ALIGNING WITH STUDENT PERCEPTIONS

Onward Chicago is Rogers Park’s own elevated dining experience located on the doorsteps of Loyola University Chicago. Onward aims to provide upscale American comfort food to a community that is saturated with fast casual and quick service restaurants. With an emphasis on elevated yet accessible dining experience, Onward wants to better serve the communities at Loyola and in Rogers Park.

Students value and appreciate the elevated dining experience and aesthetic Onward Chicago offers them as Loyola Students

“Onward is an awesome place to have on campus. I took my partner there for our anniversary and it was great not having to travel downtown to have high end food”

“I’ve only been there a few times, but it definitely is a great spot with amazing food that is worthy of my Instagram. I really want to check out their brunch in the fall”

MARKET RESEARCH DESIGN

Data received from exploratory and qualitative design and research yields information about student behavior, decision making, and habits. This data can further Onward’s understanding of student motivations which can help inform marketing and positioning efforts.

- Team Infinity’s proposed focus group questions will allow Onward to gain a more critical understanding of how students overall perceptions of a restaurant influences their decision making.

- Observational data will be collected to understand more clearly how students perceive a casual dining and bar environment.

- Our focus groups will be catered more towards students, specifically Loyola students, as they are who Onward is looking to have a great appeal to.

RESEARCH OBJECTIVES

1. To explore motivations behind student restaurant decisions.

2. To understand how students perceive the bar space.

3. To assess how student specials affect student perceptions.

4. To investigate how green initiatives affect student perceptions.

5. To assess how students perceive a casual restaurant environment.

6. To explore how prices at restaurants impact student restaurant decisions.

7. To evaluate student perceptions of surrounding competition.

TEAM INFINITY

Team Infinity’s goal for this research design is to be able to identify student behavior, both habitual and intentional, that primarily drives their own decision making. Data collected will allow us to analyze trends and commonalities among students and how they ultimately perceive Onward Chicago. Once we analyze the data and make informed conclusions, we will give Onward and actionable recommendation on how they can better align themselves with student perceptions.

Quantitative research design provides insights through tools such as Qualtrics surveys. Through this medium, Onward can obtain hyper specific numeric data in regards to surrounding quality perceptions, dine out frequencies, and the importance of price. This data will be actionable and can guide future strategy.