OUR FOOD STALL

(Description)

- Our food stall is in the MFU canteen area (D1), focusing on selling rice and curries.
- We prepare the dishes beforehand and store them separately in each tray.
- There will be three counters (rice, curries, and payment)
- We assign a staff member to each counter for a more streamlined process.
- We have a staff to serve the rice and one or two staff for the curry counter.
- The staff at the payment counter is responsible for verifying the payment and helping the curry counter.
- Firstly, a customer will get a plate of rice from the counter. And then, go to the curry counter to put them there. Lastly, pay for the meal with QR payment and show the e-receipt at the payment counter.
- The same process for take-away orders.
- // The pricing is 30 baht for a plate of rice with two curry choices. Extra 5 baht for one extra curry.

What Problem will we solve?

- Customer Service: We are losing potential customers due to one common reason:
    - Long waiting time which is caused by the long queue.

What/How will we change, combine and re-apply?

1. **Food Ordering System**
- **Change**
    - Instead of having one staff multitask, we separated the process into three counters.

- **Re-apply**
    - Use the same preparation processes for curries and store them in separate trays.
    - We will only accept QR payment for a smooth process in payment.
- **Combine**
    - Use the combination of self-service and customer service. (The staff will prepare the meals while the customers have to do the payment themselves.

Briefly explain how you intend to present this task.

First, we will highlight the common problem we face. Then, we will ensure our audience has been facing the same problem. After that, we will present the solution that we have made. And we will demonstrate the results before and after implementing our solution. We will also include the pros and cons of our solutions.

Analysis

Principle

- Efficiency (General)
    - Optimize staff roles and processes
    - General Principle for long queue and repeated cuisine.
- Customer Satisfaction (Specific)
    - Improve customer service and give better life quality to students
    - Make the menu accessible to a broader audience

Rational

- **Cause** → Rush hour
- **Effect** → Long queue, time-consuming
- **side effect** → sweat, hunger, anger, out of stock, late to class, losing patience

Regulation

- **Category** → assigning staff to each counter
- **Grouping** → grouping rice and curries

Mental Model

- **Second Order**
  - people who hate long queues → see it as a stressful task
- **Archetype**
  - as a student → sees the experience as a daily struggle

Frame

- What common problems do we have?
- How can we arrange the priority of the problem?
- When does the problem occur?
- How many solutions can we find and compare?
- What is the best solution? Why?
- How can we produce the final output with an effective and convenient solution?

Objective

We want to provide delicious, convenient, and cheap meals most effectively. Our goal is to solve the inconvenience of having meals during rush hours.