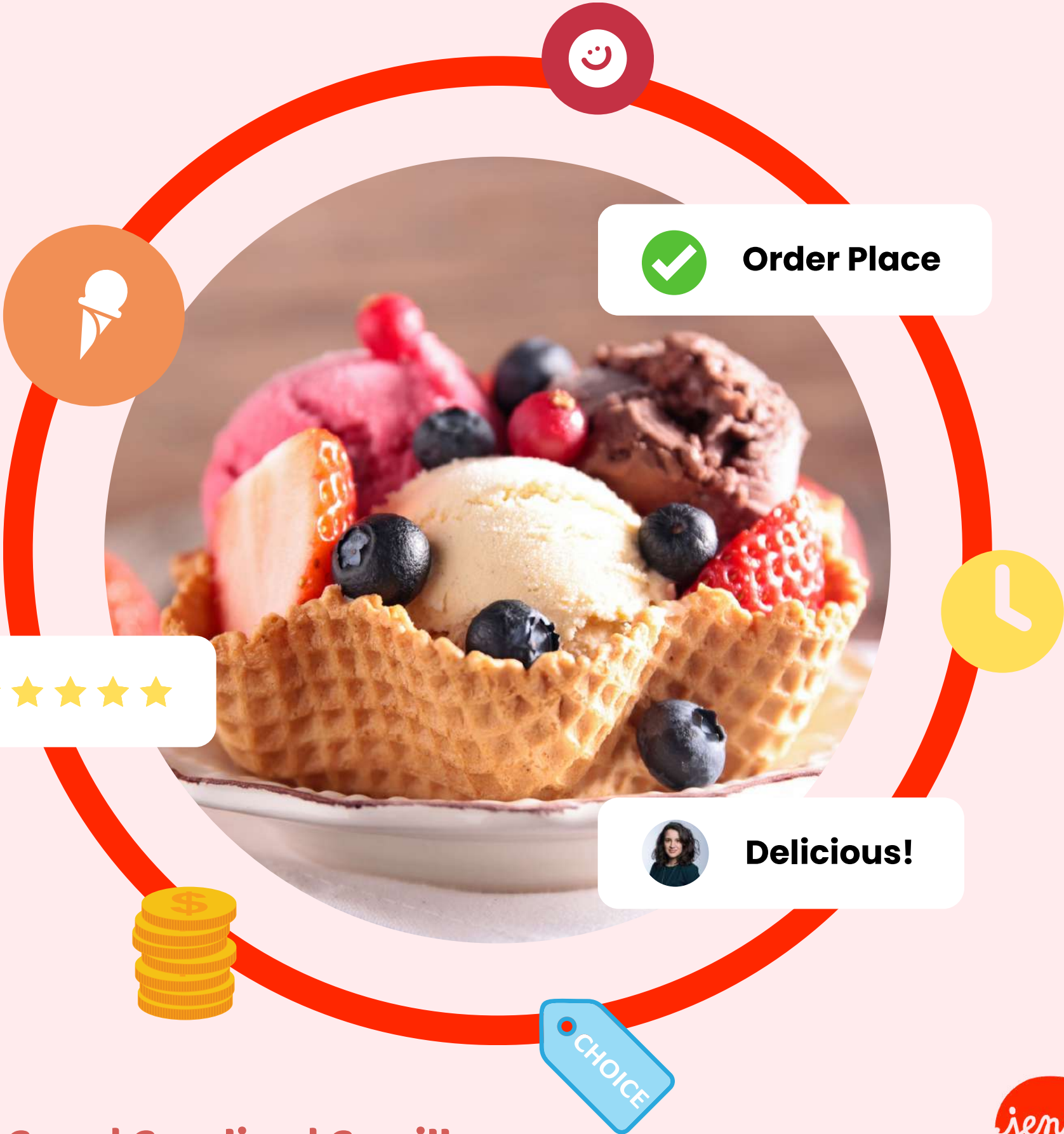


Observational Research

jen's



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Agenda

- Background
- Objectives
- Hypothesis
- Challenges
- Observations
- Key Findings
- Managerial Recommendations





Background

Jeni's Splendid Ice Creams is an artisanal ice cream company headquartered in Columbus, Ohio. Jeni's has over 80 ice cream shops and retail distributors in the US.

Opening Date: July 2nd 2015
7 Locations in Middle Tennessee

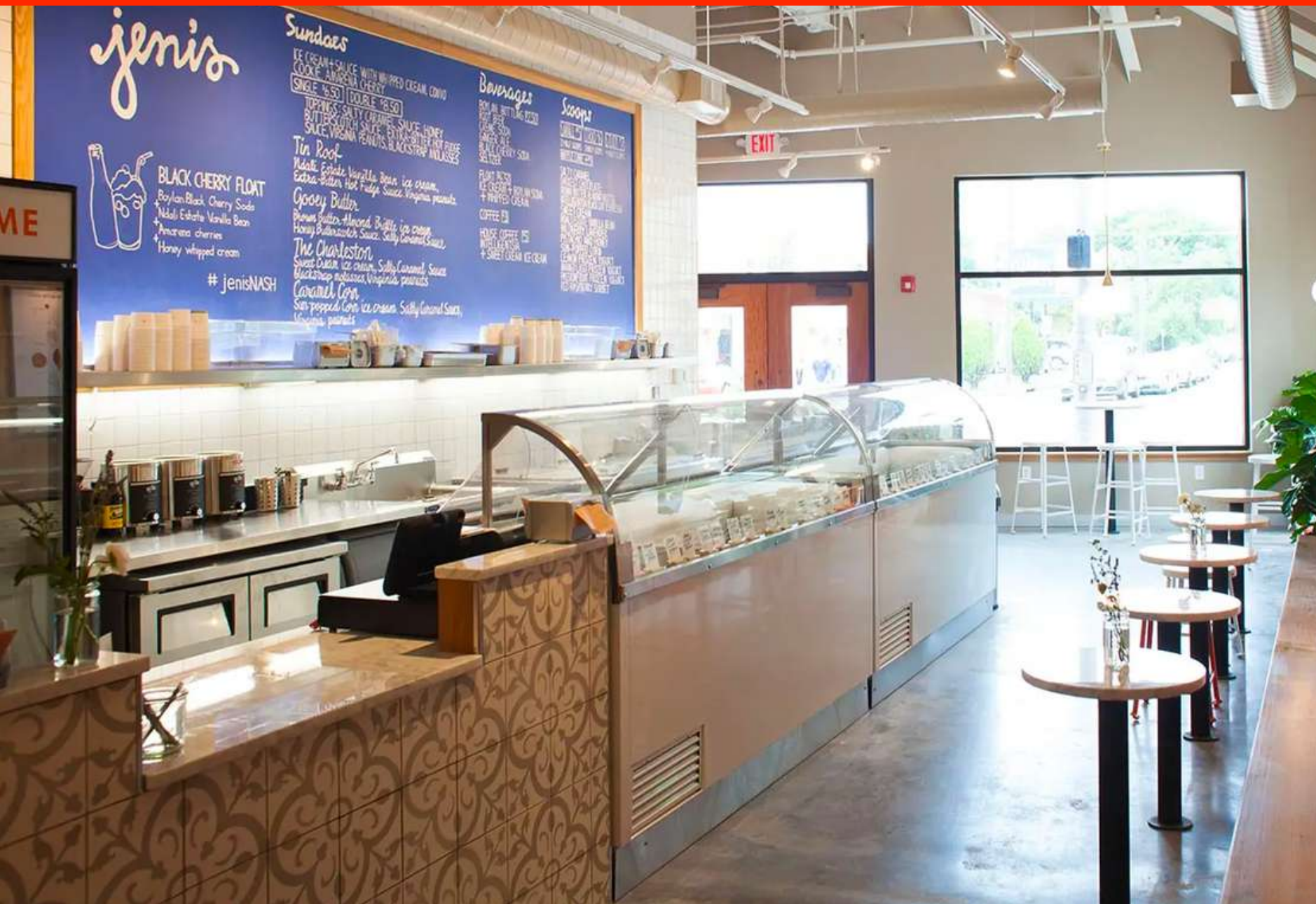
"Make one-of-a-kind flavors with Direct and Fair Trade ingredients and super fresh milk from family dairy farms."



**Sweat Cream
Biscuits & Peach
Jam**



Store Layout



📍 Hillsboro Village, 1819 21st Ave, South





Research Objectives

- 1** Are there long wait times?
- 2** Is seating optimal to keep people in the store?
- 3** Are there any areas in the store that are experiencing bottlenecks or congestion?



Hypothesis

Consumers will take, on average, 2 samples before making a decision and be visibly overwhelmed by the options on the menu board. They will spend an average of 5 minutes in line during busy hours and less than 3 minutes during slow business hours. Most people will not stay in the store to eat.

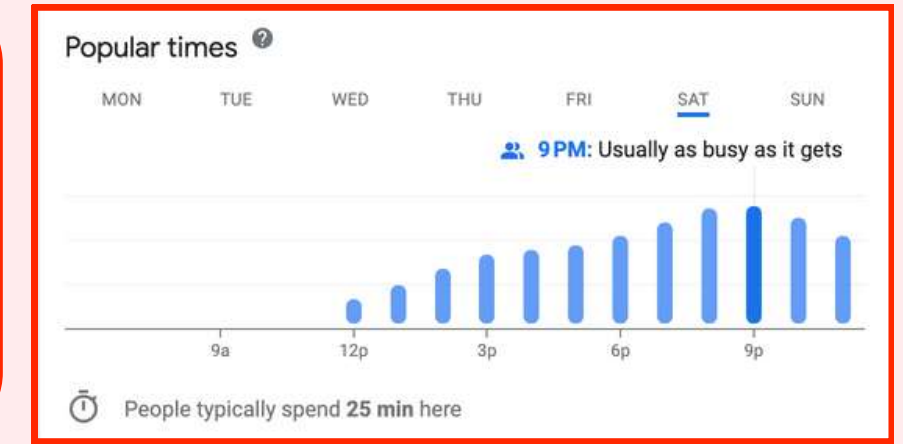
Methodology: Observation Guide

	Customer Description	Is shopper ever confused/frustrated?	What questions do they ask?	Do they eat in store or leave?	Did they sample? How many samples did they have before making a decision?	What flavor did they choose?	Wait Time
Customer 1							
Customer 2							
Customer 3							



Observation 1

Date: Sat, Nov 4
8:30pm -- Moderately Busy
Start: 8:40 Finish: 9:30

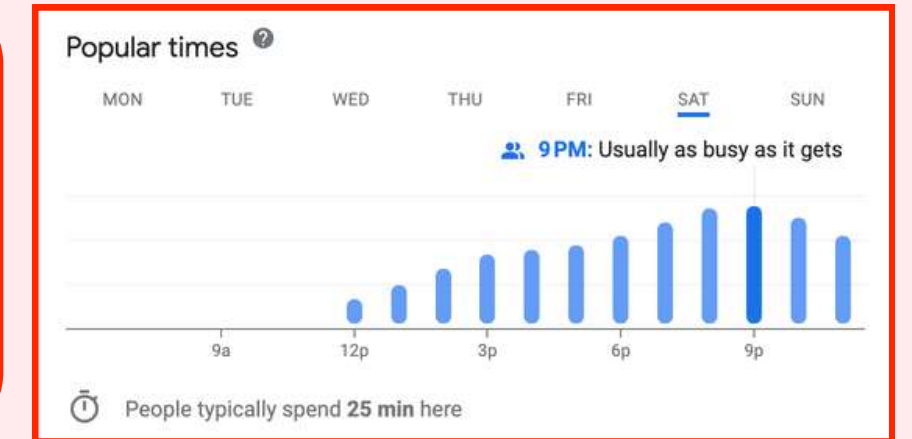


- Wanted peak hours, however was slower than expected- customers came consistently
- Large flows of customers would come in waves
- Largely busy as observation was ending
 - 20+ people in line, line out the door, hard to exit
- Most people in groups discussed the menu together as they waited
- Groups of more than 4 had trouble seating as most seating was for individuals and small groups
- Observed same day as Vanderbilt game -- families coming from the game (family friendly outing)



Observation 2

Date: Wed, Nov 8
5:00 pm -- Not Very Busy
Start: 4:20 Finish: 5:15

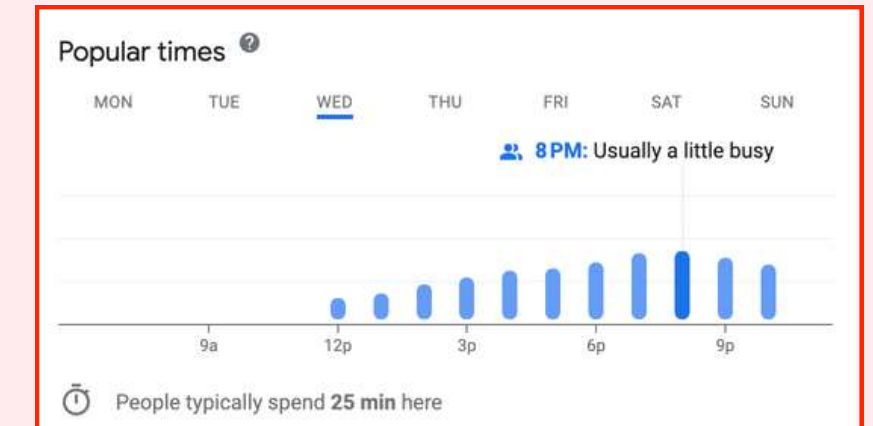


- Wanted slower hours- not very busy, almost no waiting in line
- One or two people would come in together, and there would not be a line, so they were helped immediately
- Usually came in groups of two
- All customers had seating available, but only a few chose to stay to eat their ice cream



Observation 3

Date: Sat, Nov 4
8:30pm -- Moderately Busy
Start: 7:00 Finish: 7:50



- If in a group, they were more likely to eat in the store than to take it to go
- Many younger couples in mid 20s
- Many were ordering the standard cup rather than a cone
- Was hard for people to find seating, especially in a larger group
- Almost all customers asked for at least one sample
- Around an average of 3 min. per group





Challenges

- 1** Hearing orders and sample requests during peak hours when it got loud
- 2** Figuring out how to measure the time it takes for consumers to make a decision
- 3** Recording data when consumers came in larger groups



KEY FINDINGS

Demographics

Jeni's caters to all ages, groups, and individuals

Foot Traffic

Jeni's has a consistent flow of customers. During peak hours, people wait 10+ minutes outside the shop and there are bottlenecks at the door

Samples

Most people sample even if they don't buy the flavor they sample

In Store

Groups are more likely to eat in the store than individuals



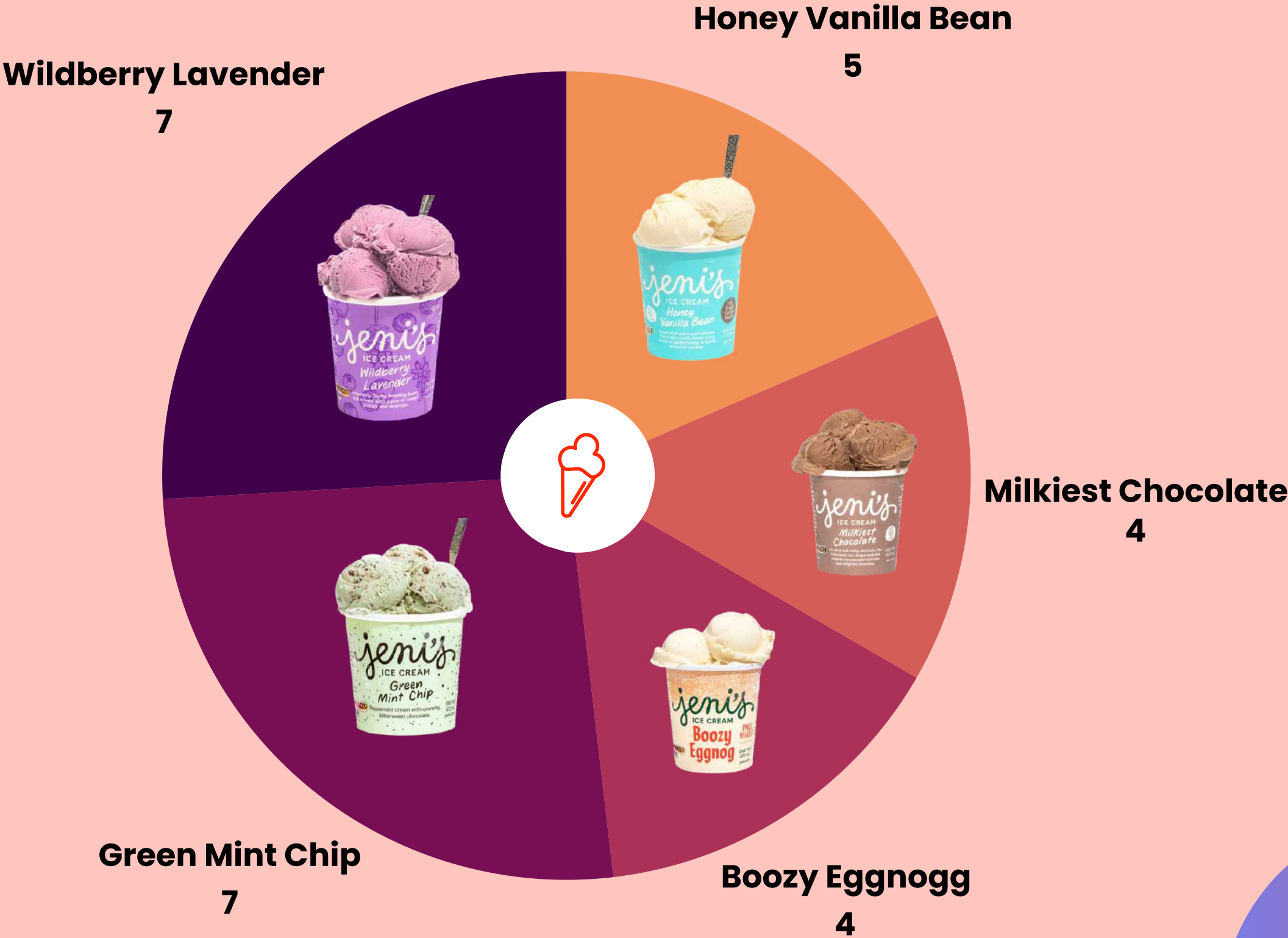
KEY FINDINGS

Number of People



On average people wait 4 minutes during slow & moderately busy times even with a consistent flow of customers. However, during peak wait times can surpass 10 minutes.

Popular Ice Cream Flavors



Other Flavors Ordered

- Buckeye Frenzy
- Salty Caramel
- Boston Cream Pie
- Lemon Bar
- Goosey Butter Cake
- White Chocolate Peppermint



Managerial Recommendations



**Offer larger seating
areas for groups**



**Redirect traffic flow
to decrease
bottlenecking**



**Increase staffing to
decrease wait times
during peak hours**

Managerial Recommendations



Have staff offer the new seasonal flavors



Update Google wait time & add Wi-fi to store



Have all the same flavors in both cases

A close-up photograph of three ice cream cones being held by hands. The cones are waffle-textured and filled with various flavors of ice cream. The background is blurred, showing a person in a black top. The text 'Thank You' is overlaid in the center in a large, white, sans-serif font.

Thank You