Table Top Media – Pay at the table

The Client

TableTop Media is a media technology and content delivery company that has created the first interactive tabletop experience with next generation pay-at-the-table functionality. TableTop Media offers casual dining restaurants and advertisers the industry's most powerful opportunity to reach and communicate with the captive, target audience at the point of purchase. TableTop Media's core product is an intuitive, touch screen wireless device that establishes a new presence on the table of full-service restaurant across America.

Aftek has contributed in design, development and testing of the entire system; which involved device application, backend application, hardware and board support package (BSP).

Business Situation

The client wanted to develop a product that would make restaurant dining experience more exciting and also increase restaurant turnover. They wanted to add more revenue generating models such as digital advertising and gaming to the restaurant business. One of the key feature client wanted to add was providing on-the- table- credit/debit payment facility to the restaurant customers. TableTop Media wanted to hit the market in a very short time of 9 months. To accomplish the features with all necessary payment industry certifications, TableTop Media handed over the execution to Aftek. Aftek with its expertise in integration and building of heterogeneous system completed the challenge in given time frame.

Challenges

Client wanted to deliver an entire system in a tight time frame, to the restaurants who were already interested in the concept.   Key focus was on providing rich, interactive and responsive user interface integrated with the existing payment system like MICROS. Follow security norms of the payment industry during application development to qualify for certification. They wanted to have a centralized monitoring system at their corporate office to monitor all the devices deployed in the restaurant. Aftek team had to do complete restaurant domain study and develop the system in a very short ramp up time. Since the devices are situated remotely at restaurant the client also required a way to upgrade the application from a central location.

Contribution

Aftek did the planning and execution part of the entire product. Aftek contributed towards

- Design, development and automated testing of the entire system
- Backend development for data synchronization, content update, web application for monitoring and remote upgrade
- Device application with dynamic user interface
- Integration of flashlite, custom video player for jazzy user interface
- Development for trivia games
- Security module for credit and debit card payments
- Dynamic UI generation backend application to update device user interface
- Provided Hardware and BSP support

Business Impact

- Increase in table turns increase revenue
- Different revenue models increased cash flow (advertizing, games)
- Effective digital promotion using flashlite and video increased sales
- Instant customer feedback help improve quality of service

Technology

- .Net Compact Framework 3.5
- .Net Framework 3.5
- ASP .Net 2.0
- WCF Services
- SQL Server 2005, SQL Server 2008
- Web Services
- Windows Services
- AJAX

Tools

- Net Tier, CodeSmith
- ANTS
- Nunit
- Microsoft Powertoys
- WireShark
- TestQuest
- Bugzilla
- SVN