

How does the historical context of the school building influence the design, acceptance, and efficiency of a food delivery system?

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Introduction

This document contains a research made for one of the sub questions that we have. The question that I needed to work on was about the history of the building TQ and how our food delivery app will be accepted and if the visitors of the building need such a building. I decided to use literature study for the history of the building, survey to find out if the visitors would accept such an idea and best, good and bad practices for the design of the app.

Literature Study

- **Strijp T, building TQ – History and Design**

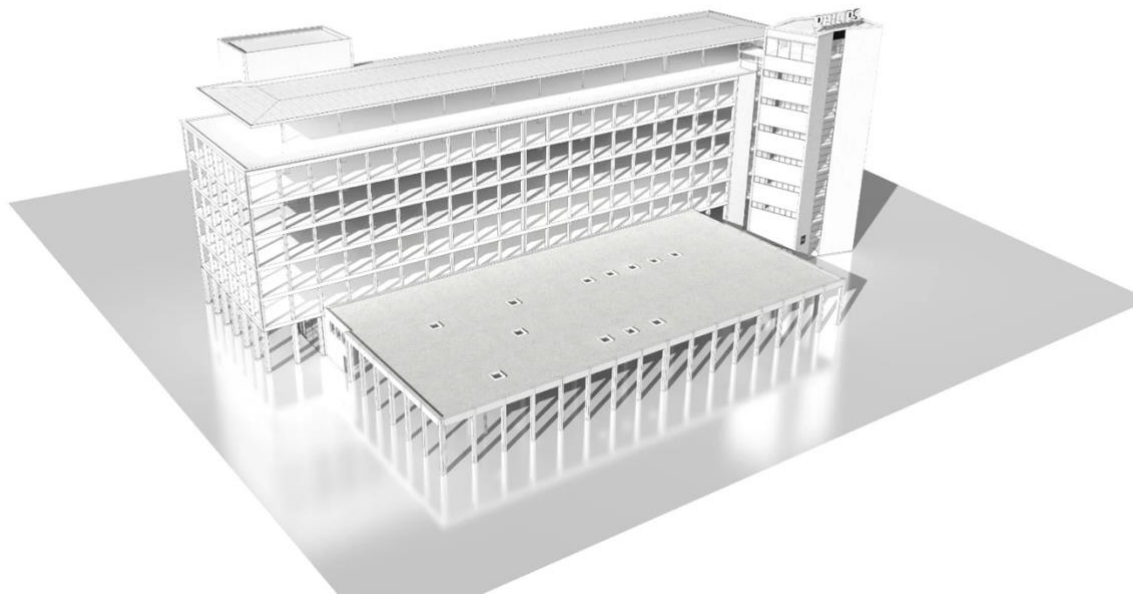
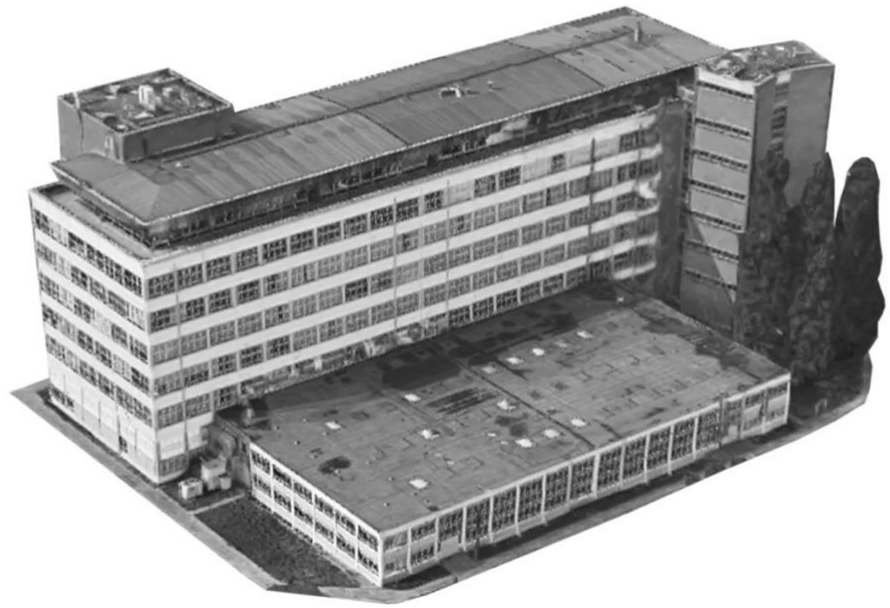
Building TQ is part of the former Philips industrial area called Strijp T. After the well-known areas Strijp S en Strijp R this area will be the next to be transformed. Strijp T will be an unique campus for the high tech manufacturing-industry; “make, create and innovate” is the motto. Strijp T used to accommodate world leading companies as ASML and NXP, now the city of Eindhoven sees it at the centre of the Brainport Region. West 8, the landscape designer that was also responsible for the Strijp S area, is contracted to design the masterplan for the whole terrain and to act as supervisor.

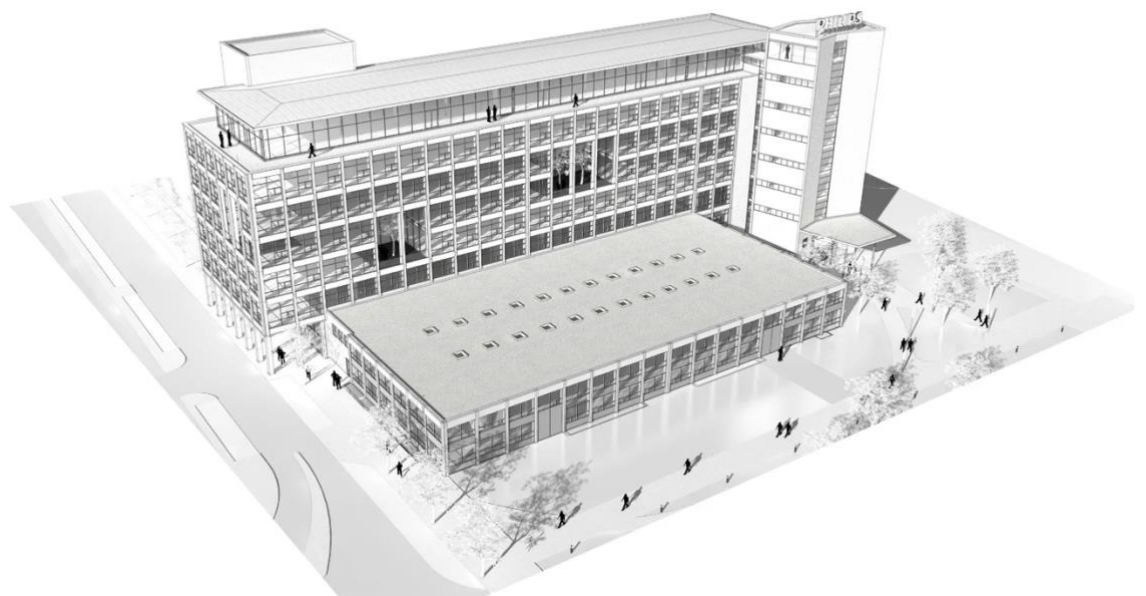
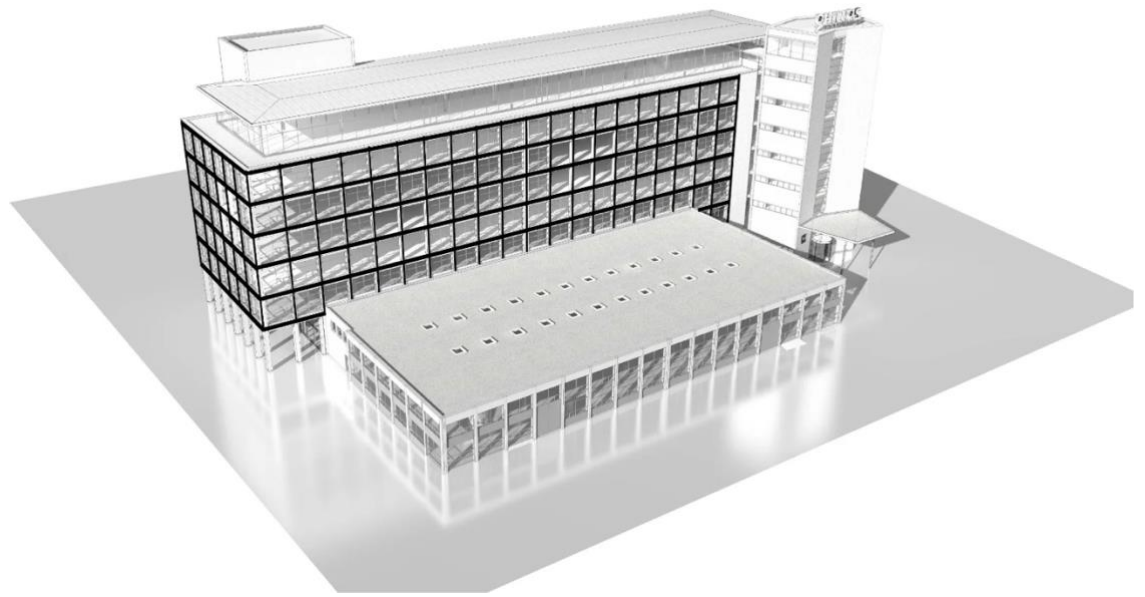
Together with Bo.2 architectuur and stedenbouw we have been asked to make a design for the transformation of building TQ 5 and TQ 6 to multifunctional commercial space.

Architecture Philips in the period 1960-1970

The original design of building TQ is from the early sixties of the nineteenth century made by the Ingenieursbureau of Philips. Despite the functional and sober character, the architecture of Philips has become very recognizable and gets more and more the respect it deserves. The buildings can be characterised by the use of very decent brickwork, modernistic white window framing made out of steel and a concrete grid that divides the façade. We took this grid as a reference and added a new insulated aluminum frame to the concrete structure of building TQ 5.

- **Development of TQ through the years**







Source: <https://www.olivierarchitect.nl/tq>

Survey

In order to have an overview if the visitors of TQ building would accept the idea of implementing a food delivery system I created a survey with questions would help us understand if the users need that kind of app and if they are going to use it.

Here are some of the results:

7 answers

 [Connecting to Tables](#) 

Accepting responses 

Summary

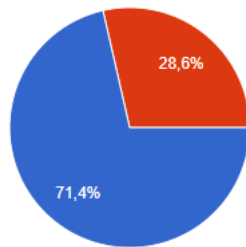
A question




Separately

What is your gender?

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7 answers

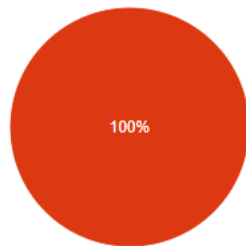






-  Male
-  Female
-  Prefer not to say

How old are you?

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7 answers



-  Under 18
-  18-24
-  25-40
-  40+

What is your occupation?

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7 answers

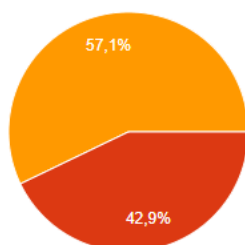


- Student
- Unemployed
- Working
- Self-employed
- Retired
- Prefer not to say

How often do you visit TQ building?

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7 answers

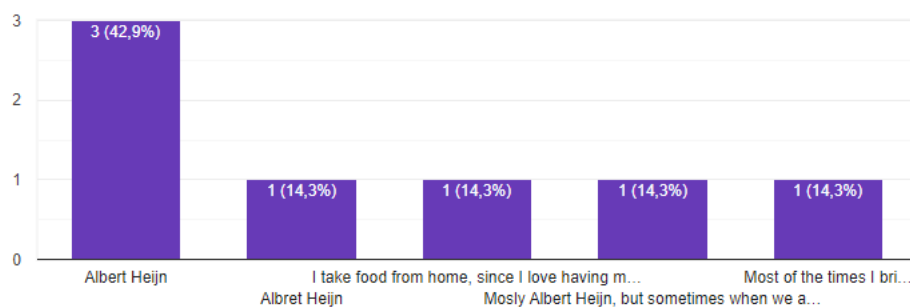


- Once a week
- Twice a week
- Three or more times a week
- I do not visit TQ building

Where do you take your lunch from when working in TQ?

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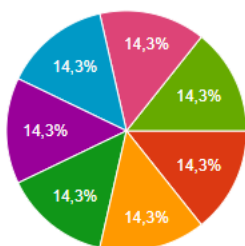
7 answers



What is your favourite kind of food to eat for lunch?

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7 answers

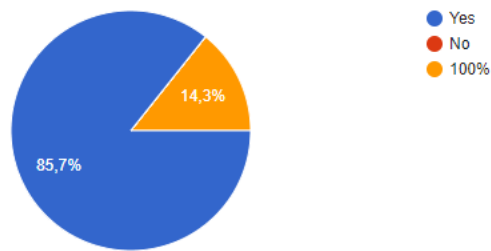


- Sea food
- Meat
- Vegetarian
- Italian
- Asian
- Fast food
- Bakery food
- Mostly salads

If there is a food delivery system in TQ, would you use it?

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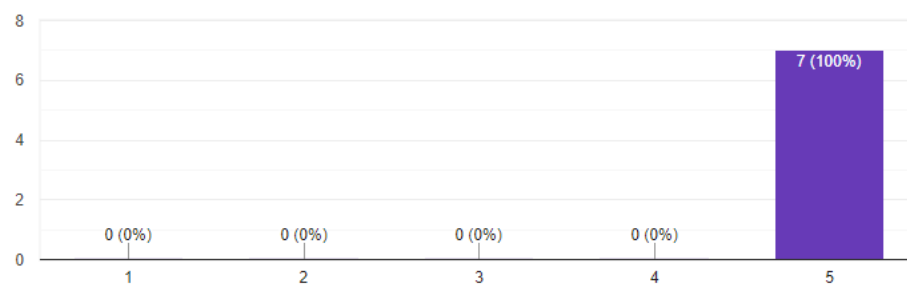
7 answers



Would you like to have a food delivery mobile app to order your lunch?

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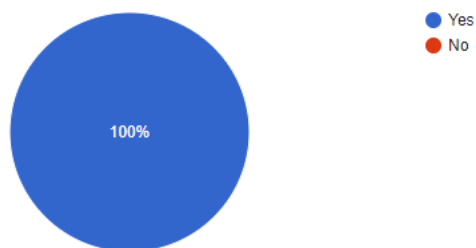
7 answers



Do you think this idea will improve the experience of the visitors of TQ?

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7 answers



Do you have any recommendations about implementing food delivery app?

7 answers

No

Unfortunately I don't

I don't

You can have a menu with different kind of food and in that case people will be able to eat different food everyday

Best, Good & Bad practices for food delivery app in TQ

- Best practices

User-Friendly Interface:

Design an intuitive and user-friendly interface that makes it easy for building occupants to browse menus, place orders, and make payments.

Quick Order Placement:

Streamline the order placement process, allowing users to save favorite orders and delivery addresses for quick reordering.

Customization Options:

Provide features that enable users to customize their orders, including special requests, dietary restrictions, and portion sizes.

Feedback Mechanism:

Include a feedback mechanism for users to provide input on their experiences, helping you make necessary improvements.

Secure Payment:

Prioritize data security and integrate reliable and secure payment methods to protect user information.

- Good practices

Diverse Food Selection:

Provide a diverse range of food options to cater to different tastes and preferences within the building.

Promotions and Discounts:

Occasionally offer promotions, discounts, and loyalty rewards to incentivize app usage.

Scheduled Deliveries:

Allow users to schedule deliveries in advance, ensuring that they can plan their meals more effectively.

Healthy Food Options:

Encourage participating restaurants to offer healthy menu choices, promoting the well-being of building occupants.

- Bad practices

Limited Restaurant Choices:

Offering too few restaurant options can lead to dissatisfaction among users who may have diverse culinary preferences.

Hidden Fees:

Avoid hidden or excessive fees that could lead to unexpected costs for users.

Complex Ordering Process:

A convoluted or time-consuming ordering process can deter users from using the app.

Ignoring User Feedback:

Not taking user feedback and suggestions into account can result in a disconnect between the app's offerings and user preferences.

Conclusion

As overall, from the research made it is clear that the visitors of TQ need such an app and they are happily agreeing on having one. When developing our food delivery app for a TQ building, it's essential to

understand the unique needs and preferences of the occupants. Regularly seek input and feedback from users to make improvements based on their experiences and expectations. Additionally, transparent pricing, reliable delivery, and effective marketing can contribute to the app's success within the building.