

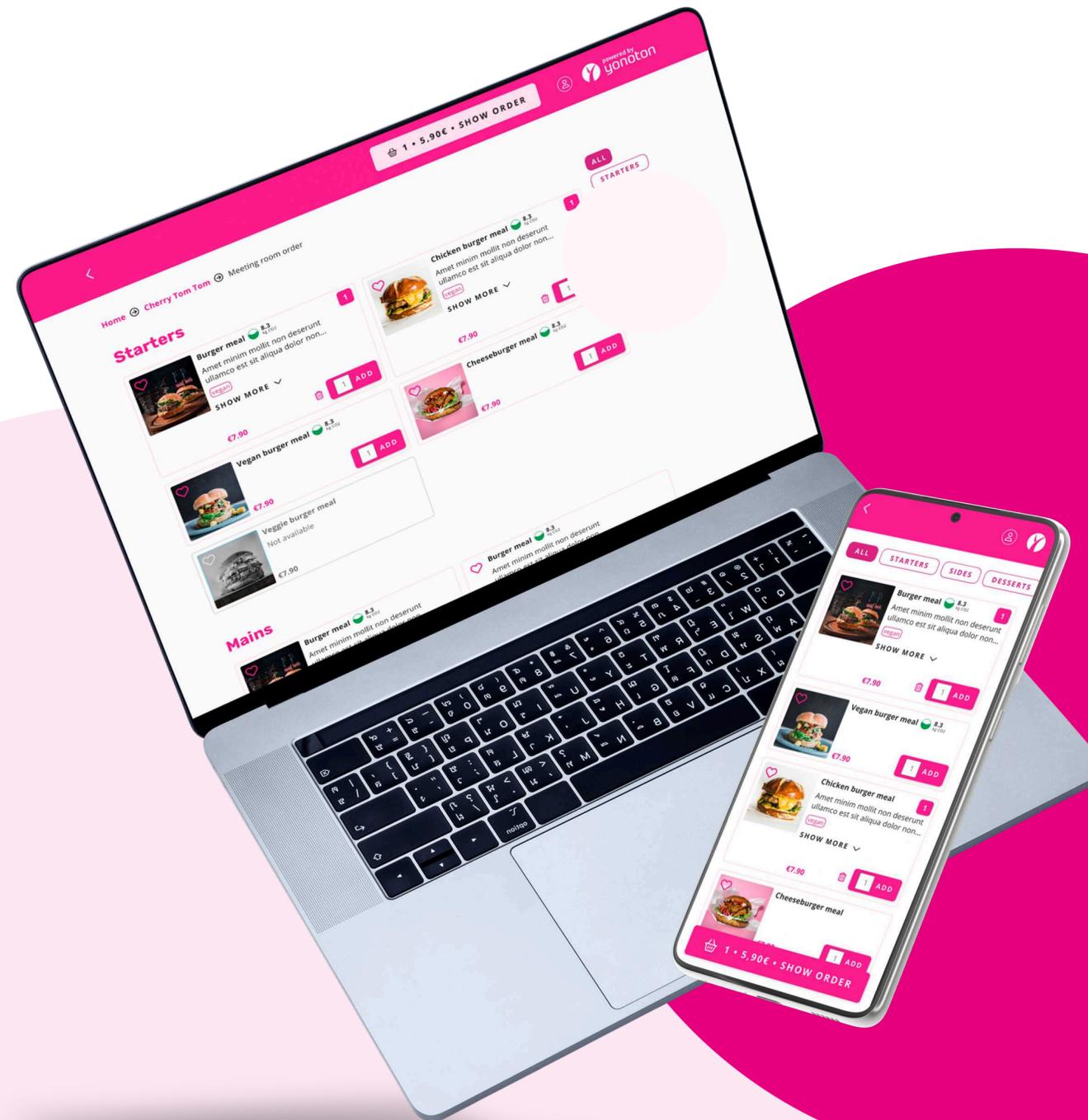
Yonoton

Webshop

Service description

08/2025

Previous version 15.02.2025

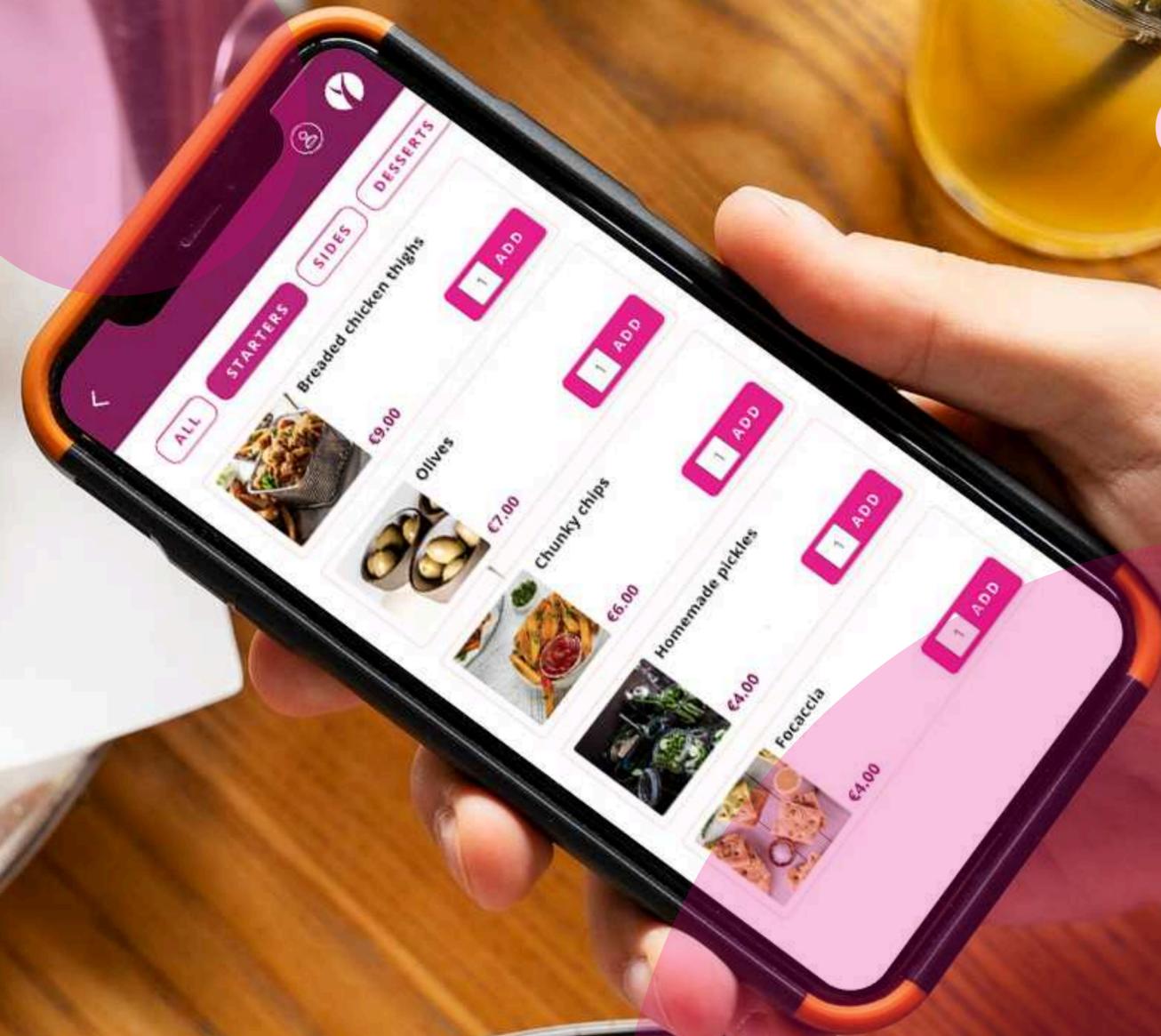


Yonoton Webshop

The Yonoton Webshop allows for ordering without the need to install an application. The webshop uses the same backend infrastructure as the mobile application.

Frictionless onboarding is the main draw of the web sales channel, there is no need to download any application and the webshop uses modern, user-friendly payment methods. Fully responsive UX design works equally well on desktop and mobile.

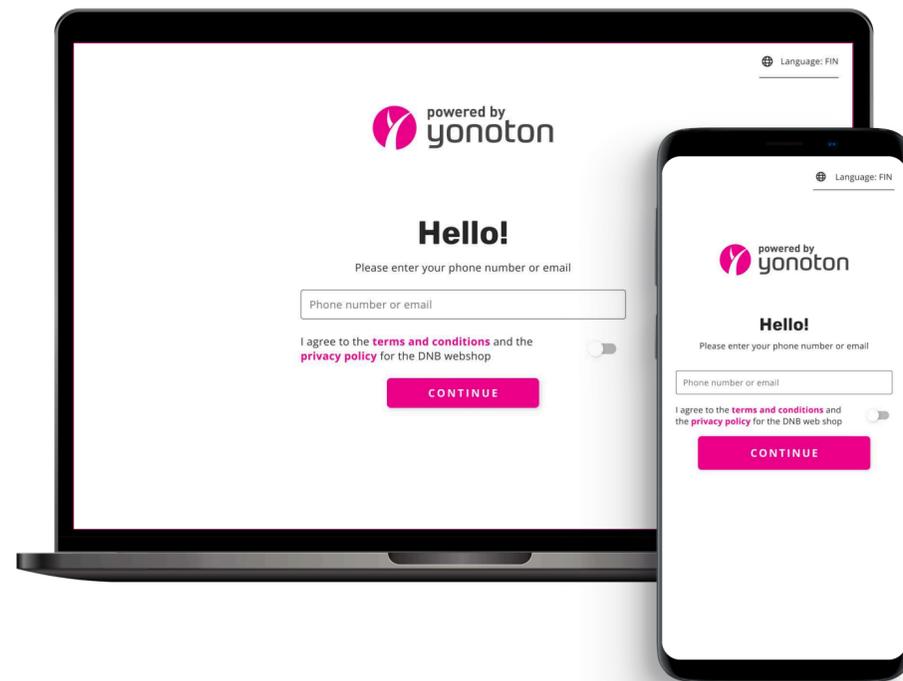
The look and feel can be customized for each site, allowing for white-labeled interfaces when the customer requires it. Implementing a webshop for a site is outstandingly simple, as the website is updated dynamically and no version control challenges are present.



1.1 Login / registration

Orders can be placed either with or without being logged in. Logged in users can browse their order history and update their personal information. The checkout process will have pre-filled information and they will be able to save their payment method. A non-user may order as well, they just need to provide all of the required information again every time they order. The order confirmations are delivered by email.

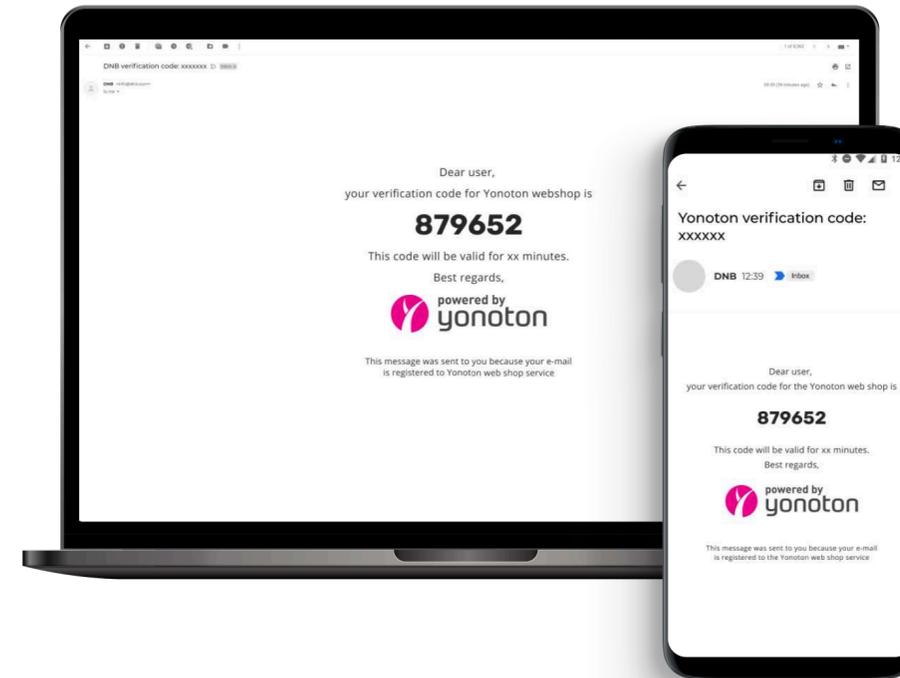
The registration flow minimizes unnecessary steps. First the user inputs their phone number, after which they will get a confirmation code sent to their phone. After that, they will be asked for additional information.



| Login

1.2 Email verification

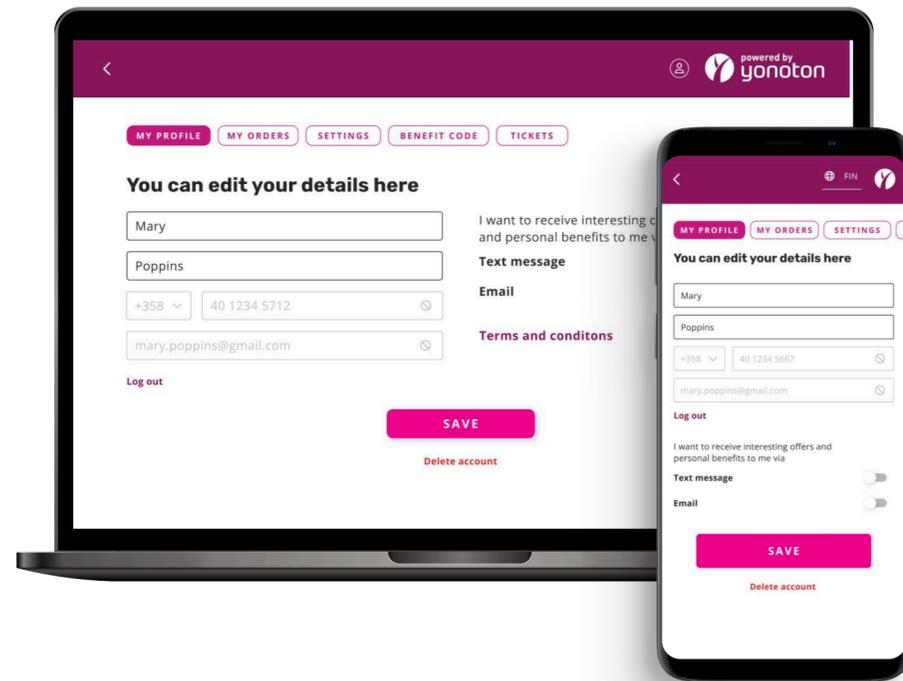
When adding an email address to an account, we will verify that the user is the owner of said email by requesting a verification code.



| Verification email

2.1 My profile

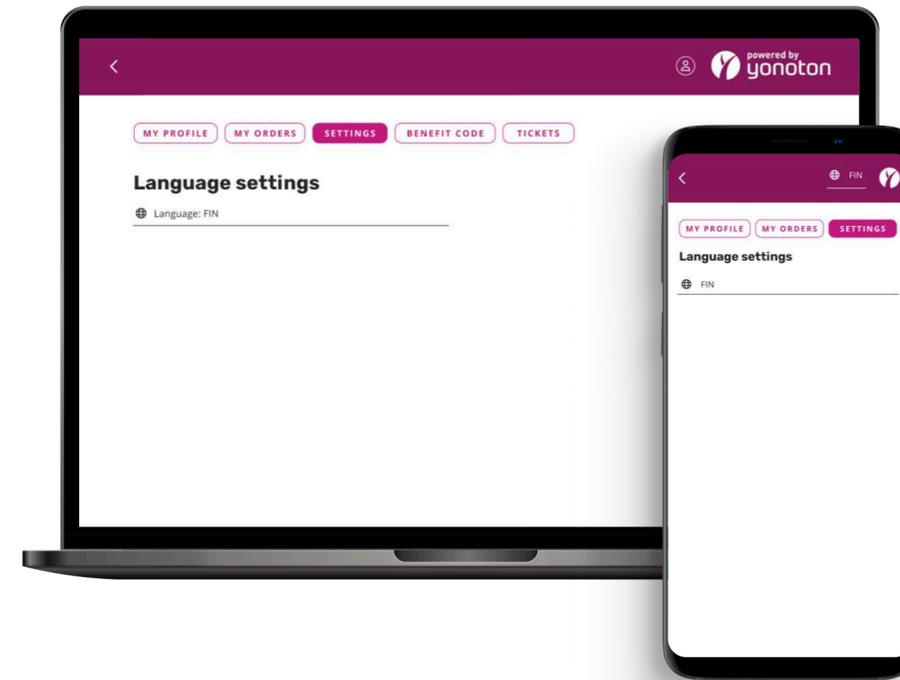
Users can edit their contact information and marketing preferences on their profile page. You can easily access a variety of other pages from the tabs.



| Profile information

2.2 Settings

Change languages settings on this page.



| Settings page

2.3 My orders

You can track your order from the moment you've placed it. Each stage is accompanied by a custom animation to keep the user engaged. Orders can be found in the same section My Profile.

The order will go through stages which will update in the order ticket. The order statuses are: 'timed pre-orders', 'in progress', 'ready', 'completed', and 'cancelled'.

When there are no orders made yet, the page will show a fun animation urging the user to go shopping.

2.3.1 Timed pre-delivery

When a user makes an order for the future, the order will stay active on the "my orders" -page until it is being processed further.

2.3.2 In progress

When the kitchen has seen your order and is processing it, your order will show up as 'in progress'.

2.3.3 Ready

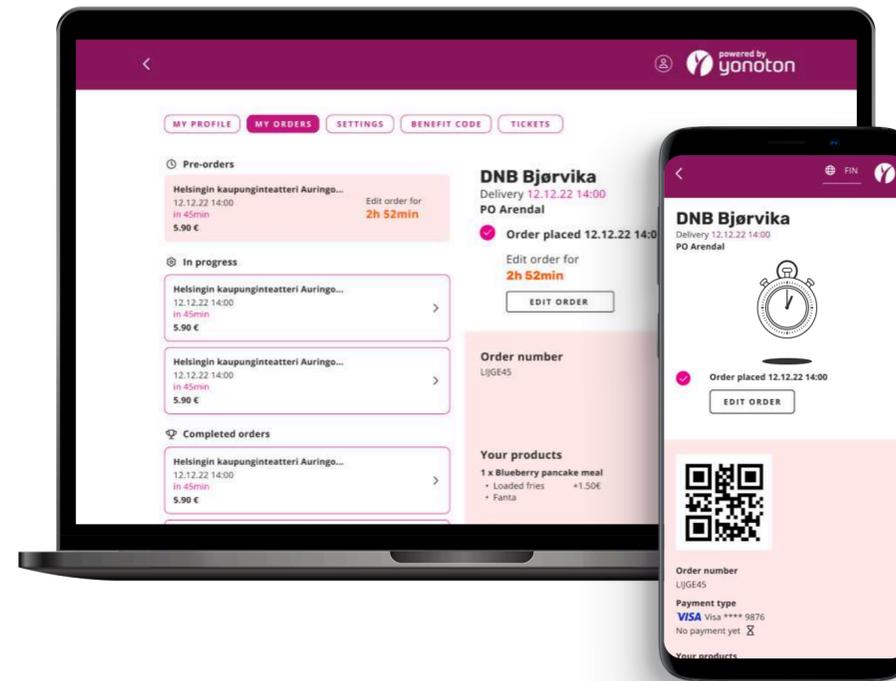
When your order is ready to be picked up, it will show up as 'Ready'.

2.3.4 Completed

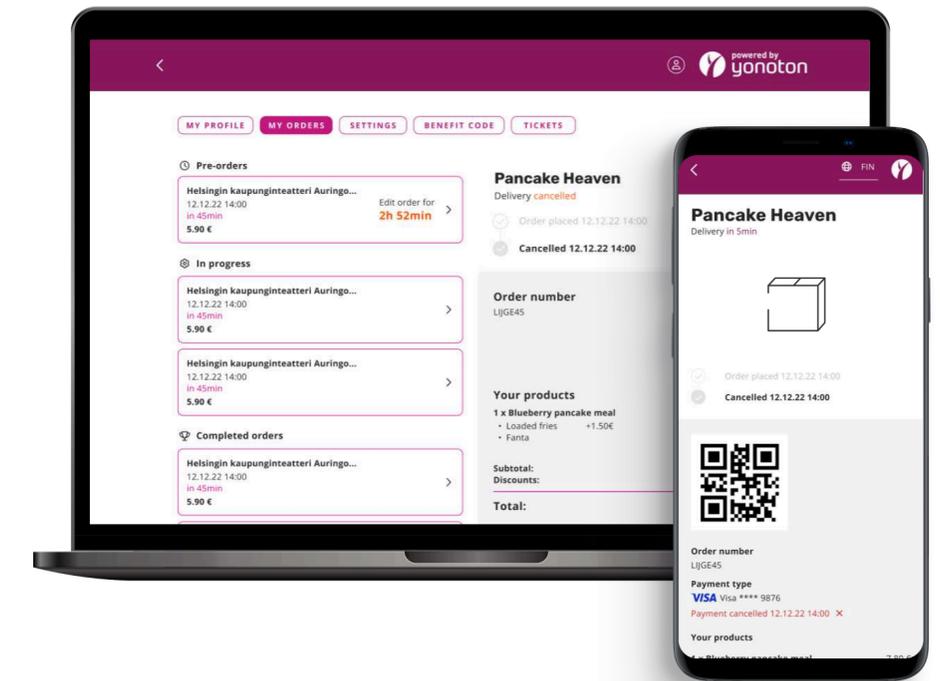
When you have picked up your order, the order will be marked 'Completed'.

2.3.5 Cancelled

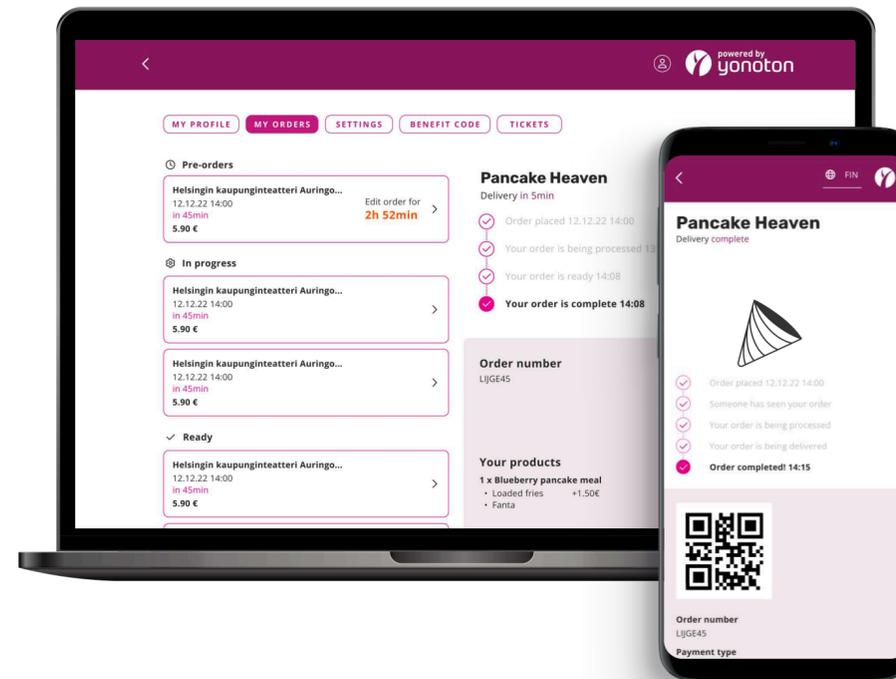
When you cancel an order, you can still see it in the My Orders -section.



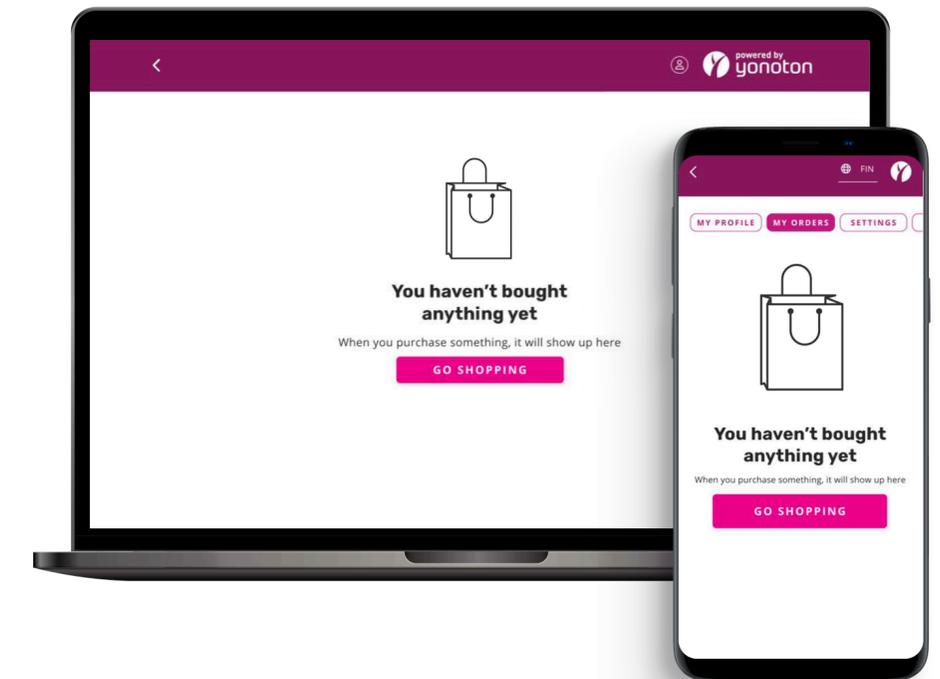
| Timed pre-delivery



| Cancelled order



| Completed order

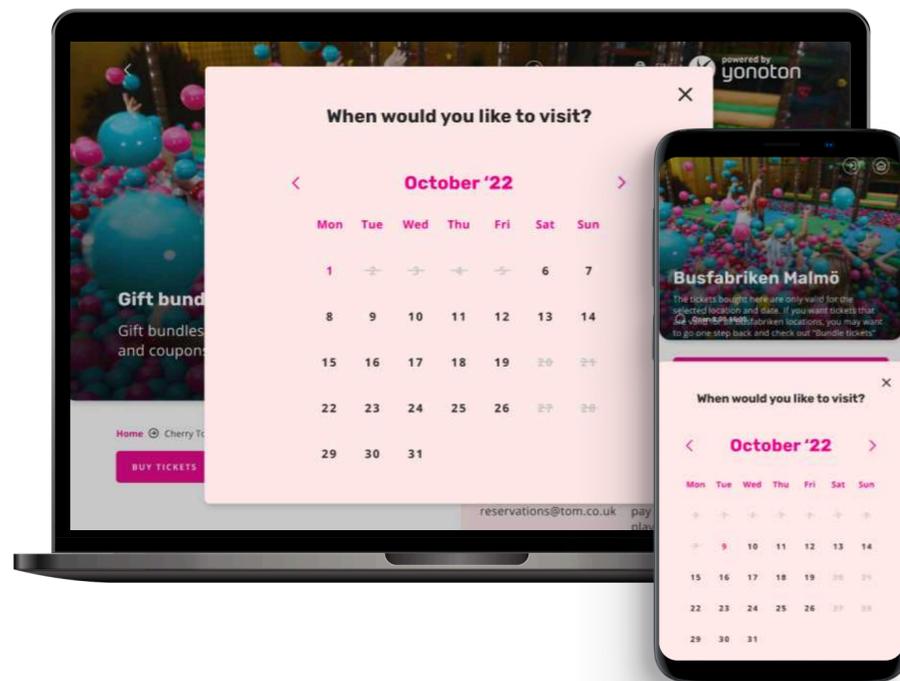


| No orders

2.4 Tickets

Just like other products, you can sell tickets from the Webshop. When buying tickets, the user will be instructed to choose a date from a calendar for when they wish to purchase the tickets for. After this additional step, they will be taken into the same purchase flow as with any other products.

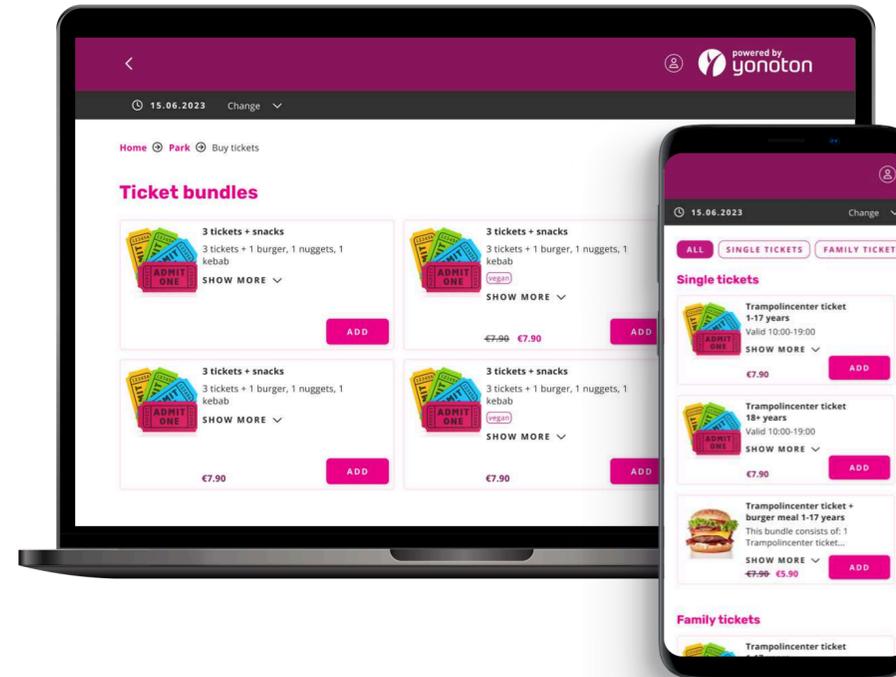
Purchased tickets will show up in the “My Profile” section inside “My Tickets” tab. If no tickets have been purchased, the page will display an animation encouraging the user to go and shop for tickets.



| Date selection for ticket purchases

2.4.1 Food and ticket bundles

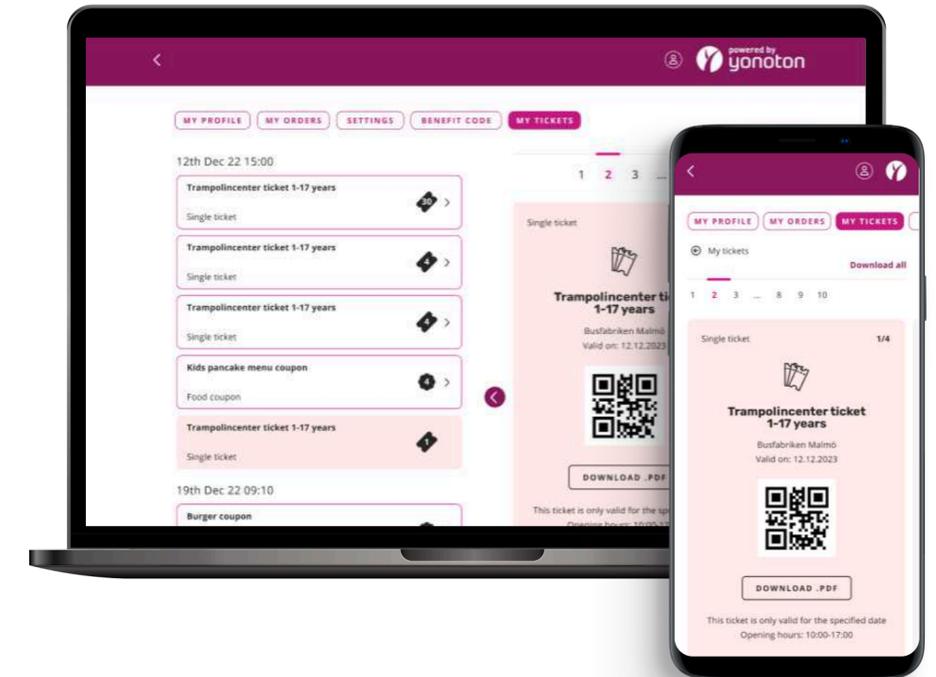
It is possible to make bundles that contain tickets for entry and food items. They are fully customisable by the site.



| Ticket bundles

2.4.2 My tickets

Just like in the my orders -page, you can track the tickets purchased here.



| My tickets

2.4.3 Tickets in the Yonoton ecosystem

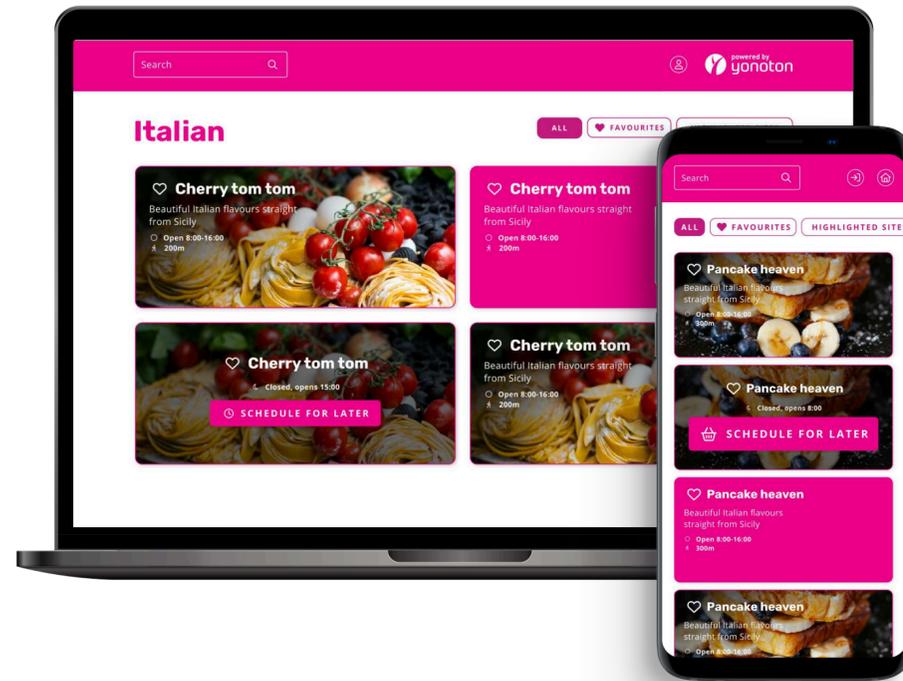
Tickets purchased through the webshop will show up in all the other Yonoton products. Read more about how tickets fit into the Yonoton omnichannel and how they function in relation to other products.

[Tickets service description](#)



3.1 Site listing

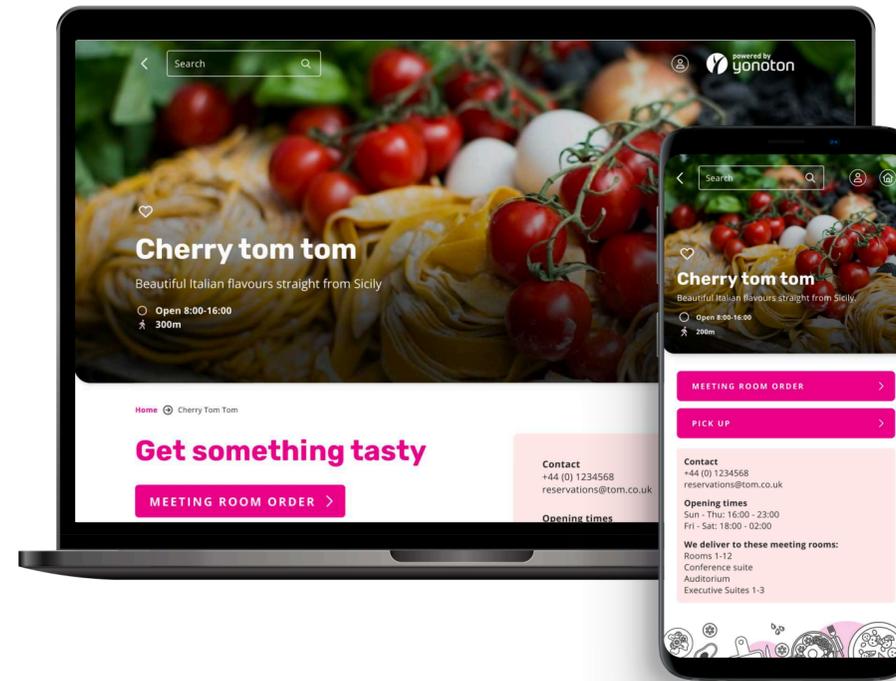
The landing page after logging in or registration displays a list of restaurants / venues.



| Site listing

3.2 Site page

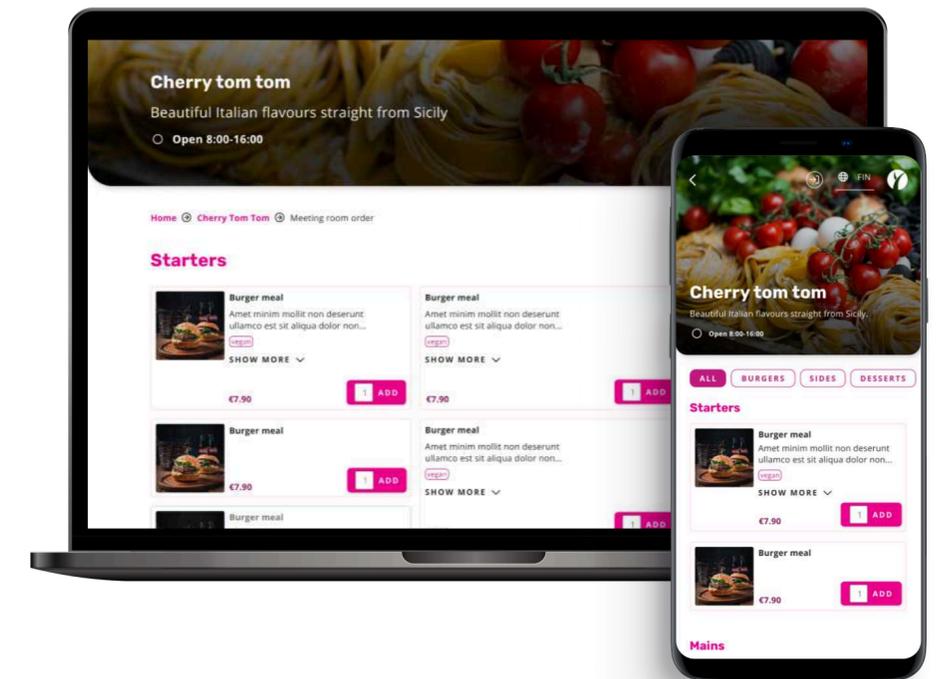
The page for each venue can be configured separately allowing each venue to have its own separate functions.



| Site page

3.3 Product listing

You can sell your products through the Webshop and sort them into logical sections with tabs. You can sell items individually, customise them or bundle them up with product options to sell things like meals.

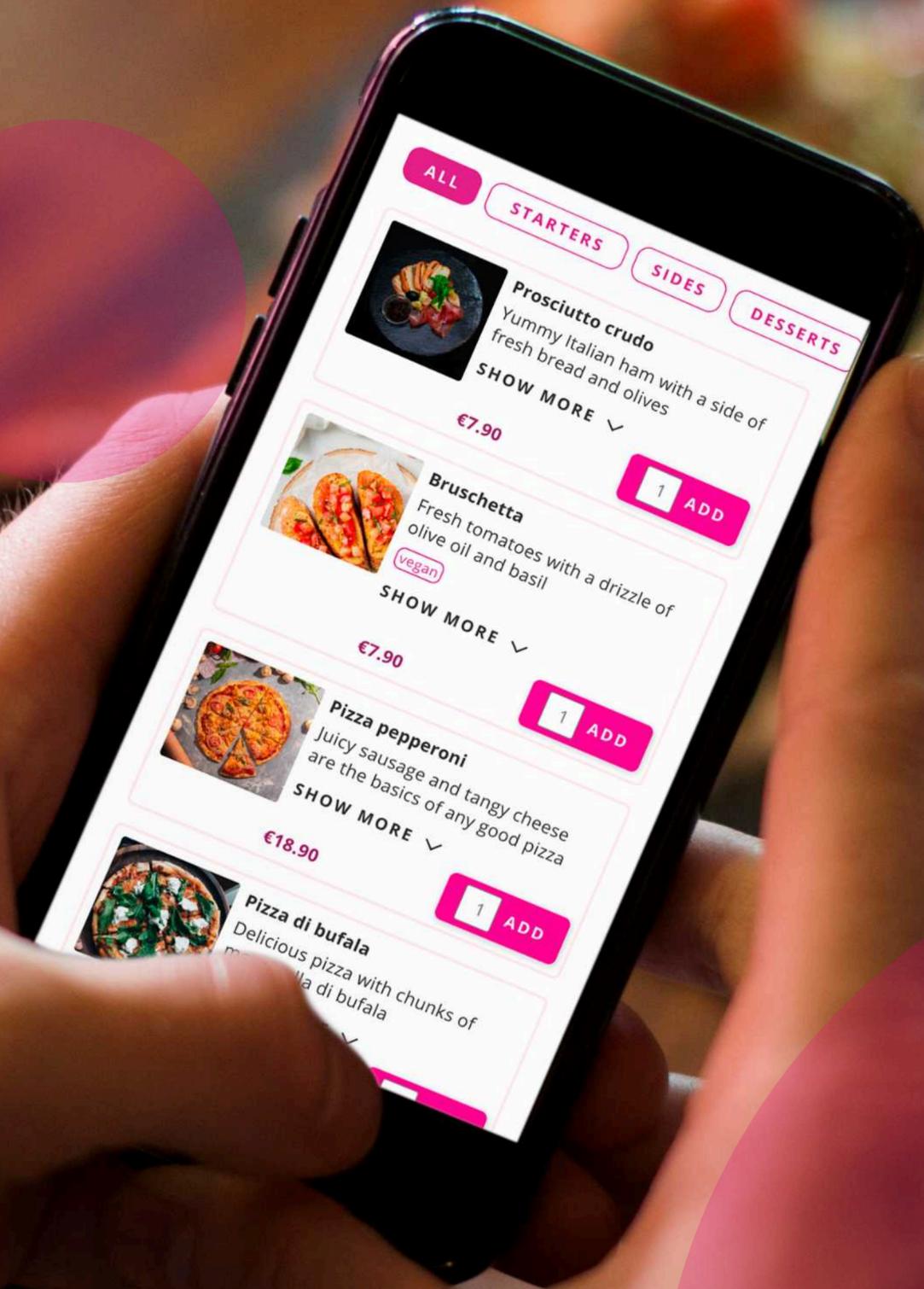


| Products

3.3.1 Product configurations

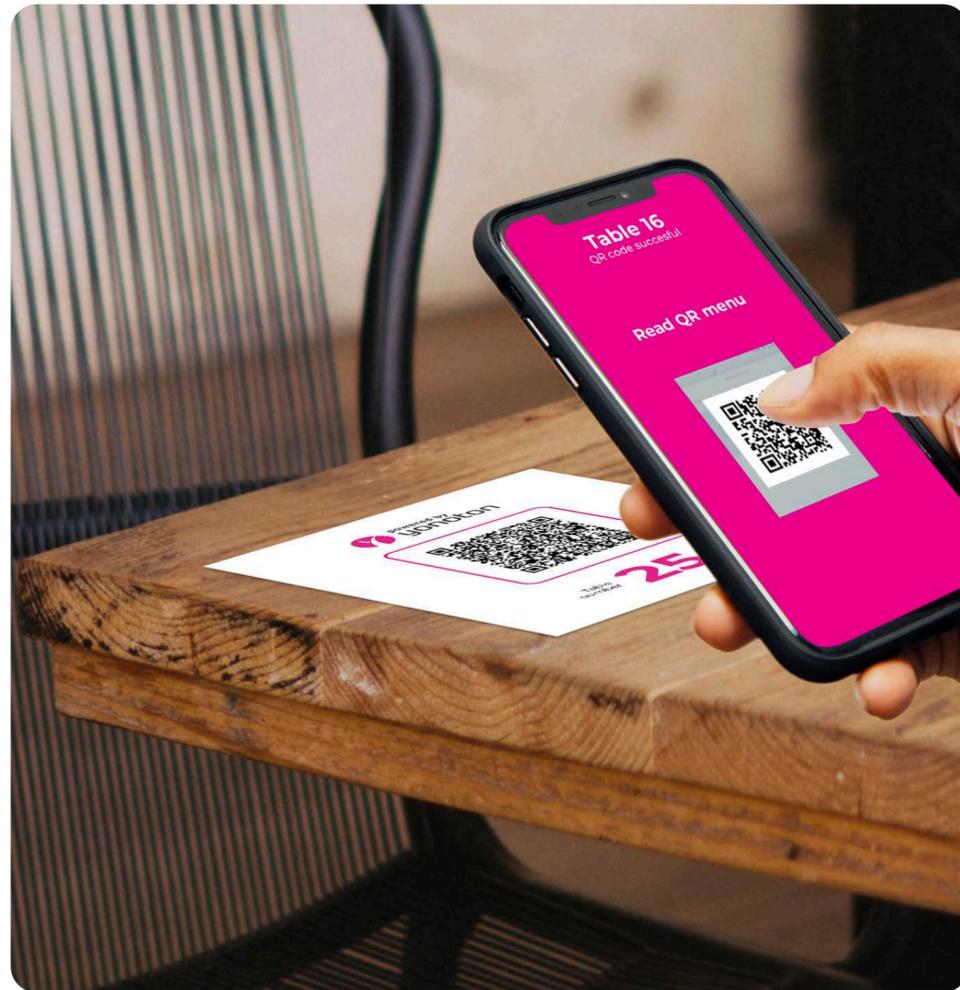
The amount of information you can display on a product is customisable. You can choose product options (e.g. upgrade to large drink), bundled products, upsell features (e.g. add dessert to your meal) or several other product customisations.

Other information you can add on a product (on top of name and price) is image, description, calorie amount, dietary information tags, allergens tags, discounts, and CO2 impact.



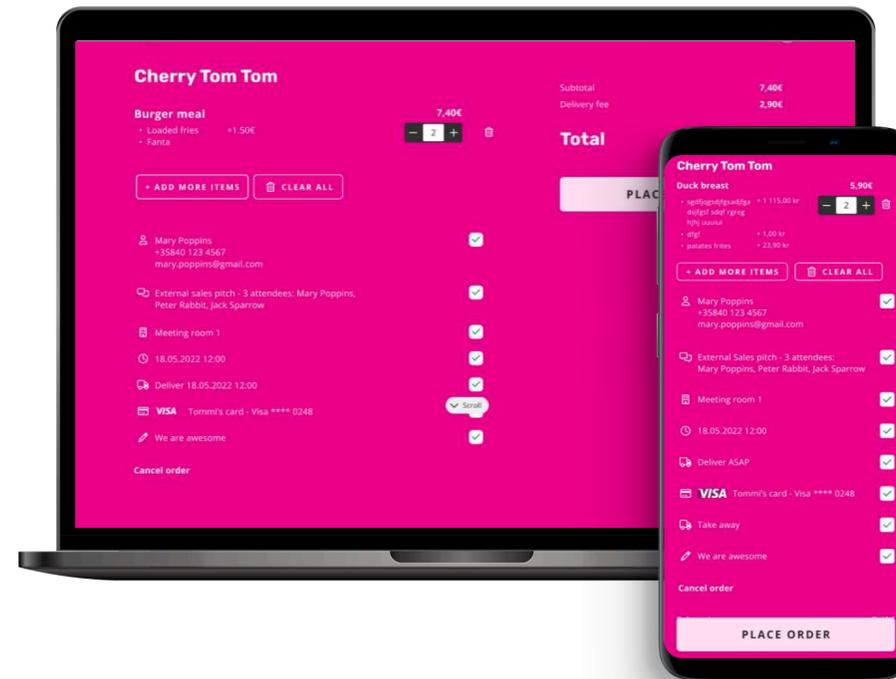
3. QR-menu

A readable QR-code can be placed at the table that opens the browser (or app if you have it) that opens the Webshop for placing orders instantly.



4.1 Checkout flow

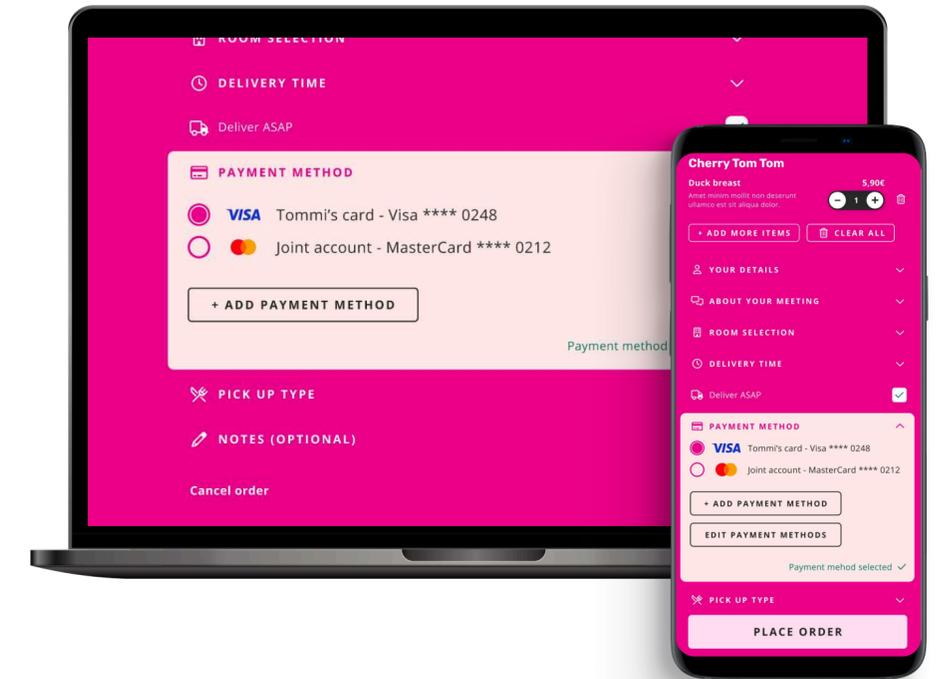
The checkout view is freely customised according to what information is needed from your customers. You can add meeting room information, contact information, delivery date and time, delivery preferences, payment details, delivery method and additional notes.



| Checkout flow

4.2 Payment methods

The webshop supports all payment methods provided that they support online payments.



| Payment methods

5. Delivery types

The Webshop supports several different delivery types which are outlined below.

5.1 Order to location

It is possible to predefine multiple pickup locations, where the user can order their food to be delivered. These are useful in managing catering orders to meeting rooms.

5.2 Take away

Take-away means that the customer picks up the order from the counter. Within a restaurant there can be multiple outlets that can have a separate menu (for example if different types of foods are made in different kitchens within the premises). The user can follow the progress of their order from an order status screen, or from the “My orders” -section.

5.3 Eat-in

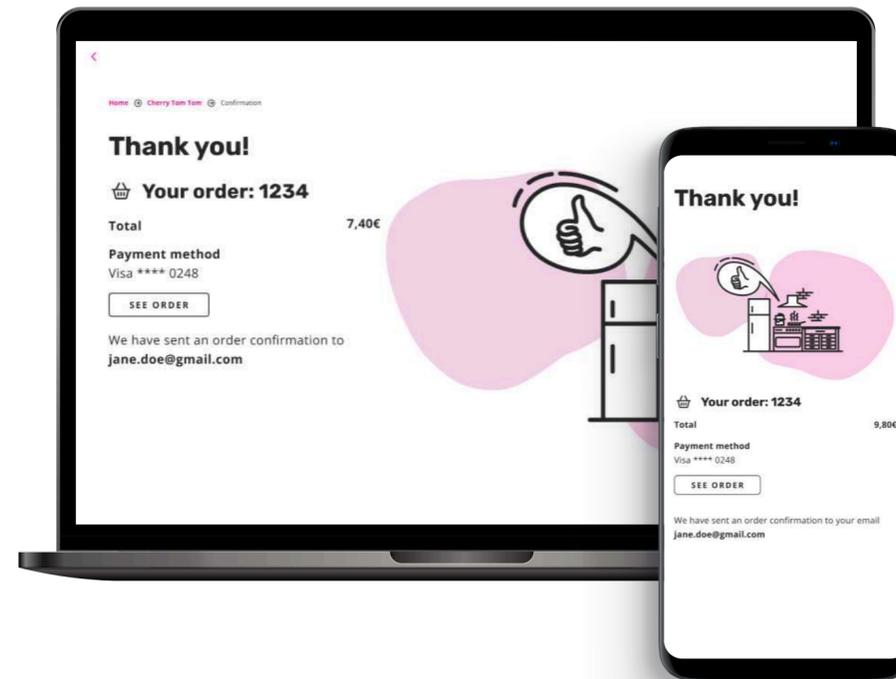
It is possible to define both a pick up point in the restaurant or table delivery depending on the case. Tracking the order happens the same way as in section 7.2.

5.4 Self-checkout

The Powered by Yonoton platform includes a self-checkout reader that allows the user to order through the web, receive a QR code and checkout their food at the buffet.

6. Thank you page & order confirmation

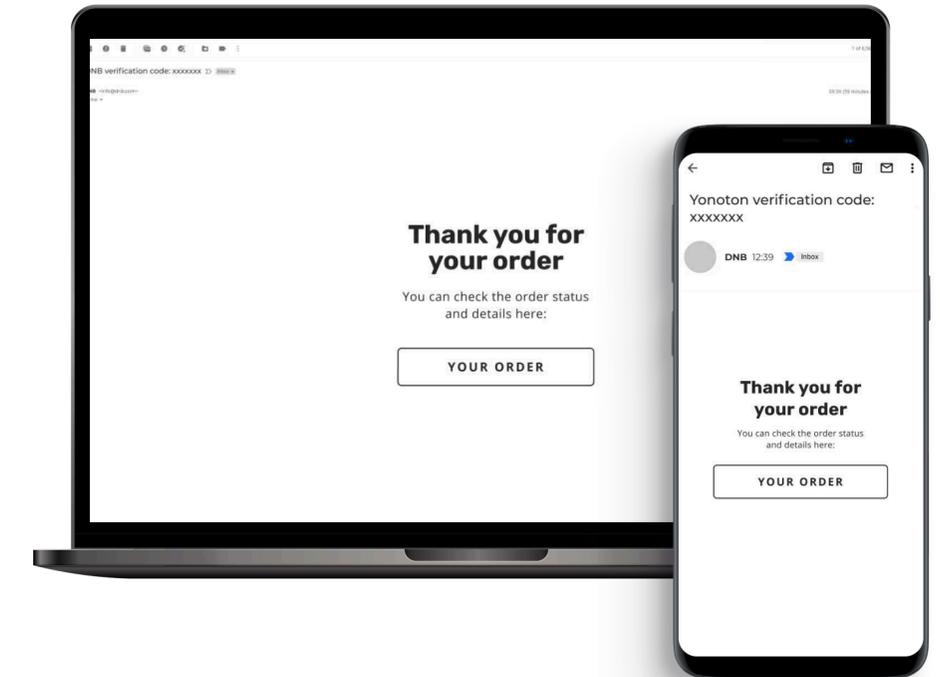
When the user has placed an order for items (or tickets), they will be directed to a thank you -page where they can see their order confirmation. From here they can click to go and track their order.



| Thank you -page

6.1 Confirmation email

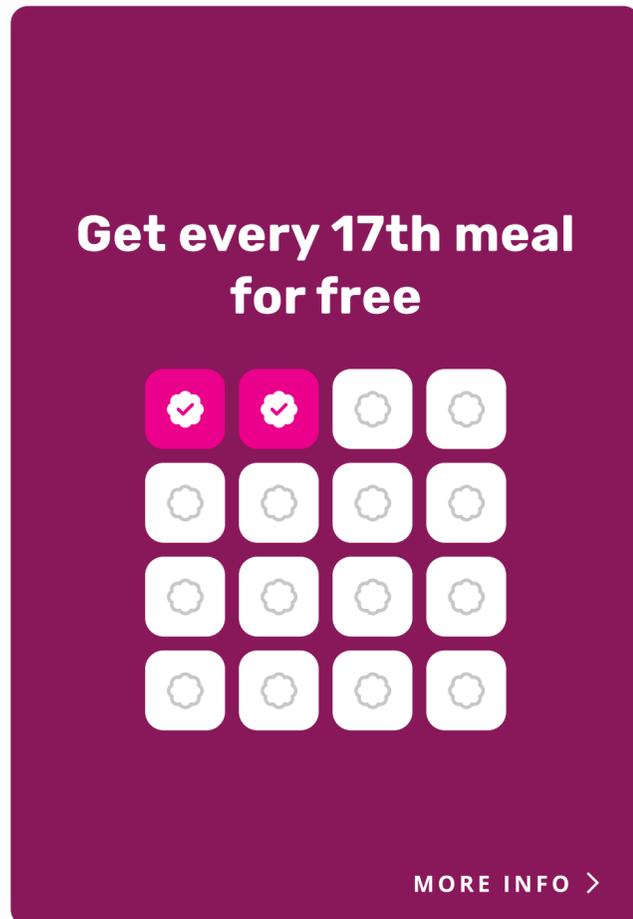
The user will receive an email with their order details and a link to their order.



| Confirmation email

6. Stampcards

Rewarding loyal customers every time they make a purchase by giving a stamp on your virtual stamp card.



| Stampcard

6.1 Collecting stamps

Stamps can be granted by 1) the amount spent per user 2) per certain product. Or combination of 1 & 2.

6.2 Set time limits

All stamp cards are merchant based. Set time limits on how long period of time can stamps be collected

6.3 Collect points

Customer can collect points per purchase or by other activity. Different achievement levels can be adjusted, such as Gold, Silver and Bronze level.

7. Coupons

All coupons available for the consumer are stored in the Coupon page. There are two types of coupons: single-use and multi-use.

Single-use coupons are coupons that can be used only once.

Multiple-use codes can be used either unlimited amount of times, or an established number of times. This number is correlated to the available amount of the same coupons.

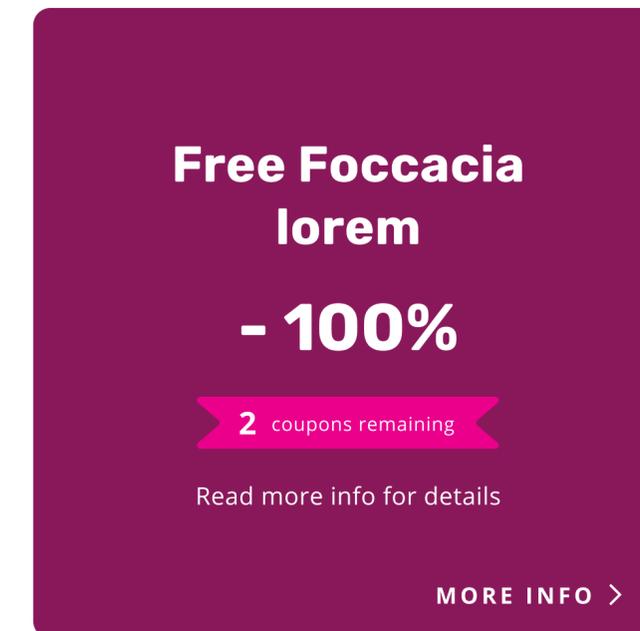
Coupons can be chosen by the customer before carrying out a payment transaction to reduce the total price of the ordered product.

7.1 Marketing

Coupons are easy to market. Send codes via email, on website, social media pages or e.g. on newspaper add. Customer activates the coupon by typing the code into the webshop.

7.2 Unique codes

Coupon codes can be general (for everyone to use) or unique where certain group or individuals are sent codes.



| Coupon

8. Yonoton campaigns & discounts

Campaigns are discounts given to a set of products. Across Yonoton's sales channels, campaigns can be used to give discounts to customers based on different or same product selection. Admin Users can manage campaigns using Yonoton's admin console

Campaign discounts are benefits given to users on webshop, POS, Kiosk, and mobile Apps developed by Yonoton. The campaign discount becomes effective immediately when the contents in a customer's cart matches the campaign parameter. Campaigns can be customized according to the preference of the administrator. Administrators can set the start date and end date for every created campaign. Administrators are expected to determine the campaign type and what product group or sets of products will be applicable to the campaign discount before creating the campaign.

8.1 Basic Discount Campaign

The screenshot shows the configuration for a '15% off hot dogs!' campaign. It includes a 'Basic information' tab with fields for Name and Description. Below this, there are radio buttons for 'Basic discount' (selected) and 'Fixed discount'. The 'Discount logic' section has a radio button for '% discount' selected. The 'Applicable products' table lists 'Hot Dogs' with a required count of 1. There are also 'Publishing' and 'Remove' buttons.

| Basic Discount Campaign

8.2 Buy and get a reward

The screenshot shows the configuration for a 'Buy a hot drink, get pulla' campaign. It includes a 'Basic information' tab with fields for Name and Description. Below this, there are radio buttons for 'Buy and get a reward' (selected) and 'Basic discount'. The 'Discount logic' section has a dropdown menu for 'Choose "reward"' with 'Pulla' selected. The 'Applicable products' table lists 'Pulla' and 'Tea and coffee' with a required count of 1. There are also 'Publishing' and 'Remove' buttons.

| Buy and get a reward

8.3 Volume Discount Campaign

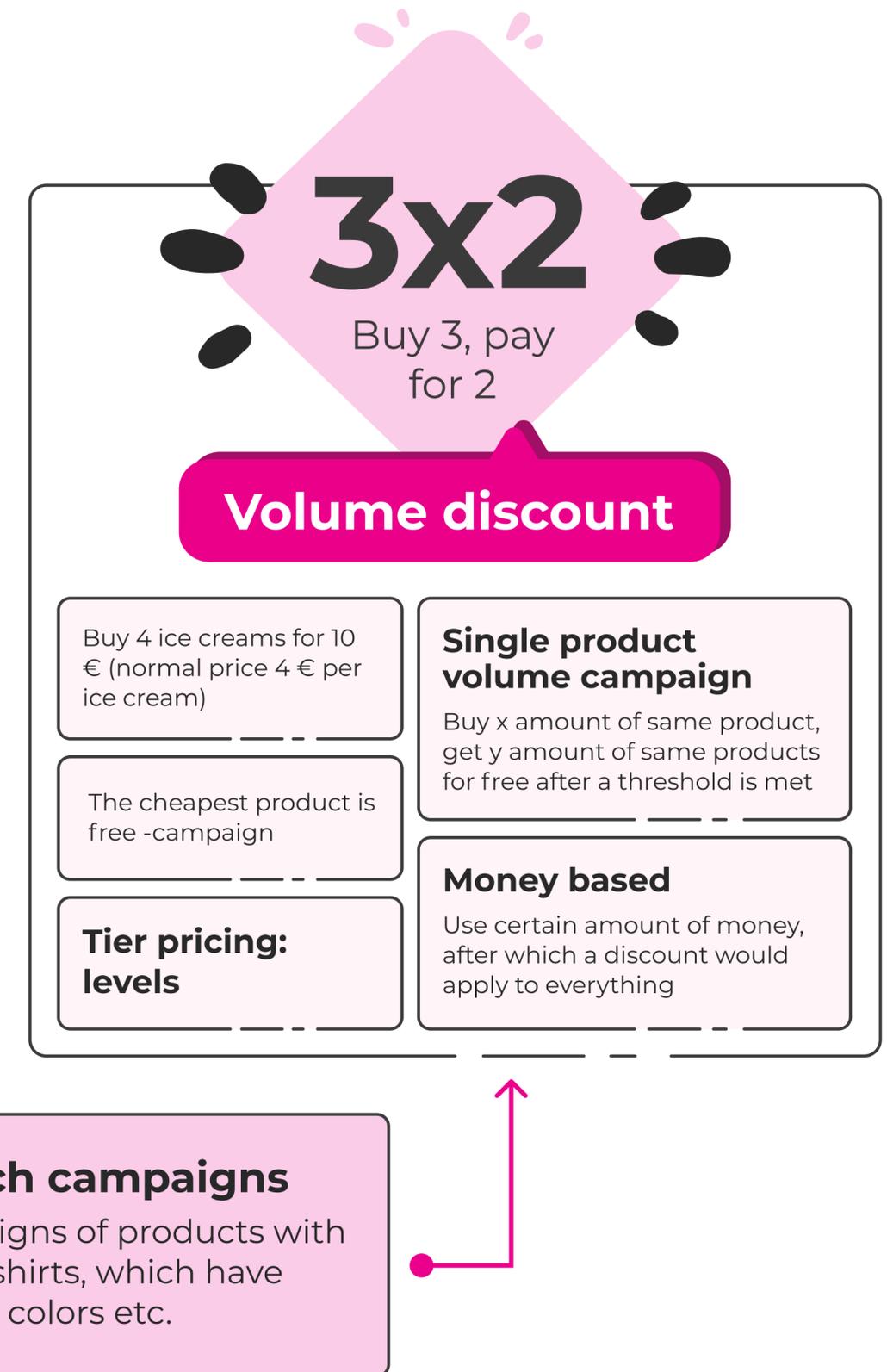
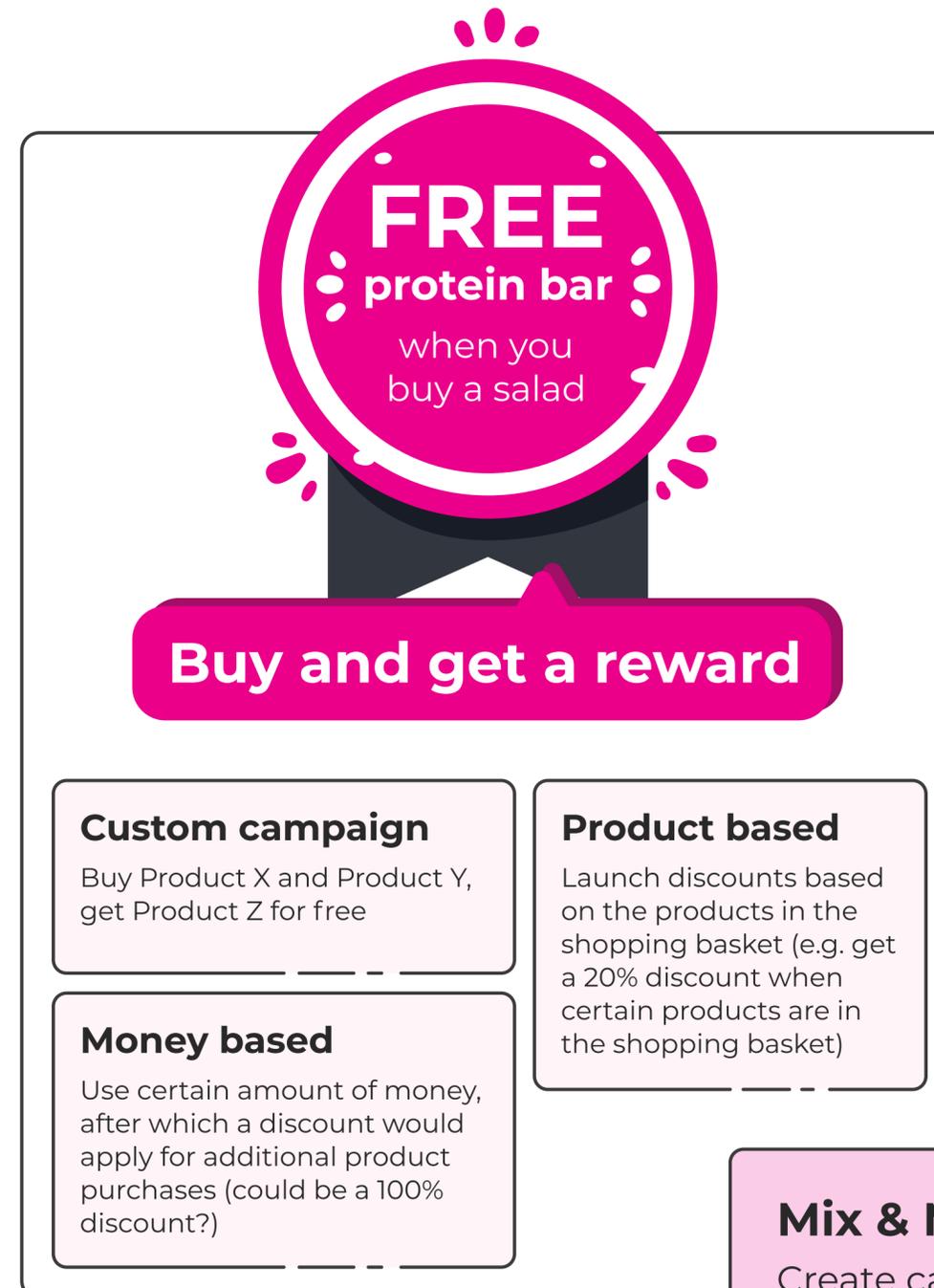
The screenshot shows the configuration for a '4 donuts for 10 EUR' campaign. It includes a 'Basic information' tab with fields for Name and Description. Below this, there are radio buttons for 'Volume discount' (selected) and 'Fixed price'. The 'Discount logic' section has radio buttons for '% discount', 'Fixed discount', 'Fixed price' (selected), and 'Cheapest item'. The 'Applicable products' table lists 'Donuts' with a required count of 4 and a checkbox for 'Different products'. There are also 'Publishing' and 'Remove' buttons.

| Manual discounts

8.4 Campaign features

Each campaign consists of:

- One or multiple sets of Applicable products from Product Groups
- Discount Logic
- Publishing Time
- Restrictions if required



9. Yonoton social food ordering

Free your customers from the ordering hassle with our social ordering solution.

Everybody can order from their own devices. Orders land in one shared shopping basket and whoever created the order, can complete and pay for everyone.

How it works



Increased revenue

Increase your average purchase and speed up your ordering cycle with the Yonoton web-based ordering and payment process



Better customer experience

Let your customers socialise without having to get up and leave the table.



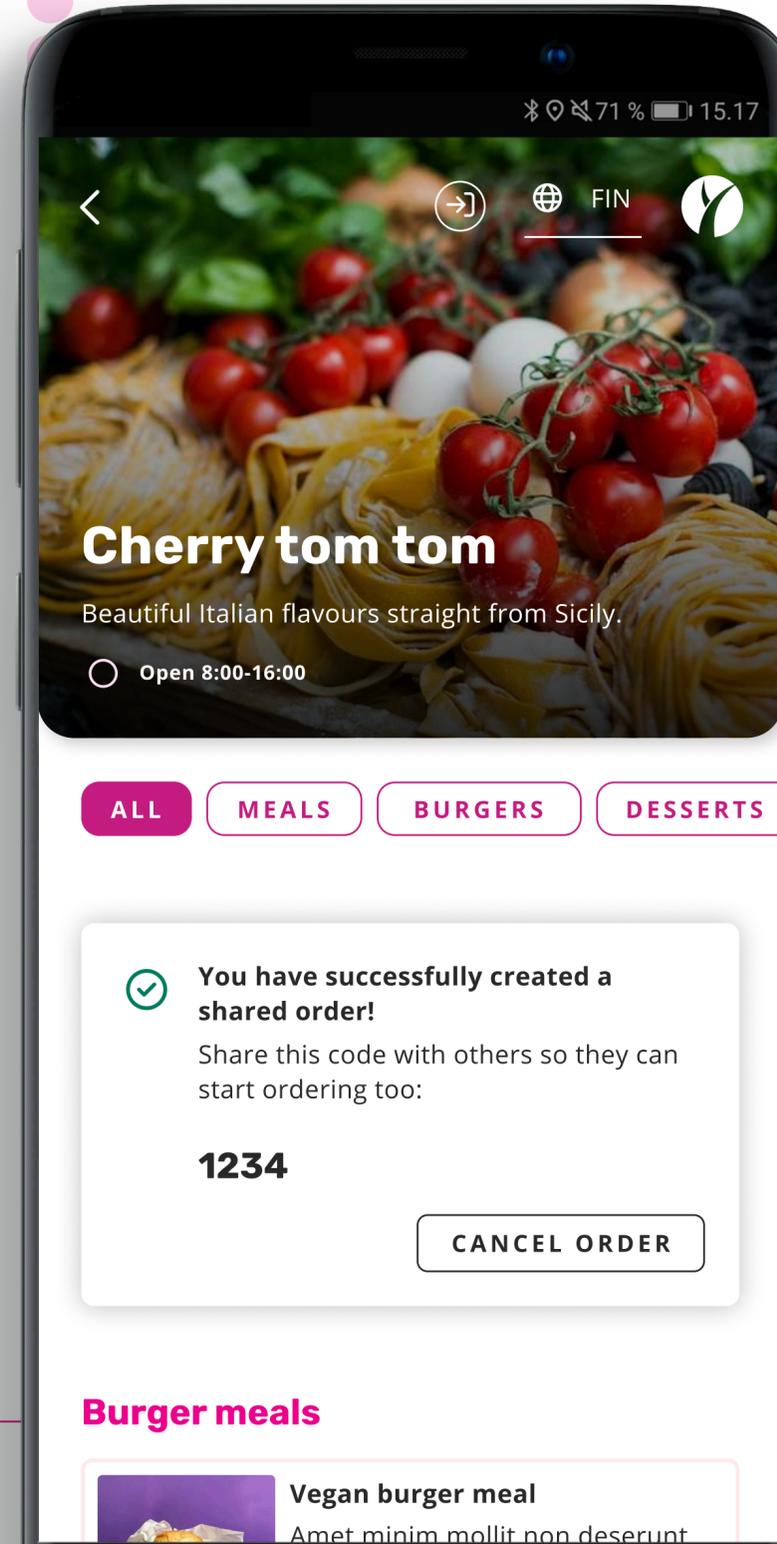
Personal service

Enable personalised table service without the need for additional workforce. Minimise walking and movement to and from tables



Time saved

Free your employees' time from having to take orders and charge for them.



Read QR code

1

Join a social shopping basket or create a new one

2

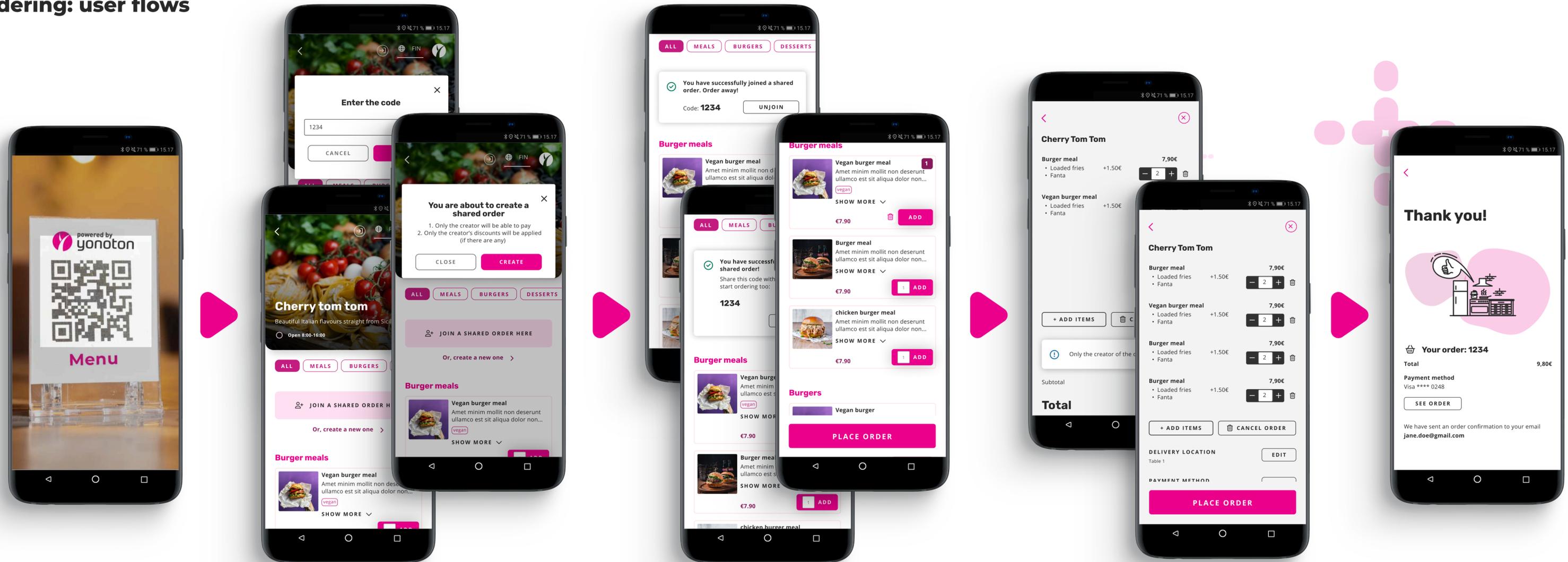
Make and place your orders, creator pays

3

Sit back & enjoy, food will arrive to your table

4

9.1 Yonoton social food ordering: user flows



Read QR code to access menu. 1

Join a shared order or create a new one. 2

Select your food. Place the order inside your social shopping basket. 3

The creator of the shared order pays for it. 4

Sit back and enjoy, your food will arrive to your table. 5

Check out the Webshop instructions

Instructions



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powered by
yonoton

