



1. Business Opportunity Question

How can Onward establish roots within the Rogers Park and Loyola communities?

Client Background

Onward is a restaurant in Rogers Park that specializes in American comfort food. The comfortable ambiance and upscale décor make it stand out amidst a variety of surrounding fast food restaurants around Loyola's campus.

2. Research Objectives

- To explore student perceptions of Onward
- To evaluate the effectiveness of current promotional efforts
- To understand how brand awareness plays a role in a restaurant
- To understand the flow of business activity in a restaurant
- To investigate how pricing affects consumer behavior
- To understand key elements of overall customer experience

4. Determine Data Sample

The survey was posted and shared on social media, allowing little control over sample size and demographics. Loyola students from many different backgrounds were part of the in-depth interview process.

5. Data Collection

Surveys were posted to Facebook, LinkedIn, Instagram, and sent over text. The results of the survey were stored in Qualtrics. 153 people across the nation have completed the survey as of 4/14/20. Interview data was recorded in Microsoft Word and saved as pdf files. 18 people will be interviewed.

6. Data Analysis

Once the sample population is finished taking the survey, the data will be exported from Qualtrics to SPSS to be analyzed. SPSS enables one to create reports and use descriptive statistics to determine frequencies and create crosstabs. This allows one to make meaningful claims about the data that align with a research objective.

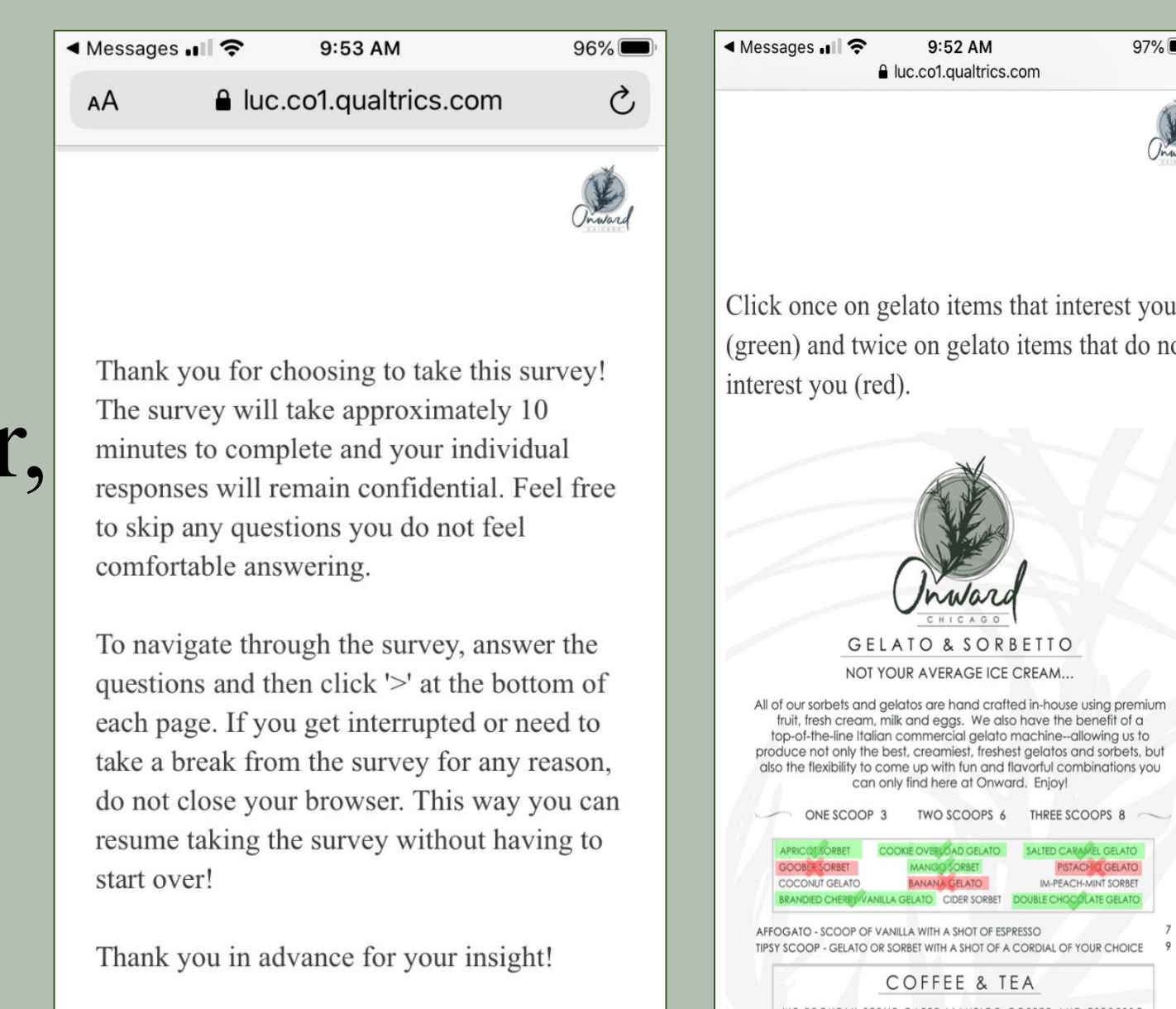
At the conclusion of the interview process, interview pdf files will be uploaded to NVivo for analysis. There, one can conduct word frequency tests to look for patterns within the data set. One can also “node” the data to examine which words/phrases align with a given research objective. If a research objective is “saturated”, meaning there are many nodes for that objective, there could be a relationship between the data and that objective.

3. Research Design

Quantitative Data

A research method used to evaluate numerical data related to a business opportunity question

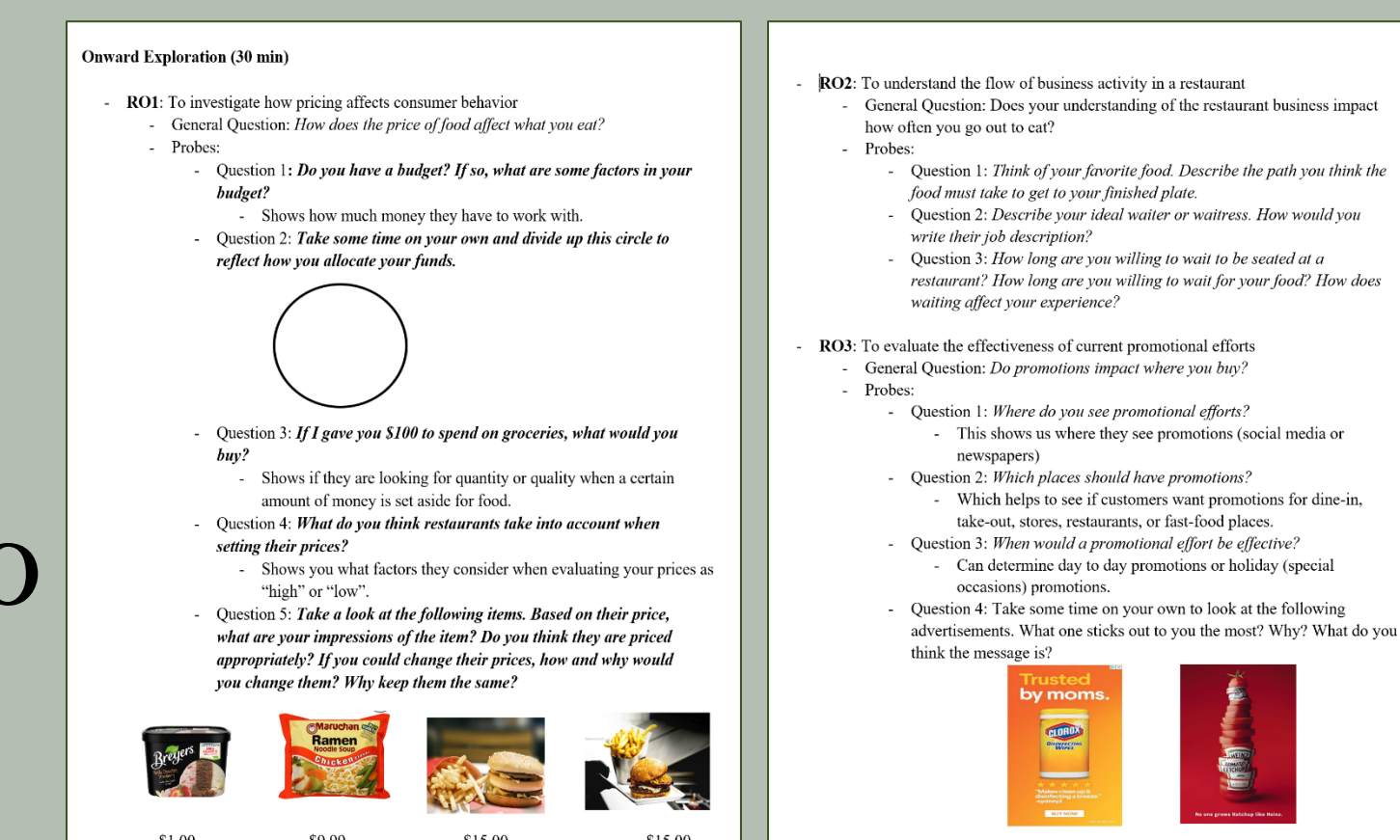
- To collect quantitative data, a survey was created in Qualtrics to provide insight about what customers are looking for when they go out to eat.
- The first question asks: “Have you dined at Onward before?” Depending on their answer, the user is prompted with a set of questions applicable to them
- Highlight feature is an interactive hot spot map that allows users to select which menu items appeal to them and which items do not



Qualitative Data

A research method used to evaluate non-numerical data related to a business opportunity question

- To collect qualitative data, an in-depth interview template was created to provide insight about consumer preferences.
- The interview is applicable to people who have and have not been to Onward.
- It includes several engaging interventions that help to provide unique and rich feedback.



7. Insights and Action Report

After the data is analyzed, the results will either make the answer to the business opportunity question clear or will bring to light a new business opportunity question. Either the results will be shared with the Onward client via a Canva file or the process will start all over again using the new question.