

Restaurant Online Ordering Feature Checklist

Score any vendor demo against the 10 must-have categories.

How to use. During each vendor demo, mark each feature 1–3: 1 = missing, 2 = partial or clunky, 3 = works cleanly for our operation. Keep the workflow test as the tiebreaker.

#	FEATURE	WHAT TO LOOK FOR	SCORE
1	Mobile-first UX	Responsive design, fast load, clear categories, readable modifiers, Apple/Google Pay wallets, guest checkout.	☐ ☐ ☐
2	Menu management	Central menu control, item availability / 86-ing, scheduled menus, location-specific pricing, modifier rules, bulk updates.	☐ ☐ ☐
3	POS + kitchen integration	POS integration, kitchen display / printer routing, taxes and tips synchronized, no tablet re-keying, third-party delivery routing.	☐ ☐ ☐
4	Fulfillment controls	Pickup, curbside, and delivery, quote / lead times, throttling or pausing, delivery zones, scheduled orders, catering rules.	☐ ☐ ☐
5	Secure payments	PCI-aware provider, card processing, digital wallets, tips, gift cards, refunds, taxes and fees, fraud controls, reconciliation.	☐ ☐ ☐
6	Accounts + loyalty	Saved favorites / order history, fast reorder, loyalty earning / redemption, gift cards, consent-aware email + SMS enrollment.	☐ ☐ ☐
7	Offers + upsells	Featured items, add-ons, modifiers, bundles, BOGO / promotions, minimum order rules, time-based offers, catering add-ons.	☐ ☐ ☐
8	Analytics + attribution	Orders and revenue, AOV, item mix, new vs. repeat, promo performance, source / UTM support, location reporting, exports / API.	☐ ☐ ☐
9	Brand + accessibility + discovery	Custom domain or embedded ordering, brand controls, accessible experience, Google ordering / discovery integration, consistent hours.	☐ ☐ ☐
10	Reliability + integrations + support	Uptime, multi-location support, permissions, APIs / integrations, delivery aggregation, implementation help, data portability.	☐ ☐ ☐

WORKFLOW TEST / DECISION NOTES