

Observations

- WHO to Observe: Customers: Focus on individuals/groups waiting, ordering, receiving drinks, and occupying seats.
- WHAT to Observe: Customer behavior (waiting, finding a seat), Crowdedness, Seat arrangement, Queue Lines. Waiting for Order: Where do people stand? Do they block traffic? Seating: How long do people stay? Are they eating/drinking, or working/studying?
- WHERE to Observe: Inside Artease around the Seating Area.
- WHEN to Observe: Around Lunch time (12:00 PM - 3:00 PM).

- WHY was it so crowded and people taking up big seats:
 1. Big seats (sofa) where big groups of customers needed but little people take up those seats sometimes
 2. Lunch rush volume exceeds the store's processing/seating capacity
 3. Inadequate store layout for peak flow
- WHY not do customers get their things faster or find a seat immediately?
 4. The seat design is not conducive to quick turnover.
 5. The staff vendor might have a difficult and too much manual input, inefficient station layout
- HOW do they do it that way
 1. Customers: They prioritise comfort and convenience where they do not care if someone needed the seat more than them. If there is no pressure to leave, they maximise the value of the seat.

PROBLEM STATEMENT

SINGAPORE RETAIL ASSOCIATION HAS CALLED FOR A COMPETITION TO IMPROVE CUSTOMERS' EXPERIENCE AND INNOVATE RETAIL SERVICES IN THE HEARTLAND SHOPPING AREA.

5W1H Identification

Who?	What?	Where?	When?	Why?	How?
RP Students, Staff, Artease and General Public	<ul style="list-style-type: none"> • Very Crowded • Lack of seats • Weird seatings 	Artease	Lunch time	To improve customers' dining experience	<ol style="list-style-type: none"> 1. Reorganise Artease's seating to improve accessibility 2. Gather feedback by conducting open-ended interviews with customers and staff 3. Test a hypothesis by making small, temporary seating changes and observing the resulting customer and staff behavior.

Reference for improvement

Other cafes and their seating arrangements (for improvement)



COMMENTS TO TAKE NOTE OF:

- Seats can be rearranged in proper layouts to allow better movement and crowd control.
- This can prevent seat hoarding, and accommodate different group sizes.

Artease and their seating arrangements



COMMENTS TO TAKE NOTE OF:

- Seats in Artease are quite disorganised, not much moving room.
- Some customers hoard multiple seats, especially the couches.
- From the outside, there is no easy telling if it is crowded.



Personas

Nikki Lim



BACKGROUND

19-year-old Republic Polytechnic studying Business. She's in her third year and often meets up with friends at Artease to study, grab a bite, or relax.

ABOUT

A laid back and social student who loves cafes and hanging out there with her friends. She's a regular at Artease, drawn by the food options and the cozy atmosphere.

FRUSTRATIONS

- Long queues and wait times during peak hours.
- Not being able to find a seat or having to squeeze in with friends

MOTIVATIONS

- Spend quality time with friends
- Find a comfortable spot to study or work on group projects
- Enjoy a wide range of food and drinks

GOALS

- Find a spot with minimal distractions where she and her friends can hang out for hours
- Get her friends to try new food and drinks at Artease

SAYS

- "I want to eat at Artease, but the queue is so long"
- "Maybe we should move somewhere else, it's hungrier!"
- "I love Artease, but it's just too packed during lunch hours"

THINKS

- "I wish they had more seating options or could manage the crowd better."
- "I don't mind waiting, but I'd rather know how long it'll take."
- "I hope my friends don't mind squeezing in, not like we have a choice."

DOES

- Meets up with friends at Artease regularly
- Posts photos of her friends hanging out on social media
- Sometimes studies at Artease

FEELS

A laid back and social student who loves cafes and hanging out there with her friends. She's a regular at Artease, drawn by the food options and the cozy atmosphere.

PAINS

- Time wasted waiting in line or finding a seat
- Difficulty finding a spot that's not too crowded or noisy
- Feeling stressed when can't find a seat and the crowd is getting bigger

GAINS

- Quality time with friends
- Trying new food and drinks
- Having a comfortable spot to relax and socialise

Nikki Lim



Amira



BACKGROUND

25-year-old part-time barista at Artease. She's a student pursuing a degree in Hospitality Management and works at Artease to gain hands-on experience in customer service.

ABOUT

Amira is a friendly and efficient barista who takes pride in her work. She enjoys interacting with regular customers and making their day a little brighter.

FRUSTRATIONS

- Dealing with difficult or impatient customers
- Managing the high volume of orders during peak hours
- Limited space and seating for customers

MOTIVATIONS

- Provide excellent customer service
- Learn new skills and gain experience in the food and beverage industry
- Build a loyal customer base

GOALS

- Manage the queue efficiently during peak hours
- Ensure customers have a positive experience and come back
- Master new coffee making skills and recipes

SAYS

- "Hi welcome to Artease! What can I get started for you today?"
- "I'm sorry about the wait, I'll get your drink out to you as soon as possible."
- "I wish we had a better seating system for our customers, it's really crowded today."

THINKS

- "I love seeing regular customers and catching up with them"
- "I wish the customers would be more patient during peak hours, it's chaotic"
- "I'm glad I get to learn new recipes and skills, it's helping me with my studies."

DOES

- Takes orders and prepares drinks for customers
- Manages the cash register and handles customer payments
- Maintains a clean and organized workspace

FEELS

- Satisfied when customers appreciate her service
- Stressed during peak hours when the queue is long
- Happy when she's able to make a customer's day

PAINS

- Managing the stress of peak hours and demanding customers
- Limited resources and space to manage the crowd effectively
- Difficulty in getting customers to move on when they have finished

GAINS

- Building relationships with regular customers
- Gaining experience and skills in customer service and coffee making
- Feeling fulfilled when customers enjoy their experience at Artease

Ideas

(Brainwriting)

MEI: DARKER SIDE THOUGHTS

- Maximise four seats per table
- Comfortability use outdoor seats like one seater sofa on the main chairs
- Have a small empty space where people waiting for their food able to wait
- Able to have an Artease website where they show the estimated time the food will be ready like Luckin Coffee app, this is so they do not have to wait in a queue waiting people want waiting for their food

SHANELLE: DARKER SIDE THOUGHTS

- Function on Artease website that allows user to view crowd percentage
- Rearrange tables and chairs to maximize space
- If possible, expand seats to outdoors
- Time limits for customers during peak hours
- Discounts during off-peak hours?

NIKKI: DARKER SIDE THOUGHTS

- Remove the sofas and the large square tables to make room for more effective seating arrangement
- Add standing tables for those lighter meals

TRICKY: DARKER SIDE THOUGHTS

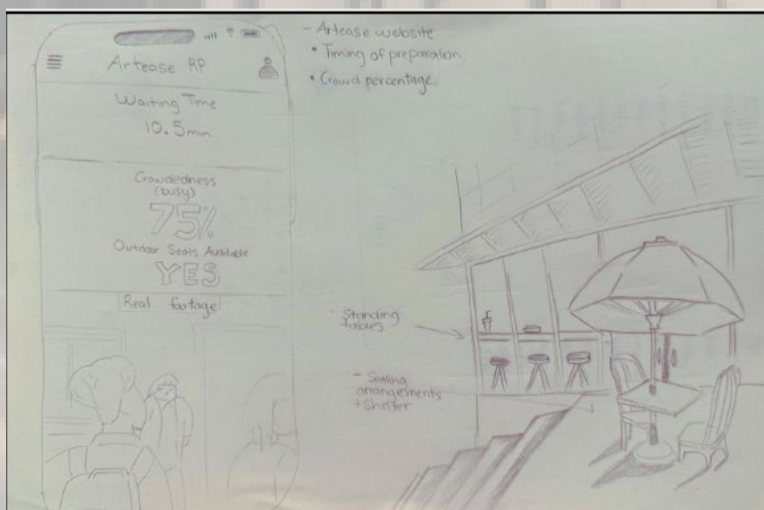
- Reorganise the tables and chairs in a way that is less messy and crowded than it currently is
- Add some tables and chairs outside Artease

FINAL

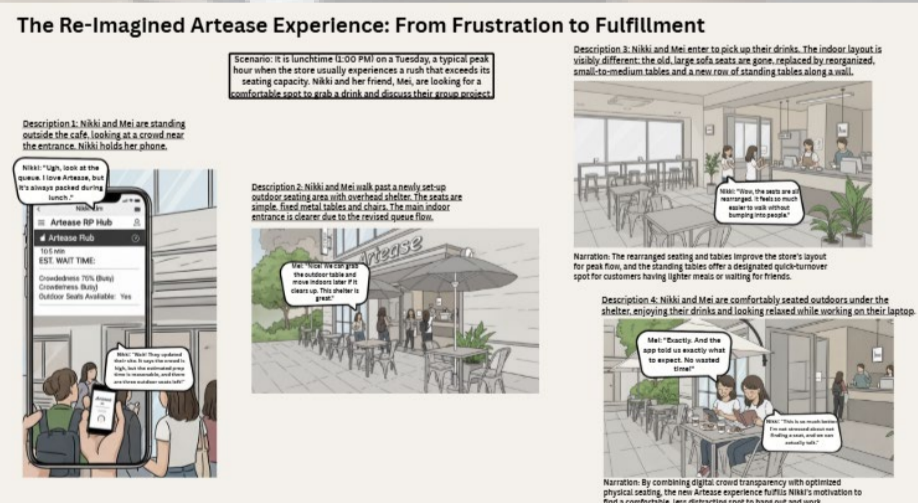
SHANELLE: DARKER SIDE THOUGHTS

- Seating arrangements outdoors + Shelter
- Improve website, include est. timing of preparation + crowd percentage
- Rearrange seats and tables
- Add standing tables in one section for lighter meals

Sketch



Storyboard



Prototype

The prototype consists of:

- Paper cutouts of different shapes representing tables and chairs
 - > Pentagons, squares, circles and rectangles representing the tables
 - > Triangles representing the chairs
- A layout of the ARTEASE Cafe floor plan (printed in A3 size)

How the prototype works:

- We'll show the participants pictures of the **current** seating arrangement in the cafe
- We give them the printed layout of the cafe and the paper cutouts
- They can arrange the shapes (tables and chairs) to their preference (to maximise the space in the cafe) and paste them on the printed cafe layout using Blu Tack

