Celine Saracoglu *Master Thesis 2020/21*

Digital self-service at upscale gastronomy sector

User testing

Abstract

Increasing digitization brings with it the challenge of presenting the flood of information to users in an efficient manner. This master's thesis deals with customer acceptance of digital ordering systems in the upscale restaurant sector.

The basis of the considerations are the approaches from the system gastronomy. In the context of this, the question is to be answered whether this business model can be adapted in the upscale gastronomy and to what extent this affects customer satisfaction and acceptance.

The goal is to optimize the user interfaces of the digital menu via tablets. This not only makes restaurant visits more efficient, but also offers customers a completely new experience. The subject of this is the subsequent evaluation of the user tests in order to provide concrete answers to the preceding questions. Finally, the results provided initial confirmation that this type of ordering process is accepted by users and that intuitive operation can make restaurant visits more efficient for all parties involved.

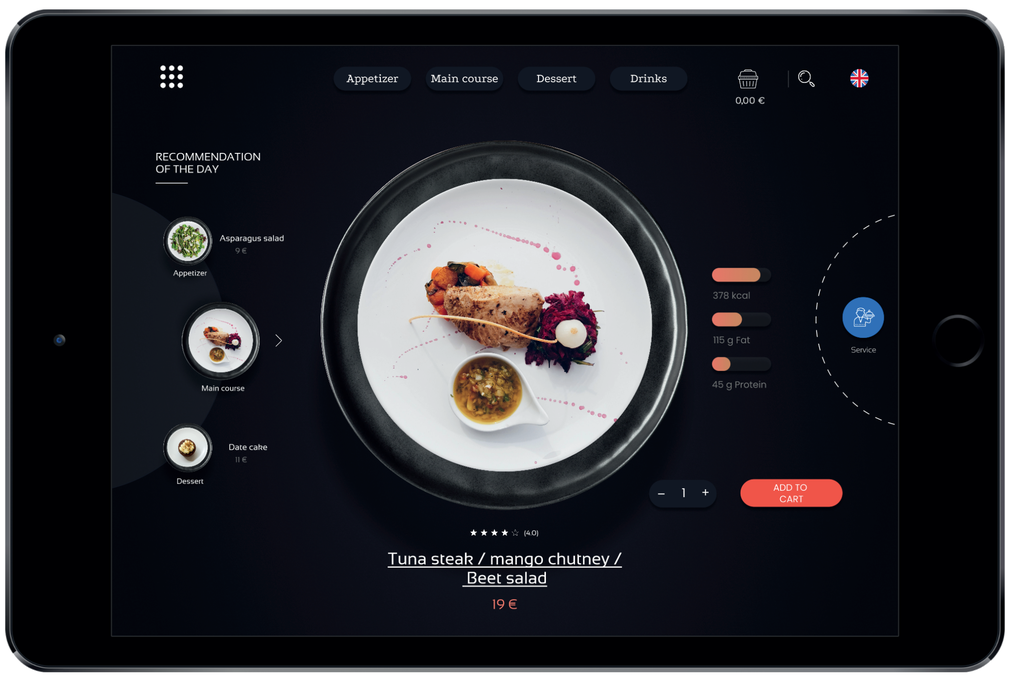
Special Focus

The results of the master's thesis will be used to answer the question of user acceptance of self-service in upscale restaurants. Additional requirements and wishes of the customers are to be centralized. Furthermore, it will be analyzed how the use of self-service affects the competence and customer service.

In this context, an expert interview is conducted, an online survey is created, and the user shadowing method is applied using a self-order app. Moreover the Kano model is used, which provides insights into the various customer requirements and classifies product functionalities according to their relevance. Subsequently, the target group and user analysis ensures deep insights into the problems and needs of the users.

The development of a high-fidelity prototype will be used to evaluate the user experience through user tests. In addition, the finally developed prototype should be able to provide a basis for further concepts in relation to this master thesis.

Interfacedesign



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Result and Future Work

It is advisable to solidify the pure form of the digital menu as a publication medium, even with an analog ordering process. In addition, the personalized setting of dishes is becoming more and more centralized by users. Through individual customization, customer satisfaction is significantly increased and can also lead to a differentiation for the catering industry compared to the competition.

With the final prototype the basis for a further development of a digital ordering system for the upscale gastronomy could be created and in the context of this, the gained knowledge from the user tests could be transferred. However, optimization and subsequent communication measures should be taken by the individual catering businesses to ensure that the digital form of the ordering systems is fully established as an important graphic information and ordering tool.

The results of the work can therefore provide valuable insights and findings for the catering industry and individual businesses that want to optimize their processes through the use of digital ordering systems.

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