



HOT POT CHINESE FOOD

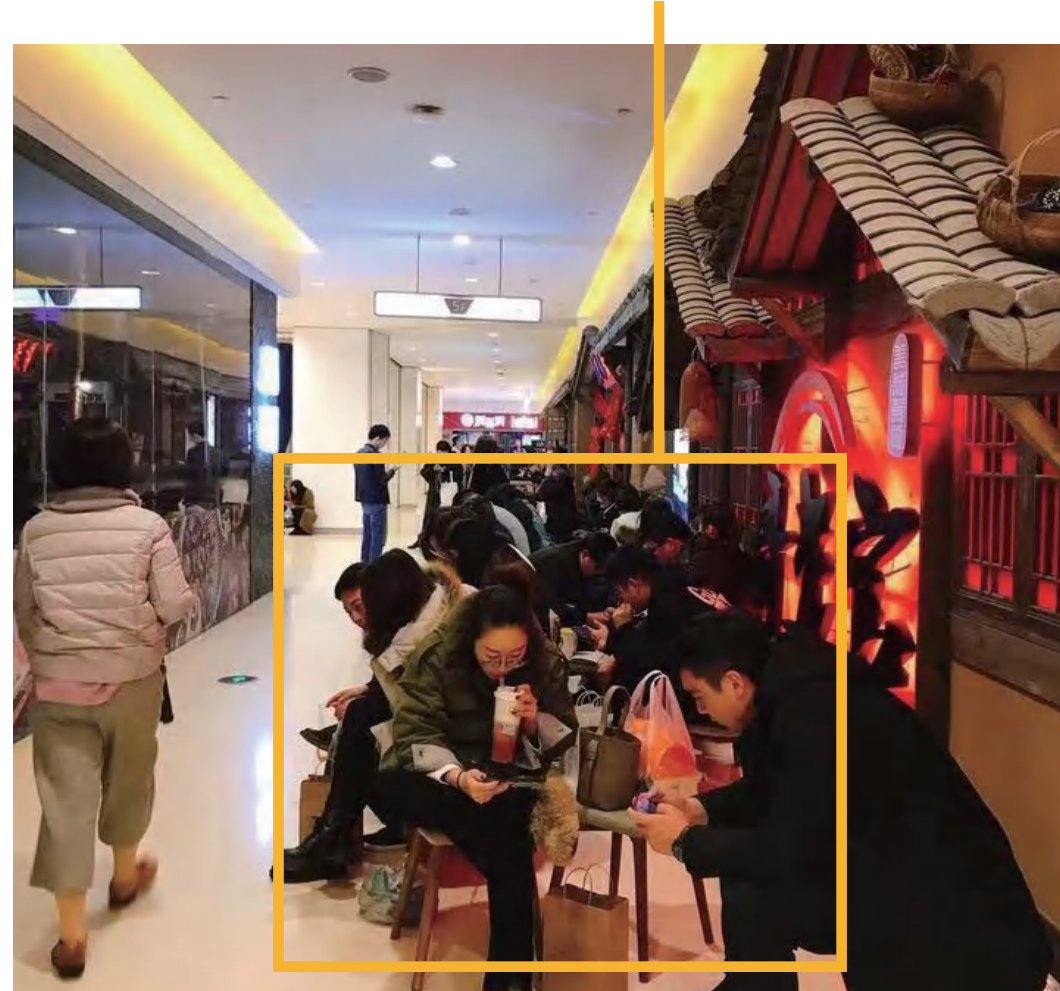
Hot pot, an original Chinese food with a long history, It is suitable for people of all ages.

After deciding the research direction, I visited several hot pot restaurants, conducted interviews and user surveys, and selected the downtown business district as the survey site for preliminary investigation.



Preceding a meal

Some restaurants will have queues, people can only play mobile phones to consume time, and they don't know when it will be their turn.



Some restaurants give people free drinks and sunflower seeds to reduce the emotions caused by waiting.

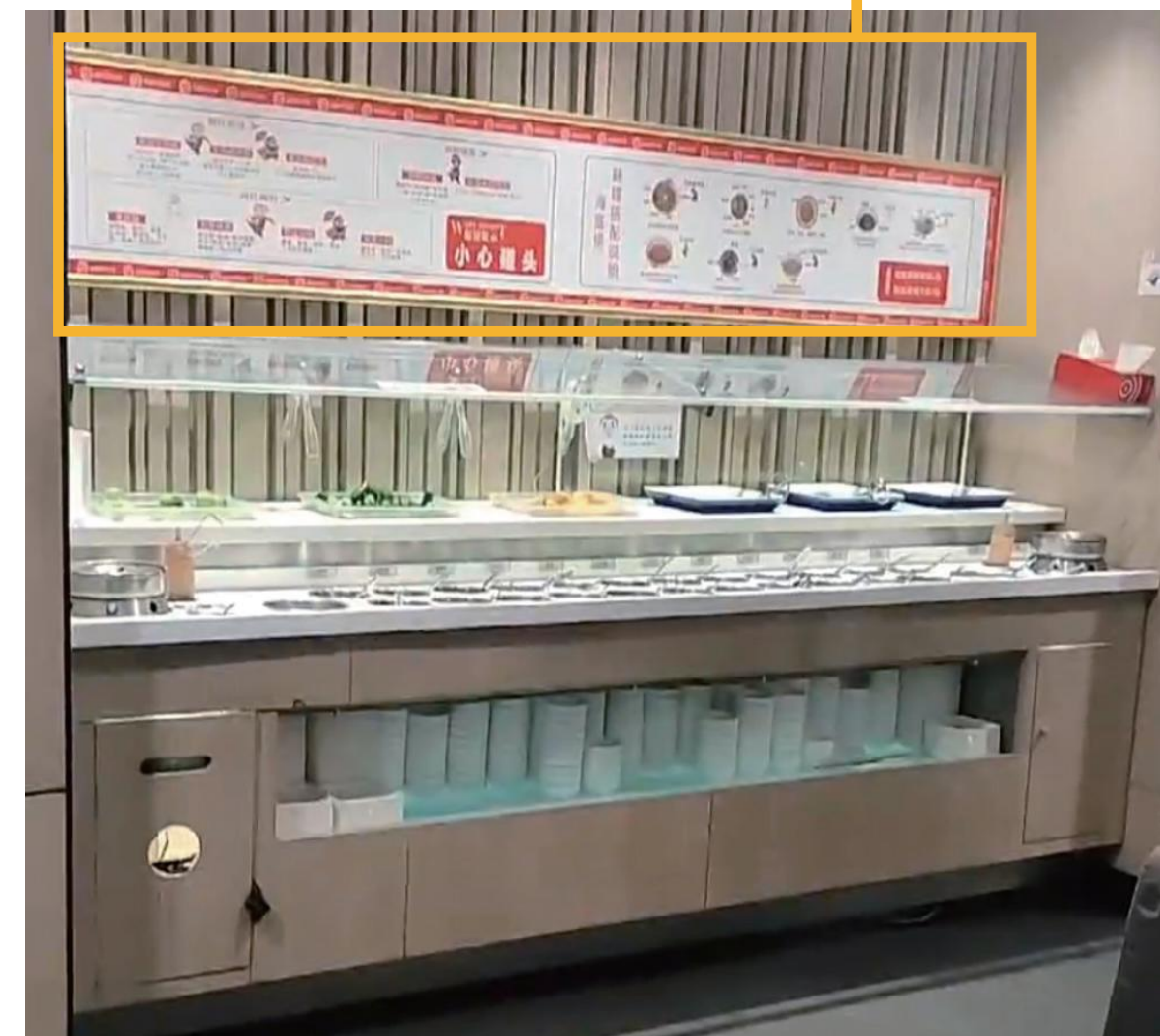
Some restaurants don't even provide chairs, so people have to stand and wait.

If the seasoning is not supplied in time, there will be shortages. Exposure to the air without any precautions during the outbreak.



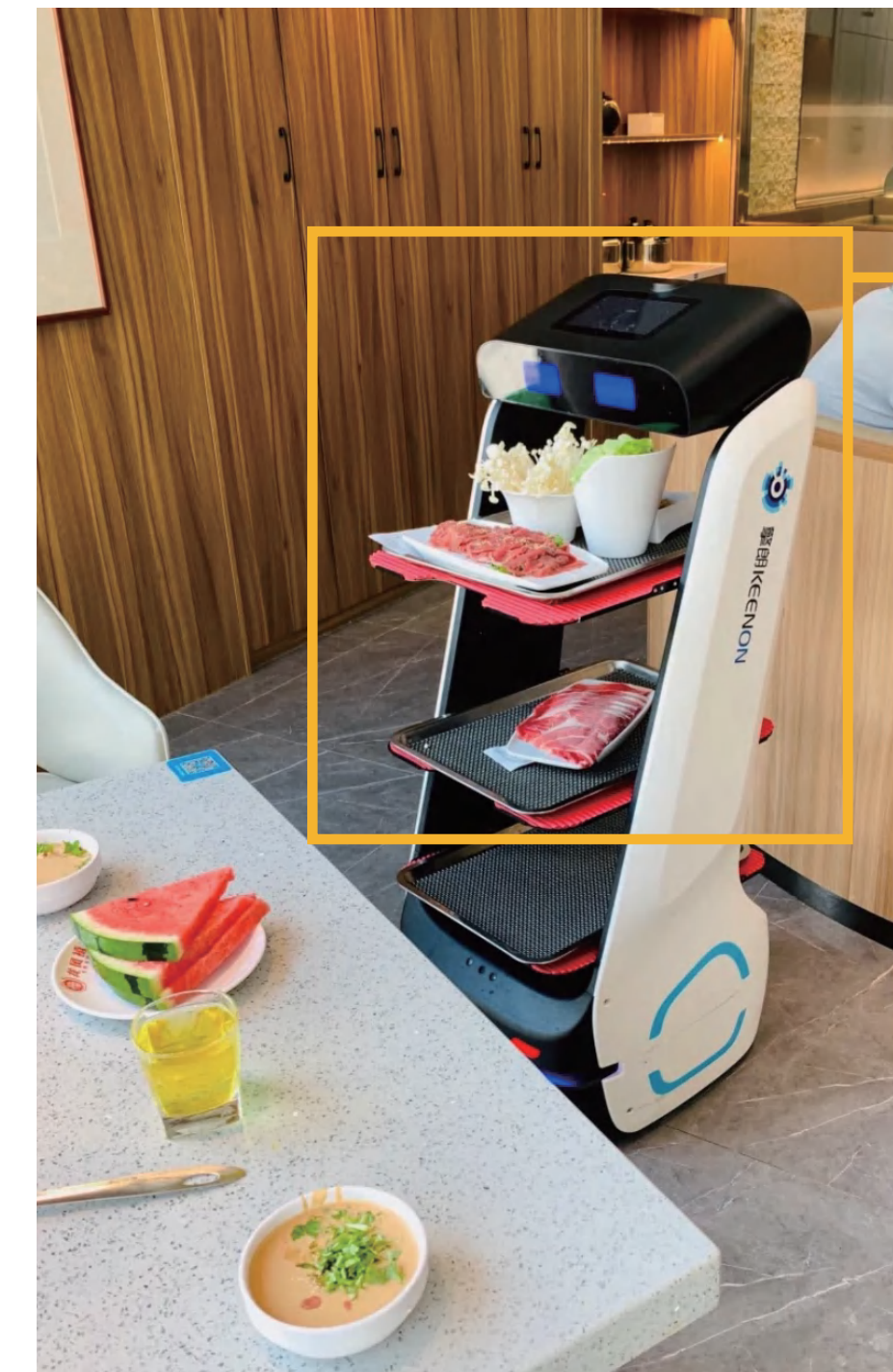
There is some dirt on the table and some spices have spilled

Some restaurants will put some recommended seasoning tips on the wall.



Some restaurants provide customers with special services such as manicures, hand care, and shoeshine.

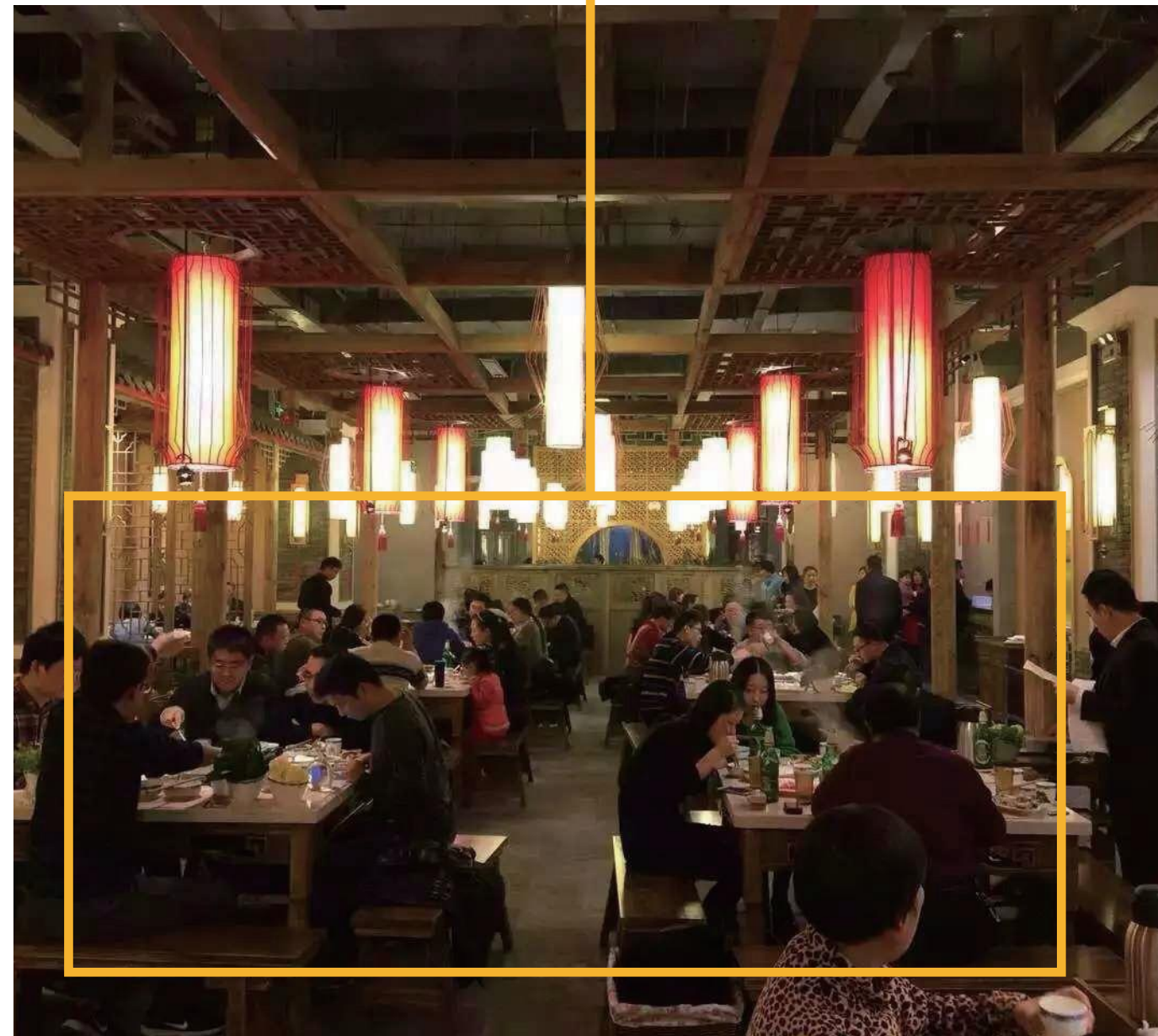
Dining



Some restaurants have fewer waiters and use robots to attract customers



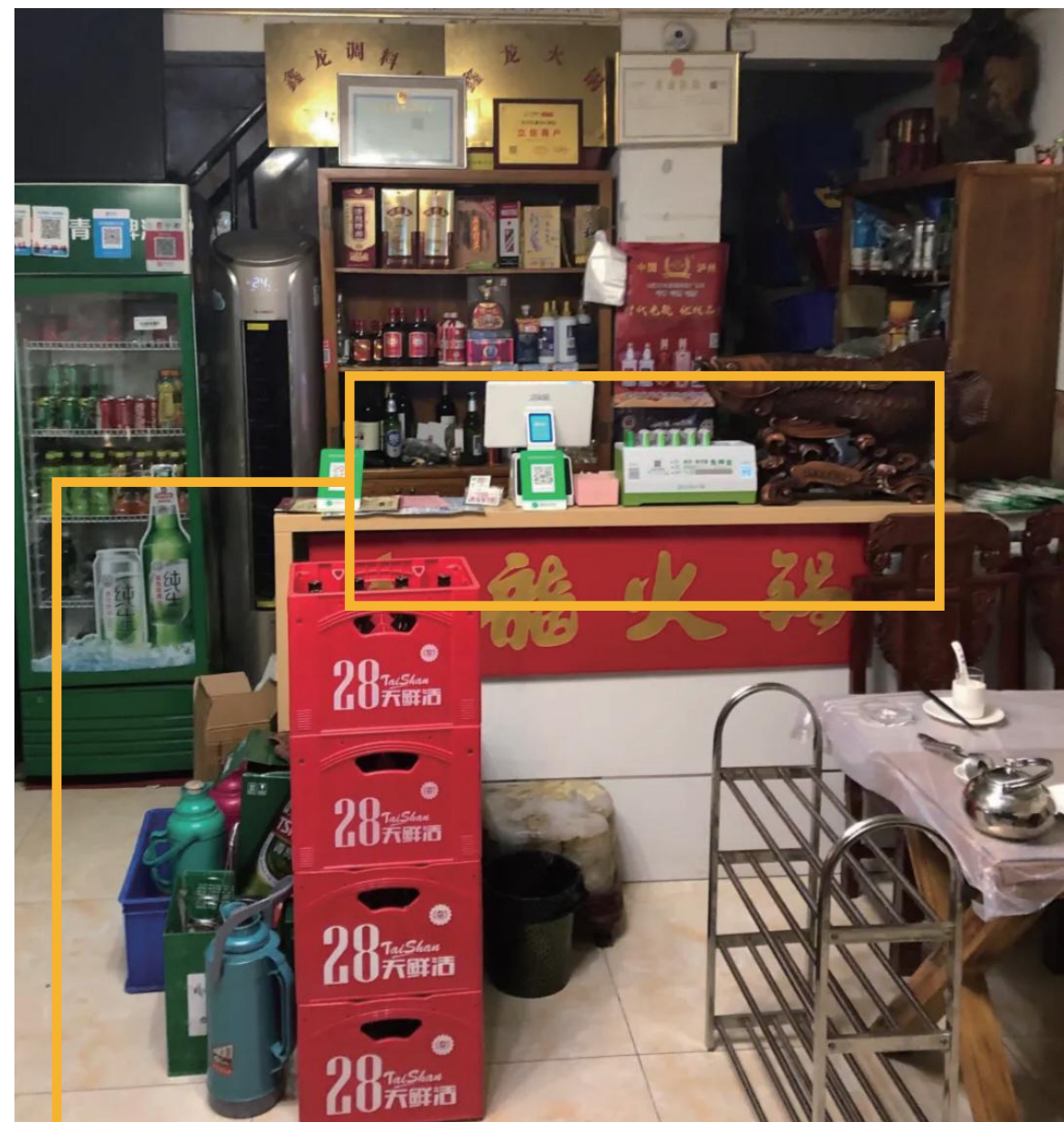
The hall was crowded and there was no partition.



Some restaurants put dolls with one person's customers.



Some restaurants will choose the way of online checkout, through the machine, there is no human operation



They are mostly paid online. Few people use cash or credit cards nowa-days

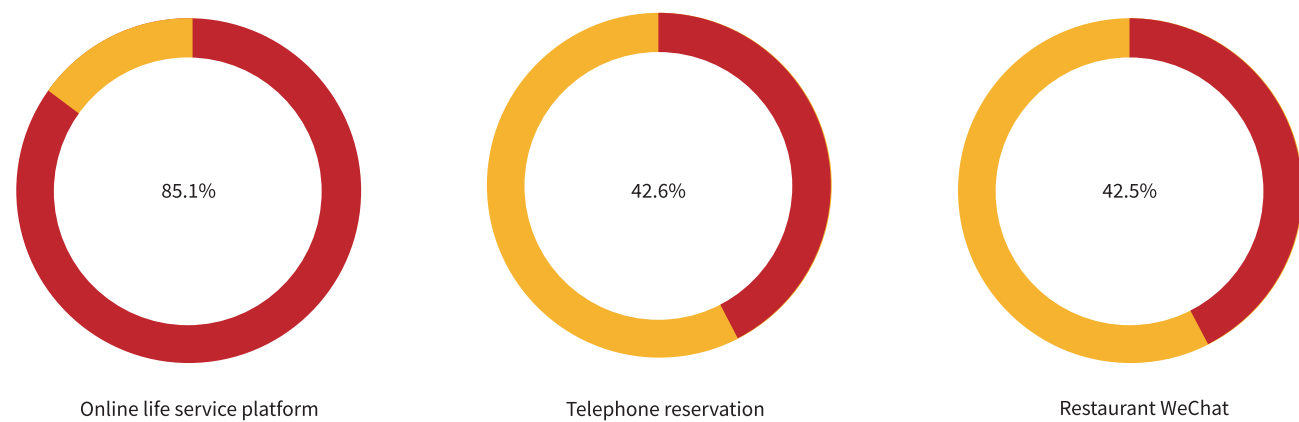


After a meal



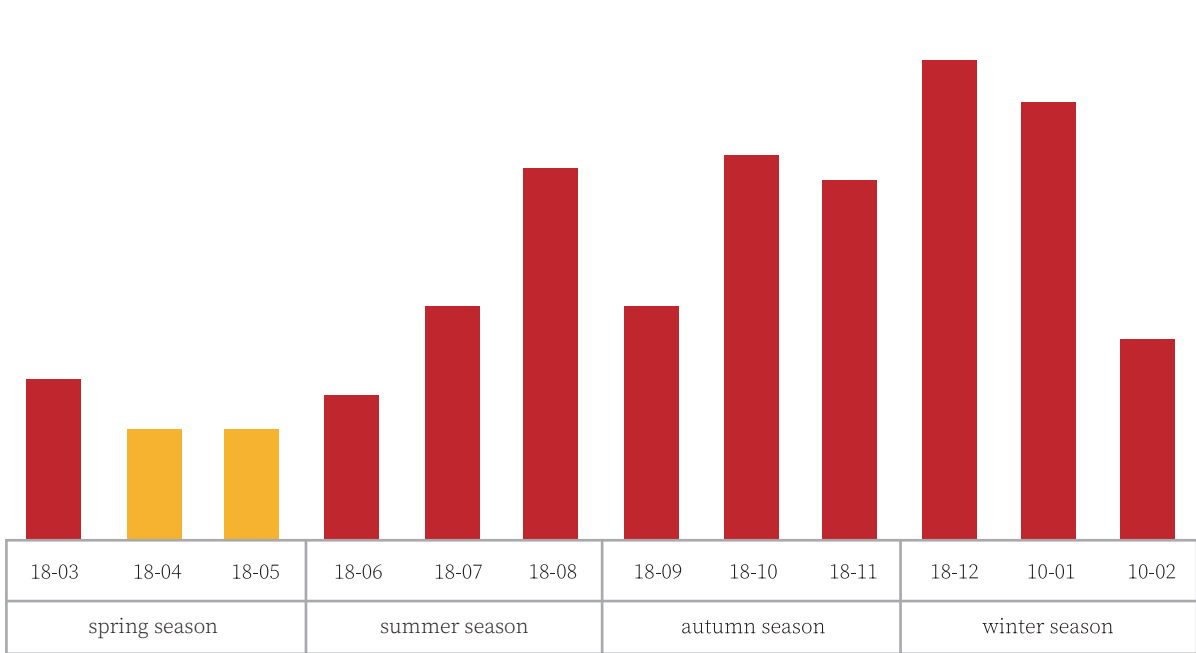
Material collection

The way consumers book restaurants

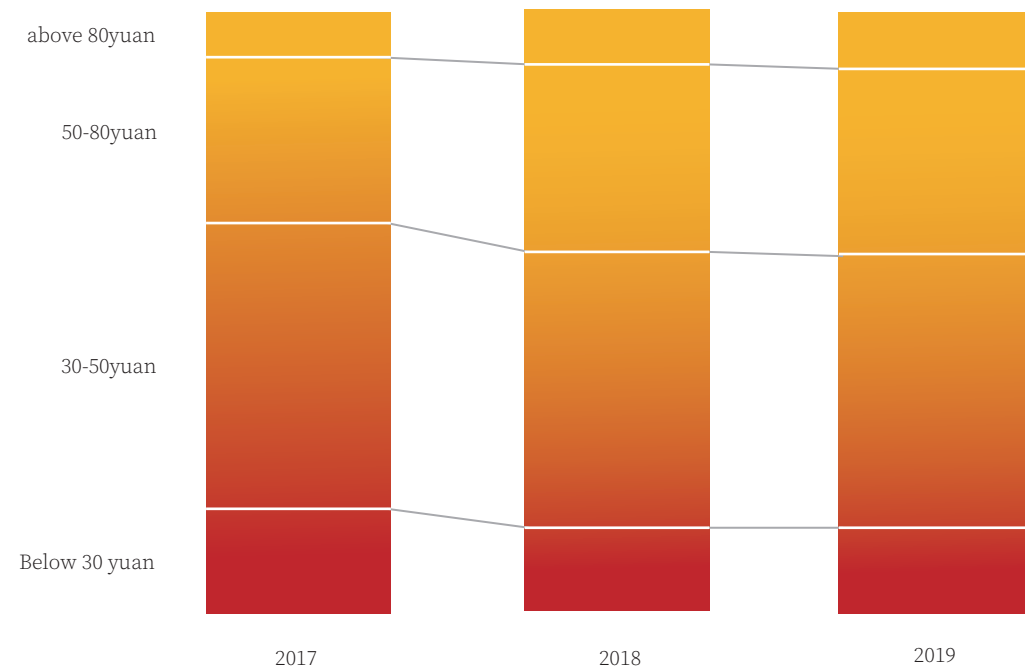
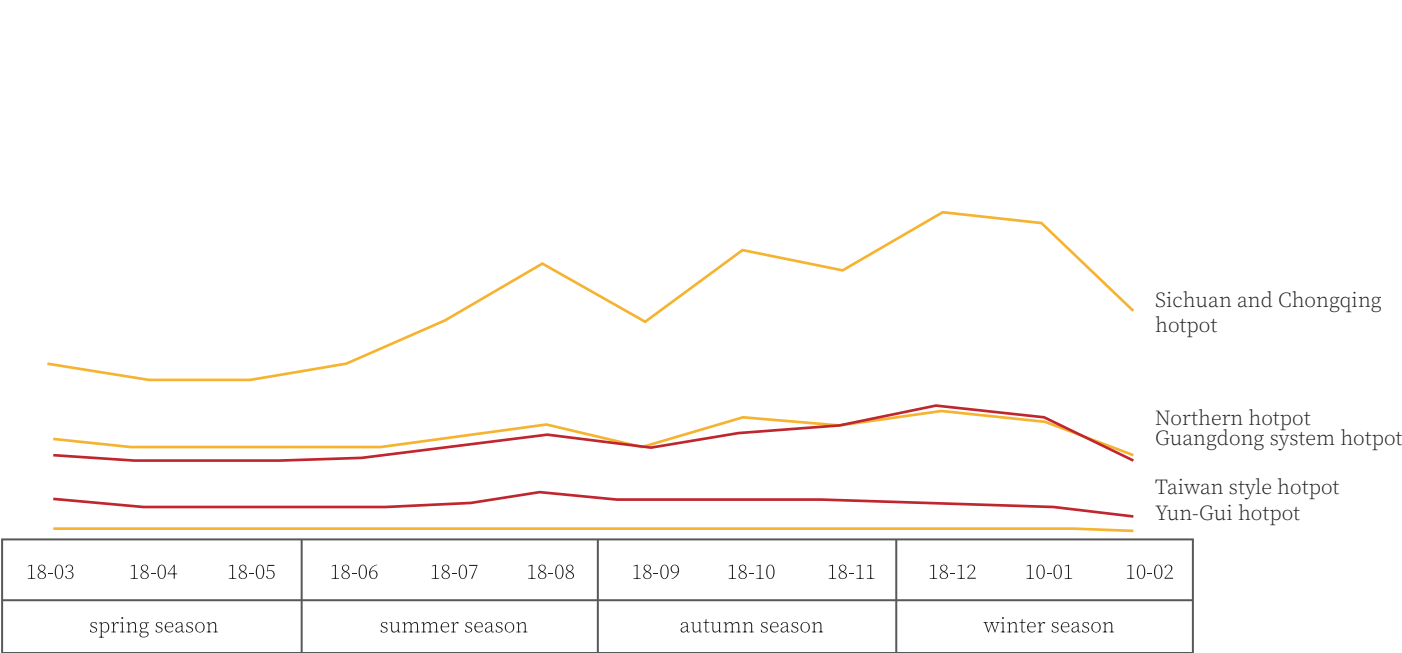


I got some data on the Meituan app, the data is nationwide. And I found that the main users of hot pot are women aged 21 to 30, so I set it as the target user.

Changes of hot pot consumption orders in 18-19 years



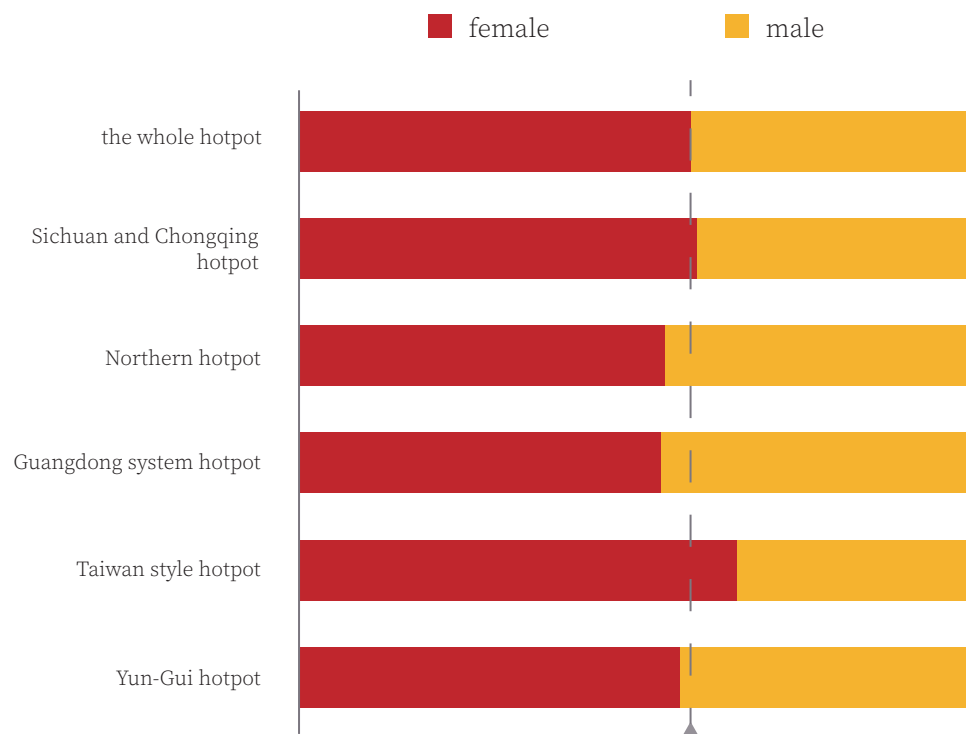
Changes in consumption orders of various types of hot pot in 18-19 years



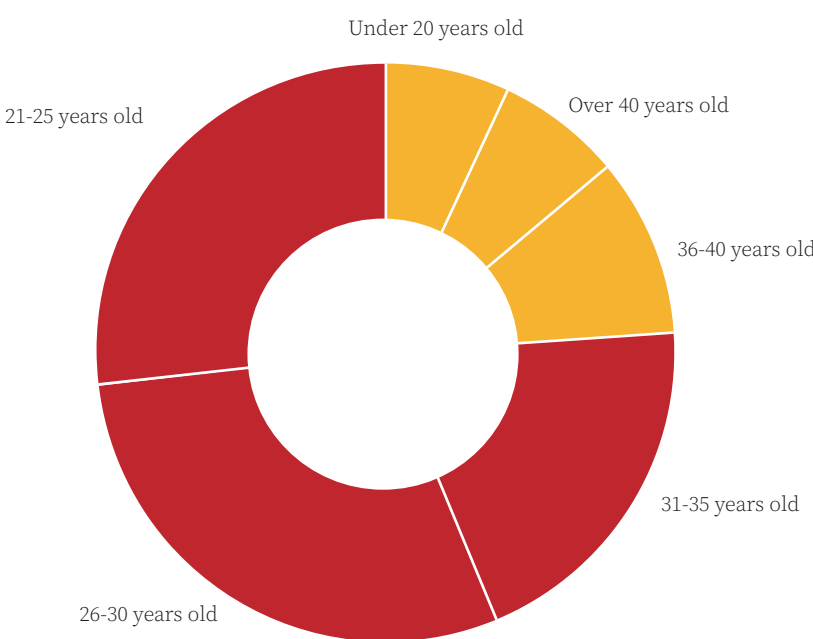
Medium catering is still the mainstream of the hot pot market: nearly 80% of the hot pot restaurants in the industry are controlled between 30-80 yuan. The proportion of high-end catering has increased: from 2017 to 2019, the proportion of hot pot restaurants above 80 yuan increased by 1.7%, and the number of stores increased by 51.6%.

From the statistical chart, autumn and winter are the peak season of hot pot consumption, but summer is not the off-season in traditional cognition.

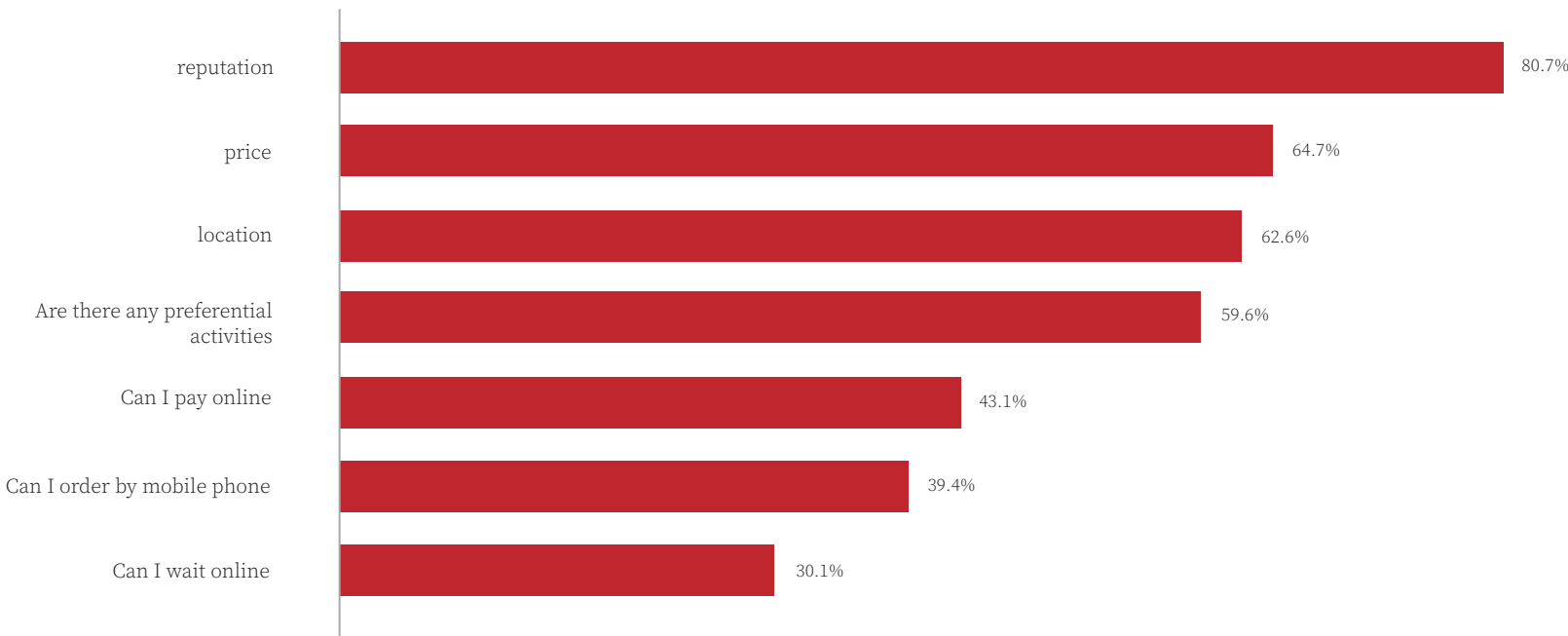
The monthly consumption orders of Taiwan hot pot are relatively stable.

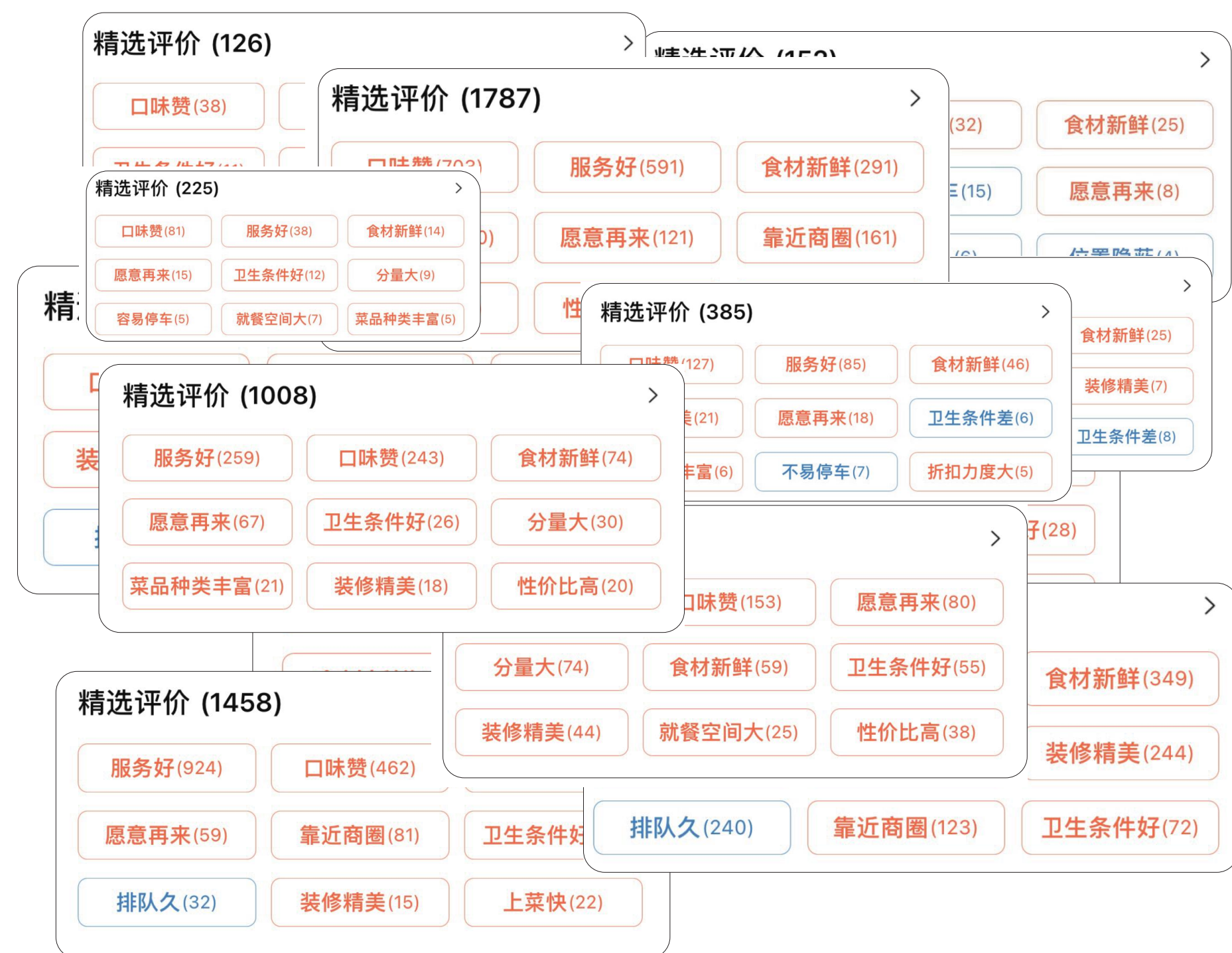


Female consumers prefer hot pot, The overall male-female ratio of hot pot consumers is 6:4



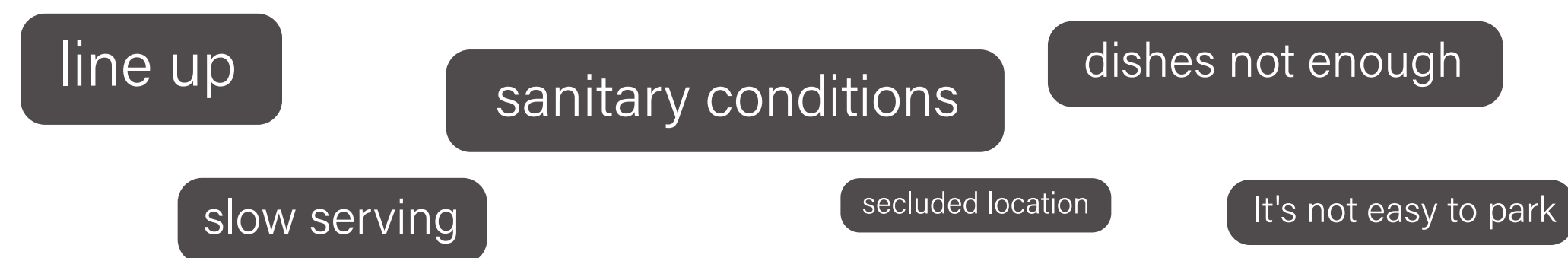
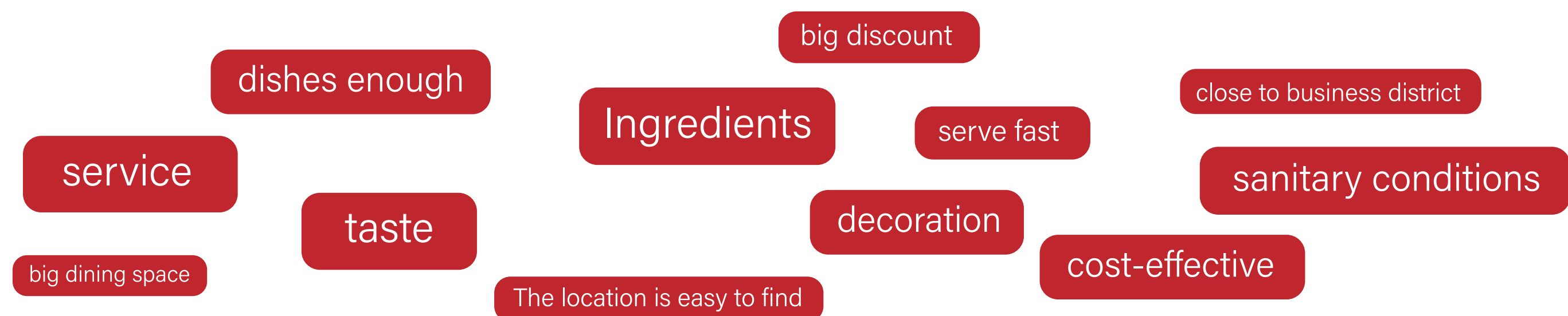
Main considerations when choosing hot pot restaurant





I checked the user comments of the restaurant on the app. This function can count similar types of comments. Blue is the bad comment tag that summarizes the user's evaluation, and red is the good comment tag. Including Jinan top 14 hot pot restaurants.

I summarize the evaluation below. From the figure, we can more intuitively see the experience of consumers in the restaurants, the problems encountered by users in the experience, and the aspects that users pay more attention to.



staff:

Q: How do people order now?

A: Through online ordering, it's faster and faster to upload and modify dishes, saving time and manpower.

Q: Is there anything to pay attention to?

A: Pay attention to the food decoration, food have to look fresh, can let the guest intuitive see the degree of hygiene.

Q: Is there any publicity strategy?

A: After checking out, give customers discount coupons and vouchers for next consumption.

I think: 1. They can choose non peers with good reputation to cooperate.

2. Carry out selective publicity, focus on theme gathering and other services.

Q: WORK hours

A: 9:00-15:00 / 15:00-22:00

9:00-9:30 meeting, arrange

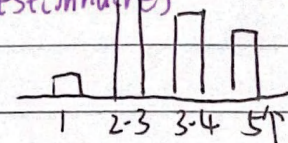
10:00-10:30 check the shelf life of food materials

10:30-11:30 preparation of each department

12:00-14:00 It's business normal

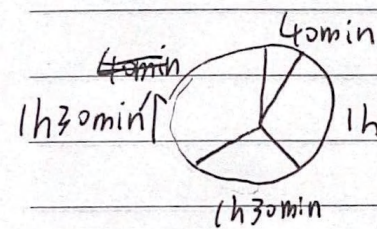
14:00-15:00 return tableware, be off duty

consumer:
(questionnaire)

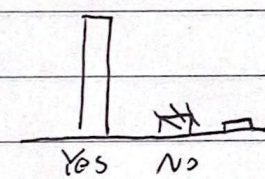
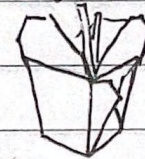


A: afraid to be alone

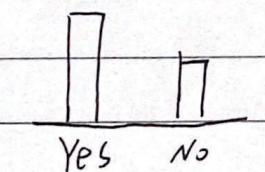
Several people went to eat hot pot together?



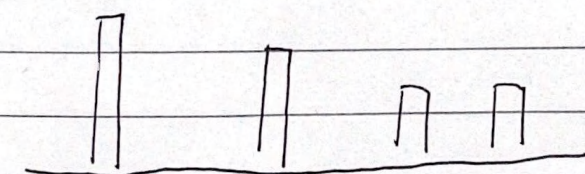
meal times



Do you order hot pot takeout?



If you are in line, do you want to change restaurants?



How often?

Whenever I get the chance a few times a month once every two months eat less

I interviewed the staff and consumers. From the interview, I can understand the operation structure of the hot pot shop, and have a certain understanding of the behavior and attitude of consumers.

Persona



Dana

Student

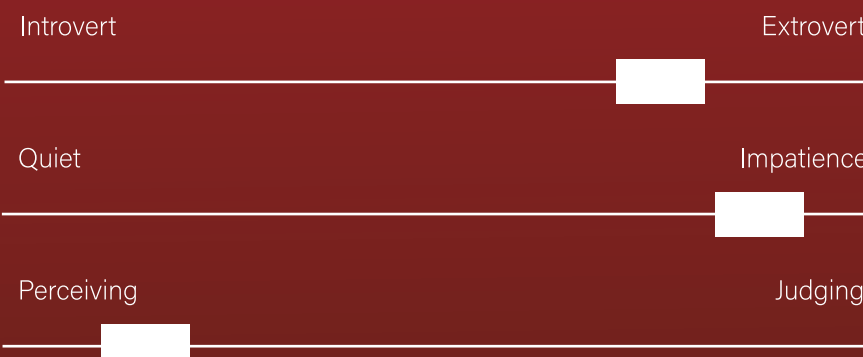
ABOUT

- Age 23
- Location Jinan
- 1500-3000¥

BIO

Dana likes to accept new things and goes to the mall when she doesn't have classes. Every month there is 3-4 times to choose to eat hot pot. Like to play mobile phones, and like to take pictures of things around to share on social media. She likes a lively environment.

PERSONALITY



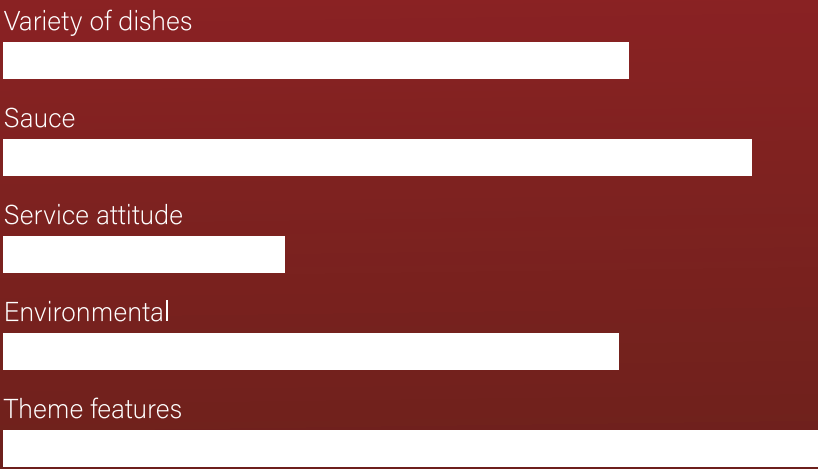
GOALS

- Discover a unique hot pot restaurants
- Eat well and posh restaurants
- Meeting place with friends

PAIN POINTS

- The same kind of hot pot tastes similar, I don't know how to make a choice
- After eating, there will be a smell left on the clothes
- Spicy food will lead to acne

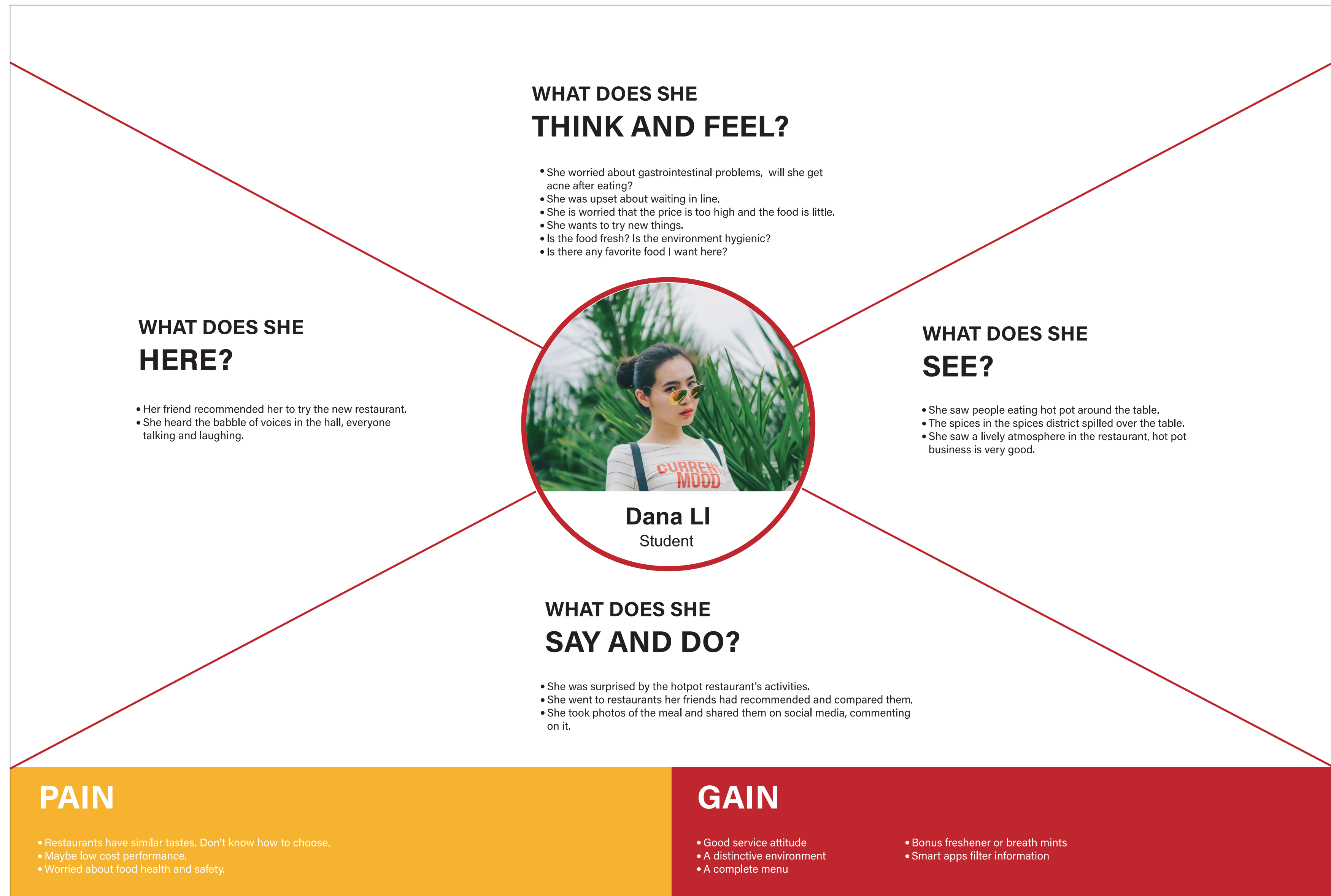
MOTIVATIONS



FAVORITE BRANDS



Empathy Map



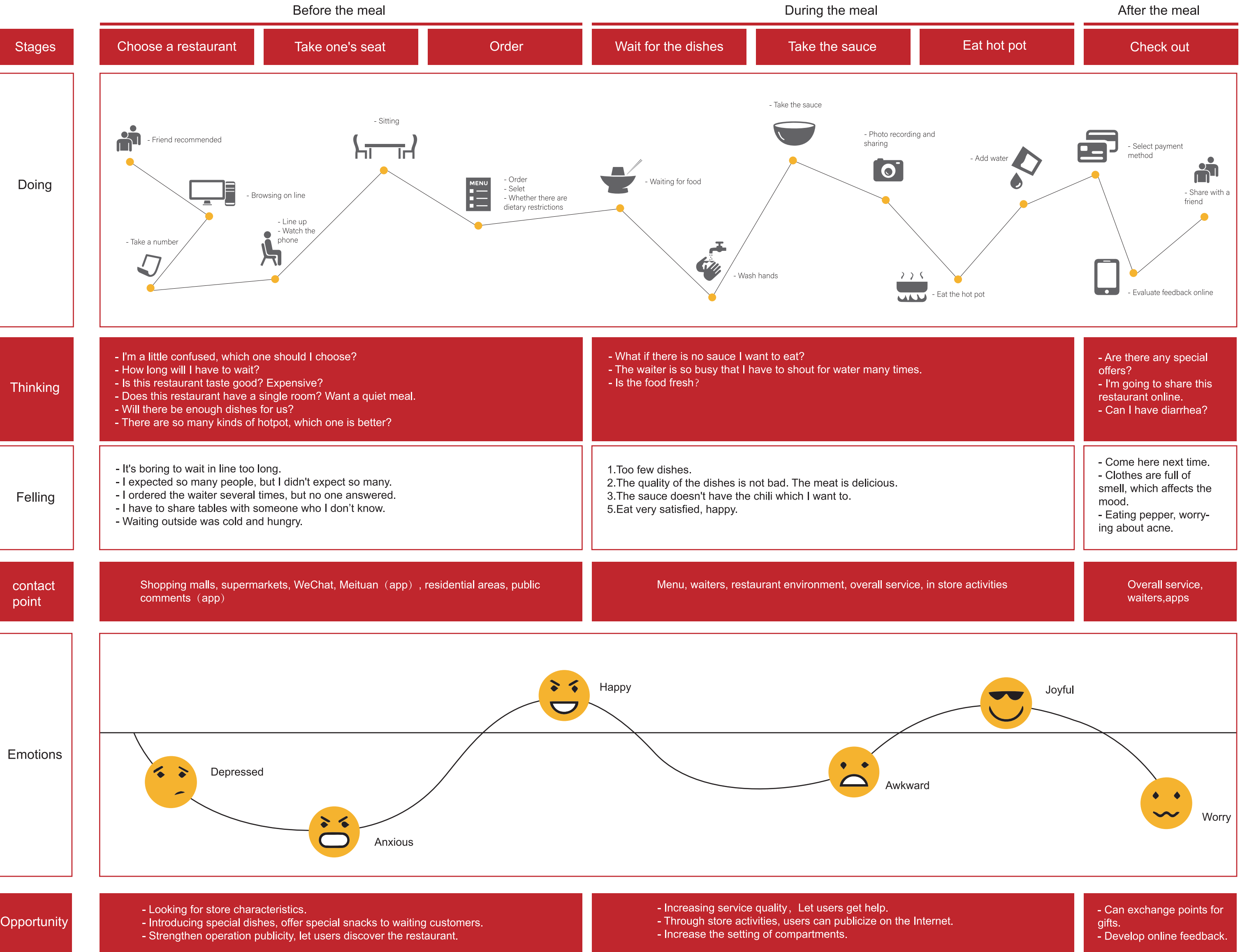
User Experience Map

People usually take more than an hour to eat

People want something special

People choose hot pot because of its taste, dishes and health

Customer Journey



Source of Information

<http://www.cinic.org.cn/sj/sdxz/xfsc/822764.html>

<https://36kr.com/p/1005899279789318>

<https://www.iimedia.cn/c400/63632.html>

<https://weku.baidu.com/view/1e7647cd26284b73f242336c1eb91a37f011325e.html>

<https://baijiahao.baidu.com/s?id=1669725430376923165&wfr=spider&for=pc>

https://xueshu.baidu.com/usercenter/paper/show?paper-id=1a0506b0ae6n0jc08d4k0t70t5711125&site=xueshu_se

<https://www.jianshu.com/p/8419517f1248>