

# Project Plan Presentation





**Group 1**

# **Designing a Customer Service Counter for Ocean Shopping Mall**

## **Group 1**

Leader:

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Members:

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# Presentation Outline



# Project Background

- Ocean Shopping Mall opening
  - 📍 Tsim Sha Tsui
  - 📅 Dec 2026
- We have been invited to design a customer service counter.



# Project Purpose

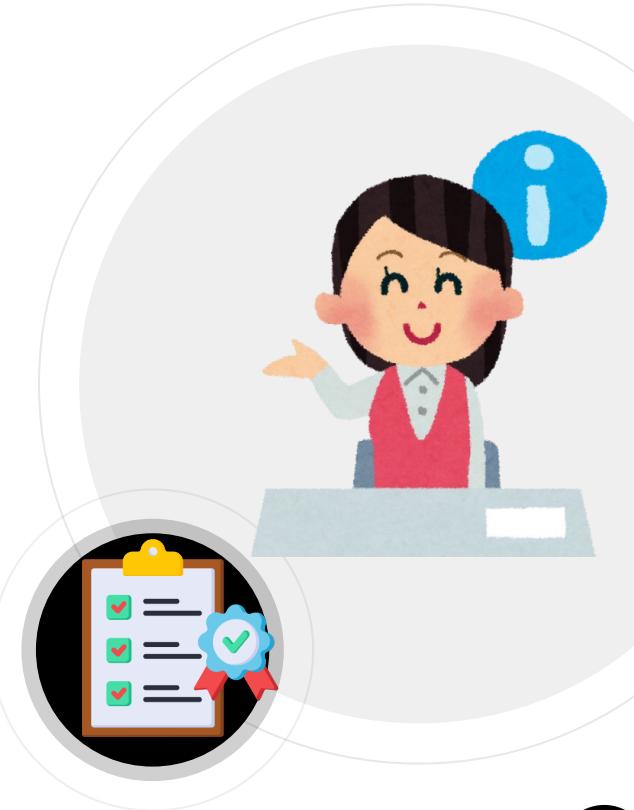
- To propose a practical and user-friendly customer service counter for Ocean Shopping Mall.



# Requirements of the Customer Service Counter

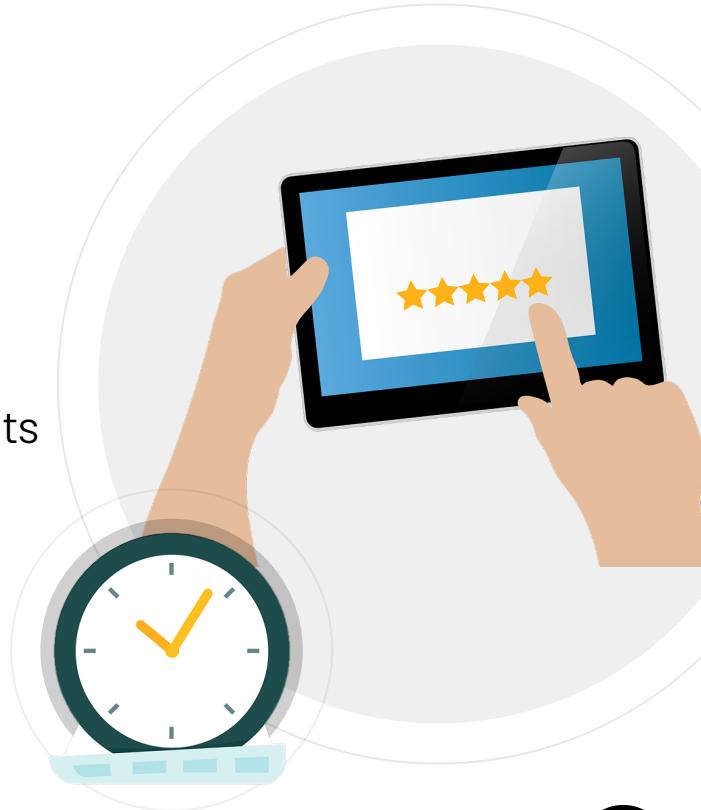
The customer service counter should:

- be modern, informative, easy to notice
- be practical → support customer service
- provide clear information about shops, facilities & events



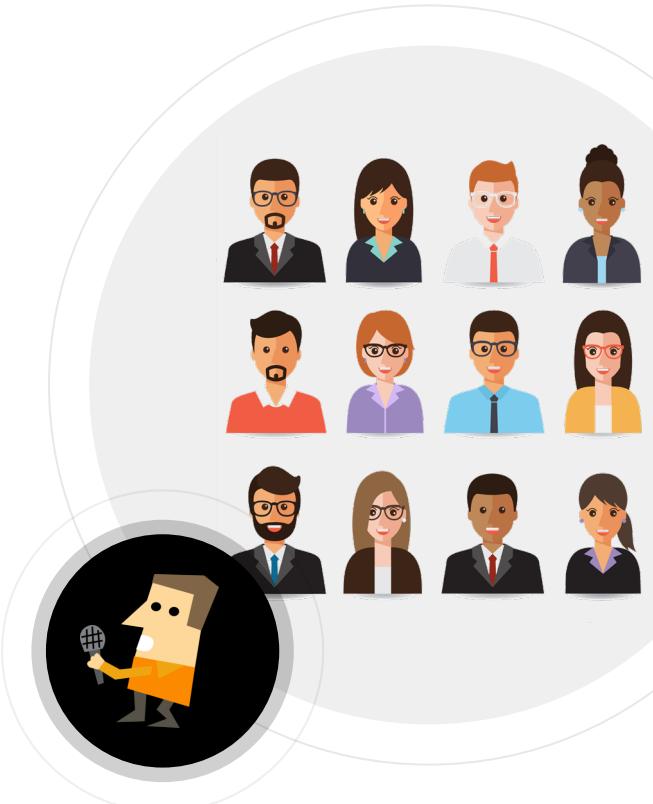
# Success Criteria

- Customer enquiry response time: < 2 minutes
- Customer satisfaction rate:  $\geq 90\%$  😊
- Positive feedback from management and tenants



# People Involved

- Shoppers and visitors
- Mall tenants and their staff
- Mall management team
- Media and general public



# Potential Problems

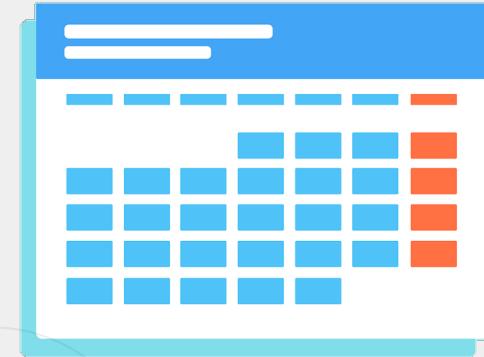
- Limited space for the counter
- Manpower shortages during peak hours
- Poor counter location affecting visibility
- Insufficient equipment  
(computers, signage, brochures)



# Milestone

## Completed Tasks

- Requirement Study (Week 4)
- Data Analysis (Week 8)



# Milestone

## Upcoming Tasks

### **By Week 9**

- Review the draft
- Develop the draft implementation plan

### **By Week 10**

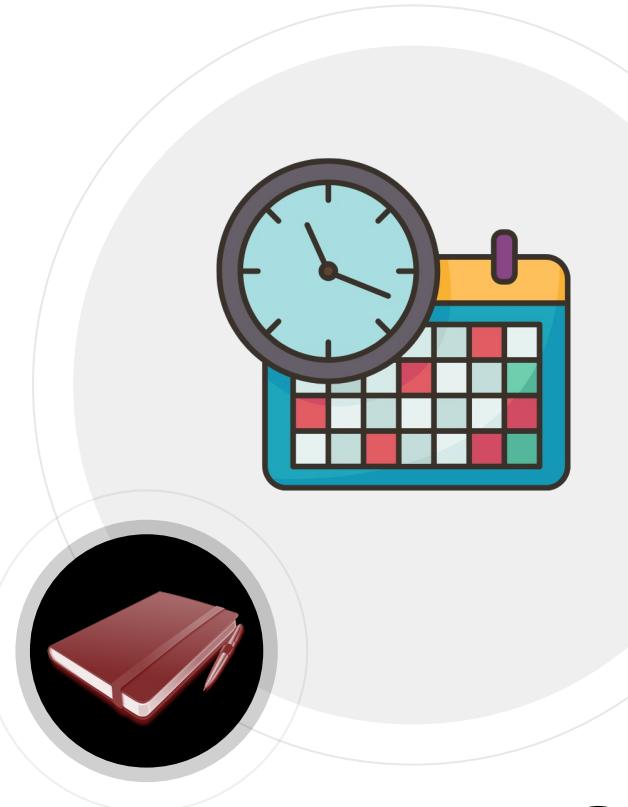
- Discuss potential challenges and solutions

### **By Week 21**

- Complete the “Final Report”
- Finalise the Implementation Plan
- Prepare for Final Report Presentation

### **Week 22**

- Deliver the Final Report Presentation



# Resources Needed

## Human resources

- design team
  - create the counter layout and visuals
- customer service staff
  - test workflow and service procedures
- mall management contact person
  - for coordination and approval



# Resources Needed (Con't)

## 2. Equipment & Materials

- computers, phones and information system for enquiries
- counter furniture, chairs, storage cabinets and signage
- brochures, mall directory, maps and promotional materials
- basic security and CCTV support around the counter if required



# Resources Needed (Con't)

## 3. Venue & Logistics

- designated floor space in a visible location
- power supply, lighting and network connection
- budget for design, construction, equipment and printing



# Project Outputs

- Project plan presentation
- Progress report
- Final report
- Final report presentation
- Counter design drawings  
(layout plan, 3D sketch or rendering)



# Questions & Answers Session

