

Assignment 3: Observation Assignment

Group 3

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CONESTOGA COLLEGE – PROGRAM 1372

Introduction:

On March 20, we visited the Tim Hortons outlet which is situated at 2960 Kingsway Dr., Unit: F008a, Kitchener, ON N2C 1X1 in Kitchener city.

We conducted our observation by collecting data on various aspects of this customer service-oriented store on a weekday. We observed the store during lunchtime from 1:00 pm to 2:00 pm.

Observation Details:

Location: Tim Hortons

Date and Time: March 20 from 1:00 PM - 2:00 PM

Duration of Observation: 1 hour

Limitations: We were able to record the needed data successfully without any hindrances or limitations.

Data Summary:

1. We observed the customer queue every 5 minutes and recorded the following data:

Time	Customers in Line	Queue Size (Scale: 0-3 = Low, 4-6 = Medium, 7-9 = High)
1:00 P.M.	5	Medium
1:05 P.M.	4	Medium
1:10 P.M.	9	High
1:15 P.M.	9	High
1:20 P.M.	7	High
1:25 P.M.	5	Medium
1:30 P.M.	3	Low
1:35 P.M.	3	Low
1:40 P.M.	2	Low
1:45 P.M.	0	Low
1:50 P.M.	1	Low
1:55 P.M.	0	Low

Average Queue size = 4

2. Number of employees and their function.

There were eight employees on their shift during our observation period at the store, including one manager, one supervisor, four food preparation staff, and two cashiers.

3. Time to serve the customers after they make their order.

The average time to serve a customer after ordering was 4 minutes. Some orders were served as fast as 3 minutes, and the maximum serving time was 8 minutes.

4. Customers' order size.

The majority of customers roughly 75% ordered something quick, like coffee, doughnuts, sandwiches, wraps, and popular Tim Hortons specialty food items like Timbits. The remaining 25% made larger purchases like numerous sandwiches and wraps, boxes of donuts, or large quantities of coffee.

5. Order mistakes and customer complaints.

There were no order mistakes or customer complaints that happened during our observation period, and therefore there is no data for customer complaints to record in this report.

6. Number of customers returning to the counter after receiving their order.

There were no returning customers for our observation period.

Anecdotal Observations:

1. Ordering process: When we placed our small order, the cashier who was attending to us was polite and patient, he addressed us with a great smile and also tried to ask how we were doing while efficiently taking our order.
2. Time of serving: Our order was efficiently served in just four minutes of time, and there were no mistakes with the order; it was as we ordered.

Bottlenecks or Process Improvement Opportunities:

1. For most parts, the staff was able to be quick and responsive with great situational awareness too. The area where there is a need to improve is preparing orders with more speed, as food preparation was taking more time as opposed to preparing orders that only had beverages. Retraining the food preparation staff can greatly increase the efficiency and faster delivery times for this outlet of Tim Hortons.

Conclusion:

In conclusion, our observation provided us with valuable insights into this service-oriented storefront. We were able to get to know about its process, efficiency, and area where this outlet can do better. From the data we collected during our observation period, we were able to get knowledge of customer traffic and order processing times during this peak lunchtime at this outlet.