

MenuVative Tutorial

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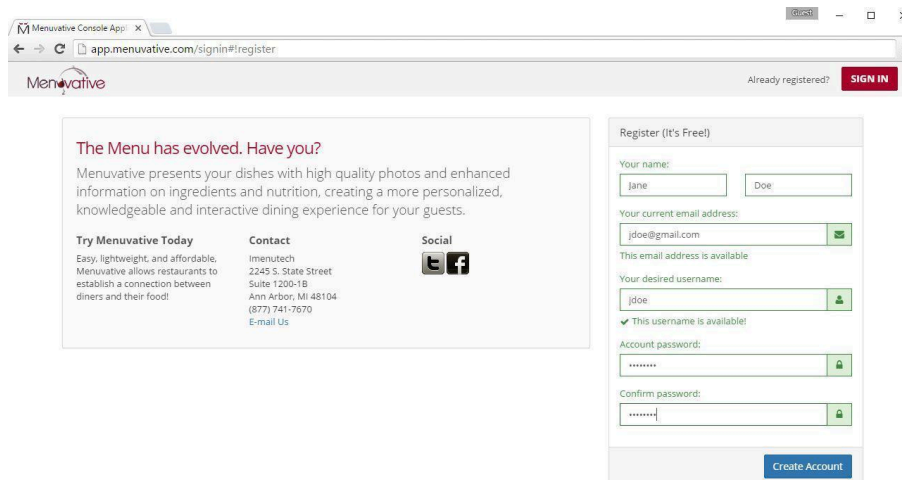
Important First Steps

We suggest using the Google Chrome or Mozilla Firefox web browsers. If you do not have one of these browsers, they are available as free downloads.

1.1 Create a MenuVative Account

A MenuVative account is free and anyone can use the cloud-based platform to design digital, interactive menus and menu content. Fees are only charged to register Android devices to download and synchronize your digital menus for presentation. Each device will obtain a license and a monthly subscription will be assessed based on the number of devices activated.

To create your MenuVative account, go to <http://app.menuvative.com> and click on “Create Account” in the upper right-hand corner to get started. Fill out all required fields as shown below and click “Create Account”. You are now a MenuVative user!




The screenshot shows a web browser window with the URL app.menuvative.com/signin#register. The page features a registration form on the right and promotional content on the left. The registration form includes fields for 'Your name' (Jane Doe), 'Your current email address' (jdoe@gmail.com), 'Your desired username' (jdoe), 'Account password', and 'Confirm password'. A 'Create Account' button is located at the bottom right of the form. The promotional content on the left includes the text 'The Menu has evolved. Have you?' and contact information for MenuVative.

1.2 Welcome Center

MenuVative is designed to handle multi-property organizations with multiple users at either the organization or property levels, each with unique user privileges. What you do next depends on the type of user you are in your organization or property.

For Secondary Users

If you work for an organization that already has a MenuVative account you can simply

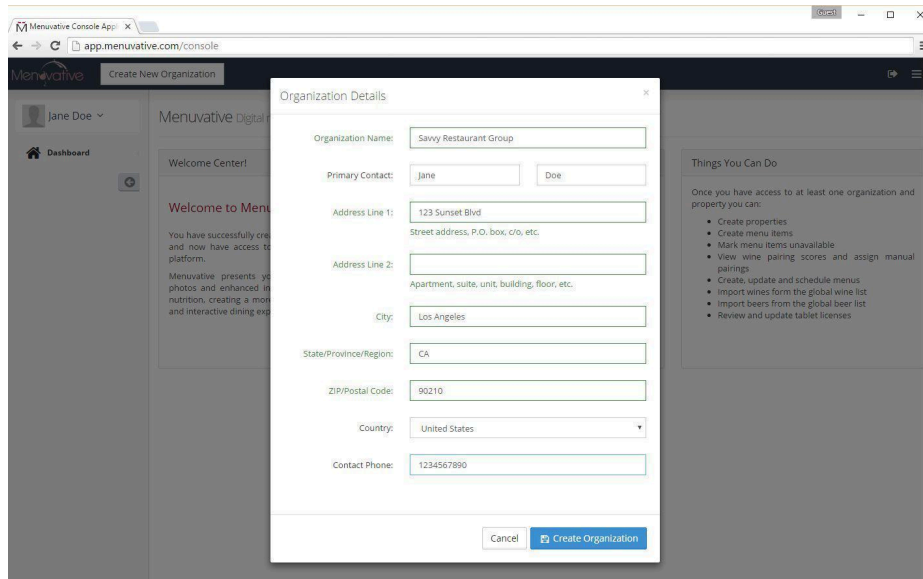
log out by clicking the  icon at the top right of the MenuVative Dashboard. Let your organization administrator know you've created an account and they can grant you access to their existing organization and/or properties. The next time you login to MenuVative, you will have access to the features granted to you by your administrator.

For Primary Users

If you will be the primary user in charge of all other users in your organization, click “Create New Organization”

1.3 Creating an Organization

Fill out all applicable information, such as your organization name and other important fields as shown below. When done, click “Create Organization.”



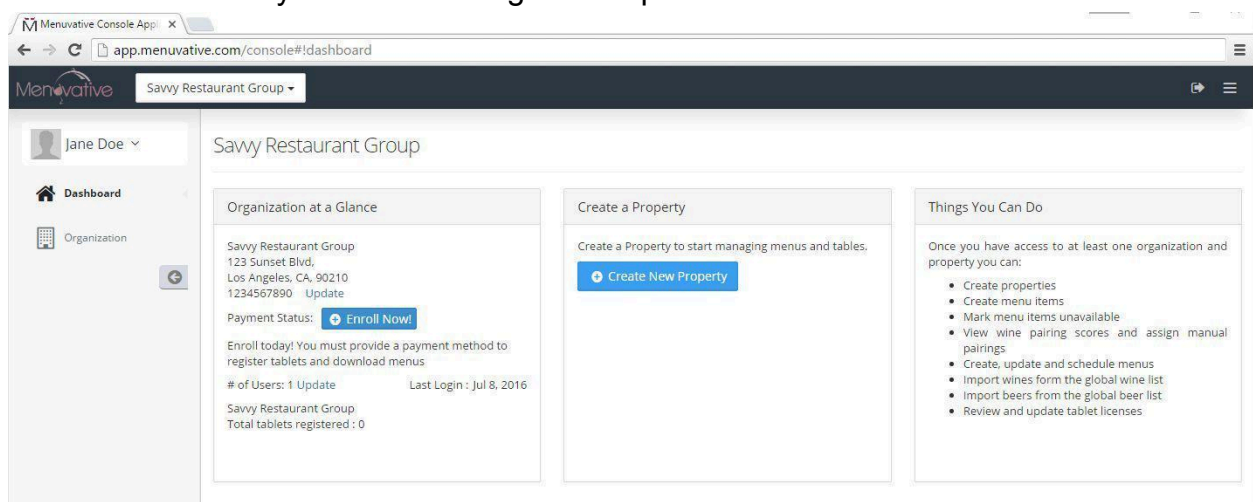
The screenshot shows a web browser window with the URL `app.menuvative.com/console`. A modal window titled "Organization Details" is open, containing the following fields:

- Organization Name: Savvy Restaurant Group
- Primary Contact: Jane Doe
- Address Line 1: 123 Sunset Blvd (Street address, P.O. box, c/o, etc.)
- Address Line 2: (Apartment, suite, unit, building, floor, etc.)
- City: Los Angeles
- State/Province/Region: CA
- ZIP/Postal Code: 90210
- Country: United States
- Contact Phone: 1234567890

At the bottom of the modal are "Cancel" and "Create Organization" buttons.

1.4 Billing Enrollment

Prior to loading your Android devices with your digital menu content, you will need to enter your billing information for your monthly subscription. To do this, click “Enroll Now” in the Organization at a Glance widget and enter your Credit Card or Bank Account information as shown below. If you qualify for a flat rate subscription (40 menus or more per property) call iMenuTech at (734) 369-6572 to set up your billing information so that you are not charged on a per device basis.



The screenshot shows the dashboard for "Savvy Restaurant Group" in the Menuvative console. The dashboard includes a sidebar with "Jane Doe" and "Dashboard" options. The main content area has three widgets:

- Organization at a Glance:** Displays organization details (Savvy Restaurant Group, 123 Sunset Blvd, Los Angeles, CA, 90210, 1234567890) and a payment status of "Enroll Now!". It also shows "# of Users: 1 Update" and "Last Login: Jul 8, 2016".
- Create a Property:** A widget with a "Create New Property" button.
- Things You Can Do:** A list of actions available to the user, including "Create properties", "Create menu items", "Mark menu items unavailable", "View wine pairing scores and assign manual pairings", "Create, update and schedule menus", "Import wines from the global wine list", "Import beers from the global beer list", and "Review and update tablet licenses".

The screenshot shows a web browser window with the URL `app.menuvative.com/console/#/organizationBillingPreferences`. The page title is "Billing Preferences: Savvy Restaurant Group". On the left, a sidebar menu includes "Dashboard", "Organization", "Details", "User Management", and "Billing Preferences" (which is selected). The main content area is titled "Billing Information" and contains the following fields:

- Account Holder First Name:
- Account Holder Last Name:
- Payment Type: Credit Card, Bank Account
- Payment Details: Bank Account Information
 - Bank Name:
 - Routing #:
 - Account Number:
 - Account Type:
 - Account Holder:

A blue "Save" button is located at the bottom of the form.

If you choose not to enter your billing information at this time, just remember to return to the **Organization | Billing Preferences** section when you are ready to load your tablet menus. You will not be able to register devices without a billing profile saved.

You can create another organization by clicking the drop-down menu next to the MenuVative logo in the upper left corner, and select “Create New Organization.”

1.5 Creating a Property

Return to the MenuVative Dashboard and select “Create New Property” and fill out the details of your first property. If you only have one property in your organization and the contact information is the same as your organization, just check the box at the top to auto-fill the same information for the organization fields. You can add more properties from the drop down menu at the top of the MenuVative dashboard next to the MenuVative logo. Multi-unit organizations can create multiple properties so that all individual properties can be managed within the parent organization. This also allows other users affiliated with your organization to create accounts, but only have access to one or a few properties.

Enter all of the property’s information, including the Tablet Admin password that will protect the tablet menus from unauthorized use once activated.

Note: The “Tablet Admin Password” is the password required to unlock a MenuVative tablet and exit the MenuVative App. Keep this password confidential and change it immediately if it is compromised. Locking your tablets from any other use is your primary deterrent against theft.

Once a property is created, you can manage options such as currency and pricing formats in this section.

2 User Management

MenuVative allows you to create and manage other users with varying levels of access in your organization and/or properties. To access user management controls, click “Organization” or “Property” (depending on what type of user you want to manage) on the left side of the screen and select “User Management” from the drop-down. You can view and edit all organizational or property users as long as you have permissions to do so. Clicking on any user allows you to modify Organization Permissions, Property Permissions, Menu Permissions, and Menu Item Permissions.

To add a new user, simply select the blue “Add New User” button in the upper right-hand corner. Here, you can either create a new user account for someone, or add a user that already owns an existing account by typing the name, username, or email of that person in the search box.

2.1 Adding a User With an Existing Account

To add a management user who already created a MenuVative account, click the blue “Add a user with existing account” button on the left side of the popup.

Here, type in the person’s username they created when signing up, or type in the email address associated with their account. Once entered, potential user accounts load beneath the typing field. Click the “Select” button next to the appropriate account, and then a frame will appear where you can change the permissions of the user. For example, if you don’t want this user to create properties or manage organizational users, simply click on the “Organization” Tab and deselect the check marks in the boxes next to the those options.

2.2 Creating a New User Account

To create a new user account, click the blue “Create a brand new user account button” on the right side of the popup. Here, fill out all the applicable fields for the users personal information and then, at the bottom of the popup, you can change the permissions of the user.

3 Adding Menu Items

To build a dynamic menu, you first need to load up your account with dynamic content, starting with your menu items. To begin adding items, click on the “Menu items” tab on the left side of the page. Under the “Edit Items” drop-down, select “Food Items”, “Wine Items”, “Beer Items”, or “General Items” to get started.

3.1 Adding Food Items

Select “Food Items” from the left nav frame. Now, click the blue “New Food Item” button. Here you will enter the basics (Dish Name, Category, Course, Description, and Pricing). A good time saver for faster entry is the “create another” checkbox at the bottom. By checking this box, the “category” and “course” options will carry over to the next item, making it faster to enter all the items in a typical section of your menu, such as appetizers, entrees, or desserts. However, do not use the “create another” option unless you've already created the category for the next item, otherwise the items will not be categorized properly. Thus, when entering an entire category of items at once, it is best to create the category with the first item, then check the “create another” option when entering the second item, which will speed up the addition of the remaining items for that category.

Tier	USD (\$)	
Click to edit this row and add new pricing tier		

Categories are created by clicking the “Add New Category” option in the dropdown. Categories will help you organize your growing database of dynamic menu items so that you can easily find them later.

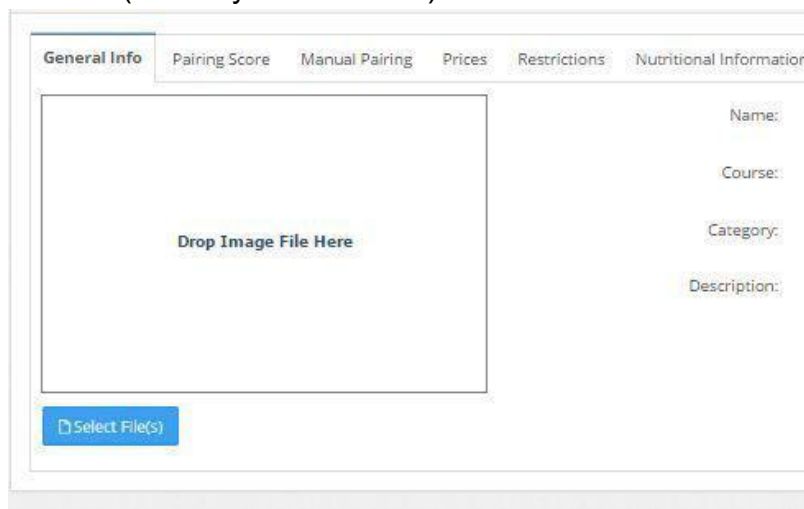
Course is used by Pairing Pro, a powerful MenuVative feature, to determine and present ideal wine pairings with every food item. If you fail to select the correct course type for your food item, you may not get the pairing suggestions you are expecting.

Add **Prices** in the grid at the bottom with two options: Tier, and Price. The tier is the level or amount of what’s being bought, such as “16 oz” ,“lunch portion” , “cup” or “bowl”. In many cases you will leave this blank when there is only one size and price for a menu item.

When done, click the “Create Item” Button. Next you will see a frame at the bottom of your browser will several tabs to input additional information about your item. Starting on the “General Info” tab you can now add a detailed description for your item and a photo. **The quality of your content is critical!** Only entering the name and price of dishes the way you always have on paper will drastically limit what MenuVative can do for your bottom line. Adding great images, rich and elegant descriptions, and scoring the food or wine properly for automatic wine pairing suggestions are what will increase your sales.

Adding Images

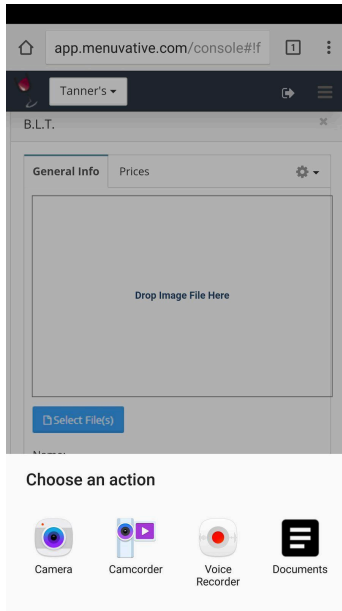
Please see our special section about photography in section 4 of this tutorial. To add **images**, either drag and drop your image onto the “Drop Image File Here” box, or click the blue “Select File(s)” button underneath it to navigate to your saved image. Your image will be resized and compressed automatically without aspect ratio distortion. It is important to upload food and general item photos that are taken in a **landscape format**. (sideways not vertical)



The screenshot shows the 'General Info' tab of a MenuVative item creation form. The tab is selected and highlighted in blue. Other tabs visible include 'Pairing Score', 'Manual Pairing', 'Prices', 'Restrictions', and 'Nutritional Information'. The main content area features a large rectangular box with the text 'Drop Image File Here' centered inside. Below this box is a blue button with a folder icon and the text 'Select File(s)'. To the right of the image box, there are four text input fields labeled 'Name:', 'Course:', 'Category:', and 'Description:'.

Taking Food Photos with a Smartphone

You can do many MenuVative tasks from a smartphone. If you will be using your smartphone to take pictures of your food, you can do it directly from your phone’s web browser. Go to the food item you want to photograph and tap the blue “Select File” button. Your phone should prompt you with an option to use the camera as shown below. Select the option and take the photo. Your smartphone will immediately upload the photo and it will be processed by MenuVative.



Pairing Score

The second tab to the right of “General Info” is “Pairing Score” here you will enter values that correspond to the characteristics of your food item. It is important to note that until you score your food, MenuVative will not provide automated wine pairings on your menu. After you enter these values you will need to return to the “General Info” tab and uncheck the box labeled “Hide Pairing Pro recommendations” if you want your menus to generate wine pairing suggestions for that particular dish. You can simply leave this box checked for dishes you do not want pairing recommendations for, such as side dishes, breakfast items, or kid’s meals. Pairing Pro will present up to 10 pairing suggestions provided there are enough selections available that meet the proper pairing conditions.

Pairing Pro Tips

The “Course Type” will augment the pairing algorithm so that pairing suggestions are not only based on “what” the dish is, but also “when” that dish is consumed in a multi- course meal. As a result, no red wines are recommended for early course types (amuse buche, appetizers, soups, salads). If you want all types of wines considered for suggestion, you should set the course type to “entree”.

For desserts, the “savory” characteristic is used to identify chocolate based desserts that you might specifically want to pair with ports or similar fortified red wines.

Not all characteristics are weighted equally and the way in which they are weighted varies depending on course type. For example, *acidity* is highly

weighted for early courses, whereas *weight* is most valued for entrees, and the *sweetness* is the most important characteristic for dessert courses. You may find it necessary to massage certain characteristics a bit to get the pairings you expect or want to have.

Manual Pairing

The “Manual Pairing” tab allows you to select wine and beer recommendations of your choosing and position them ahead of or in place of the automatic pairings generated by Pairing Pro. Simply click “Add Beer” or “Add Wine” then select and add the selections you wish to present. Once you have done this, you can drag and drop the selections to change the order in which they will appear on the menu. **This is a powerful way to sell specific wines or beers that you wish to remove from your inventory.**


Prices

You can add multiple tiers/prices for your food items by simply adding them in the price grid on this tab. You do not need to enter a currency symbol as that is handled in the Property Details section of MenuVative. If you do not have multiple sizes or price tiers for an item, you do not need to enter anything in the Tier column.

Restrictions and Nutritional Information

The “Restrictions” and “Nutritional Information” tabs allow you to provide additional health related information about your food items. **These are future features that are not yet active on the MenuVative X3 tablet application.**

Cloning an Item

At the top right corner of the item details window is a gear icon . This drop down will allow you to Clone an item, make the item inactive, or delete the item entirely from your account. When you clone an item, you will see a duplicate version of the item in the item list above with “(copy)” added to its title. This is a fast way to create a new item that is very similar to an existing item instead of starting from scratch. Note that when you clone an item the duplicate item is inactivated by default and will be hidden on the menu until you check the box to make it active.

3.2 Adding Wine Items

Select “Wine Items” under the “Menu Items” dropdown in the left nav frame. You can either add a New Wine Item or you can Import Wine from the MenuVative Global database, which contains thousands of wines and beers that are curated by

Imenutech with images, appellation information, descriptions, as well as pairing scores. You can also import food, wine, or general items from another property shared in your organization.

Import a Wine by clicking the “Import Wine” button and select “Global Wines” or another property in your organization from the first dropdown and search for your selected wine(s). Once you’ve selected the wines you want, click “Import Wines.” The wines will be added to your property. After importing wines, you’ll need to add your prices, vintages, and bin numbers as applicable.

Add a New Wine by clicking the blue “Add New Item” button. You will need to gather and enter all the information such as Producer, Wine Name, Type, Varietal, Style, Vintage, Bin #, etc. In an effort to build an outstanding wine database for our clients, you can email support@imenutech.com any wines that are not in the MenuVative Global Database and Imenutech will add them in 12 business days so you can import them easily. Please provide as much information as possible or include an image of the wine labels with your email.

General Info

This tab should be mostly completed. If you imported from the Global Wine database you will want to add any bin numbers and/or vintages for your wines. If you created the item yourself then you shouldn't have to do anything here as all of the general info was in the original popup you filled out.

Cloning

Cloning here works just like food.

Pairing Score

When you import wine from the MenuVative Global database, the pairing profile will be done for you. However, if you wish to change it or when you add a wine yourself, you will need to enter values for the structural components of the wine as you see fit. You might do this if the vintage changes and the latest release of the wine has a variance in its weight, tannin, or acidity. Simply use the sliders or your keyboard’s tab and number keys to enter the values. When entering a wine yourself, a default profile is provided as a starting point based on the varietal of the wine. You should adjust it accordingly as every wine is different.

Prices

Pricing would have been done in the original popup if you created the item yourself. Otherwise, add any necessary tiers and prices. Some tier suggestions would be: Bottle, Glass, Glass Pour, oz, etc. The price tiers on the menu will be listed in the order you

entered them, so be consistent with the order in which you enter Glass, Bottle, etc. Also, whatever you enter in the tier field is case specific, so if you enter “glass” for one wine, “Glass” for a second wine, and “gls” for a third wine, you will end up with 3 different options on your tablet, so be consistent.

Description

The descriptions provided from the MenuVative Global database are intentionally generic enough to work with all vintages of that wine. You can edit these once they are imported from our database to be more specific to a particular vintage, your own impression of the wine, or to add professional tasting scores and reviews.

Adding A Photo

Adding images is the same here as it is when adding food images with one exception. The Images should be square and have a resolution of at least 350x350.

Tip: For beer and wine photos, if you open MenuVative in Google Chrome and then do your photo search in Firefox you can drag the photo found in Firefox straight to the “Drop image here box” in MenuVative/Chome. Note that you must “right click” the desired image and select “open in the new tab” before dragging and dropping. This will reduce the time it takes to add photos because nothing needs to be saved on your computer.

3.3 Adding Beer Items

To create new beer items, select “Beer Items” underneath the “Menu Items” dropdown in the left navigation pane. As with Wines, you can either add a New Beer Item or Import Beer from the MenuVative Global database or from another property shared in your organization. To add a new beer item, click the blue “Add New Item” button. Here, you will enter information such as Brewery, Beer Name, Category (Select Global Beer Category), Style, Country, etc. Once created, you can edit any of the item’s properties.

General Info

As with wines when you import from the MenuVative Global database of beers the general tab should be filled out for you. If you add your own instead of importing, all you should need to add after filling out the initial popup is the ABV value and adding a picture.

Draft

When checked, these beers will be sorted in the dynamic beer list by tapping the Draft/Bottle button. You can further add information about the sizes or glass types in your price/tier options.

Score

If you wish to provide the scores here for your beers, you can enable the advanced beer sorting features in the Property Details section. This will allow guests to sort your beers by weight, color, sweetness, and bitterness.

Prices

If you import from our database then you will need to input your pricing here. If you created your own then the price should be here from the original popup when you initially created the item. If you have different draft sizes you can add them in the tier section.

Nutritional Information

This is where you can enter all the dietary information if you would like a nutritional label of the item in your menu integrated into the item's information popup.

3.4 Adding General Items

A General item is the catchall for any kind of popup that is not food, wine, or beer. It is the most basic of the dynamic items in MenuVative. These items simply have an image, price, and description. Let your creativity be your guide here. You can make popup information about your concept, your chef, local or special vendors, promotions, a simple list of liquor brands, or popups for cocktails and nonalcoholic beverages. MenuVative users have used this type of item to create a "Steak Temperatures" popup that perfectly communicates their steak temps to their guests.

To create new general items, select "General Items" underneath the "Menu Items" dropdown on the left side of the page and follow the same process as the other item types.

3.5 Items at a Glance, Searching, and Sorting

As you add items you will begin to see a growing list on your dashboard as shown below.

Food Items

Name	Course	Category	Active	Remove
B.L.T.	Entree	Tanner's Baskets	<input checked="" type="checkbox"/>	
Bacon Cheese Booga	Entree	Tanner's Booga Mania (Burgers)	<input checked="" type="checkbox"/>	
Bare Booga	Entree	Tanner's Booga Mania (Burgers)	<input checked="" type="checkbox"/>	
Basket of Tanner Fries	Side Dish	Sides	<input checked="" type="checkbox"/>	
Basket of Tanner Tots	Side Dish	Sides	<input checked="" type="checkbox"/>	
Battered & BBQ'd	Entree	Chicken Wings & Lips	<input checked="" type="checkbox"/>	
Battered & Buffaloed	Entree	Chicken Wings & Lips	<input checked="" type="checkbox"/>	
Battered & Lemon Peppered	Entree	Chicken Wings & Lips	<input checked="" type="checkbox"/>	
Battered & Spicy Hawaiian	Entree	Chicken Wings & Lips	<input checked="" type="checkbox"/>	
Battered, Blaired & Charred	Entree	Chicken Wings & Lips	<input checked="" type="checkbox"/>	

Here you can quickly find items by typing in the search box at the top or by navigating through the tabs at the bottom. Your items are organized alphabetically by name, but you can also sort them by tapping the “Course” or “Category” headers. Next to the search box is a drop down menu that allows you to filter items based on whether they are active or inactive. This is the fastest way to see all the items you have marked inactive because they were out of stock. To the right of this box, you can check or uncheck the box to indicate whether the item is active or inactive. Unchecking an item will hide it from your tablet menu until you check it again to make it active. You can do this very quickly by logging into your account from your phone if something on your menu becomes unavailable, diffusing any potential guest complaints. You can also delete the item by pressing the waste basket icon.

If you are only removing an item from your menu temporarily and will likely use it again later do not delete your menu item. Instead you can remove it from your menu (shown later) and easily add it again later.

4. Photography

With MenuVative, you will soon learn that oldschool menu engineering is dead and that a great picture is truly worth a thousand words. Items with the best photos will be your best sellers and price will have much less to do with the equation than ever before. Social media and the web have given rise to visual marketing channels that are far more powerful than the written word. This being said, if you want to compete you need to learn how to take a good photo. Many people think they can improve their photography by buying an expensive camera. The truth is, technique is more important than equipment. Great food photos can come from the modern smartphone if you practice and avoid some common mistakes. The following tips will help you:

Size Matters

You want to upload photos of the **proper size and aspect ratio** in MenuVative. As noted in other parts of this tutorial, the proper size photos are:

Background Images = 800x1280

Food & General Items Image = 720x480

Wine & Beer Images = 350x350

If you upload an image that is not to the above specifications, the image will be cropped, too small, or stretched and blurry – none of which make for a good presentation. So make sure you're taking photos in the correct aspect ratio and of a resolution that you can crop and work with later on in your preferred image editing software. If you take a food photo that is vertical (ie portrait aspect ratio) you will have

a hard time cropping that image correctly later on and the sides will likely get chopped off in the food popup.

Read the Manual

Learn what each control, switch, button, and setting does. Learn the basic actions, such as using the flash (on, off, and auto), zooming in and out, and using the shutter button. If your camera allows you to adjust white balance and focal length, or has a “macro” setting for photographing up close, you have everything you need to get a great food image as long as you get the lighting right.

Set Camera to a High Resolution

If you post a lot of photos on social media, you might have the resolution set low to limit the amount of data transfer. That’s good for your menu images. Low resolution images are more difficult to alter later; it also means that you cannot crop as enthusiastically as you could with a higher resolution version.

Set to Auto or Macro Mode

Most useful for food is Macro (may have a flower icon). This creates a short focal length that gets your food in focus while leaving the background blurry. If you don’t know what aperture and shutter adjustments do, ignore advice to operate your camera manually; the advances in the last fifty years in automatic focusing and metering have happened for a reason. If your photos come out poorly focused or poorly exposed, then start operating certain functions manually.

Light, Light, Light

Investing in a small lightbox for your food photos can be worth it. If you don’t, set up a table outside or near a window with good sunlight. The background shouldn’t matter because you’ll be taking photos so close up that you shouldn’t see anything beyond the table anyway. Lighting is the single biggest impact you can make on your photos. **DO NOT TAKE FOOD PHOTOS UNDER YOUR KITCHEN FLUORESCENT LIGHTING. IT WILL NEVER BE A GOOD PHOTO!**

Clean the Lens

It is basic, yes, but even a fingerprint on a camera lense can ruin an otherwise perfect photograph.

Compose Carefully

Your photos in MenuVative are presented in landscape (wide not tall) so be sure to compose your photos in landscape format and not portrait (sideways not up and down). Find an angle that minimizes shadows and maximizes light. You should be

close enough that you cannot see much beyond the plate and nothing beyond the table. If you do – get closer. Your dish is the subject, not the table setting, so fill the frame with it. The main component of your dish should be the prominent part of the image.

Focus

Poor focusing is one of the most common ways that photographs are ruined. Use the automatic focus of your camera, if you have it; usually, this is done by halfpressing the shutter button. Use the "macro" mode of your camera for close up shots. Don't focus manually unless your autofocus is having issues; as with metering, automatic focus usually does a far better job of focusing than you can. After you take your picture, zoom in on the shot to see if and where the image is blurry.

Be Still

Many people are surprised at how blurry their pictures come out when going for a closeup. To minimize blurring, use a tripod if you can. If not, look for something to rest your hands on when taking the picture. If your camera or lens has image stabilization features, use them.

5. Building Menus

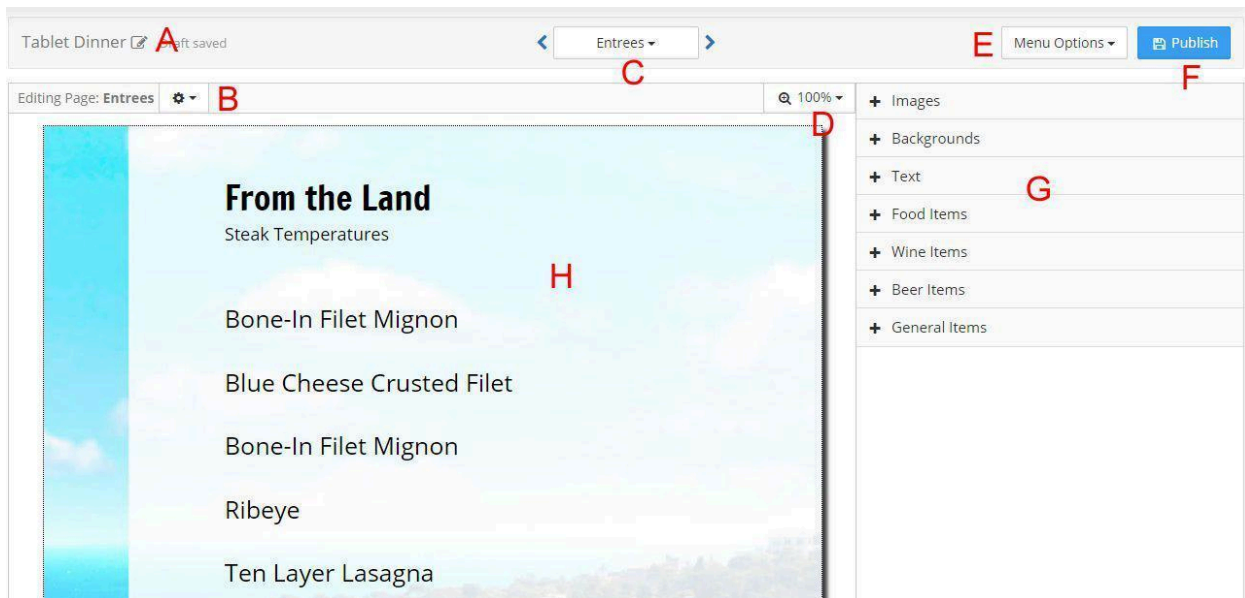
In this section, you'll learn how to build the pages of your interactive menu using the Menu Builder. If you are familiar with any page editing software, Menu Builder will be easy to learn. If not, we'll cover all the major tools here. You'll learn how to create a new menu and activate, edit, or delete an existing menu.

The MenuVative Menu Builder is a web based design suite that offers the basic functionality of common page editor applications. In Menu Builder, you create, name, and rearrange your menu pages; add static text, backgrounds, and images to your pages; and add your interactive items, wine lists, and beer lists that you have entered into your account. You will also be able to export your menus to pdf or image formats for print or web use.

5.1 Add a New Menu

Click the blue "Add New Menu" button under "Menu" on the left side of the page. To begin, simply name your menu and click "Save Changes."

Once it loads, you will see the menuvative menu builder. Here you can add your items, backgrounds, images, text, and layout your entire menu.



5.2 Menu Builder Elements

- A) Menu name edit area
- B) Page name, edit, clone, and delete
- C) Page creation and page order edit
- D) Canvas Zoom
- E) Menu Options (revert & review draft changes, clone menu, export to PDF, delete menu)
- F) Publish Menu

G) Menu Elements (clipart, backgrounds, static text, dynamic menu items)

H) Menu Page Canvas

The Menu Name (A)

Here you can edit the name of your menu files to help identify the differences in content. You might name them by service period, the season, a special event or holiday, or the date you created them.

Page name (B)

Here you can edit the names of menu pages, clone pages, and delete pages. What you name your pages here will be transferred to the contents menu on your devices.

5.3 Page Creation and Order (C)

This is where you can add or edit the order of menu pages. The home page is created for you when you first create the menu. You can change the name of that page as described above. You can add additional pages from this drop down by selecting "Create New Menu Page". You have four options for page types: Standard Page, Wine List, Beer List, or General List. If you create a beer, wine, or general list page, you will simply see a white placeholder for that page and your registered devices will create dynamic lists on these pages automatically based on all of the items that reside in those corresponding item databases. Food Items will always be on a standard page. Standard pages will be a blank canvas for you to design with complete brand autonomy as you like. To reorder the pages open the same drop down and select "Manage & Reorder pages" and the popup will change allowing you to drag menu page names around and delete a menu page if necessary.

Canvas Zoom (D)

This allows you to adjust the zoom level of the canvas, which is especially useful when using the site on a smartphone.

5.4 Menu Options (E)

This drop down allows you to review the changes you've made in a page by page comparison of the last published draft of your menu, revert to the last published menu, clone the menu, export the menu to a PDF, and delete the menu (if it is not scheduled in any classification). Cloning the menu is particularly useful as it allows you to make a quick copy of the entire menu, make your edits, rename, and schedule the new menu start time in the future.

5.5 Publish Menu (F)

You must click the “Publish” button for any changes to be saved and sent to your registered devices. This feature will allow you to make small changes to the menu and postpone sending those changes to your devices until a later time. Example: Near the end of the shift, you might enter a feature for the next day. You don’t want it to appear on your devices until the next day because guests in your dining room are still using your menu, so you make the changes but postpone clicking the “Publish Button” until the end of the shift or the following day. For small changes, this is a fast alternative to cloning the menu and scheduling the new version.

5.6 Adding Elements(G) to the Canvas(H)

The right side of the Menu Builder dashboard contains all the elements you need to layout your menu pages. These elements are Images, Backgrounds, Text, and the dynamic Food, Wine, Beer, and General Items you have created so far.

5.7 Images and Backgrounds

The “Images” and “Backgrounds” menus allow you to upload the artwork you need to create the look and feel you want for your menu. The compatible image formats are JPEG, GIF, and PNG. You should not upload files that are larger than the resolution of the device displays you are using. Loading an image larger than your device resolution is redundant and may exceed the processing limit.

Tip: The simplest way to add a marketing page to your MenuVative menu is to upload the promotion as a compatible image. While MenuVative will stretch background images if necessary, if you have any text in the image file for your promotion, you must save the image to exactly match the screen resolution of your registered devices. The most common screen resolution for a 10” tablet is currently 800x1280. However, the android launcher bar at the bottom of the tablet often takes up 48-64 vertical pixels depending on the tablet model. As a result, you may need to crop your background images accordingly. On the latest MenuVative app, you can utilize “Full Screen Mode” to eliminate the notification bars and use the full resolution of the tablet.

5.8 Text

Allows you to create static (not interactive) text. To do this click text in the right pane to expand it and you will see the list of available fonts and a preview of each. If you know the font you are looking for then you can do a quick search in the search bar under Text. Once you find the font you are looking for, simply click and drag the font onto the

canvas. A box will appear around the words “Text to Edit.” From the toolbar above, select “Edit Text” and type the text you would like to appear in the drop down box.

5.9 Adding Dynamic Menu Items (Food, Wine, Beer, General)

In the same way you drag a font onto the canvas for static text, you can simply drag the items you’ve created in the Food, Wine, Beer, General Items sections. NOTE: In most cases you will only need to drag Food and General Items onto your menu pages because MenuVative automatically generates dynamic wine and beer lists when you add those page types to your menu as described above in **Page Creation (C)**. You can quickly find the item you are looking for by typing the first few characters of the items name in the search boxes at the top of each drop down menu. As you add the items you need to the page, don’t worry about font, size, or alignment at this point. We’ll show you how to quickly align and style your items in the next section.

5.10 Page Editing Tools

You can select any element on the Menu Builder canvas or select a group of elements by clicking and dragging a box around them. You can also hold down the ctrl or shift keys on your keyboard while clicking to add or remove elements to/from a group of selected elements. Once you select one or more elements, the Editing Toolbar will appear above the canvas as shown below. This offers the most common page editing tools found in desktop publishing and should be familiar if have worked on menus before. When using a smartphone, you may need to zoom out to see all of the page editing tools.



Delete Button

Use to delete selected elements. You can also use the delete button on your keyboard.

Clone Button

The clone button is used to clone elements or a group of elements.

Font List

Used to change the font of a text element or group of elements.

Font Size

Used to adjust the size of text.

Text Justification

Used to adjust the justification of multilined text. Left is default.

Bold & Italics

Used to change the emphasis of your text.

Text Color

To change text color, select the underlined “A” icon. The color selector is a small circle that defaults to black in the lower left corner of the color square. Click and hold on the circle and move it to the desired location. You can change the available color hues by dragging bar on the vertical hue selector next to the color square. The color selected will appear at the bottom right of the widget. Clicking the bottom right square will save the selected color for later use.

Tip: *If you find yourself having trouble getting that perfect shade of color, hold the “Ctrl” key either push you mouse wheel forward or press the “+” key to zoom your browser in. This will blow everything up including the color selector box giving you a little less sensitivity with you mouse movement. To return to the original zoom pull back on the mouse wheel or press the “-” key while holding the “Ctrl” key down.*

Position

This very powerful tool allows you to quickly align and space a group of elements. Align Left, Center, Right, Top, Middle, and Bottom aligns all of the selected elements to their respective positions. For example, if you select a group of 7 menu items and then use Position/Align Left, all 7 items align to the left edge of the leftmost item. There are two important things to remember when using the position tool. First, you should select all items you plan to align and first select the justification tool to match the justification to how you plan to align your items (ie “Align left” if you plan to use “Align left” with the position tool. Second, be sure to set the left edge by moving one item to the furthest left position in which you want all the rest of your items to line up.

The “Distribute Vertically” and “Distribute Horizontally” functions will measure the distance from the topmost and bottom most element (Vertically) or leftmost and rightmost element(Horizontally) and evenly divide the spacing among the remaining elements. Like the Left and Right functions you should establish the size of the spacing by first positioning the top and bottom (Vertically) or left and right (Horizontal) elements.

Layering Forward/Backward

These tools allow you to layer the elements on your page. The “Bring Forward” and “Send Backward” buttons affect elements one layer at a time. The “Bring to Front” and “Send to Back” buttons send the selected elements to the very top or very bottom layers.

Edit Text

To edit your text, click the “Edit Text” option and type in the desired text. This will save automatically, so simply click somewhere else on the canvas when done.

Item Display (Dynamic items only)

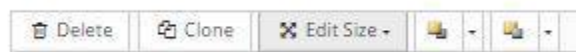
This menu allows you to adjust what property of your dynamic items to display. It will default to the name of the item, but you can change it to a small or large image, the calories of dish, the first or second saved price or price tier, or edit the text to whatever you want by selecting Text to Edit and using the Edit Text box that will appear to the left when selected.

Tip: When aligning your items you can make finer adjustments by using your arrow keys located on your keyboard.

Tip: Once you have your food items laid out there is a very simple way to add prices to the menu page if you wish to display them. Simply highlight all the items in question and click the clone button. This will create a clone of every item underneath itself keeping your original spacing and will automatically select every item just created. From here select item display then the price tier of the price you wish to display and move all the items at once to the location of your choosing.

Edit Size (Images only)

If you have dragged an image element onto the page (not a background), you can click and drag the border of the image to adjust the size or use the Edit Size option that will appear in the toolbar. You can set the exact width and height numerically with this tool. If you will be using the same image multiple times (i.e. gluten free or vegetarian symbols) we suggest setting the size once, then using the clone feature to replicate the image with the same dimensions.



Activating Android Tablets

To this point, you’ve done all the work necessary to create your menu items and menus and stored them in your MenuVative account in the cloud. Now it is time to load them onto Android tablets and present a digital, interactive menu experience to your customers. In this section we will cover:

1. Creating a classification

2. Preparing an Android tablet for first use.
3. Downloading the MenuVative application on the Android market and Adjusting settings in the tablet
4. Registering your tablets
5. Admin features of the menuvative application.

6 Classifications and Schedules

Classifications allow you to differentiate devices or menu use cases within a property. Examples might include separating guest tablets from a full size menu display in a lobby. In this case, the lobby might display different menu content with more marketing and promotional pages than the guest menu. Another might include keeping a dozen tablets at the bar which would be scheduled to show a happy hour menu during a certain time period while the rest of the menus in the restaurant do not. Classifications allow you to manage these menus differently.

To create a new classification, click on “Menu” on the left nav bar. In the dropdown, select “Tablet Settings” and then select “+ Add Classification.”

You can create multiple classifications for the same property. Simply name your classification and select the menu you want the classification to run in the dropdown.

The screenshot shows the 'Tablet Classification: Test Class' settings page. It is divided into several sections: 'General Settings' with fields for 'Classification Name' (Test Class), 'Data update frequency' (Every 10 minutes), and 'Menu Size' (800x1232); 'Advanced Configuration' with checkboxes for 'Pre-cache background images', 'Download Concurrently', 'Allow 3 Parallel Downloads', and 'Network Reconnect'; 'Menu Display Options' with checkboxes for 'Show pairing recommendations when available', 'Show Table of Contents in upper left hand corner', 'Display the PairingPro logo', and 'Table of contents menu color scheme' (Modern Dark); 'Beverage List Background Color' (000000) and 'Beverage List Background Color' (FFFFFF); and 'Beverage Settings' with checkboxes for 'Show advanced wine sorting options' and 'Show advanced beer sorting options'.

General Settings

Here, you can change the classification name, the frequency in which the tablets will receive updates, and the dimensions of the menu. We recommend setting the update frequency to every 10 minutes.

Menu Display Options

Here, you can modify the visual options of the menu, such as whether or not you show the table of contents button and the color theme of the menu, adjust the Beer and Wine list background and font colors, enable Pairing Pro and its logo. We recommend leaving all options checked.

Advanced Configuration

Here, you can change network options for your tablets. It is recommended that you select “Download Data Linearly” and Check the boxes for both “Precache Background Images” and Network Reconnect”.

Beverage Settings

If you score all of your beers, you can choose to display the advanced sorting options of the Beer list. When active, you can sort your beer list by Weight, Bitterness, Color, and Sweetness.

Scheduling

On the Scheduling tab under classification, you can create and schedule both special event menus and daily menus, so certain menus and items appear at certain times. Simply input the date and times of these menus, and click “Create Schedule.”

Preparing Android Tablets

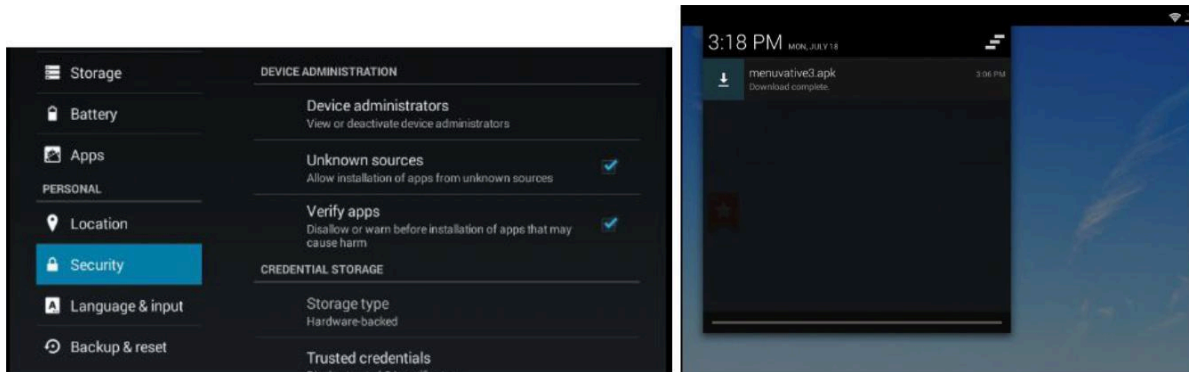
Preparing an Android tablet for first use will vary by tablet manufacturer. See the instructions that came with your device for initial setup. In most cases, this process is as simple as charging the units for an initial period, turning on the unit, and going through the 23 minute process of connecting the unit to your WiFi network and opening or logging into an existing Google/Android account. You can use this account for all of your tablet menus. The following are a few suggestions regarding general tablet settings that may make the menu experience more fluid.

7 Tablet Setup

Install the MenuVative Android Application

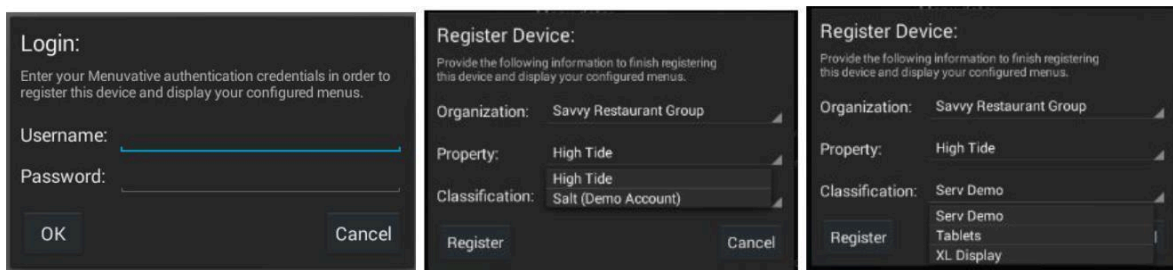
To do this you will need to open a browser of your choice. Click the star button next to URL bar to create a bookmark and enter “imenutech.com/menuvative3.apk”. Once completed you should create a link to that bookmark on the tablet’s home page to easily facilitate the updating of MenuVative. Once created, click the bookmark and MenuVative will download. While this is happening you will need to go into the tablet's settings under security and check the “allow apps from unknown sources” (see the picture below) box so the tablet will allow the installation. After that you should also go to lockscreen settings and disable the lock screen. We also recommend going to display settings and setting the screen timeout to 10 minutes. Once done you can install menuvative from the notifications tray (see the picture below) by swiping down from the top of the screen (or up from the bottom right depending on the tablet manufacturer) and clicking the

download. From there simply follow the prompts to install MenuVative.



Register Your MenuVative Tablets

Once installed, menuvative should open. It is recommended you hit the home button and create a shortcut to MenuVative on the home page with the bookmark previously created. Once done, click the shortcut and reopen menuvative. Once opened, you will see a sign in box. Enter the credentials for your account (provided your account has these privileges) to begin the activation. Once done a box will show with a few selectable items. If you have more than one organization, select the organization with the property you wish the tablet to display. Then select the property below that and below that select the specific classification for the menu of that property you wish to display and select ok. Provided a Classification is setup for the menu in question the menu will download and display.



Home Button Lockout

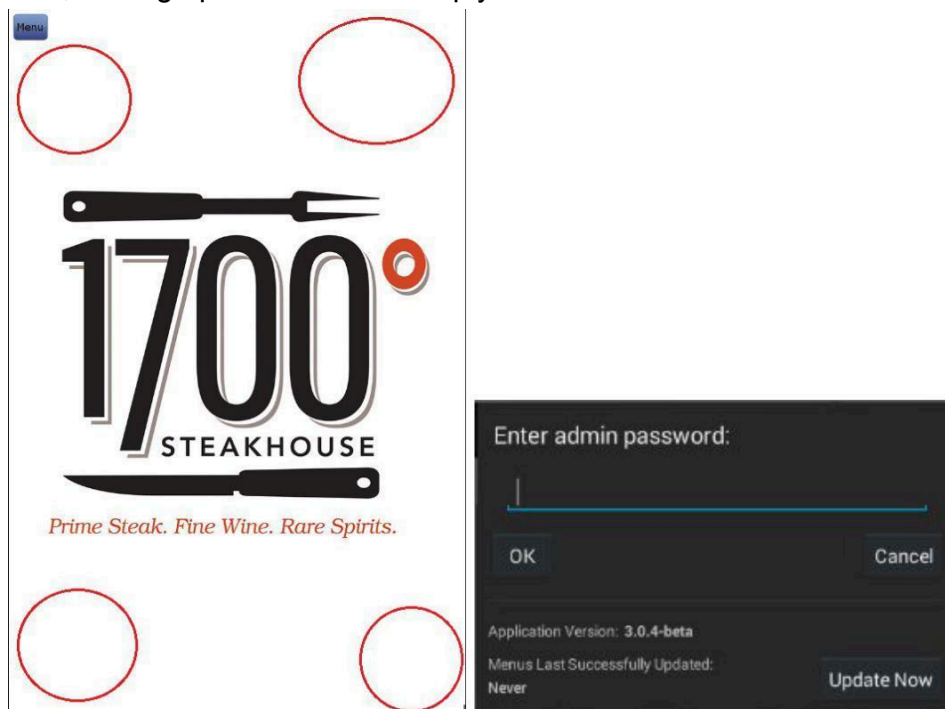
Once the menu is downloaded press the tablet's home button. A popup will appear asking you which application you would like this action to default too. Select menuvative and then always. You might have to reboot your tablet a second time to select "always". This will ensure that the only way to leave menuvative is with the admin password using the four corner tap.



Tablet Administrative Functions

Four Corner Tap

This function is how you will get into the menuvative administrative settings as well as out of the application when necessary. To do this simply tap four open corners away from any dynamic items as shown in the picture below. This is usually easiest on the first menu page as this page generally has no items to speak of and is usually just the logo of your establishment. This does not have to be done in any specific order but it is a little easier to do in a clockwise or counter clockwise fashion. Once done a box will pop up along with the keyboard allowing you to input your admin password or simply force an update to the menu. This box also shows the application version you are running and the last successful update to the menu. Once you have entered your admin password you can: leave menuvative, manage preferences or simply return to the menu.



TIP: Normal update intervals is defaulted at ten minutes. The update now button is useful when aligning or modifying items while building/modifying your menu so you can update any changes made and see the changes in real time as opposed to waiting for the next update.

General Settings

Lockout Enabled is the feature that keeps unauthorized users from leaving the menu. For example if the home button gets set to the default android launcher by accident and is pressed, the menu button will send the tablet to the android home page but menuvative will pop right back up. This feature is enabled by default.

Automatic Start is a feature that starts menuvative when the tablet starts. This feature is enabled by default.

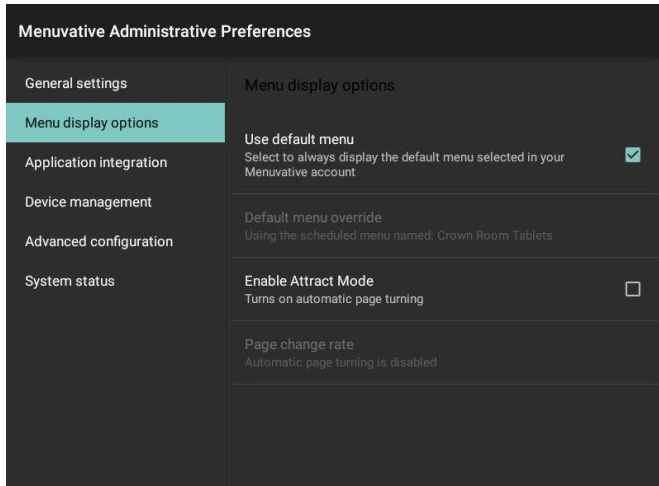
Update Notifications Enabled displays the update status in the notifications drawer at the top or bottom of the tablet depending on which tablet you have. When the menu updates this shows what is being downloaded in that location. This is disabled by default.

Menu Display Options

Use default menu

Selected by default and will display the menu that is scheduled in the classification within MenuVative.

Default menu override allows you to manually switch to another menu in your account. Deselect the checkbox next to “Use default menu” and the “override menu” option will become available. Touch the option to select the desired menu.



Attract Mode

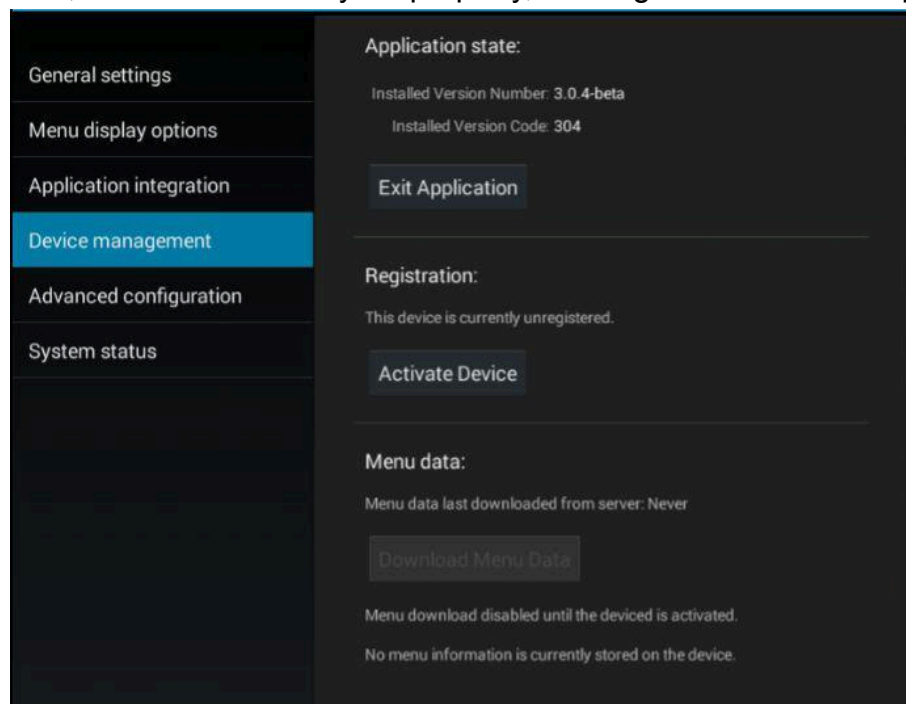
When checked, this feature will make the menu cycle through the pages automatically once the screen has not been touched for 30 seconds. The Page change rate setting allows you to set the delay between pages. This feature is useful for XL Interactive Menu Displays, which are available from Iminutech. These screens range from 42” to 55” and are available in self standing frames or wall mount frames. They allow you to use MenuVative to create a digital signage experience that is enhanced by the interactivity of MenuVative. Imagine a giant tablet that can be an interactive menu and digital signage all at once!

Application Integration

This option allows you to enable a custom launcher for other installed Android applications within MenuVative. You might include games or other entertainment apps for your guests, a survey or loyalty app, or some other application that would be useful to your guest experience. You can choose to launch these apps two ways. The first method is directly from the “Menu” button in which case the selected apps will appear in alphabetical order after your regular menu pages. The second method is more hidden and requires the end user to swipe vertically with two fingers on either side of the tablet at the same time. The advantage of this feature is to use MenuVative’s lockout functionality to maintain the integrity of your menu experience while granted access to certain apps controlled by you.. When a user attempts to leave any of these integrated applications, they will be forced back into the menu.

Device management

This is where you can go to activate and deactivate a tablet. From here you can also force the application to download or delete all menu data. In the event you ever move tablets from one property to another, this is where you can go to delete your data, deactivate it from your property, and register it to the new property.



Advanced configuration

These settings are for internal Imenutech use only and should not be altered.

System Status

This page contains technical details and status of the device's activity history with your MenuVative account. The information on this page may be helpful in the event you need technical support from Imenutech.

IT Support / Contact Imenutech

For support, call Imenutech at (734)3696572 MonFri 9am5pm. You can email your support inquiries after hours to support@imenutech.com.