Activity/Deliverables/Benefits	BASIC	ADVANCED	PRO
Brand Strategy Review We will review your brand strategy and positioning to determine how it is being communicated by your existing menuboard.		✔	✔
Menu Strategy Review We will review your menu strategy to determine if and how it is addressed on your existing menuboard, and how new menu items will impact it going forward.	✔	✔	✔
Creation of Menu Strategy If a menu strategy does not exist, or if one needs updating, we will work with you to develop a strategy to prioritze how the various F&B products you sell contribute to your business objectives.			✔
Sales Analysis We will analyze your sales, cost-of-goods and profit margin data and strategize new menu segmentation, product placement and space allocation opportunities.	✔	✔	✔
COZI® Audits We will conduct site audits at select locations to obtain a thorough, real-world understanding of your menuboard's existing conditions, restrictions and areas of opportunity and will conduct an assessment of your current merchandising practices to determine their synergy with your menuboard.		✔	✔
Graphics Analysis We will conduct an analysis of your current menuboard creative execution to assess its strengths and weaknesses relative to layout, copy, photography/illustrations, readability and brand trade dress.	✔	✔	✔
Navigation Assessment We will assess your menuboard from a customer use and navigation standpoint, and determine its ease of navigation and comprehension.	✔	✔	✔
Architecture/Schematic We will develop schematics/blueprints illustrating optimized menuboard architecture, layout, placement and space allocation of your menu items.	✔	✔	✔
Visual Strategy We will develop visual strategies of your menuboard. Realistic color renderings will illustrate an optimized layout and design of your menu and show which menu items to communicate visually.		✔	✔
Summary Report We will develop and publish a concise summary report that makes brand specific, actionable recommendations for optimizing your existing menuboard.	✔	✔	✔
Behavioral Research We will conduct ethnographic observations and guest surveys to determine attitudes and behavior relative to your current menuboard.			✔
Mobile Eye-Tracking We will conduct video documentation of your customers interaction and engagement with your current menuboard. Specifically what elements they are looking at and how they navigate your existing menuboard.			✔
Quantitative Evaluation We will conduct a quantitative survey to assess and validate the extent to which alternative menuboard strategies can alter consumer behaviors and attitudes.			✔
Estimated Timing	5 weeks	7 weeks	15 weeks