



## 01 — CASE STUDY

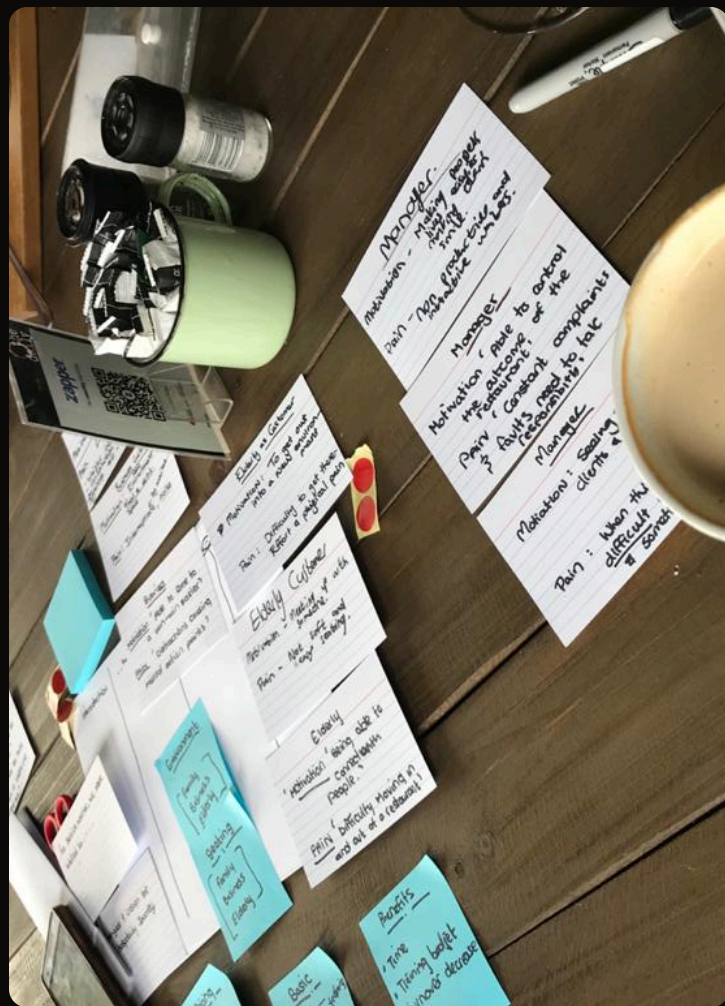
# Service Warrior

Results of the Service Warrior design

Service Design

UX Research

Hospitality



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# In this case study

**Project Brief**

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# 01

## Project Brief

For Service warrior, we were briefed to investigate and design the ideal hospitality journey. We used the method of design thinking to gain feedback and prototype different solutions with our waiters and their customers the result is what you will read in this case study.

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# How the brief shifted

## 01 · THE INITIAL BRIEF

Initially the brief came in to recognise star employees in franchises for exceptional customer experience.

We wanted to simply run a radio campaign where customers could send in a voice note commending an employee after an exceptional experience.

## 02 · WHAT RESEARCH FOUND

However during the research phase we found frustration and limitations from having this initial idea come to life.

**First there was an operational service design challenge to solve.**

Customers and employees were experiencing multiple moments of misery and this led to frustration, a drop in brand perception and resentment rather than celebration toward colleagues recognised.

## 03 · OUR FOCUS

**This project focused on key customers and small ways things like training, restaurant layout and menus could shift the outcome.**

## Our Aim

Our aim was to;

- 
- 01 Increase the appreciation given to waiters/waitresses.
- 
- 02 Increase the overall customer satisfaction rates.

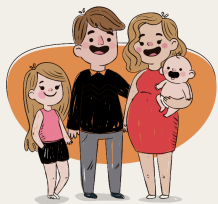
## THE QUESTION

**“How might we improve a customers restaurant experience”**

# 02

# Stakeholders

# Customer



## FAMILY

**Motivation:** “I don’t have to make supper tonight”

**Pain:** “My kids are so busy, am often really stressed out”



## ELDERLY

**Motivation:** “Getting out and connecting with minimal effort”

**Pain:** “Environment not being optimal at all times”

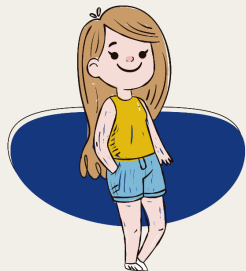


## BUSINESS

**Motivation:** “Getting work achieved in a comfortable environment”

**Pain:** “Environment not being optimal at all times”

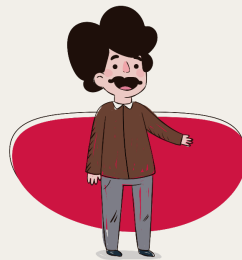
# Employee



## WAITER

**Motivation:** “I’m empowered to provide for my family or my future”

**Pain:** “People disrespecting or looking down on me”



## MANAGER

**Motivation:** “Seeing satisfied clients and staff”

**Pain:** “Having to always be responsible for others problems”

# User Research

Based on our interviews with our stakeholders we found a few main points of opportunity namely:

01

**The need for improved training for management and the waiters/waitresses.**

02

**The need for a more adaptive restaurant environment.**

03

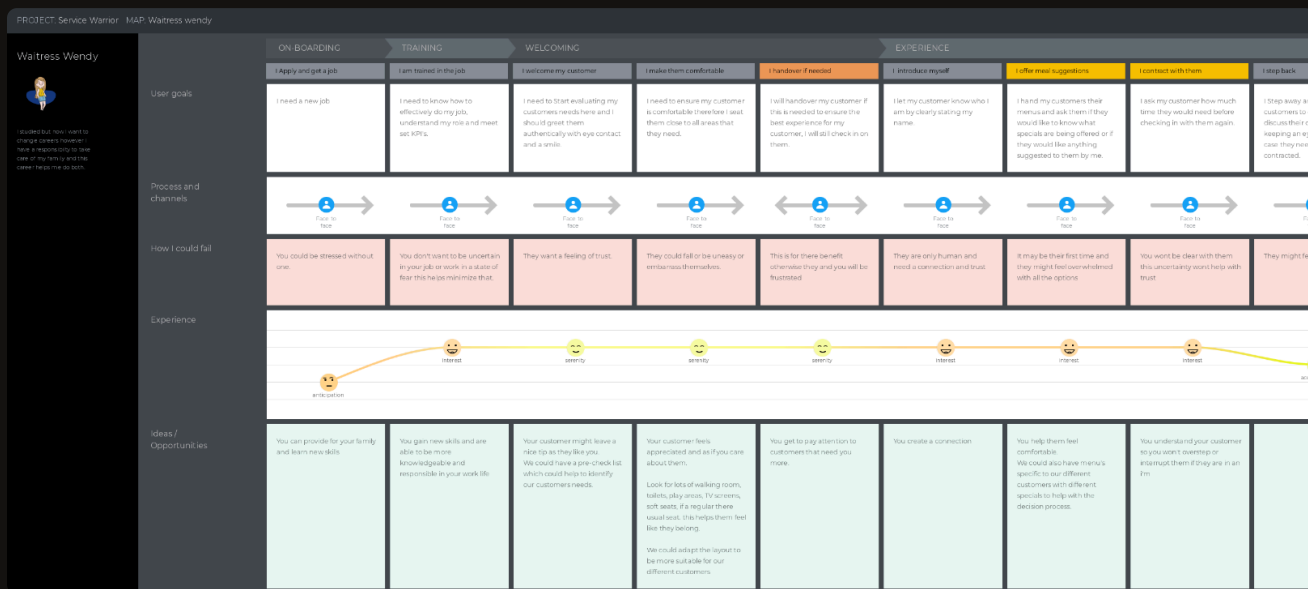
**The lack of digital accessibility for all user groups.**

# 03

## The Journey

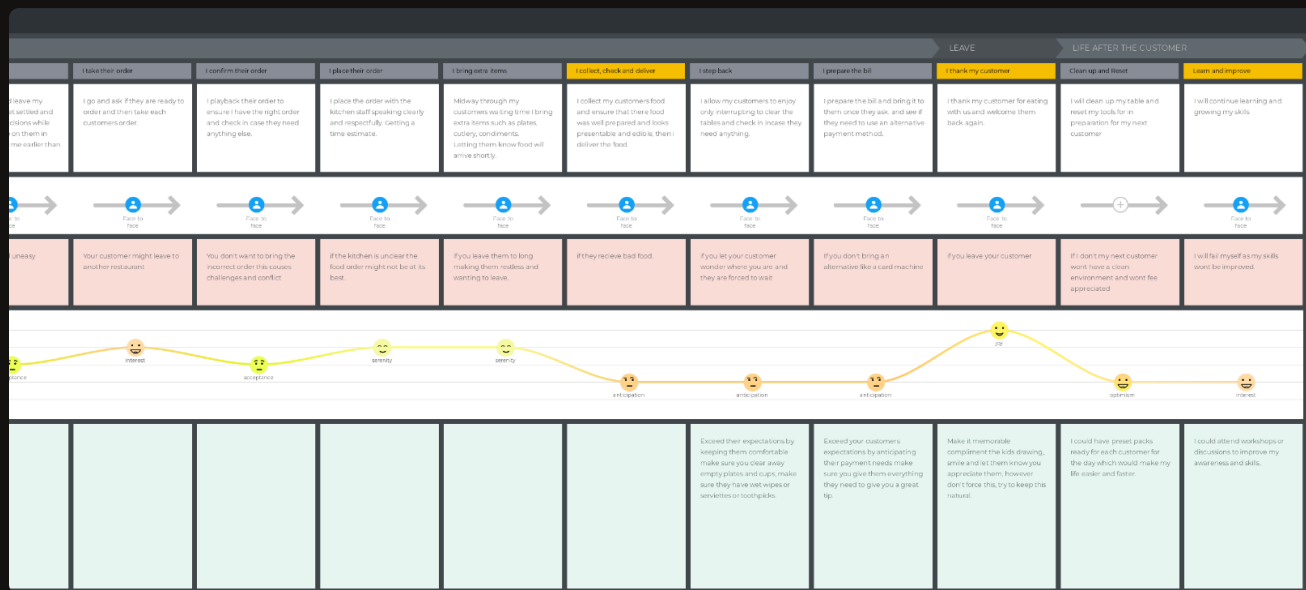
# The Journey

Waitress Wendy · Part 1 of 2



# The Journey

Waitress Wendy · Part 2 of 2



## 03 — THE JOURNEY

### Prototyping and Testing

# Service Warrior Training

Brief

Stakeholders

**Journey**

Outcome

Dining skills

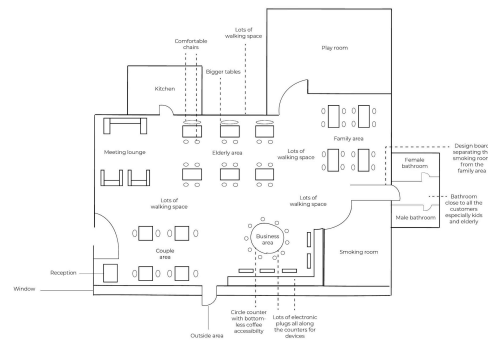
Team work skills

Communication Skills

## PART 1 | THE TRAINING SERVICE WARRIOR JOURNEY

|                                                                                                                         |                                                                                                                          |                                                                                                                  |                                                                                                 |                                                                                                                             |                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|
| If the door is not open<br>then open the door and<br>welcome them.                                                      | Choose the right menu for<br>the customer.                                                                               | Introduce their waiter<br>briefly.                                                                               | Hi my name is...I will be<br>your server...where you<br>can find me                             | The specials I suggest<br>are...                                                                                            | If you need me I will be<br>over there by the...<br>I will come back in 5 min-<br>utes. |
| The welcoming                                                                                                           | Make them comfortable                                                                                                    | The handshake                                                                                                    | The introduction                                                                                | Your suggestions                                                                                                            | Say contact                                                                             |
| Allow your customer to<br>decide, however observe<br>them to see when they are<br>ready                                 | Offer to take the drink<br>order...but wait if they<br>would like to order food<br>as well                               | Write down everything the<br>customer wants with<br>accuracy they need you to<br>clarify anything on the<br>menu | Place the order with the<br>handwritten notes...while<br>observing and noting<br>your customers | Count how many people<br>are around the table and<br>bring coffee and biscuits<br>etc for each person with<br>extra napkins | If there are kids bring their<br>menu and please tell them<br>the parents               |
| Our space                                                                                                               | Ask for order                                                                                                            | Write down the order                                                                                             | Place the order                                                                                 | Bring extras                                                                                                                | Contact, Quality, Deliver                                                               |
| Check in with your cus-<br>tomer to see if they need<br>anything else and if<br>everything was a<br>pleasant experience | Remove all the distrac-<br>tions, open the customer<br>room to think about the<br>bill, ask to avoid any<br>disagreement | Prepare and bring the bill<br>with a card machine                                                                | Thank you for coming to<br>...<br>Let the customer know<br>about the loyalty system             | We hope to see you again<br>Observe and help them<br>when they need to leave                                                |                                                                                         |
| Check in                                                                                                                | Time to close                                                                                                            | Prepare the bill                                                                                                 | Deliver the bill                                                                                | Thank you                                                                                                                   |                                                                                         |

Support Training workshops



Layout and Support artefacts

\*Detailed report can be found in Service Warrior Finding report.pdf

# 04

## The Outcome

# With the completion of this project we are now able to move into a phase 2.

This phase allowed us to identify benefits and engage our main stakeholder.

## USER FEEDBACK

Feedback from users were positive, most related to the layout of the restaurants and lack of empowerment to ensure the best products go out to the customers.

## OUR SUGGESTION

Our suggestions is that the manager gets equipped with the training knowledge and then trains his new employees.

# This training programme will:

01

**Empower  
the  
employees**

02

**Teach  
employees  
basic skills**

03

**Minimize  
business  
expenses**

04

**Decrease  
turnover  
time**

# Reflection

This project took around a month which I believe is a fair timeline considering I led and executed along with my team in:

Project structure

Planning

Management

Design research

Design prototyping

Recording and reporting

Pitching back to executive

## WHAT I WOULD DO DIFFERENTLY

Look at the numbers, look at training costs and what these new prototypes would cost a business. I would look at rate of improvement to the lives of the customers and the perception of the brand.

## WHAT I LEARNED

Because it was my first project led and I had to discover my structure, something I would be able to do now is communicate the project milestones earlier.