

Sheridan

FOOD SERVICES



Sheridan

SERVICE FAILURES

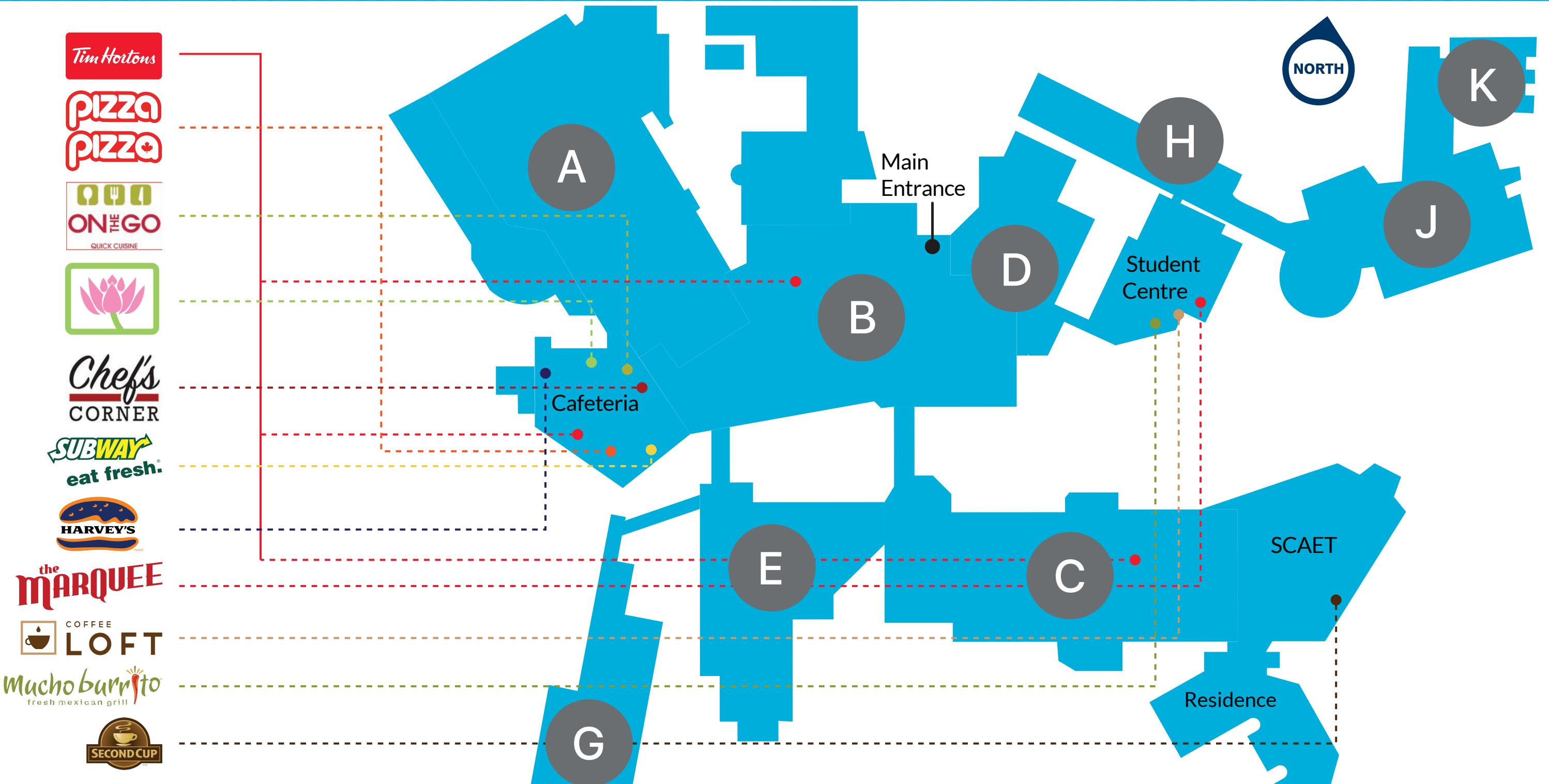
- ▶ Signage
- ▶ Boost App
- ▶ Mactech
- ▶ Library
- ▶ Announcements
- ▶ Food Services

Pairwise Comparison

| | Signage | Boost App | Mactech | Library | Announc. | Food Ser. | TOTAL |
|------------|---------|-----------|---------|---------|----------|-----------|-------|
| Signage | | 1 | 1 | 1 | 1 | 0 | 4 |
| Boost App | 0 | | 0 | 0 | 0 | 0 | 0 |
| Mactech | 0 | 1 | | 1 | 0 | 0 | 2 |
| Library | 0 | 1 | 0 | | 0 | 0 | 1 |
| Announc. | 0. | 1 | 1 | 1 | | 0 | 3 |
| Food Serv. | 1 | 1 | 1 | 1 | 1 | | 5 |

Sheridan

FOOD SERVICE LOCATIONS



HOURS OF OPERATION



B Wing

Monday - Thursday
7:00 AM-9:00 PM
Friday
7:00AM - 6:00PM
Saturday
8:30 AM-1:30 PM



Monday - Thursday
10:30 AM-7:00 PM

Friday
10:30 AM-4:00 PM



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Tims Express

Monday - Friday
8:00 AM-4:00 PM



Monday - Friday
8:00 AM-10:00AM

Lunch
11:00 AM-2:30 PM



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Monday - Thursday
10:30 AM-4:00 PM

Friday
10:30 AM-2:00 PM



Monday - Thursday
10:30 AM-5:00 PM

Friday
10:30 AM-2:00 PM



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Monday - Thursday
10:30 AM-6:00 PM

Friday
10:30 AM-3:00 PM



Monday - Thursday
8 AM-5 PM

Friday
8 AM-4 PM

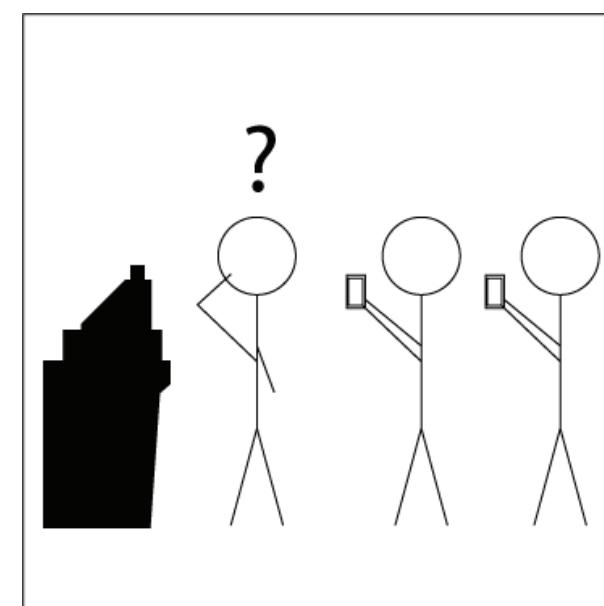
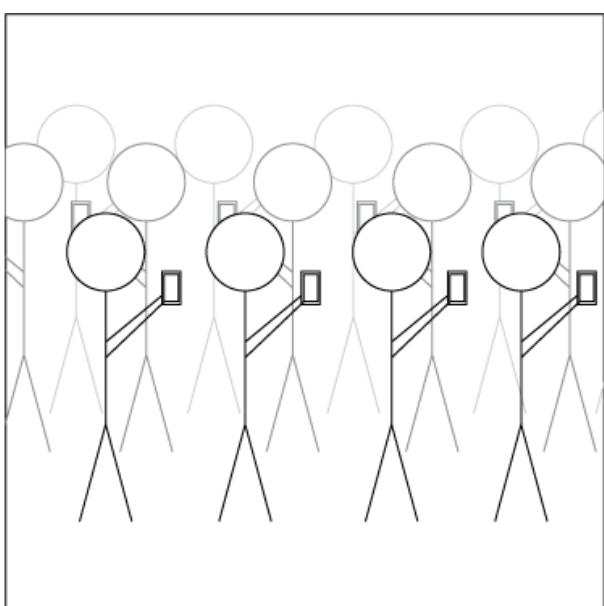
A student wants/tries to purchase food early in the day or late at night, and experiences a lack of options on campus, resulting in frustration and fatigue.

A ctivities

General Impressions/Observations

- Waiting in line for food
- If not talking, on the phone
- Pre-set pathways
- Time spent around 5-10 minutes
- Seen to be walking with peers/colleagues/friends
- Picking food inline, some picking cash
- 2 different processes, boost & line
- 1/4 people decide what they want at cash

Sketch Summary of Activities



Elements, Features & Special Notes

Phones - Time spent in line when not in a group was spent on phones. Much like any other social situation where you are not with someone, people will turn to their phones to avoid actually making eye contact or looking around. Perhaps this plays into the issue of people deciding what they want when they get to the register.

Menu - Visible from front, can be seen until further into line. Visibility of the menu, and uniqueness versus a typical Tim Hortons increases the difficulty of deciding quickly.

Line dividers - Directs traffic in a zigzag manner. When walking in line, comfort zones are no longer an issue, people stay in very close quarters to keep their spot in line. Users also have a tendency to walk slowly despite the need to keep their spot.

E nvironment

General Impressions of the Theme, Style, Materials & Atmosphere

B Wing Tim Hortons is in the main location of the school which is why at 10:00am it is still busy. Has the most foot traffic and offers the biggest selection out of all coffee places. Space feels like a waiting room. Line moves quickly but users have to join another line to get their food which isn't formatted in a way to not cause congestion.

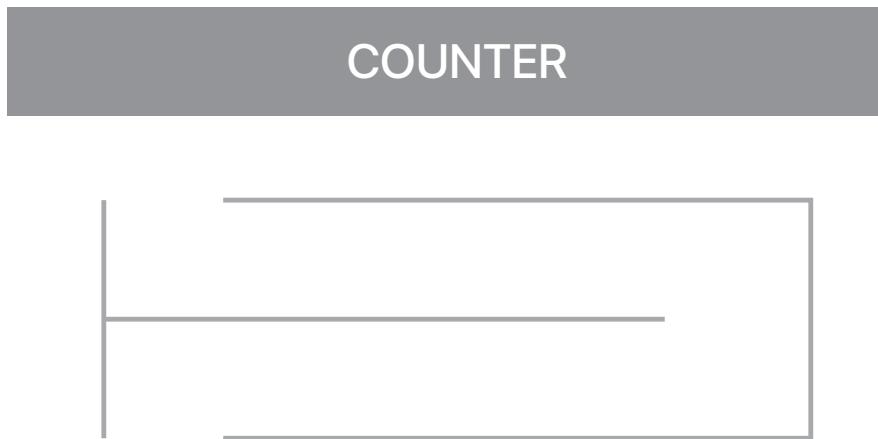
Elements, Features & Special Notes

Boost line is empty, a lack of use by Sheridan students. Not as refined as other franchise locations where Tim Horton's app is utilized.

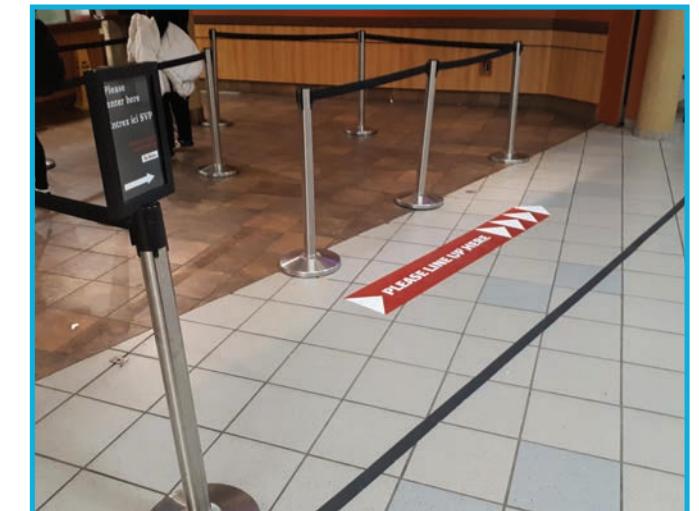
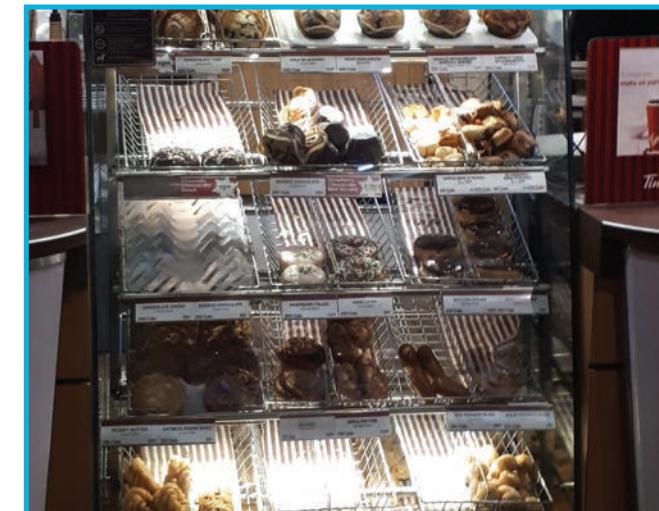
Tim Horton's baked goods and dinner menu becomes limited once it gets towards closing, leaving students to pick from what's remaining.

Inconsistency of times open. Shown up to it open till 9pm and other days for it to be closed at 7pm or 8pm.

Floor Plan



Scenes



I nteractions

General Impressions/ Observations

Walk up to the counter, and attendant asks “What can I get you?”. Some interactions result in the cashier turning around to ask another attendant if the item is in stock. Will ask for format of payment and then will start to grab coffee and baked good. If sandwich is ordered will instruct the person to join the pickup line. Seem rushed at points and other points confused. Will get annoyed if student is not paying attention to their queue in line.

Elements, Features & Special Notes

Students get frustrated/confused if they order a popular item and they are out of that item, for example wedges, bacon, or type of bagel.

Students will walk up to the Tim Horton's, and become disappointed when they find that the Tim Horton's is closed late at night.

Students working late at night will go to the Burger King or Raba across the street when they are hungry and it is past closing time.

Scenes of Interactions

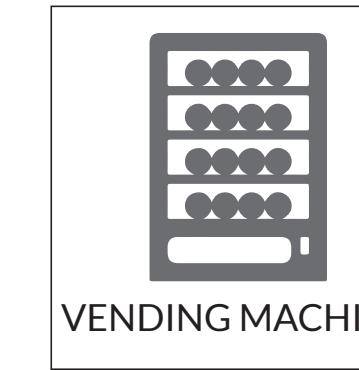
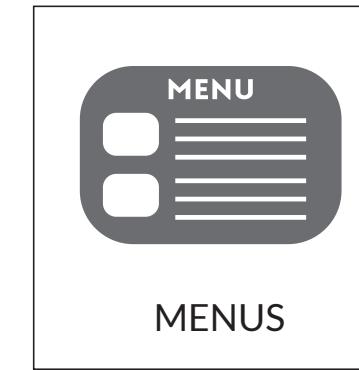
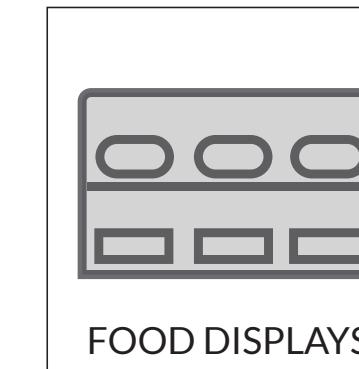


Objects

General Impressions of the Theme, Style, Materials & Atmosphere

Outside if the Tim Hortons in the B-Wing there are a few tables and chairs. The line of people extends outside of Tim Hortons into the walkway. Many of them are using smart phones while they wait for the line to move forward. Most of the food being served is visible in glass displays and on racks. To the far right of the Tim Hortons are vending machines for both snacks and drinks. To the left of Tim Hortons is the cafeteria. The cafeteria is still open with one restaurant open and also the option to buy snacks as the premade food displays have not been closed off yet. There are many tables and chairs in the cafeteria, but the cafeteria is only sparsely populated with students. Most of the barriers are down, as they will be closing the cafeteria soon. These recordings took place between 6:00 pm and 6:30 pm.

Key Objects

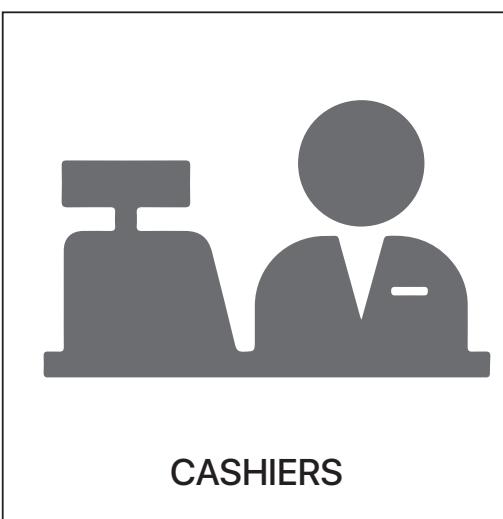


Users

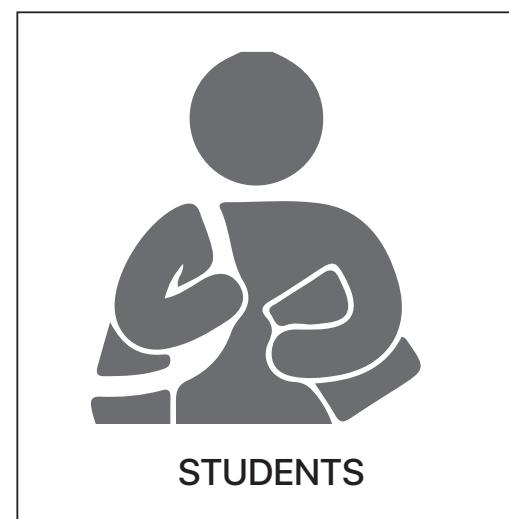
General Impressions of the Theme, Style, Materials & Atmosphere

The Tim Hortons by the B-Wing has a very long line. Many of the people in the line are talking to each other. Some are using their smart phones. Most of the people in the line appear to be students. They appear to be in good spirits. The cashiers are completing orders fairly quickly. Students are also sitting close by talking or working in the few chairs nearby. People appear to be moving between the Learning Commons and Tim Hortons, or the cafeteria. Only two options are open in the cafeteria: Thai Express, which still has customers coming and going, as well as the cashier in the middle of the cafeteria, taking orders for students who want food or drink available in the fridges.

Inventory of People



CASHIERS

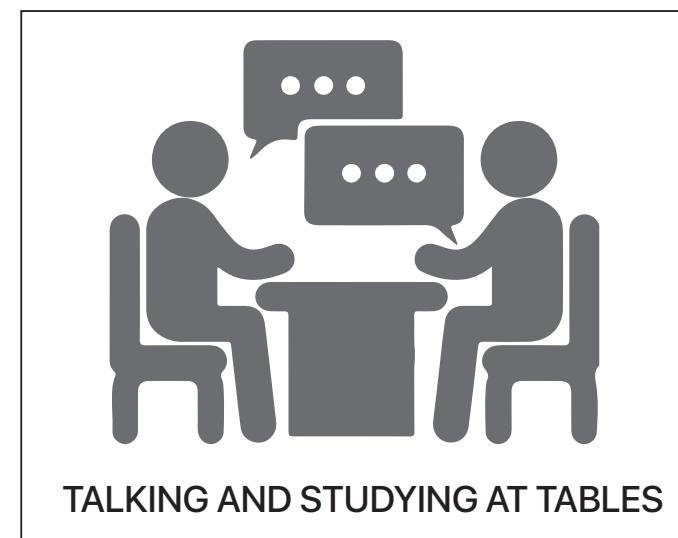


STUDENTS

Users in Context



TAKING AND MAKING ORDERS



TALKING AND STUDYING AT TABLES



STANDING IN LINE

KEY OBSERVATIONS/FACTS

- ▶ Food services are some of the busiest areas of the school, showing that students use them frequently.
- ▶ Inconsistent closing times across Sheridan food services.
- ▶ Students frequently on their phones or with a group.
- ▶ Students usually come in waves of students
- ▶ Students frequently do not know what they want to order until they are asked.
- ▶ Closing times seem to vary based on different times or year or vary from night to night.
- ▶ Students have to venture outside the campus to get food and drinks when working late at night.

