

**IUPUI Food Service Focus Group
10/6/10**

I. Introduction

a. Moderator(s):

b. Purpose of this Focus Group

- i. Small groups of people, recruited on the basis of similar demographic. We have Focus Groups each year.
- ii. Goals: to investigate our customers' feelings and attitudes and to understand the "why" behind their behavior.
- iii. We will do this by following an agenda. However, since this is the first Focus Group, it is going to be mainly open floor to allow for comments to be heard. Our next Focus Group will be more organized – it is hard to speculate on one topic during an initial meeting like this.

c. A few things to address right off the bat:

- i. We manage retail and catering food service on campus. We do not manage the vending machines or hot dog carts.
- ii. We work for the university, just like you do. We have been hired to run the operation for the university. The more sales we have the more money the university makes.

II. Data Collection

a. Attitudes associated with food service in general

b. Characteristics that would create the optimal campus dining experience

i. General Discussion

What is the most exciting thing about the current program?

What features do you not want that are currently offered?

What features are missing? Why would a customer want that?

What is the best way to reach your demographic with information?

Any comments from Meal Plan participants specifically?

Overall Reactions

III. Contact information distributed

Moderators in attendance

Maggie Miller, Chris Yeadon, Stacy Blanton

General Comments

I like it [the food service in general], I use it every day.

I eat lunch every day on my Meal Plan and I can't get anything cheaper than \$6.75. Maybe the Grilled Cheese Combo but that's about it. I like to eat Chick-fil-A but can't get it under \$6.50.

It would be very convenient if vending machines could take the Meal Plan.

All in all the flex dollars are very helpful for extra money.

Hours of operation are not very convenient. When I get out of class at 4:15 there's nothing open!

Have you ever considered plastic, reusable cups? I would love to have free refills on them!! And they are good for the environment. You could put your logo on it for advertisement.

It may be a small suggestion, but could we get the tall straws all the time?

Complaint from my department: we want to buy individual tacos, like at taco bell.

The chili bar in catering is wonderful! You should try it in Retail too.

Mix up the soup options in Spotz.

Length of the check out lines is crazy!

Waited in line at Mondo for 10-15 minutes.

It's too expensive and the process is too slow

My standard lunch time is 10:30 so that I beat the rush!

Pulled Pork BBQ Sliders are AMAZING!

Smoked Gouda sandwich is good too.

Hospital is my next option if I it's too busy here. Campus Center is convenience for me.

I like individually wrapped utensils versus the current system.

Carl is amazing, good at what he does.

Smaller portions at Wild Greens because it's a healthy option

The guys at Spotz are really nice.