

## **Intro**

Create scope, plans, hypothesis, corporate goals, business profile

## **Secondary Research**

Quantitative - Gather existing data, Research paper, competitor analysis, Company data

## **Primary Research**

Qualitative - Field research, Interviews, Surveys, Service Blueprint, Journey maps

## **Generate research insight and design guidelines**

Converging map, look for common themes, Affinitization

## **Determine possible solutions**

App, Website, Human Interaction, improve infrastructure, etc.

## **Create Prototypes**

Wireframes, Tangible/Intangible prototypes, Sketch, Proto.io, Adobe suite....

## **User testing/ Seek for Feedbacks**

## **Final deliverables**

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## Business Profile

This New York City based restaurant chain-let is named for the capital of the Shanxi province in central China and serving its famous and special foods.

It's a **family-owned business**. They opened the first XFF in 2005.

### The Owners



Jason Wang, 27, graduated from Washington University in St. Louis in business. Co-own XFF with his father.

David Shi, Jason's father, co-owner of XFF. An early immigrator from China.

### Features



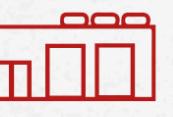
10 Locations in NYC



Postage Size



Quick-eat



Industrial Kitchen

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### Strategy Intent

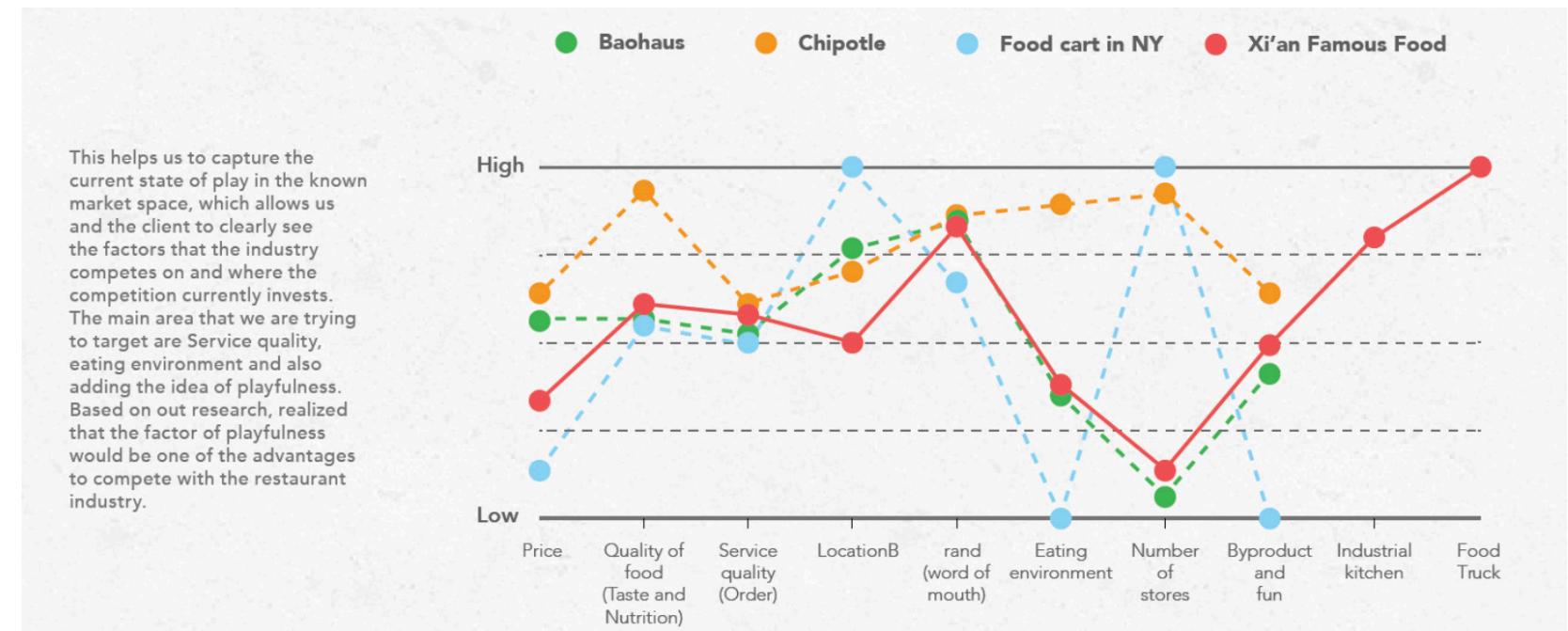
- Wang insists on catering to a specific segment and keeping the food authentic.
- Explore event catering, given that many have made statements on the website.
- Doesn't accept any franchise, which would only lower profits and thin out profits.
- Open more stores in New York City and continue to directly manage them.
- Maybe expand into Los Angeles or New England

### Basic financial Data

140,000 Customers per year on weekdays

Annual revenue: at least \$1.1 million

We provide a little known Chinese special food in its most authentic form.



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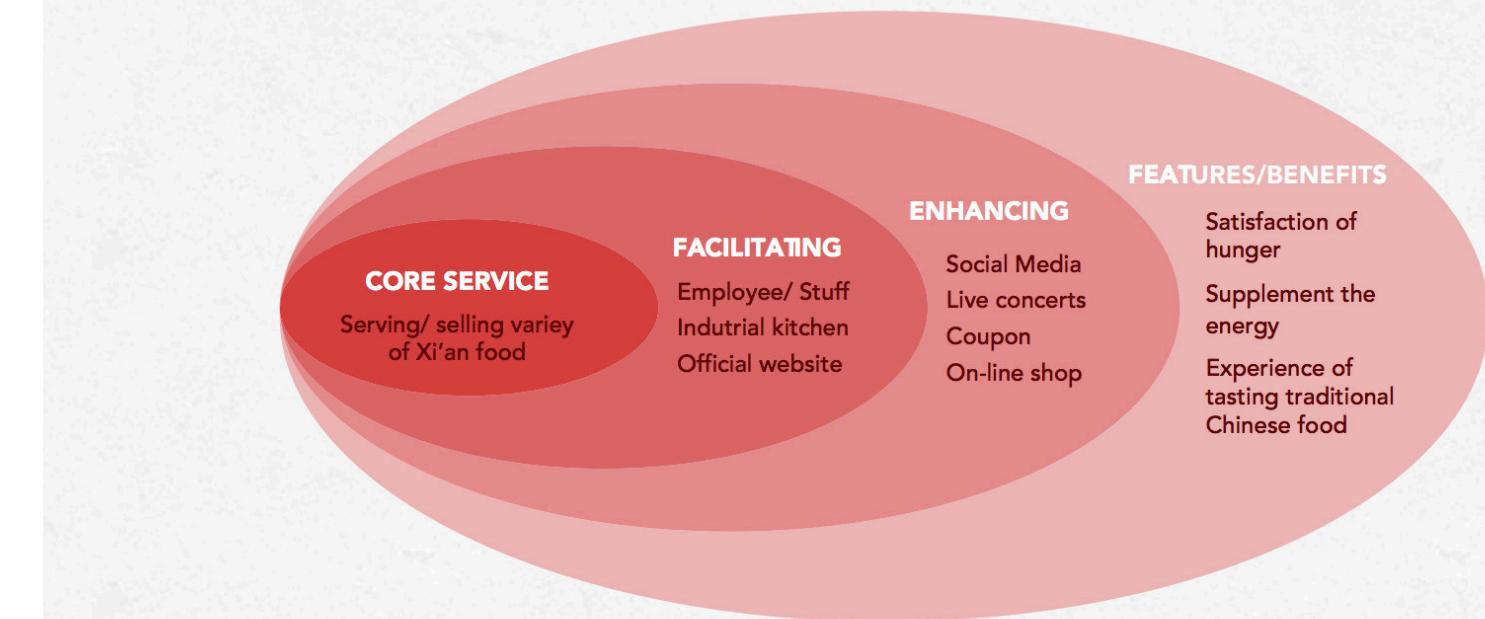
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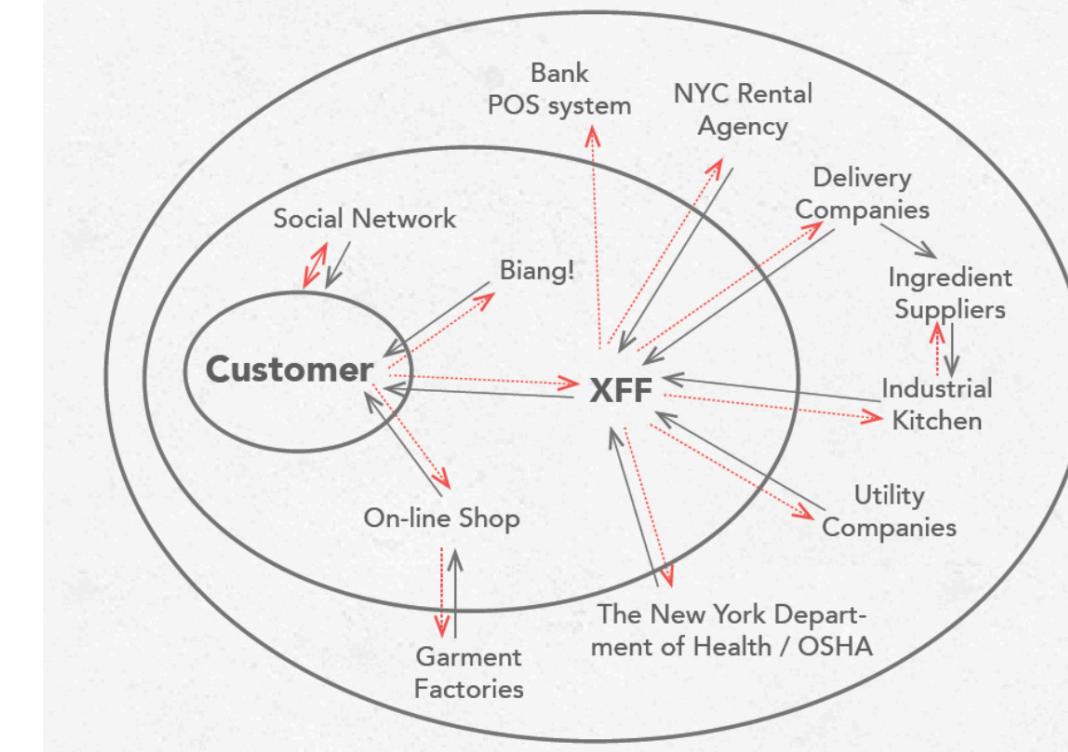
## Final deliverables

## Service Package



The holistic view of the service provided by Xian Famous Food. Visually reveal the service into four layers, Core service, Facilitating, Enhancing, Features/Benefits. This map helps us to understand the elements of the hole service.

## Ecosystem Map



Ecosystem mapping methodology, creates a visual map of complex ecosystems of Xian famous food. We can understand the relationships and influences from the market, stakeholder, supplier, etc.

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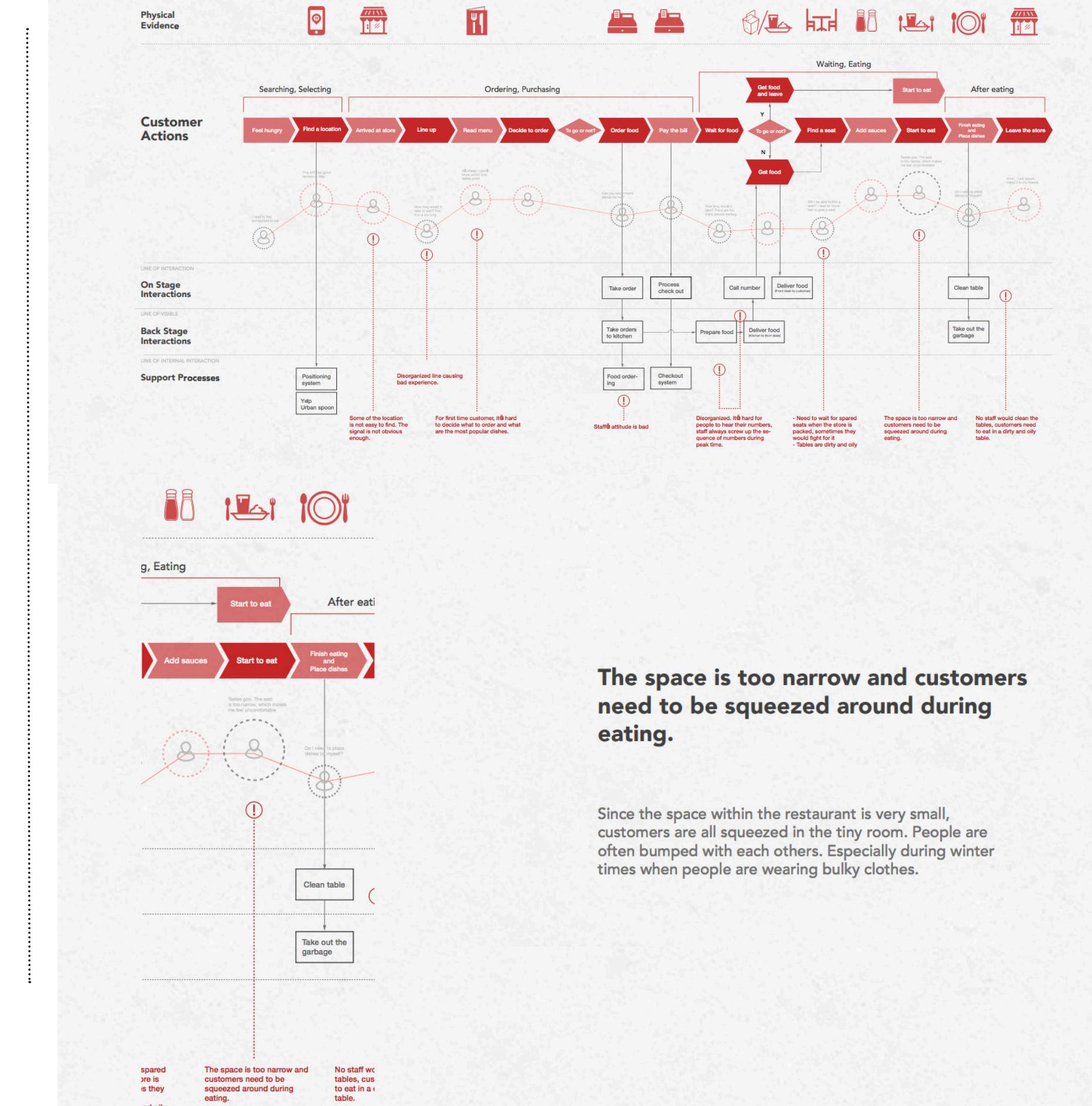
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## Service Blue Print



# Survey

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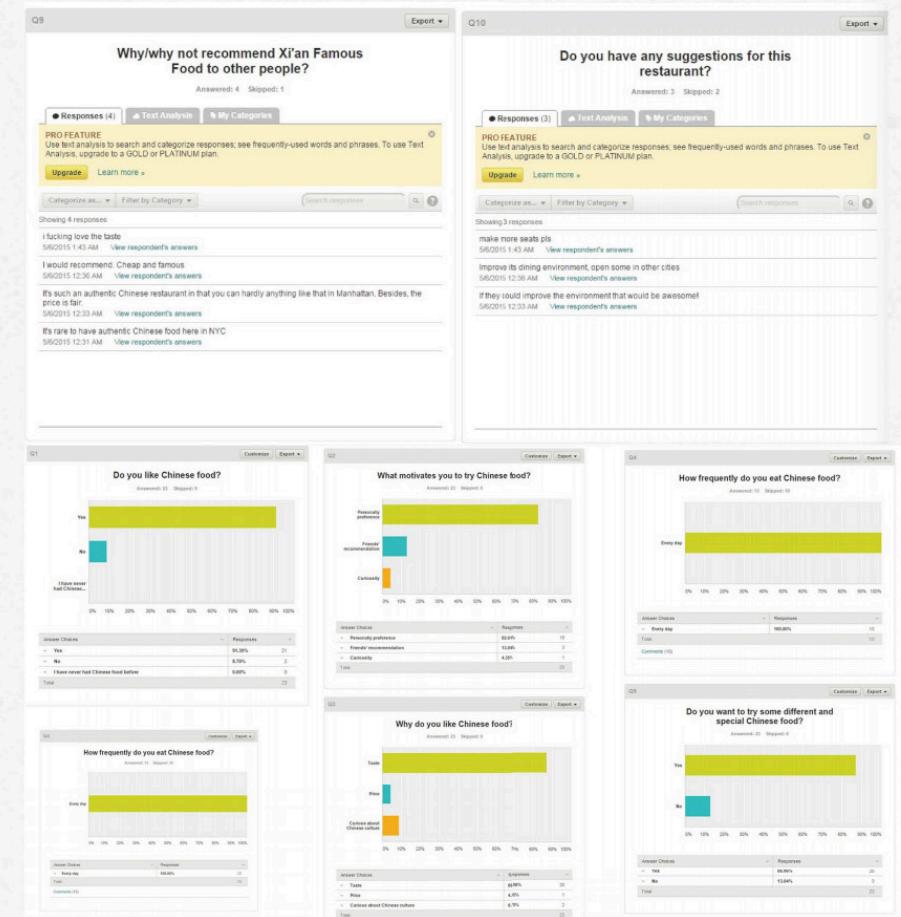
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## Two questionnaires for people who have used to be to XFF and who haven't been there before

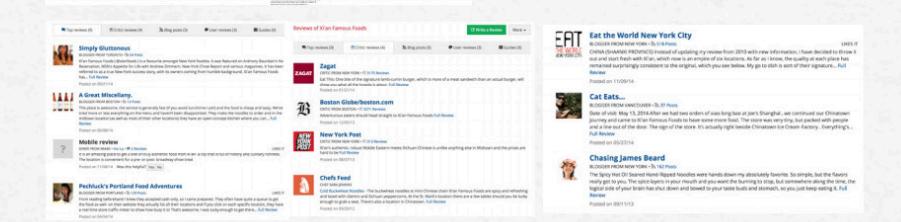
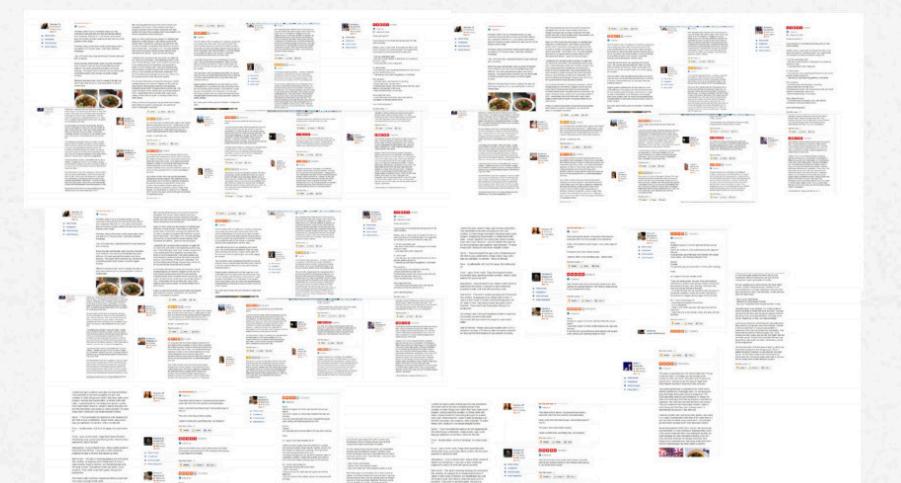
35 people took our questionnaires. We asked people who have never been to XFF for their stereotype of Chinese food. This set gave us a big picture of the impact of Chinese food in USA. Another questionnaire is about the experience of XFF for the people who have used to be there before. We studied and founded out insights in taste, dining environment.



## Reviews

## 130 online reviews from Yelp, Urban Spoon and OpenTable

We've collected 130 online reviews from Yelp, Urban Spoon, and OpenTable to understand how people feel about Xi An famous food. Once we categorized the reviews, we started to affinitize them. This process facilitates discovery of all the previously unseen connections that link common things of a group together effectively. It draws out a common theme from large amount of information provided from the reviews, interviews, and surveys.



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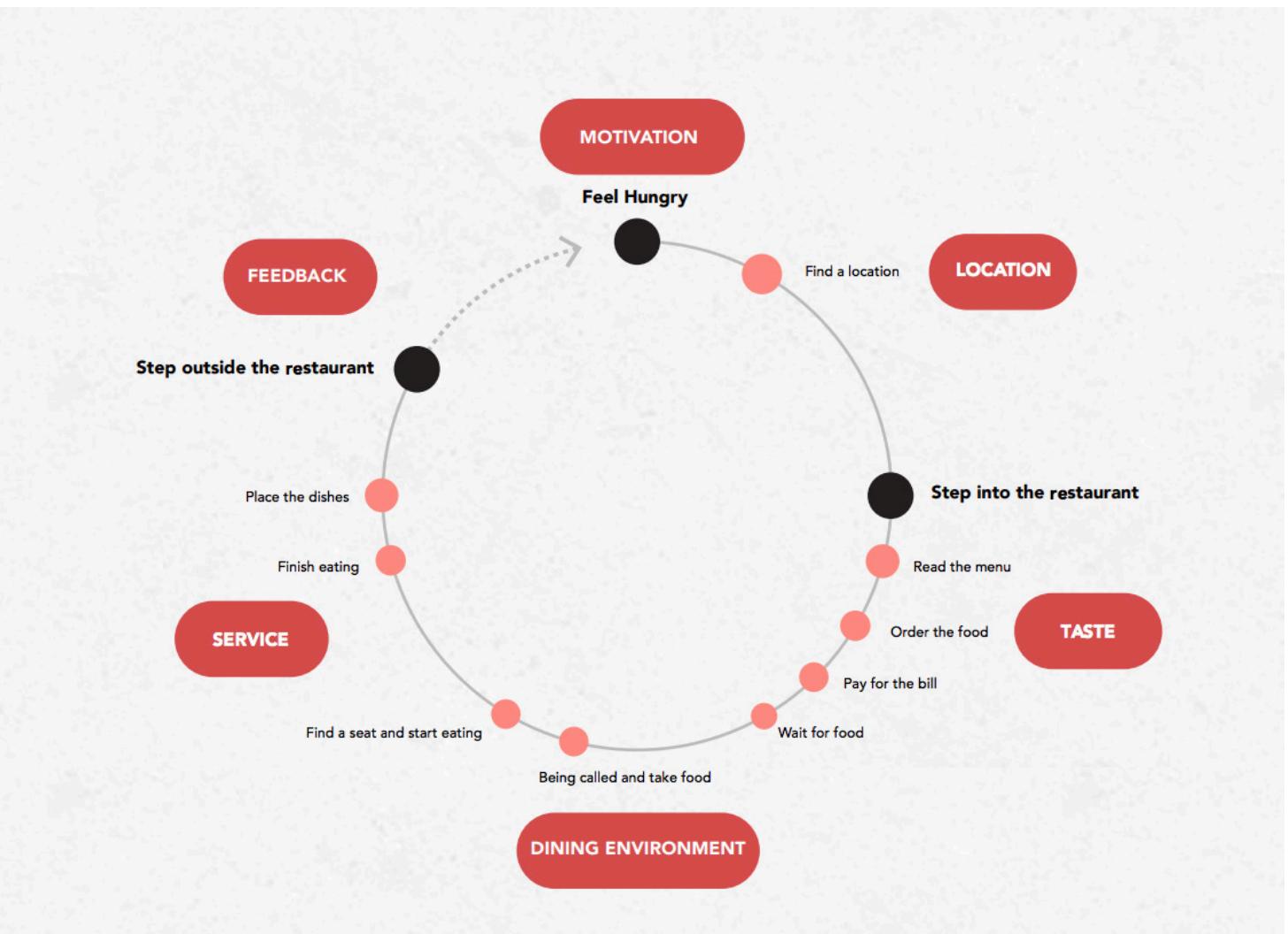


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## Identify Goals



Hard to find the nearest location



Long waiting time due to spending time on the menu



Bad dine-in experience due to bad interior arrangement and customer flow



Customer Loyalty

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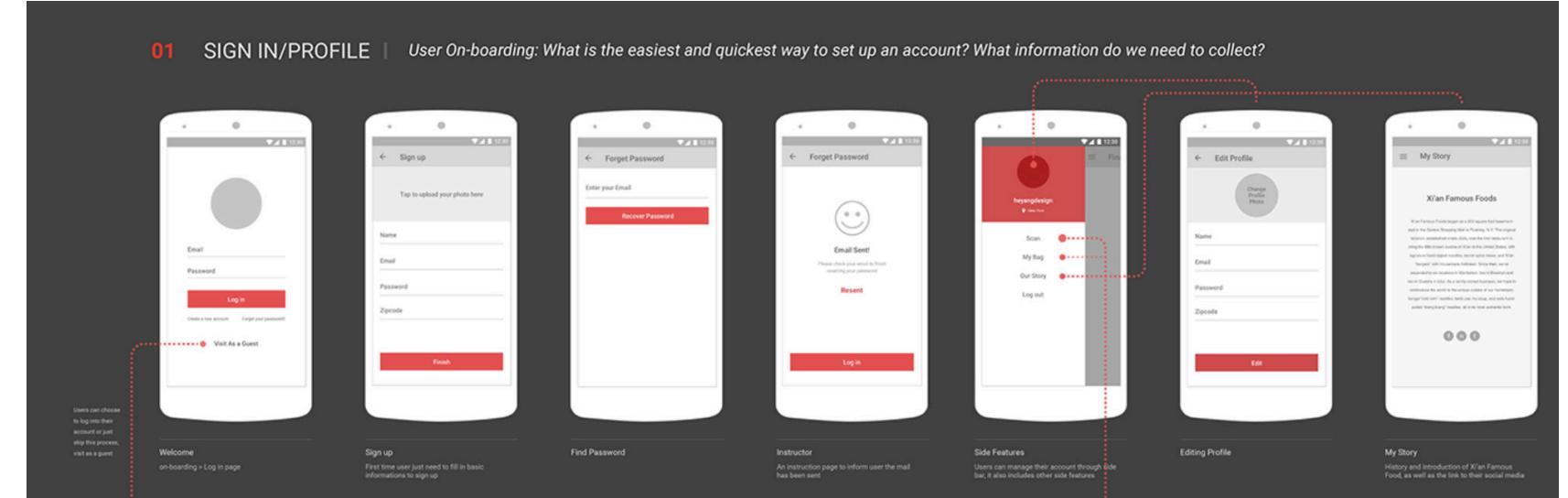
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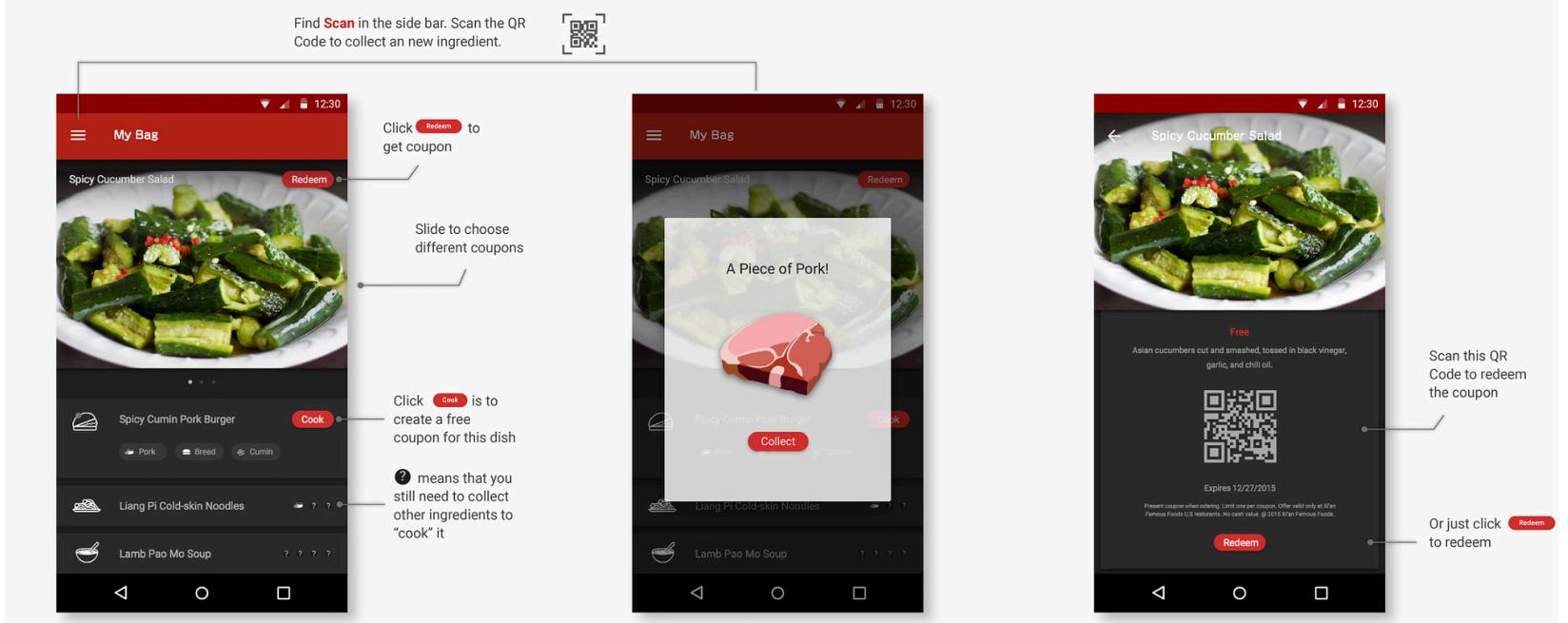
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## INGREDIENT COLLECTION GAME

Scan the QR Code on your receipt → Collect ingredient → Check collected ingredients and coupons through 'My Bag' →

→ "Cook" a dish once you collect all the ingredients of one dish to get a free coupon → Redeem coupon



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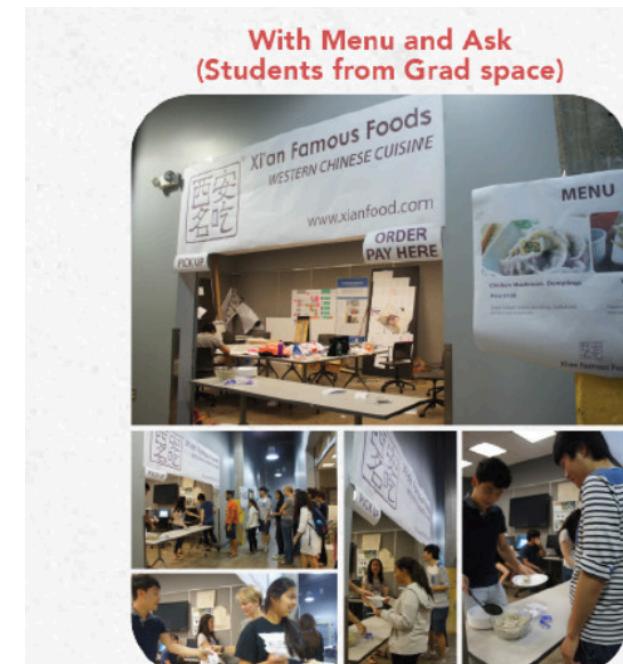
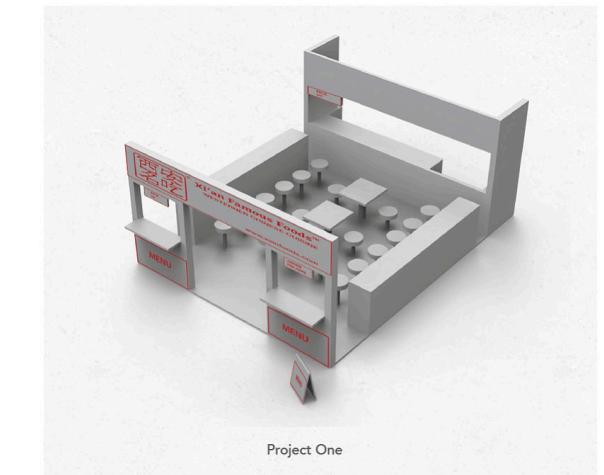
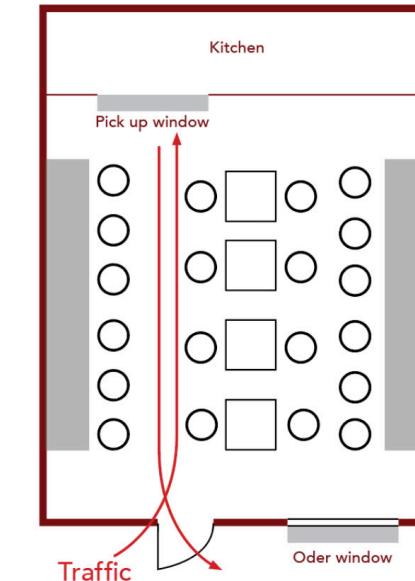
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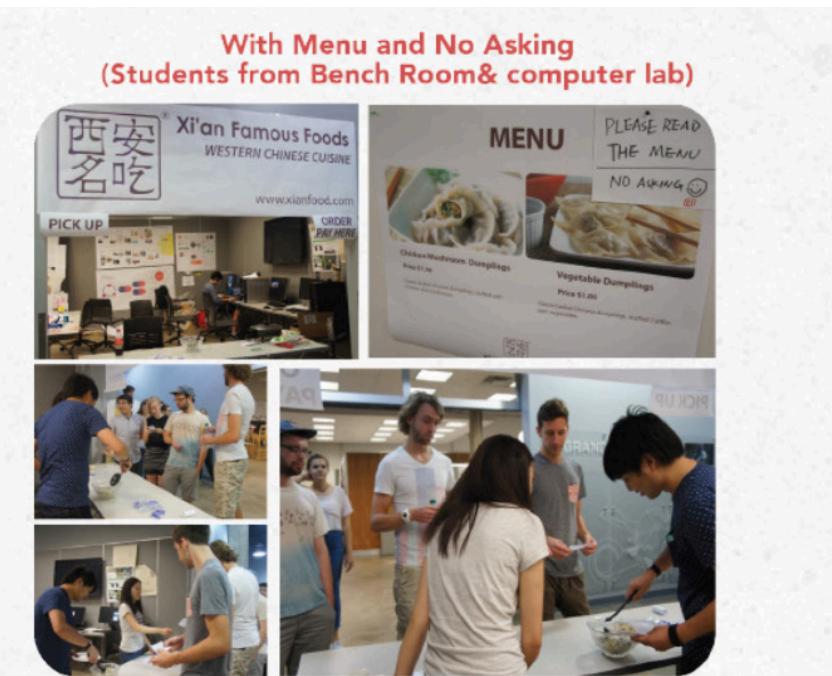
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1 With Menu and Ask  
(Students from Grad space)  
8 mins



2 With Menu and No Asking  
(Students from Bench Room)  
6 mins

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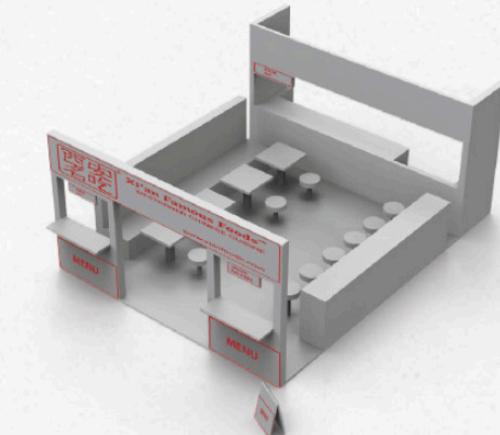
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## Estimated Cost

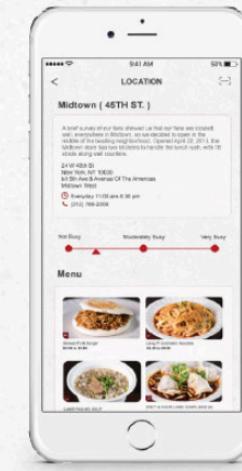
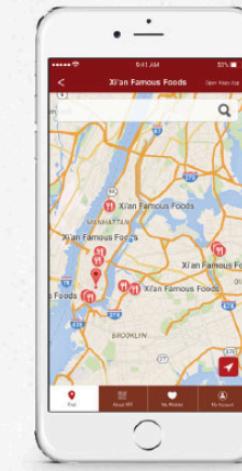


### Renovation Cost

Relocate the cashier and pickup window  
Purchase more tables and chairs  
Redesign menu

**\$ 12,000 - \$ 15,000 ea.**

**10 Locations \$ 120,000 - \$ 150,000**



### App Development Cost

Basic Development Cost: \$10K - \$20K  
Integration To Social Media: \$20K - 30K  
Database + Infrastructure: \$3K - \$10K

**\$ 3,300 - \$ 60,000**



### Gamification Cost (Free Food)

**\$ 3,000 - \$ 5,000 /mo**

**ESTIMATED TOTAL NEW COST** **\$ 45,300 - \$ 75,500 ea**