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

"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?

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.

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.