

MULTI-SITE

MAY 13, 2026

Mobile pickup is hard to find at both cafe sites

Downtown and Uptown shift leads should correct mobile pickup wayfinding before the next lunch rush: add register-side pickup signs, make the shelf visible, and have cashiers point mobile guests directly to pickup; track pickup questions and guests waiting in the wrong line per shift for one week. This matters now because 3 of 4 accepted comments describe guests waiting in cashier or lunch lines while orders were ready or hard to identify. Preserve the Uptown allergy-note read-back by making it a shift-standard behavior, then spot-check whether allergy/substitution orders get verbal confirmation before prep.

SUBMISSIONS

4

submissions

SIGNAL RATE

50%

4 filtered

FINDINGS

2

1 yellow · 1 green

IDEAS

4

Ranked by impact

EXECUTIVE BRIEF

YELLOW PRIORITY

WHAT IS HAPPENING

Mobile pickup is hard to find at both cafe sites

Three accepted comments point to the same service breakdown: guests do not know where to collect mobile orders, and the pickup shelf is either hidden, unsigned, or blocked by the lunch line. Downtown has two separate comments about guests standing at the cashier before being redirected; Uptown has one comment about the shelf being blocked and ready orders being unclear.

WHY IT MATTERS

Ready food is not translating into quick handoff. Guests are wasting time in the wrong line, staff are being pulled into repeated direction-giving, and mobile ordering loses its core value during lunch.

DO THIS WEEK

Have each site's shift lead place a temporary register-side pickup sign and a visible shelf marker before the next lunch rush, then count pickup-direction questions and guests waiting in the wrong line for seven days.

EVIDENCE

3 of 4 accepted submissions (75%) across Downtown Cafe, Uptown Cafe; confidence 82%.

MEASURE NEXT

Have each site's shift lead place a temporary register-side pickup sign and a visible shelf marker before the next lunch rush, then count pickup-direction questions and guests waiting in the wrong line for seven days.

VOICE OF THE CUSTOMER

“Food was ready, but nobody could tell me where mobile pickup was. I waited in the cashier line for 12 minutes before someone pointed to a shelf hidden behind the drink fridge.”

On **Mobile pickup is hard to find at both cafe sites** — 3 submissions · 75% of accepted feedback · confidence 82%

Y

YELLOW · 1 FINDING

Watch closely. Friction is mounting.**⁰¹ Mobile pickup is hard to find at both cafe sites**

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M E N T I O N S

3

S H A R E

75%

C O N F I D E N C E

82%

T R E N D

new

I M P A C T

Ready food is not translating into quick handoff. Guests are wasting time in the wrong line, staff are being pulled into repeated direction-giving, and mobile ordering loses its core value during lunch.

N E X T A C T I O N

Have each site's shift lead place a temporary register-side pickup sign and a visible shelf marker before the next lunch rush, then count pickup-direction questions and guests waiting in the wrong line for seven days.

"Food was ready, but nobody could tell me where mobile pickup was. I waited in the cashier line for 12 minutes before someone pointed to a shelf hidden behind the drink fridge."

"There is no pickup sign near the register, so three of us stood by the cashier until an employee pointed to the shelf."

G

GREEN · 1 FINDING

Keep doing this. It is working.**01 Allergy-note verbal read-back created trust at Uptown**

One Uptown comment singled out a barista repeating the allergy note before making the drink. This is a one-off positive signal, not yet a broad pattern, but it identifies a simple behavior worth preserving for allergy and substitution orders.

MENTIONS	SHARE	CONFIDENCE	TREND
1	25%	65%	new

IMPACT

For allergy and substitution orders, a verbal read-back reassures the guest and reduces the chance of silent prep mistakes.

NEXT ACTION

Have the Uptown cafe manager make allergy-note read-back part of the pre-shift reminder starting tomorrow, then spot-check five allergy or substitution drinks this week for verbal confirmation before prep.

“The barista repeated my allergy note out loud before making the drink, which made me confident the oat milk substitution was handled correctly.”



What to try next

Temporary pickup sign A/B check

Downtown comments mention no sign near the register and guests waiting at the cashier. Test a bold paper sign at the register for one week before buying permanent signage.

EXPECTED IMPACT

Fewer mobile guests entering the cashier line and fewer staff interruptions for pickup directions.

EFFORT LOW

Move the pickup shelf out from behind visual blockers

One Downtown guest described the shelf as hidden behind the drink fridge, while Uptown said the lunch line blocks the shelf. A small shelf move or raised marker can be tested without layout work.

EXPECTED IMPACT

Guests can identify the pickup area without staff help, especially during lunch.

EFFORT MEDIUM

Add a cashier script for mobile guests

Multiple guests were redirected only after waiting. A simple cashier line greeting such as "Mobile pickup is on the marked shelf" can catch them before the wait builds.

EXPECTED IMPACT

Shorter wrong-line waits while signage and shelf placement are being tested.

EFFORT LOW

Allergy read-back habit card at espresso station

The positive Uptown comment came from a barista repeating the allergy note out loud. A small station card can make that behavior repeatable across shifts.

EXPECTED IMPACT

More consistent confirmation on allergy and substitution drinks with minimal training time.

EFFORT LOW

DISCLAIMER

About this report

Gistback turns private feedback into an evidence-backed operating brief. Use this page as the interpretation guardrail for the findings and ideas above.

AI-ASSISTED SUMMARY

This report is generated from accepted feedback using Gistback analysis. It is designed to help operators decide what to inspect, test, or fix next; it should not replace human review.

EVIDENCE LIMITS

Counts and percentages reflect the feedback submissions accepted into this reporting window, not a statistically representative customer survey. Treat findings as directional operating signals.

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OPERATIONAL JUDGMENT

Recommendations are framed for multi-site operations at Harbor Spoon Group. Validate root causes on the floor, in the product, or with the responsible team before making irreversible changes.