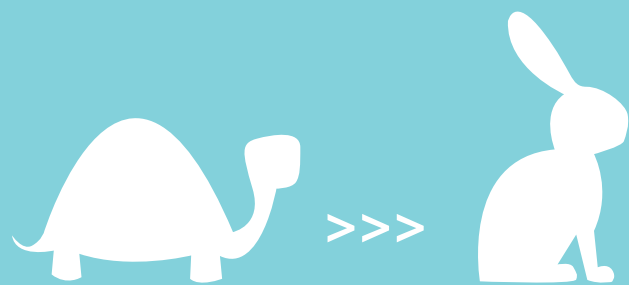


Re-designing CMU's Difficult Dining

OUR GOAL

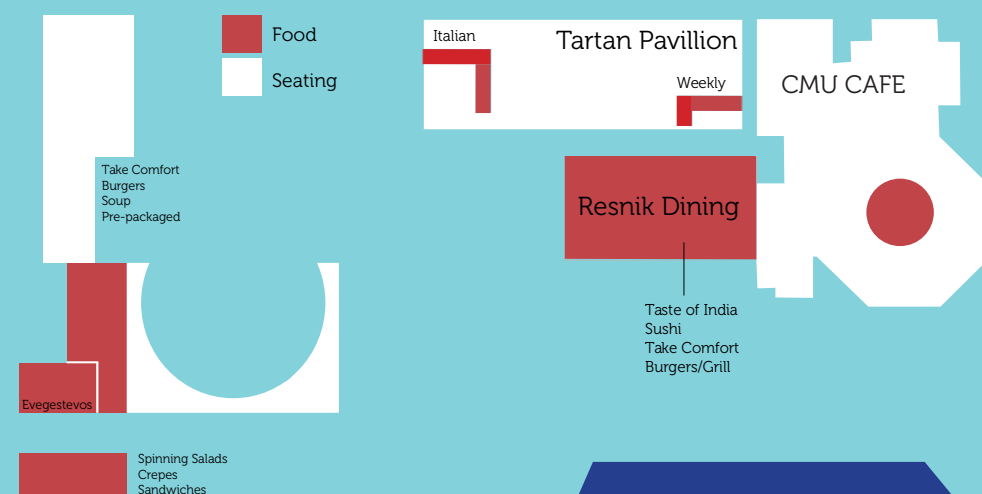


Our goal is to develop time efficient & well organized on campus eateries. The on-campus, dining system at Carnegie Mellon University lacks a systematic structure that allows students to purchase their meals as quickly as possible, at convenient times for the students.

Initial Goal Specifications:

- A) Cater to busy customers who need food fast
- B) Cater to customers who are not concerned with speed but prefer a leisurely meal
- C) Reduce crowds and line congestion during peak eating

Two main on campus eateries located in the center of CMU.



PLAN OF ATTACK

Human-centered methodology.

Our plan of attack was to research, analyze, then redesign. Through our findings we determined the best suited design solution to the problem at hand. Our protocol consisted of the following methods.

Online Surveys
Interviews
Shadowing
Behavioral Mapping



RESEARCH & FINDINGS

Online Student Surveys 125 participants



Interviews
15 Student

15 Employee

Shadowing
10 customers



Behavioral Mapping 18 customers



Before research, we hypothesized:

If Dining Services redesigned the layout of the campus eateries, then the general public and costumers of this service would be happier and would get their food in an easier and more time efficient manner.

However...

After analyzing our research we found that there was a minimal focus on the food gathering system, but instead there was a greater need for:

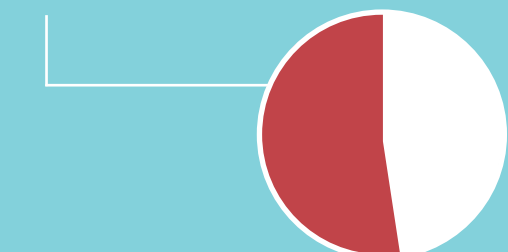
- More spread out eateries.
- Eateries with better hours for students schedules
- Healthier food and more of it.

73% of survey takers chose to describe themselves as, "someone who is so dependent on their schedule, that they need food to be available at all times."



Also!

52% of survey takers demanded that they were unsatisfied with the healthy eating options



"Healthy eateries on campus like the salad bar and vegetarian place **close early and there aren't healthy options** for late night places / dinner."

REDESIGN PLAN

Based on our findings, we have determined that the best way to have a happy and healthier student body is through:

- + Add three additonal 24 hr. eateries to:
Hunt Library
Margaret Morrison Hall
Gates
- + Change University Center eating area hours to reflect the schedule of students
- + Replace unhealthier options at these eateries



protein
soups
fruit

- + Nutritional facts will be displayed by menus to promote health aware-ness.
- + Entropy will support healthy food demands

