

# District Market Shopping Experience

Survey Report  
2024 December

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# 01

## Goal and Context

# Design Question

How can the experience of getting meals at the District Market be improved for students?

# Research Questions

- Are customers able to find meals that they can eat in their diets and enjoy eating?
- How do customers feel about the variety of the options that the DM offers?
- Would customers use a bulk serving sauce station in the DM to customize their meals?
- Would customers use a microwave in the DM to heat their meals?
- Are customers inconvenienced by the placement of the bins in the hot bar?
- Are customers inconvenienced by the way utensils are currently distributed?
- How often do customers wait in line for their meals?
- Do customers prefer a self-serve hot bar or to be served by a worker?
- Do customers visit meal sections more often than snacks and ingredients sections?

02

Methods

# Methods

- 15 participants
- inclusion criteria
  - 1, the individual is a student
  - 2, the individual has used the DM before
- Google Forms
- 10 questions, 5 minutes
- data visualization

# 03

## Results and Recommendations



# Finding 1

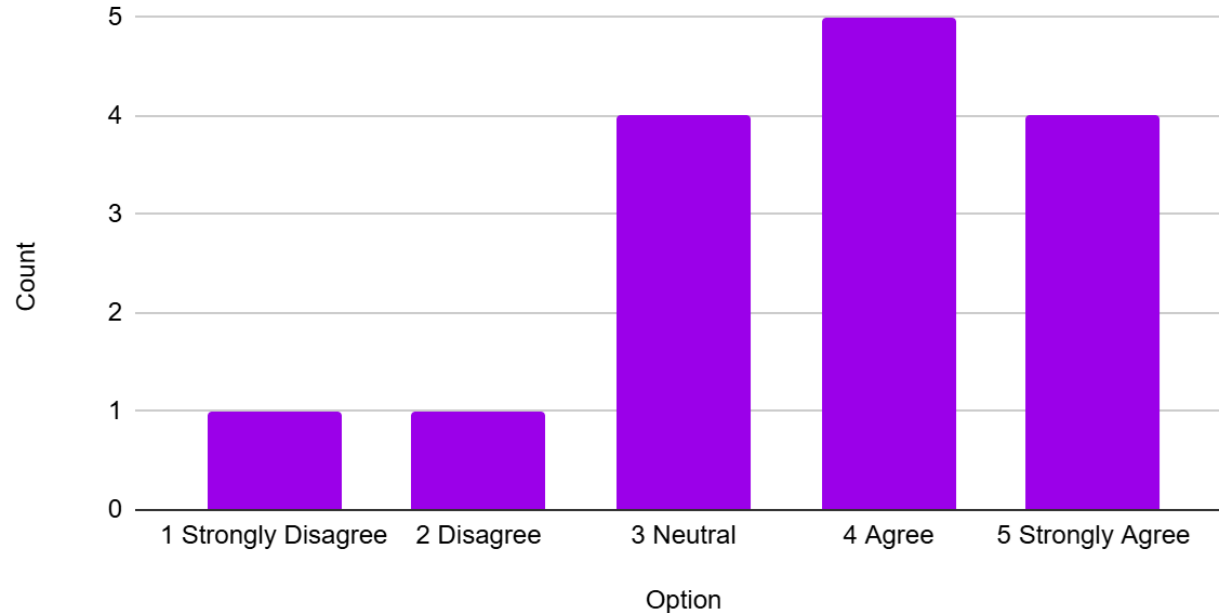
# Finding 1

## Greater variety of options

- a lack of satisfaction with the variety of options offered
- satisfaction with their enjoyment of the food options provided

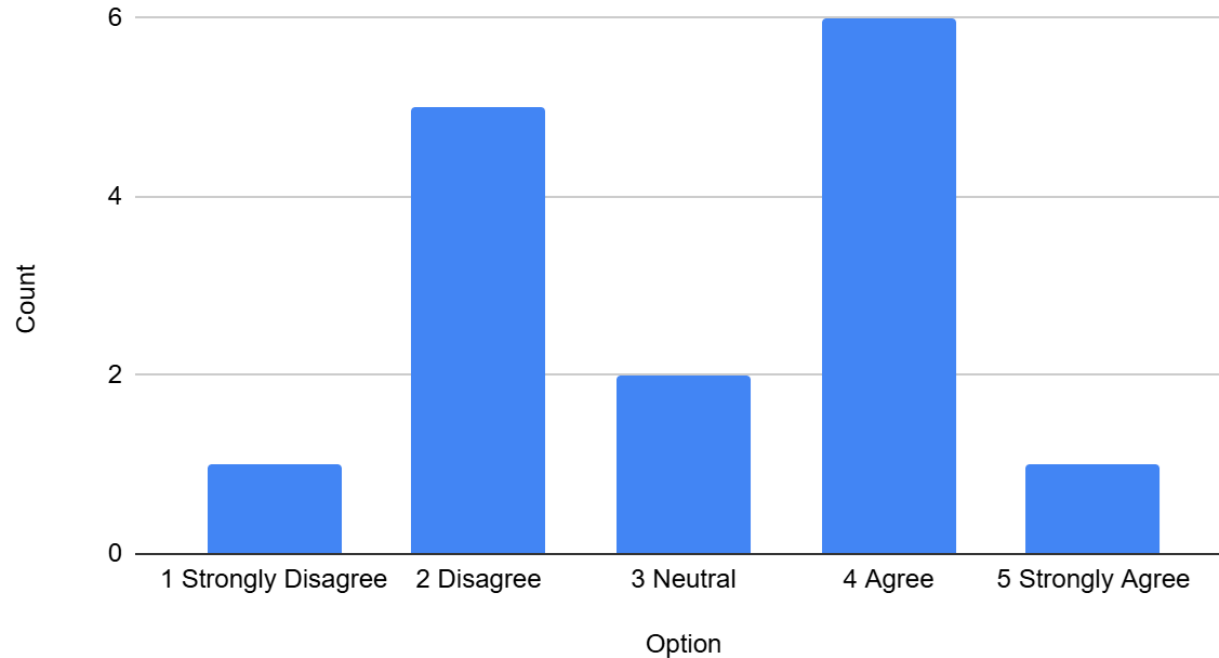
# Finding 1

I am able to find meals at the DM that I can eat in my diet and enjoy eating.



# Finding 1

I am satisfied with the variety of the options that the DM offers.



# Finding 1

- rotating options
- wider range of options
- wider variety of diets
- eg, rotate meat options with vegetable options

# Finding 2

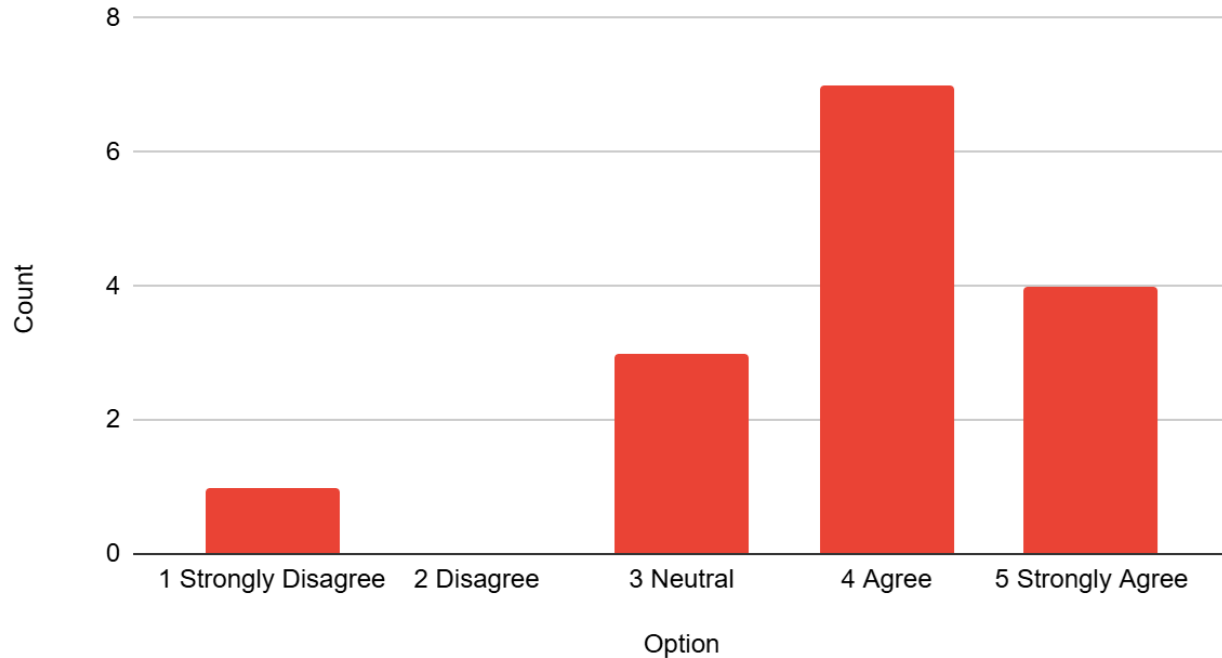
# Finding 2

Provide ways to customize eating

- strong trends towards agreement for enjoying being able to heat and flavor their food

# Finding 2

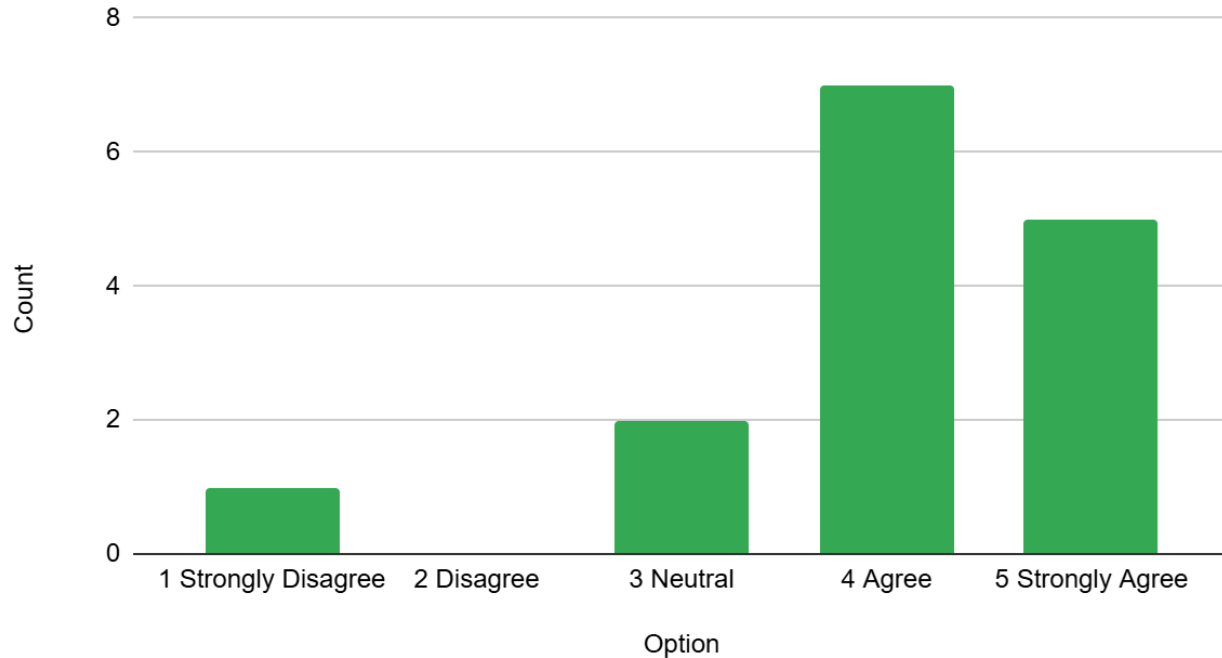
I enjoy being able to customize my meal with condiments.





# Finding 2

I like to heat up my meal before eating it.



# Finding 2

- bulk sauces
- prevent unsustainable waste
- microwaves
- crowding and wait times vs scale of investment

# Finding 3

# Finding 3

## Self-serve hot food bar

- North DM - self-serve
- West DM - served by a worker
- convenience, choice, and portion control
- fewer people handle their food

# Finding 3

80% in favor of self-serve

- “fast”, “easy”, “convenient” (P4, P8, P10, P15)
- “I get to choose how much I want of each” (P1, P9)
- “easily customizable without having to give someone else a bunch of little directions” (P1, P4)
- “it’s also hard to mess up your order” (P10)
- “there are less people I don't know handling my food” (P9)

# Finding 3

- freedom of choice and quantity
- faster and more easily controlled service
- align shopping experience across locations

# Prioritization

scale of investment

- existing supply chain
- appliance purchases
- infrastructure restructuring

04

Discussion



# Summary

1. Participants want a greater variety of options, but do enjoy the limited options provided.
  2. Participants like customizing their eating experience by flavoring and heating their food.
  3. Participants prefer to use a self-serve hot food bar.
- how often you purchase each type of item
  - hot bar bin placement and prompting for utensils

# Future Work

- factors preventing customization
- larger datasets
- data across time

# Reflection

Conducting survey research shares the skills of refining question phrasing and sequencing from interview research, but also involves data visualization and interpretation in a quantitative way that is different from the data that interview research yields. Participant commentary on question and answer choice formulation was informational beyond addressing the design question, and instead aiding improvement of survey research skills towards future work.

THANK YOU

# Appendices

## Survey

<https://forms.gle/XrJnRVsvrPcbwdMv9>

## Data and Analysis

[https://docs.google.com/spreadsheets/d/1T4VwcHU0fcwPMskm6yDYMVUaVvo5pfY\\_1hRCsqEfAS4/edit](https://docs.google.com/spreadsheets/d/1T4VwcHU0fcwPMskm6yDYMVUaVvo5pfY_1hRCsqEfAS4/edit)

## Report

<https://docs.google.com/document/d/1NIyGnIgqZgzybSwHKMtwSMCZslNHLN0Z1d3RTBR0-YE/edit>