

# The Complete Guide 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  
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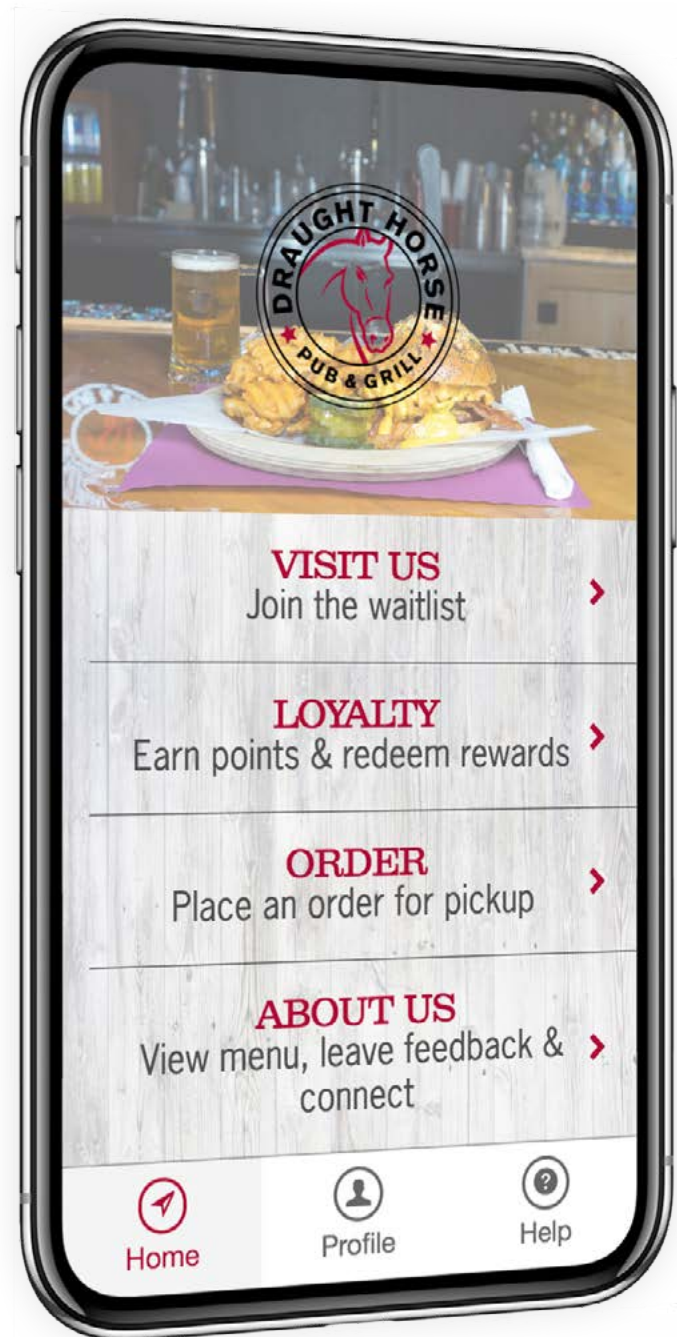
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# Progressive Web Apps 101

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.



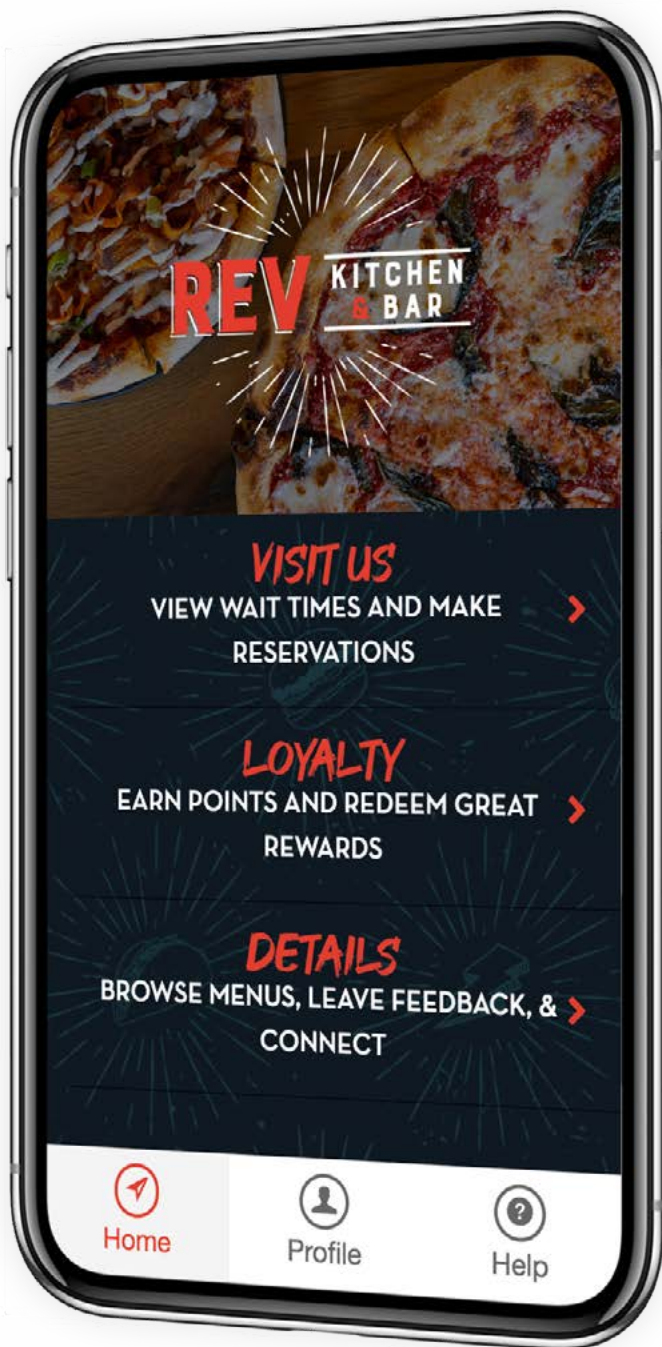


## Web Apps vs Native Mobile Apps

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.
Ability to send in-app messages.	Ability to send in-app messages and push notifications.

## 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 Loyalty Portal – no need to contact the TouchBistro support team. After the initial setup, you can independently manage your app from the Loyalty Portal, 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

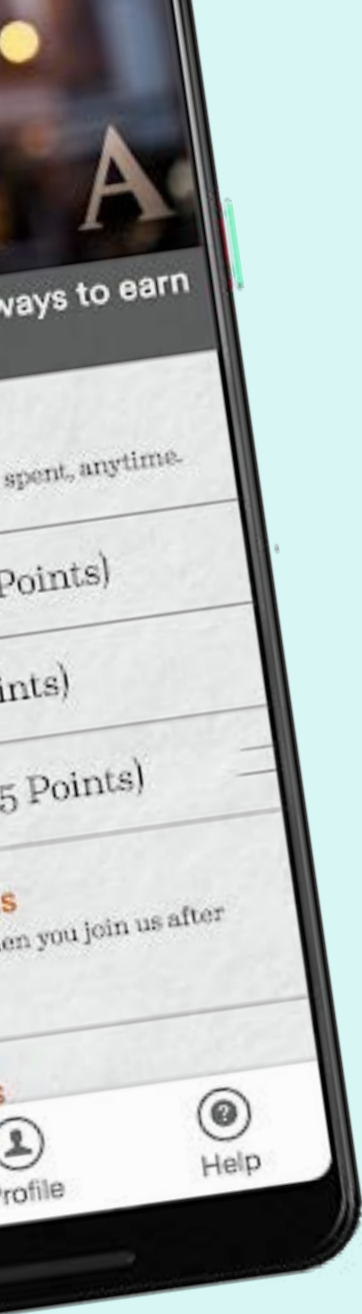
Every time guests use your web app, they provide you with valuable information about their habits and preferences – data you can use to inform key business decisions.

## 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.



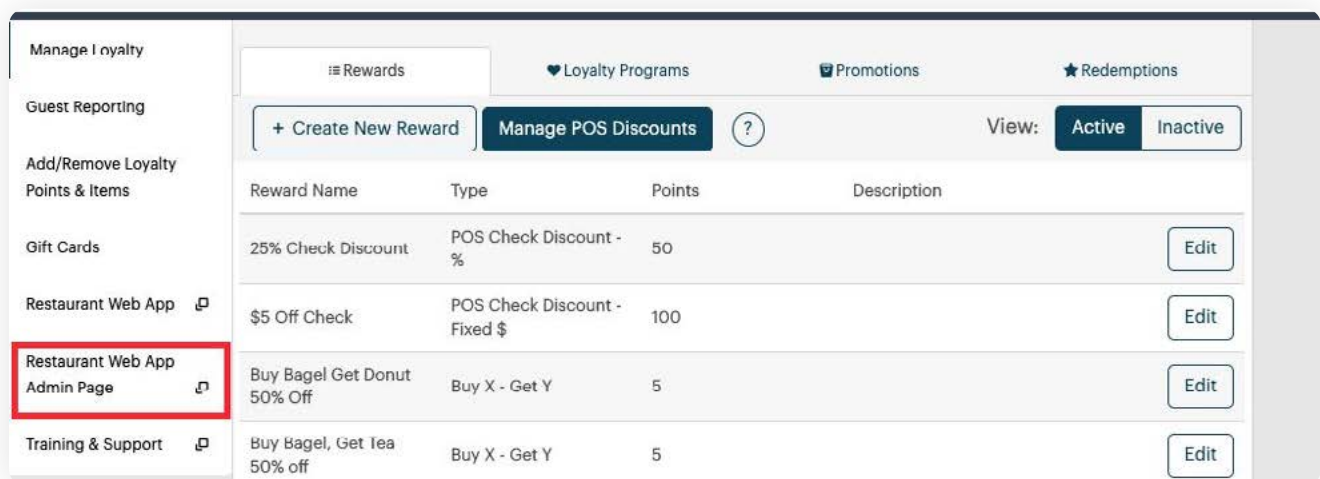
# How to Create a Customer Web App for Your Restaurant

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 your TouchBistro Loyalty portal and click the **Restaurant Web App Admin Page**.



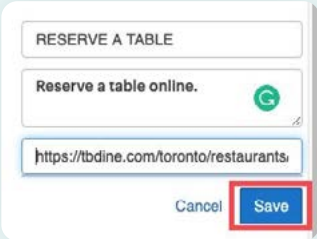
The screenshot shows the TouchBistro Loyalty portal interface. The sidebar on the left contains several menu items, with 'Restaurant Web App Admin Page' highlighted by a red box. The main content area displays a table of rewards under the 'Rewards' tab. The table has columns for Reward Name, Type, Points, and Description, and includes an 'Edit' button for each row. The 'View' filter is set to 'Active'.

Reward Name	Type	Points	Description	
25% Check Discount	POS Check Discount - %	50		Edit
\$5 Off Check	POS Check Discount - Fixed \$	100		Edit
Buy Bagel Get Donut 50% Off	Buy X - Get Y	5		Edit
Buy Bagel, Get Tea 50% off	Buy X - Get Y	5		Edit

## 2 Buttons

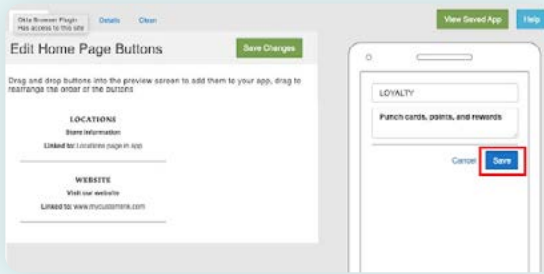
The next step is to choose what features your guests will be able to access from your CWA by choosing the appropriate **Buttons**. This can include access to your loyalty program, as well as custom links to your reservations platform, online ordering platform, and more.

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:

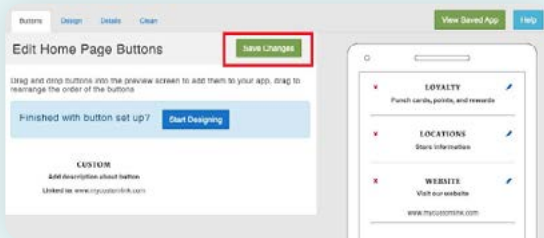
Button	Description
Loyalty	This will open a screen on the diner's web app that allows the diner to check into your loyalty program, or to view and claim any available rewards.
Gift Cards	This button will allow diners to purchase, send, and redeem TouchBistro Digital Gift Cards.
Custom	<p>The Custom button allows you to include outbound links to web pages such as your <a href="#">TouchBistro Dine</a> page, or your <a href="#">online ordering page</a>. 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 drag and drop using the instructions below.



**1. Click and hold on a button and then drag and drop it into place on the app preview screen.**



**2. After adding a button, you can customize the button's name and descriptive text.**

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

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

### 3 Design

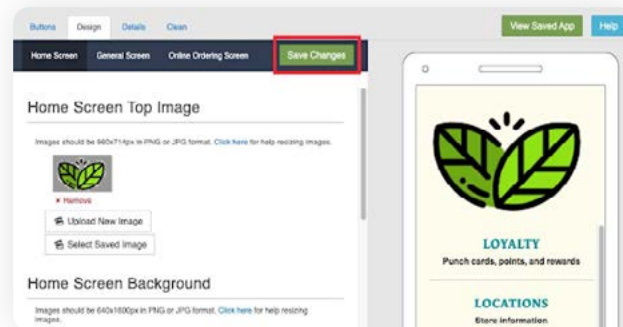
With the appropriate buttons in place, now it's time for the fun part: designing the look and feel of your CWA.

To customize your web app to match your restaurant's branding, visit the Design screen. 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
<b>Your Logo</b>	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
<b>Background Image</b>	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
<b>Brand Colors</b>	Backgrounds, icons, buttons, and text can be customized with your brand colors.	Have your colors defined in hex format (e.g., #B123A2).
<b>Font</b>	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.
<b>App Icon</b>	Your app icon is a square image that represents your web app on a phone's home screen.	Have at least one 80×80 px in JPG/PNG format.
<b>Diner Contact Email</b>	Your diner contact email is the email address diners can use to contact you via the web app.	N/A
<b>Loyalty FAQ Link</b>	You may want to include a link to your website's FAQ page explaining your loyalty program.	N/A
<b>FAQ Link</b>	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.

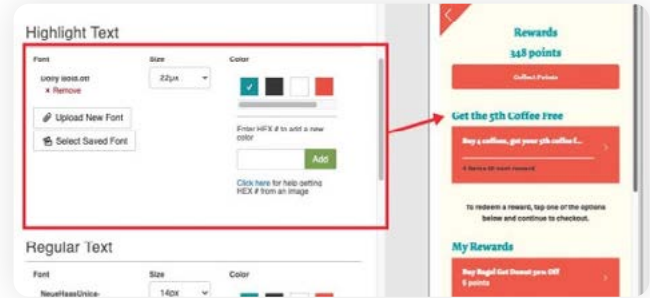
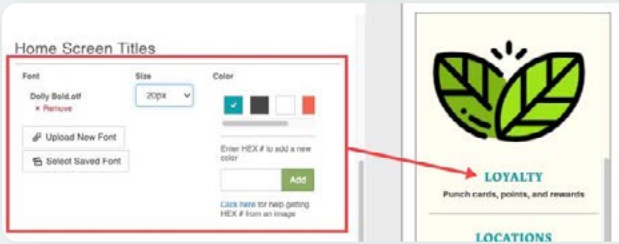
On the **Home Screen**, you can customize the following elements:



Option	Description
<p><b>Home Screen Top Image</b></p>	<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 <b>Upload New Image</b> to upload an image from your computer's hard drive. If you've already uploaded some images, you can click <b>Select Saved Image</b> and choose one of those.</p>
<p><b>Home Screen Background</b></p>	<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 <b>Upload New Image</b> to upload an image from your computer's hard drive. If you've already uploaded some images, you can click <b>Select Saved Image</b> and choose one of those.</p>
<p><b>Home Screen Titles</b></p>	<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 <b>Upload New Font</b> button to upload it. It needs to be in OTF or TTF format.</p>
<p><b>Home Screen Description</b></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 <b>Upload New Font</b> button to upload it. It needs to be in OTF or TTF format.</p>
<p><b>Gradient</b></p>	<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>

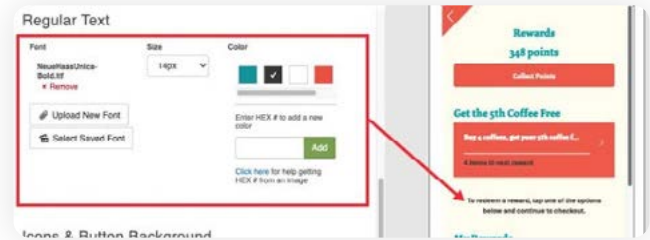
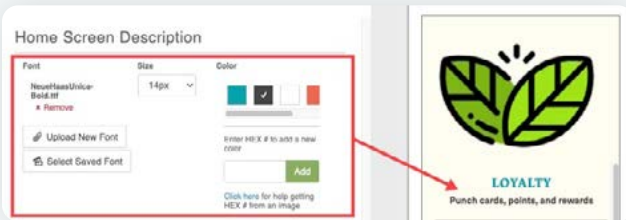
# Home Screen

# General Screen



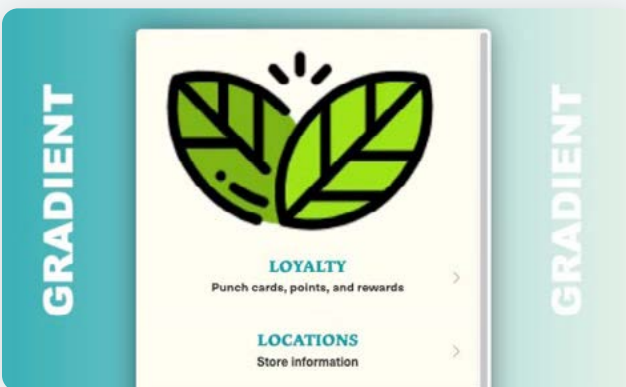
## Home Screen Titles

## Highlight Text



## Home Screen Description

## Regular Text



## Gradient

## Icons & Button Backgrounds



## Button Font



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

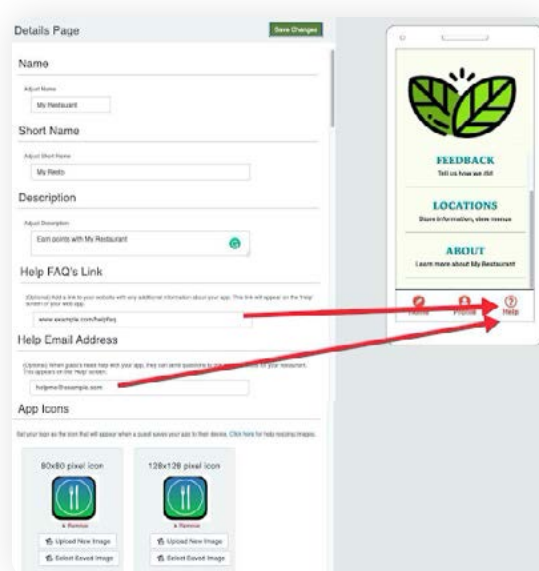
Option	Description
<b>App Background</b>	<p>You can choose either an image or a solid color to fill the Reward screen's background. If you upload an image to be the background, it should be no bigger than 640 pixels wide and 1600 pixels high. It has to be in PNG or JPG format (no GIF or TIFF formats).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

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

## 4 Details

The last section to tackle is the **Details Screen**. The 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](#).



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



## 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

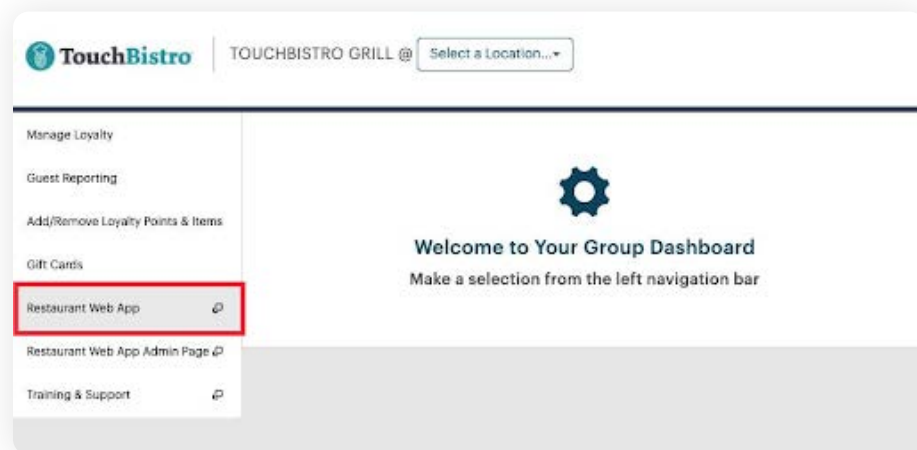




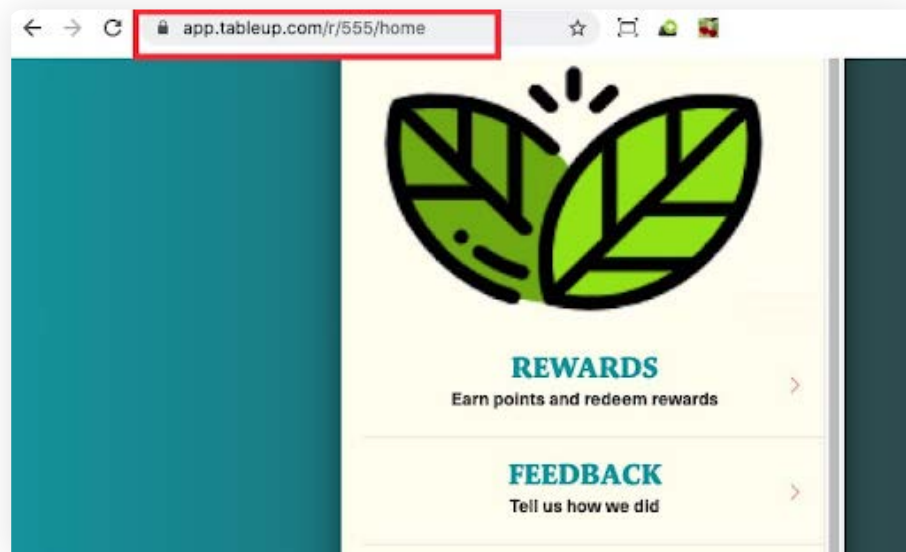


## 5 Sharing Your Web App URL

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. From your portal page, click Restaurant 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.

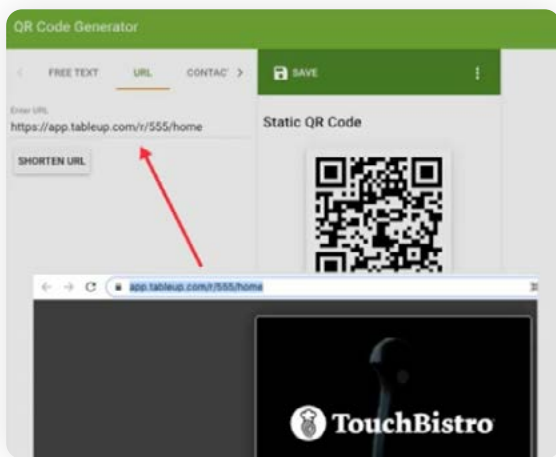




# How to Market Your Customer Web App

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](http://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](http://www.touchbistro.com)

**1-855-363-5252**

