

Eat Burger

喫漢堡
Group 1

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About Us

喫漢堡是一家剛開幕不久的漢堡店，店面位於新竹，老闆用心設計菜單及配方，堅持不添加過多的調味料，希望能顛覆人們對速食食品的看法。



Background Introduction



喫漢堡坐落在學校附近，用餐的尖峰時間常常吸引許多學生前往消費，生意不錯、時常大排長龍，但卻發現有以下問題：

1. 尖峰時間排隊排太久
2. 有顧客抱怨等餐的時間太長

因此喫漢堡團隊決定透過PDCA以及模擬等方法，希望能改善整個流程。

Motivation-5W1H

What:

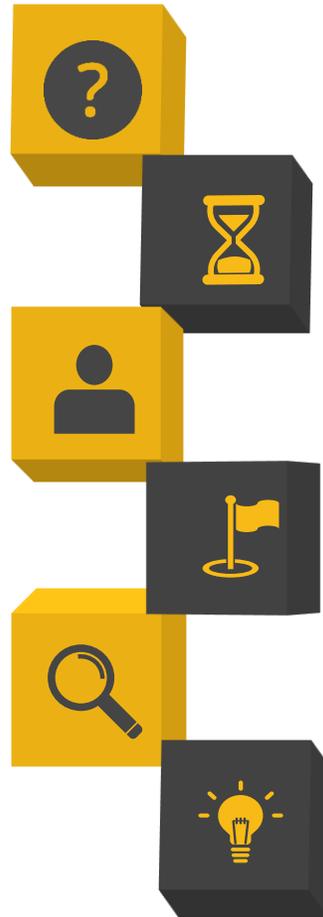
尖峰時段排隊太久
顧客等餐時間太長

Who:

喫漢堡與消費者

Why:

顧客抱怨
訂單流失



When:

尖峰時段

Where:

喫漢堡

How:

PDCA

Outline

1 PDCA

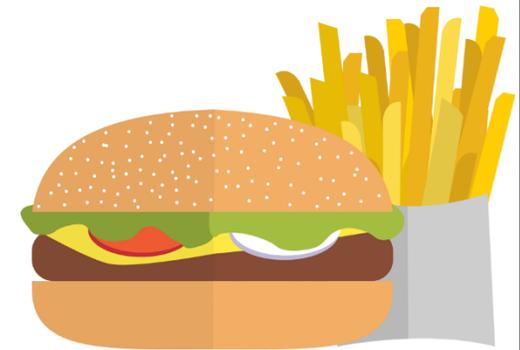
2 Innovation

3 Conclusion

4 App Demonstration

1. PDCA

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Plan

問題

- 顧客來到太密集
- 點餐時間太長
- 出餐效率不佳

預期目標

- 提早接單、分散訂單
- 縮短點餐時間
- 減少出餐時間

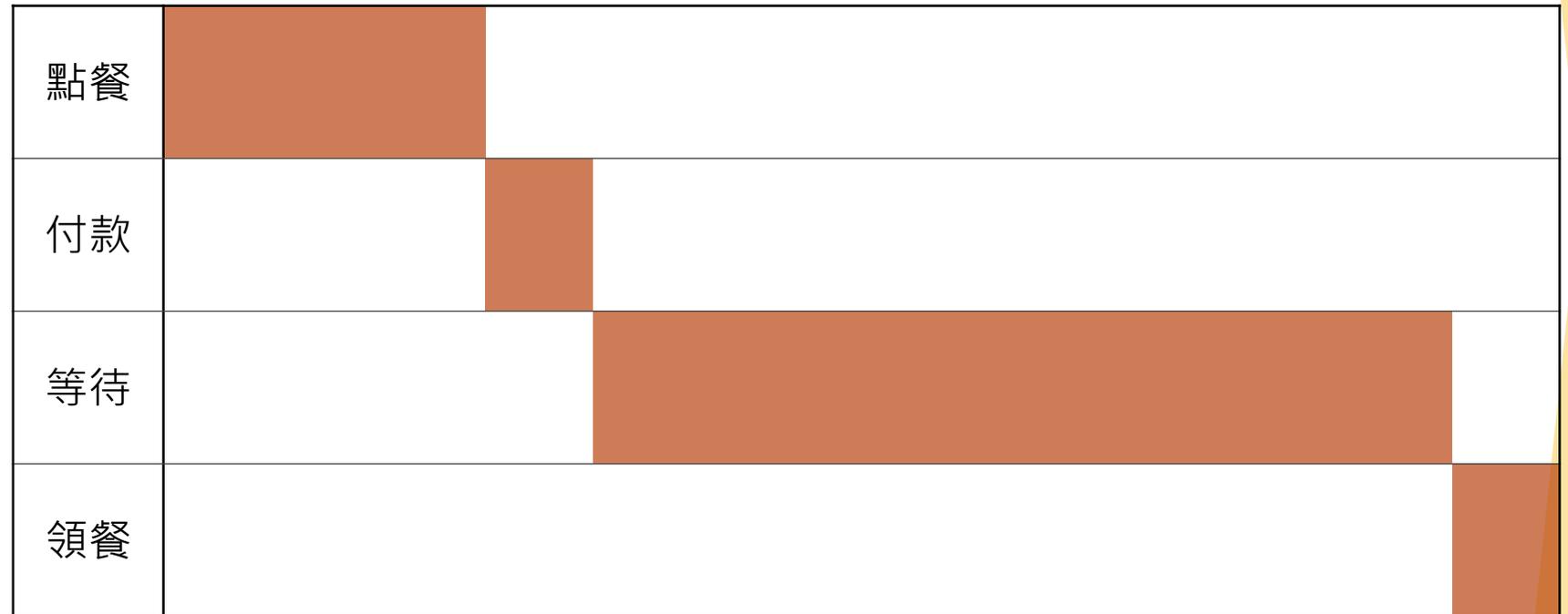
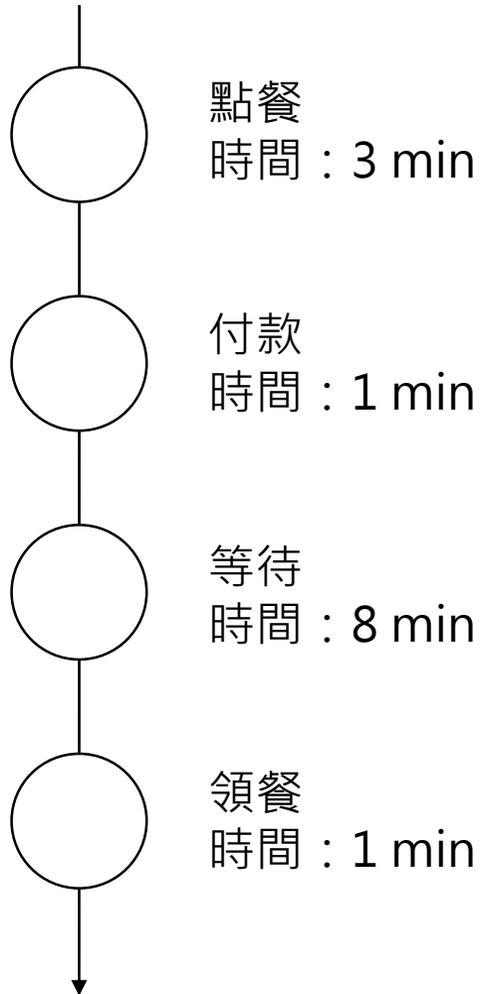
Do

使用App訂餐系統讓顧客可以提前下單，
消化尖峰時間的顧客

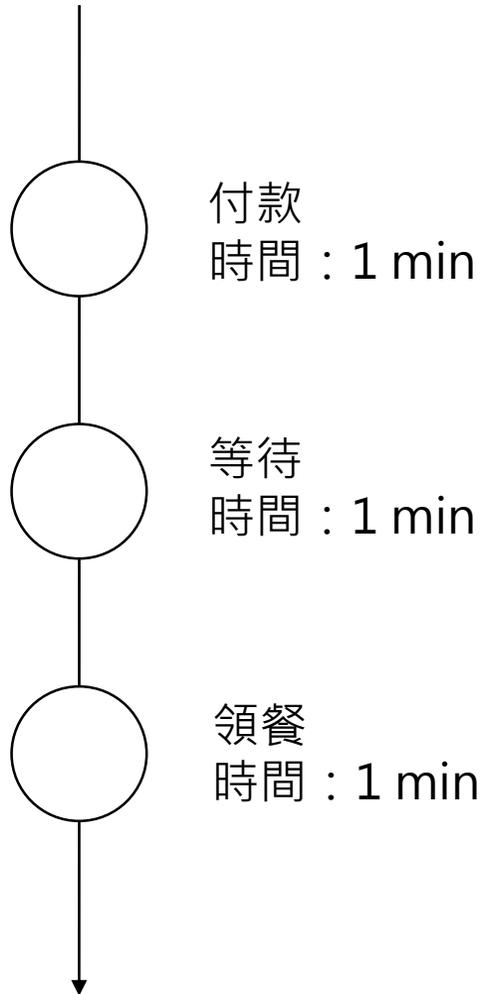
Check

使用Flexsim模擬改善前後的情況
紀錄產出及顧客等待時間的變化
做為比較執行結果與預計結果的依據
評估改善的成果

As-Is Operation Process



To-Be Operation Process(App)



付款	■	
等待		■
領餐		■

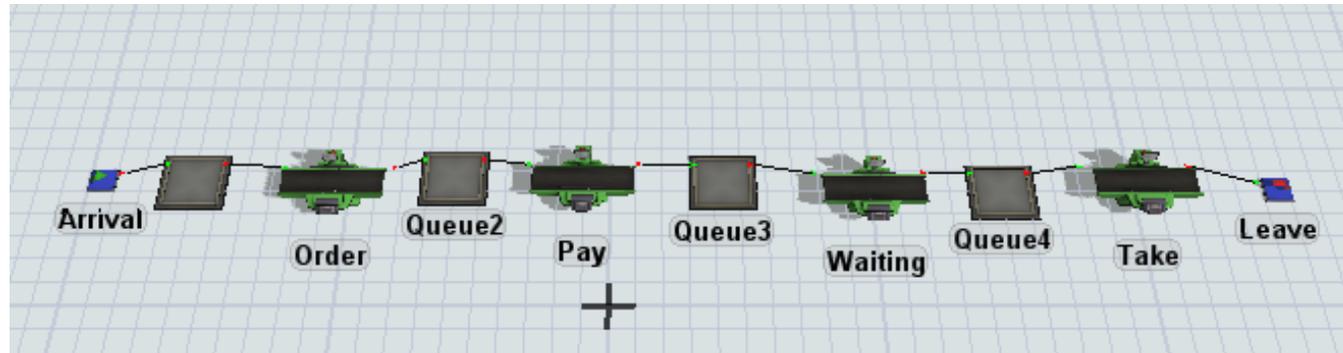
A 3x2 grid table with the first column containing the labels '付款', '等待', and '領餐'. The second and third columns contain colored blocks (brown squares) in a diagonal pattern: the top-right cell of the first row, the middle-left cell of the second row, and the bottom-right cell of the third row.

Flexsim

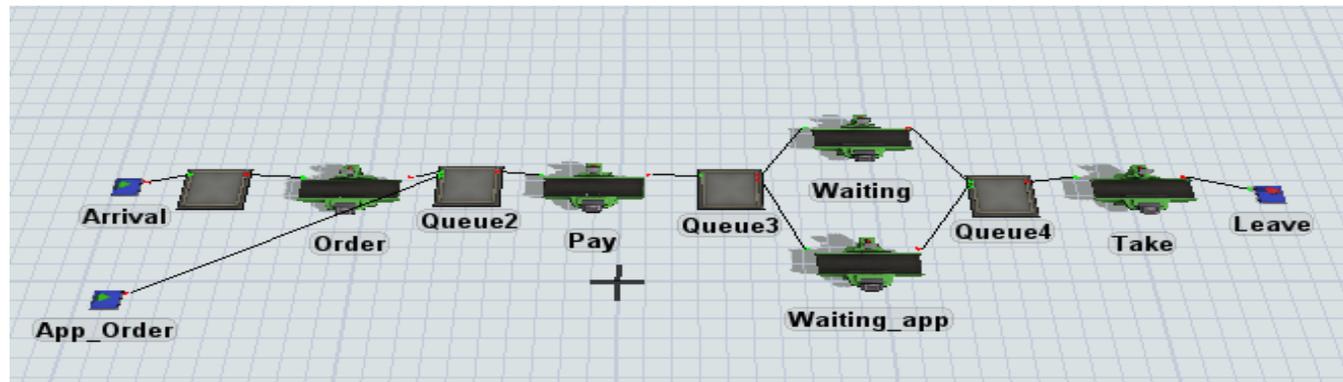
前提假設:

1. 模擬時間: 尖峰時段2個小時
2. 進入尖峰時段前的APP訂單會在時段開始前完成

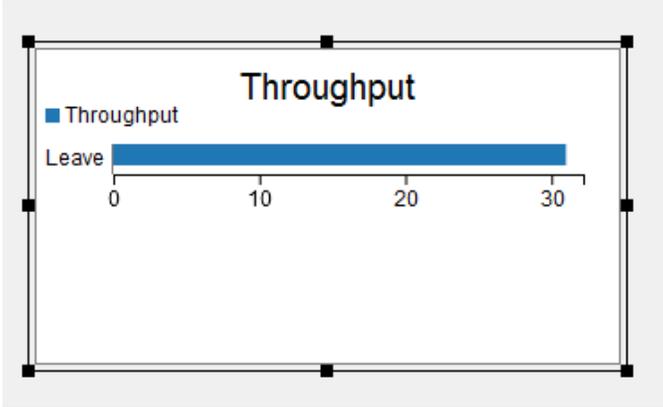
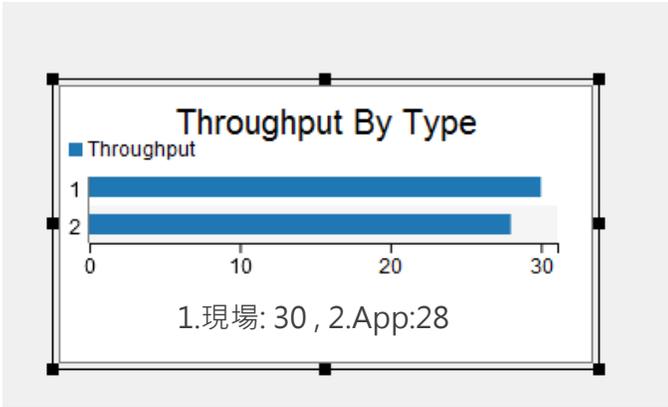
As-Is



To-Be



Flexsim (Result)

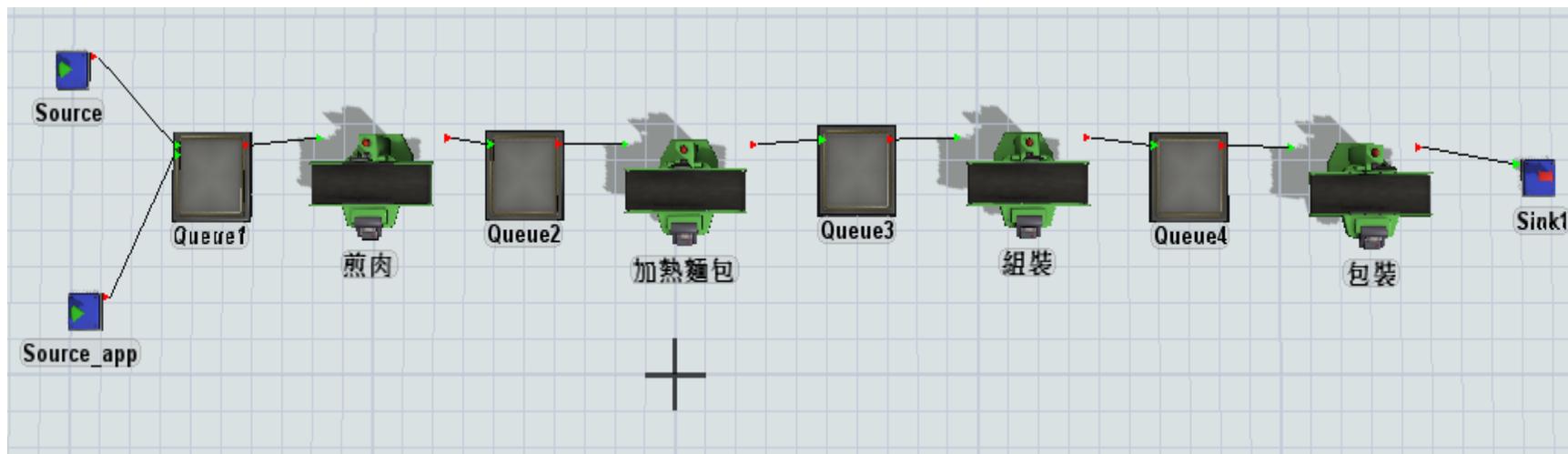
	產出		平均等候時間(分鐘)
As-Is	 <p>A horizontal bar chart titled "Throughput" with a legend for "Throughput" (blue square). The x-axis ranges from 0 to 30 with major ticks at 0, 10, 20, and 30. A single blue bar labeled "Leave" extends to the value 31 on the x-axis.</p>	31	7.64
To-Be	 <p>A horizontal bar chart titled "Throughput By Type" with a legend for "Throughput" (blue square). The x-axis ranges from 0 to 30 with major ticks at 0, 10, 20, and 30. There are two blue bars: bar 1 (現場) extends to 30, and bar 2 (App) extends to 28. Text below the chart reads "1.現場: 30, 2.App:28".</p>	58	4.79

Act

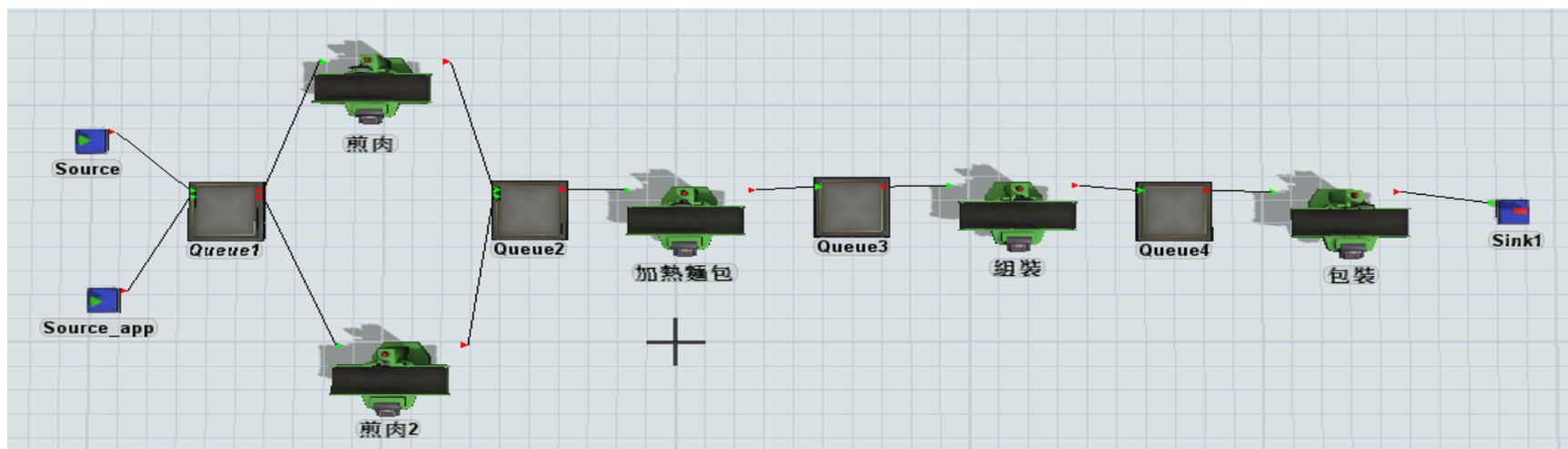
由上一步驟的模擬結果發現，透過App點餐只能提早消化部分顧客，但尖峰時段現場客人的等待時間未有效減少，因此未來決定**增加一台生產機台**，以提高產能，使得流程更加進步。

Act

As-Is

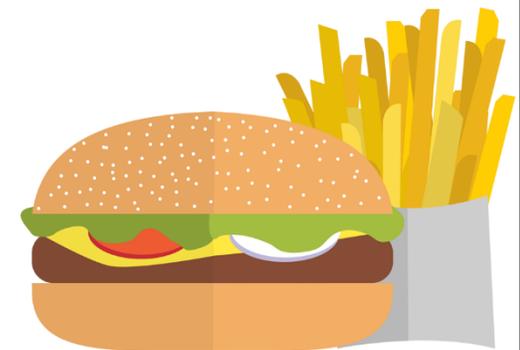


To-Be



2. Innovation

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What can we do more



中午要吃什麼啦!!

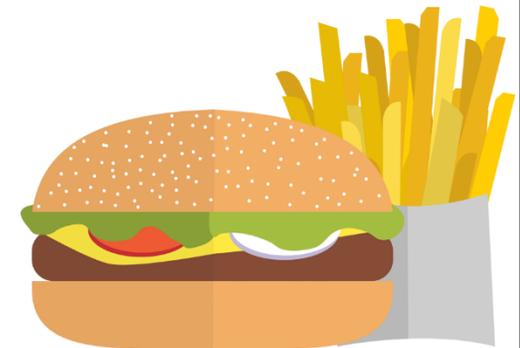
What can we do more

使用輪盤幫助有選擇障礙的顧客決定餐點



3. Conclusion

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Conclusion

Contributions: 使用App點餐，提早處理部分尖峰時間的訂單，同時減少員工的閒置時間

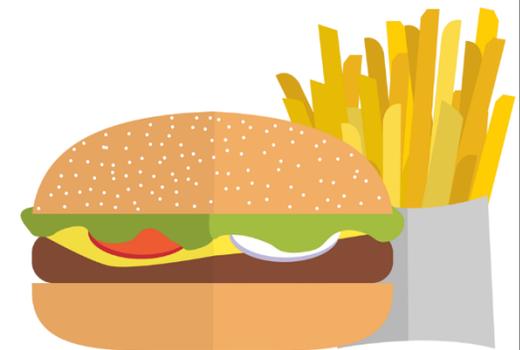
Limitations: 由於產能仍然不足，現場點餐的顧客仍需要等待

Applicability: 將幸運輪盤應用於App中，幫助顧客選餐

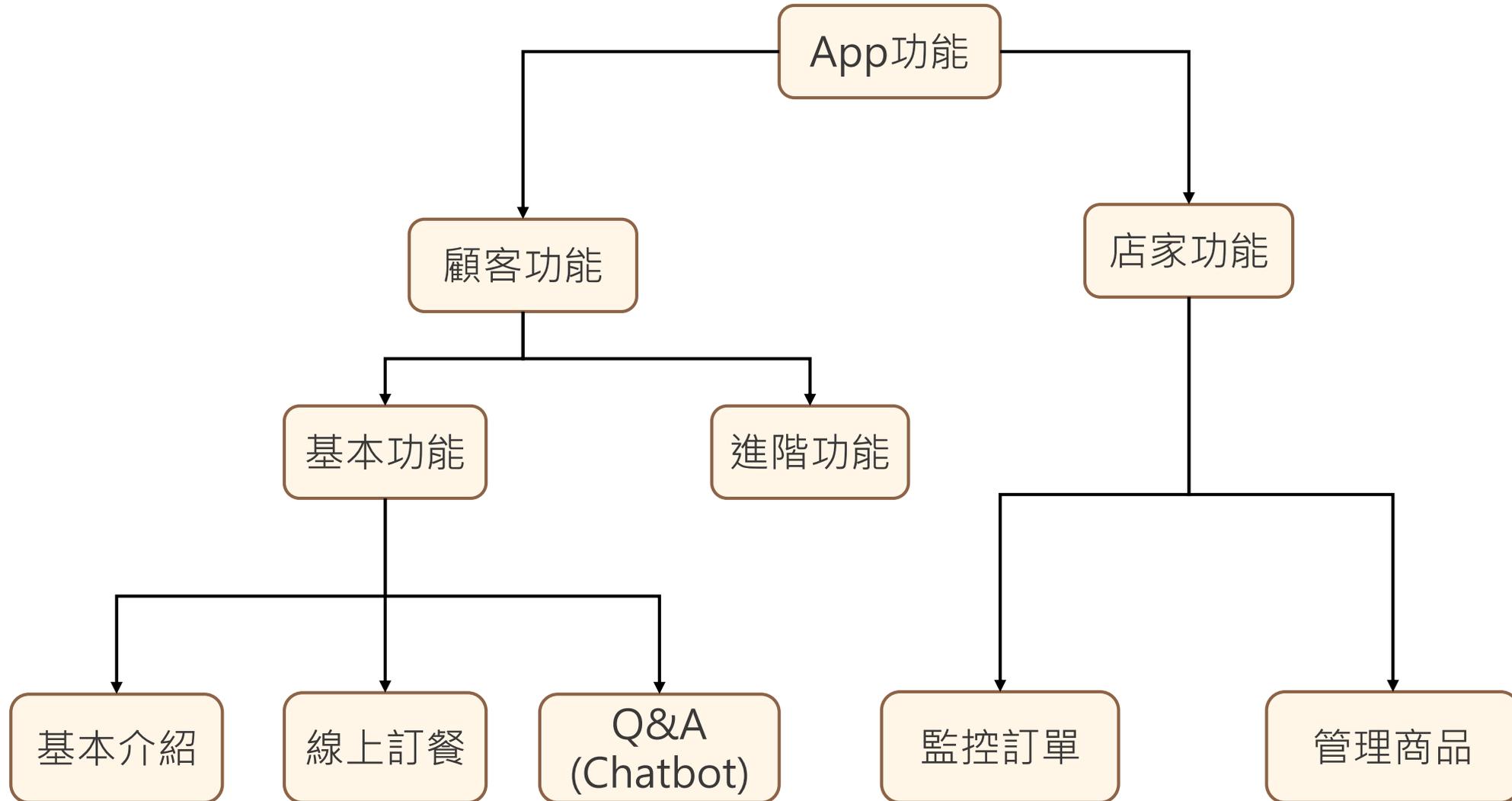
Further Improvements: 用App發放優惠卷，提升顧客的消費意願

4. App Demonstration

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App Demonstration



App Demonstration





Thank you