

BEST PRACTICES

QikPay and QikOrder Sticker Guide



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01. Introduction

We understand everything in a restaurant has been carefully considered, designed, created and placed with great care. This isn't just to ensure guests can enjoy the best experience possible, but also to help staff run operations smoothly and to maintain branding and experiential consistency.

QikPay or QikOrder (order to table or digital menu) stickers placed within your restaurants are no different. It's important the design and placement of these materials are done right, to ensure they tie in seamlessly with both your brand and the practical realities of offering the service.

This best practice guide is your one-stop shop for everything sticker-related. From what materials and discovery choices you have to demographic considerations and key design elements - we cover it all, so let's get started!



02. What materials should I use?

There are different types of sticker materials you can choose from, each with their own considerations. When deciding on what you want your stickers to be made of, you need to think about whether you'll need to be able to reposition them, if you prefer a matte or gloss finish, if you need them to be highly durable or whether you'd prefer to replace them at scheduled times to keep them fresh. Here are some options:

Vinyl

Vinyl is a popular material to use for stickers within a restaurant setting as it has a slight stretch or flex to it making it more easily applied to both flat and curved surfaces. It is also very durable and feels smooth to the touch. Most adhesive vinyls are classified as either permanent or removable.

Outdoor vinyl

Any stickers you use in a restaurant setting will of course have to be durable. However, if you're using stickers outside, they'll have to withstand the elements as well as day-to-day wear and tear. Due to the durability requirement outdoor vinyl has, it's generally considered permanent but can be removed in most cases with some heat and patience!

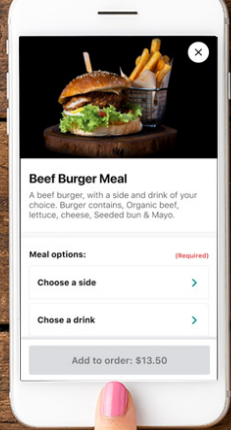
The expected lifespan of permanent outdoor vinyl stickers can be as long as 5-7 years. Please check with your printer for the lifespan of the specific vinyl they use.

Removable vinyl

This vinyl does pretty much what it says, it's vinyl and has an adhesive which can be easily removed from surfaces without leaving a sticky residue. However, this type of material, although hard wearing, isn't suitable for outdoor settings.

The expected lifespan of repositionable vinyl stickers is about a year. Please check with your printer for the specific lifespan of the specific vinyl they use.



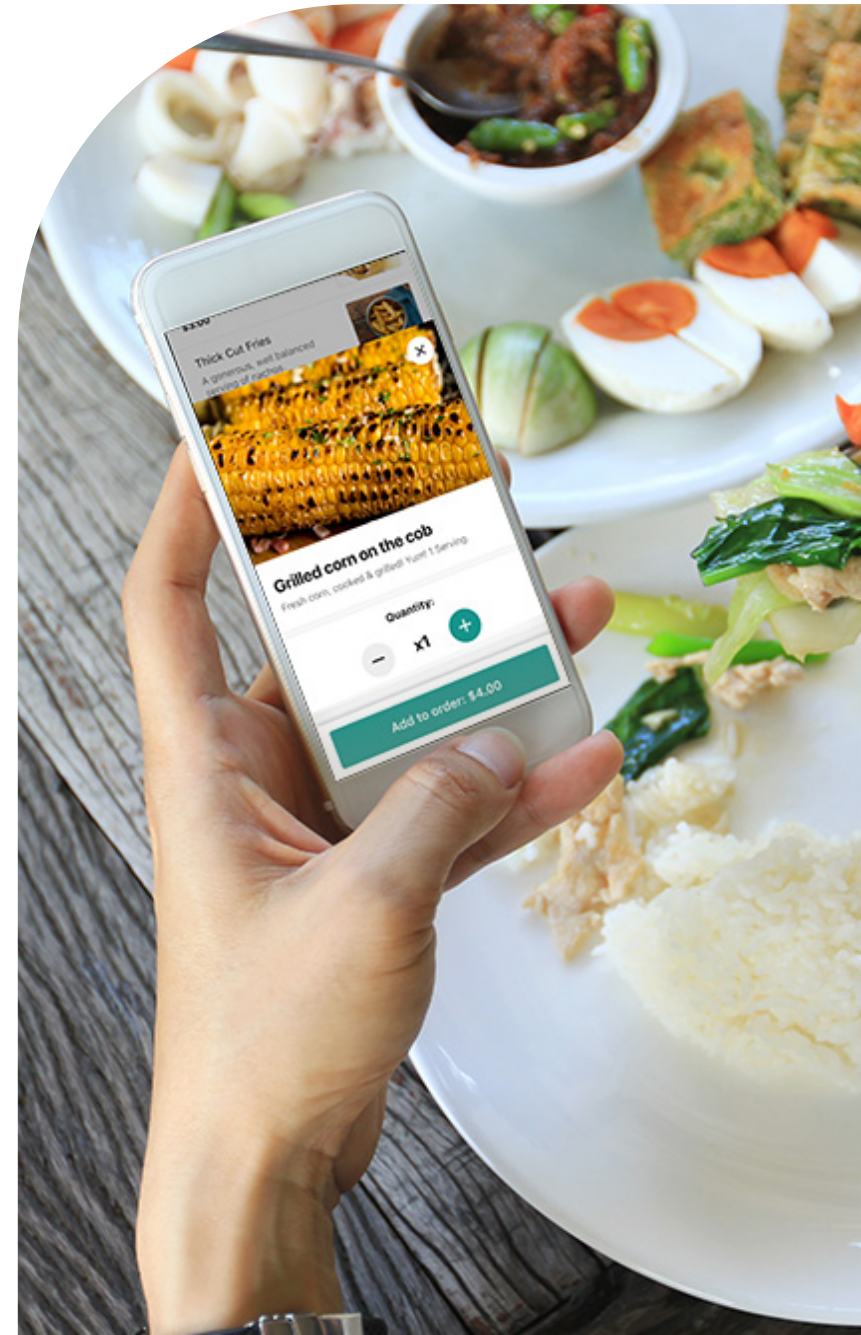


Paper

You might be wondering whether you can use paper stickers with a protective coating. We would advise against this. Paper and cardboard are porous materials meaning they can absorb water, even with a waterproof protective layer. Over a short period of time, they'll start soaking up liquid and will deteriorate quickly. Vinyl on the other hand is plastic so can withstand water and other liquids being spilled on it without being compromised.

Matte or gloss?

Whether you go for permanent or removable vinyl, you will have a choice between a matte or gloss finish. This is more of an aesthetic choice and is up to you. One factor worth considering is that customers might have more trouble scanning the QR code on stickers with a highly glossy finish due to greater light reflection versus a matte sticker.



03. Discovery

The way your guests start the journey of ordering or paying at their table is important. If it's not quick and easy, customers might be put off and reluctant to use the service again in the future. There are a number of ways your guests can pull up their check or menu with ease:

QR code

Many people nowadays are familiar with QR codes as their popularity for use in marketing campaigns has grown over recent years. A QR code, or quick response code, is easily readable by mobile phones. Once scanned, it opens a web page on your mobile for the URL embedded in the code.

Size restrictions

When including a QR code on a table sticker, make sure it's large enough for phones to scan easily. Any QR code printed on a sticker should be **at least 2.5cm x 2.5cm** for it to be read quickly.



A rough rule for QR code size is:

Scanning distance/10 = QR code minimum size

For example, if you wanted to put a QR code on a sign that guests will be scanning from 1m away, the minimum size of the barcode would be $100/10 = 10\text{cm}$. For a table sticker, the scanning distance would be much shorter. But even if the scanning distance is, say, only 10cm, we would still recommend the minimum size of the QR code to be no smaller than 2.5cm.

Contrast restrictions

It is important for there to be good contrast between the foreground and background colours of the QR code when a standard white and black barcode is not being used. If the contrast is not good enough, the code will not scan properly.

Many operators want customised QR code colours as it fits in better with their brand. You can even put your logo in the centre of

your QR code and create all sorts of imaginative and eye-catching designs. If you decide to get creative, we recommend a strict prototyping and testing phase to ensure it works smoothly before it's released to guests. For example, in QikServe's own testing experience, we have found some phones scan QR codes better when they have a bounding box around them versus just the QR code itself.

Device restrictions

In 2017, an iOS update meant that all iPhones with the update could scan QR codes by using the inbuilt camera. Android 9 phones and above also have an in-built QR code reader thanks to Google Lens. However, unlike the iPhone, Google Lens may need to be activated by Android users before they can use it to scan the QR code successfully with the camera. They can do this by going to settings and activating Google Lens suggestions to scan QR codes. Earlier Android devices will require an app to scan QR codes.



Images courtesy of: Sampi and China Channel

NFC

Near Field Communication or NFC tags can be embedded in table stickers, table artefacts or even the table itself. When a mobile device is placed close to the NFC tag it sends information to your phone without the need for a power source of its own.

When the information is received, your phone launches a web browser pointing to the menu or check location embedded in the tag.

There are different types of NFC frequency but tags suitable for QikPay and QikOrder purposes centre on 13.56MHz which offers a data transmission of up to 424 kbits/second within a distance of approximately 10cm.

Device restrictions

The list of NFC-enabled phones is growing. [NFC World](#) keeps a mostly up-to-date list of NFC enabled phones. Generally speaking, most Android devices are NFC-enabled

and the latest iPhones including the iPhone 11 Pro, iPhone 11 Pro Max and iPhone 11 support NFC tag reading. iPhones 6 to iPhone X require an app to be able to read NFC tags.

Locking NFC tags

If you decide to use NFC to launch a menu or retrieve a check, it is important you lock down the tag before going live. Anyone can download an app to their phone that can change the destination of where the tag

is pointing to unless it is locked. You can request the NFC tags to be locked down from the printer when you discuss requirements.

Metal surfaces

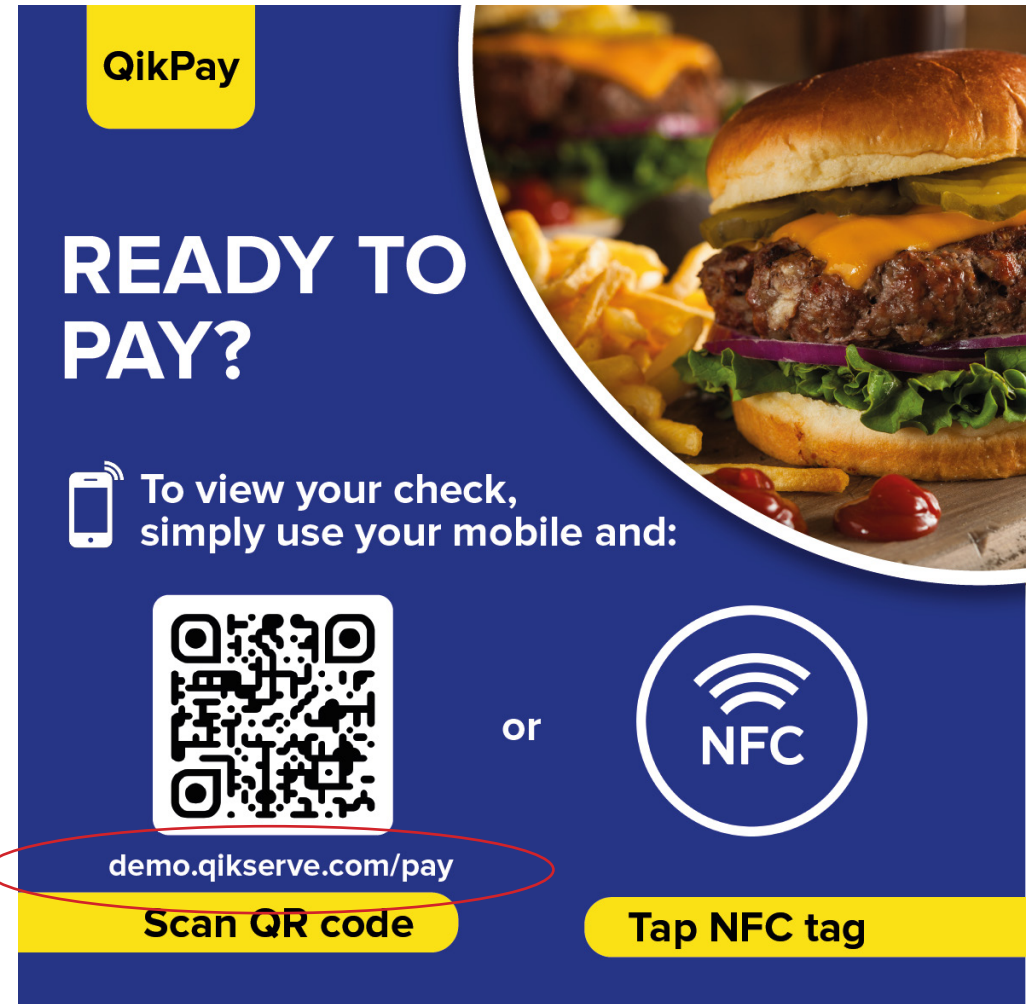
If you intend to use NFC tags on metal tables or other metal surfaces such as a condiments tray, you must ensure it is equipped with a layer of ferrite that protects its magnetic field. If there is no ferrite layer, tapping the tag may be unsuccessful.



URL


Anyone with a smartphone can access a URL printed on a sticker or other table materials. All they need to do is type the URL into their mobile browser to pull up their check or menu.



Although using a URL allows for the greatest accessibility, the drawback is convenience. With a QR code or NFC tag, all you need to do is scan or tap your phone on the sticker. A URL means having to open your browser and type the address in before being able to order or pay. And remember, for QikPay, each URL will be different for the guest to pull up the right check. This is also the case with QR code and NFC but it is more noticeable with URLs when you need to consider creating potentially hundreds of different - but not too lengthy or complicated ones - to use on tables across your estate.



QikPay

READY TO PAY?

 To view your check, simply use your mobile and:

 or 

demo.qikserve.com/pay

Scan QR code **Tap NFC tag**

04. Demographic considerations

It's crucial for the success of QikPay or QikOrder that you have a clear and accurate understanding of the demographics of your customers. The makeup of your customer base will have a bearing on the way customers start the ordering or payment process.

For example, if you have a relatively young customer base who own smartphones and are generally tech-savvy then any route, whether NFC, QR code or URL should be pretty intuitive for them. If your restaurants are more rural and you have an older customer base who have smartphones but don't use them as often, URL might be the method you promote more heavily as they may be more

familiar typing a URL into their browser versus using QR codes or NFC tags.

Also, the success of the method which you choose will also depend on staff training. For example, even if you do serve a demographic that is less familiar with QR code/NFC/URL, if your staff are trained well and can explain how to use it, customers will only need to try it once or twice to get the hang of it.

There's also no reason why you can't include all three methods on your table materials. By giving customers the choice, you can put them in control of their experience.



05. Design

You might have a design agency, an in-house designer or a strong personal opinion on how you want your stickers to look. This guide is not to define the exact design of your stickers but draw your attention to things to think about when going through the process of designing.

Minimalist vs. instructional

Some brands we've worked with want their stickers to be ultra-minimalist. One customer even hides the sticker under a cup that holds the cutlery. After guests finish their meal, the server reveals the sticker and explains how they can use it to pay whenever they're ready. The design of these types of sticker tend to be the bare minimum, just a QR code or QR code and table number. If you want to offer more than just the QR code method, you

can embed an NFC tag in the sticker and add a subtle URL around the edge.

The benefit of a minimalist sticker is that it is a subtle addition to the table and doesn't distract from the décor or design of the customer's surroundings. If you are going for a minimalist design, staff training becomes more important. As there are no instructions on the sticker itself, it's vital staff introduce the service, tell guests what it is and how to use it.

Examples of minimalist designs:



If you want QikPay or Order to Table to be more 'self-service' you might decide to put more detailed instructions on the sticker. Instructions might include what it does, what to do with the QR code, NFC tag or URL and even the payment types you accept.

The benefit of stickers that contain full instructions means that if staff forget or are too busy to explain how to use QikPay or QikOrder, then most guests should be able to figure it out themselves. However, the more instructions and information you include, the larger the sticker will need to be, so you should consider the impact from an aesthetic perspective.

QikServe templates

QikServe provides standard templates that any of our customers are welcome to use. We have several options which you can customise to

some extent. You may want to use our templates to speed up implementation or if you don't have your own design resource.

QikPay vs. Order to table

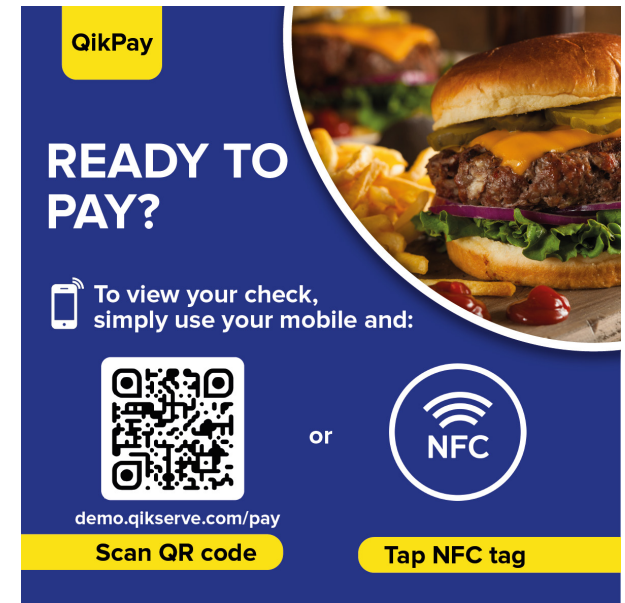
The information you should include on your sticker will depend on what journey you are offering. For example, a QikPay journey might have the following information on it:

- Pay and Go
- Ready to pay?
- Contactless payment
- Accepted payment logos
- Tap to pay/Scan to pay/type in URL to pay

An Order to table journey might have this information included:

- Hungry? Ready to order?
- Tap/Scan/use this URL to see the menu
- Touchless ordering straight to your table
- Order, pay, eat and go

Examples of more instructional designs:



If the URL encoded in the sticker takes you to a specific restaurant location (and not table) you'll need to include the table number on the sticker for the customer to type in when ordering or paying. If the URL takes you to a specific table, then printing the table number on the sticker isn't necessary but it is useful for staff when determining which sticker should be placed on which table.

Payment logos

For either QikPay or QikOrder, you might consider putting the payment logos that are accepted through this means of paying.

Size

Size considerations for your stickers have mainly been covered when discussing minimum QR code size (2.5cm x 2.5cm) and the amount of information you want to include on the sticker. Also be aware that if you do opt for a more instructional sticker, the font will have to be of a size that is easily readable for customers. Of course, the larger the font size, the larger the sticker will need to be.



Accessibility

To be able to offer QikPay or QikOrder service to customers who might be visually impaired, consider including braille instructions within the sticker design.

CTA

How intuitive your service is boils down to the call to action (CTA). Whether it's your staff encouraging guests to order or pay by mobile or the sticker that states,



unambiguously, what guests need to do, ultimately, clarity is key.

Calls to action might include:

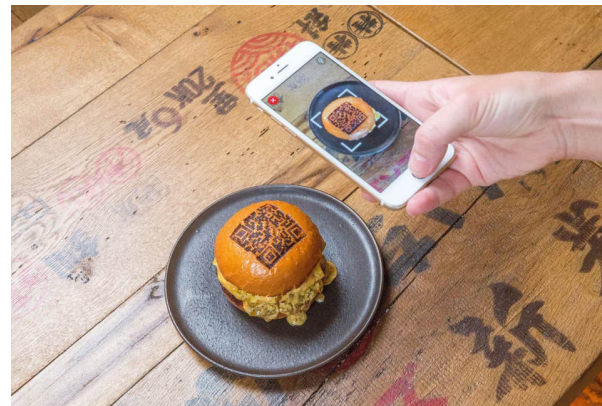
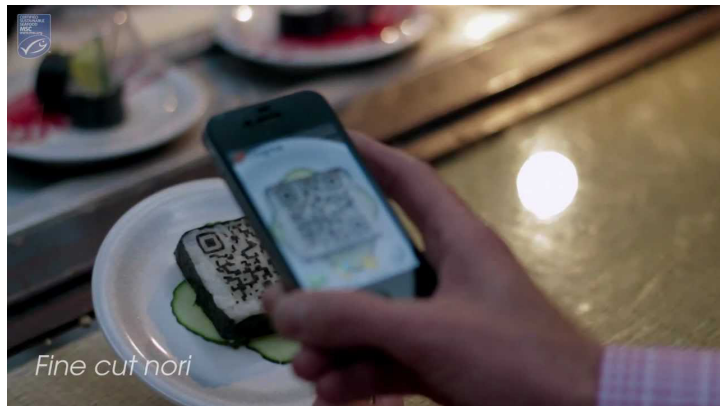
- Ready to pay? Tap/Scan here to get your check.
- Tap. Pay. Go.
- Hungry? Tap/Scan here to start ordering!
- Order to your table now!

Thinking out of the box

This best practices guide is focused on stickers as they have been the most common choice of on-table item to initiate the ordering or payment process. However, as a brand, you may want to go for something completely different. What you decide on depends on budget, brand and practical, operational considerations, but there's no reason why you can't have a plastic sushi with a QR code or NFC tag embedded into it for example, or QR codes engraved on the table itself, or an on-

table screen that advertises limited time offers as well as displays the QR code for ordering/payment.

Your imagination is the limit but whatever you choose to use, make sure you undergo a thorough prototyping and testing process before deploying them on site to check everything is working smoothly before your customers start using it!



Images courtesy of: Moshi Moshi, Evening Standard, Reto Joller, Creative Solutions Direct, Caixin



06. Placement

The majority of our customers have placed their stickers clearly visible on the table so guests can easily see and read any instructions to initiate the service. However, it is entirely up to you regarding placement. If you put the sticker on a condiments tray or hidden under an object, remember the importance of staff training to be able to explain where the sticker is, what it does and why they might prefer to pay in this way.

Remember each sticker will be programmed to point to a specific table. If the table numbers aren't printed directly onto the sticker, it is important to work closely with the printer to ensure there is a way of identifying which sticker belongs to which table. Otherwise, guests might end up paying for the wrong check!

07. Printer options

You are welcome to use your preferred printer. If you don't have one, QikServe works in partnership with two main printing companies that offer:

- QR code only
- QR code + NFC
- QR code + NFC + URL

For Europe:

Precision Proco

<https://precisionproco.co.uk/>

Contact: Chris Molloy

Chris.molloy@precisionproco.co.uk

Tel: +44 (0)114 272 8888

For North America:

Vanguard

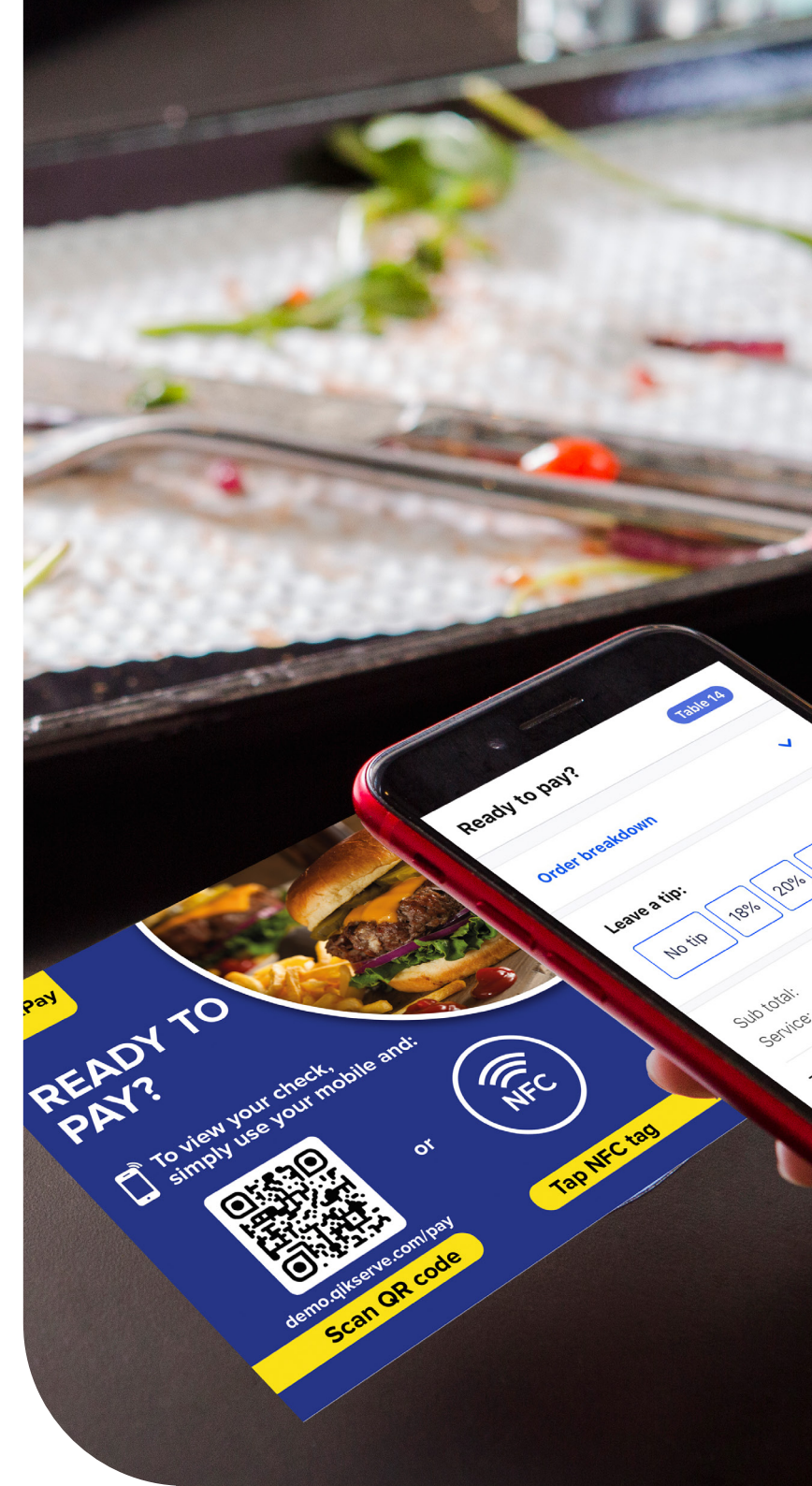
<http://www.vanguardid.com>

Contact: Gabi Terrell

Gabi@vanguardid.com

Tel: +1 800-323-7432 x 200

If you want QR code or URL only stickers, many local printing companies will be able to print either repositionable or permanent vinyl stickers and will be the fastest option in terms of lead time.



QikServe is the enterprise platform for guest self-service in hospitality. Using any channel from kiosks and tablets to web and mobile apps, hospitality operators can provide powerful in-store and off-premise solutions from ordering to payment, giving guests the convenience to order and pay for their food and drinks whenever and however they want.

www.qikserve.com

