Research

Observations at Cafes.

Questionnaires to employees.

Talking to chefs/workers at the cafes.

Video recording observations.

Storyboarding.

Experience blueprint

A tool for simultaneously depicting :

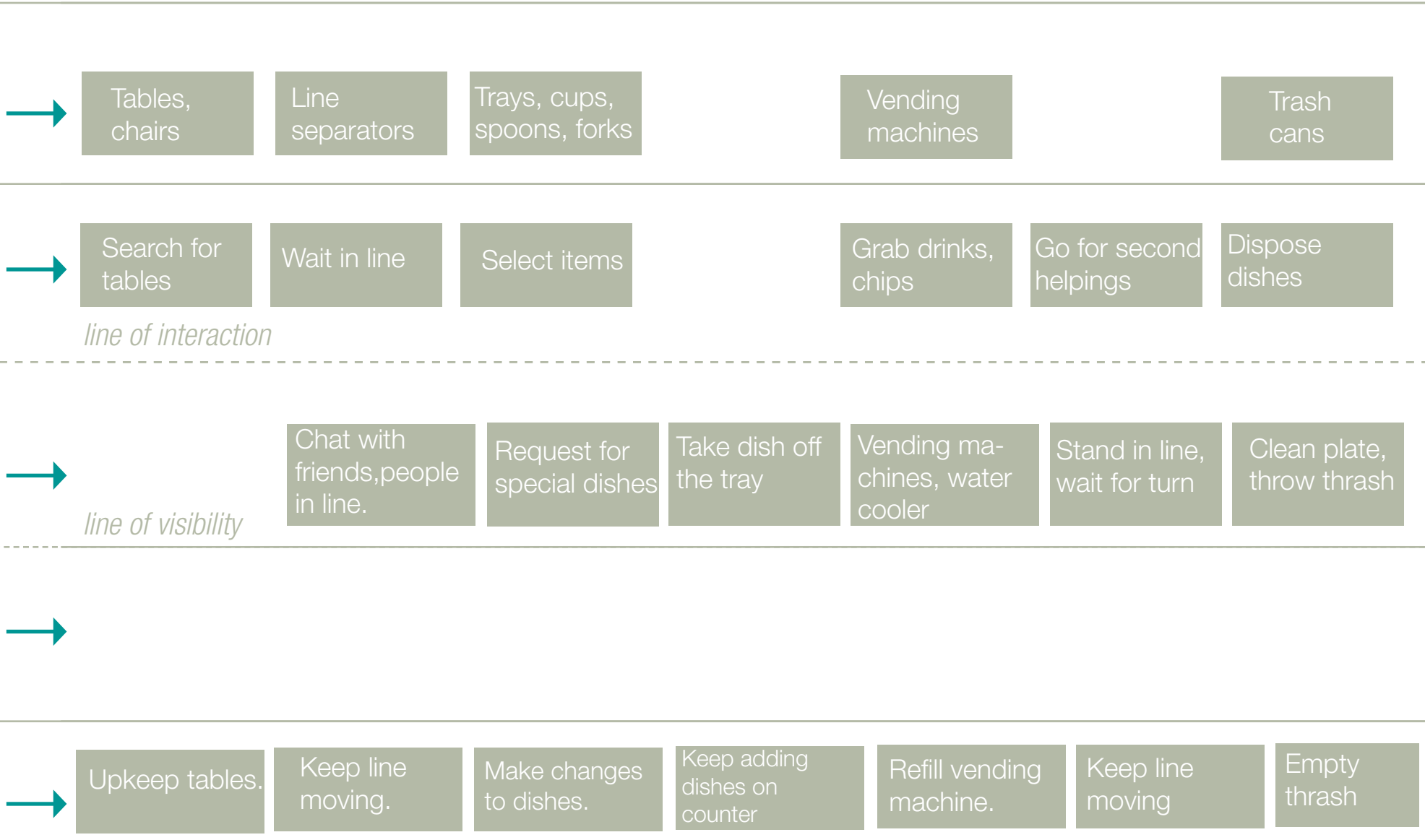
service process,
points of customer contact, and
evidence of service from the customer's point of view.

Used to design, improve and evaluate services.

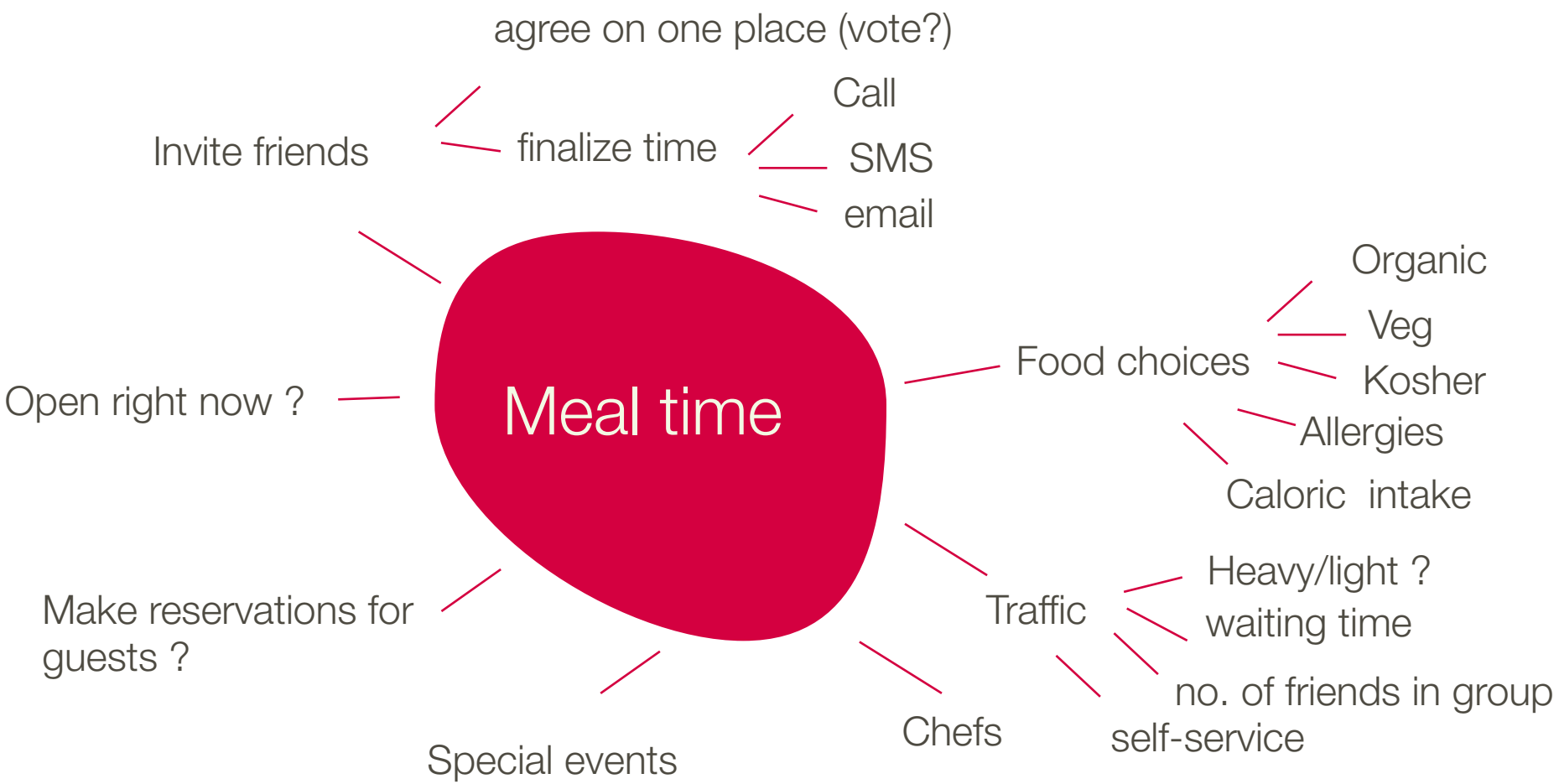
Service experience blueprint

Physical Evidence	Cellphones Computers		Signs Boards	Menu	→
Customer Actions	Wrap up work	Call people	Decide on cafe	Go over to cafe	Check Menu →
line of interaction					
Front of cafe actions	Ring up SMS Email	Talk/vote with friends.	Check location, timings, traffic.	Menus, Signs, Chefs, specials.	→
line of visibility					
Internal interactions	Check schedule. Make reservations	Personal experience, recommendations.	Google maps, cafe feeds, timings.		→
Support Processes			Upload menu, specials, feeds.	Update menu, sign boards.	→

Service experience Blueprint



Focus areas


agree on one place (vote?)
Call
Invite friends
finalize time
SMS
email
Organic
Veg
Food choices
Kosher
Open right now ?
Meal time
Allergies
Caloric intake
Heavy/light ?
Traffic
waiting time
Make reservations for guests ?
no. of friends in group
Chefs
self-service
Special events

Concepts

Intelligent systems-

Indicate suitable diet
Suggest a cafe
Inform chefs about particular diets
Remind about new specials
Ask to change eating habits(tough love)
Tables that blink/beep when empty
Estimate time when one table gets empty
Estimate when cafes would be empty-
crowd scanning, noise levels.

Concepts - currently viable

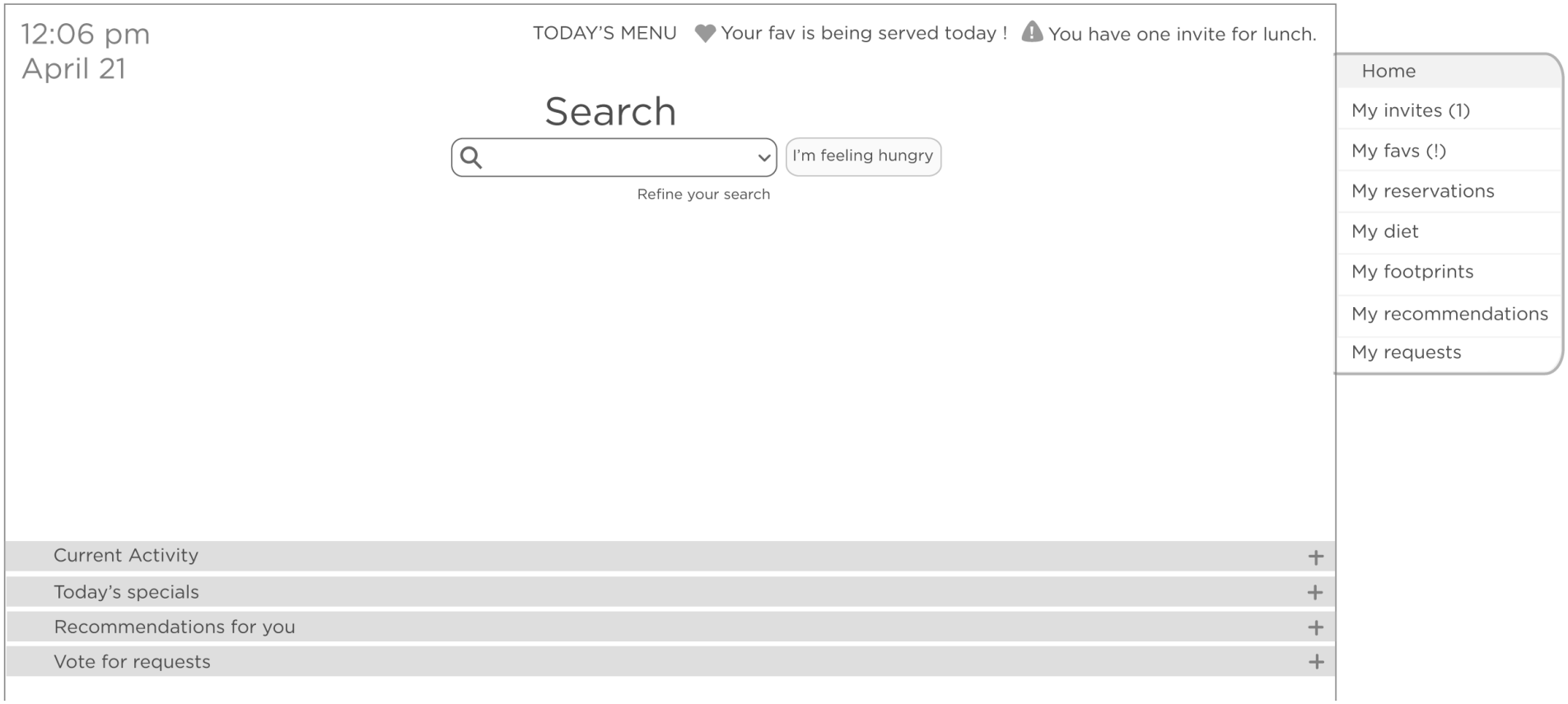
Intranet / Internet portal / Mobile App

Search in detail - faceted search.
Current menu/specials.
Map indicating current traffic at cafes.
Live view feed of cafes.
Recommendations based on diet profile/specials.
Receive invitations/Invite friends for meals.
Mark favorite dishes.
Book reservations.
View personal diet/footprints of all visited cafes.
I’m feeling hungry - surprise dish suggestion.
Make requests/vote for requested dishes.

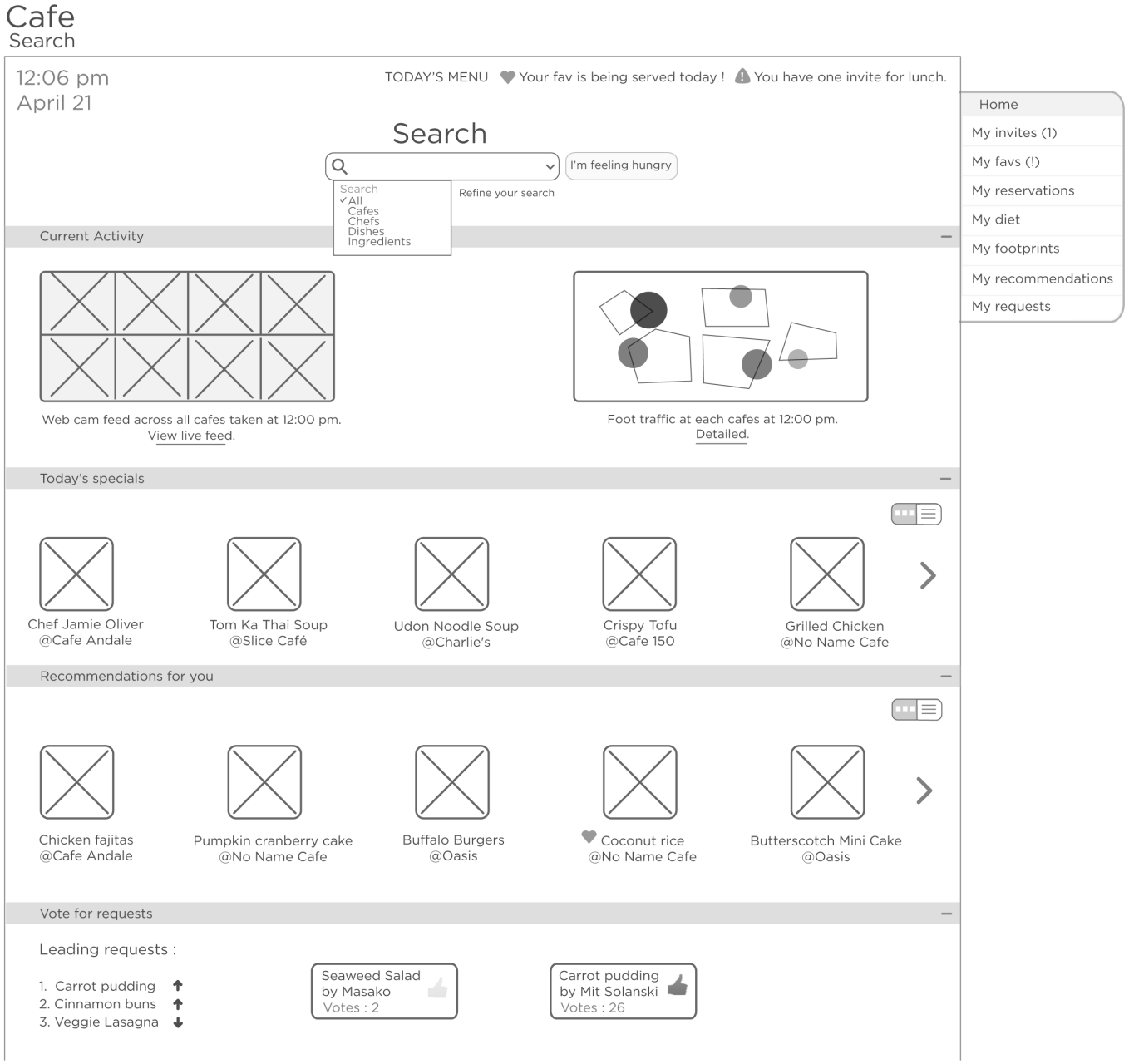
03 | Mockups

Mockups

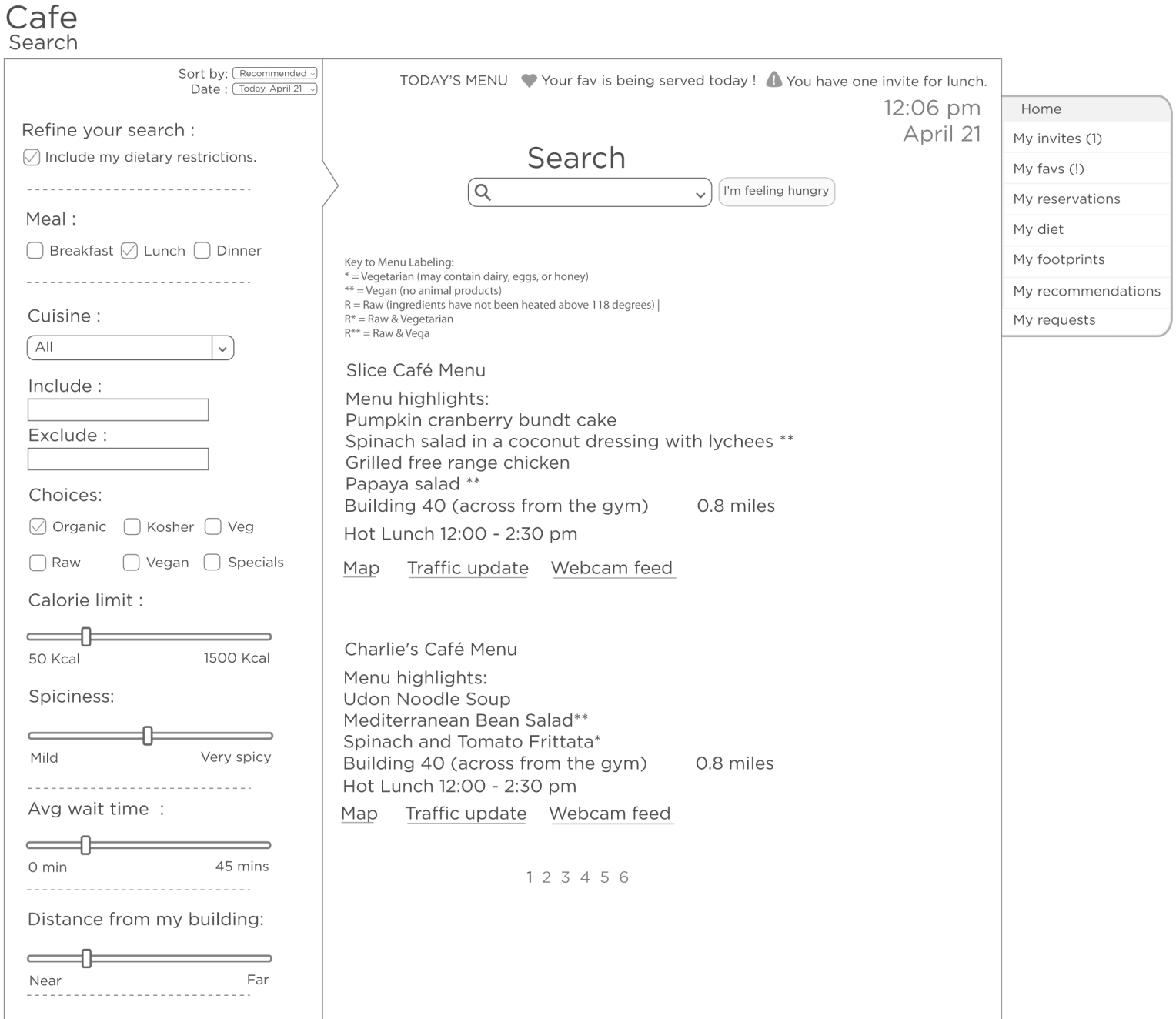
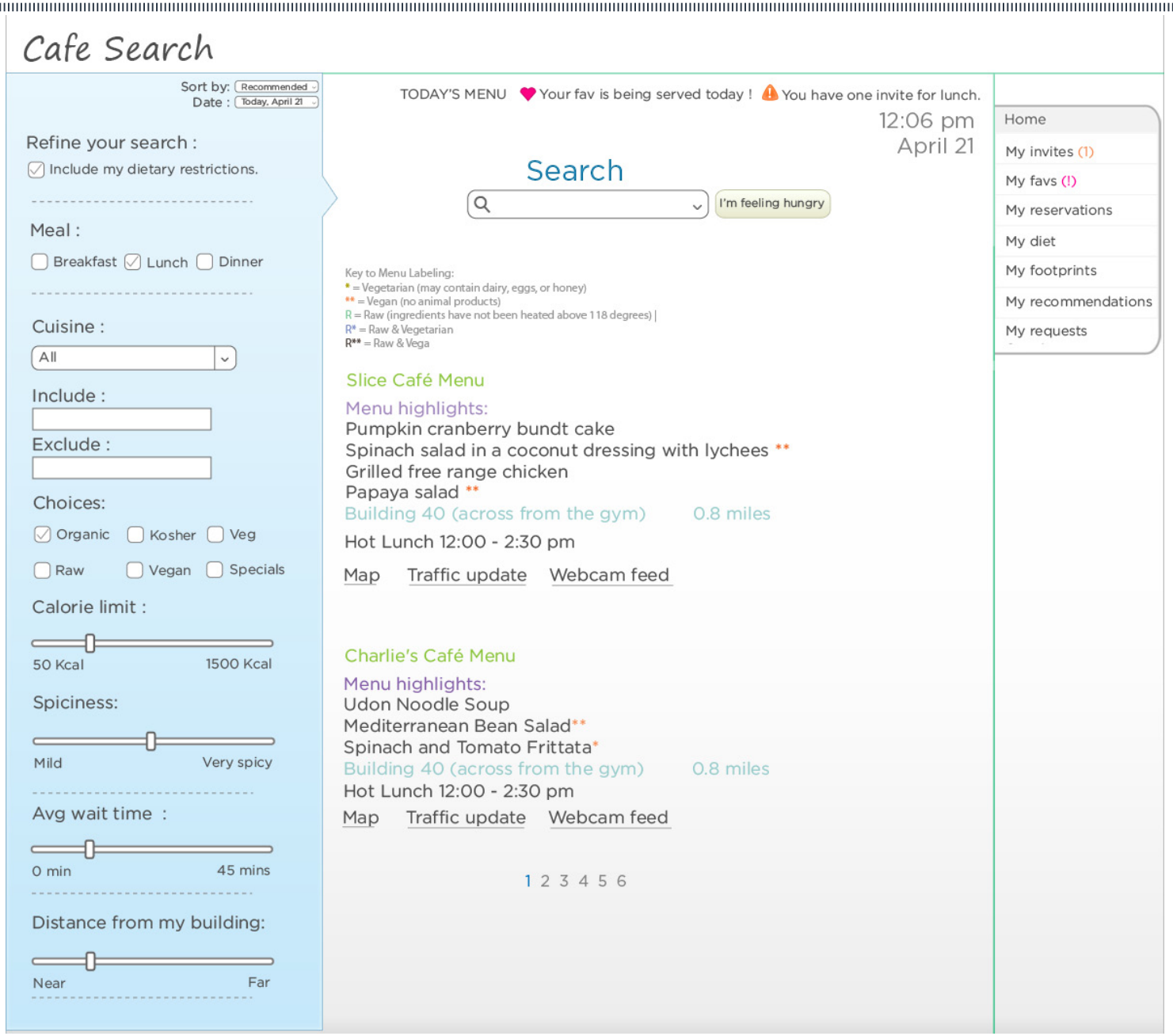
Cafe
Search



Mockups


Cafe
Search
12:06 pm
April 21
TODAY'S MENU
Your fav is being served today !
You have one invite for lunch.
Search
I'm feeling hungry
Search
All
Cafes
Chefs
Dishes
Ingredients
Refine your search
Home
My invites (1)
My favs (!)
My reservations
My diet
My footprints
My recommendations
My requests
Current Activity
Web cam feed across all cafes taken at 12:00 pm.
View live feed.
Foot traffic at each cafes at 12:00 pm.
Detailed.
Today's specials
Chef Jamie Oliver
@Cafe Andale
Tom Ka Thai Soup
@Slice Café
Udon Noodle Soup
@Charlie's
Crispy Tofu
@Cafe 150
Grilled Chicken
@No Name Cafe
Recommendations for you
Chicken fajitas
@Cafe Andale
Pumpkin cranberry cake
@No Name Cafe
Buffalo Burgers
@Oasis
Coconut rice
@No Name Cafe
Butterscotch Mini Cake
@Oasis
Vote for requests
Leading requests :
1. Carrot pudding
2. Cinnamon buns
3. Veggie Lasagna
Seaweed Salad
by Masako
Votes : 2
Carrot pudding
by Mit Solanski
Votes : 26

Mockups


Cafe
Search
Sort by: Recommended
Date : Today, April 21
Refine your search :
Include my dietary restrictions.
Meal :
Breakfast
Lunch
Dinner
Cuisine :
All
Include :
Exclude :
Choices:
Organic
Kosher
Veg
Raw
Vegan
Specials
Calorie limit :
50 Kcal
1500 Kcal
Spiciness:
Mild
Very spicy
Avg wait time :
0 min
45 mins
Distance from my building:
Near
Far
TODAY'S MENU
Your fav is being served today !
You have one invite for lunch.
12:06 pm
April 21
Search
I'm feeling hungry
Key to Menu Labeling:
* = Vegetarian (may contain dairy, eggs, or honey)
** = Vegan (no animal products)
R = Raw (ingredients have not been heated above 118 degrees) |
R* = Raw & Vegetarian
R** = Raw & Vega
Slice Café Menu
Menu highlights:
Pumpkin cranberry bundt cake
Spinach salad in a coconut dressing with lychees **
Grilled free range chicken
Papaya salad **
Building 40 (across from the gym) 0.8 miles
Hot Lunch 12:00 - 2:30 pm
Map
Traffic update
Webcam feed
Charlie's Café Menu
Menu highlights:
Udon Noodle Soup
Mediterranean Bean Salad**
Spinach and Tomato Frittata*
Building 40 (across from the gym) 0.8 miles
Hot Lunch 12:00 - 2:30 pm
Map
Traffic update
Webcam feed
1 2 3 4 5 6
Home
My invites (1)
My favs (!)
My reservations
My diet
My footprints
My recommendations
My requests

High Fidelity mockup