# DESIGN THINKING

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## Question:

Suppose you are developing an app for a 'renowned restaurant' brand. The said restaurant brand has multiple outlets in various locations within Kolkata. Through the app, the customers directly order food products for home delivery as well as book their tables at the restaurant. Use the first 3 stages of 'Design Thinking' to 'empathize' the customers, develop a 'problem statement' and come up with a bunch of ideas in 'ideation' phase.

## Solution:

Implementing the first three steps of Design Thinking - Empathize, Define, and Ideate - we can achieve a rich understanding of customer needs and ideate solutions for the restaurant app. Here is how we may go about everything in these steps:

Empathize In the empathy phase, we want to understand the experience, needs, and pain points customers have when engaging with the restaurant. We will consider the perspectives of different types of customers.

Home Delivery Customers:

- Expect timely delivery and a quality food order.

- Prefer to be updated on real time status of orders (cooking, on delivery, etc.).

- Look for a good user experience when ordering, viewing the menu, and applying discounts.

- Concerned about the quality of food and hygiene of delivery.

- May simply want to quickly reorder their favorite meals.

Dine-In Customers (Table Bookers):

- Expect a seamless booking experience with optional time slots and real time available tables.

- May want recommendations based on previous orders or preferred meals.

 - May want reminders about their booking or their status on the wait list.

General Pain Points:
- Inconsistent experience for customers while dealing with a chains of restaurants.

- Can't always find the nearest outlet with the least waiting time.

- Meal customization limited or ability to request special order (allergies).

Define (Problem Statement)

Problem Statement: "The famous Kolkata restaurant brand customers experience the challenge of ordering food while getting a special table reserved. The home delivery customers struggle with order accuracy, receiving real time updates of order developments, and quality of food delivered, and the dine-in struggle with published (and unpublished) booking processes with special recommendations offered, and experiencing a quality and consistent customer experience at varying levels of restaurant environments."

Ideation:

In this phase, we come up with potential solutions to address the problem statement and meet the needs of our delivery and dine in customers.

Ideas for the app:

- Real time order status tracking and notifications: Customers can track there status of their delivery order in real time and receive notifications of each stage (preparing, out for delivery, delivered). This increases transparency.
- One click re-order: Giving customers a quick way to reorder their favorite meal or previous orders with one click, and eliminating extra steps for regular users to check out quickly.
- Integrated table booking: Easy to book a table with real time availability in all outlets, custom time slot options, and reminders of waitlist status or table status.
- Location based services: Using geolocation of the customer, suggest the closest outlet or the outlet with the least amount of wait time for table booking or fastest delivery.
- Customer preferences and customization: Keeping customer preference of orders saved for future orders (spice level, allergies) and personalized menu recommendations based on previous orders.
- Promotions/Offers for outlets: Display offers, discounts, or promotions available at different outlets that are all consistent in making the menu attractive.

- <u>Transparency in hygiene and quality</u>: Outlining hygiene protocols for delivery alongside the delivery experience, as well as food quality can also increase trust when ordering delivery.

By concentrating on the customer needs and frustrations at this stage we can start to build an app that meets customers expectations when receiving food for delivery and dine in options.