

derail!

BENCHMARK TEMPLATE

PROJECT INFORMATION & BENCHMARK ANALYSIS

USERNAME	Text here
PROFILE URL	https://desall.com/User/YOURUSERNAME/Profile

ABOUT THIS TEMPLATE

Use this template to analyse and document benchmark cases relevant to the challenge.

For each benchmark, describe the customer experience, identify the physical and digital touchpoints involved, and highlight the elements that generate value for both users and the business.

Participants are required to document the entire customer journey within the selected venue through photographs and other relevant visual materials. The documentation should include, by way of example, the entrance, the main area, physical touchpoints such as paper menus, activation triggers such as QR codes, digital touchpoints such as digital loyalty app, and any other elements relevant to the overall user experience. Each benchmark should also include any additional images, diagrams, and references needed to ensure that all mandatory observation contexts identified for the research phase are fully addressed.

All content must be completed in English.

Use the insights gathered from the analysis to support the development of the final concept.

BENCHMARK CATEGORIES

HORECA INDEPENDENT

HORECA RETAIL CHAIN

NON-HORECA

ORIGINAL CONCEPT



BENCHMARK 01 | CASE NAME | [HORECA INDEPENDENT]

Location: Text here | Country: Text here | Year: Text here | Source: Text here

OVERVIEW

IMPLEMENTATION CONTEXT

Text here

CALL-TO-ACTION DESCRIPTION

Text here

DESCRIPTION

Text here

ANALYSIS FRAMEWORK

CUSTOMER JOURNEY

Text here

TYPE OF PHYSICAL TOUCHPOINT

Text here

TYPE OF DIGITAL TOUCHPOINT

Text here

TYPE OF TRIGGER

Text here

ACTIVATED SERVICE DESCRIPTION

Text here

MENU PRESENTATION METHOD

Text here

PAPER MENU CHARACTERISTICS (FORMAT, NUMBER OF PAGES, STRUCTURE, CONTENT ORGANIZATION, etc.)

Text here

DATA COLLECTION METHOD

Text here

IMPLEMENTATION

REPLICABILITY

Text here

TECHNOLOGIES USED

Text here

BENEFITS FOR THE END CUSTOMER

Text here

BUSINESS VALUE

Text here

KEY INSIGHT

Text here

ADDITIONAL NOTES

Text here

*Insert photos, images, and diagrams related to **BENCHMARK 01** here.*

BENCHMARK 02 | CASE NAME | [HORECA RETAIL CHAIN]

Location: Text here | Country: Text here | Year: Text here | Source: Text here

OVERVIEW

IMPLEMENTATION CONTEXT

Text here

CALL-TO-ACTION DESCRIPTION

Text here

DESCRIPTION

Text here

ANALYSIS FRAMEWORK

CUSTOMER JOURNEY

Text here

TYPE OF PHYSICAL TOUCHPOINT

Text here

TYPE OF DIGITAL TOUCHPOINT

Text here

TYPE OF TRIGGER

Text here

ACTIVATED SERVICE DESCRIPTION

Text here

MENU PRESENTATION METHOD

Text here

PAPER MENU CHARACTERISTICS (FORMAT, NUMBER OF PAGES, STRUCTURE, CONTENT ORGANIZATION, etc.)

Text here

DATA COLLECTION METHOD

Text here

IMPLEMENTATION

REPLICABILITY

Text here

TECHNOLOGIES USED

Text here

BENEFITS FOR THE END CUSTOMER

Text here

BUSINESS VALUE

Text here

KEY INSIGHT

Text here

ADDITIONAL NOTES

Text here

*Insert photos, images, and diagrams related to **BENCHMARK 02** here.*

BENCHMARK 03 | CASE NAME | [NON-HORECA]

Location: Text here | Country: Text here | Year: Text here | Source: Text here

OVERVIEW

IMPLEMENTATION CONTEXT

Text here

CALL-TO-ACTION DESCRIPTION

Text here

DESCRIPTION

Text here

ANALYSIS FRAMEWORK

CUSTOMER JOURNEY

Text here

TYPE OF PHYSICAL TOUCHPOINT

Text here

TYPE OF DIGITAL TOUCHPOINT

Text here

TYPE OF TRIGGER

Text here

ACTIVATED SERVICE DESCRIPTION

Text here

MENU PRESENTATION METHOD

Text here

PAPER MENU CHARACTERISTICS (FORMAT, NUMBER OF PAGES, STRUCTURE, CONTENT ORGANIZATION, etc.)

Text here

DATA COLLECTION METHOD

Text here

IMPLEMENTATION

REPLICABILITY

Text here

TECHNOLOGIES USED

Text here

BENEFITS FOR THE END CUSTOMER

Text here

BUSINESS VALUE

Text here

KEY INSIGHT

Text here

ADDITIONAL NOTES

Text here

*Insert photos, images, and diagrams related to **BENCHMARK 03** here.*

OVERVIEW

IMPLEMENTATION CONTEXT
Text here
CALL-TO-ACTION DESCRIPTION
Text here
DESCRIPTION
Text here

ANALYSIS FRAMEWORK

CUSTOMER JOURNEY
Text here
TYPE OF PHYSICAL TOUCHPOINT
Text here
TYPE OF DIGITAL TOUCHPOINT
Text here
TYPE OF TRIGGER
Text here
ACTIVATED SERVICE DESCRIPTION
Text here
MENU PRESENTATION METHOD
Text here
PAPER MENU CHARACTERISTICS (FORMAT, NUMBER OF PAGES, STRUCTURE, CONTENT ORGANIZATION, etc.)
Text here
DATA COLLECTION METHOD
Text here

IMPLEMENTATION

REPLICABILITY
Text here
TECHNOLOGIES USED
Text here
BENEFITS FOR THE END CUSTOMER
Text here
BUSINESS VALUE
Text here
KEY INSIGHT
Text here
ADDITIONAL NOTES
Text here

*Insert photos, images, and diagrams related to the **ORIGINAL CONCEPT** here.*