



Enhancing the Customer Experience at SDU Canteen

Introduction

- SDU Canteen is essential for students
- Faces challenges during peak hours
- Goal: Create a smoother, faster experience.

The canteen plays a central role in student life but struggles to accommodate high traffic during busy times. We aim to enhance this experience.



Current Problems

Students often face delays and frustration while shopping due to structural and operational inefficiencies. Improving layout and flow can address these issues effectively

01.

Long queues at the cashier

During peak hours, the single cashier struggles to handle the high number of students, causing significant delays and frustration

02.

Congestion due to narrow spaces

The aisles and entry points often get overcrowded, making it hard for students to move freely and increasing overall wait times.

03.

Difficulty finding items quickly

Poorly organized shelves and limited signage lead to confusion, forcing students to spend more time searching for their desired products.

Proposed Solution

- 1.Central self-checkout station.
- 2.Optimized shelving along walls and center.
- 3.Refrigerators placed for easy access.



Data analysis

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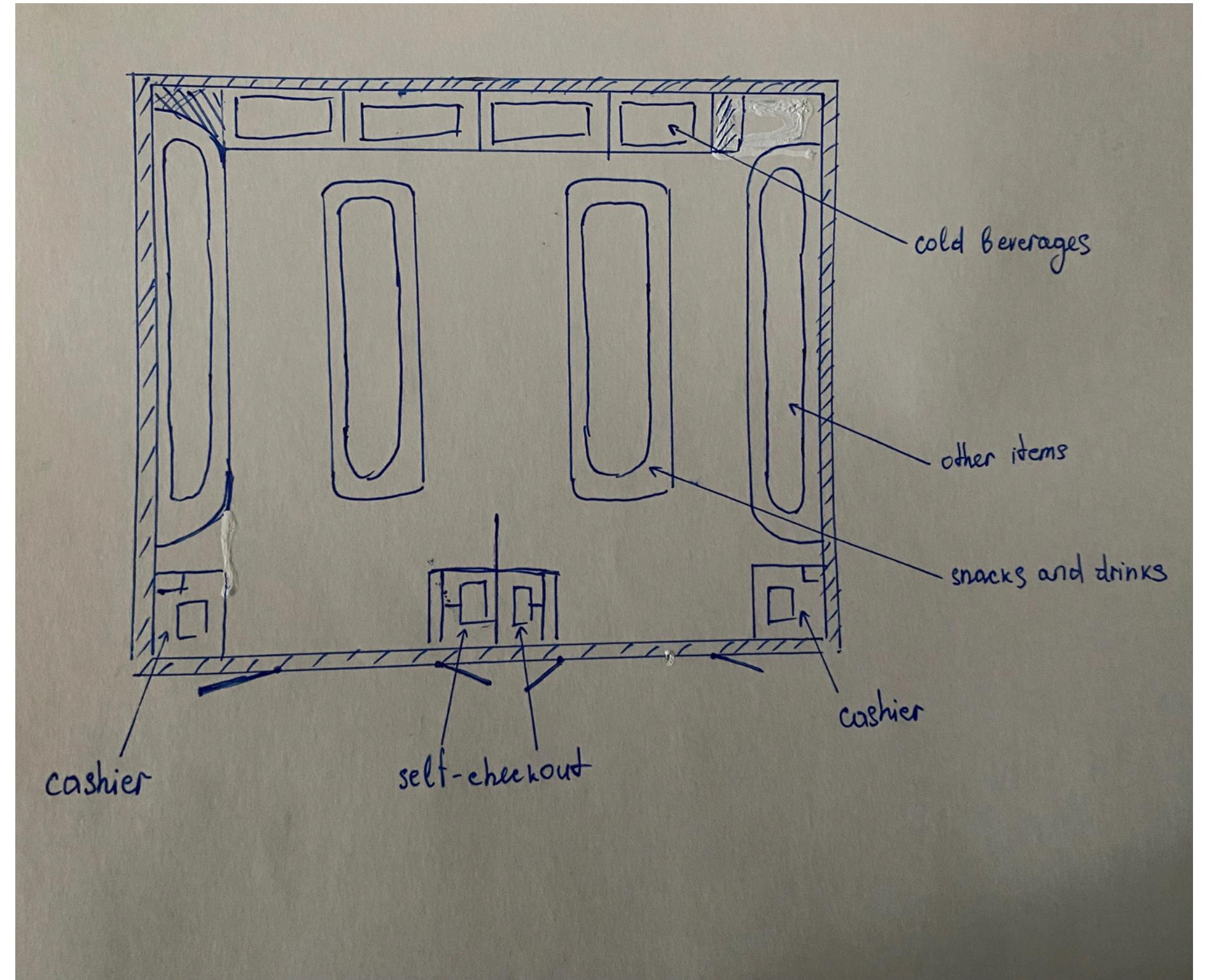
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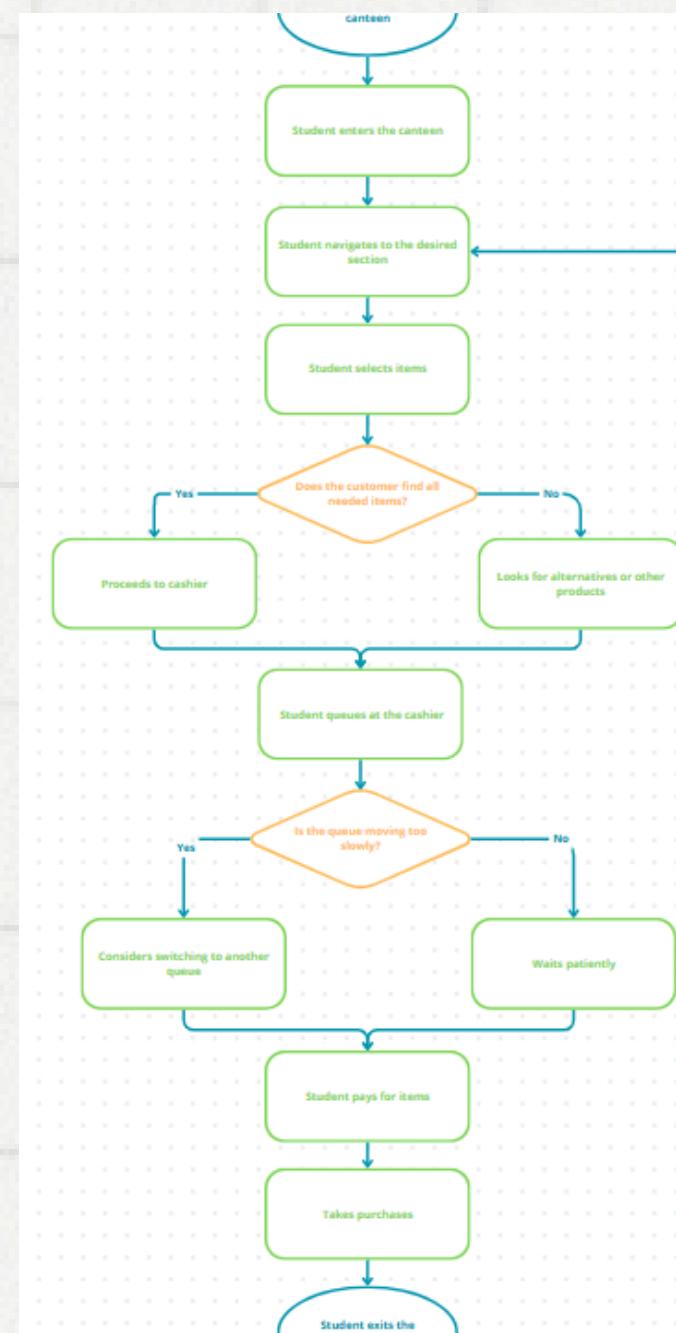
71.4%

71.4%

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User Journey Map and Task Flow Diagram



STAGE	USER ACTIONS	EMOTIONS & THOUGHTS	PAIN POINTS	OPPORTUNITIES FOR IMPROVEMENT
1. ENTRY	Enters the canteen	"Will I find what I need quickly?"	Crowding at the entrance during busy hours.	Improve layout for better traffic flow.
2. BROWSING ITEMS	Looks at shelves for snacks, drinks, and other items	"Where are the chips or my favorite drink?"	Limited shelf space makes it hard to find items.	Organize shelves by product type (e.g., snacks, drinks, sweets).
3. QUICK DECISIONS	Decides whether to buy or look for alternatives	"Should I get a drink or just a snack?"	Popular items may be sold out during peak hours.	Restock frequently purchased items more often.
4. WAITING IN LINE	Joins a short queue to pay	"I hope the line moves fast."	Even short lines feel slow due to limited cashier availability.	Add a self-checkout counter for students with a small number of purchases.
5. PAYMENT	Pays for items quickly, usually with cash or QR	"This is quick and convenient."	Rarely any, as the QR system usually works efficiently.	Promote Kaspi QR as the preferred method to further streamline transactions during busy times.
6. EXIT	Takes items and exits quickly	"That was quick, I'm ready for class!"	Crowding near the exit during rush hours.	Create a more open exit path to reduce congestion.

Prototypes

Mobile application

Improved navigation

Space optimization

Queue management system

An application for optimizing queues in the dining room, buffet and coffee shop

- 1) Pre-order dishes for breakfast, lunch and dinner in the dining room
- 2) Pre-order coffee and snacks coming with coffee at the coffee shop
- 3) Monitoring the location of the necessary goods at the university
- 4) Traffic display in each of the establishments



**Thank you
very much!**

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