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CHUCK E. CHEESE.

Chuck E. Cheese (CEC) Pilots Kid Tracker App for Parents to Track Their Children's Location inside the CEC Restaurant

Executive Summary

CEC Entertainment was looking for an innovative mobile app solution for parents to track their children playing inside their Chuck E. Cheese franchise stores and operates more than 500 stores in the United States. The respective franchises often draw crowds, so the solution had to be able to report a child's precise indoor location inside a restaurant to the parents' smartphone. CrowdPlat evaluated several Internet of Things (IoT) and beacon technology vendors, and then eventually selected Poland-based Estimote and demonstrated the child tracker application using Estimote beacon/IoT solution at one of the Chucky E. Cheese restaurants in Texas.

Client Overview

For over 40 years, CEC Entertainment headquartered in Irving, Texas has proudly served as the nationally recognized leader in family dining and entertainment. As the award-winning, number-one, child-focused restaurant for millions of families across the world, the company and its franchisees operate a system of 605 Chuck E. Cheese's stores located in 47 states and 14 foreign countries/territories, and array of 149 Peter Piper Pizza franchises and company-owned locations. As the place where half a million happy birthdays are celebrated every year, Chuck E. Cheese's goal is to create positive, lifelong memories for families through fun, food, and play and is the place Where A Kid Can Be A Kid®. Committed to providing a fun, safe environment, Chuck E. Cheese helps protect families through industry-leading programs such as Kid Check®. As a strong advocate for its local communities, Chuck E. Cheese has donated more than $19 million to schools through its fundraising programs.

CrowdPlat Advantage

Strong Partnership:

CrowdPlat was able to identify a vendor who delivered brand-new, cutting-edge technology tailored to the customers exact requirements. CrowdPlat and Estimote collaborated to bring this innovation to a CEC store and successfully demonstrated the proof of concept.

Freelance Network

By leveraging the possibilities of its vast network of freelancers, CrowdPlat was able to identify developers that built the prototype by working closely with Estimote.

Seamless Coordination:

By working with teams across multiple geographies to achieve a successful outcome, our US based project manager coordinated and managed the project in a seamless manner . This included everything from installing beacons in the store to testing the wearables to building the mobile application.

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Challenge

CEC was looking to explore IoT and beacon technology to provide parents of children visiting the restaurant with the ability to track the location of their child In the restaurant. For this a branded location-aware wearable for kids would have to be available, and it had to report its precise indoor position to parents' mobile phone. Since there was no ready-made solution available, CEC tapped into CrowdPlat expertise to put together a solution that would meet CEC's unique needs and demonstrate a proof of concept (POC) at one of its restaurants in Texas. The ultimate purpose of this POC was not only to find an IoT and beacon technology vendor, but also to demonstrate the feasibility and accuracy of the technology in real time by using a mobile app at a location with customers and their children present.

Solution

CrowdPlat quickly evaluated multiple third-party solutions and identified the Polish company Estimote as the IoT and beacon supplier to carry out the project and its initial testing. In a partnership with Estimote, CrowdPlat was able to deliver a solution that delighted the customer. Proximity beacons were installed in one of the CEC chosen locations and prototype wearables (non-branded, not final form-factor devices) were provided to simulate the child's experience. Several individuals holding the wearables moved around the restaurant and their precise location was transmitted to the beacons and then to a CrowdPlat smartphone app. CrowdPlat managed the project end to end, including configuration of the application and Estimote beacons and wearables to demonstrate the desired functionality.