Client: King's Pizza and Subs Restaurant in Baltimore, MD

> **Challenge Statement**
> **The customer experience when ordering food in-person can be confusing and time-consuming.**
> *Proposed Change: Create and design a digital menu board that shows regular menu options, deals and specials, as well as food pictures*

CEO	Customers
CEO - Wants to run a successful business - The more customers the better (but not an overwhelming amount of customers because there is limited staff) - Wants to encourage customers to buy more - Wants customers to be satisfied with their purchase - Wants customers to have a good experience with ordering	**Customers** - Wants good food fast - Wants to figure out what they want to eat by looking at the menu - Some people like customization, some like specialty pizzas - Want deals/specials - A good portion of the customers are college students at Johns Hopkins who get food delivered
Workers - Learn more about customers through social interactions - Wants to efficiently take customer orders - Can maximize output through optimal ordering systems - Wants to find more staff better fit for the Pizza store environment	**Community** - People compare menus, ratings, and reviews in order to decide which place to go - The menus are usually viewed online when making this decision - There are a number of Pizza stores in the area, so there is plenty of competition
Technology - Not all services 'talk' well with one another - Ineffective execution of menus in different application environments can hurt business - Social affordances of new apps can help or hinder commercial efforts - Not all apps allow for the signifiers necessary for effective customizations - There is online ordering provided via GrubHub, Ubereats, etc. - The website is hosted through chownow services, who take a fee every month - The menu is currently on a menu board in the restaurant, however the manager would like to incorporate a digital menu board on a TV	**Audience** - Not all of the customer base uses online menus, so it is important to make sure in-store menus are updated - It's possible that focusing on digital relevance is less important than simply focusing on residents nearby with physical advertising - Some type of feedback or data from customers is needed to know what's important to build on

Reframed Challenge Statement
How can we improve the ordering experience for customers shopping in-person and make it more seamless and interactive?
- How can we streamline the process of ordering pizza?
- Proposed change: How can we streamline the process of customized digital food menus and better cater to and understand customers?

Technology
- Tying together various services and apps
- Keeping up with new apps and services
- Attaining optimal results through technology
- Avoiding technology that is gimmicky or might end up hurting business
- Translating the menu to be more efficient and aesthetically pleasing on devices

Customers
- Building relationships with customers
- Reaching new customers
- Retaining old customers
- Keeping customers aware of specials/deals
- Making up for errors in service to win customers back

Social
- Avoiding negative reviews + getting rave reviews
- Making up for negative reviews + showing gratitude for positive reviews
- Learning more about audience/customers through social interactions

Community
- Continuing to grow roots in community
- Silencing out of town critics(see yelp!) by finding ways to cater to nearby residents
- Finding more ways to give back

Challenge Statement
- As a local pizza establishment in this era of information technology, the costs of not embracing tech can cripple a business, and failure to maintain a positive online presence can equate to failure to make a profit or expand.

- New services come available attempting to improve user experiences and optimizing choices
- Feedback citing issues in digital ordering needs to be easy for digital customers to relay without asking too much of them (written responses should be simplified enough that a customer can respond clearly despite possible communication barriers)

Despite there being a permanent regular menu board displaying the different menu options a customer can order, this type of menu fails to allow customization and updates to the menu, as well as display the latest deals and what the food looks like

Despite there being customizability in pizza, menus have a difficult time expressing both the options and popular choices.

Proposed change: Designing online food menus that offer full customization without sacrificing good user experience is a complex task