

Digital Ordering Configuring Menu Imagery

Last Updated: January 23, 2024

About Menu Imagery

Menu imagery is an important part of your Digital Ordering website and visually identifies the areas on the menu for consumers to select. When a consumer decides on an item to add to their order, they can see an image of the item they are ordering.

All the images are .png files and all dimensions discussed in this document are in pixels. Do not use spaces in the file names. Either omit spaces in the file name or insert underscores, such as 'FrenchFries.png' or 'French_Fries.png.'

You can associate images with the following elements:

- Submenus
- Menu items
- Web sales groups
- Modifier items

Below are the recommended dimensions for your submenu, menu item, and modifier images. The ratios enable the image to scale for the responsive interface. Web sales groups, which contain additional choices for the consumer, use the same dimensions as menu items.

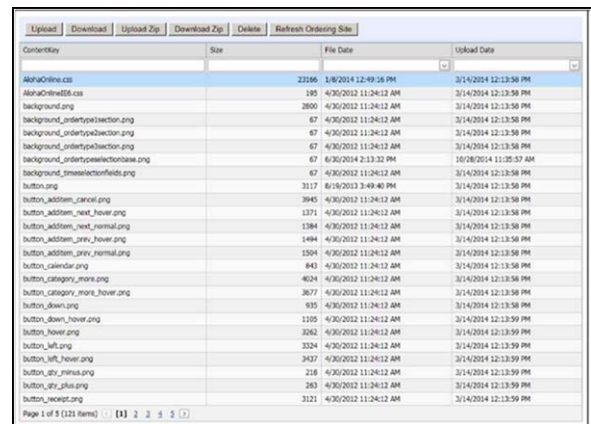
Element	Dimensions	Ratio
Submenu Image	538 x 396	4:3
Menu Item Image	528 x 396	4:3
Modifier Image	96 x 96	1:1

Uploading Images to Web Admin

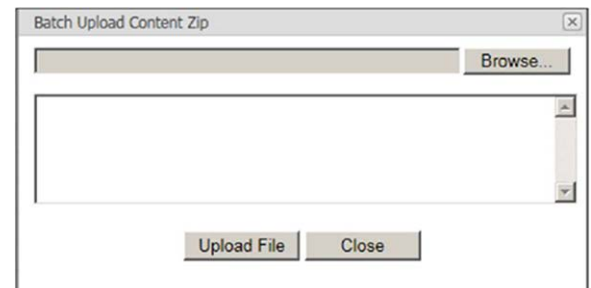
To begin, create all your images with the specified dimensions and place them in a staging folder on your computer. Then upload the images in Web Admin for Digital Ordering to use. You can upload images individually or in bulk using a zip file.

To upload images to Web Admin:

1. Create a **staging directory** to hold your images.
2. In Web Admin, select **Designs > Graphics and Content**.

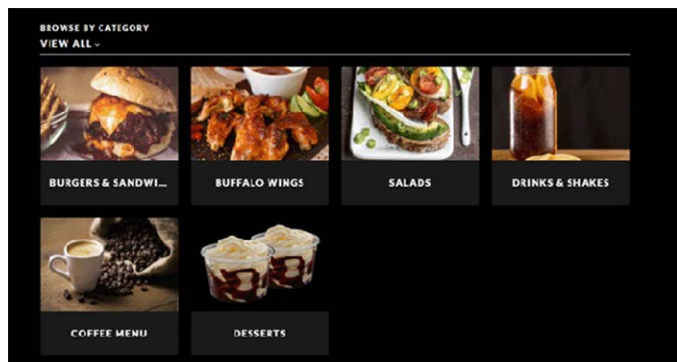


3. Click **Upload** to upload a single file or click **Upload Zip** to upload a set of images in a zipped file.



4. Click **Browse** to navigate to the **staging directory** and select the **zipped file** or a **single image** to upload.
5. Click **Upload File** to complete the upload and return to the Graphics and Content function.
6. Click **Refresh Ordering Site** to populate the screen with the new content.
7. Exit the **Graphics and Content** function.

Associating a submenu with and image



Each menu contains submenus used by the consumer to drill down and locate menu items. Associate each submenu with an image to appear on the website. If you do not associate a submenu with an image, the submenu appears with a 'broken image' icon. The dimensions to use for a submenu image are 528 x 396.

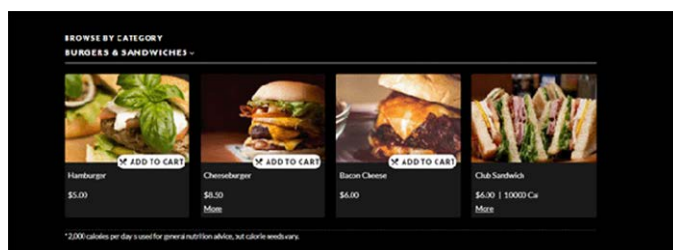
To associate a submenu with an image:

1. In Menu Configurator, select a **submenu** from the left and the properties window appears to the right.

Web Submenu Graph c	6
Web Submenu Name	Burgers/Sands
Submenu Header Image	Burgers_Sands.png
Description	
Visible	True
Selectable	True
Show Header	True
External Id	
Custom Fields	(Collection)
Supported Order Modes	0

2. Type the **exact name** of the image in 'Submenu Header Image.'
3. Repeat this **procedure** for each submenu to associate with an image.
4. Save and **publish** your menu.

Associating a menu item with an image



To make menu items visually attractive and identifiable to the consumer, associate menu items with an image. If you do not associate a menu item with an image, the image appears with a 'broken image' icon. The dimensions to use for a menu item image are 528 x 396.

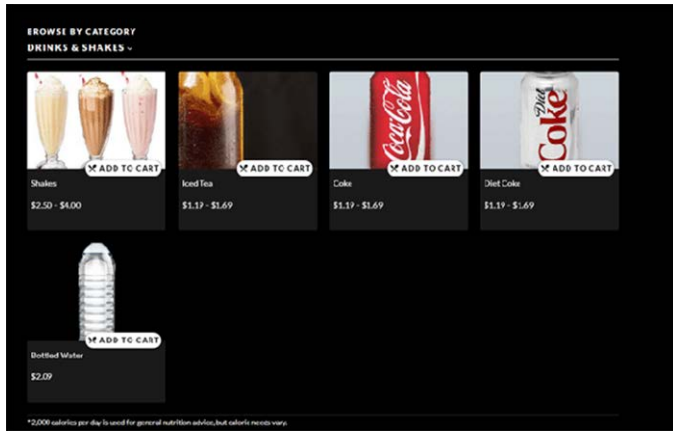
To associate a menu item with an image:

1. In Menu Configurator, select a **menu item** from the left and the properties window appears to the right.

Web Menu Item Id	1120
Web Menu Item Name	Bacon Cheese Burger
Description	
Default Item Id	Bacon Cheese Burger (21
Visible	True
Web Item Selection Lab	
Item Ordering Behavior	Normal
Force Qty Selection	False
Advanced Style Setting	
Popup Image Name	BaconCheeseBurger.png
Web Menu List Image N	
Upsell Type	None
Upsell Description	
Upsell Web Menu Item I	[None]

2. Type the **exact name** of the image in 'Popup Image Name.'
3. Repeat this **procedure** for each menu item to associate with an image.
4. Save and **publish** your menu.

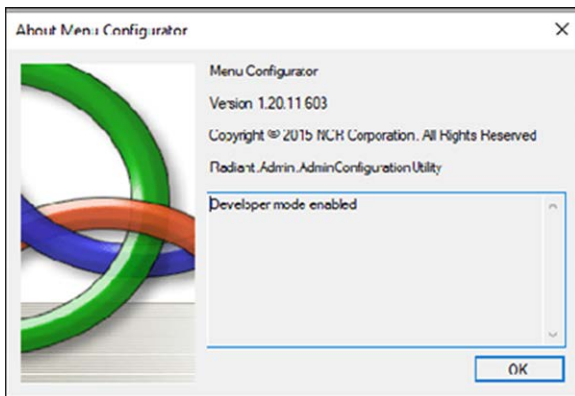
Associating a web sales group and web sales item with an image



When you have a web sales group with multiple web sales items in it, you can associate an image with the web sales group, as well as a unique image specific to each item within that group. If you do not provide an alternate image, the image for the web sales group appears for all items within it. To configure this, you must enable 'developer mode' in Menu Configurator.

To enable developer mode for Menu Configurator:

1. In Menu Configurator, select **Help > About**. The About Menu Configurator dialog box appears.

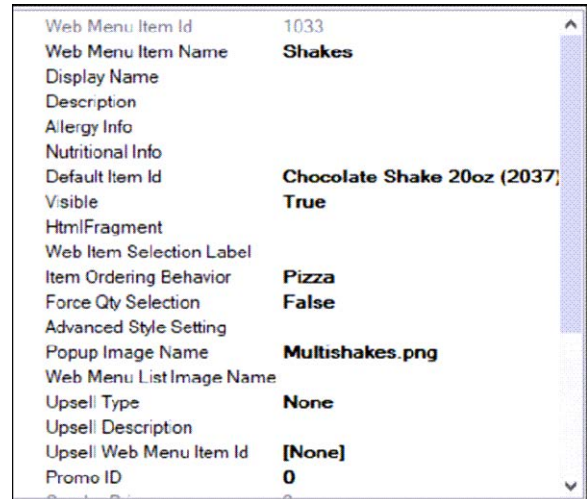


2. Type **aldev** in the text box and press **Enter**. The text does not appear as you type; however, 'Developer Mode Enabled' appears after you are done typing.
3. Click **OK**.
4. Exit and relaunch **Menu Configurator**.

In keeping with the Shakes example, Milkshakes is the web menu item and each individual shake flavor appears once the consumer selects Milkshakes.

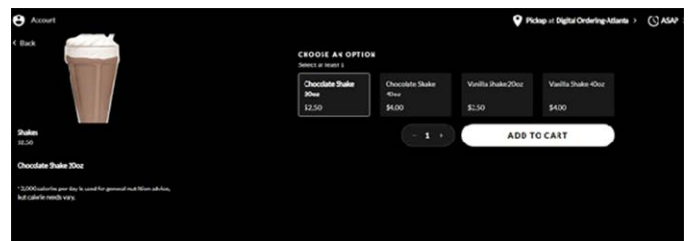
To associate a web sales group with an image:

1. In Menu Configurator, select the **web sales group** from the left and the properties window appears to the right.

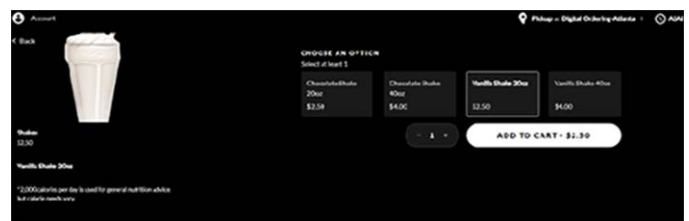


2. Type the **exact name** of the image in 'Popup Image Name.'
3. Repeat this **procedure** until you associate an image with each web sales group.
4. Continue to the **next procedure**.

To continue with the example, when the consumer selects 'Milkshake,' a screen with individual shake flavors appears. You could have an image for each shake flavor; such as 'Chocolate Shake'...



...and 'Vanilla Shake.'



The dimensions to use for a web sales item image are 528 x 396.

To associate a web sales item with an image:

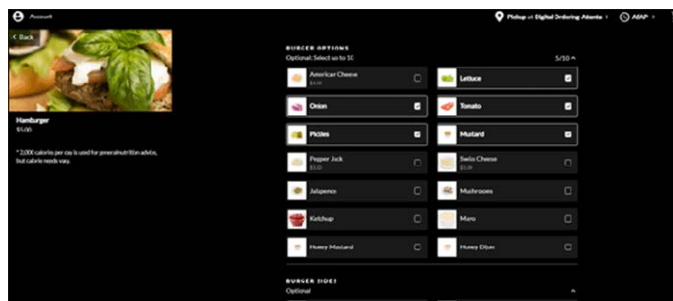
1. In Menu Configurator, select the **web sales item** from the left and the properties window appears to the right.

OptionGroups	(Collection)
POS Item Id	160005
POS Item Name	Activator Chocolate 20oz
POS Item Price	2.5
Web Item Id	2037
Web Item Name	Chocolate Shake 20oz
Display Name	
Description	
Receipt Description	Actv Choc 20oz
Category Name	
Group Detail Name	
Short Description	
OptionSetId	0
Visible	True
HtmlFragment	
XmlFragment	
Advanced Style Setting	
Image Name	Chocolate_Shake.png
Tax Group	NoTax

OptionGroups	(Collection)
POS Item Id	160010
POS Item Name	Activator Vanilla 20oz
POS Item Price	2.5
Web Item Id	2039
Web Item Name	Vanilla Shake 20oz
Display Name	
Description	
Receipt Description	Actv Van 20oz
Category Name	
Group Detail Name	
Short Description	
OptionSetId	0
Visible	True
HtmlFragment	
XmlFragment	
Advanced Style Setting	
Image Name	Vanilla_Shake.png
Tax Group	NoTax

2. Type the **exact name** of the image in 'Image Name.'
3. Repeat this **procedure** until you associate an image with each web sales item appearing within each web sales group.
4. Save and publish your **menu**.

Associating a modifier with an image



To make modifiers visually attractive and identifiable to the consumer, associate a modifier with an image. If you do not associate a modifier with an image, a 'broken image' icon appears. The dimensions for a modifier image are 96 x 96.

To associate an image for a modifier:

1. In Menu Configurator, select the **modifier** from the left and the properties window appears to the right.

POS Modifier Group Id	10030
Is -older	False
POS Modifier Group Name	Condiments-Burgers
POS Modifier Id	9432
POS Modifier Name	Mayonnaise
POS Item Price	0
Kitchen Receipt Description	Mayo
Web Modifier Name	Mayonnaise
Display Name	
Visible	True
Advanced Style Setting	
Image Name	Mayonnaise.png
Modifier Action	Default
Weight	1

2. Type the **exact name** of the image in 'Image Name.'
3. Repeat this **procedure** for each modifier to associate with an image.
4. Save and publish your **menu**.