A phygital consumer-to-brand touchpoint for tourism and hospitality

DIRECTSUPPORT MENUS & FRONT DESK

Physical + digital menus & front desks that help restaurants and hotels sell more.

What is DirectSupport?

A phygital consumer-to-brand touchpoint for hospitality and tourism businesses.

It is a phygital solution designed to mitigate information search deficiencies within the Ugandan tourism and hospitality sector.

Designed by Migadde Valentino

Built to close the information search phase gap in the industry: the space between a guest meeting your offerings and finding the information they need to decide to buy.

Two solutions

DirectSupport Menus

For restaurants

DirectSupport Front Desk

For hotels and safari lodges

Unused guest attention

Every day, restaurants and hotels earn guest attention they never use. DirectSupport turns it into advertising.

Restaurants

TODAY

Guests give you the whole attention. Your current menu uses none of it to promote anything.

WITH DIRECTSUPPORT

The menu becomes a mobile digital billboard. Specials, seasonal dishes and promotions reach every guest, every visit.

Hotels and safari lodges

TODAY

Guests spend hours in rooms and lobbies deciding what to do, eat and book. Nothing in front of them sells your services.

WITH DIRECTSUPPORT

The room touchpoint becomes your promotional channel. Spa, dining and excursions reach guests in the moment they decide.

The pain restaurants live with

Unseen specials

Your best sellers and promotions are invisible on a printed page.

Outdated prints

Every change means redesigning and reprinting, while wrong prices stay on tables.

Silent dishes

Guests cannot see the food, so they order safe and skip your high-margin dishes.

Slow service

Staff answer the same questions again and again instead of serving.

No second chance

Once guests leave the table, you have no way to reach them again.

Lost before arrival

Prospects searching for your menu and prices find nothing and go elsewhere.

You already won the guest's attention. A printed menu wastes it.

How a DirectSupport Menu works

A DirectSupport Menu is phygital: physical plus digital. It is a menu guests can touch at the table that opens a live digital menu on their phone.

1 · Physical

An tangible table talker sits on the table

2 · Scan

The guest scans it with their phone

3 · Digital

A live menu opens with photos, prices, videos and promotions

The objective: turn the menu from a price list into a powerful sales-enablement tool.

How DirectSupport Menus solve it

UNSEEN SPECIALS

Mobile digital billboard

Specials and promotions reach every guest's phone. (Star and Galaxy)

OUTDATED PRINTS

Real-time updates

Change prices and dishes instantly. No redesign, no reprinting.

SILENT DISHES

Photos and videos

Guests see and want the food, which opens the door to upselling.

SLOW SERVICE

The menu answers

Details live on the guest's phone, saving service time and labour.

NO SECOND CHANCE

Communication channels

Guests are one tap from contacting you. (Star and Galaxy)

LOST BEFORE ARRIVAL

Listing on YuggiDirect

Your menu appears where travellers search. (Galaxy)

What a DirectSupport Menu does

- Digital menu display
- Food and beverage showcase
- communication channels integration
- Supports Realtime update
- Digital mobile billboard for saeasonal offers & discount promotion
- Saves printing and redesign costs
- Can be accessed from anywhere, anytime
- Saves you service delivery time and labour costs

The result: a richer menu experience for customers.

DirectSupport Menu packages

Planet

$15

per month

Digital menu and table talkers

Star

$40

per month

Adds mobile billboard and channels

Galaxy

$75

per month

Adds storage, listing and digital card

Planet and Star packages

Planet

$15/month

- Digital menu display
- Acrylic table talker touchpoints

Star

$40/month

- Everything in Planet
- Mobile digital billboard
- Integration of communication channels
- PDF support
- Remote technical support

Galaxy

$75/month · everything in Star, plus

Storage

- Content storage up to 10GB
- Video support
- Photography support
- PDF support
- Audio support

Visibility

- Listing on YuggiDirect

Networking

- One DirectSupport digital card for marketing and networking

The pain hotels and lodges live with

Unanswered guests

Guests have questions at every hour and reception cannot be everywhere.

Tied-up reception

Staff repeat the same answers all day instead of welcoming guests.

Dusty room folders

Printed guest directories are outdated, ignored and costly to reprint.

Unsold experiences

Spa, dining and game drives go unpromoted to guests ready to book.

Revenue walking out

Guests who never see your offers book and spend elsewhere.

Lost before they book

Travellers researching your property cannot find what they need to decide.

Guests stay for days. Their attention is yours, and today it sells nothing.

How DirectSupport Front Desk works

A DirectSupport Front Desk is phygital: physical plus digital. It is a touchpoint in the guest's room that opens a digital front desk on their phone.

1 · Physical

An acrylic touchpoint sits in every room

2 · Scan

The guest scans it with their phone

3 · Digital

A digital front desk opens with services, dining, activities, promotions and ways to contact you

The objective: turn the front desk from a waiting point into a sales and information touchpoint open at any hour.

How DirectSupport Front Desk solves it

UNANSWERED GUESTS

Answers in every room

Services, dining and activities, plus contact channels, in the guest's hand at any hour.

TIED-UP RECEPTION

Self-service information

Guests find answers themselves, so staff can welcome and serve.

DUSTY ROOM FOLDERS

Real-time updates

Change content instantly. No redesign, no reprinting.

UNSOLD EXPERIENCES

Mobile digital billboard

Spa, dining and excursions are promoted where guests decide.

REVENUE WALKING OUT

Offers in every room

Promotions and seasonal offerings reach guests while they are on site.

LOST BEFORE THEY BOOK

Listing on YuggiDirect

Photos, video, PDF and audio present your property to travellers researching.

DirectSupport Front Desk [For Hotels & Safari lodges]

$80/month

Reach

- Mobile digital billboard
- Content storage up to 10GB
- Listing on YuggiDirect
- Integration of communication channels

Support

- Remote support
- Video support
- Photography support
- PDF support
- Audio support

One-time setup and touchpoints

DirectSupport Menu packages

$140

One-time setup and staff training fee, for all DirectSupport Menu packages

Hotels and safari lodges

$200

One-time setup and staff training fee, for DirectSupport Front Desk

Physical touchpoints (acrylic) are priced separately

DirectSupport Menus

Priced by table count

DirectSupport Front Desks

Priced by room count

Starting price

From $12 per touchpoint

Other services

Printable menu design	200,000 UGX
Product photography	Contact sales
Video content production	Contact sales
Motion graphics menus	Contact sales
Menu development	Enquire

About Migadde Valentino

Brand & PR Consultant for Tourism and Hospitality businesses

I specialize in Phygital Information Search Phase (ISP) Optimization for tourism and hospitality businesses, transforming how high-value customers discover the information they need before making a buying decision.

Unlike general content marketing agencies that focus on generating top-of-funnel traffic (like SEO blogs or social media posts), my service is engineered strictly to optimize the critical middle-to-bottom-of-funnel research phase where sales or bookings are actually won or lost. I achieve this by fusing physical touchpoints with interactive digital tools, such as smart QR guides, Augmented Reality, Virtual Reality and localized digital discovery guides.

I eliminate customer friction and help businesses answer buying objections in real time. This targeted optimization turns passive information seekers into confirmed purchases or bookings, shortening the decision-making cycle and directly accelerating revenue growth for your hospitality and tourism brand.

13
years in brand management

8
years in the tourism industry

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Turn guest attention into more sales

Choose a DirectSupport Menu or Front Desk package, and we will set it up.