

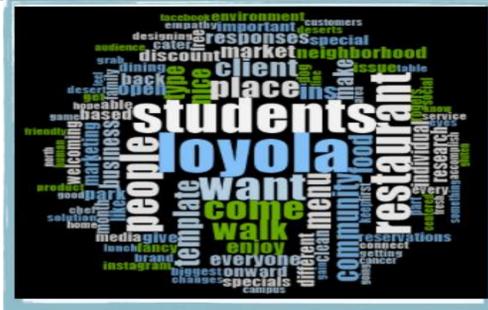
EXPLORING ONWARD'S BRAND POSITIONING WITHIN LOYOLA'S COMMUNITY



Onward serves the Rogers Park community by providing restaurant, bar, and lounge services to consumers beyond hotel guests. In order to connect more with the community, Onward needs to deeply understand the preferences for elevated dining in Rogers Park.

Identifying the Business Issue

Word cloud based on data from client interviews



"Biggest challenge is getting students into the restaurant. Students want grab and go."

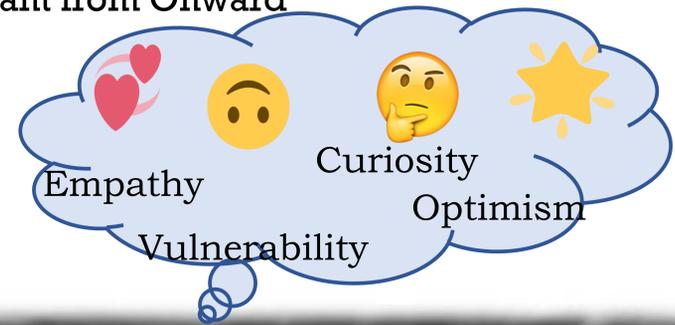
"Biggest thing is making people realize it is a community restaurant."

The purpose of this research study is to use methods of market research and design thinking to evaluate Onward's current brand positioning within Loyola's community and to derive actionable, value added insights to improve Onward's business. How might Onward connect more with Loyola's community?

Research Objectives



- To assess Loyola's perception of Onward
- To investigate Onward's current customer satisfaction
- To explore how Onward can attract Loyola students
- To understand how Onward can connect more with Loyola's community
- To explore how Onward can attract walkers as a neighborhood restaurant
- To determine what experience Loyola students want from Onward



Qualitative:

RESEARCH DESIGN

Quantitative:

Exploratory, qualitative design can be desk research, external internal data from the client, observations and focus groups.

- Team Target designed qualitative research collection by creating a focus group guide (sample shown to the right).
- Exploratory data collection is collected through online focus groups via Zoom, where each research objective is answered with a series of different creative engagement interventions and follow up questions.

RO2: Investigating Onward's potential/current customer satisfaction Exploration (20-30 minutes)

Okay now, let's dive in with a general discussion. Our main focus is to answer this question:

What is Onward's current customer satisfaction or (if participants have not been to Onward) would students at Loyola be willing to try Onward based on how the following questions are answered.

Probes:

What do you like the most about Loyola's community?

In what ways does Rogers Park fit into your life?

What do you like the most about the neighborhood? The least?

What do you think about the current restaurant options in Rogers Park?

What restaurants do you visit frequently? Why?

Engagement Intervention: As a Loyola student, I'd like you to think about how satisfied you are with the local restaurants at Loyola's Rogers Park community. To do this, I'd like you to express that in the form of an emoji and explain why you choose that emoji in the chat box or using your audio.

Follow up probes from engagement exercise:

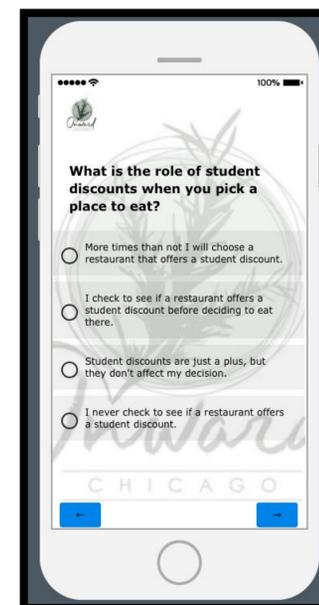
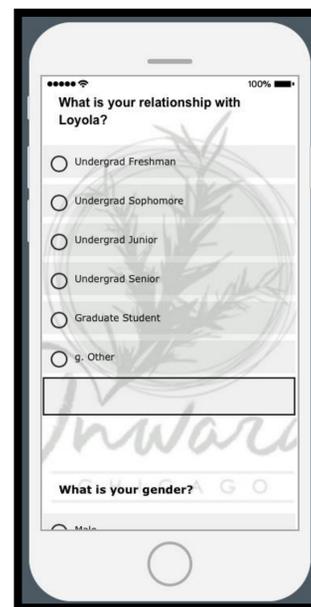
What attributes determine your satisfaction with a particular restaurant?

What is your thought process like when choosing where to go out for lunch or diner?

What specific factors would influence your decision when choosing a place to eat?

Engagement Intervention: Once more, I want you to take a second and think about the restaurants located near Rogers Park. Take a few minutes and draw what comes to mind when you think about the restaurant options in Rogers Park. These drawings can include restaurant logos, symbols of specific kinds of food, etc. After drawing a few random doodles, write down one word that you believe accurately represents the food options in Rogers Park.

Quantitative Research is used to quantify the problem by generating numerical data or data that can be transformed into usable statistics.



- Team Target designed a Qualtrics survey to collect descriptive data where questions are simple, direct and comprehensive for easy response.
- All survey participants must be Loyola students.
- Survey results will be analyzed through SPSS, a statistical data analysis software.

Team Target values the usage of primary and secondary data and analysis to identify the business issue and determine the proper recommendation for an actionable solution through methods of design thinking.



TEAM TARGET

