1) Story

Summary
The main chef in a café of a corporate office wants to serve its customers faster.

Storyline
The main chef wants to monitor their café during lunch hours. Sometimes the café gets very crowded, which affects the time the customers get their meals. The main chef wants to have an overview of the current situation in the café, its crowd level and the status of the queues. Based on this information, they can assign a new employee to a specific task where more labor is needed on the spot. This way they can serve food faster and the waiting time of the customers will decrease.

2) Persona - John Burke – Main chef in Café Esparanza

“Cooking is my desire. My aim is to cook the best and healthiest for everyone.”

Responsibilities
- I choose what to cook every day.
- I personally cook the main dishes in the kitchen.
- I check on the dishes in our

Main Goals
- To cook healthy as well as delicious food to the best of my abilities.
- To manage my time on cooking more efficiently.
- To reduce the costs for cooking.
- To minimize the overall cost of

Needs
- I need to know how much of a dish I should cook.
- I need to know what dish is preferred more.
- I need to cut down on energy (PGE) we use to cook.
- I need to serve our customers as fast as we can.

Pain points
- I cannot control what is going on in the serving area when I am in the kitchen.
- I cannot have data recorded that shows which meals are preferred.
3) Point of View

As the main chef, I need a way to decide on how much to cook each day in order to prevent food waste in our café. As the main chef, I need a way to monitor how much heat each dish in the serving area needs so that I can adjust the energy consumption accordingly.

As the main chef, I need a way to serve our customers faster so that they do not wait in line too long.

- My BUILD prototype has all these options. I will present only the last one here. My user experience journey will be based on that one only. However, feel free to discover the other options in my BUILD prototype.
4) User Experience Journey

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<tr>
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<tbody>
<tr>
<td>John, the main chef in Café Esperanza, has been hearing lots of complaints about the waiting time in the café during lunch hours.</td>
<td>John decides that Margaret should monitor the lines in the serving area during lunch hours and comes back to report to John.</td>
<td>Margaret goes and waits in the serving area to monitor.</td>
<td>Margaret looks at each line of the food booths. She gets an estimate whether or not the line is too long. She walks around the serving area to see every food booth.</td>
<td>Margaret thinks that one line is too long. She writes down the queue. She goes back into the kitchen and tell John. John asks Margaret to send somebody to that food booth to decrease the waiting time. Somebody from the staff goes there. John is notified that somebody is there.</td>
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<tr>
<td>Why are we getting many complaints about service time? We should monitor what’s going on during lunch hours.</td>
<td>I will tell Margaret to do that. OK this line looks too long. Would this line be counted as too long or just normal? Wait, I cannot monitor the food booth on the other side!</td>
<td>Oh, in the salad bar we only have Michelle serving and twenty people waiting!</td>
<td>Somebody should help Michelle. Ben should go there and help her!</td>
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<th>TOUCH POINTS</th>
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<tbody>
<tr>
<td>Customer satisfaction rate</td>
<td>Monitoring tool</td>
<td>Monitoring Physical attendance</td>
<td>Inaccurate evaluation</td>
<td>Reporting to the management</td>
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<tr>
<td>Communication among staff</td>
<td>Lack of time management</td>
<td>Lack of decision</td>
<td>Staff assignment</td>
<td>Verbal confirmation</td>
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5) Set of Mockups

Please find my BUILD prototype
https://standard.build.me/api/projects/decfdf6ee243cd410cd423f2/prototype/snapshot/latest/index.html#/14775308183737335_S0

Preview

This is my perfect app. Let me see how crowded our café now is.

The line in front of the vegetarian dish looks too long. Let me click on that one.
Waiting time is 2.1 minutes. Too long. Let me take action and send somebody there.

Let me send Michael there.

This should reduce people's waiting time.