

DATA STRATEGY

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# Online Ordering App Vs. Web Decision Framework

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WORKSHEET



# 1. Quick Start: Where Are You Now?



**Answer the questions below to assess your current digital ordering landscape and readiness for mobile app or web-based solutions.**

QUESTION	NO	YES	1 = Not at all, 5 = Absolutely				
Do you know what percentage of your digital orders come from mobile devices vs. desktop?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Can you identify your guests' typical ordering frequency (weekly, monthly, occasionally)?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Do you currently use push notifications or SMS to engage guests?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Is your loyalty program integrated with your digital ordering experience?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Do you have visibility into the cost-per-order across your digital channels?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

Current % of orders from mobile devices:  %

Current % of orders from desktop/web:  %

Estimated monthly digital orders:

Average digital order value: \$

Current digital channel(s) in use:  Native App  Mobile Web  Desktop Web  
 Third-Party Apps  Other: \_\_\_\_\_

## 2. The Decision Matrix: App vs. Web Evaluation



Use this complete table to evaluate each factor. Check the box that best describes your situation, then tally your results to guide your platform decision.

Factor	Favors Native App	Favors Web/PWA	Your Assessment	
			APP	WEB
Order Frequency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Affinity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Feature Requirements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User Behavior	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget Structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical Resources	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guest Data Needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competitive Landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Total App:

Total Web:

- **6-8 App Checks:** Strong candidate for native app investment
- **6-8 Web Checks:** Web/PWA approach likely optimal for current stage
- **Mixed Results (3-5 each):** Consider a phased approach or hybrid strategy

### 3. Platform Deep Dive: Understanding Your Options

CAPABILITY	NATIVE APP	WEB/PWA
Guest Engagement	<ul style="list-style-type: none"> <li>✓ Push notifications (avg. 4x higher open rate than email)</li> <li>✓ Home screen presence</li> <li>✓ Always-on brand visibility</li> </ul>	<ul style="list-style-type: none"> <li>✓ Email/SMS marketing</li> <li>✓ Browser notifications (limited)</li> <li>✓ Bookmark-based access</li> </ul>
Ordering Experience	<ul style="list-style-type: none"> <li>✓ Sub-5-minute order completion</li> <li>✓ Saved preferences &amp; payment</li> <li>✓ One-tap reordering</li> <li>✓ Offline menu access</li> </ul>	<ul style="list-style-type: none"> <li>✓ No download required</li> <li>✓ Instant access via link</li> <li>✓ Cross-device compatibility</li> <li>✓ Easy sharing</li> </ul>
Loyalty Integration	<ul style="list-style-type: none"> <li>✓ Seamless points earning</li> <li>✓ Real-time balance visibility</li> <li>✓ Gamification features</li> <li>✓ Personalized rewards</li> </ul>	<ul style="list-style-type: none"> <li>✓ Account-based tracking</li> <li>✓ Manual point checks</li> <li>✓ Basic reward redemption</li> </ul>
Data & Personalization	<ul style="list-style-type: none"> <li>✓ Behavioral tracking</li> <li>✓ AI-powered recommendations</li> <li>✓ Location-based offers</li> <li>✓ Device-level identification</li> </ul>	<ul style="list-style-type: none"> <li>✓ Session-based analytics</li> <li>✓ Cookie-dependent tracking</li> <li>✓ Standard personalization</li> </ul>
Development & Maintenance	<ul style="list-style-type: none"> <li>✓ iOS &amp; Android development</li> <li>✓ App store approval process</li> <li>✓ Regular updates required</li> <li>✓ Higher initial investment</li> </ul>	<ul style="list-style-type: none"> <li>✓ Single codebase</li> <li>✓ Immediate deployment</li> <li>✓ Continuous optimization</li> <li>✓ Lower initial cost</li> </ul>



**THE \$66 OPPORTUNITY:** Paytronix data shows AOV goes as high as \$66.35 per order when AI recommendations are accepted via native apps. Even at low acceptance rates, the cumulative revenue impact is substantial.

## 4. Investment Calculator: What's the Right Fit?

### Calculator A NATIVE APP ROI PROJECTION

INPUT FIELDS	OUTPUT FIELDS
Estimated monthly digital orders..... <input type="text"/>	Projected monthly revenue lift... \$ <input type="text"/>
Current average order value (AOV).....\$ <input type="text"/>	Annual revenue impact .....\$ <input type="text"/>
Expected AOV lift with app (10-20%)... <input type="text"/> %	Payback period (months) ..... <input type="text"/>
App development investment .....\$ <input type="text"/>	
Monthly app maintenance cost .....\$ <input type="text"/>	

**Example:** 10,000 monthly orders X \$25 AOV X 15% expected uplift - \$15,000 app development investment - \$500/month maintenance cost.

### Calculator B WEB/PWA ROI PROJECTION

INPUT FIELDS	OUTPUT FIELDS
Estimated monthly digital orders..... <input type="text"/>	Projected monthly revenue lift...\$ <input type="text"/>
Current average order value (AOV).....\$ <input type="text"/>	Annual revenue impact .....\$ <input type="text"/>
Expected conversion rate improvement... <input type="text"/> %	Payback period (months) ..... <input type="text"/>
Web platform investment .....\$ <input type="text"/>	
Monthly optimization cost .....\$ <input type="text"/>	

### Comparison Summary Box

METRIC	NATIVE APP	WEB/PWA
Upfront Investment	\$ <input type="text"/>	\$ <input type="text"/>
Monthly Ongoing Cost	\$ <input type="text"/>	\$ <input type="text"/>
Projected Annual Revenue Lift	\$ <input type="text"/>	\$ <input type="text"/>
3-Year Total ROI	\$ <input type="text"/>	\$ <input type="text"/>

#### THE 4X SPEED ADVANTAGE:

Native app users complete orders in under 5 minutes. Web users take nearly 19 minutes. Faster ordering means higher completion rates, better satisfaction, and more repeat orders.

## 5. Your 90-Day Action Plan



Based on your assessment, select your recommended path and complete the implementation checklist below.

- Path A: Native App Priority:** Proceed to App Implementation Checklist
- Path B: Web/PWA Priority:** Proceed to Web Implementation Checklist
- Path C: Hybrid Approach:** Complete both checklists in phases

### Path A NATIVE APP IMPLEMENTATION CHECKLIST

DAYS 1-30: FOUNDATION — ACTION	OWNER	DUE DATE	STATUS
Define core app features and MVP scope	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Audit current loyalty/ordering integration points	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Select development partner or platform	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Establish KPIs (downloads, Daily Active Users , order conversion)	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete

DAYS 31-60: DEVELOPMENT — ACTION	OWNER	DUE DATE	STATUS
Complete UI/UX design aligned with brand	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Integrate ordering with point-of-sale system	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Connect loyalty program and customer data platform	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Configure push notification strategy	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete

DAYS 61-90: LAUNCH — ACTION	OWNER	DUE DATE	STATUS
Complete app store submission (iOS/Android)	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Train staff on app features and troubleshooting	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Launch marketing campaign to drive downloads	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Establish weekly performance review cadence	_____	___/___/___	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete

## Path B WEB/PWA IMPLEMENTATION CHECKLIST

DAYS 1-30: FOUNDATION — ACTION	OWNER	DUE DATE	STATUS
Audit current web ordering UX and conversion funnel	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Define mobile-first design requirements	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Select web platform or enhancement partner	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Establish KPIs (conversion rate, bounce rate, AOV)	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete

DAYS 31-60: OPTIMIZATION — ACTION	OWNER	DUE DATE	STATUS
Implement responsive/mobile-optimized design	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Integrate guest accounts with loyalty	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Set up A/B testing framework	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Configure analytics and tracking	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete

DAYS 61-90: SCALE — ACTION	OWNER	DUE DATE	STATUS
Launch progressive web app features (offline, home screen)	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Implement browser push notifications	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Begin conversion optimization testing	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete
Establish monthly performance review cadence	_____	__/__/__	<input type="radio"/> Not Started <input type="radio"/> In Progress <input type="radio"/> Complete



**THE 90-DAY MILESTONE:** By Day 90, you should have: a live digital ordering platform, integrated loyalty data flow, at least 2 active guest engagement campaigns, and a clear measurement framework for ongoing optimization.

### Ready to build your first-party data foundation?

See how Paytronix unifies guest data across loyalty, ordering, and marketing into actionable insights giving you the personalization power to thrive in a privacy-first world.



Paytronix.com



Paytronix.com/demo



617-649-3300, ext: 3