GOOD MOVE CAFE

NIXON BARBER
JOSHUA BEACHAM
MADELYN RUSSELL

DECEMBER 2021

TABLE OF CONTENTS

EXECUTIVE SUMMARY

This report has been assembled for the management and service workers employed at Good Move Cafe. We have gathered data from 101 respondents, all students of the Experience Design and Management program at BYU between the ages of 20 and 27, the majority of the sample population being female, regarding their experience provided during their visit. All respondents attended Good Move Cafe in the same week and responded to a survey about their provided experience.

We analyzed the data taken, looking for answers to several hypotheses. The first, that the service quality metrics and elements of the self determination theory would impact the customers enjoyment and Net Promoter Score, which we found to be true. We tested a hypothesis to learn if the variable of ordering food had an impact on the Service Quality Metrics (RATER) which we learned did not have a correlation. Additionally we tested a hypothesis to discover if the size of group attending had an impact on enjoyment of the experience, which we found to be true.

From our findings we created a list of recommendations for Good Move Cafe, including a focus on the tangible offerings in the experience by providing a scannable copy of each game's instructions, creating a digital list for customers to search games to increase autonomy, and incentivizing customers to come in groups to increase the relatedness in the experience.

All of these findings are documented in this report with the supporting data collected through our surveys.

WE CREATED A LIST OF RECOMMENDATIONS FOR GOOD MOVE CAFE BASED OFF OF SURVEY TESTING

PROJECT OVERVIEW

INTRODUCTION

As our world shifts deeper into the experience economy, it becomes more and more imperative that small businesses, like Good Move Café, understand the impact that customer experience and its related metrics can have on the success of their business.

The following report outlines research conducted by our team of Experience Designers that evaluates many variables of customer experience and their impact on Net Promoter Score (NPS) and overall enjoyment.

METHODS

Our team collected data from a sample of 101 Good Move Café customers. These customers all belong to the same cohort of the Experience Design Major at BYU, and thus are more familiar with the the scales and questions that were asked on the survey. All visited the business over the course of the same one-week period.

Immediately following their visit, the customers were asked to respond to a survey asking them to evaluate their experience at Good Move Café according to several different factors. Those responses were recorded and used to create the data for this report.
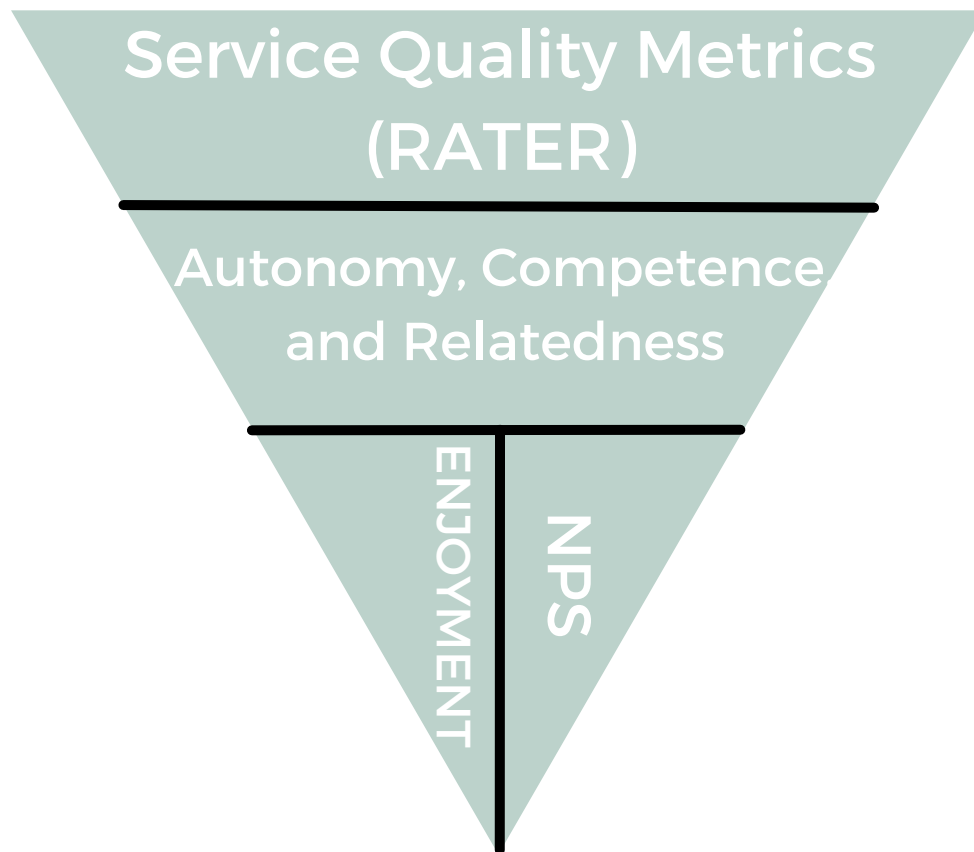
DEMOGRAPHICS

We focused on the demographics of age and gender in this survey. There were 101 respondents with 18% male (n= 17), and 82% female (n= 77). This demographic tells us that the majority of respondents were female, which could skew results. Since we had such a small percentage of male respondents, there may be a gender correlation that was missed due to the skewed gender demographics.

Our other demographic of age did not bring much relevance in our analysis. All of the ages were between 20-27, with the majority of respondents being 22-25. The age of participants was not correlated to responses of questions, and all the ages were so similar that it did not create any major outliers. Understanding the context of the age and gender of our survey respondents show that while these results are statistically significant in size, they may not be representative of every customer of Good Move Cafe.

Male 18%

Female 82%
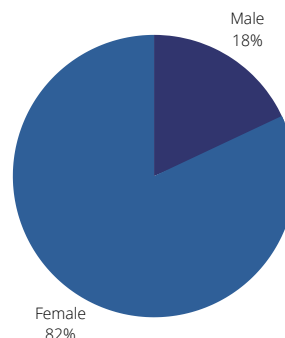
VISUALIZED GENDER DEMOGRAPHICS

PROJECT OVERVIEW

Service Quality Metrics (RATER)

Autonomy, Competence, and Relatedness

ENJOYMENT | NPS

Our diagram visualizes our hypothesis that the RATER service quality metrics and the self determination theory (autonomy, competence, and relatedness) both contribute to the level of enjoyment and NPS metrics.

Our focus hypotheses and the testing results after synthesizing survey data were as follows:

1 **Autonomy, competence and relatedness are all contributing factors to the level of enjoyment for participants during the experience.**

2 **The service quality metrics directly relate to the likelihood of a participant to recommend an experience.**

3 **Ordering food has a direct impact on the perception of service quality**

4 **The number of people who the respondent came with is related to the level of enjoyment**

HYPOTHESIS #1

AUTONOMY, COMPETENCE AND RELATEDNESS ARE ALL CONTRIBUTING FACTORS TO THE LEVEL OF ENJOYMENT FOR PARTICIPANTS DURING THE EXPERIENCE.

Autonomy, competence, and relatedness are the three parts of the self determination theory. Our hypothesis was that these three elements will directly correlate with the level of enjoyment participants experienced. Our hypothesis was proven correct, as there was a positive correlation to the different aspects of self determination theory and the enjoyment of the participant.

Autonomy was surveyed as "Doing it My Way", asking respondents the percentage of time that they felt they got to do the activity the way they wanted to. Autonomy was positively correlated with level of enjoyment, with a P-value of 0.000529.

Competence was surveyed as "I Can Do This!", asking respondents the percentage of time they felt they could do the activity well enough to be confident and not embarrassed. Competence was positively correlated with level of enjoyment, with a P-value of 0.0000102

Relatedness was surveyed as "I am Liked, I Fit In", asking respondents how much they enjoyed being with the other participants. Relatedness was strongly positively correlated to level of enjoyment, with the most significant P-value of all three aspects of self determination theory at < 0.00001

We decided to go a step further and put these variables into a regression analysis to see which had the most impact on the level of enjoyment. Overall, these variables had an R-squared value of 30.4%, meaning that 30.4% of the variable of enjoyment level can be explained by the variables in self determination theory. Relatedness contributed to 57% of that, competence 27%, and autonomy only 16%. These numbers tell us that while competence and autonomy are positively correlated with level of enjoyment, the only variable with statistical significance and the ability to affect level of enjoyment is relatedness.

HYPOTHESIS: PROVEN CORRECT

Our hypothesis that the functions of self-determination theory directly correlate to enjoyment level was proven correct, with relatedness being the heaviest contributor.
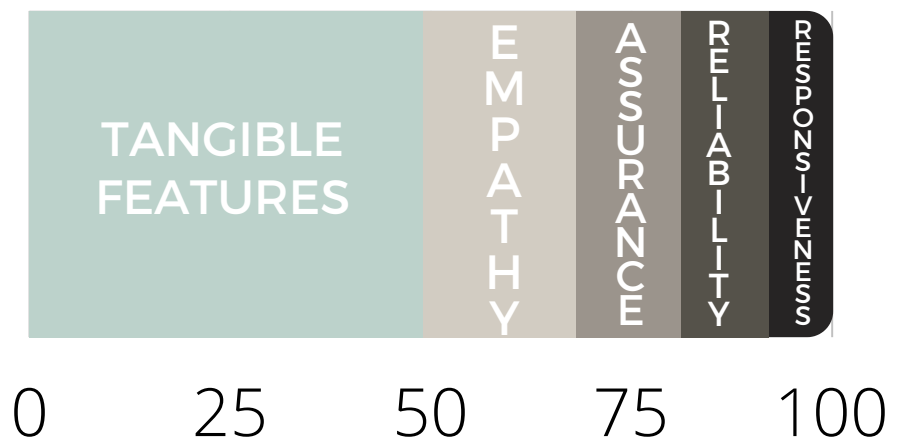
HYPOTHESIS #2

THE SERVICE QUALITY METRICS DIRECTLY RELATE TO THE LIKELIHOOD OF A PARTICIPANT TO RECOMMEND AN EXPERIENCE.

The RATER service quality metrics are a series of metrics designed to measure the perceived quality of service in the specific categories of reliability, assurance, tangible features, empathy, and responsiveness. Our hypothesis was that these metrics would relate to the likelihood of a participant to recommend the experience, also known as the Net Promoter Score, or NPS.

All five of the RATER metrics were positively correlated with the likelihood to recommend Good Move Cafe, all having a P-value of less than 0.05. Tangible features was the strongest correlated variable, with a P-value of < 0.00001.

We decided to look into these results further with a regression analysis. Overall, these variables had an R-squared value of 25.6%, meaning that 25.6% of the variable of NPS can be explained by the RATER service metrics. Tangible features contributed to 49% of this number, with the other service metrics each contributing to less than 20% of this number, and not being statistically significant. This means that the tangible service quality is most likely to affect the NPS variable.

RELATIVE IMPORTANCE OF EACH RATER QUALITY TO NPS

TANGIBLE FEATURES	EMPATHY	ASSURANCE	RELIABILITY	RESPONSIVENESS

0   25   50   75   100

HYPOTHESIS: PROVEN CORRECT

Our hypothesis that the RATER service quality metrics directly correlate to NPS was proven correct, with tangible features being the heaviest contributor.
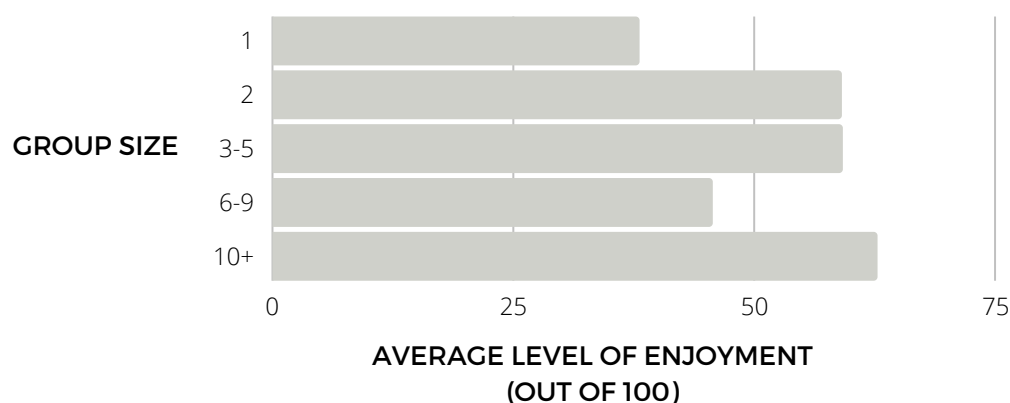
ADDITIONAL HYPOTHESES

ORDERING FOOD HAS A DIRECT IMPACT ON THE PERCEPTION OF SERVICE QUALITY

To test this hypothesis that ordering food impacts perception of service quality, we ran correlations and a regression to see if there was a correlation in the change of RATER score for each variable based on whether or not a respondent had ordered food. For all 5 variables of the RATER score, there was no significant relationship in service perception between those who did or did not order food.

HYPOTHESIS: PROVEN INCORRECT

THE NUMBER OF PEOPLE WHO THE RESPONDENT CAME WITH IS RELATED TO THE LEVEL OF ENJOYMENT

For this hypothesis, we measured the average level of enjoyment for each group size in the responses. Using a crosstab, we found that the average enjoyment score was significantly higher for respondents who participated in the experience in a group compared to those who went on their own.

GROUP SIZE

AVERAGE LEVEL OF ENJOYMENT
(OUT OF 100)

HYPOTHESIS: PROVEN CORRECT

ADDITIONAL INSIGHTS

ADDITIONAL VARIABLE

One of the most interesting insights we discovered after digging deeper into our data was the relationship between the likelihood to recommend Good Move Café and the condition of the games available. The responses showed that nearly 40% of guests ranked the condition of their games as "so-so" or "somewhat bad". We also noticed that very few of these guests went on to give Good Move Café a positive score on the NPS scale.

Though our group was not originally interested in how game conditions could impact the experience of customers, the data showed that this variable was directly associated with the perceived quality of the experience and whether or not guests would recommend it to a friend.

QUALITATIVE FINDINGS

The word cloud below is a visual representation of the most common words used when we asked participants what they would change about their experience at Good Move Café. Many of the responses focused around how the experience was overall very good. However, when respondents offered suggestions for improvement, their comments generally revolved around improving various aspects of the overall game playing experience.

CONCLUSIONS

Based on the data, our team was able to make several conclusions about the Good Move Café experience.

Participants' experience is positively impacted by Service Quality Metrics and the Self Determination Theory. The data from our survey shows a strong correlation between relatedness, or the sense of connection and belonging, and the overall enjoyment of the experience. This is backed up by the data that average enjoyment increases for respondents who attended with more people in their group.

The data also showed strongly that the tangible aspects of the experience, and specifically the condition of the games being played, had a large impact on the likelihood of respondents to recommend Good Move Cafe to their friends.

Based on our hypotheses and these findings in the data we have decided to make the following recommendations.

RECOMMENDATIONS

MODIFYING GAME SELECTION PROCESS

Our study found that increased levels of autonomy increase the enjoyment of the Good Move experience. One of the key autonomous moments in this experience is the game selection process. However, because most guests come in groups, not every guest is able to participate in the game selection process (going to the wall, perusing the options, bringing a game back to the table).

Exclusion from this key moment is likely to diminish the level of autonomy a customer experiences, thus diminishing their level of enjoyment.

Therefore, we would suggest the creation of a digital game menu that can be accessed via QR code at each of the tables. Doing so would allow more guests to participate in the selection of a game, while also adding a more accessible option for guests that are not able to make it over to the wall themselves.

ENCOURAGE GROUP PARTICIPATION

One of the most compelling findings from our report was the fact that our guests were much likely to enjoy their experience at Good Move Café if they came with a group. In order to capitalize on this trend, Good Move Café should create more incentives for group participation. While there is already a monetary discount for groups, we suggest creating additional specials or offerings designed to promote group activity.

IMPROVING TANGIBLES SERVICE ELEMENTS

Our data showed that customers really care about the tangible elements of the Good Move Experience. The tangibles most mentioned by customers were cleanliness of the restaurant and the condition of the board game, specifically the instructions.

In order to address these concerns, we suggest the staff implement a more rigorous cleaning process for the dining area and games. We also suggest that each set of game instructions be scanned and made available electronically via QR code. This change would remove customer's exposure to one of the main elements contributing to the perception of poor tangibles.