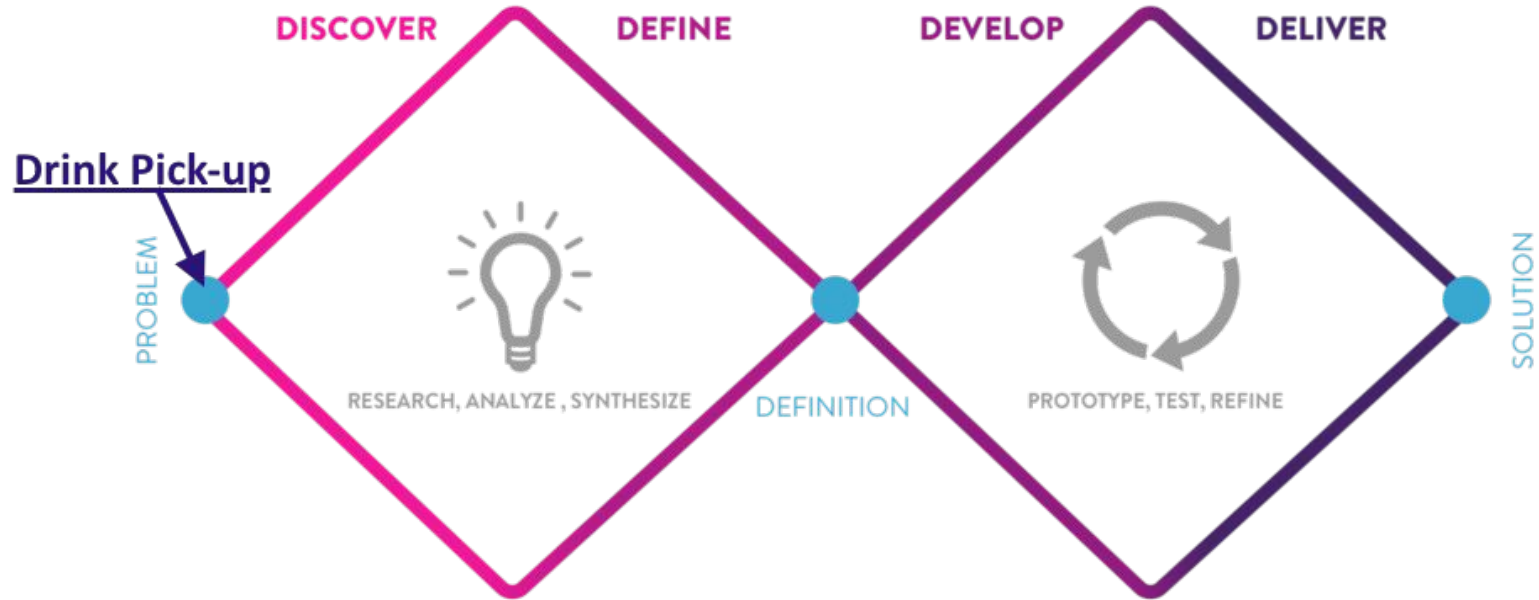
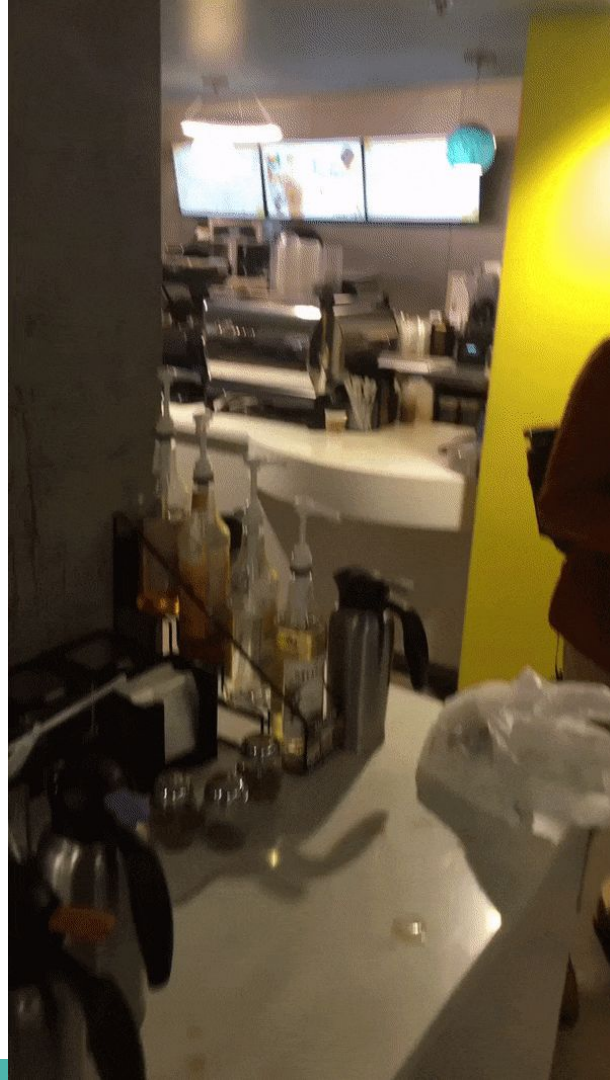

Redesigning Audrey's

9AM Studio

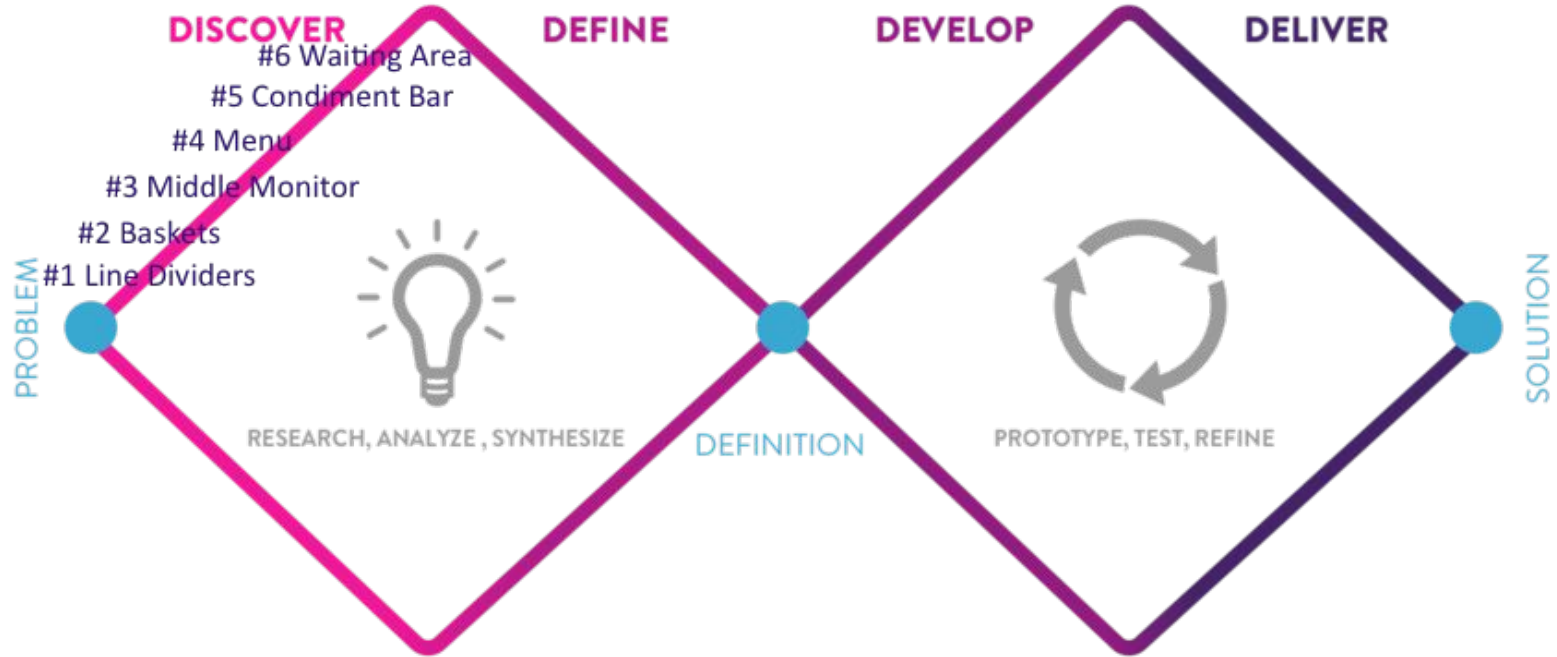
Evan Barosay, Carter Duong, Tommy Rich, Alex Tunchez, Esther Wang

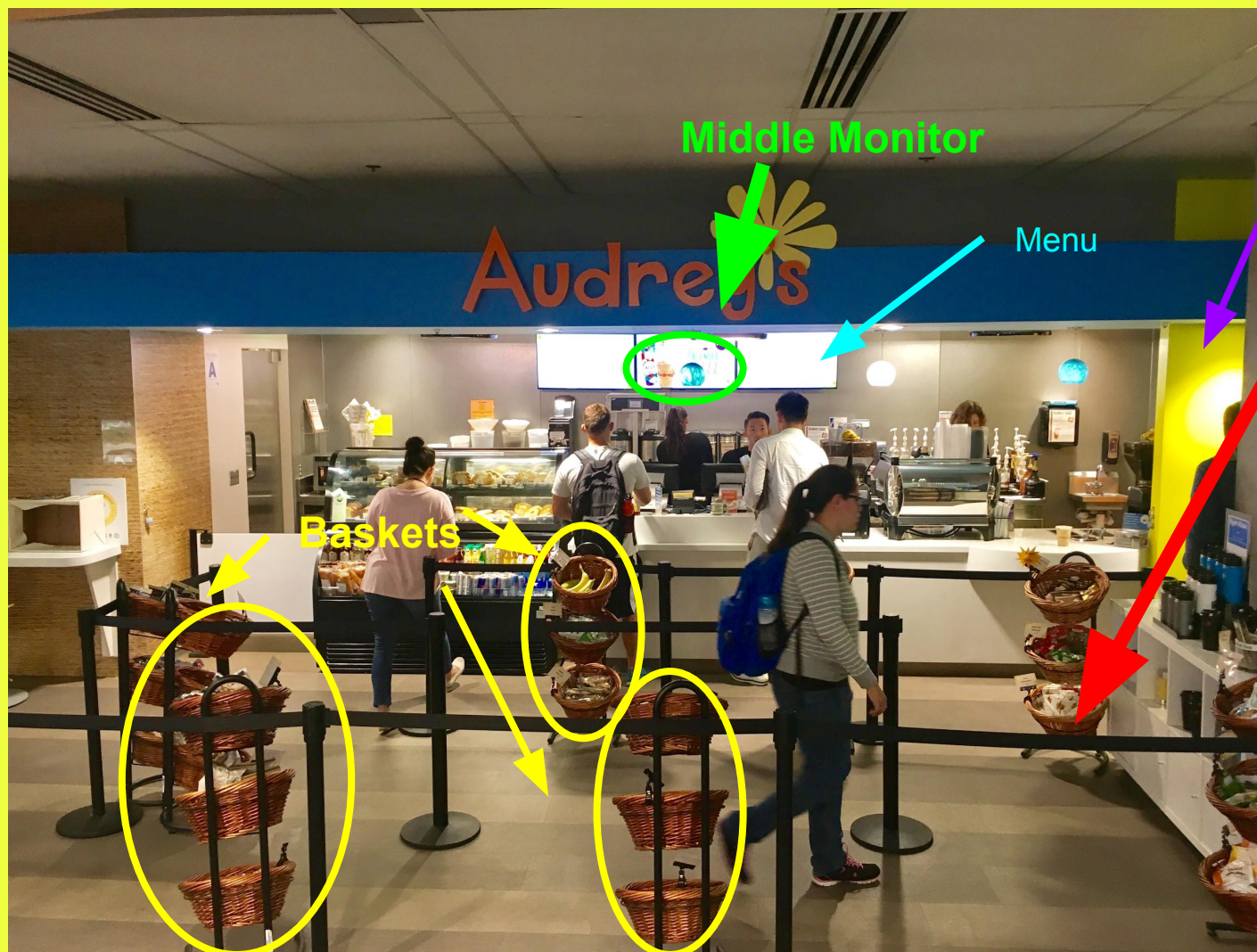
Our Approach:





Our Approach:





The Problem (s)

Line Dividers	→	Entrance is unintuitive
Baskets	→	Not discoverable
Middle Monitor	→	Pointless
Menu	→	Hard to read and understand
Condiment Bar	→	Puts responsibility on customers
Waiting Area	→	Small, crowded

Observations

Who

Customers & Baristas

Where

Audrey's in Geisel Library

Why

To study people's habits that could not be asked in interview questions

How

Observed 3-7 hours on 3 different days. Logged every notable interaction between users and systems

Observation *Trends*

- People tend to ignore the line dividers if there are not any people waiting in line
 - Customers bunch up near waiting area
 - Condiments do not get refilled unless customers tell the workers or the workers go on their own accord
 - The line dividers are useless when Audrey's only has 0-2 people in line
 - The waiting area gets overcrowded during busy period
 - Customers are responsible for telling staff when condiments are empty
-

10

In-Person Interviews

92

Survey Participants

11%

Of participants work at Audrey's

Interviews - What did we learn?

1. People who didn't work at Audrey's did not know what the featured drink on the middle monitor was
 - a. 1 of 8 participants were able to tell us the featured drink

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 - a. 57% of people surveyed never get a snack from the baskets
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2. People did not know many of the items in the baskets
 - a. 57% of people surveyed never get a snack from the baskets
 - b. In-person interviewees did not buy snacks
3. People tend to order the same drink
 - a. 54% of people surveyed never order a different drink

Interviews - So what?

1. Middle monitor is not being utilized well
2. Although customers may pass baskets, they don't notice what is in the baskets
 - a. Product placement can be improved on
3. People are not inclined to try new drinks
 - a. The menu is really only used by new users

Data Analysis

Found repetitions in certain issues and thus came up with the problems:

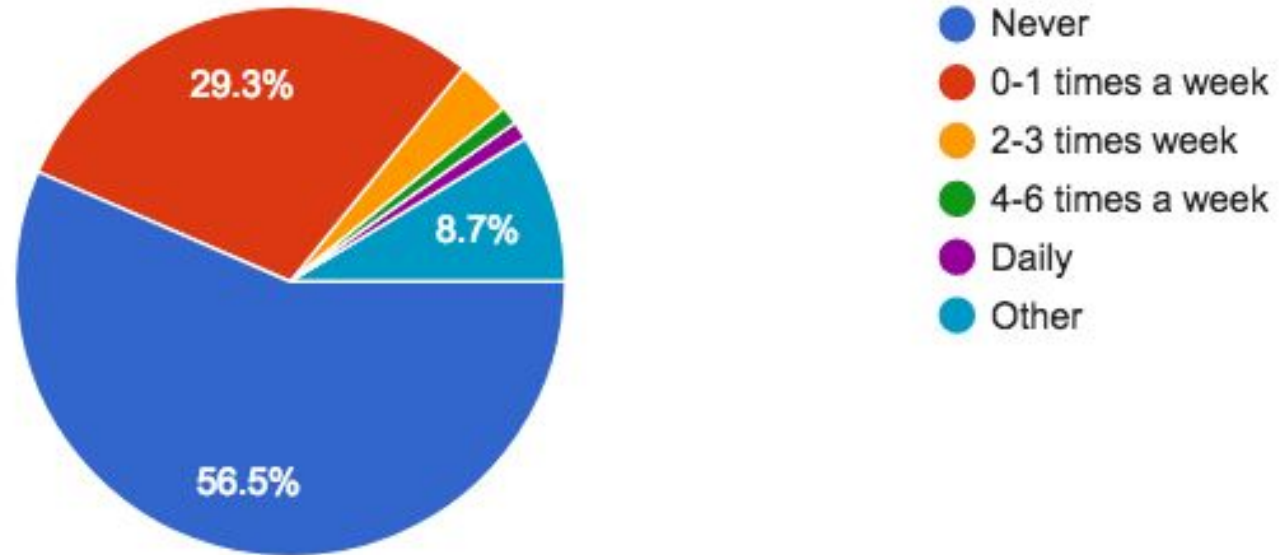
- Line Dividers
- Baskets
- Middle monitor
- Menu
- Condiment Bar
- Waiting Area

[illegible]

Baskets

How often do you get a snack from the baskets?

92 responses



Baskets

“I honestly don’t notice what’s inside the baskets in line” Customer

“Most people when they are walking up to the register are staring forward at the menu and do not notice the baskets” Follow up with a barista

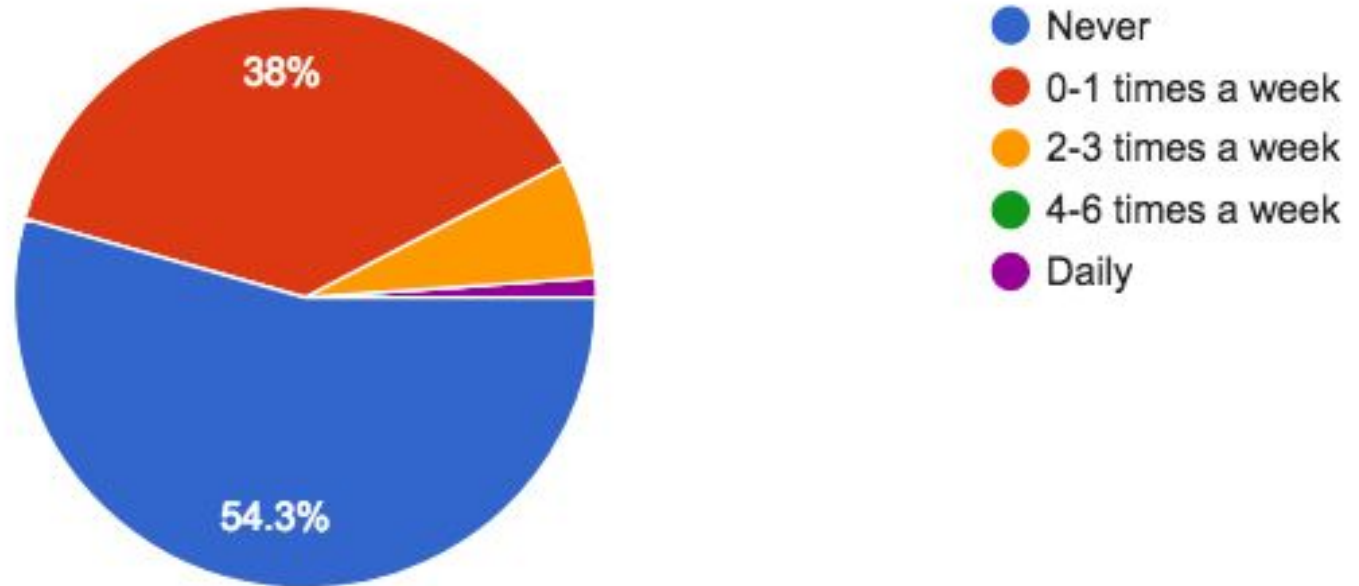
Middle Monitor

1 participant knew
featured drink

Menu

How often do you order a different drink?

92 responses



Menu

“I don’t know what a lot of the menu items are, so I just stick with what I do know”

Male student, common Audrey’s customer

Condiment Bar

OBSERVATIONS



- Customers were notifying staff about out-of-stock items
- Customers seemed annoyed when doing so

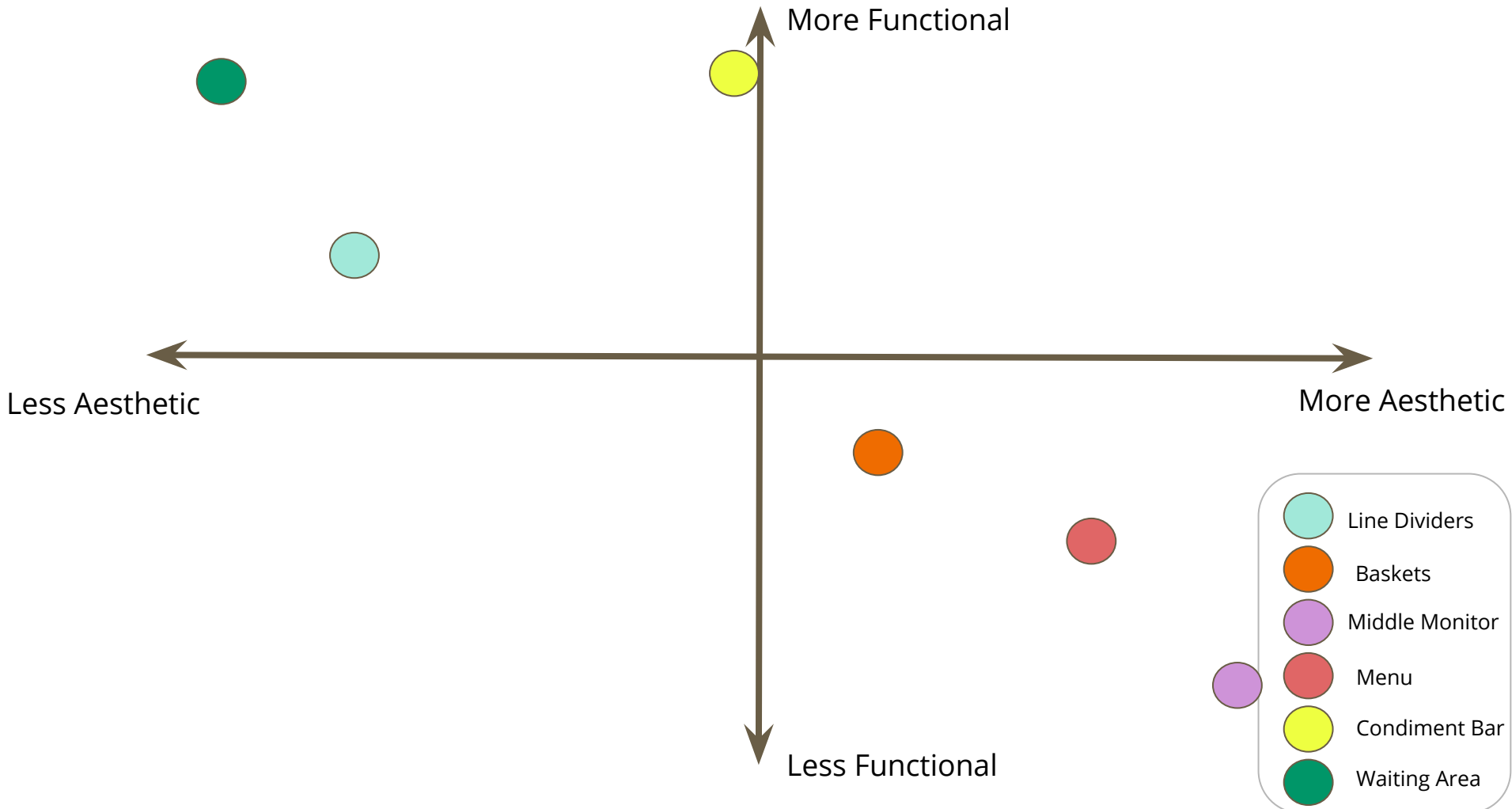
Waiting Area

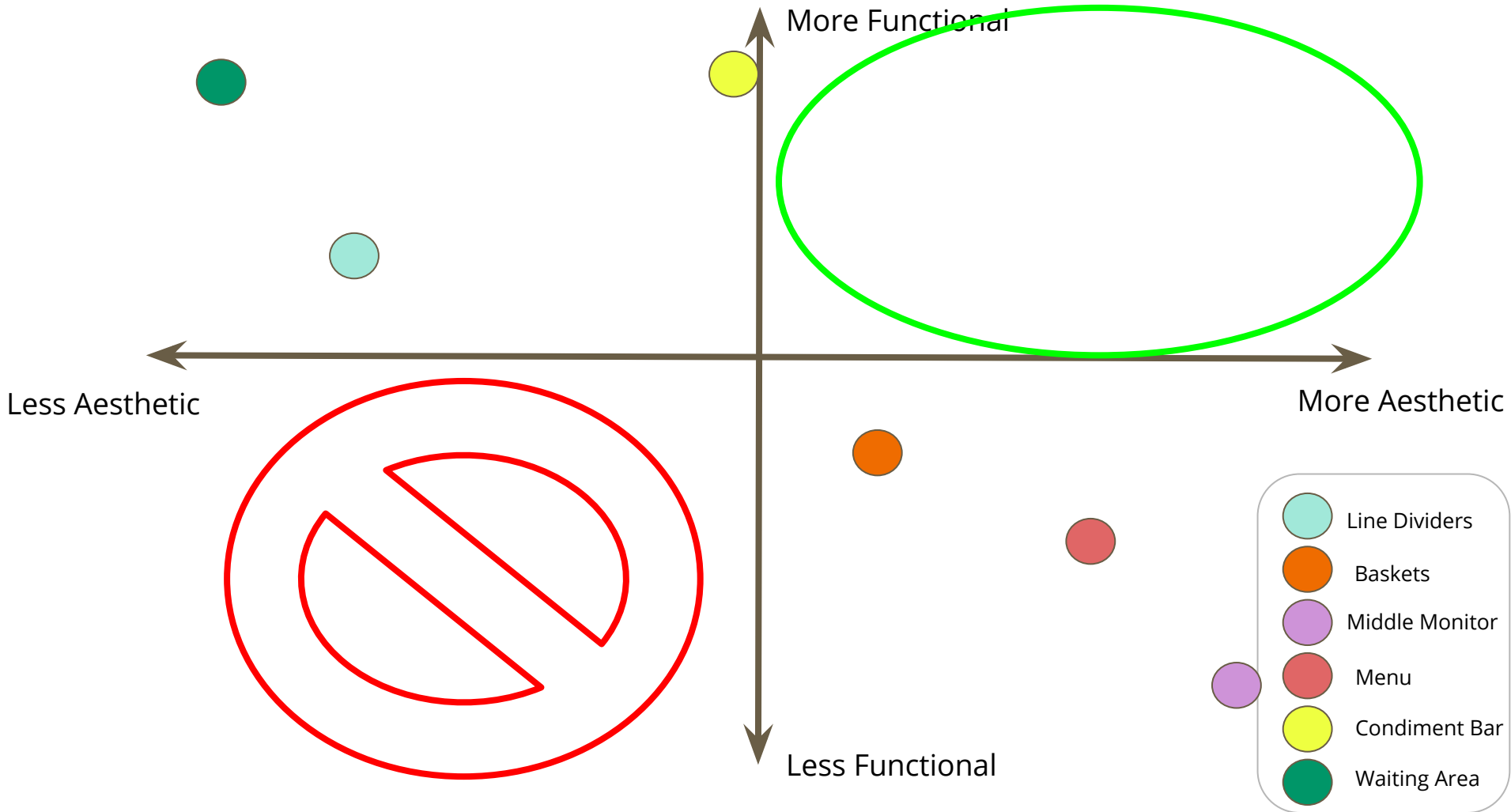
“The wait area for drinks makes it **difficult** to hear your name or see your item especially when there is a **crowd**. I've had my **drink get taken** by mistake by someone else before... **Multiple times.**”

“Having **more waiting area** for people while drinks are being made”

“The area where you wait for your drink is **pretty small**”

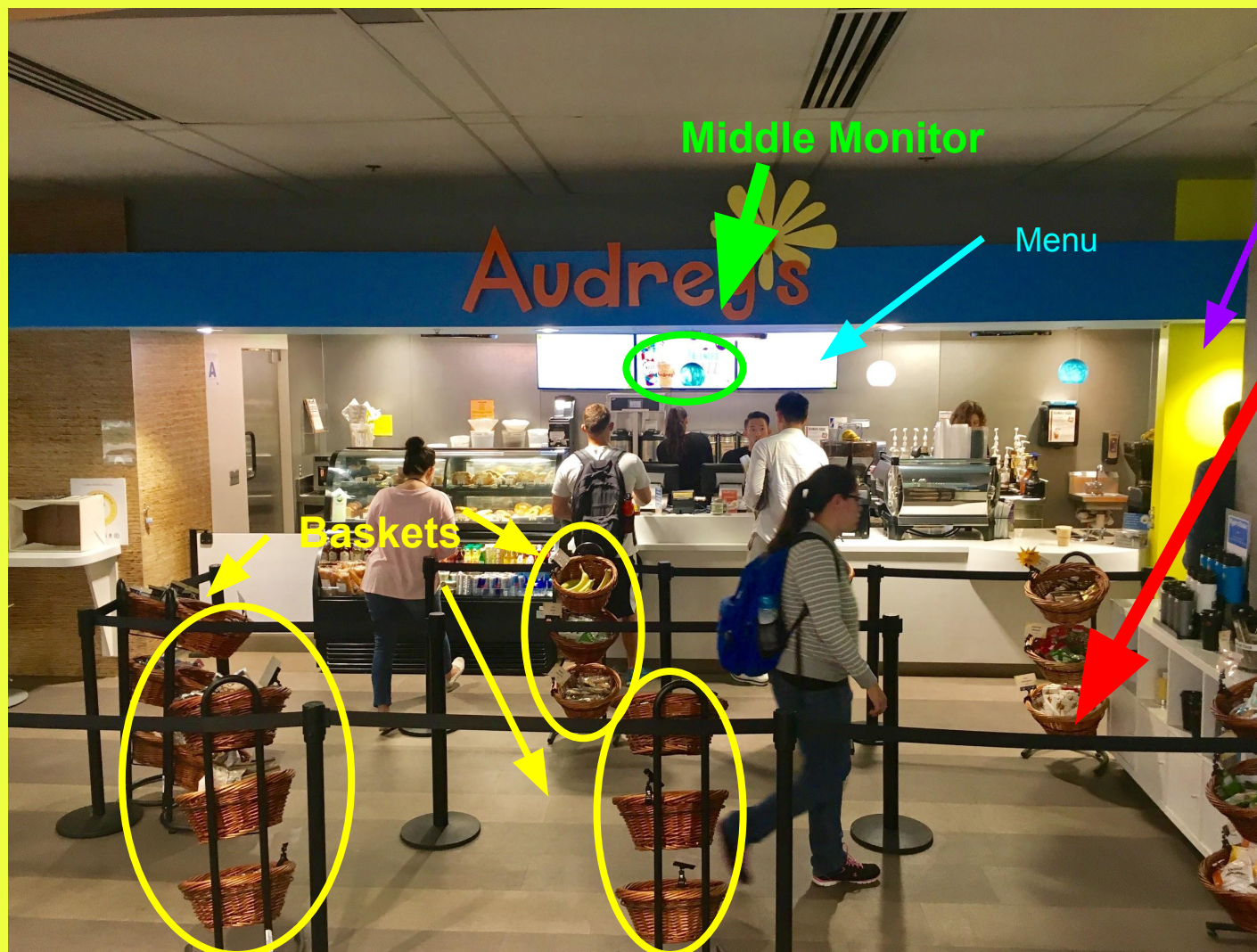
“**Better waiting area** for after you order your drink”





THE NEW AUDREY'S COFFEE SHOP:

SEE PROTOTYPE



Audrey's Menu

EX:

Latte.....\$3.25

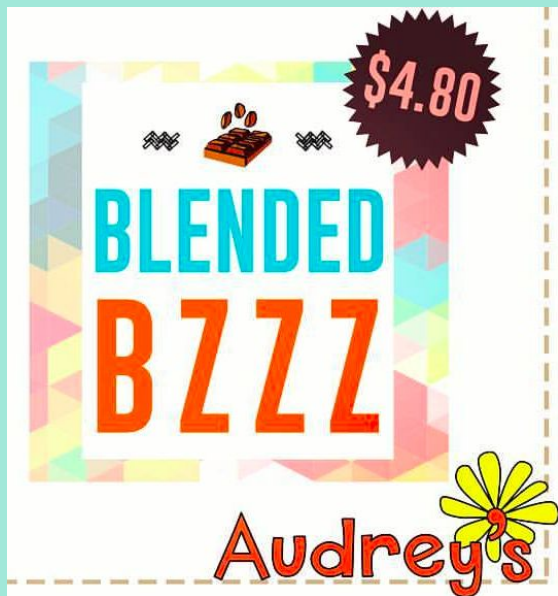
Steamed milk poured over 2 espresso shots

London Fog.....\$4.00

*Vanilla syrup combined with Earl Gray tea
and steamed milk*

Dirty Chai.....\$4.50

Chai powder and milk with 1 espresso shot



Conclusion - Next Steps!

- Testing prototype
- Redesigning the inside
- Applying our solutions at other cafes/restaurants

Thank you!