

# Design Sprint II: Service Design Solution

# Tim Hortons

## Improvement of Students Purchasing Food During Peak Hours

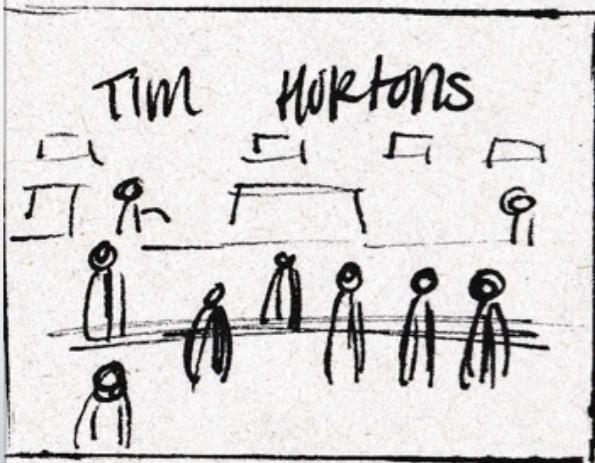


## Problem

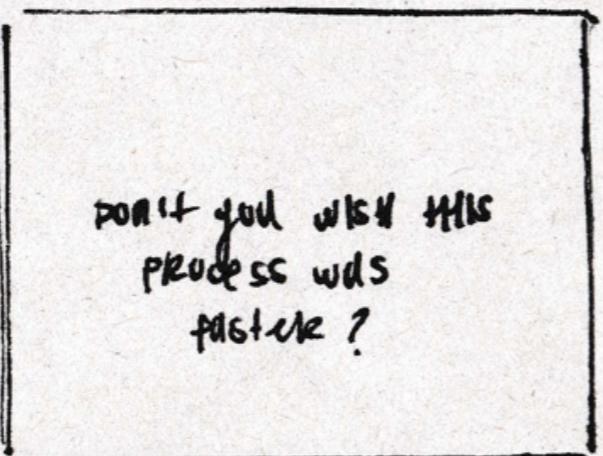
Based on our observation study, we've learned that during peak hours the Tim Hortons line (B-Wing) gets excessive wait times up to **20 minutes** before beginning to place an order

# Solution

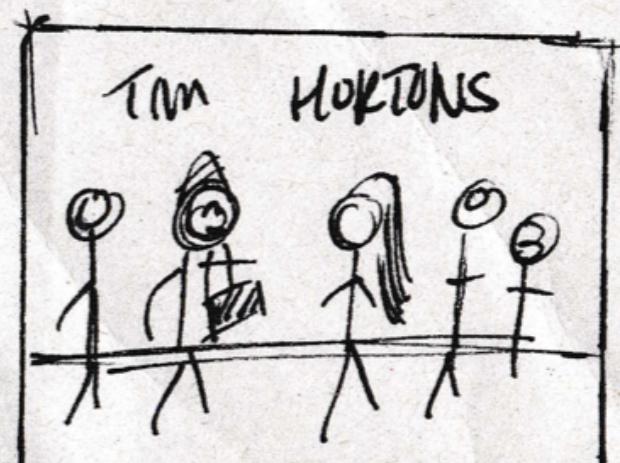
## Tim Hortons In-Line Order Streamlining Process



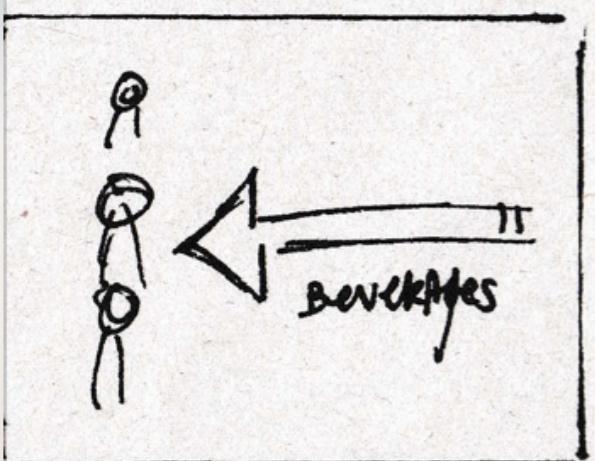
shot of line taking tank



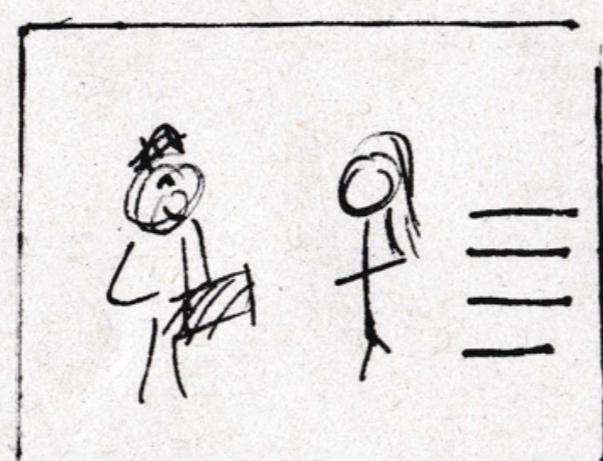
introducing streamlining  
order-taking at mcdonalds



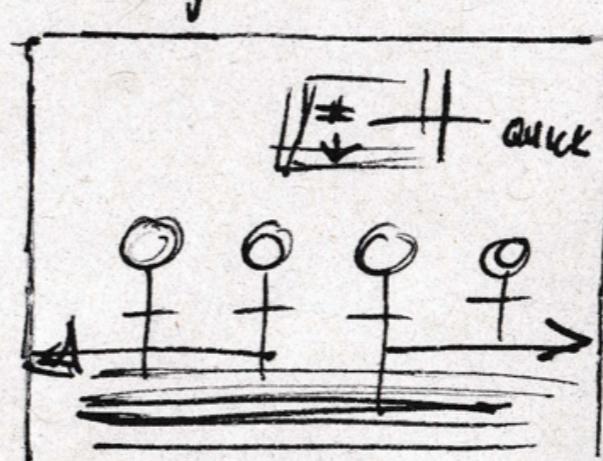
overview of staff  
taking order



settle the beverage  
line mention



barrett taking order  
in line  
- highlight features



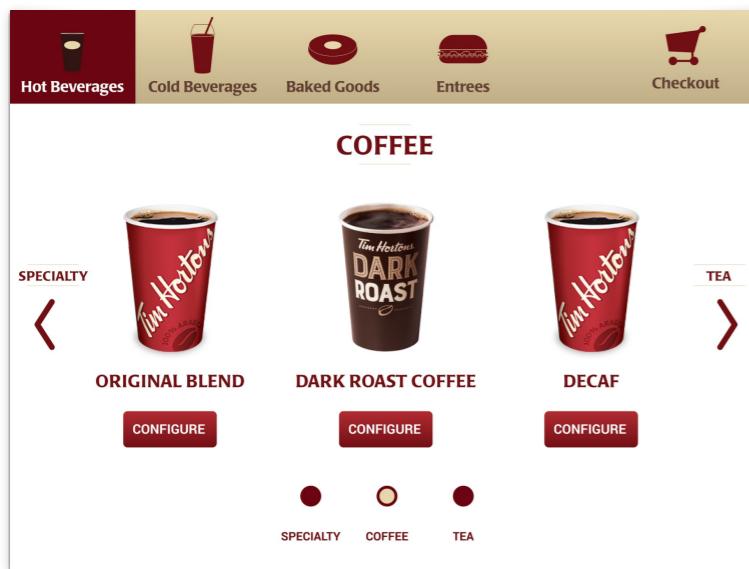
PAN over line progress



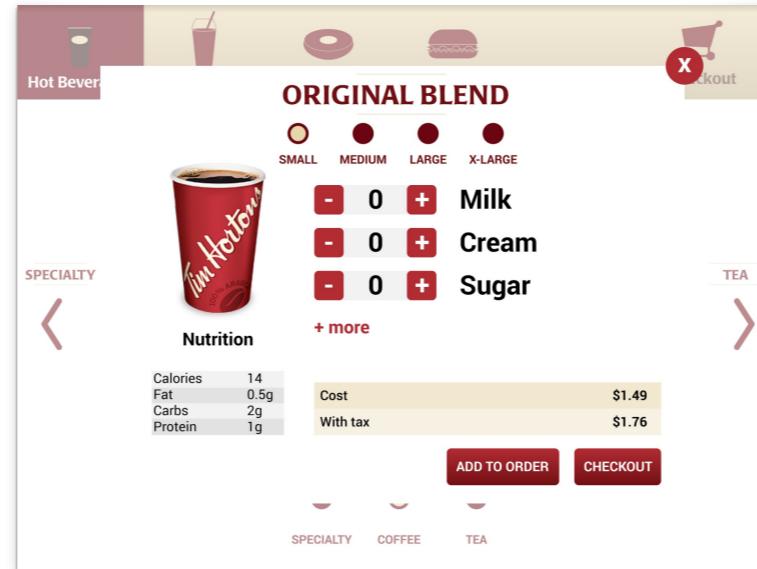
customer receives  
order, happy  
+ satisfied.

# Prototype

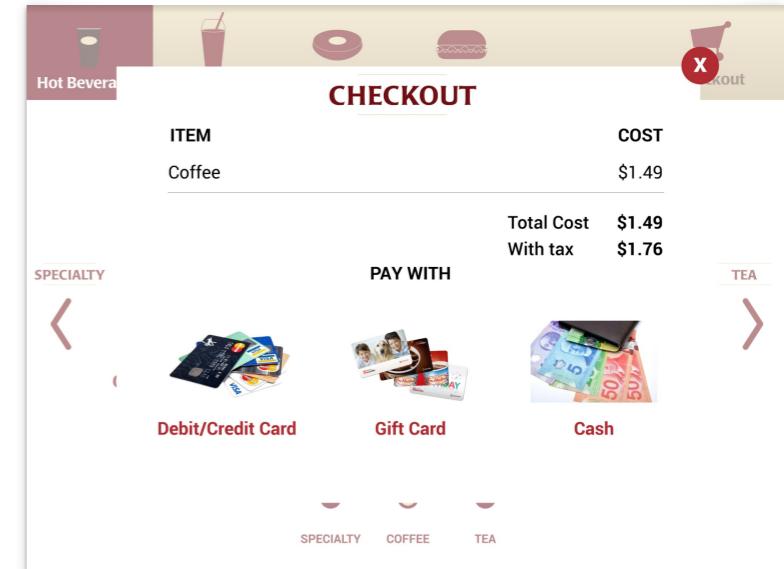
## Tim Hortons Attendant iPad Order Screen Flow



Select food and beverage choice



Customize order selection



Select payment method

Prototype

Video Prototype

# Explanation

## Service Pain Points

- Wait times up to 20 minutes before placing an order
- Additional wait time in secondary food pick up line
- Confusion of order pick up and receipt process
- Boost App process not as commonly used or known



## Students Purchasing Food During Peak Hours

Sheridan College (Trafalgar) student looking to purchase food and drink items at the Tim Hortons (Main B-Wing location) during a class break. The class break occurs during peak hours where the line generally has a 10-20 minute wait period.



# Impact



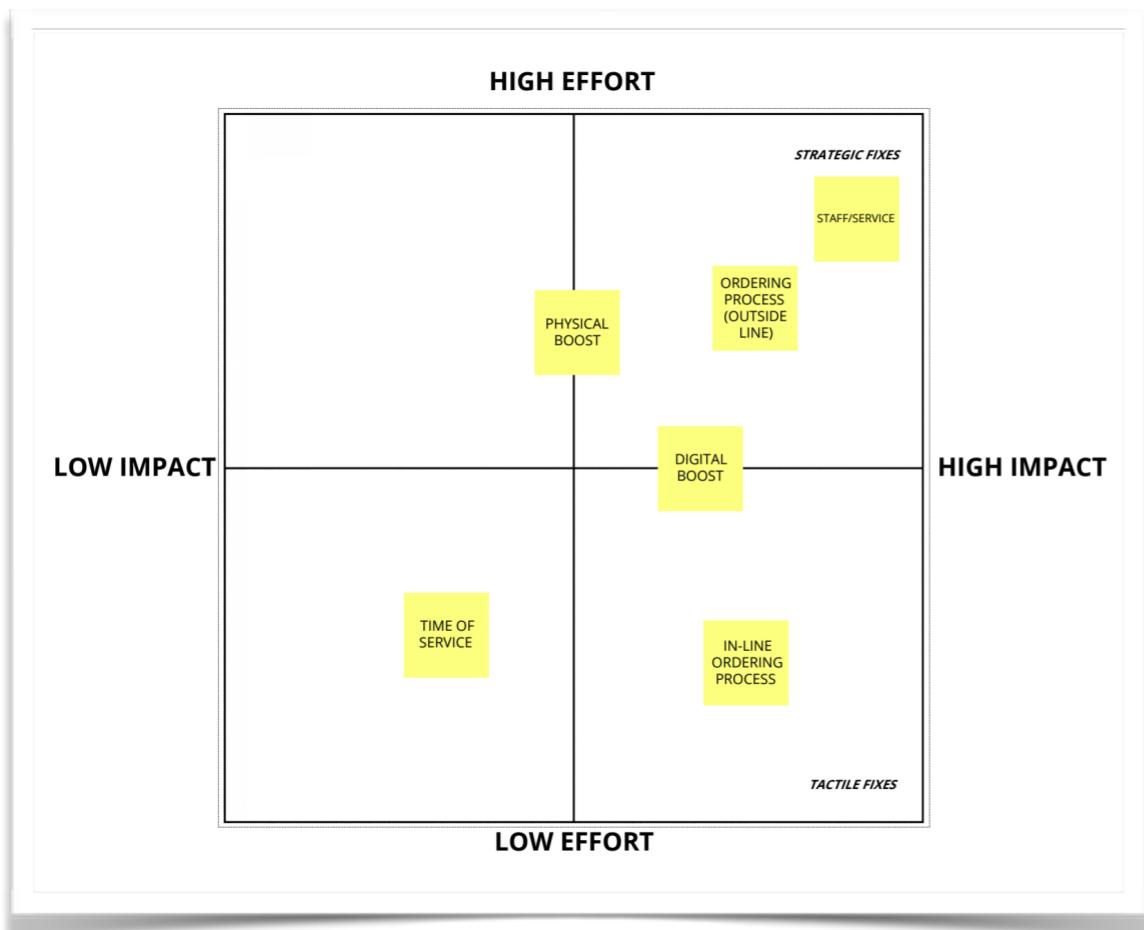
Customers able to make order selection  
and purchase in line, streamlining the process



Result: Customer orders being received early to prepare for,  
allowing options of quick payment directly in line

# Viability / Feasibility

## Impact Effort Matrix



Low Effort, Tactile Fix

**Time of Service:** Adjusting opening and closing hours

**Physical Boost:** Addressing issues in regard to how completing orders in restaurant are handled after ordering on the Boost App

**Digital Boost:** Improving the Boost App to be more useful

**Ordering Process (Outside Line):** Proposed ideas on how users may complete orders prior to or without joining line

**In-Line ordering process:** Ideas on how to complete orders prior to reaching the front of the line

**Service/Staff:** Ideas on how to address staff and service issues