



Feature List

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Introduction

Fimble's web, mobile, and kiosk ordering solutions are built to deliver a stunning, custom-branded, and revenue-driving experience that works seamlessly across devices.

From intuitive menu browsing and frictionless order-taking to fast, secure checkout, every step is carefully designed to elevate the customer journey. Behind the scenes, robust customization and marketing capabilities ensure your digital presence not only reflects your brand but also drives repeat sales and long-term customer loyalty.

This document outlines the full capabilities of Fimble's web, mobile, and kiosk ordering solutions organized across key functionality areas.

 Design & Customization	 Web	 Mobile	 Kiosk
Custom logo, font, and colors (primary, background, header, and footer)	✓	✓	logo & primary color
Configurable homepage layout with modular sections for headers, footers, banners, featured products, and widgets. Footers can include accreditations, social media, and other external links	✓	-	-
Configurable banner zones that support multiple rotating banners per zone (carousel-style), with support for images, videos, YouTube, Vimeo, and custom code	✓	✓	Single zone, multiple banners
Dedicated stores' information page with options for image, title, address, map, and operating/delivery hours	✓	✓	N/A
Built-in on-page Search Engine Optimization (SEO) tools	✓	N/A	N/A
Horizontal or vertical menu layout with option to display products per category	✓	-	-
Customizable menu items' display layout	Grid or List	-	List or Thumbnail
Display stores in multiple layouts	List and Map	List and Map	N/A
Breadcrumb navigation with order flow	✓	N/A	-
Quick access to the basket while browsing the menu	✓	✓	✓
Product categorization with optional tags (e.g. <i>vegan</i> , <i>spicy</i> , etc.) for easier menu browsing	✓	✓	✓
Optional custom stamps to highlight specific products (e.g., <i>Limited Time</i> , <i>New Arrival</i> , etc.)	✓	✓	✓
Allergens and nutritional information display	✓	✓	✓
Multi-language support	✓	✓	✓
Scroll-to-top option	✓	✓	-
Loading screen/Loader for smoother transitions	✓	✓	✓
Optimized design for tablets to fully utilize screen space and enhance customer experience	✓	✓	✓
Smooth animations for a more engaging interface	✓	✓	✓
Configurable intro screen with optional video background	N/A	✓	✓
WCAG 2.1 AA compliant for accessibility for people with disabilities	✓	✓	✓
Dark mode support, following the customer's device settings	-	✓	-

*Features marked as N/A are not applicable to this ordering channel

 Order Taking	 Web	 Mobile	 Kiosk
Fast product search with filters	✓	✓	✓
Voice-enabled search with multi-language support	✓	✓	-
Single-click call to store	✓	✓	N/A
Store status indicator (Open/Closed)	✓	✓	N/A
Display of nearest store and distance from current location	✓	✓	N/A
Quick reorder from recent orders	✓	✓	N/A
Save orders and products (including customized products) as favorites for easy reordering	✓	✓	N/A
Optional dynamic menu sections for best sellers, offers, featured and recent products	✓	✓	✓
Optional dynamic section for available coupons	✓	-	-
Automatic availability and price check for items in order history, favorites, or at checkout	✓	✓	✓
Customizable product detail page with fields for title, description, tags, sizes, quantity, variant slider, comments (e.g. cooking instructions), color-coded item modifications, rewards points (if applicable), and grouped raw materials with portion control and size-based pricing	✓	✓	✓
Abandoned cart email reminder	✓	✓	N/A
Optional QR code links for contactless ordering via web/app or additional content	N/A	N/A	✓

**Features marked as N/A are not applicable to this ordering channel*

 Checkout	 Web	 Mobile	 Kiosk
Guest checkout and menu navigation with ability to remember cart	✓	✓	N/A
Automatic reset to initial screen and language for next customer	N/A	N/A	✓
Single-screen checkout	✓	✓	✓
Automatic calculation of environmental fees (e.g. plastic bags, etc.)	✓	✓	✓
Optional tips for the delivery driver	✓	✓	N/A
Configurable delivery fees per delivery zone or distance	✓	✓	N/A
Minimum delivery fee per delivery zone	✓	✓	N/A
Multiple payment methods including credit/debit card	✓	✓	✓
Google Pay & Apple Pay (subject to payment gateway compatibility)	✓	✓	N/A
Support for both receipts and invoices	✓	✓	-
Card tokenization for saving cards for future orders (subject to payment gateway compatibility)	✓	✓	N/A
Option to select Printed or Electronic order slip (email/SMS, available only in non-fiscalized countries)	N/A	N/A	✓

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 Order Submission & Tracking	 Web	 Mobile	 Kiosk
Support for multiple stores and service areas (including overlapping service areas), with automatic assignment of orders to the nearest store based on customer address	✓	✓	N/A
Support for multiple service areas per store with configurable options for additional service time, fees, and minimum order value	✓	✓	N/A
Orders can be accepted automatically or manually per store	✓	✓	✓
Order confirmation screen	✓	✓	✓
Order confirmation email with order summary	✓	✓	✓
Order tracking page with automatic status updates and optional widgets (e.g. social media links, contest participation, customer feedback, etc.)	✓	✓	N/A
Optional live tracking of the driver's location when "Out for Delivery" (requires add-on feature Dispatch with Driver Assist)	✓	✓	N/A

 Order Fulfillment	 Web	 Mobile	 Kiosk
Support for Delivery, Pick Up, Drive-Thru, or Dine In (Reservations only)	✓	✓	N/A
Contactless options available for Delivery and Pick Up	✓	✓	N/A
Support for Curbside Pick Up	✓	✓	N/A
Optional post-time and post-date orders	✓	✓	N/A
Display of estimated service time info before initiating the order	✓	✓	-
Optional in-store Pick Up monitor to display ready-for-pickup orders (requires Digital Signage module)	N/A	N/A	✓

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 Marketing	 Web	 Mobile	 Kiosk
Step-by-step wizard guiding customers through active offers	✓	✓	✓
Automatic application of offers when qualifying items are added to the basket	✓	✓	✓
View and apply coupons. Coupons can be one-off or recurring with option for setting an expiration date	✓	✓	✓
Cross-selling suggestions in the basket to increase average order value (e.g. “Don’t forget your drink”)	✓	✓	✓
Upselling for Product Bundles and Combo Offers (e.g. “Go Large for \$1”, “Go Combo for \$2”, etc.) during product customization or through a popup window.	✓	✓	✓
Combo-to-Combo upselling for upgrading from selected Combo to a larger one	✓	-	✓
In-Combo cross-selling for suggesting complementary products within selected Combo	✓	-	✓
Promotions for specific hours and divisions	✓	✓	N/A
Loyalty program with tier levels, manual or automatic enrolment, barcode support, and various reward redemption options	✓	✓	N/A
Dedicated loyalty landing page showing program benefits, rewards, and redemption options (if applicable)	✓	✓	-
Newsletter sign-up (including 3rd parties)	✓	-	-
Option for submitting feedback and/or filing a complaint	✓	-	-
Unified product management across all channels with support for exceptions and multiple pricelists	✓	✓	✓
Push notifications to improve customer engagement and retention	N/A	✓	N/A
App rating prompt after the second order to encourage reviews on app stores	N/A	✓	N/A
App download banner displayed when customers visit the website on mobile	✓	N/A	N/A
“Thank you” message and prompt for feedback after placing an order	✓	✓	✓
Optional use of kiosk screen as a Digital Signage monitor during idle periods	N/A	N/A	✓

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 Account & Registration	 Web	 Mobile	 Kiosk
Google, Apple, and Facebook sign-up & sign-in options	✓	✓	N/A
New address suggestion via Google Maps	✓	✓	N/A
Double opt-in support with GDPR compliance	✓	✓	N/A
Option for customers to delete their accounts (GDPR compliance)	✓	✓	N/A
Address validation to ensure that customer's location is within a store's service area	✓	✓	N/A
"Remember account" option for quicker sign-in	✓	✓	N/A
Registration confirmation email sent in the customer's language	✓	✓	N/A
Option for customer to allow location tracking to auto-fill their address	✓	✓	N/A
"My Account" section with editable personal information and password reset	✓	✓	N/A
Support for multiple saved addresses	✓	✓	N/A
Support for multiple saved credit/debit cards and payment information	✓	✓	N/A
Order history with quick reordering option	✓	✓	-
Reservations history	✓	✓	N/A
Favorite orders and products for quick reordering	✓	✓	-
Earn and redeem rewards points or use a virtual rewards card	✓	✓	✓
Optional customer authentication via smart login* or mobile app login to collect CRM data and loyalty points	N/A	N/A	✓

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*Smart login options include:

- Entering phone number or membership number
- Scanning membership card available in physical or digital format on mobile app (requires compatible barcode scanner)
- Redeeming a coupon linked to the customer's account
- Entering email or phone number on the e-receipt

 Analytics	 Web	 Mobile	 Kiosk
Google Analytics 4 with default eCommerce events displaying usage data	✓	✓	✓
Optional behavior analytics powered by HotJar	✓	✓	✓
Detailed reports & analytics	✓	✓	✓
Real-time monitoring of device usage and availability	N/A	N/A	✓
A/B testing for comparing performance results (requires additional configuration)	-	-	✓

**Features marked as N/A are not applicable to this ordering channel*

 Compatibility	 Web	 Mobile	 Kiosk
Accommodates multiple device resolutions	✓	✓	✓
Cross-platform compatibility	✓	✓	✓
Cross-device compatibility for both portrait and landscape view	✓	-	✓
Kiosk orders are sent directly to KDS or a printer and follow the store's order flow	N/A	N/A	✓
Channel or Device locking available from the Store Monitor	✓	✓	✓
Optional Lobby Host application allows staff to take orders via tablet, reducing kiosk or cashier stations wait times	N/A	N/A	✓

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Supported Devices

Fimble's mobile ordering solution includes seven native apps:

- Apple: iPhone, iPad, Vision Pro, Mac
- Android: Android Phone, Android Tablet
- HarmonyOS: Huawei Phone

Apps are built according to Apple, Google, and Huawei guidelines and are published on their respective app stores.

Integrations

Fimble integrates seamlessly with a wide range of third-party systems right out of the box.

View the full list of [integrations](#) available. Custom integrations can be developed upon request.



For more information visit our
website at www.fimble.io

For any questions send us a
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