

## **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**



Dinning Experience

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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-own of XFF. An early immigrant from China.

### Features



10 Locations in NYC



Postage Size



Quick-eat



Industrial Kitchen

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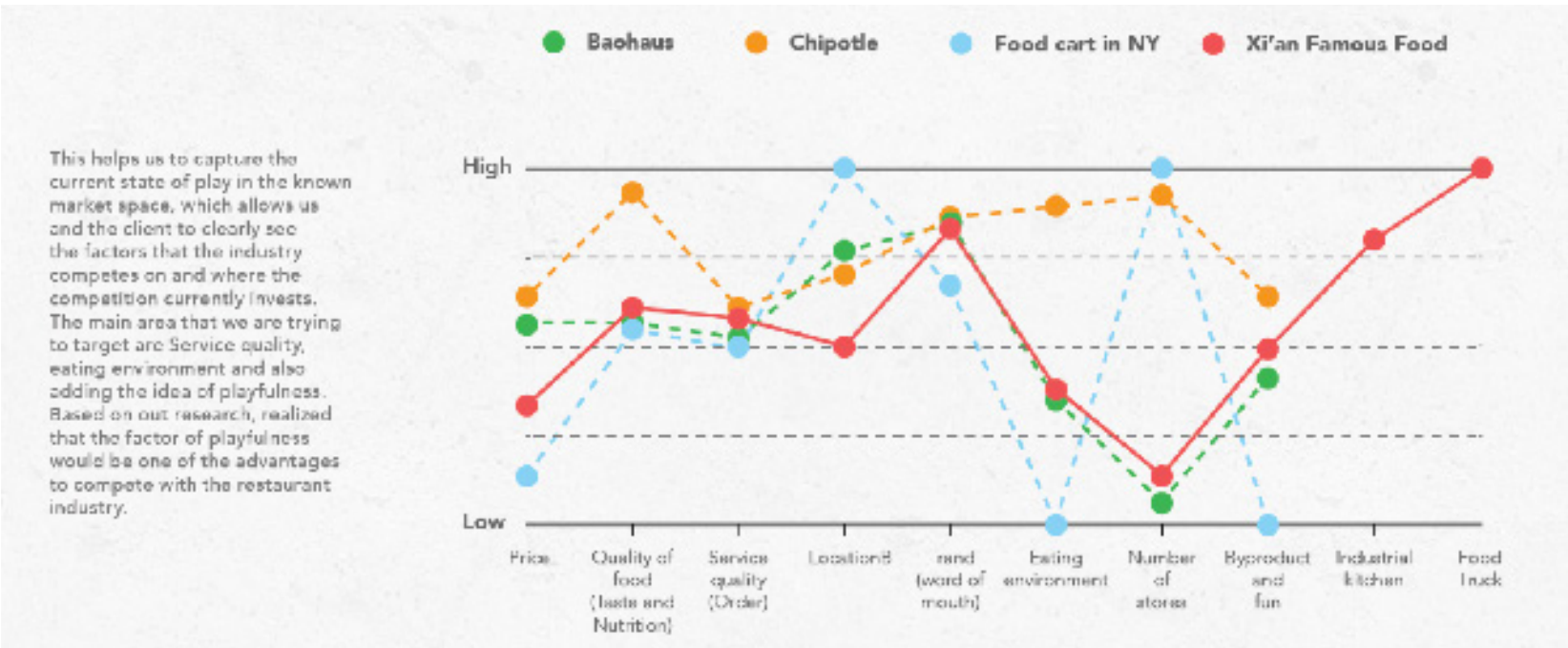
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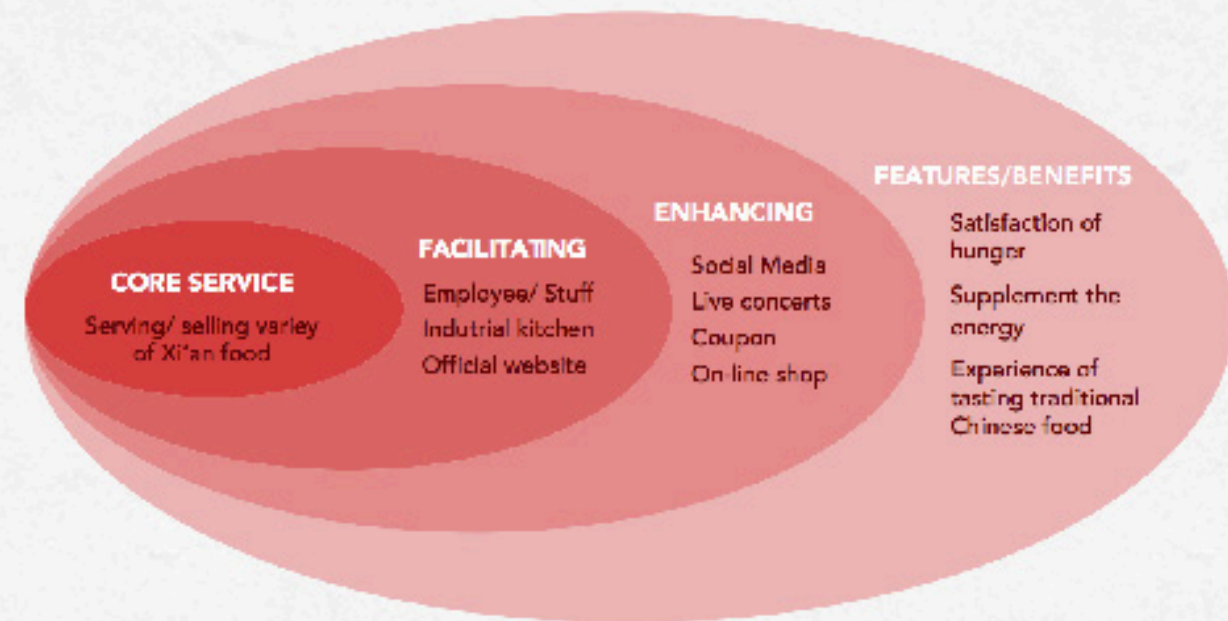
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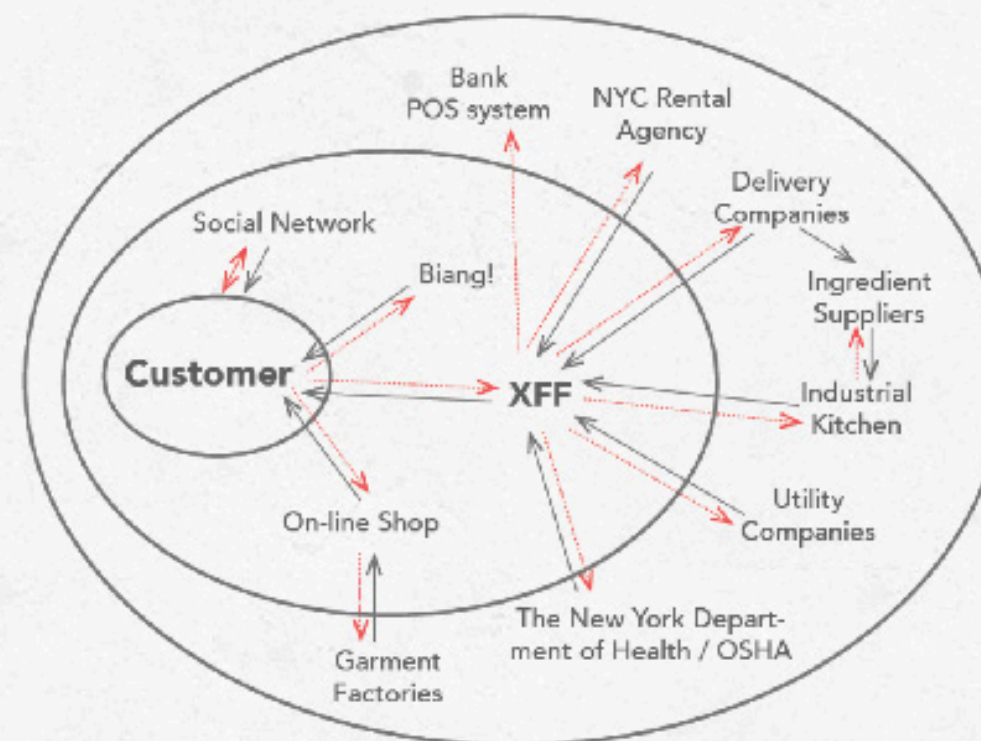
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## Service Package



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 whole 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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**Physical Evidence**

- Mobile app
- Storefront
- Interior
- Furniture
- Staff
- Menu
- Tableware
- Lighting
- Sound
- Temperature
- Smell
- Hygiene

**Customer Actions**

**Searching/Selecting**

**Ordering/Purchasing**

**Waiting/Eating**

**After eating**

**Support Processes**

**Pain point**

**The space is too narrow and customers need to be squeezed around during eating.**

Since the space within the restaurant is very small, customers are all squeezed in the tiny room. People are often bumped with each others. Especially during winter times when people are wearing bulky clothes.

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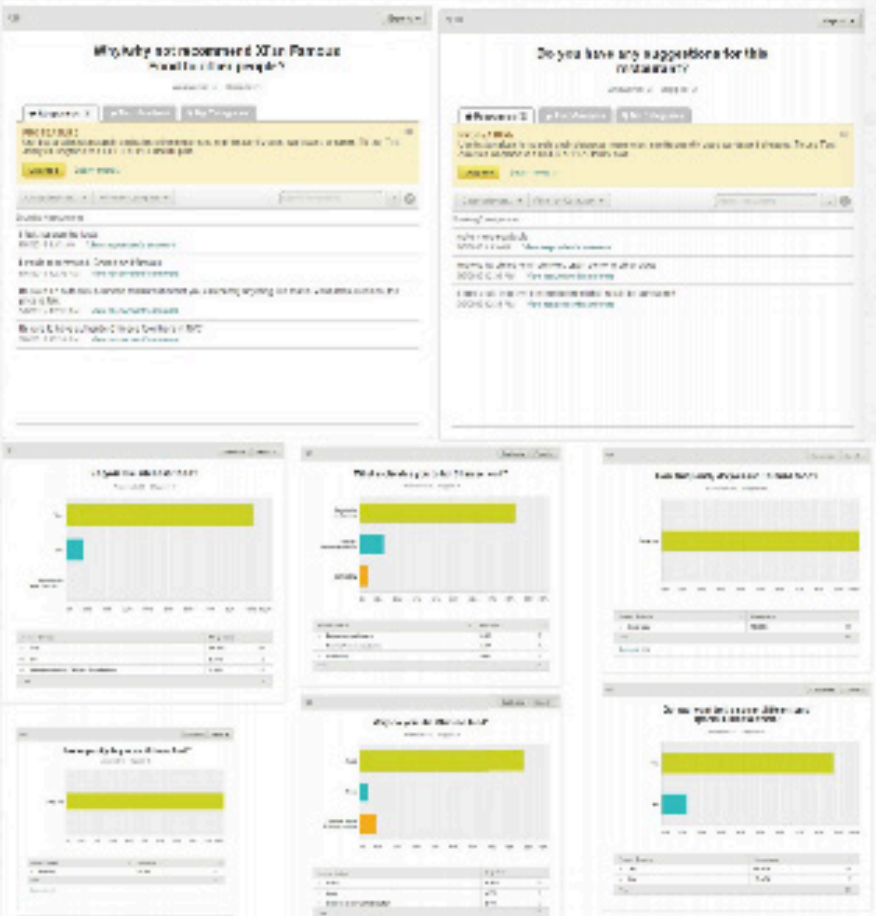
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## Survey

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

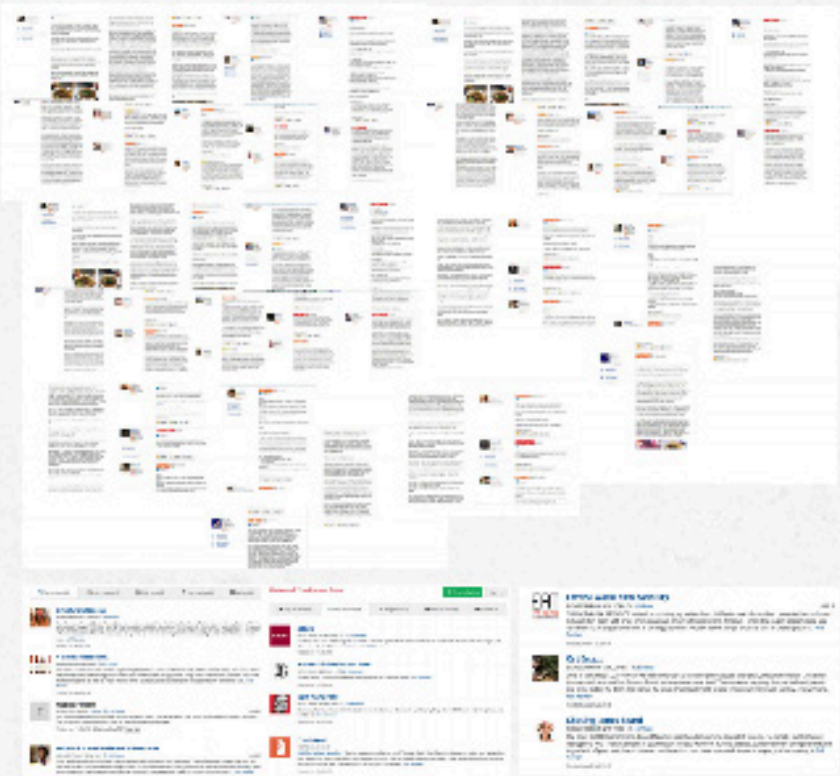
35 people took our questionnaires. We asked people who have never been to XFF for their stereotype of Chinese food. This set gave us a big picture of the impact of Chinese food in USA. Another questionnaire is about the experience of XFF for the people who have used to be there before. We studied and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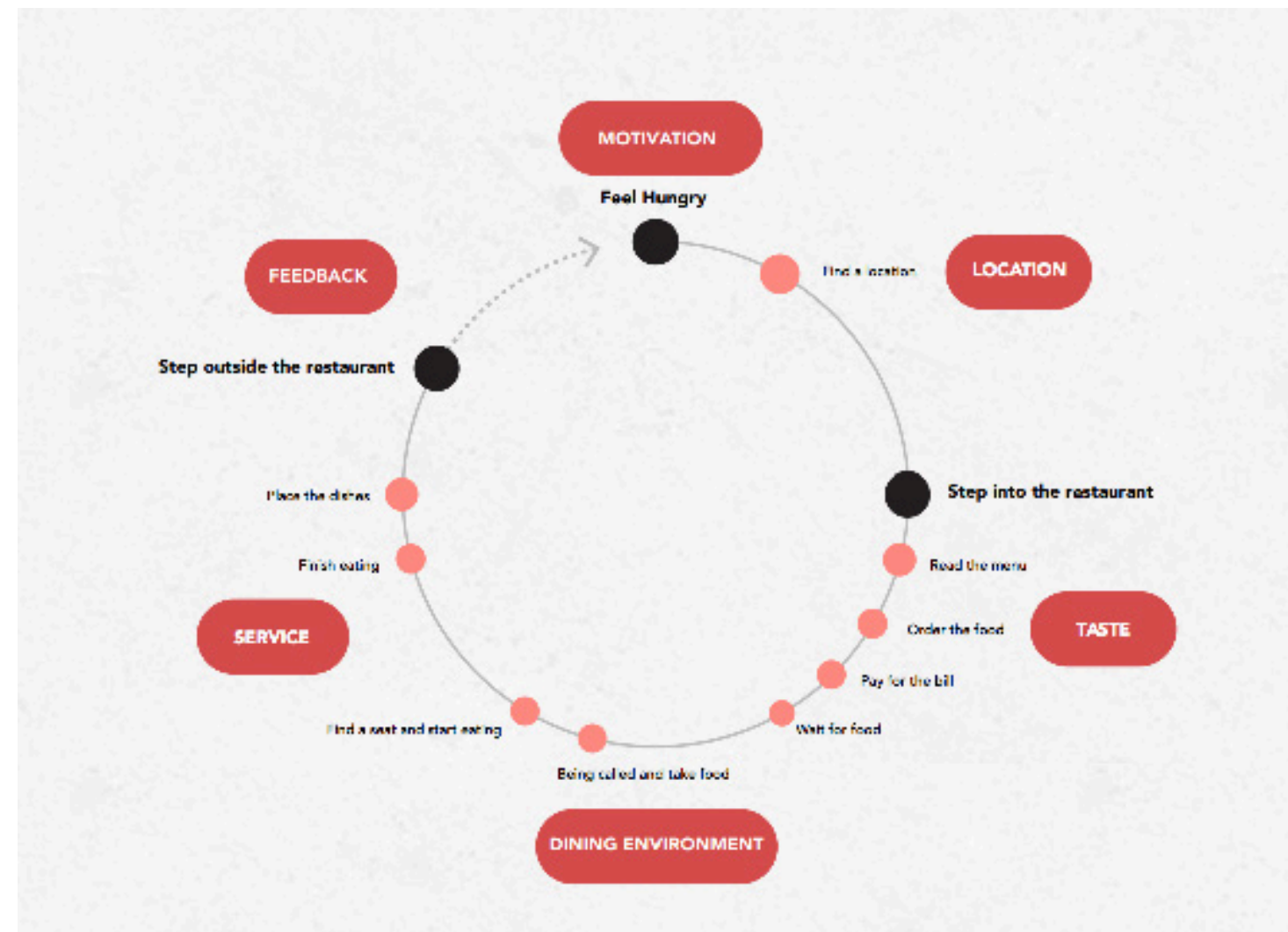
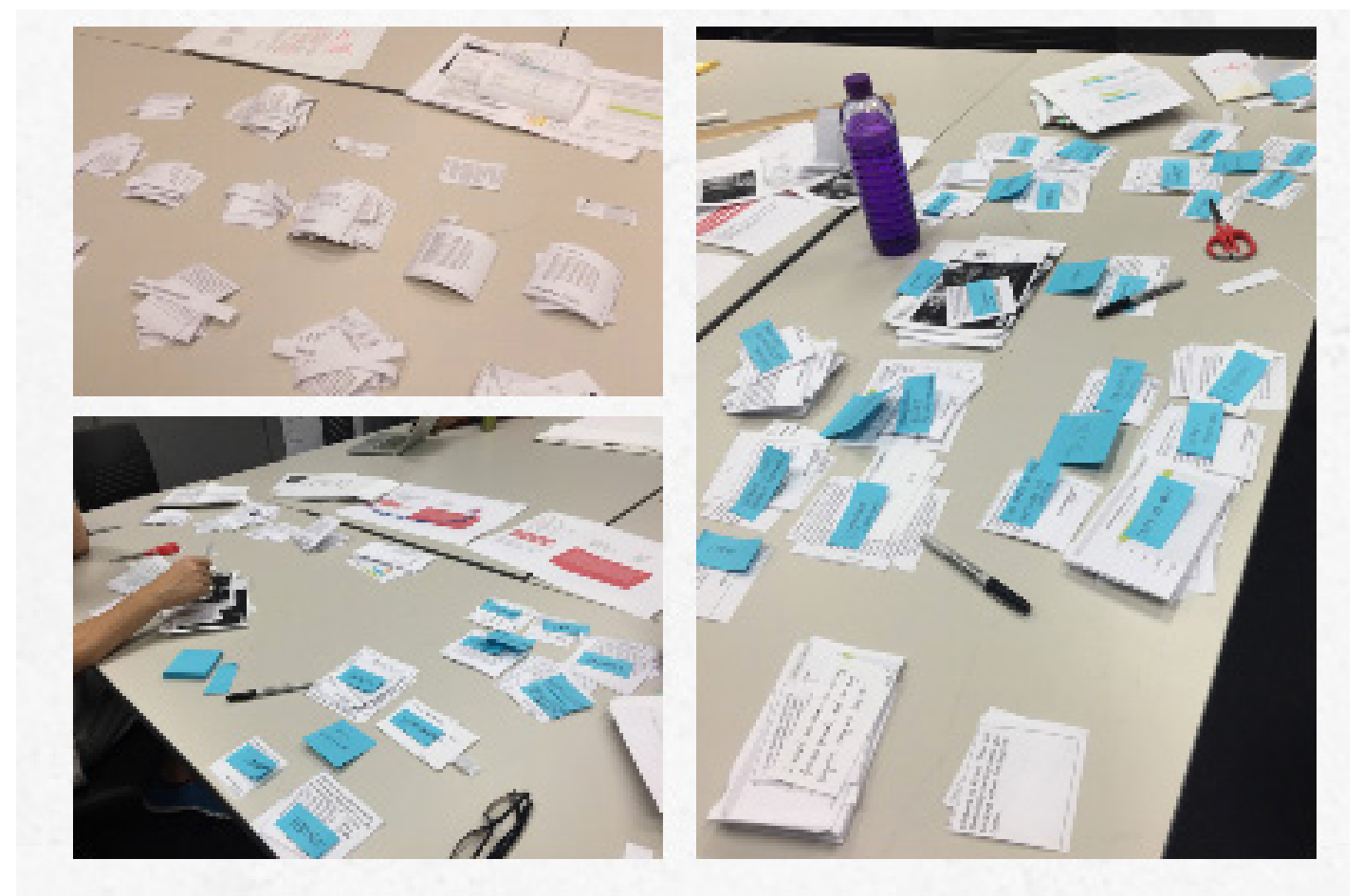
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## Identify Goals



Hard to find the nearest location



Long waiting time due to spending too much time on the menu



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



Customer Loyalty

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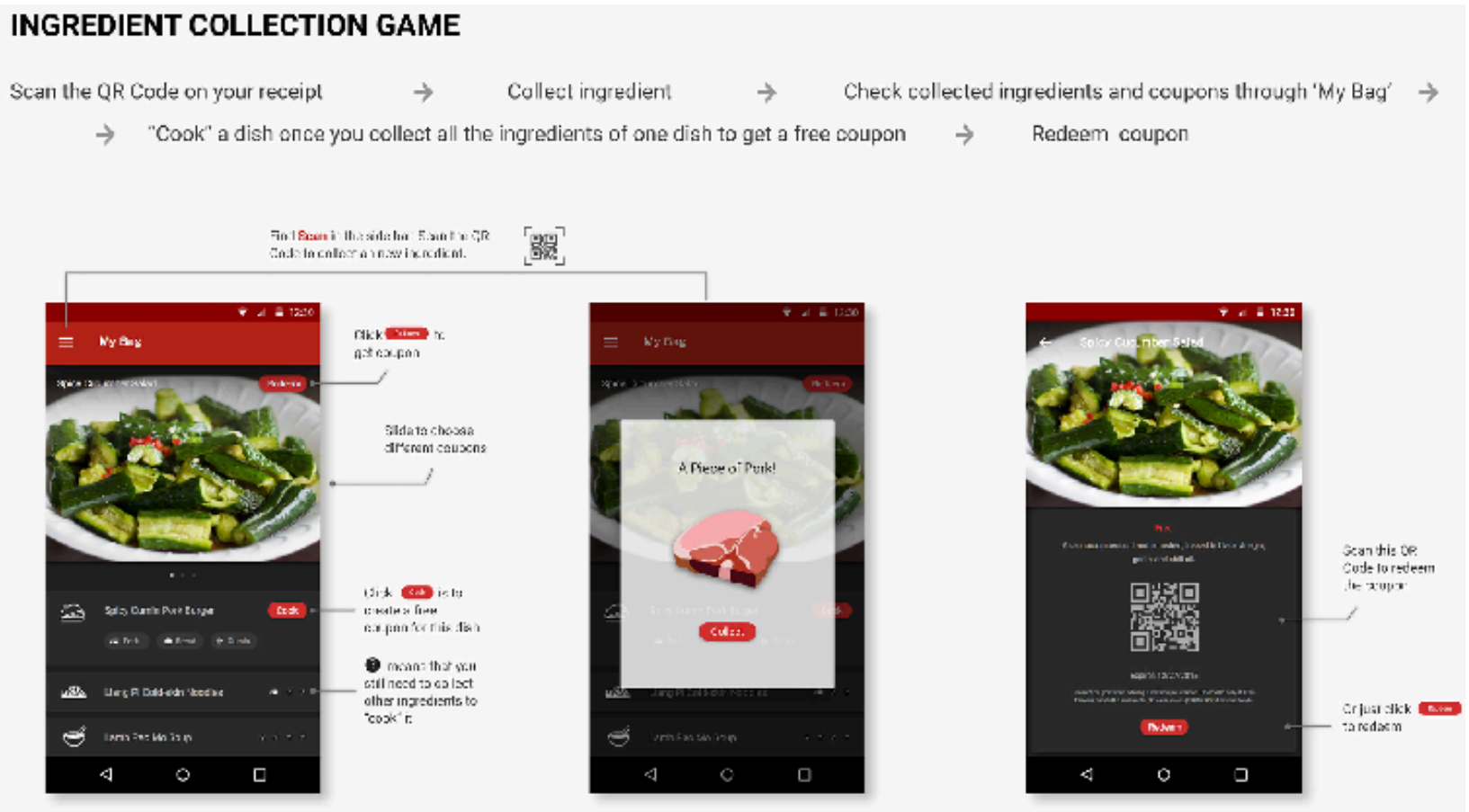
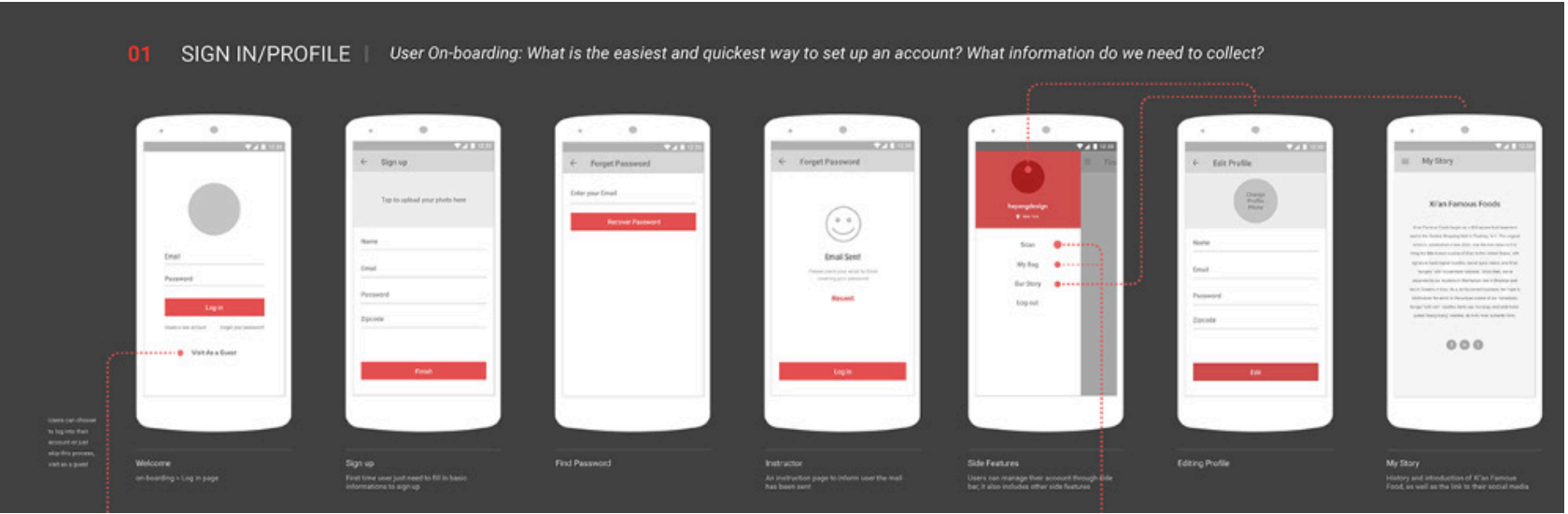
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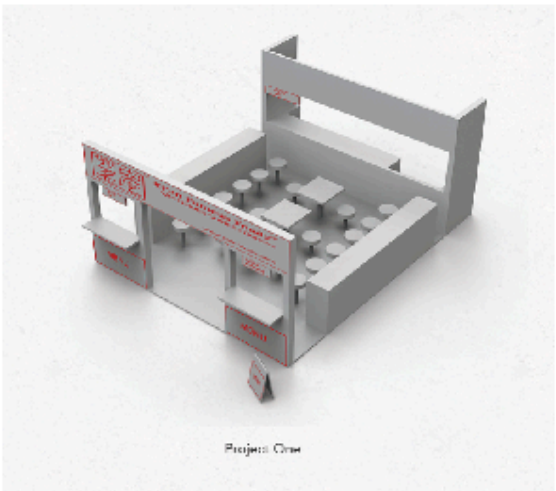
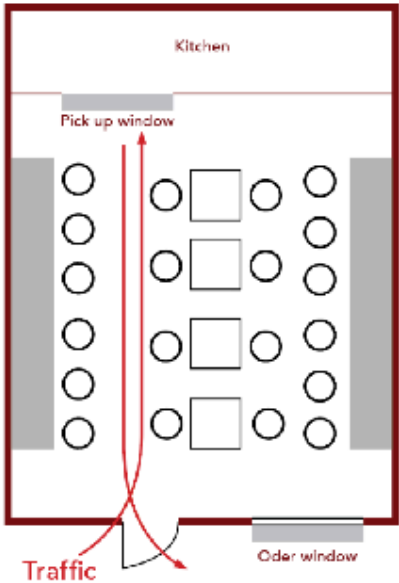
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**With Menu and Ask  
(Students from Grad space)**

**1** With Menu and Ask  
(Students from Grad space)

**8 mins**

**With Menu and No Asking  
(Students from Bench Room & computer lab)**

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

**6 mins**

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