Grub Hub

Student Experience Map - Ideal State

Enter | **Ordering** | **Waiting** | **Exit**

Order Anticipation | **Choose** | **Check Out** | **Order Confirmation** | **Travel** | **In Queue** | **Double-Check Order** | **Troubleshoot** | **Exit Restaurant** | **End of Experience**

Student

Hungry Now
It is close to meal time, and the student wants to place and order with Grub Hub

Small Lunch Window
Student is trying to order far enough in advance to give themselves time to eat between classes

Open App
Student opens the Grub Hub app, and ensures they are signed in

Schedule Focused
System automatically filters restaurants putting shortest wait times at the top

Decisions Decisions
Student chooses restaurant and meal

Schedule Pick up
Student schedules order to be picked up from 11:45-12:15

Check out
Student is taken to pay page to review order

Personal Card
Student has saved their personal bank card to pay

Campus Dining Card
Student is using money out of their required meal plan

Order Confirmation
Student receives order number and estimated wait time

48th in Line
Student receives their place in line and starts watching the progress bar

Mobile Check In
Student uses a manual mobile check in option to attempt to cut the line

Travel
Student begins walking to restaurant

Travel
Student begins walking to restaurant

Arrival
Student arrives at restaurant hoping their food is already out

Arrival
Student arrives at restaurant and looks for check in station

Kiosk Check In
Student checks in expecting it to be another five minutes before their food is out

In Progress
Student checks app, to see if it has updated progress bar

Standing in a crowed
Student finds place to stand or sit while they wait

It isn't ready yet
The app says the food has been ready for over 10 min

Option 1
delay order to different time

Option 2
Cancel order

Food is ready
Student checks app, it reports the order is ready

Order #528
Employee calls out name or number

There it is!
Student grabs their order

Double Check
Student makes sure all items are in the bag

Order is good!
All item are in the bag

I'm missing ...
Student notices item missing from order

Excuse me...
Gets a designated support worker to help

The Fix
Employee grabs missing item

Thank You!
Student receives missing item

On the Way
Student leaves pick up area

Class
Student walks to class and eats in class or later in the day

Let's Sit
Student finds a place to sit and eat

Service Satisfaction

"I have some time between classes, I should order on Grub Hub."

"I have been craving a chicken sandwich. Grub Hub says the Chic-fil-a has a short wait!"

"My order should be ready between 12 and 12:15 that's plenty of time for me to eat and walk to my 1:00 class."

"Now that I have checked in my food should be ready in the next 5 min."

"Wow, they are really busy."

"They called my number, now I can go grab my food from an organized shelf."

"Whoops, they forgot my sauce. I easily got someone to grab me a BBQ sauce!"

"I can take a break and eat, then make it to my class on time!"

Line of Satisfaction

App Touchpoints

Open App
Student opens the Grub Hub app, and ensures they are signed in

Scroll
Student scrolls through restaurant options

Choose
Student chooses restaurant and meal

Schedule
Student can schedule meal pick up time

Check out
Student has option to pay using campus dining card or personal card

Progress Bar
Student looks at updated time estimate

Mobile Manual Check In
Student manually checks in, to jump the line

Progress Bar
Student looks at updated time estimate

Receipt
Student is emailed receipt and asked for review

Support
Student contacts support if there was a problem with their order

Human Touchpoints

Calls out order
Employee calls out order number and places bag on shelves

Asked for..
If their is a problem with an order students will ask an employee for assistance

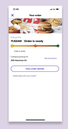
Fixed
Employee hands fixed item back to student

Key Interferences

Wait Times
System automatically filters restaurants by wait times unless user manually turns it off.

Scheduling Window
At more popular times 30 min pick up windows, for less popular times 15 min windows for pick up i.e. "schedule order to be picked up from 11:45-12:15."

3 stage system
The virtual queue will utilize a three stage system communicated through color indicators: grey for in queue orders, orange for orders after check in, and green for finalized orders.

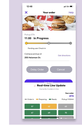


3 stage system
Three key tasks will indicate when employees will update the virtual queue: the student checks in and their order is being cooked, the order has been completed, and the order is handed off.

Organization
Orders only picked up by number. Orders grouped by the last digit in order number. Last names only used as fail safe.

Support People
2 employees at pick up station
1 puts out food
2 support and trouble shoot (missing food items)

Two choices
While orders are "in progress" students have the option to delay order or cancel. This gives students a sense of control over their order while avoiding waste, and students abusing the system.



Line of Control

TV Progress Bar

Yellow
TV progress bar has order number in a yellow box

Check In
after student checks in restaurants begin processing order

Orange
TV progress bar has order number in a orange box

Green
TV progress bar has order number in a green box

App Progress Bar

Order Number
Student receives order number and place in line

In Progress
first notch indicating they have received the order

Preparing Order
Second notch indicating they have began cooking order

Order is Ready
Progress bar complete, food should be places out

Grub Hub System

Order placed
Student places order

Accepted
Restaurant accepts order

Check In
After student checks in, person one triggers cooking food

Kitchen

Cook Food
Kitchen staff begins cooking order

Order Finalizer

Finds order
Runner finds order on screen

Grabs Food
Grabs food from window

Bags food
Bags all food item in order

Makes Drinks
makes drink

Order Support

Grabs Bags
Adds extras like napkins, utensils, sauces

Calls Number
Places orders in numbered shelf

Attends to Student
Listens to students request

The Fix
Grabs missing food item

Hand off
Gives order to student