

# Design Exercise - **Wait Staff Reviews**

Tori Chen | Sep 2017

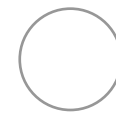
## **Wait Staff Reviews**

While there are many ways to rate and review restaurants, these are not focused on evaluating individual servers. Design an experience where diners can submit positive comments and constructive suggestions for the wait staff, and servers can use this feedback to both improve and help to secure new employment. Provide a high-level flow and supporting wire frames.

# DESIGN PROCESS

## IDENTIFYING THE PROBLEM

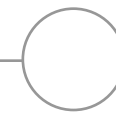
(1~2 hours)



- Statistics
- Competitor analysis

## UNDERSTANDING THE USERS

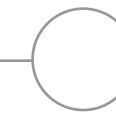
(~3 hours)



- Guerrilla Research
- Quick Insights
- User Needs
- Journey Map

## DESIGN IDEATION

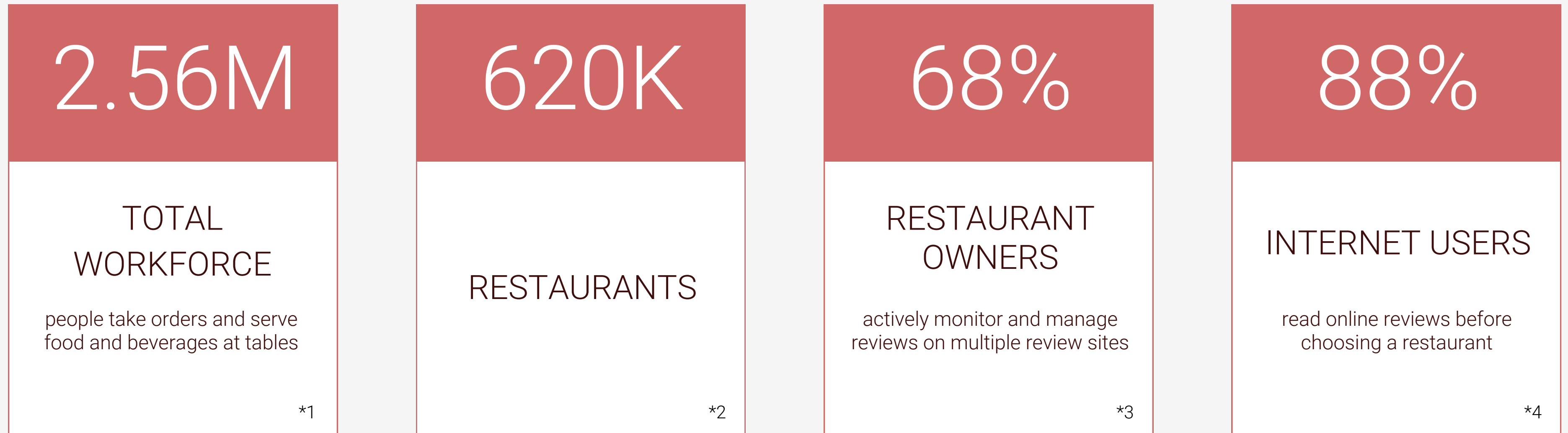
(~3 hours)



- HMW Questions
- Design Strategy
- Wireframes
- Mock-ups

# IDENTIFYING THE PROBLEM

# Statistics (U.S Market)

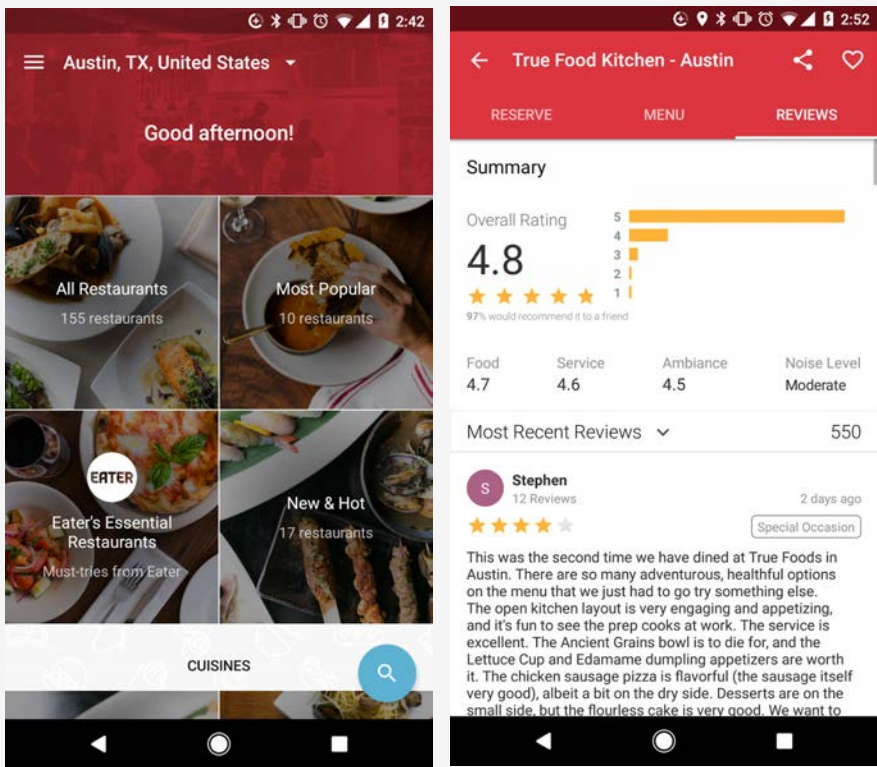
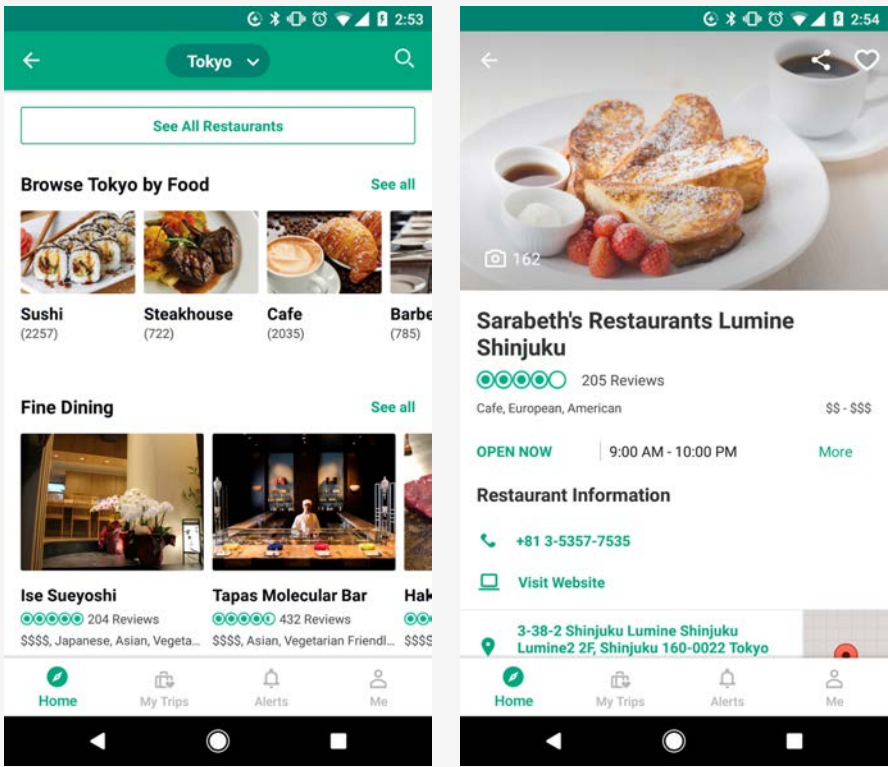
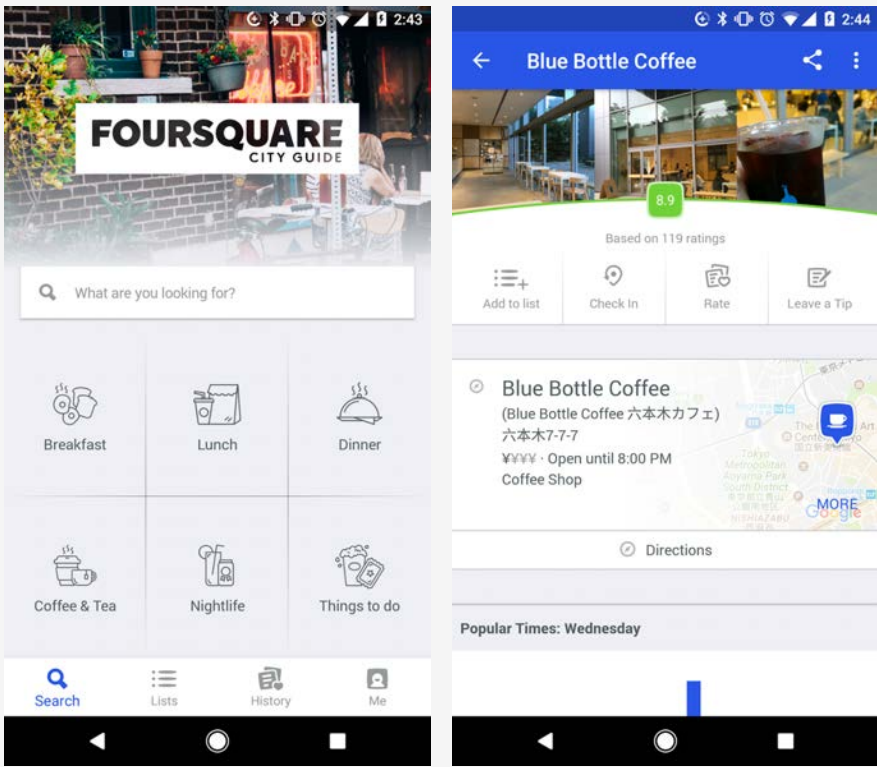
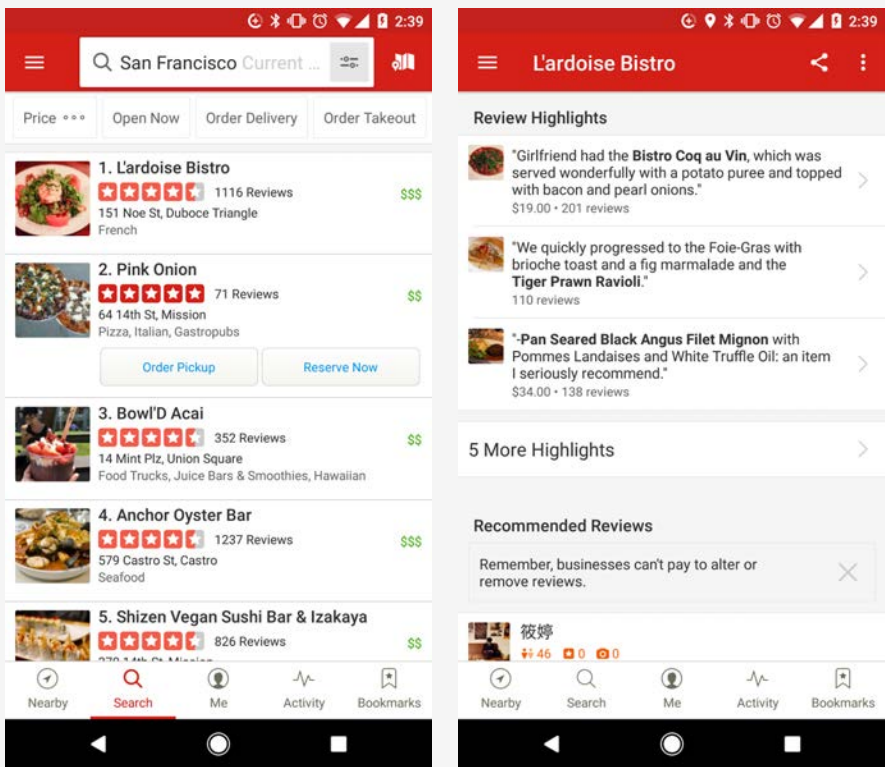
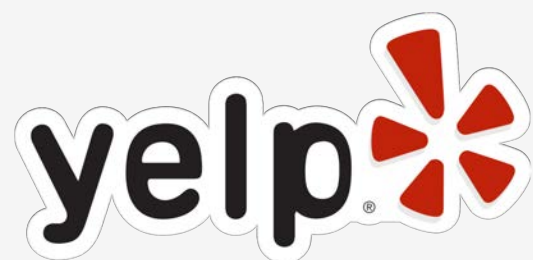


\*1) United States Department of Labor (May, 2016) <https://www.bls.gov/oes/current/oes353031.htm>

\*2) Number of restaurants in the United States (2016) <https://www.statista.com/statistics/244616/number-of-qsr-fsr-chain-independent-restaurants-in-the-us/>

\*3) & \*4) Reviews, Reputation, and Revenue: The Case of Yelp.com <http://www.hbs.edu/faculty/Pages/item.aspx?num=41233>


# Competitor Analysis





# Feedback on Restaurant Service (Current)

Feedback on restaurant service is scattered on different online platforms including restaurant website, food review sites, etc. However, it's hard for customers and restaurant owners to judge individual wait staff's service.



meglc  
1

Reviewed January 6, 2013

**Awesome service, great food, neat atmosphere!**

Was a great experience! The server, Tim Starmer, was wonderful and the atmosphere was upbeat, cheery and welcoming. The food was delicious and the portions were more than enough. Everybody in our party of 5 had a to-go-box and was very satisfied.

Value

Service

Atmosphere

Food

[Ask meglc about Margaritaville Myrtle Beach](#)

Thank meglc

Joshua C., from TripAdvisor, says:

We had lunch here a few times while on the island visiting family and friends. **The servers here are just wonderful** and have great memories it seems. We sat on the ocean front patio and enjoyed the view with our delicious wine and lunch. Must try!

— "Sara

One of the nicest places I have been to in Memphis! The food was exceptional, the place was cozy, and **the waitstaff was knowledgeable and friendly**. I was impressed by how fresh everything tasted. Perfect place for a date. Be sure to make a reservation because the place fills up fast!

**OpenTable Diner** (New England)  
2 Reviews

3 days ago

Special Occasion

I have been to Becco previously, but I was definitely disappointed with this last visit. **The food and the service were both marginal**. We were celebrating my friend's birthday and I was definitely disappointed with the food.

# UNDERSTANDING THE USERS



# Guerrilla Research



- 3 participants
  - (1) 29-year-old waitress
  - (2) 31-year-old gourmand
  - (3) 35-year-old cafe shop owner
- Two were interviewed via phone, and one was interviewed face-to-face
- 20 minutes each session
- Questions around reading and submitting online restaurant reviews

# Quick Insights from Guerrilla Research & Online Reports

1. Reviewing individual servers has a big value to middle and high-end restaurant. For these restaurants, service plays an important role both to the customers and the business.
2. The power of online reviews - restaurants appreciate the benefits of positive reviews but they also have a fear of negative reviews which can be non-constructive and aggressive sometimes.
3. The motivation of leaving online reviews - many people only leave online reviews when the service or food is either really good or really bad.
4. No standardized description for service - In terms of service, people refer to different aspects such as speed, knowledge of food, courtesy, etc.
5. It's hard for restaurant owners to evaluate the service quality of individual staff members because most reviews are about the overall service experience.



# User Needs



**Consumers** need an open platform to give suggestions to the restaurant and leave positive feedback to wait staff.

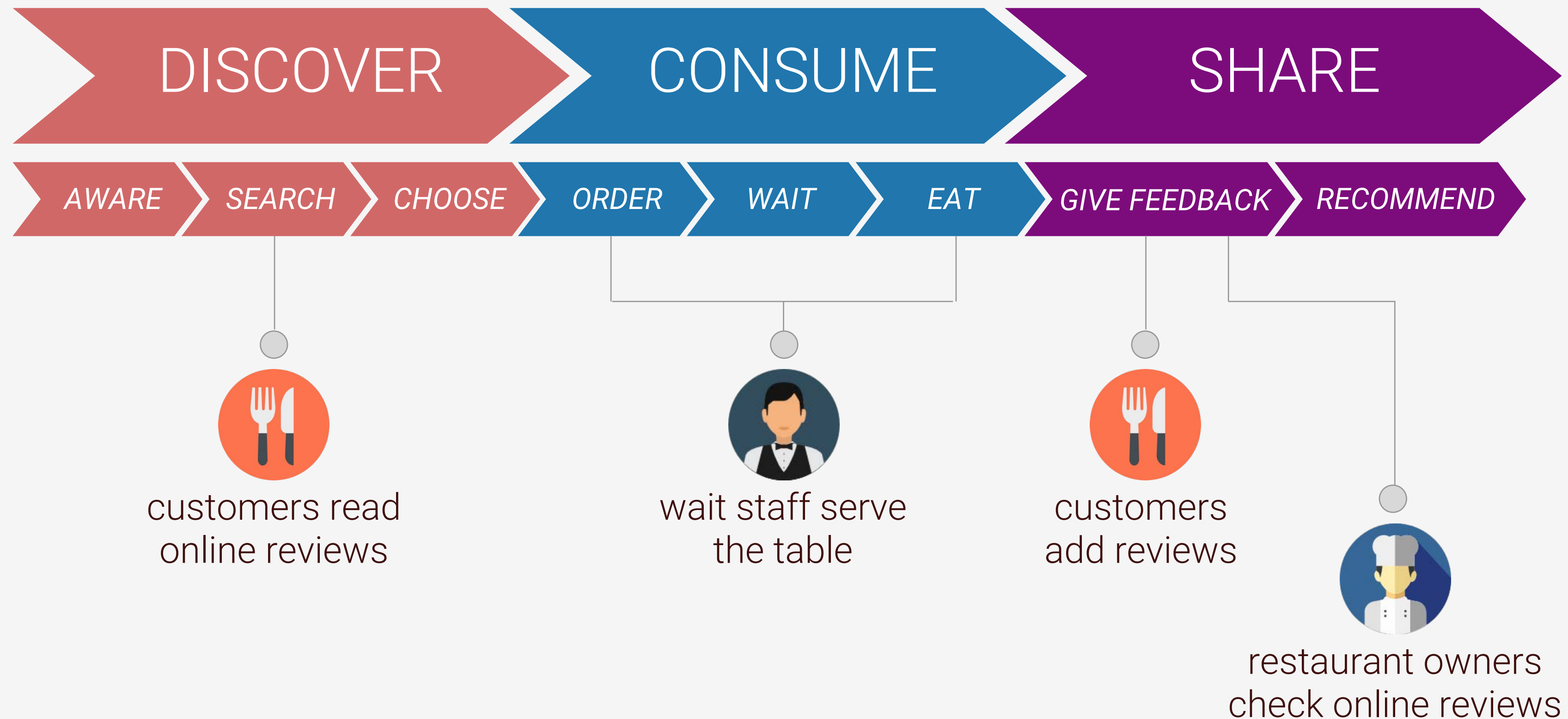


**Wait staff** will be recognized and encouraged by the platform for their good service.



**Restaurant owners** need to know the feedback on service quality from customers, and how they can do better.

# Journey Map - Dining Experience



# DESIGN IDEATION

# “How Might We” Questions

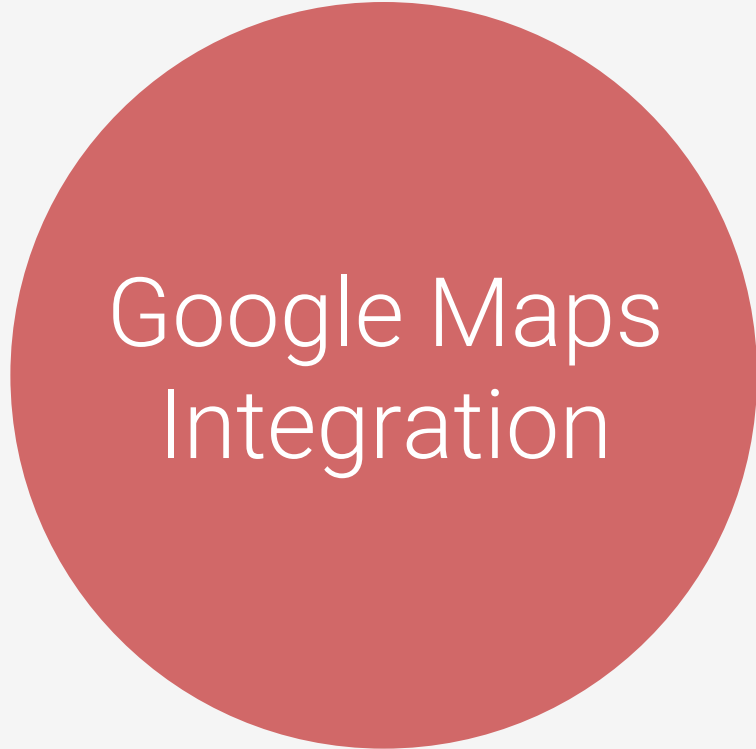
1. **HMW** help customers to submit constructive feedback to restaurants?

2. **HMW** encourage customers to write positive comments about individual wait staff?

3. **HMW** help restaurant owners to respond to the reviews and improve the service quality?



# Design Strategy



## Google Maps Integration

Google Maps is one of the most popular services people use to find restaurants. Millions of users can be easily brought into using this new feature.



## Context Awareness

Users who give positive reviews will be directed to a review page assessing individual wait staff, whereas users who provide negative reviews will be directed to a general restaurant review page.

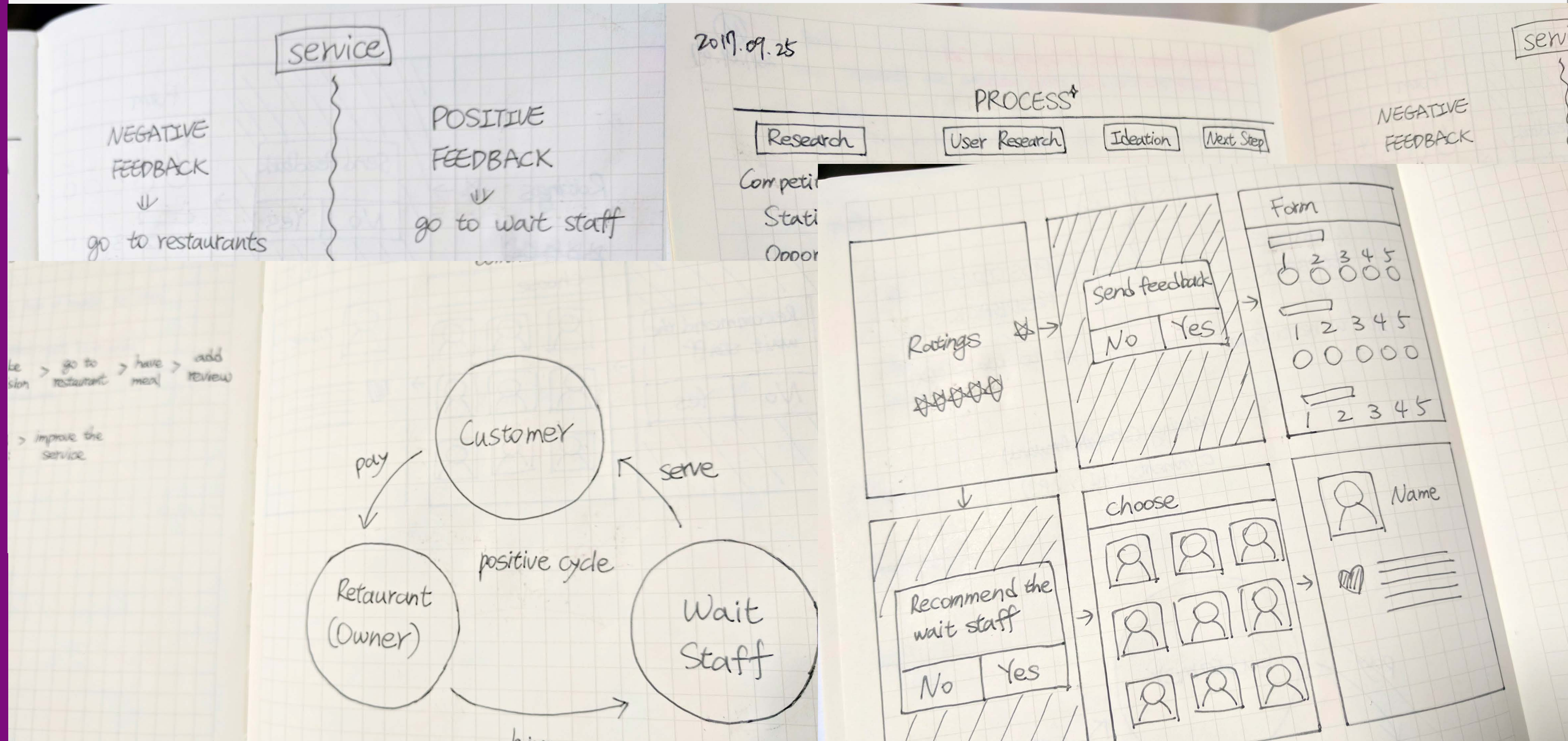


## Content Strategy

Apply the content strategy which will encourage users to submit positive and constructive comments.

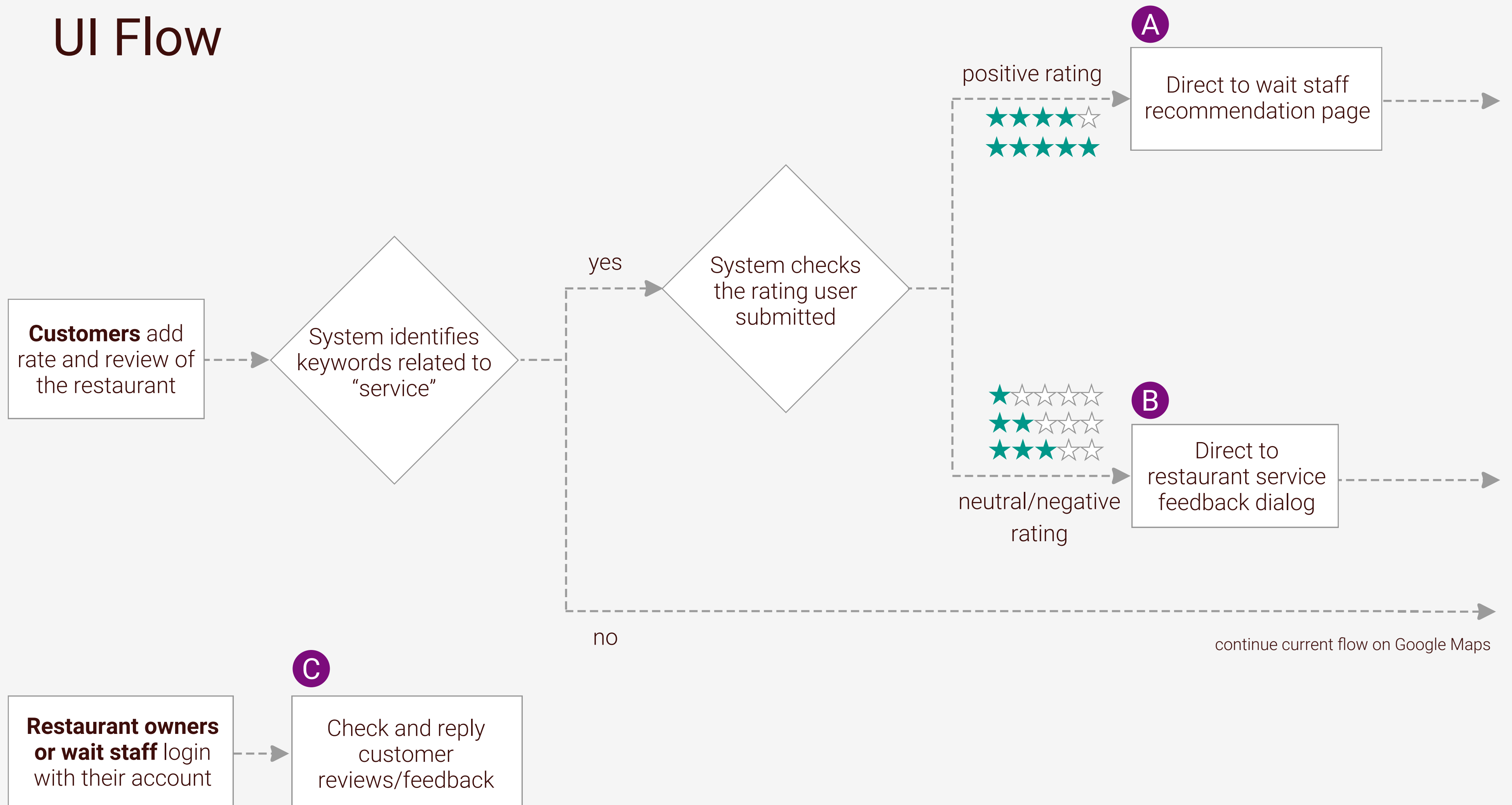


# Ideation



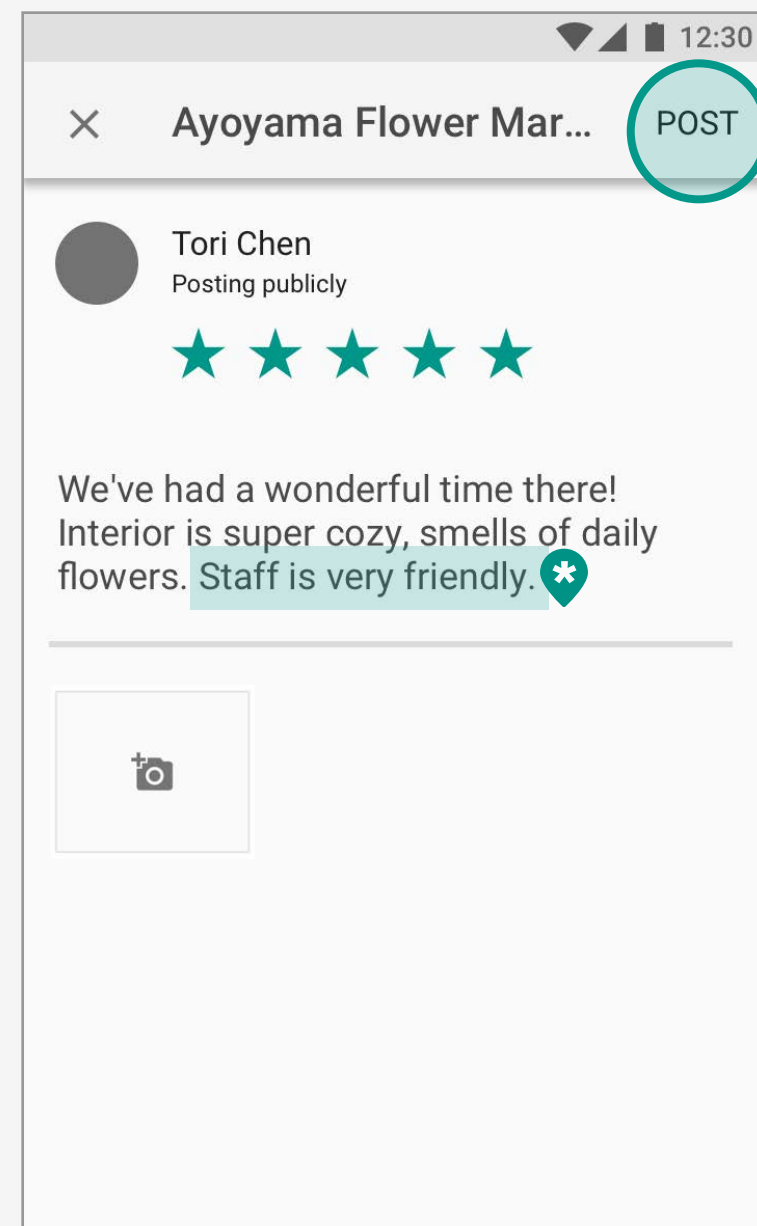


# UI Flow



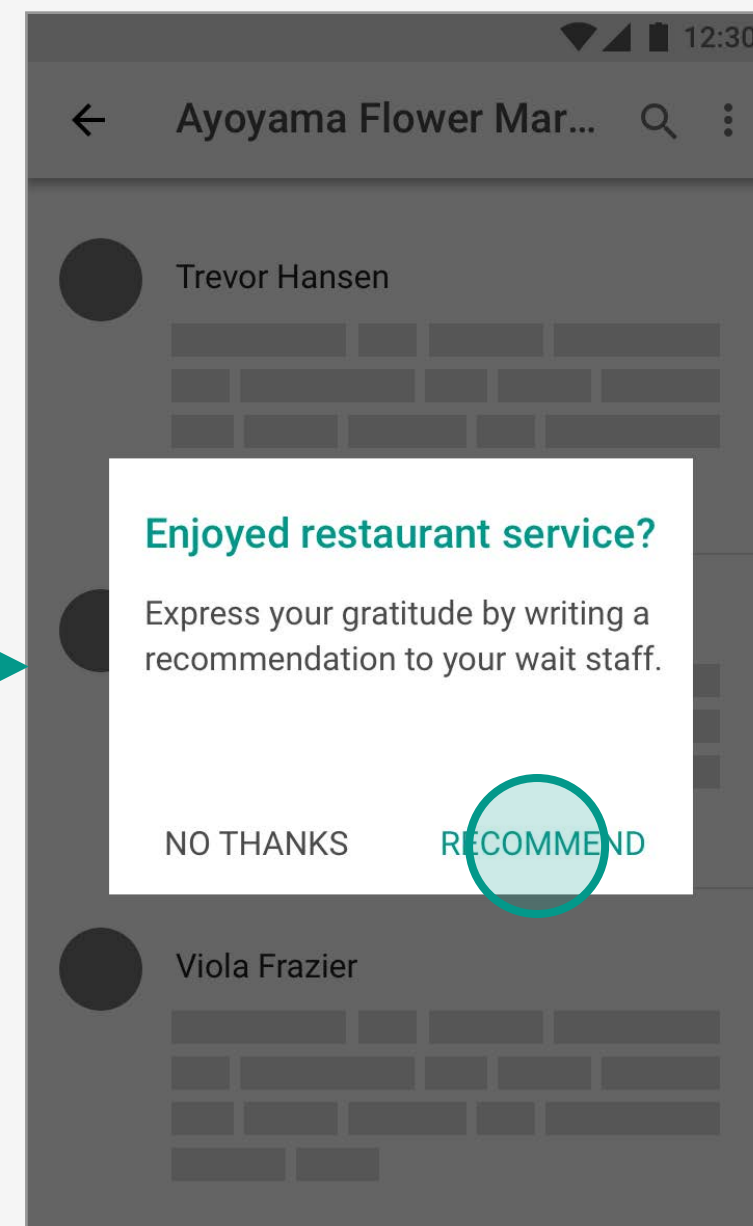
# A Recommend a Wait Staff

If users give a positive rating(4 or 5 star) to the restaurant and mention about restaurant service in the review, the app will ask users if they want to recommend the wait staff. Users can write recommendations to the wait staff and their comments will be displayed on the restaurant page.

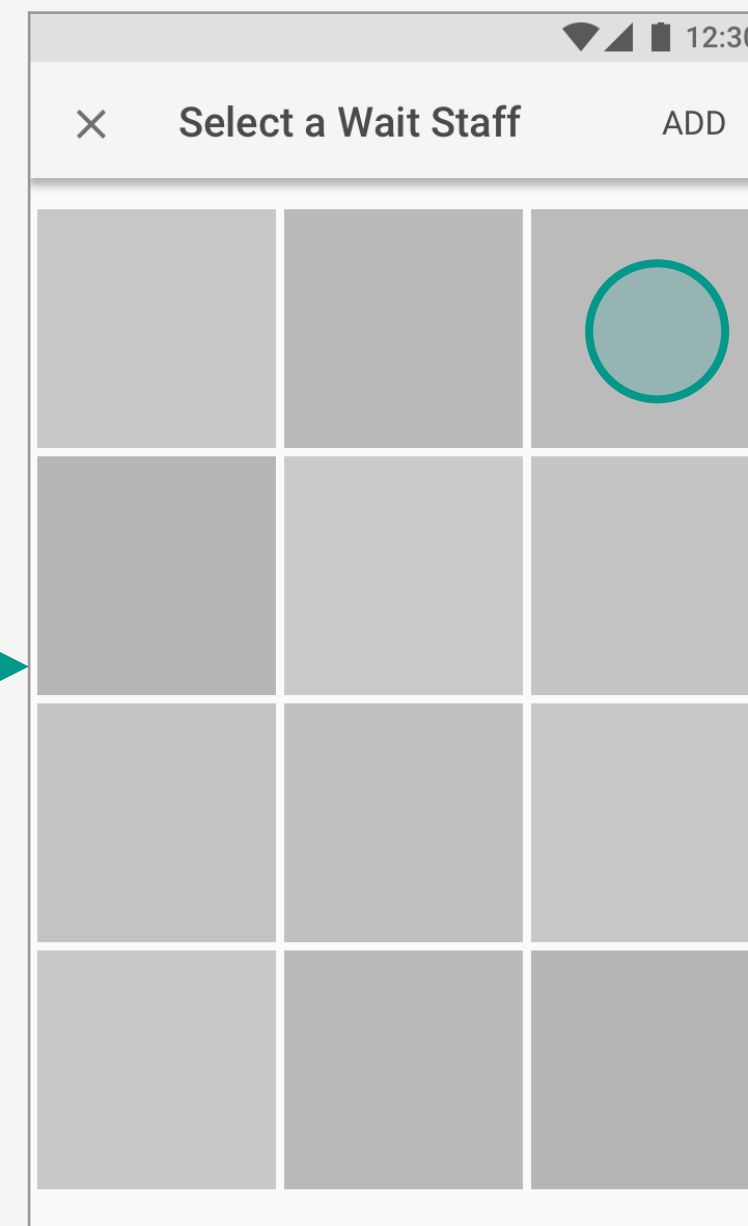


Add a Review for Restaurant

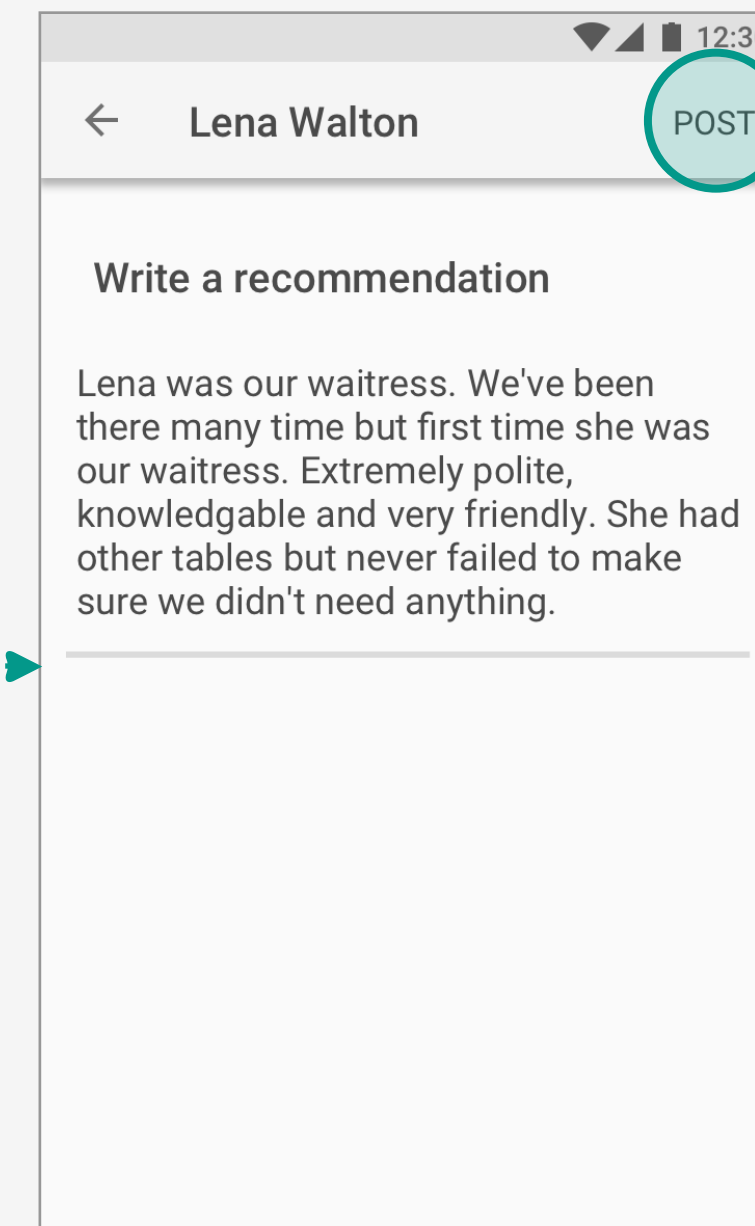
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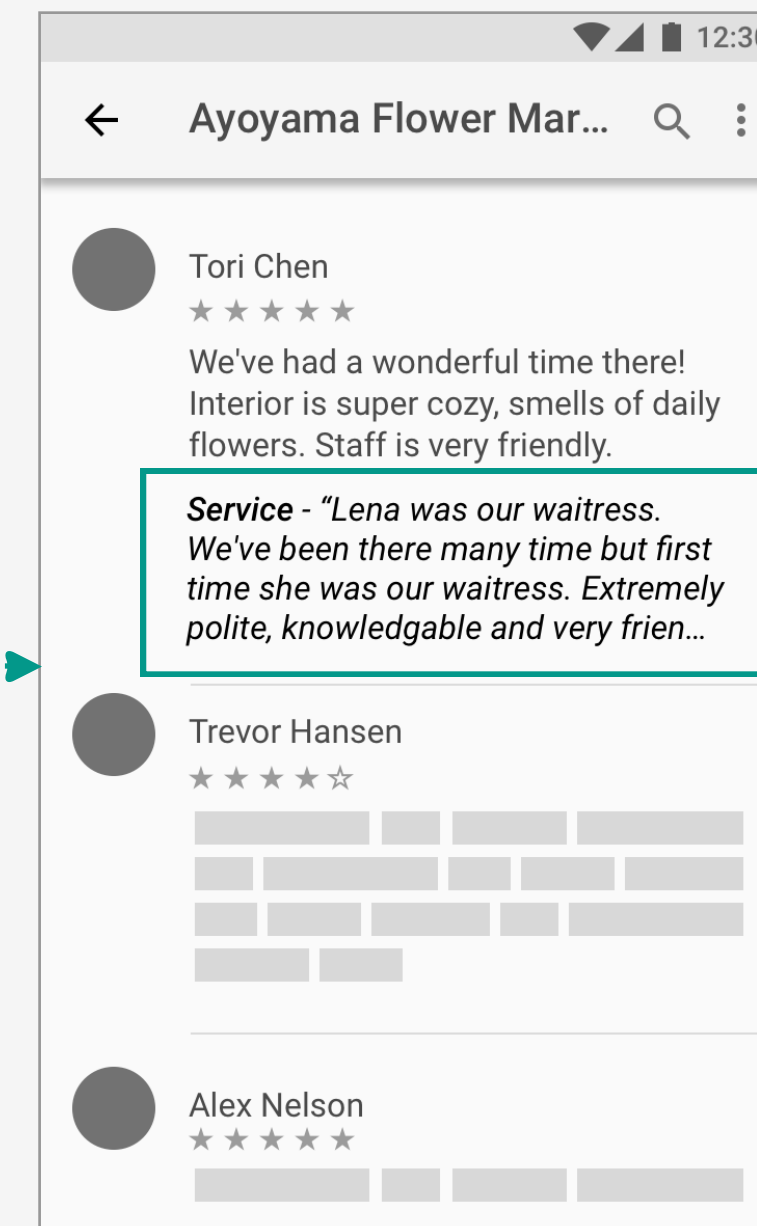
Confirmation Dialog



Select a Wait Staff



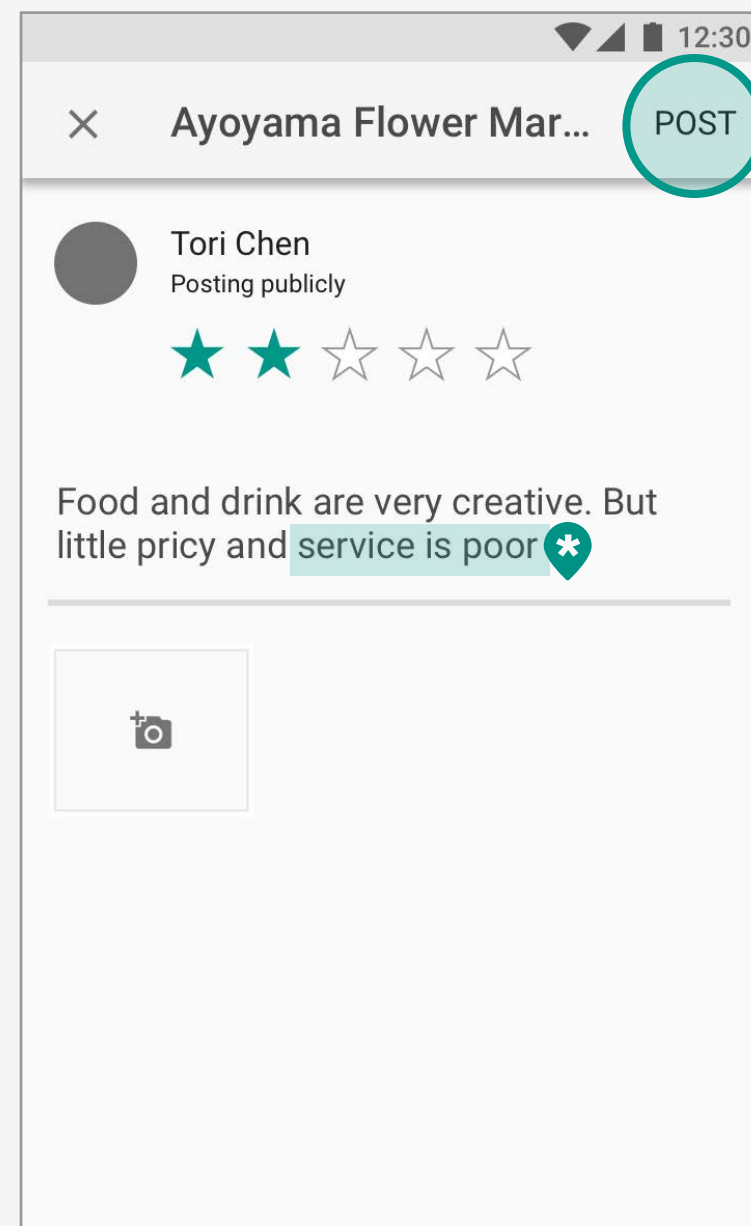
Write a Recommendation



Restaurant Reviews

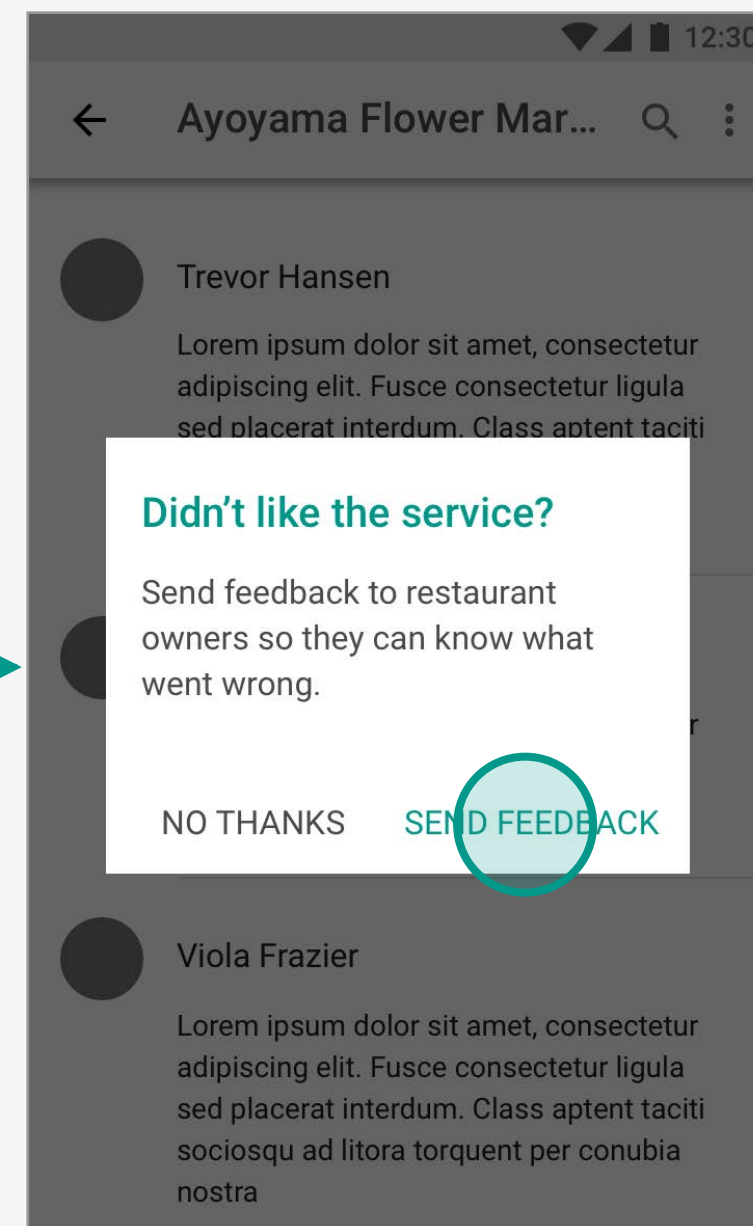
## B Send Feedback to Restaurant

If users give a neutral/negative rating (1~3 star) to the restaurant and mention about “service” in the review, the app will ask users if they want to send feedback. The feedback on individual wait staff will be sent to restaurant owners and will NOT be published on the internet.

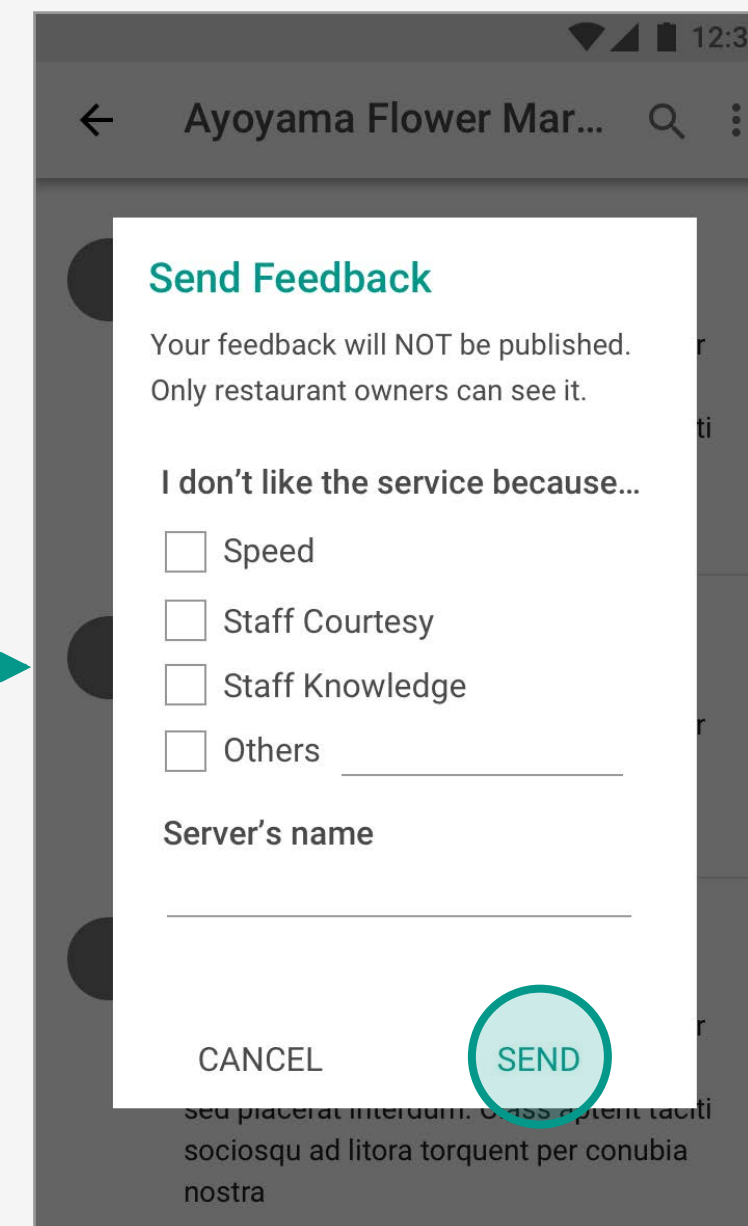


Add a Review for Restaurant

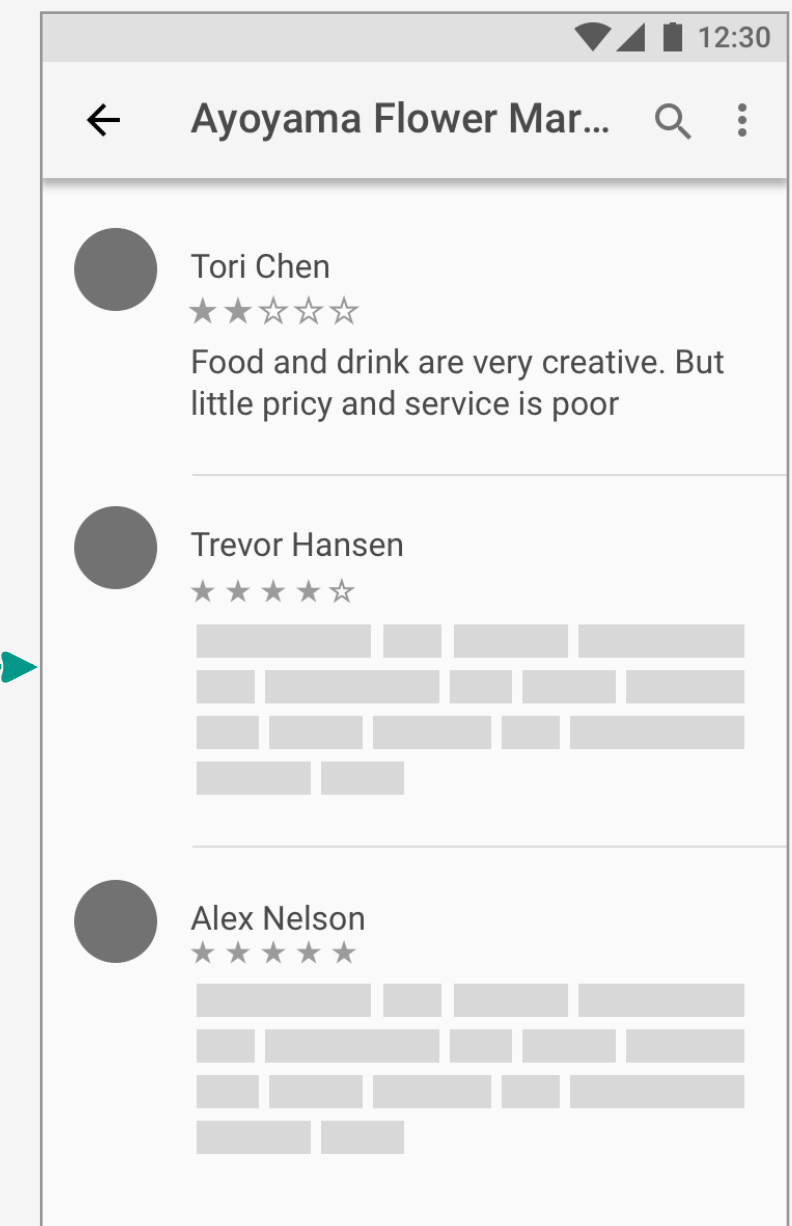
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Confirmation Dialog



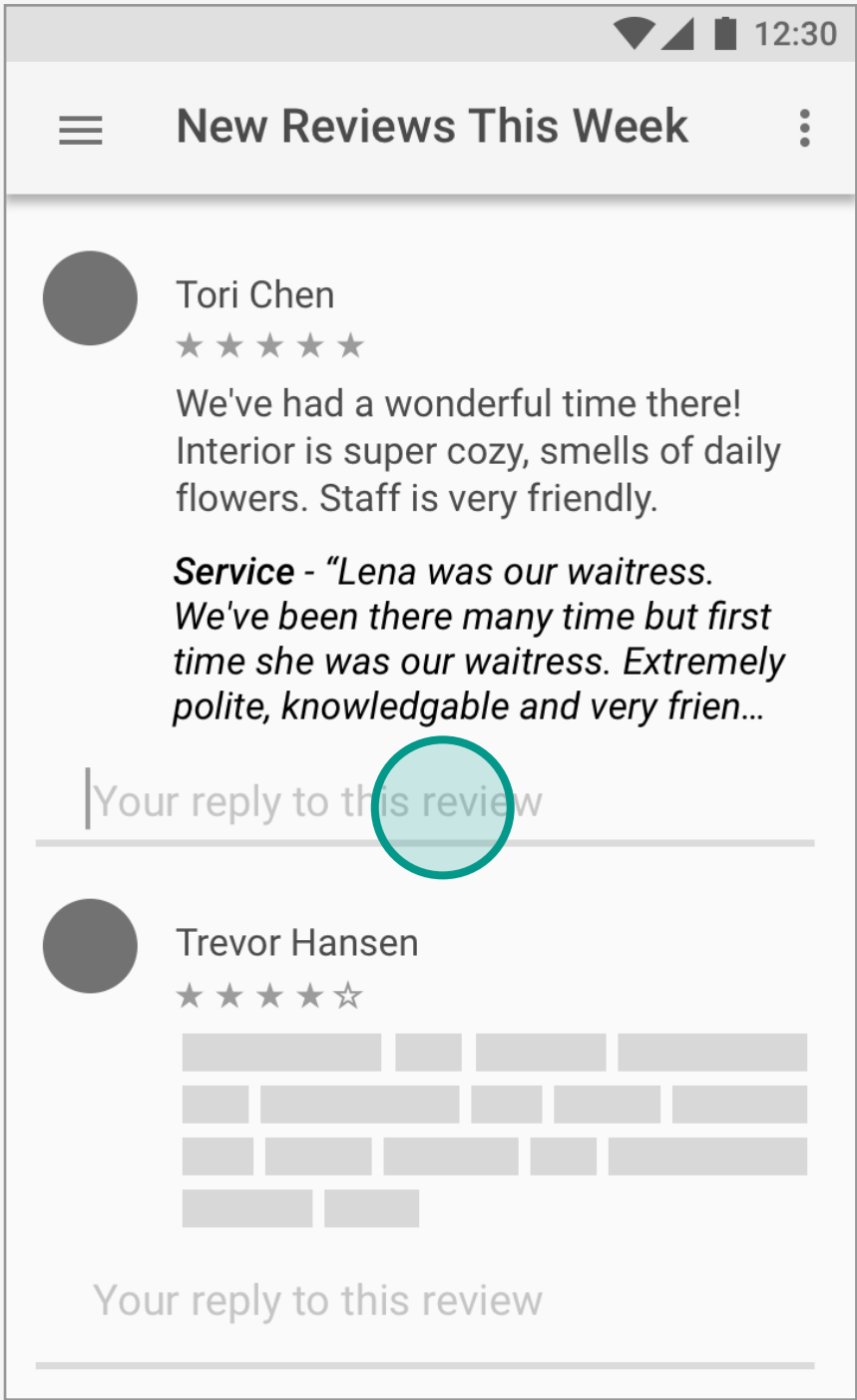
Feedback Form



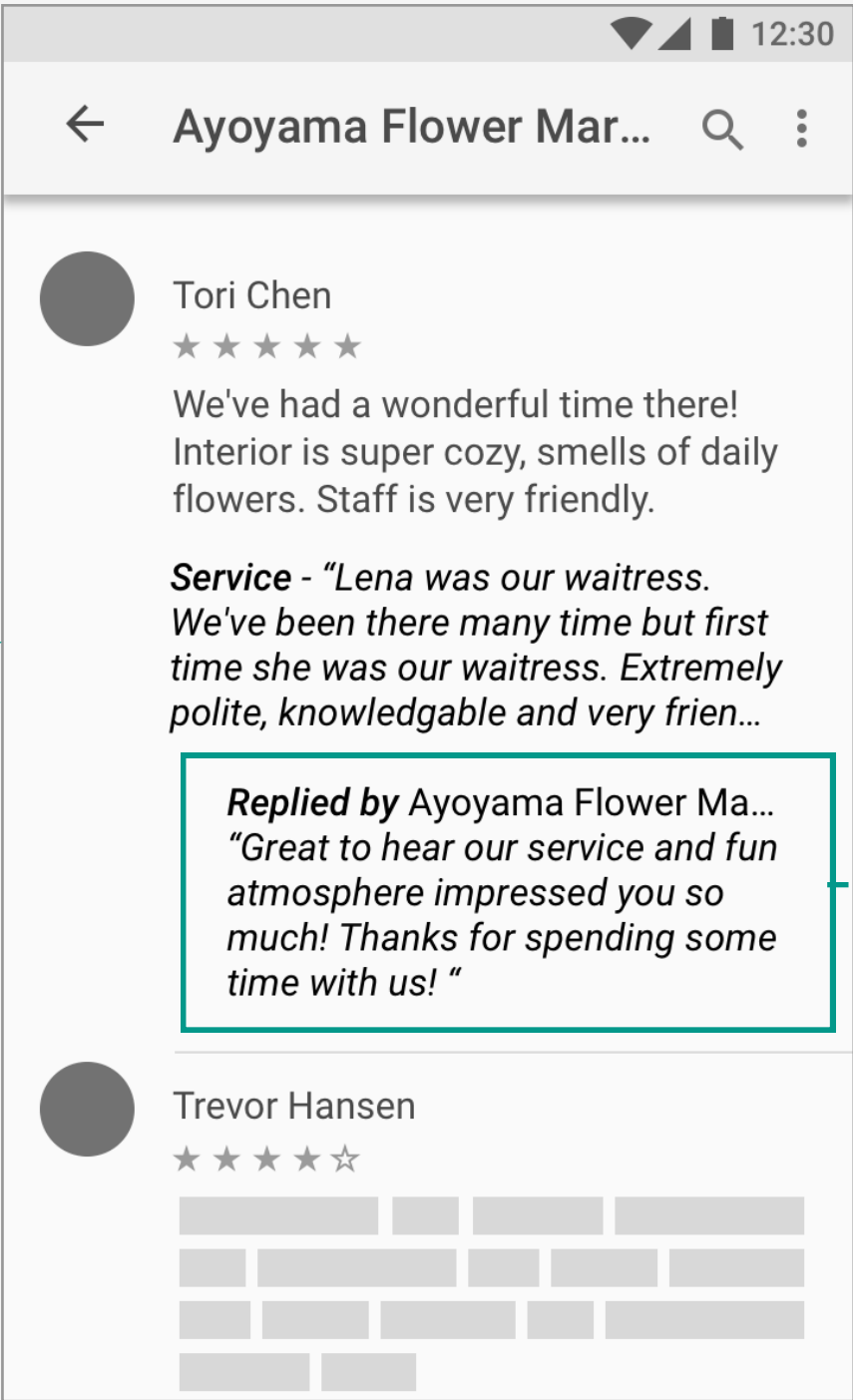
Restaurant Reviews

# C Reply Customer Reviews / Measure Service Quality

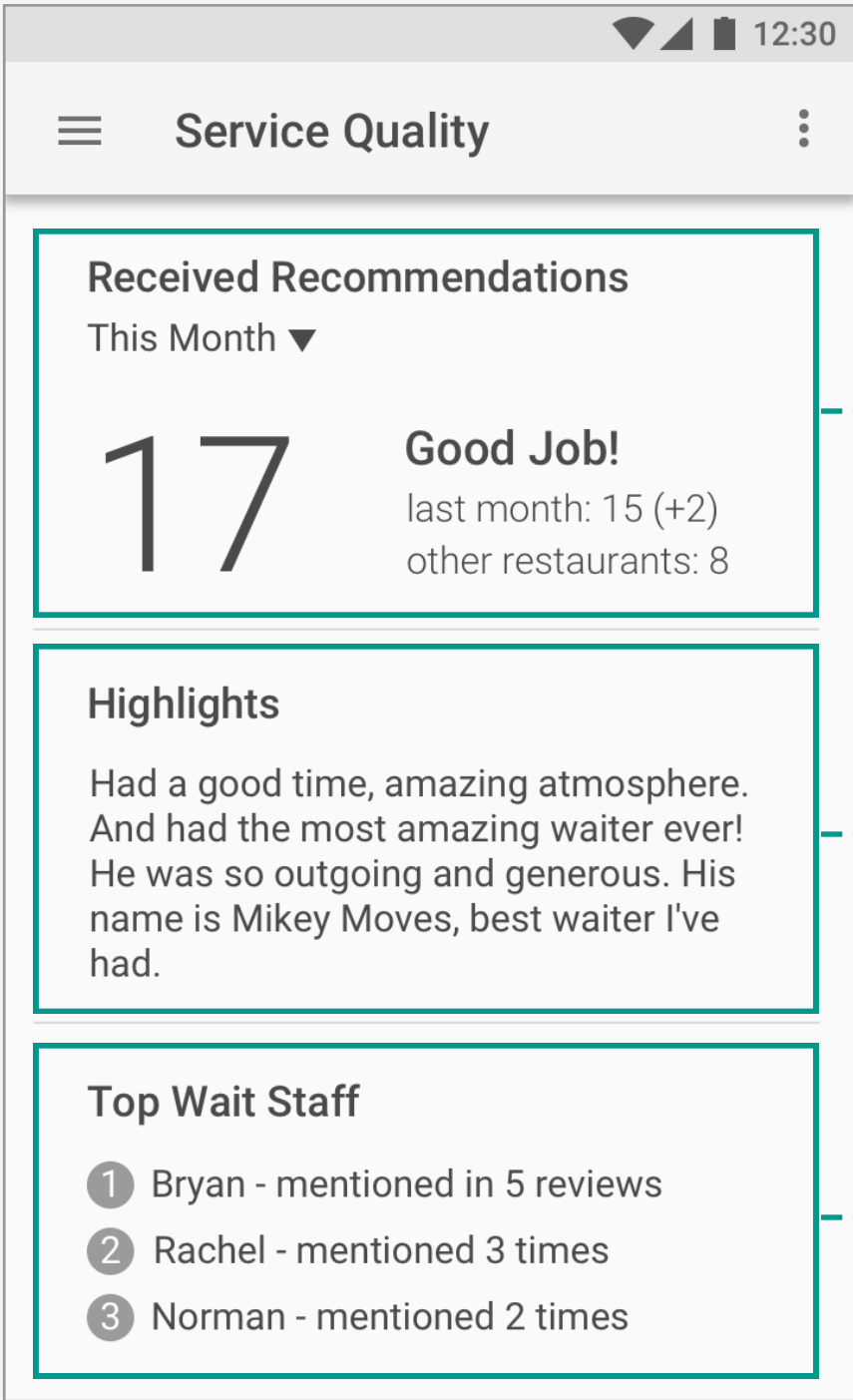
With official account, restaurant owners and servers can read and reply the customer comments. They can also check the overall service quality and individual wait staff ranking.



Reply to Customer Reviews



restaurant's reply



service quality overview

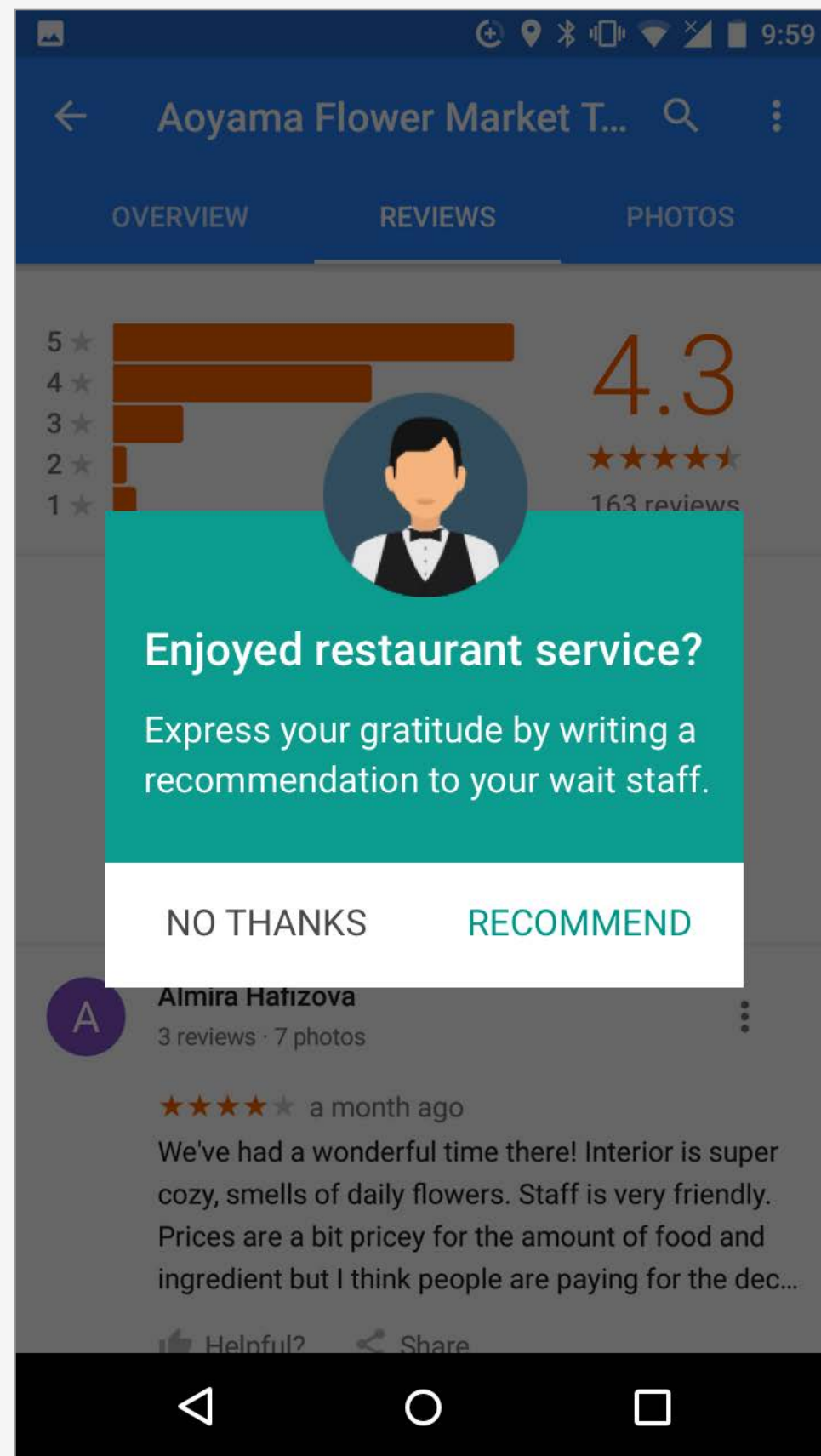
highlighted reviews of this month

wait staff who received most recommendations

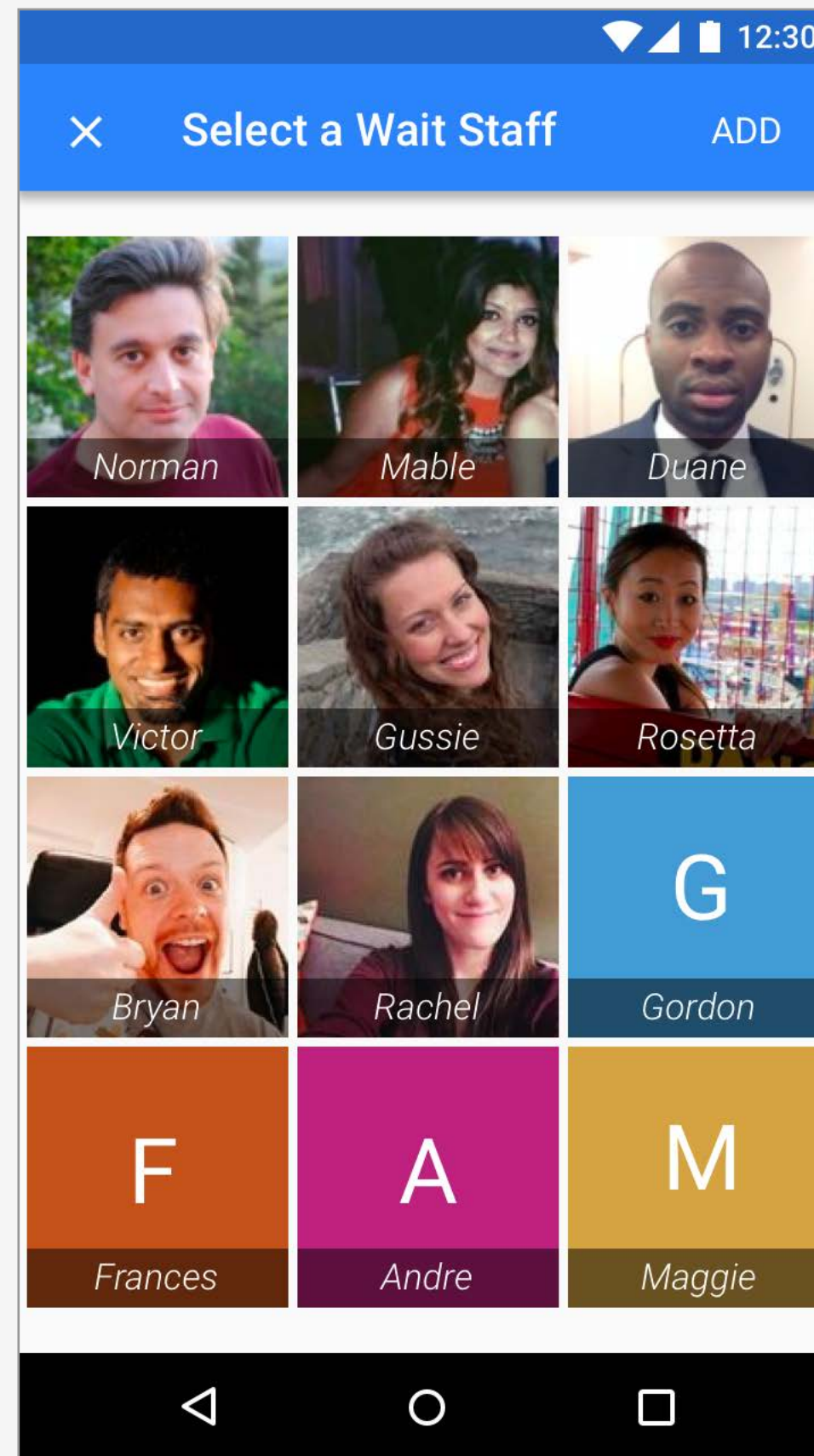
Service Quality Insights



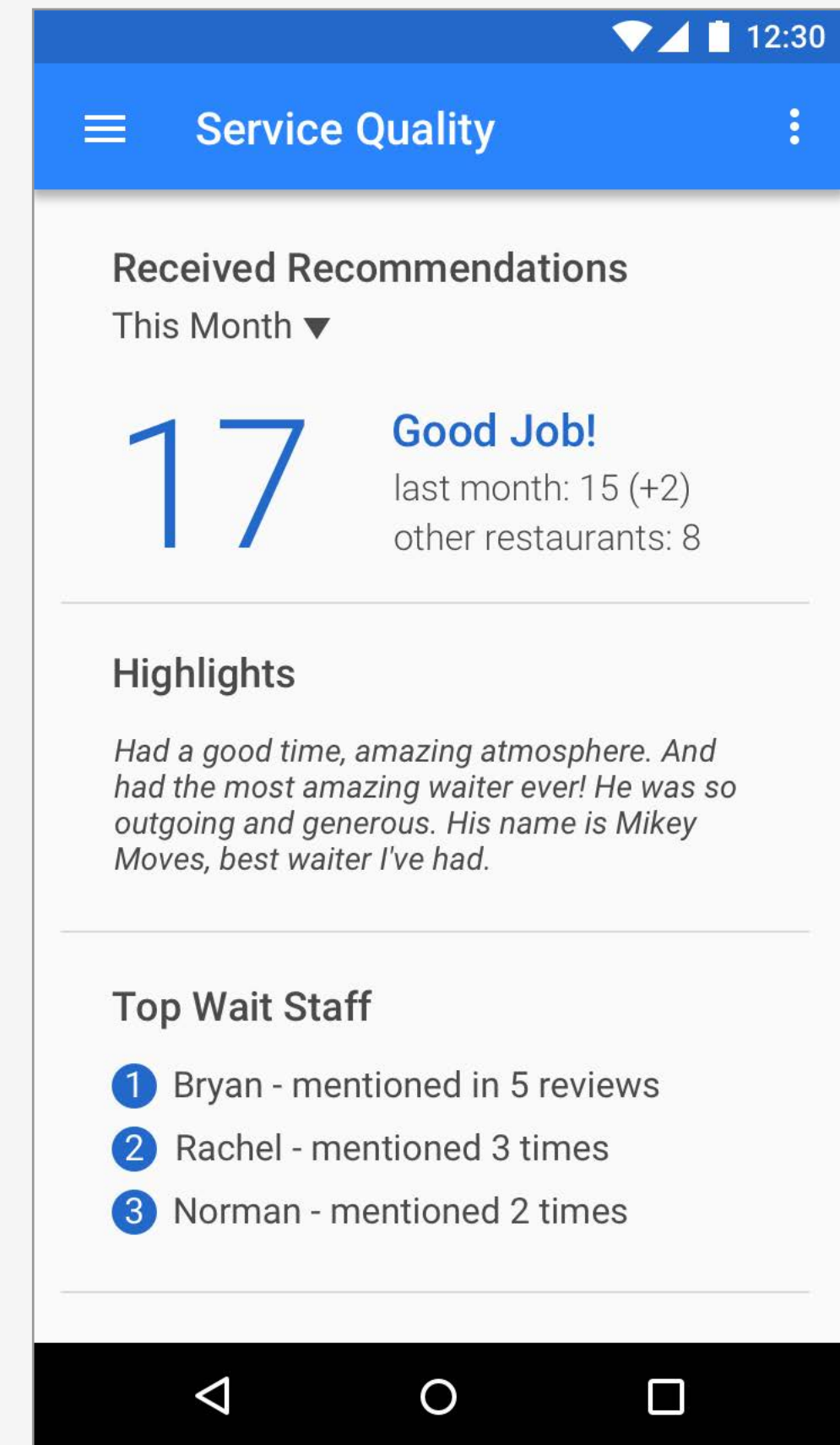
# Visuals



Dialog - Recommend the Wait Staff



Wait Staff List  
(photo credit: <http://uifaces.com/>)



Service Quality Insights

FUTURE WORK

# Future Work

1. Work with researchers to conduct formal research studies in different markets
2. Identify possible challenges of implementation and legal concerns
3. Build prototypes and conduct user testing
4. Track key metrics to evaluate the product's success
5. Iterate different designs and conduct A/B testing

THANK YOU!