

Evidence before advice.

Fieldnotes Cafe & Kitchen is fictional. All sources, checks and observations in this report are illustrative, not client evidence.

The menu needs a readable phone version.

OBSERVATION

Small text and uneven item names make the fictional menu difficult to browse.

EVIDENCE TO INSPECT

Illustrative menu scan, checked at phone width. This is a made-up source, not a client document.

WHY IT MATTERS

A guest has to zoom and piece together the menu before deciding what to order.

SUGGESTED ACTION

Confirm one current item list, group the categories and prepare a readable phone version.

WHO HANDLES IT

Owner approves items and prices. A designer makes any agreed changes under a separate scope.

HOW TO CHECK

Open the approved version on a phone. Confirm that every item and price can be read and that the file is current.

Also checked: the fictional channels show different hours, and the menu lacks a clear contact route. The owner must confirm the correct details before separately agreed changes.

Compare what a guest can find.

All outlets and sources are fictional. A real check-up records the source and observation date for three nearby competitors.

Sample outlet A / Menu access

Illustrative evidence: A readable menu opens directly from its illustrative profile.

Question for the owner: Does our own menu open as clearly on a phone?

Suggested check: Test the outlet's current menu link and record which version opens.

Sample outlet B / Contact route

Illustrative evidence: A message link is visible, but the menu link is difficult to find.

Question for the owner: Can a guest find both the menu and a clear next step?

Suggested check: Walk through both routes and confirm the contact destination with the owner.

Sample outlet C / Information

Illustrative evidence: The illustrative hours match, but some menu prices are missing.

Question for the owner: Have the owner's approved details reached every channel?

Suggested check: Compare the approved information with each channel before arranging updates.

These comparisons describe information a guest can find. They do not establish footfall, revenue or profitability. Changes to menus, websites or profiles are a separate implementation scope.

Five priorities, with clear checks.

Fictional action plan. The check-up supplies observations and a plan; implementation is a separate scope.

01 **Confirm the essentials.**

Responsible: Owner.

Done when: One approved list contains the current name, hours, contact number, items and prices.

02 **Make the menu readable.**

Responsible: Owner + designer, if separately engaged.

Done when: The owner approves the menu and can read each item and price on a phone.

03 **Test the menu link and QR.**

Responsible: Owner or the person maintaining the menu.

Done when: Both open the same current, approved menu on a phone.

04 **Check the contact route.**

Responsible: Owner + account holder.

Done when: The call or message link reaches the intended number; the owner confirms it.

05 **Keep a simple enquiry record.**

Responsible: Owner.

Done when: Genuine enquiries and how guests found the outlet are recorded. Compare enquiry quality before deciding on further work.

Package scope: 45-minute owner interview, one agreed visit up to 60 minutes, three nearby competitors, a three-page report, five priorities and a 30-minute discussion. Extra travel is quoted separately. Implementation, financial audits, food-safety assessments and specialist operating advice are excluded.

No guaranteed enquiries, sales or rankings.