

Late to class? Have no time? We got you!

# DukeDash

Trying to help students eat amongst the growing lines, and time crunch of class.

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# Rationale for Approach

Maintaining a balanced eating schedule can be very difficult while being a full time college student. With limited food options, short time windows, and thousands of other students competing for the same food as you, it can often be hard to get 3 good meals in during the day. We collectively agreed that one of our biggest problems throughout our days on campus was timing out when we can get the food we want, without having to wait in a huge line, while also being able to make it to our next class on time. Everyone has had those days where they sit in class with their stomach growling because the line was too long to get food. That takes all your focus away from class, and all you can think about is your next meal. We knew there was a way to fix this, so we got to brainstorming.







**How might we improve the experience of students trying to eat healthy with a busy schedule, even with growing lines?**

# **Research Questions:**

1. What year are you?
2. Did you purchase a JMU Dining plan?
3. Where do you spend most of your time eating on campus?
4. Have you ever had a problem with JMU Dining?
5. When are the busiest times to get food on campus, that would deter you from going to a food place?
6. How many days per week do you miss a meal due to class scheduling?
7. If JMU released an app that allowed you to use your meal plan to preorder food in between classes, would you use it?

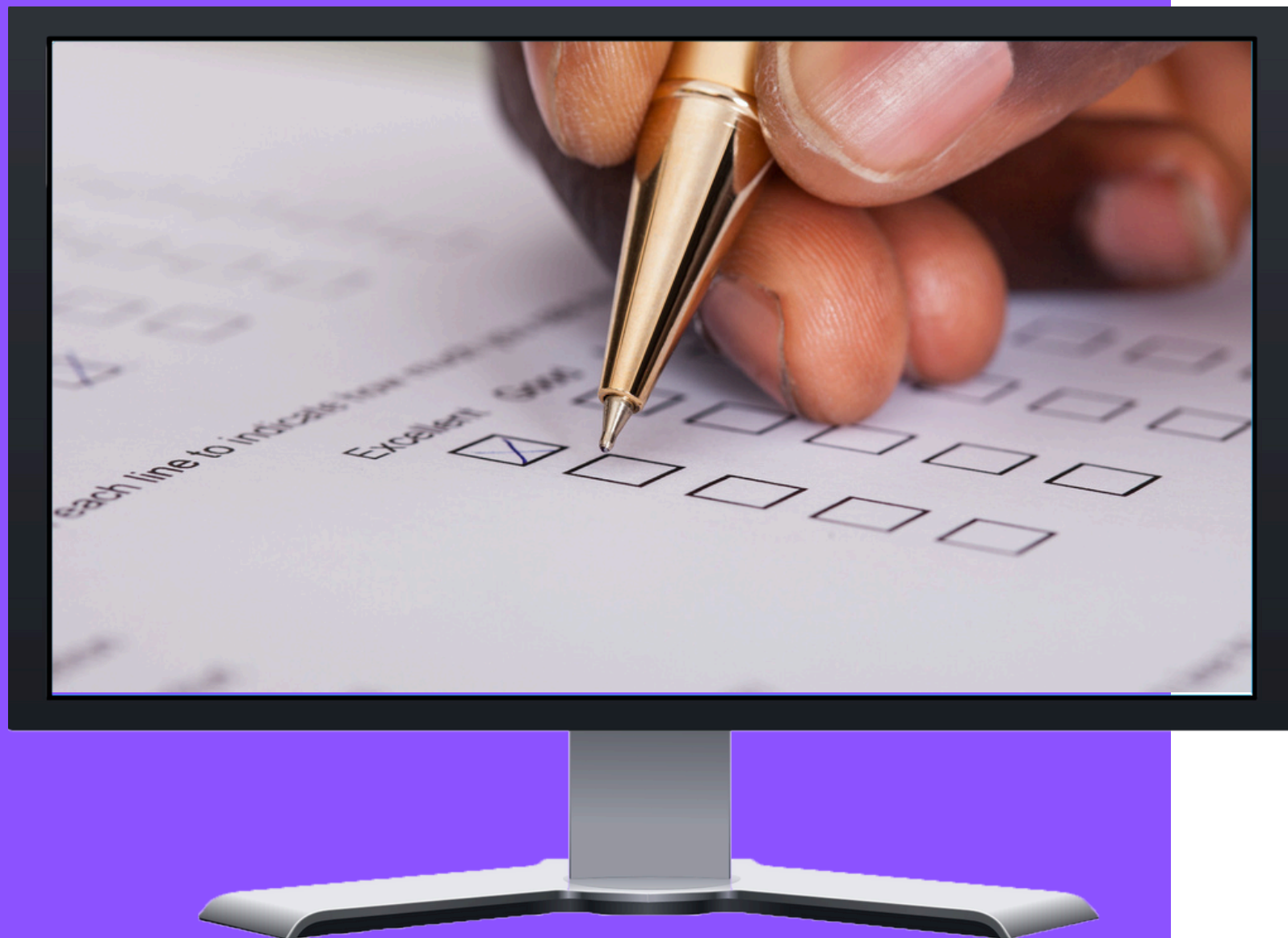
# Interview Selection Process



**For the interview process we selected students we knew spent a lot of time on campus, and asked them whether or not they had meal plans to gauge the amount of time they spent in food locations. We wanted to get a good understanding of people's likes and dislikes about JMU Dining, so we could base our app off what they want to keep, and what they would suggest to change and improve. We prepared questions based around how to find the best way to make dining simpler and easier for students trying to work around their busy schedules.**

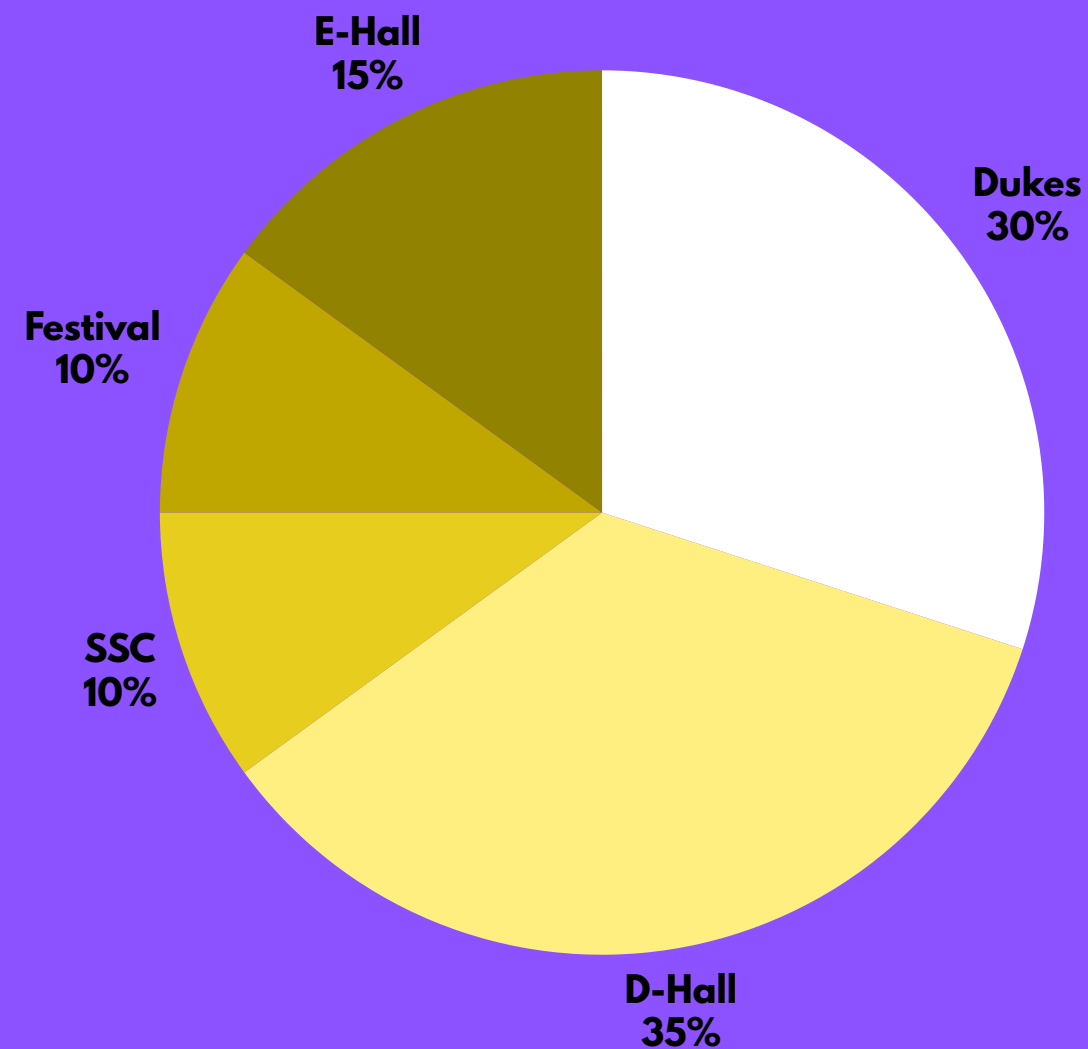


# Survey Results



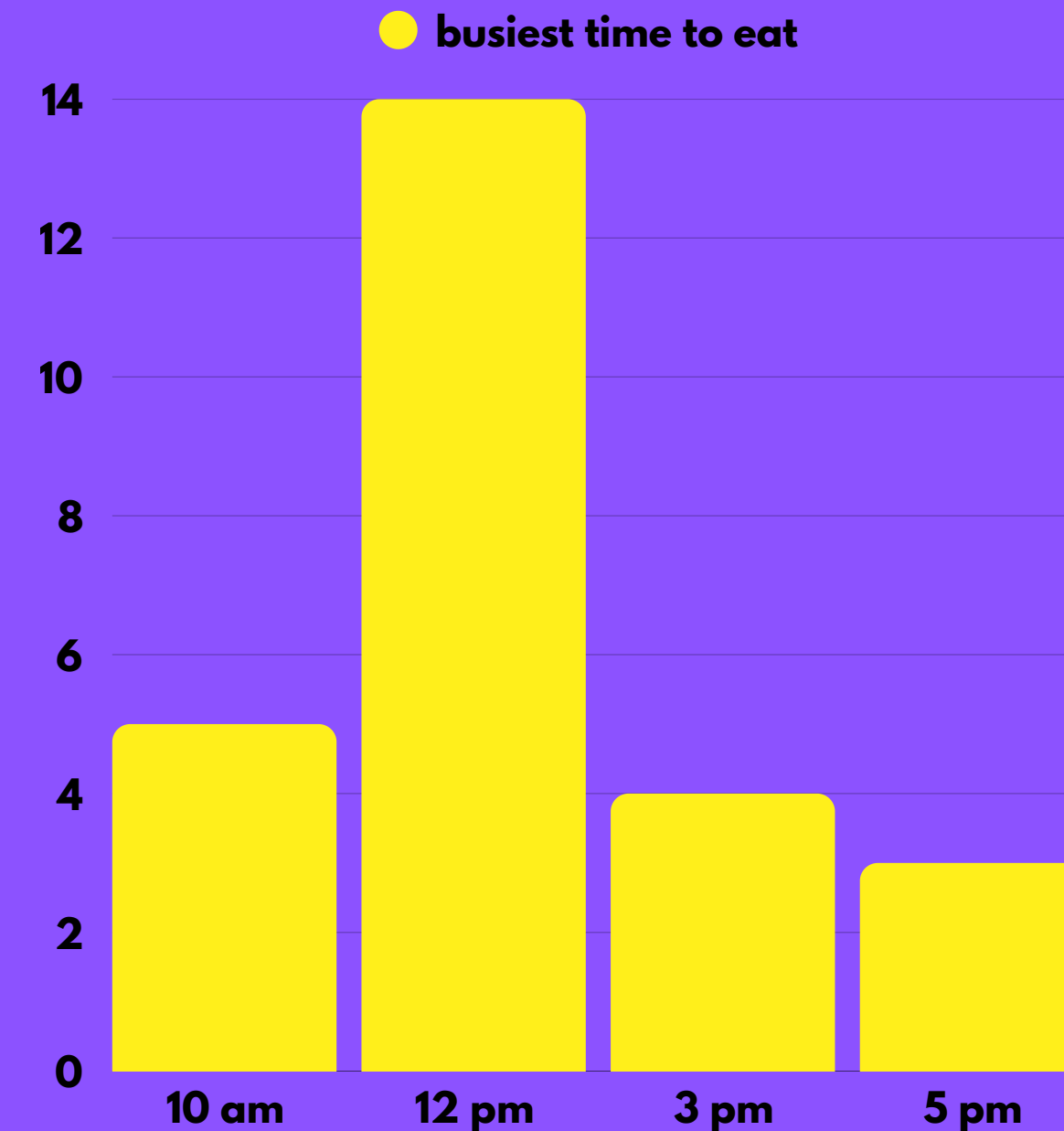
- **65% of people say they spend the majority of their time eating at either D-Hall or Dukes Dining**
- **55% of people said that noon was the busiest time to get food, with lines being the longest**
- **70% of people say they miss 2 or more meals per week due to long lines, and busy schedules**
- **100% of people said they would use this app to help them get their food more efficiently**
- **Most people's biggest struggle after getting food is finding a place to sit during busy hours**

## Where do you eat the most?

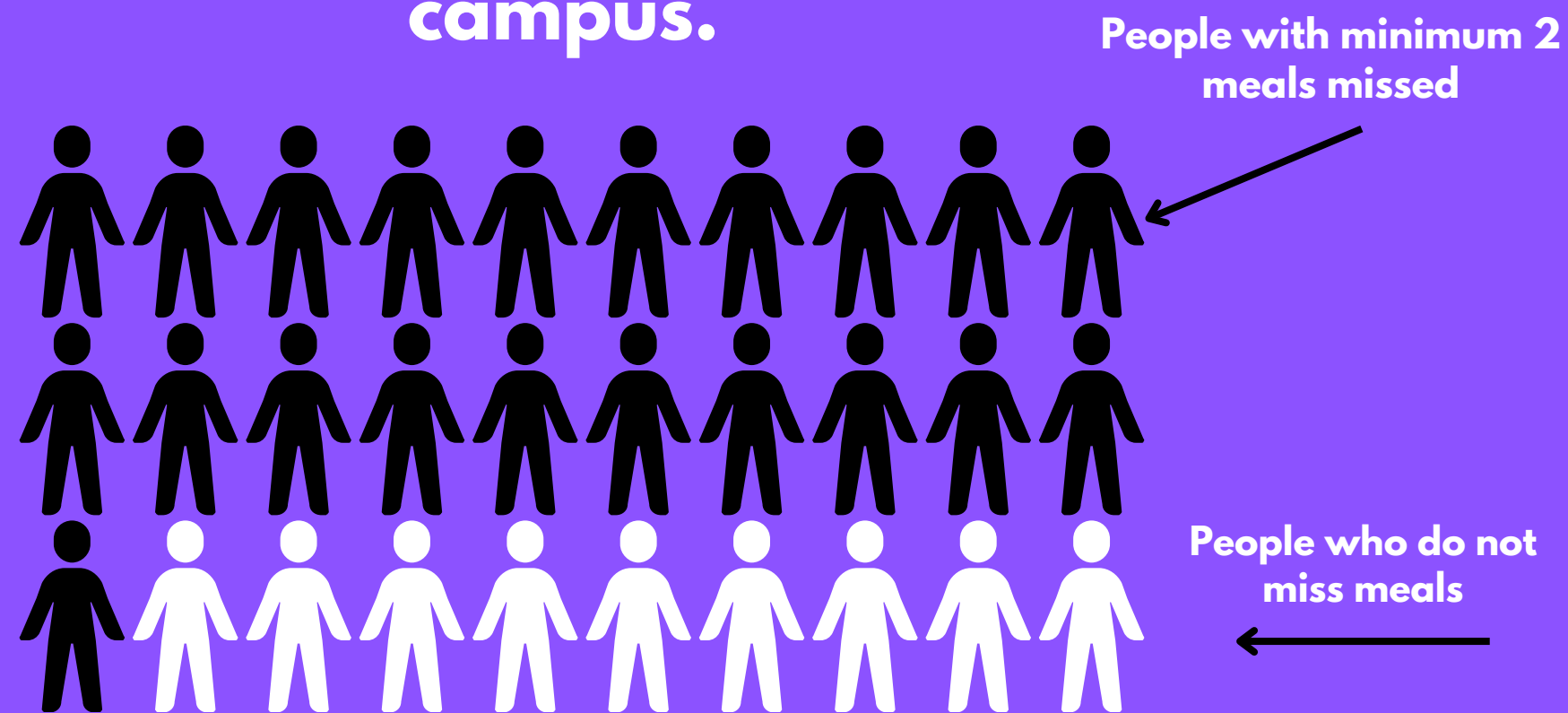


We wanted to get a good idea of where people spent most of their time eating, so we could design the app around those locations. D-Hall and Dukes covered 65% of the survey answers since those spots are in the prime locations of campus. We wanted to focus most on those locations for preorder services, as well as line estimation since they tend to be the busiest.

We wanted to figure out what time was the hardest for students to try to beat the lines to get their food. 55% of responses agreed that 12 noon was the busiest time on campus to eat. We took this information into consideration when planning the app, we made a filtration system so people can see exactly where has the most people.



We found that **70 percent** of the interviewed students miss at minimum 2 meals per week, due to scheduling or other inconveniences. We as a team figure that in designing this app, we want to lower the number of people missing meals, in order to promote a healthy eating lifestyle on campus.



100% of students interviewed said they would use this app to get their food more efficiently. This shows just how needed a fast, reliable service is at JMU, and how beneficial it would be to the students here. We plan on centering the app around the pre-ordering of food, ensuring that less students go hungry between their busy schedules



# Design Requirements



**This app should allow users to pre-order food from all JMU Dining locations. This would allow students who have fast turnovers between classes to be able to have food.**



**This app should allow students to see estimated wait times for each of the JMU dining options, as well as an interactive graph of the amount of people in each location on average for the day/time.**



**This app should allow students to seamlessly integrate their JMU Dining plan using punches, flex, and dining dollars, as well as credit/debit cards to purchase items**





# Design Requirements (continued)



**This app should be able to filter JMU Dining options based on the hours that they are open, as well as distance and the amount of people expected to be in the place of the user's choosing**



**This app should offer a rewards program, either partnered with the school to offer school supplies or other items, or free food based on credit/debit card purchases.**



# Persona #1: Mairin Tully

**Year: Junior**

**Age: 20**

**Major: Writing**



**Life at JMU:** Mairin is an off campus student with a meal plan of 7 punches a week. Mairin does not have Friday classes and goes to the dining hall twice a day Monday-Thursday. Mairin's dining hall of choice is D-Hall because she feels it has the best food. Mairin's main frustration is the long lines she has to wait in and the little seating there is during busy times. Mairin found that she would avoid going to D-Hall at noon because of these issues.

**Mairin's goals:** Mairin would love to find a way to get lunch quickly with avoiding long lines at D-Hall. She would also love to find a way to avoid finding seating during busy times like noon.

**"I would love to be able to get lunch quickly and efficiently without having to wait in long lines!"**

**Mairin represents 30% of population**



# Persona #2: Tyler Greenberry

**Year: Senior**

**Age: 22**

**Major: Engineering & Math**



**Life at JMU: Tyler is one busy guy. Between 18 credit hours, TA'ing for an introductory class, and his fraternity, Tyler barely has time to get food. Tyler on average misses between 2-4 meals per week, and is frustrated at the lack of quick, and accessible options.**

**“I would love to sit down and have some nugs at E-Hall, but I never have the time!**

**Tyler represents 40% of population**

**Goals: Tyler would like to be able to use the app to be able to pre-order quick and easy meals that he can take to his classes, as well as skipping the never-ending lines that are ever-present around meal times. He also would like to save up rewards points to potentially earn free items from the school.**