USER-CENTERED DESIGN CSP 588 01

HW-1

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Homework-1

Q)Study the "design" of a cafe:

1. Document the workflow (communication, movement, work products/deliverables, etc.)

The cafe features an open floor plan with a variety of **seating arrangements**, such as bar seating and group tables. A proper **Technology with advanced User Interface for order processing, and payment with ease and efficiency.**

For easy customer access, the **counter** where drinks are made and orders are taken is **positioned close to the entrance**.
Beyond the main counter is a dedicated space for food prep and plating.

Movement Pattern :

Customer Flow: The design facilitates customer's easy and intuitive navigation to order, waiting in a queue, and seating areas.

Accessibility for Staff: To effectively attend to customer needs, staff move between the kitchen, counter, and seating areas and incorporate technology for order processing, and payment with ease and efficiency.

Technology Integration:

The cafe uses **advanced technology** to process orders, handle payments, and administer loyalty schemes.

A seamless integration of **User centered technology** and **Design** improves customer **satisfaction** and speeds up service.

Communication Processes:

Observation: Employees takes customer orders from the counter using **counter tech system** to the kitchen or barista station via **verbal communication** and a **counter tech system** that refers to the combination of **hardware** and **software** used to facilitate **User Experience** for transactions between the customer and the business.

Understanding: Efficient and transparent **communication techniques** and **customer interaction** and **User interface** reduce mistakes and optimise **User Experience** and overall processes.

Presentation and Quality: The **design facilitate** the **production** and serving of more **effective** food and drinks that are consistent with the cafes brand and **customer expectations.**

Customer Experience: The cafe's **user-centered approch** work products help create a pleasant and memorable experience for customers.

Coffee making place:

Coffee makers, grinders, and ingredient storage are all conveniently located near Cafe workstation.

Well-maintained Technology, environment and over all workstation promote efficient workflow, guaranteeing prompt preparation of coffee and other drinks.

2. Describe the experience of

1) the customer (requester)

Ordering Process:

User Experience: A comprehensive menu display at the order counter makes the ordering process easy for the customer. A easy ordering process is facilitated by user-friendly interface and a straightforward Point of Sale interface.

The menu is visually appealing and logically organized, making it easy for customers to browse and select items. Customers can easily customise their orders with the touchscreen interface.

Method of Payment:
User Experience: The payment process is convenient and secure, facilitated by **Advanced system and technology**. There are numerous ways to pay, giving the customer flexibility.
Interface: The **payment interface** is simple to use; it shows an order breakdown and makes choosing a payment method simple.

Seating and Environment :

User Experience: A variety of comfortable seating options are provided to accommodate a range of preferences. The customer will have a good and relaxing experience because of the generally friendly environment.

The seating area's physical arrangement is a component of the user interface, adding to the overall atmosphere even though it is not digital.

2) the worker (provider)

Order Completion:

User Experience: An organised preparation station maximises the experience of the worker. The clear communication system and technology integrated guarantees precise and prompt order fulfilment.

User-friendly interface and design helps The employee to view and manage orders with ease . Order tracking and classification may be assisted by visual indicators or notifications.

Collaboration and Communication:
User Experience: A supportive and cooperative work environment is facilitated by staff members' effective communication procedures.

Order tickets or screens, which are digital or physical communication tools, help the order counter, kitchen, and barista station communicate effectively with one another.

Integrated Technology:

User Experience: By automating tasks such as order management and payment processing, workers develop approch from the technology Integrated.

3) Describe measures of experience (the purpose, units of measure, collection methods, etc.) and use them to assess the experience of specific instances that you observe

Measures of Experience:

Objective: To evaluate how well the cafe runs with **effectiveness and efficiency** and pinpoint areas where customer service could be enhanced.

Measurement Units:

Waiting Time (in minutes): Calculated how long it took from the moment order was placed until order was received.
Length of Queue: Counted the people in queue at the order counter and calculated the min max time and avg in general for each customer.
Customer Satisfaction: Answered a quick survey the cafe had at the exit with opinions about how satisfied the overall service was.
Collection Method:

Waiting Time: Set time for how long the order took using the stopwatch on phone.
Queue Length: Visually Evaluated how many people were in front.

Customer satisfaction: Shared opinions about the entire experience on a feedback provided.

Assessment of Specific Instances:

I noted that my **waiting time was longer than usual**, and I observed similar experiences for other customers.
Analyzing my data, it was evident that the **waiting time during peak hours was consistently high**.

I could see that there were about 7 people in queue in front of me. When considering the number of staff members and the **restricted counter space** at the cafe, it appeared that the **length of the queue was causing delays**.

Based on the observation
Increasing the number of employees during peak hours to meet the rush in demand.
putting technology to use to speed up the order processing process.
Using non-peak times for promotions to more evenly distribute visitors