

CSP-588 User Centered Design

Homework - 1

- **Study the “design” of a café:**

1. **Document the workflow (communication, movement, work products / deliverables, etc.)**
2. **Describe the experience of 1) the customer (requester) and 2) the worker (provider)**
3. **Describe measures of experience (the purpose, units of measure, collection methods, etc.) and use them to assess the experience of specific instances that you observe**

1. Documenting the Workflow:

To document a cafe's workflow, we'll observe and note all the different methods involved in serving clients and fulfilling orders. Here is a simple outline:

Communication: Interaction between customers and workers, including ordering and communicating preferences.

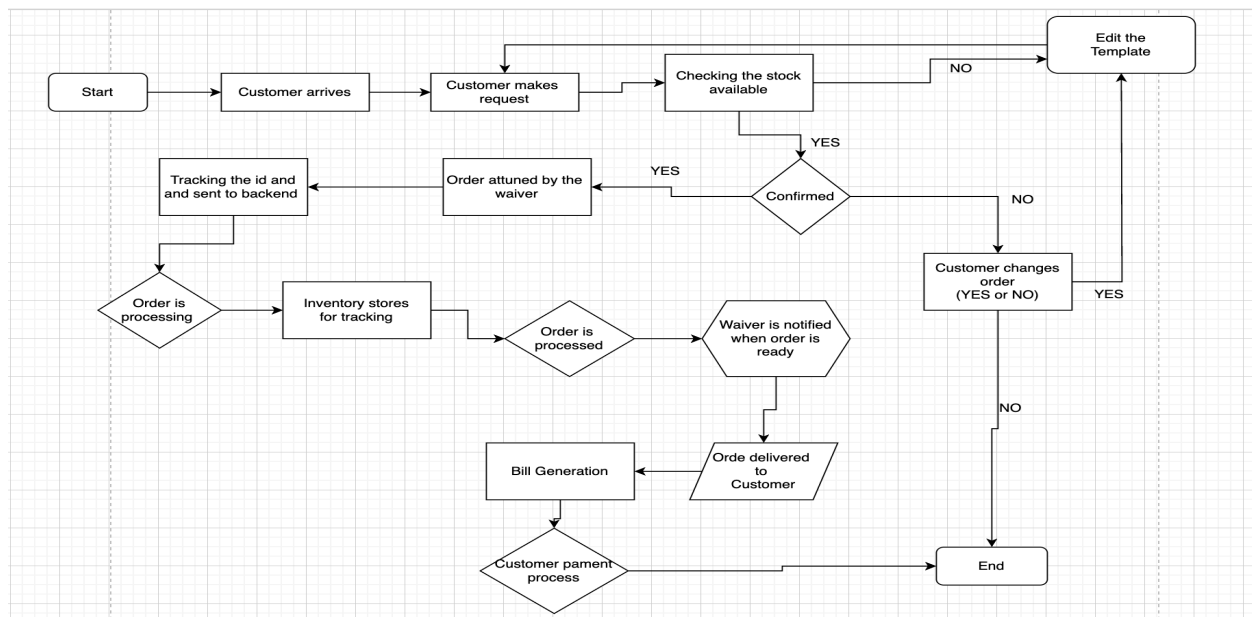
It involves the flow of information between customers and employees, particularly during the ordering process. Customers communicate their preferences, such as drink requirements or meal options, to staff members, who then process the order appropriately. This connection is essential for ensuring that customers get the things they want and that staff members can accurately satisfy their needs. Clear and effective communication improves the whole customer and staff experience, allowing for smooth transactions and increased customer satisfaction.

Movement: How employees walk around the cafe to take orders, deliver food and drinks, and serve clients.

Movement in the café refers to the physical actions of the staff as they walk the area to complete various responsibilities. This requires moving between stations to accept orders, make food and beverages, and finally serve guests. Efficient movement patterns are essential for reducing waiting periods, increasing production, and providing timely service. To execute their tasks properly, employees may need to move around supplies, coworkers, and consumers. Optimisation of movement within the café adds to a more efficient workflow and improves the entire dining experience for clients.

Work Products / Deliverables: This includes the physical objects set up, such as beverages, food, and any additional services offered.

Work products or deliverables in a café are the actual results of the staff's work, which are largely beverages, food items, and any additional services provided to clients. These items are the end result of the café's activities and are delivered to consumers directly upon finish. The quality, presentation, and timing of these deliverables all have a major effect on customer happiness and experience. Work products may also include promotional catalogs, rewards cards, or other value-added services offered by the café, in addition to consumable things. Efficient product management provides consistency and meets customer quality and service requirements.



2. Describing the Experience:

We want to document both the worker's and the customer's experiences.

Customer Experience (requester): Provide specific details of customers' contacts with the café, such as wait times, order correctness, staff friendliness, atmosphere perception, and overall satisfaction levels. This includes ambiance, ordering convenience, wait time, service quality, meal and drink flavor, cleanliness, and overall satisfaction.

The customer experience at the café is impacted by a variety of aspects that contribute to client satisfaction. The dining experience is defined by the ambiance, which includes lighting, decor, and music. Ordering is simple, and wait times are short. Accurate orders and friendly staff interactions contribute to a pleasant atmosphere. Quality service is distinguished by attention and reactivity, which improves the whole experience.

The flavor and appearance of food and drinks are important factors in meeting client foodie expectations. Proper hygiene and cleanliness standards are important in maintaining a pleasant atmosphere. These factors influence consumer opinions and satisfaction levels. An effortless combination of these aspects increases the chance of return visits and favorable feedback to others.

Worker Experience (provider): Describe the café staff's experiences, taking into account elements such as workload, stress levels, interactions with clients, fulfillment with work, and any obstacles they face during their shifts.

The café's worker experience includes a variety of factors that affect employee satisfaction and performance. Workload and stress levels are impacted by the number of orders, time restrictions, and shortages of workers. Interactions with clients, from friendly exchanges to resolving complaints, impact employees' overall work atmosphere. Recognition, opportunities for progress, and alignment with personal beliefs all contribute to job happiness.

Multitasking, maintaining composure during busy periods, and responding to unexpected occurrences are all potential challenges throughout shifts. Despite these drawbacks, excellent interactions with customers and an encouraging team interaction may improve café employees' overall job satisfaction and satisfaction.

3. Describing Measures of Experience:

Various measures can be used to measure experience, including:

- **Customer Experience Metrics:** These may include feedback surveys, feedback and ratings, average waiting periods, accuracy of orders, and repeat customers.
- **Worker Experience Metrics:** These may include surveys about worker satisfaction, worker turnover rates, fulfillment of orders time, order processing errors, and staff feedback on efficiency of workflow and satisfaction with work.
- **Purpose:** Clearly describe the objective of each experience metric, such as transaction duration for efficiency, ratings of client happiness for service quality, and staff mood for interactions with others.
- **Units of Measurement:** Specify whether each measure is number (e.g., minutes for the duration of the transaction, ratings on an index of 1 to 10 for pleasure) or qualitative (e.g., describing categories for staff behavior).
- **Collection Methods:** Explain the way each measure is gathered, whether by observation alone, feedback from customers, interviews with employees, or any combination of approaches. Emphasize the confidence and authenticity of each data collection method.

Assessing Specific Instances:

We might use the determined measures to particular situations you see in the café. For an example:

- **Customer Experience Assessment:** You can assess the speed at which orders are taken and delivered, whether customers are happy with their purchases, and if there is feedback or concerns. Also, observing how employees

manage consumer issues or remarks also provides insights about customer service effectiveness.

- **Worker Experience Assessment:** You can examine how employees manage their tasks, how they communicate with one another and with customers, and whether they show symptoms related to anxiety or displeasure. Employees who show signs of stress or dissatisfaction such as tense body language or regular issues, may be experiencing underlying challenges at work.
- **Overall Efficiency Assessment:** An overall review of the café experience suggests that, while customers enjoy the comfortable design and the quality of the food and beverages available, there are regions for improvement. Order wait times could be longer than expected, causing customer displeasure. However, staff warmth and attentiveness have a beneficial impact on the whole experience. Overall, the café delivers a nice experience for consumers, but addressing concerns such as wait times and managing workloads should improve both customer and staff satisfaction.

Submitted by:

Sailavanya Narthu

A20516764

snarthu@hawk.iit.edu