



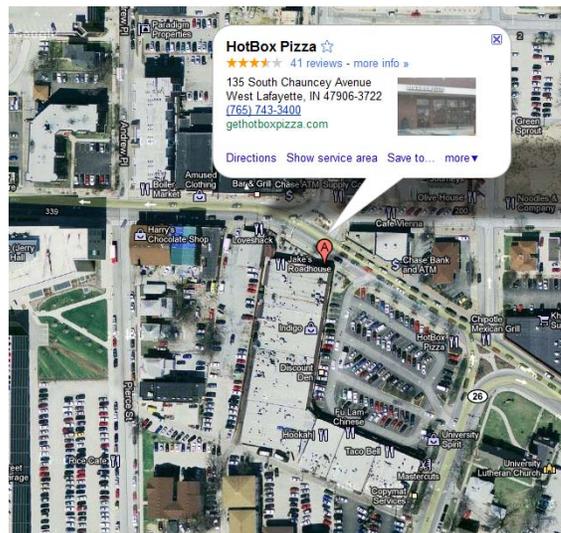
[HOTBOX PIZZA RE-BRANDING]

We determined that an Experience Audit of the business in its current state was necessary. We determined that to conduct a proper Experience Audit what we like to call the Quadra-P must be addressed. The Quadra-P is a complex evaluation of a brand, location or service that consists of four main categories; Place, People, Products and Services, and Perception. Utilizing this system to break down this analysis we went to Hotbox Pizza, and observed for a period of two hours. The results are as follows.

Section One: Place

The place category is defined by anything involving the space. Through careful analysis of the space one can ascertain many things about the way it functions, and especially if it functions that way by choice or by necessity. We first began by analyzing the physical location of the Place.

- Where is the place?
 - 135 South Chauncey Avenue
West Lafayette, IN 47906-3722



More than the street address we can look into where it is in a more qualitative way.

- Where is the place?
 - A college town.



- In a small strip mall



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- Nearby/Next door to the campus' bar scene.



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- Corner venue.



Now that we know more about where the place is, we need to evaluate how people get to the place.

- How to people get to the place?
 - By car: parking is available in the adjacent parking lot for the strip mall.
 - By foot: Bars and shops are located in close proximity.
 - By bike: A bike rack is located outside to accommodate bike parking.

Now that we know how people are arriving at the place, we need to evaluate the place itself. We do this by simply analyzing four of our five senses.

- Looks
 - The outside:
 - The outside of the place is a corner venue with lots of floor to ceiling windows. The windows are filled with advertisements and fliers, both for Hotbox affiliated specials and events but also school, sporting, fraternity/sorority and musical affiliated events and specials.

o The Inside:



- The inside of the place is well lit during the day hours due to the presence of abundant sunlight. The lighting however is dim and yellowish in the absence of sunlight. A grunge theme is apparent in the artwork choices as well as the various works of graffiti on the walls. The color scheme of the restaurant is a mash-up of black and gold combined with the recognizable Hotbox red and black. A large portion of the wall above the ordering area is covered in chalkboard paint. On the chalkboard wall are artsy/graffiti-esque specials. Below this is the plainly visible kitchen which contains no decoration. The kitchen appears clean and organized. There is a clear division in the space between the workers area and the customer's area. The customer's area is rather plain and functional. Unadorned laminate wood tables are paired with plain black wooden chairs. Metal stools line one wall. A partition separates a small vending area where drinks, napkins and straws are dispensed along with waste collection. Large simplistic generally cardboard box statues are common: usually depicting special events.



- The Bathroom: Clean for the most part, toilets and urinals appear to be cleaned less than daily. Mirrors appear to be cleaned daily.
- Smells
 - The Outside:
 - Depending on wind speed and direction, either common smells of the Wabash or nearby factories dominate. Sometimes fresh dough scent is present.
 - The Inside:
 - Upon entering a greasy cheesy fresh baked break aroma is very apparent. Even after sitting down at furthest table from the kitchen the scent is still abundant.
 - The Bathroom: Smells strongly of cleaning products however other scents are still noticeable.
- Sounds
 - The Outside:
 - City sounds combined with the soft hum of a radio station chosen by Hotbox.
 - The Inside:
 - Kitchen sounds are subtle in the background combined by the occasional yell from one of the staff regarding an order being ready. Music is playing at a medium volume: Loud enough that everything is discernable but not so loud that it is intrusive to conversation.
 - The Bathroom: Music is also present but at a louder volume.
- Feels
 - Temperature is comfortable to warm. Most people remove their jackets upon staying for a while. Surfaces are sticky to bare skin. Seating is uncomfortable for prolonged use.
 - The Bathroom: Surfaces appeared clean. Sink handles and towel dispenser handles were clean to touch.

Section Two: People

In order to analyze the people one must divide the types of people there into two categories; Workers and Customers. Also important is the initial viewing of a person: Who is the first person you see.

- Who is the first person you see?



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- In our case the manager was the first person we saw. He appeared to be making an effort to be the one interacting with the customers the most. As the place became busier, it was instead fellow customers that became the first sighted persons.
- Workers
 - Who are the workers?



- ❖
- ❖ Overall Appearance:
 - ❖ The workers all sport a drugged, unkempt look. Varying from emo to grunge to punk.
- Race:
 - ❖ All workers observed are Caucasian.
- Attitudes:

- ❖ Workers varied from well-spirited to disinterested. Manager being the most approachable while others seem to be phoning in their work.
- Clothing:
 - ❖ No strict dress code is in place. Pants varied from jeans to black cargo pants. Every employee however was wearing a Hotbox branded T-Shirt of some kind.
- How are they trained?
 - ❖ Each employee appears to have some customer interaction training as well as the ability to do each job in the kitchen. Specialization is apparent.
- How do they make you feel?
 - ❖ Manager gives feeling of wanted to give the customer the best customer experience possible. Cookers in back seem uninterested in customers unless directly interacting through pizza delivery or taking an order.
- Customers
 - Who are the Customers?



- Overall Appearance:
 - ❖ Jeans and sweatshirts are abundant. T-shirts and shorts of either athletic or cargo variety are less popular due to the current weather, however are acceptable and common otherwise.
- Races:
 - ❖ The race of the customers varied slightly but was predominantly Caucasian.
- Attitudes:
 - ❖ Customer attitudes are generally chill and laid back for dining in customers. Carryout customers have a rushed agitated appearance.
- What do they do when they are waiting?
 - ❖ Texting
 - ❖ Singing along to music
 - ❖ Snapping fingers
 - ❖ People watching

Section Three: Products and services

The Products and services category refers to any food, merchandise or any goods and services exchanged for free or for pay by the venue.

- What are they providing?

- Products:

- Food: Pizza/breadsticks



- Most food ordered has a very unhealthy greasy guilty taste to it. Pizza is not as heavy tasting as other places but still has heart.

- Beverages

- Beverages from the drinking fountain are plenty carbonated and fresh tasting.

- Utensils/plates/cups/napkins

- Utensils and plates are disposable and cheap
 - Cups are branded and reusable. Expensive and useful



- Napkins are disposable but branded.

- Merchandise

- T-shirts: Grunge style mostly

- Services:

- Cooking service

- Food is promptly cooked
 - Food is prepared to customer's liking

- Delivery service

- Food is delivered to table by hand for customers dining in.
 - Food is delivered by Smart-Car for delivery orders.



- - How do people enjoy these services?
 - Table and chairs are provided throughout the space.
 - A “bar” with stools line the northern wall facing outwards.
 - What else can you spend money on inside?
 - No vending machines for products or music are present
 - Donation boxes or raffles are not uncommon.

Section Four: Perceptions

- What is the brand promise?
 - From what we observed the brand promise was focused mainly on Pizza. Their main driving goal was to make and sell desirable pizza to customers.
 - Side goals however weak also appear to provide a chill environment to enjoy their pizza.
- How does the brand get its word out?
 - How did you find/decide to come here?

- Online



- Coupons



- Signage



- Contests



- Is the Perception afterwards as good as the expectation?
 - The food tastes good, especially if consumed alongside heavy drinking. The expectation currently is solely food based. Nobody goes to Hotbox to hang out or to have a good time. Their visits are solely needs driven: the need for the product this venue provides, pizza.

Through careful analysis of the venue through our Quadra-P system, we are able to discern exactly what Hotbox's values and goals are in terms of the experience they currently provide and are trying to provide.