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Mini Case Study Bagel Bakery

For our project we chose to work with bagel bakery to see how we could use technology to improve their business. We chose to do bagel bakery as our business since it is a close local spot, it is a personal favorite place to eat of Jeremy's to eat, AND Susannah is actually the social media manager and web master.

We had a bunch of ideas for how to improve Bagel Bakery's use of technology. We all went in person one day, got breakfast and brainstormed some ideas of how we could help improve the business.

One thing we talked about was having a clover printer to print out orders so that the bagel makers could visually keep track of what the orders were. We had this idea as a suggestion from Casimir, and also Jeremy since Jeremy's family owns a pit beef business and implemented a similar method. Another idea we had was having digital menu boards with pictures and images to show off pictures of the bagels in store to help people have a visual idea of what the bagels look like.

While in the store a thing that Jeremy noticed was that the Wi-Fi was 1. Not named properly, and too had very spotty connection and would rarely connect, and on connection would drop quite frequently.

Another, thing we came up with was updating the website, with a bagel timer to tell when the bagels are ready, and to just improve some visual aspects of the website overall to look a bit

cleaner, for the business. Susannah also decided that making a Tik Tok to try and increase student involvement. Some ideas for the Tik Tok included doing a meet the team type of video where we could introduce the team including the owner managers and employees in a funny way. How it's made type videos where they show off how to make specialty bagels or showing off the specialty cream cheeses etc.

After we brainstormed, we brought a lot of these best ideas to their manager, Mr. Ken to see what he thought. We spoke with the manager about the possibility of installing a new Wi-Fi router and setting it up to have a proper name and better connection. While this is a good idea, the manager informed us that unfortunately, the ethernet running into that shopping center as a whole is spotty, leaving us a bit powerless to improve that aspect however we are still going to do more research about it and follow up to see if it is possible to improve. We brought up the idea of the tv screens, however we thought the overhead cost vs reward to this might not have been worth the trouble of implementing.

However, what we did decide on was implementing a Tik-Tok, as a great way to increase student involvement as Tik Tok is the most popular social media for young people right now. He thought that the ideas for the videos were a good idea and maybe we could also promote deals and things like that on there as well. We also decided on improving the website, as Jeremy's Skillset in web development could help us implement the bagel timer and help improve the visual aspect of the website in general.

Overall, it was nice to work with bagel bakery and use our skills in technology to help them connect more with others and improve their business. If you have never been there, it is definitely worth checking out, as their homemade bagels are unmatched by any we have had before.