



RESTAURANT APP

EAZI-APPS CASE STUDY





ABOUT

Roast Restaurant is perched atop the gourmet retreat of Borough Market in London, Britain's oldest food market.

The restaurant is renowned for quintessentially English cuisine with an imaginative edge, showcasing fine British cuisine and supreme seasonal ingredients.

The Bar at Roast serves up quirky cocktails amidst the elegant sounds of the in-house grand piano.

The Roast App has been created to work alongside the client's current online infrastructure with a number of connections to the client's website and online booking systems.

For more information, visit: www.roast-restaurant.com



DESIGN

The Roast App has a modern design, using the 5 tile (bottom row) navigation and side menu.

The App has made use of the Slider functionality on the Homescreen to make use of advertising space and linking to the most commonly used tabs on the App.

A consistent look and style gives the App a professional appearance, which is in-keeping with that of the client's website.

Consistency is important when creating an App for a business that already has a website. This can be seen as a plus, as having the website as a base to work from, some of the labour of creating a theme and branding is removed from the project.

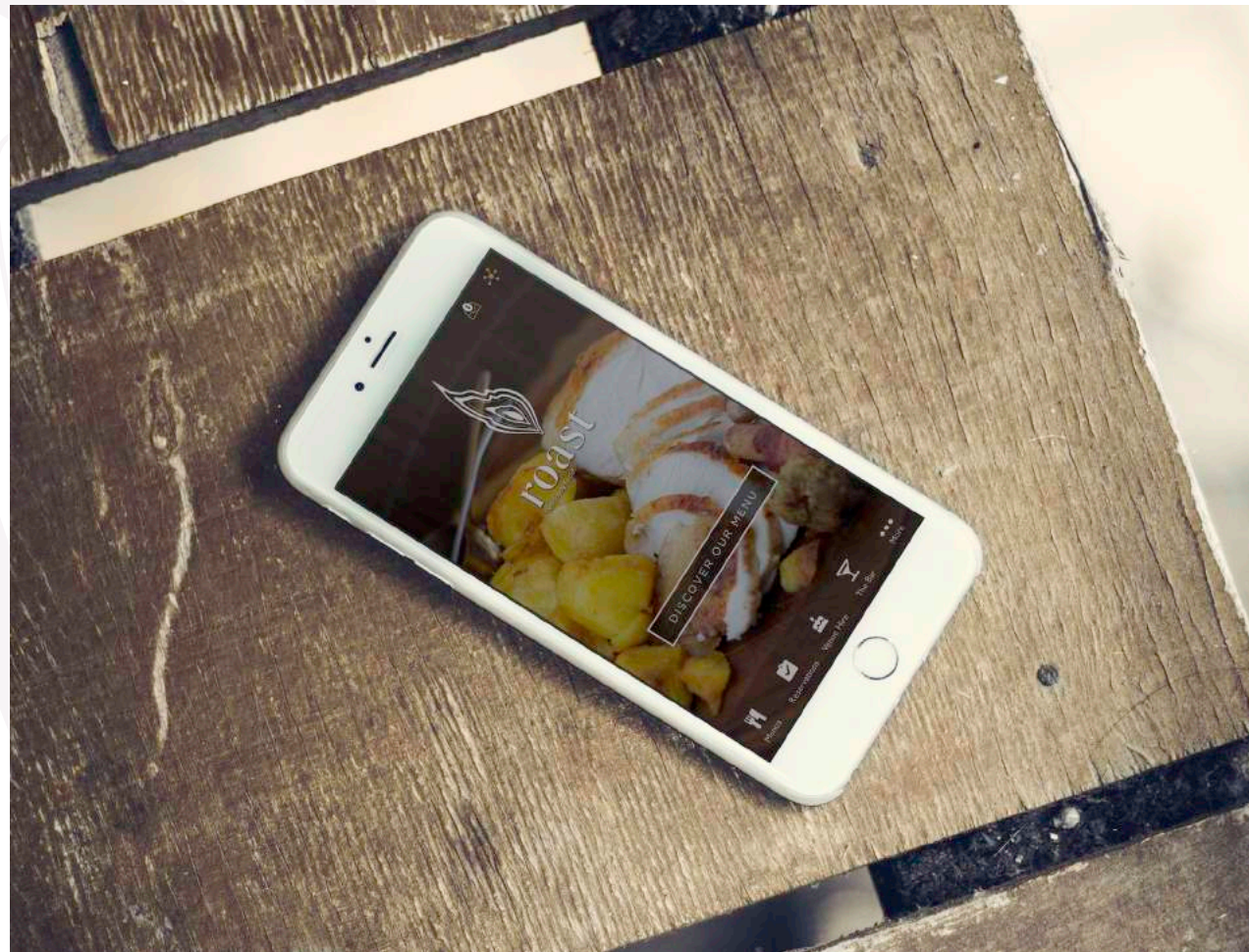
Preview this app on your device:



Preview App Code: [roastrestaurant](https://roastrestaurant.com)

iTunes: <https://goo.gl/ZkuaXG>

Google Play: <https://goo.gl/yK58eb>





MAIN FEATURES

The Roast App utilises a number of the features available within the Eazi-Apps development platform, including:



Loyalty

Advanced Loyalty Perks and Digital Stamps



Events

Utilising native functionality of calendar on devices



Reservations

Booking Integration with OpenTable



Email Forms

Feedback/Rate the App



Website Tab

Social Networks, Shop linked to client's mobile responsive website



Messages

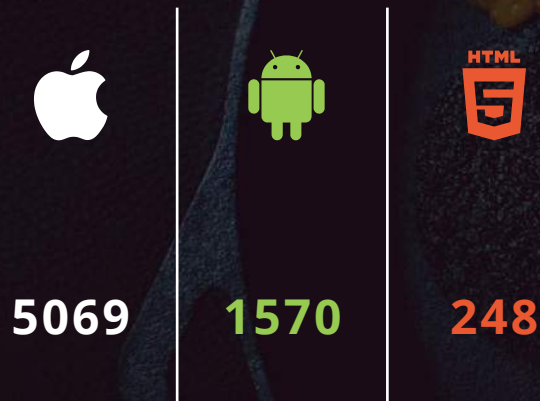
Push Notifications

Making the most of each feature will allow you to integrate the app with your clients current business.

APP DOWNLOAD AND SESSION DATA

Since being published to the App Store and Google Play Store, the Roast App has amassed over 1000 downloads and over 6000 individual sessions.

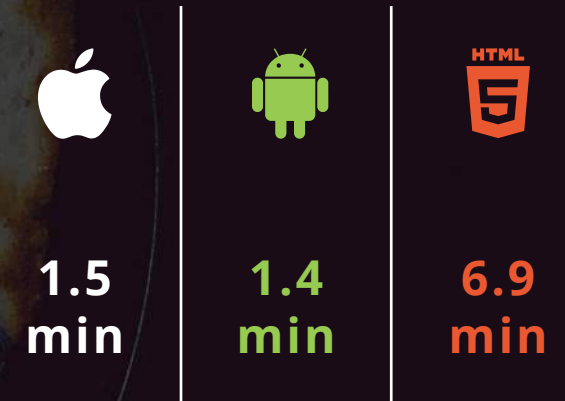
TOTAL SESSIONS



DOWNLOADS



AVERAGE TIME IN APP



Average session times for iOS and Android are less than 2 minutes – showing the necessity to have a simple, easy to navigate and user friendly App.

APP USAGE

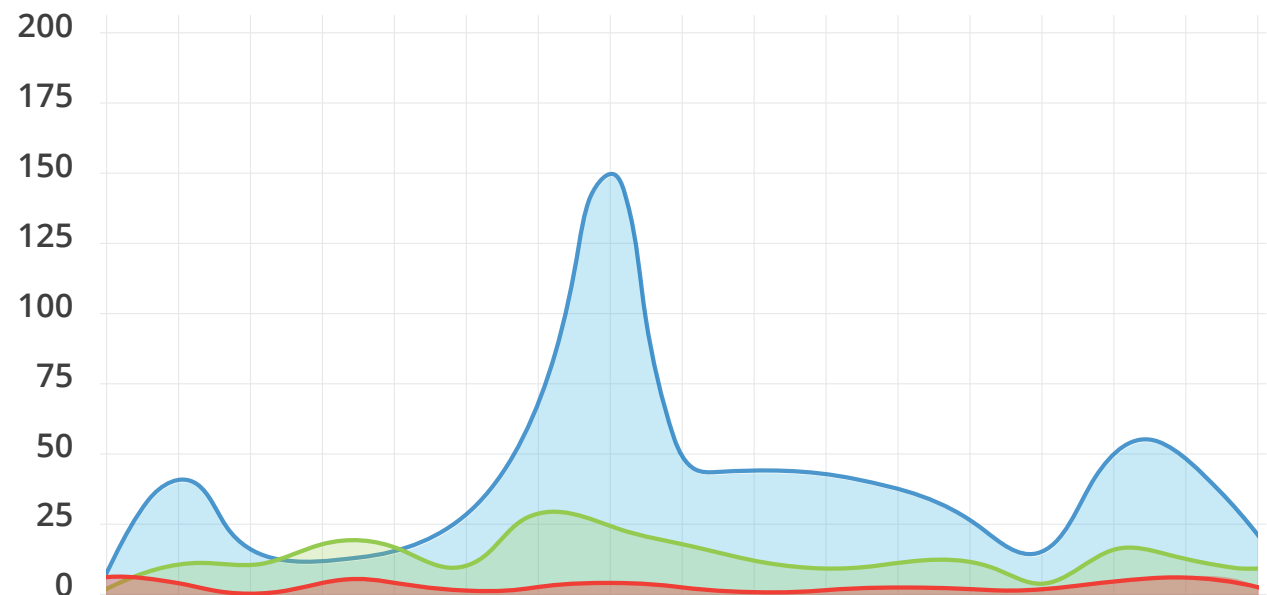
1 WEEK TIMEFRAME

(Correlation with Push Messages)

● iOS

● Android

● HTML5

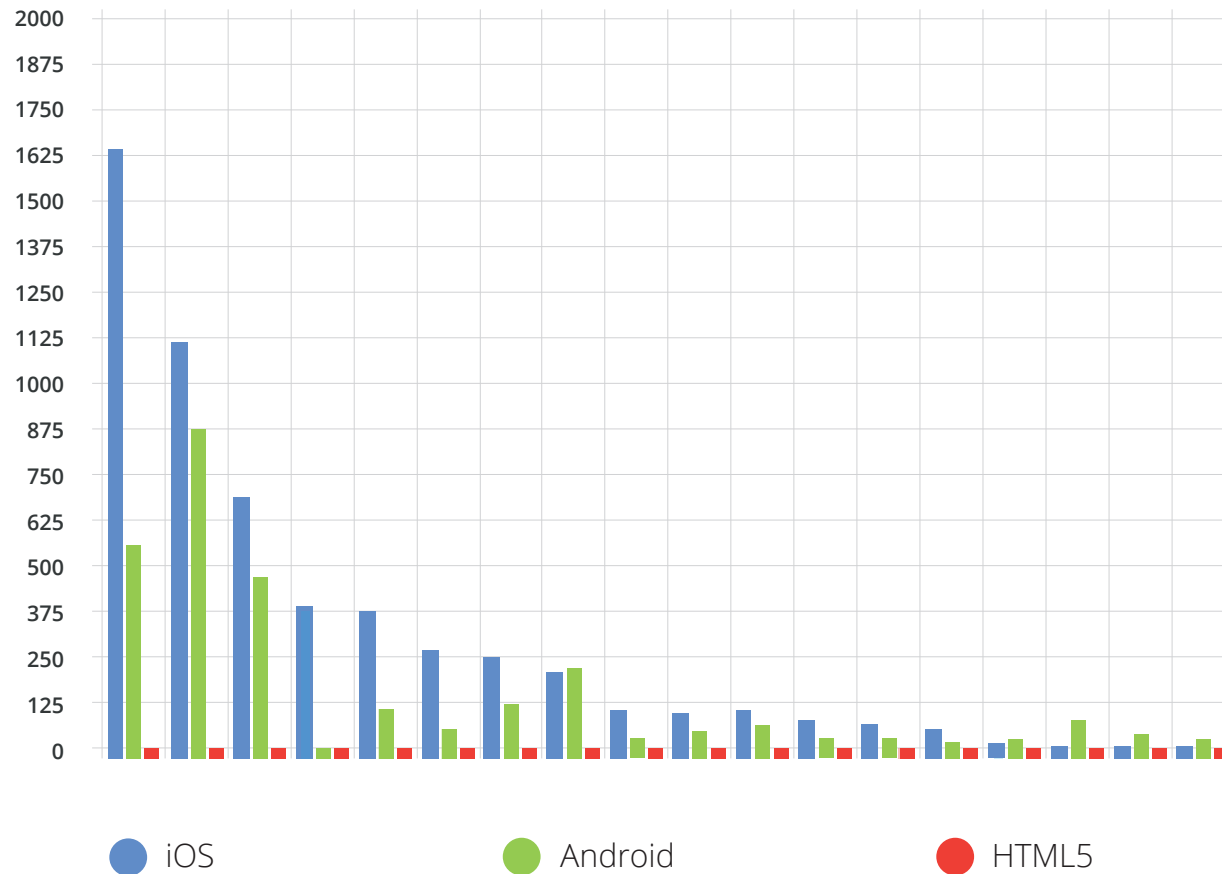


Here is a graph displaying the sessions logged in a week for the Roast App.

The peak session-count is in correlation to the usage of **push notification messaging** sent out by the client.



APP FEATURE USAGE



Feature	Total Sessions
Rewards	2197
Menus	1990
Reservations	1167
My profile	489
News & Offers	432
How to Use	391
The Bar	375
Notifications	332
Reviews	169
Social Networks	156
About Roast	135
Venue Hire	114
Events	102
Gallery	81
Newsletter	78
Shop	38
Find Us	36
Rate this App	22

The Rewards and Menu Tabs are the most viewed features during sessions. Utilising a good marketing strategy can entice users to keep re-visiting the App, which is key to its continued success.

GENERAL STATISTICS

7BL

There are 7 billion people on Earth.
5.1 billion own a mobile device [1]

30%

of restaurant searches are mobile [2]

61%

of customers who visit a mobile unfriendly site are likely to go to a competitor's site [3]

50%

of smartphone owners have scanned a QR code. 18% of those have made a purchase after scanning [4]

64%

of mobile phone time is spent on apps [5]

**IN
2009**

1% of internet traffic came via a mobile device. In 2010 this jumped to 4%. Today, 10% of internet traffic comes via mobile [6]

Sources: [1] Mobile Marketing Association Asia, [2] Google, [3] Karim Temsamani at IABALM 2012 via IAB, [4] Mashable, [5] Nielsen [6] Kleiner Perkins



MOBILE USAGE GROWTH

Google mobile search grew 120.8% in 2013; desktop search ads registered a growth of just 2.3%. There will be **2 billion smartphone users globally** by 2017.

85% of mobile users feel more at ease with apps as compared to mobile websites. iOS apps generate nearly four times the revenue that corresponding Android apps do. Instigating action through apps using mobile-only loyalty programs, push notifications to alert your customers of specials, discounts and special events, and most importantly, keeping your business in the palm of your customers' hand.
