



1227 11th Street Northwest, Washington, D.C. 20001

USER EXPERIENCE RESEARCH



BUSINESS RESEARCH GOALS

- Why do people choose El Sol?
- Who comes to El Sol?
- How to improve customer experience
- How to improve the brand
- How to improve service
- How to improve existing systems



RESEARCH METHODS USED

- Walk Through Observations
- Dine-in Observations
- Customer behavior observations
- Customer Interviews



AT A GLANCE

DEFINE AUDIENCE	PSYCHO GRAPHICS	IDENTIFY WHAT YOU KNOW	BUSINESS VALUES	QUESTIONS FOR THE CUSTOMER
Younger 20-35 Few Older 40-55 Groups of 2 Groups of 4 Single patrons at bar Couples Friends Families Male and Female	Eating Drinking Dating Affordable Drinking at Bar Affordable Hungry Carry Out Relaxing Conversations	Very busy/ crowded Loud conversations Groups of people waiting to be seated talking Many people drinking Bright Lighting Television at Bar Music during day No music in the evening Simple Decor Brunch, Lunch, Dinner Relaxing Conversations Authentic Local/Neighborhood feeling Friendly/ Down to Earth Food Truck, Carry-out, Online ordering	Authentic Cuisine Shares culture and Cuisine of Mexico Everything made in-house Some ingredients shipped directly from Mexico Quality Freshness "Neighborhood spot" "Vibrant taste of Mexico" Experience and work ethic of chefs Menu is derived from the foods that the chefs grew up with in Mexico, including street food	Have you ever been here before? What do you recommend on the menu? What other things have you ordered? How often do you come here? What is the quality of service? Is there a long wait? How are the prices? Are they reasonable? Have you ordered from the bar? How are the drinks? Have you ordered carryout? How does this compare to other similar restaurants that you have gone to?



INNOVATIONS

PROFIT MODEL	NETWORK	STRUCTURE	PROCESS	PRODUCT PERFORMANCE	PRODUCT SYSTEM	SERVICE	CHANNEL	BRAND	CUSTOMER ENGAGEMENT
Food Prices				Easy order Comfortable to wait Photos on menu Great menu size Not really designed	Can be better designed for take-out For all ages All inclusive Mobile App Categorize menu Categorize menu Cramped Hard to maneuver Bathroom signage	Although authentic English speakers Efficient Customer service WiFi	Delivery service Highlight takeout Hours: brunch, lunch, happy hour, dinner Open until 1am Strategize pain	Signage is an afterthought No branding on menu Neighborhood Local vibes Physical seating is comfortable for mid-length stay Well designed for sit-down Music is not intrusive	Authentic Friendly Simple decor Simple aesthetics Music is pleasant Mid-tempo Not too loud Music is not intrusive Local feel unlike chain Single people 21+ at bar Down to earth



RESEARCH FINDINGS

<p>Why do people choose El Sol?</p>	<ul style="list-style-type: none"> • Quality of Food • Menu has large selection • Neighborhood Casual Atmosphere • Prices 	<ul style="list-style-type: none"> • Authenticity • Hours
<p>Who comes to El Sol?</p>	<ul style="list-style-type: none"> • Young 20-35 • Older 40-55 • Couples • Families 	<ul style="list-style-type: none"> • Friends • Singles • Males & Females
<p>How to improve customer experience</p>	<ul style="list-style-type: none"> • Improved carry out system • Organize menu in categories • Mobile app for ordering/more convenient than website ordering 	<ul style="list-style-type: none"> • Space planning of dining area/bar • Bathroom signage • WiFi
<p>How to improve the brand</p>	<ul style="list-style-type: none"> • More cohesive branding/ • Logo on sign looks different from website • Signage 	<ul style="list-style-type: none"> • Stronger website branding • Include branding on menu • Highlight business values such as authenticity in branding
<p>How to improve service</p>	<ul style="list-style-type: none"> • Improved carry out system • Space planning of dining area/bar • Designate an area of the restaurant for carry out 	<ul style="list-style-type: none"> • Better system for waiting customers
<p>How to improve existing systems</p>	<ul style="list-style-type: none"> • Improved carry out system • Organize menu in categories • Mobile app for ordering/more convenient than website ordering 	<ul style="list-style-type: none"> • Better system for waiting customers • Improved website

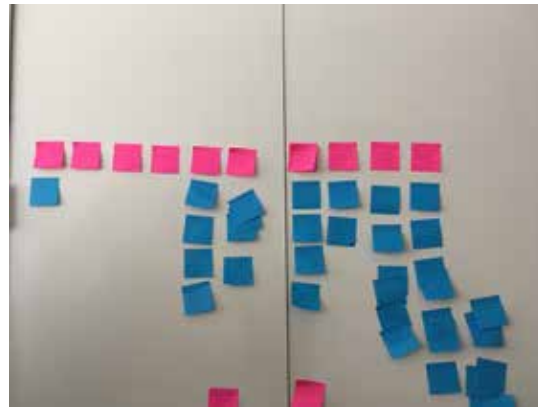
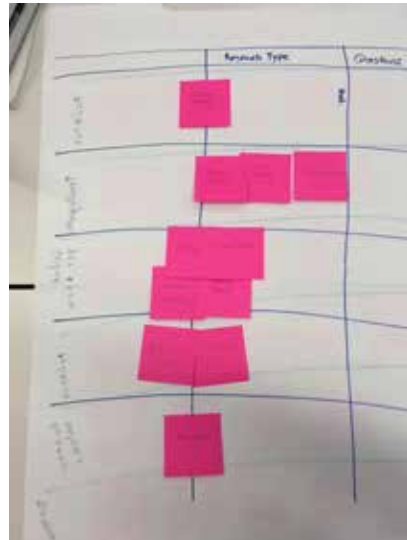


SOLUTIONS

- Mobile app for ordering carry-out and making reservations
- Organize menu into categories
- Offer Wi-Fi.
- Include images on website menu and design both menus with a similar layout
- Keep the logos and branding consistent
- Clear sign-in process for waiting customers
- Designate an area of the restaurant for carry out



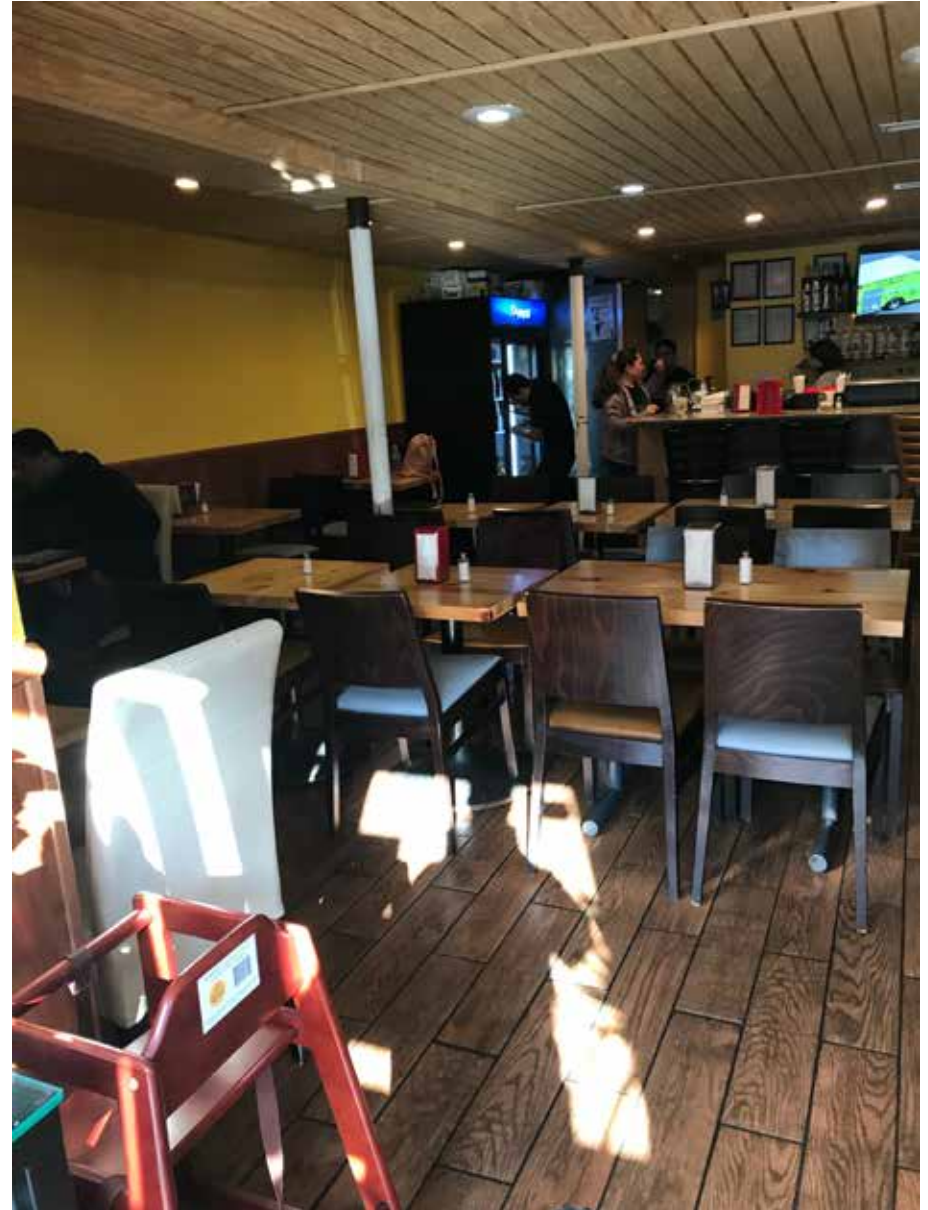
PROCESS



ENTRANCE



INTERIOR





MENU



TEAM

- Alex Valera
- Bernard Palin
- Dave Zeliff
- George Sordoni



Submitted by George Sordoni