you begin to customize your web app, you will want to have the following assets prepared. You should also ensure that any files you're using are available on your computer's hard drive.

Button	Description	Format
Your Logo	Your logo will be displayed on your home screen. Consider if your image should have a transparent background.	960 px w / 714 px h JPG/PNG formats
Background Image	You may prefer to use a background image on your CWA, instead of a solid color.	640 px w / 1600 px h JPG/PNG formats
Brand Colors	Backgrounds, icons, buttons, and text can be customized with your brand colors.	Have your colors defined in hex format (e.g., #B123A2).
Font	If you have a specific font associated with your brand, you can use it in various places across your app.	Your font must be TTF or OTF formats.
App Icon	Your app icon is a square image that represents your web app on a phone's home screen.	Have at least one 80x80 px in JPG/PNG format.
Diner Contact Email	Your diner contact email is the email address diners can use to contact you via the web app.	N/A
Loyalty FAQ Link	You may want to include a link to your website's FAQ page explaining your loyalty program.	N/A
FAQ Link	You might also include a link to your website's general FAQ page.	N/A

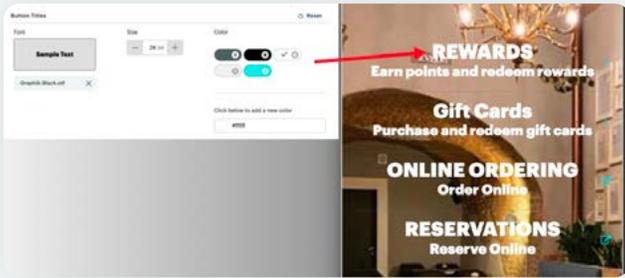
To begin customizing these elements, visit the **Home Screen** section. Here you can add your restaurant's logo, as well as set the app's background appearance.

On the **Home Screen**, you can customize the following elements:

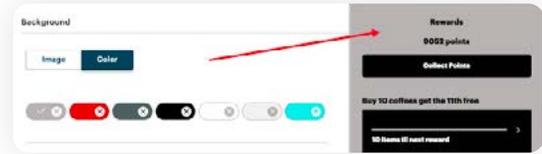


Option	Description
Home Screen Top Image	<p>This top image would usually be your restaurant's logo. It should be no larger than 960 pixels wide and 714 pixels high. It has to be in PNG or JPG format (no GIF or TIFF formats).</p> <p>Click Upload New Image to upload an image from your computer's hard drive. If you've already uploaded some images, you can click Select Saved Image and choose one of those.</p>
Home Screen Background	<p>You can choose either an image or a solid color to fill the app's background. If you upload an image to be the background, it should be no bigger than 640 pixels wide and 1600 pixels high. It has to be in PNG or JPG format (no GIF or TIFF formats)</p> <p>Click Upload New Image to upload an image from your computer's hard drive. If you've already uploaded some images, you can click Select Saved Image and choose one of those.</p>
Home Screen Titles	<p>This section controls the size, color, and font of your button titles.</p> <p>If you have your own font, one associated with your branding, you can use the Select A Saved Font button to upload it. It needs to be in OTF or TTF format.</p>
Home Screen Description	<p>This section controls the size, color, and font of your button's descriptions.</p> <p>If you have your own font, one associated with your branding, you can use the Upload New Font button to upload it. It needs to be in OTF or TTF format.</p>
Gradient	<p>This section sets the background color boarding your web app.</p> <p>You should set this for diners using the web app on wider screens like an iPad or a computer web browser.</p>

Home Screen



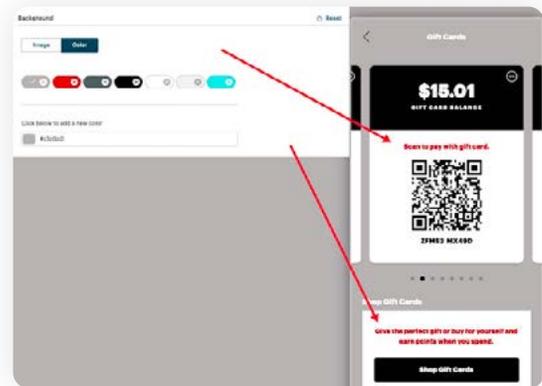
General Screen



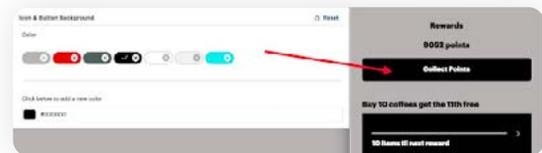
App Background



Highlight Text



Regular Text

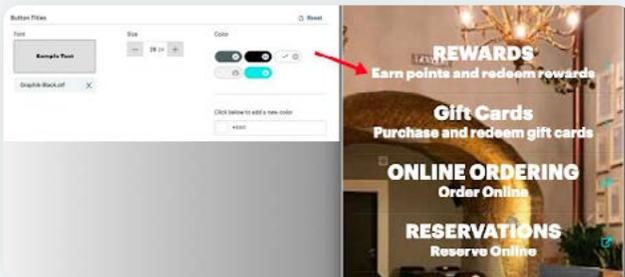


Icons & Button Backgrounds



Button Font

Home Screen Button Titles



Home Screen Description



Gradient

After customizing your Home Screen, you can move on to the **General Screen Design tab**. This section lets you customize your web app's Rewards screen. From the General Screen Design tab, you can control the following design elements:

Option	Description
<p>App Background</p>	<p>You can choose either an image or a solid color to fill the Reward screen's background. If you upload an image to be the background, it should be no bigger than 640 pixels wide and 1600 pixels high. It has to be in PNG or JPG format (no GIF or TIFF formats).</p> <p>Click Upload New Image to upload an image from your computer's hard drive. If you've already uploaded some images, you can click Select Saved Image and choose one of those.</p>
<p>Highlight Text</p>	<p>This section controls the size, color, and font of your reward names and other major titles on the screen.</p> <p>If you have your own font, one associated with your branding, you can use the Select A Saved Font button to upload it. It needs to be in OTF or TTF format.</p>
<p>Regular Text</p>	<p>This section controls the size, color, and font of your button's descriptions.</p> <p>If you have your own font, one associated with your branding, you can use the Select A Saved Font button to upload it. It needs to be in OTF or TTF format.</p>
<p>Icons & Button Backgrounds</p>	<p>This section defines the fill color of your reward buttons and any on-screen icons.</p>
<p>Button Font</p>	<p>This section controls the font and color of the reward button's name.</p> <p>If you have your own font, one associated with your branding, you can use the Upload New Font button to upload it. It needs to be in OTF or TTF format.</p>

Remember to click **Save** when you're done customizing your web app's General Screen.

4 App Details

The last section to tackle is the **App Details Screen**. The App Details Screen allows you to customize the contents of the **Help** button at the bottom of your web app.

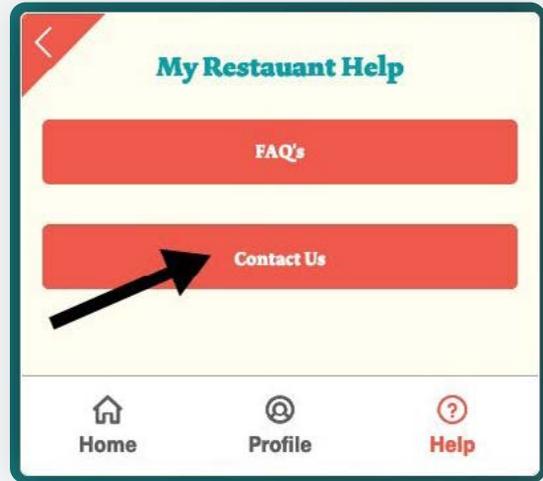
From this screen, you can also customize and configure how your web app will appear [when a diner saves it to their device's home screen](#).

The screenshot shows the 'Customer Web App' configuration page with the 'App Details' tab selected. The 'Text' section contains fields for 'Name' (TouchBistro Cafe), 'Short name' (TouchBistro), and 'Description'. The 'Links & Emails' section includes 'Help FAQ link' (http://www.myresto.com/faq), 'Help email' (myresto@example.com), and 'Loyalty FAQ link' (http://www.myresto.com/rewards). The 'Icons' section shows three icon options: 80x80 pixel icon, 128x128 pixel icon, and 152x152 pixel icon, each with a 'Select A Saved Image' button.

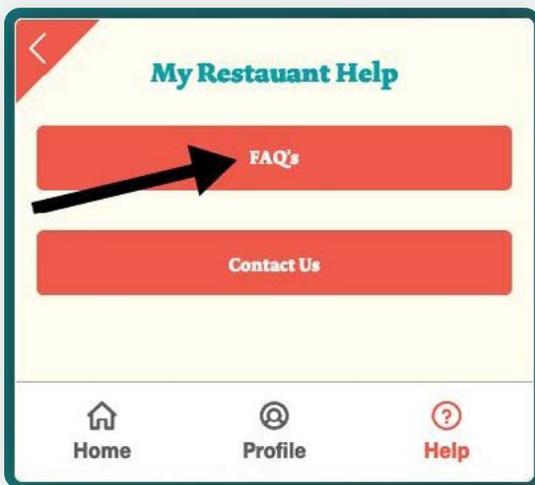
Field	Description
Name	This will be the name of your restaurant as it appears in a web browser tab.
Short Name	This will be the name that appears if the diner saves the web app to their device's home screen.
Help FAQ Link	This is URL that will be used if the diner taps the FAQ's button under Help.
Help Email Address	If a diner taps Contact Us, this email will be used to auto-populate that email system's To: field.
Loyalty FAQ Link	If a diner taps the Frequently Asked Questions button at the bottom of the Home screen, this loyalty FAQ URL will be used.
App Icons	Upload icons to represent your CWA if a diner adds your app to their home screen.



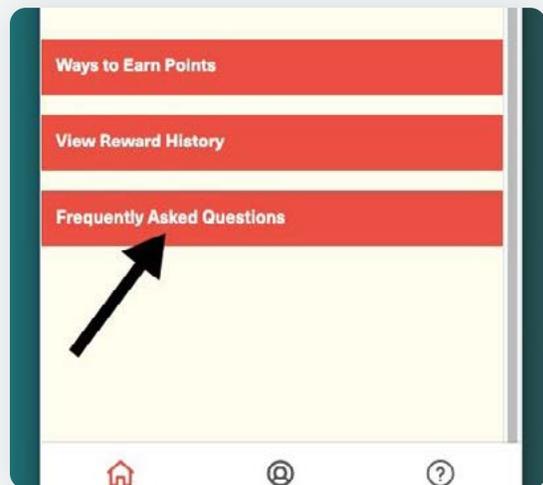
Short Name



Help Email Address



Help FAQ Link



Loyalty FAQ's Link



REWARDS

Earn points and redeem rewards

GIFT CARDS

Purchase and redeem gift cards

ORDER ONLINE

Place an order for pick up or delivery

RESERVATIONS

Make a reservation



Home



Profile

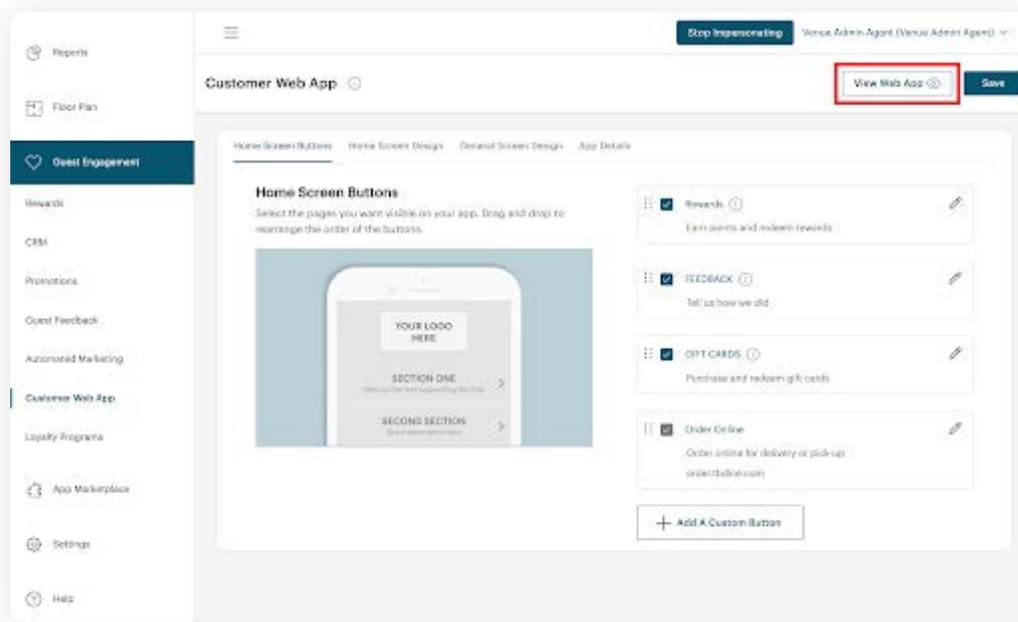


Help

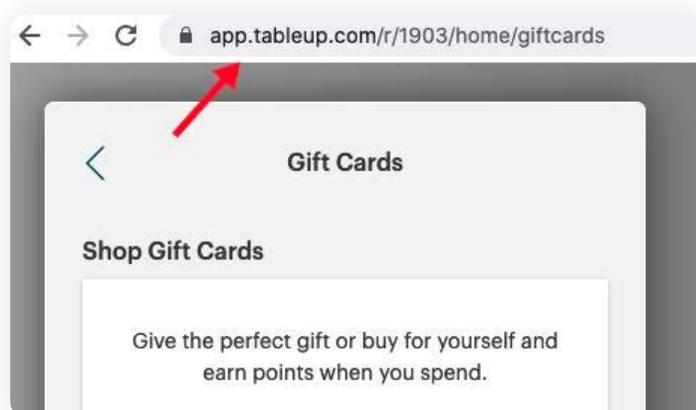
5 Sharing Your Web App URL

After you've configured and customized your CWA, you're ready to share the URL with your guests. This is a simple process that involves just 2 steps:

1. In TouchBistro Cloud, select Guest Engagement then **Customer Web App**. Select **View Web App**.



2. This will launch the live web app in a browser. Copy the URL in full.



Best Practices for Your Customer Web App

Keep It Simple

A mobile screen is roughly 3-5 diagonal inches, which means you're not working with a lot of space. Keep things simple and avoid trying to cram intricate images or fonts into your app's design. Remember, the ultimate goal of your app is to serve the customer, rather than making them fawn over your design.

Aim for Consistent Branding

Your CWA is an extension of your restaurant, which means it should have the same look and feel as your venue. Always ensure the font, colors, and imagery used across your CWA match your other marketing materials.

Don't Overwhelm Your Users

Adding too many buttons to your CWA can lead to "decision paralysis," which is when a user is presented with so many choices, they are left unable to make a decision. To ensure your users can find the information they're looking for in the least possible time, limit the number of clickable buttons on your CWA to the essentials.

Keep Your User Top of Mind

Your CWA is specifically for your guests, so make sure you design your app with their needs in mind. Stick to simple language and keep your layout intuitive by ensuring your most important buttons are featured right at the top. You might even want to gather early feedback from friends and family before launching to get a fresh perspective on your app.

Ensure Staff Are Comfortable

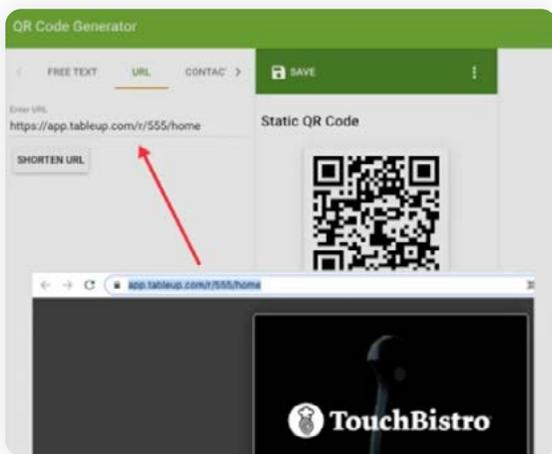
Your guests may be the target audience for your CWA, but your staff are the ones who will need to walk them through the initial setup. Make sure your staff are familiar with your CWA and can answer any questions your guests may have.



How to Market Your Customer Web App

Once you've got your web app up and running, the final step is making sure customers know about it and remember to use it.

Here are our top tips for marketing your restaurant's CWA:



1. Set up a QR Code for Your App's URL

Use an online [QR Code Generator](#) to create QR code you can use in your promotional materials such as table toppers, in-store signage, and handouts.



2. Add Your App's URL to the Bottom of Guest's Checks.

Easily add the link to your CWA to the bottom of each check.

3. Link Your App's URL on Your Restaurant's Website and Social Media.

A web app can be accessed in a browser so you can link to your app directly from your restaurant's website. You can also add a link to your web app in your social media profiles and create dedicated social posts explaining exactly how customers can use your app to engage with your restaurant.

4. Create a Dedicated Domain

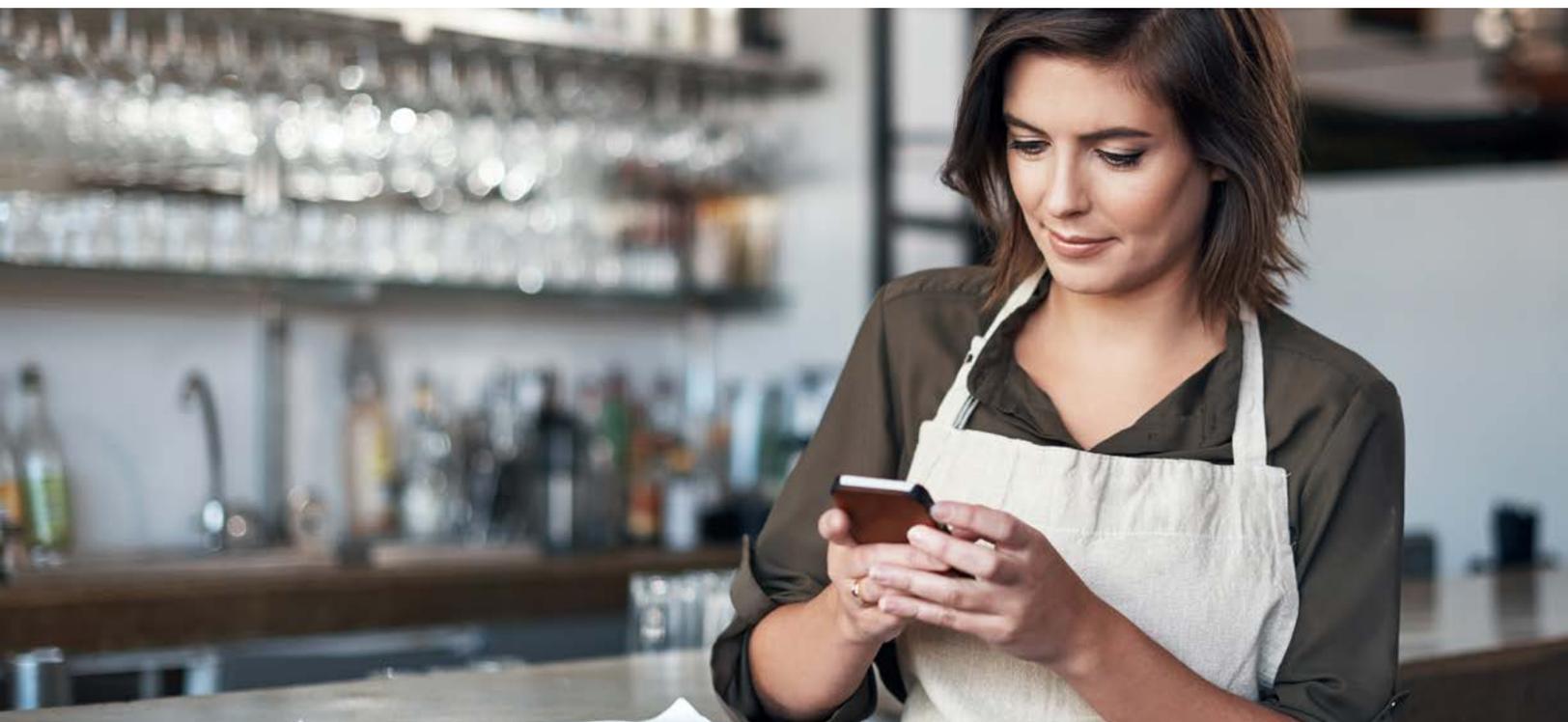
Create a low-cost domain name specifically for your URL (i.e. www.mypubapp.com) and have it redirect to your web app.

5. Promote Your Web App to Your Loyalty Program Members

Leverage TouchBistro Loyalty's CRM and TouchBistro Marketing's integrated marketing tools to email your loyalty program members about your CWA.

6. Promote Your Web App with In-Store Signage and Displays

Update your gift card display and other in-store signage to promote sending and receiving digital gift cards through your CWA.



Conclusion

According to a [2021 report](#) from the mobile data and analytics firm App Annie, the average consumer now spends a whopping 4.2 hours per day on their smartphone – a figure that’s up 30% from 2019.

With your customers spending so much time on their phones, there’s no question that mobile-friendly technology like a progressive web app is a great way to get your restaurant in front of more eyes. And with a ready-to-use solution like TouchBistro’s Customer Web App, you can have a custom-branded web app up and running in less than an hour’s time.



TouchBistro Loyalty

Ready to get started with email marketing for your restaurant?

Get everything you need (and more!) with [TouchBistro Loyalty](#)*.

TouchBistro Loyalty helps you turn first-time guests into lucrative regulars, and regulars into promoters with a loyalty program that helps your restaurant create personalized and rewarding experiences for every guest.

With TouchBistro Loyalty You'll Get:

A CRM to Help You Deliver an Exceptional Guest Experience

TouchBistro Loyalty doubles as a customer relationship management (CRM) platform, letting you capture guest details like last visit, orders placed, number of visits, dollars spent, points earned and redeemed, birthdays, and more.

Rewards You Can Customize for Your Business

Tailor your loyalty program to meet the needs of your bar, food truck, FSR, or QSR with a rewards system based on guest spend, orders placed, or number of visits.

A Customer Web App to Increase Guest Engagement

Our easily customizable Customer Web App lets diners keep track of all their rewards and see promotions all in one place.

Create Targeted Promotions with Marketing Integration

Integrates with [TouchBistro Marketing](#) so you can combine guest data with advanced email marketing for a 360-degree customer engagement solution – all on one platform.

TouchBistro Loyalty has definitely helped us drive repeat business. We love the flexibility of it. We can build any type of program we dream of, with points, discounts, buy-one-get-one – the options are endless!



Mustard Seed Cafe
Michael Perkins



TouchBistro is an iPad and integrated payments solution built for restaurant people, by restaurant people. Our system helps thousands of restaurateurs around the world increase sales, delight guests, and save both time and money. Find out how our solutions can help make it easier to run your restaurant.

www.touchbistro.com

1-855-363-5252

