MCDONALD'S WIFI

Presenter: Matthew Ellett

CUSTOMER JOURNEY MAP

| TIMELINE	BEFORE			AT MCDONALD'S										AFTER	

LOCATION	HOME / OFFICE			LOBBY		COUNTER						DINNING		HOME / OFFICE	

| USER JOURNEY | Decide on McDonald's | Find a McDonald's | Go to a McDonald's | Enter restaurant | Approach counter | Decide what to order | Order meal | Pay for meal | Wait for meal | Pick up meal | Look for seating | Clean up trash | Eat meal | Exit restaurant | Social media post |

Take out

Look for child seating

Look for play area

TOUCH POINTS	Potential point for engagement	Potential point for engagement	Potential point for engagement	Potential point for engagement

STRATEGY	PERSUADE / INFORM	ENGAGE	INFORM / PERSUADE	ENGAGE	SERVE / ENGAGE	REWARD

DESIGN APPROACH

PROGRESSIVENESS
LOCAL INTEGRATION
INCLUSIVENESS
RESPONSIBLE LEADERSHIP

1. DESIGN APPROACH

2. PERSONAS

3. WIFI ANALYSIS

4. INSIGHTS

5. APPROACH

6. THOUGHTS
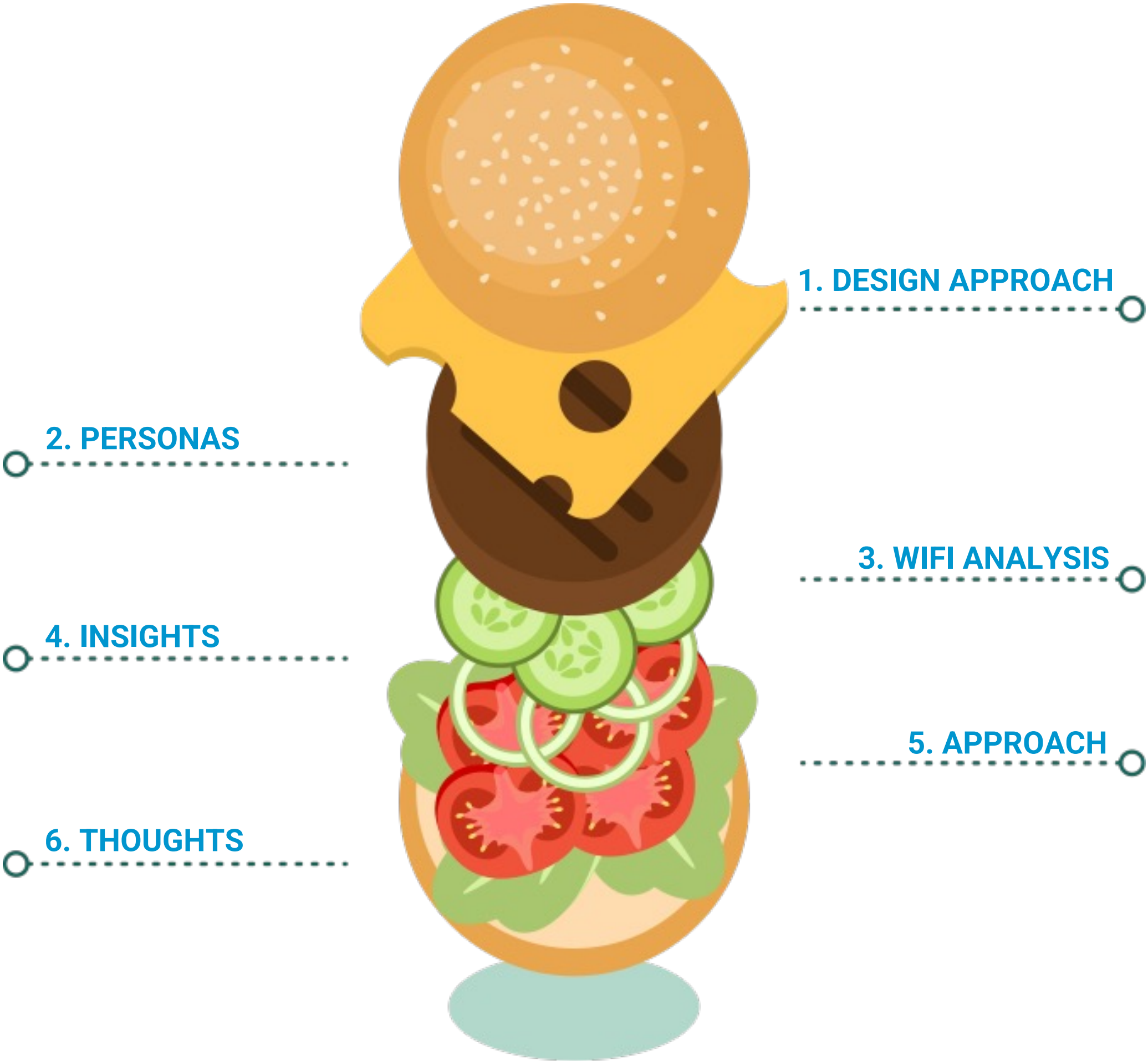
In our design approach, we will focus on the brand pillars of progressiveness and local integration.

LIGHT HEARTED

PLAYFUL

WELCOMING

DEPENDABLE

UNPRETENTIOUS

The WiFi portal experience needs to reflect the five personalities of the McDonald's brand.

PERSONAS

FAST FOOD LOVER

Sharon, Age 44

"I love all food, high brow, low brow, and fast food. No matter where, going out to eat is one of my favourite things to do, a break for me from the daily grind."

Key Insight

- Value driven, likely because they say out so often

- Willing to explore different tastes, especially within different fast food brand

KID PLEASERS

Heather, Age 46

"My life revolves around my kids, and eating out is a treat for them and a break for me. I know there are better options for them than fast food, but they love it, so occasionally, it's OK."

Key Insight

- Kid friendly food options, environment, and play areas are key priorities

- Fast food is a guilty indulgence that kids love

TREND SETTER

Megan, Age 35

"I'm always the first to try new and trendy foods and restaurants. My busy, diverse lifestyle drives my eclectic choices. including ethnic and fast food. "

Key Insight

- Seek constant change and excitement in life

- Aspirational, big spend consumers

- Early adopter and first to try new food/things

- Busy lifestyle drives eclectic choices

POTENTIAL TOUCH POINTS

There are several areas in the existing customer journey where a customer might come in contact with the WiFi portal.

Currently, there is very little interaction before or after the dine-in experience at McDonald's. The WiFi portal should have a role in these two important areas of the customer journey.
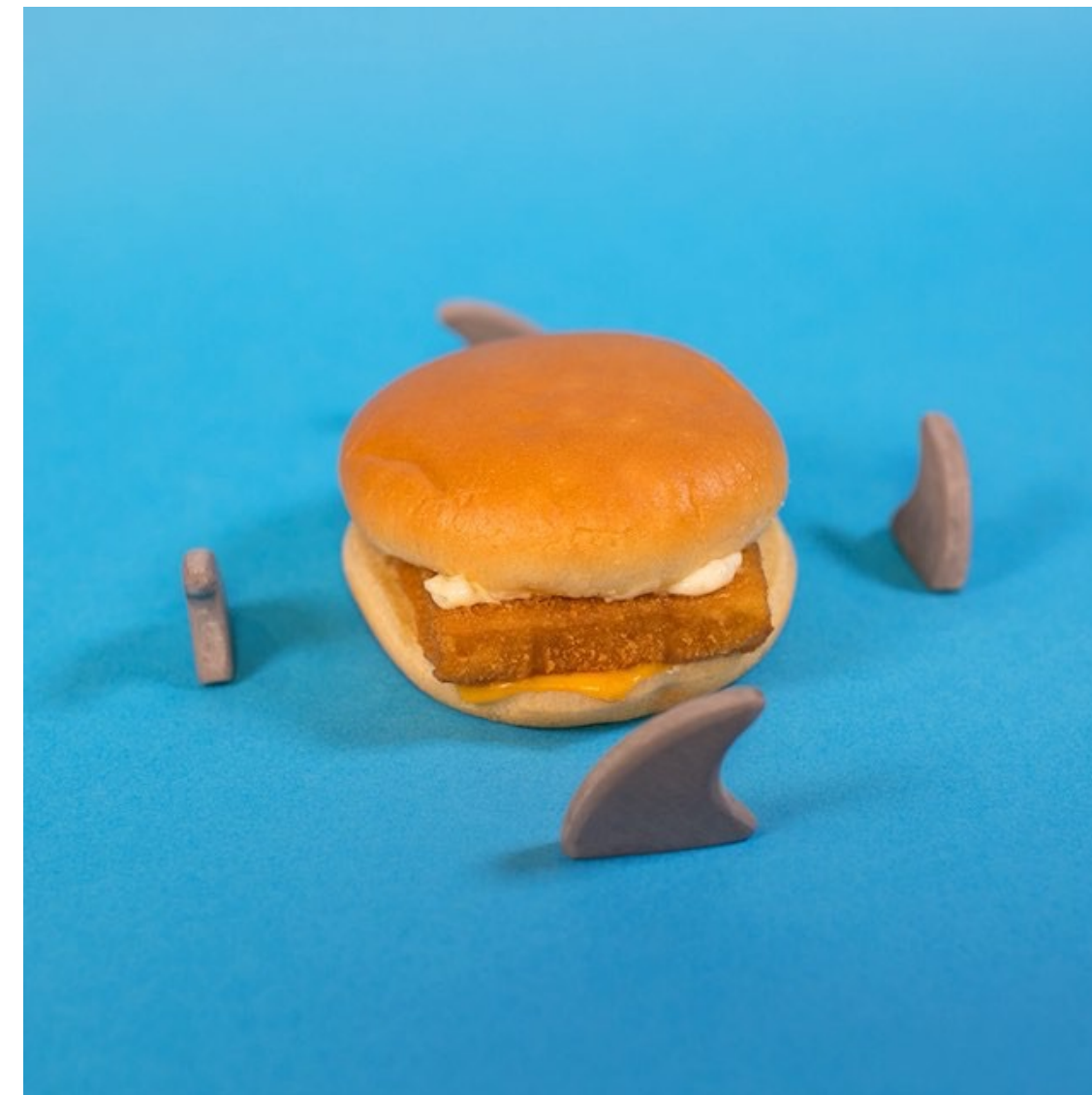
WIFI ANALYSIS

GENERAL PUBLIC WIFI IMPRESSIONS

- Wifi is no longer a commodity (*WiFi users reported to feel less positive toward brands/businesses that do not offer free WiFi*)

- Most users find captive portals to be a nuisance

- One of the biggest reasons people use public WiFi is to save data on their cellular plans

- While the actual WiFi does not differ very much between businesses, it is the environment in which the user is in that affects the overall experience.

EXISTING MCDONALDS WIFI IMPRESSIONS

"I like McDonald's WiFi... it's free and I can go down there and use it when the WiFi slows down on campus 'cause everyone is using it."

"If you are looking for a clean, friendly sit down place, you can go there...and use the WiFi."

The portal experience needs to reveal a curated, and simple to navigate user splash page in order to support customer's current impressions that McDonald's is quick, simple, easy and approachable brand.
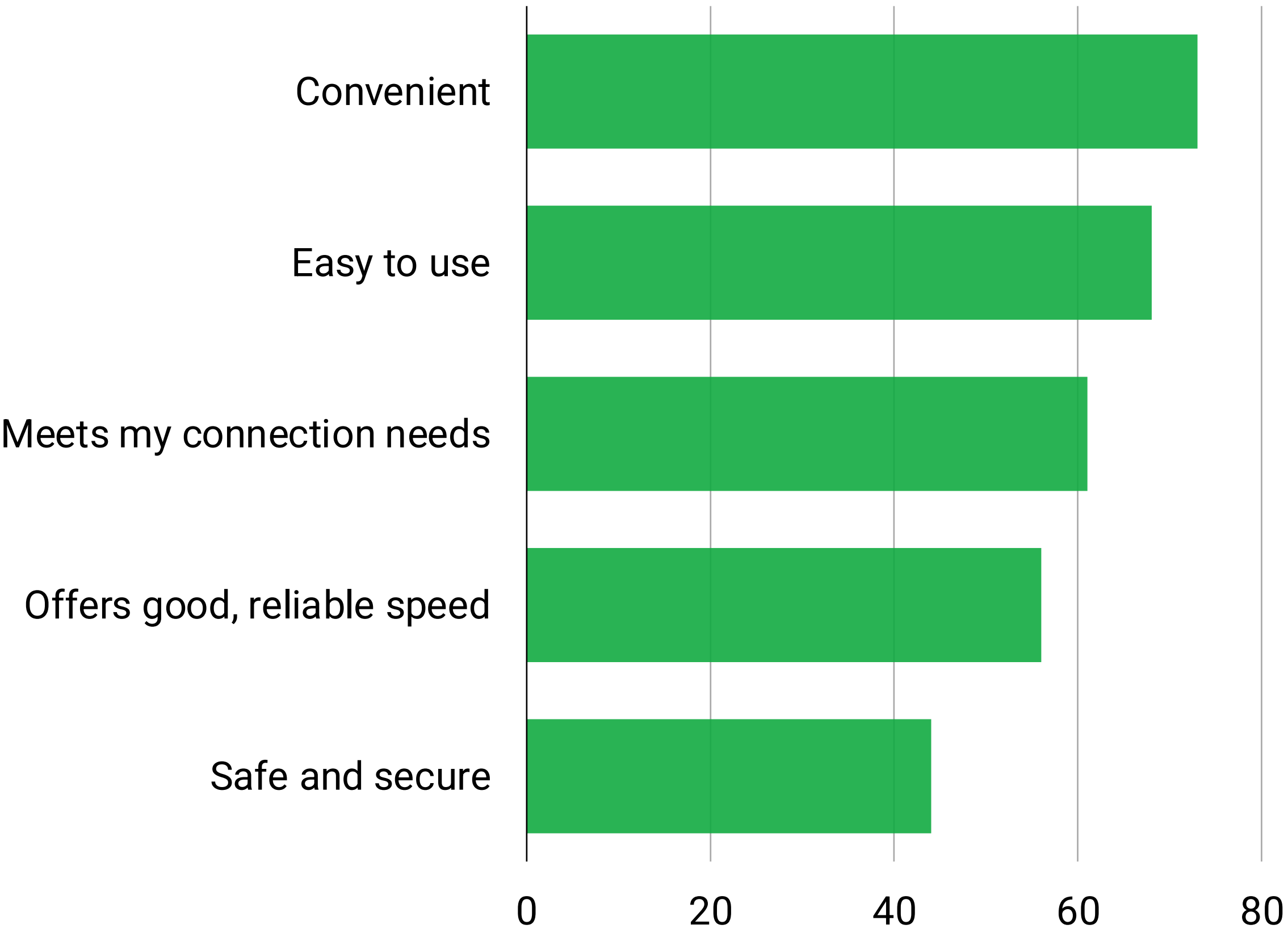
ACTIVITIES ON MCDONALD'S WIFI	ADULTS %	PARENTS %
Checking email	67	43
Checking social media	52	42
General surfing	46	39
Texting	44	33
Playing games	26	57
Watching a video	21	44
Checking the news	33	18
Doing business work	14	7
Streaming music	10	14
Doing school work	7	11
FaceTiming	4	8
Other	4	2

MOST CUSTOMERS USE THE WIFI FOR GENERAL LIGHT SURFING ACTIVITIES

The average time that customers spend on the WiFi network is 20 minutes. The majority of whom are checking email and surfing.

Our proposed experience/service needs to be brief. For example, a 5 minute video clip would take up 25% of the average WiFi usage time.

BIGGEST REASON FOR VISITING MCD	ADULTS %	PARENTS %
I needed a Wifi Connection	4	2
I needed WiFi and McD food or beverage	27	18
I wanted to buy McD food or beverage	69	81

MOST CUSTOMERS USE THE WIFI AS A SUPPLEMENT TO THEIR MEAL

"McDonald's isn't the kind of place I'm going to go and hang out for hours… not like Starbucks, where they make you feel welcome… but it is a quick place to grab lunch and check a few emails."
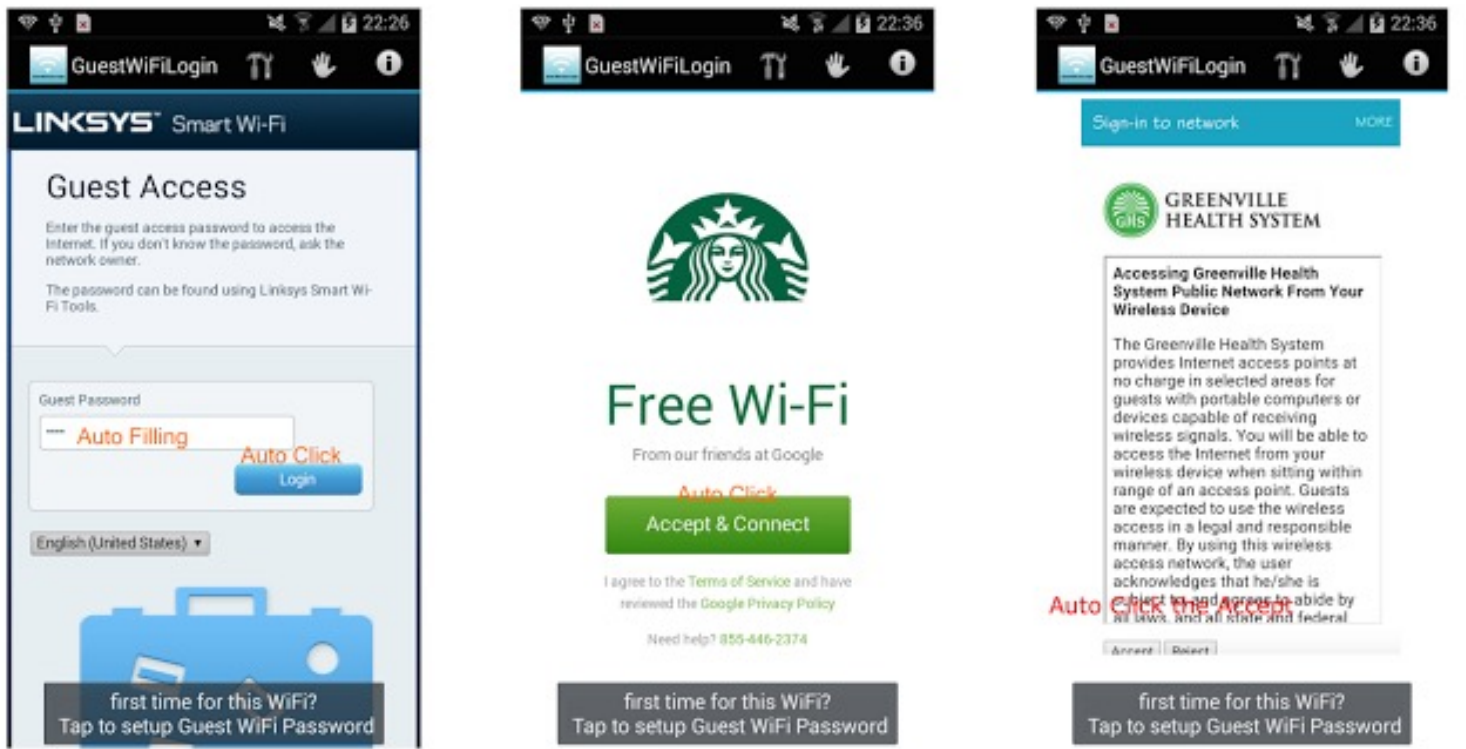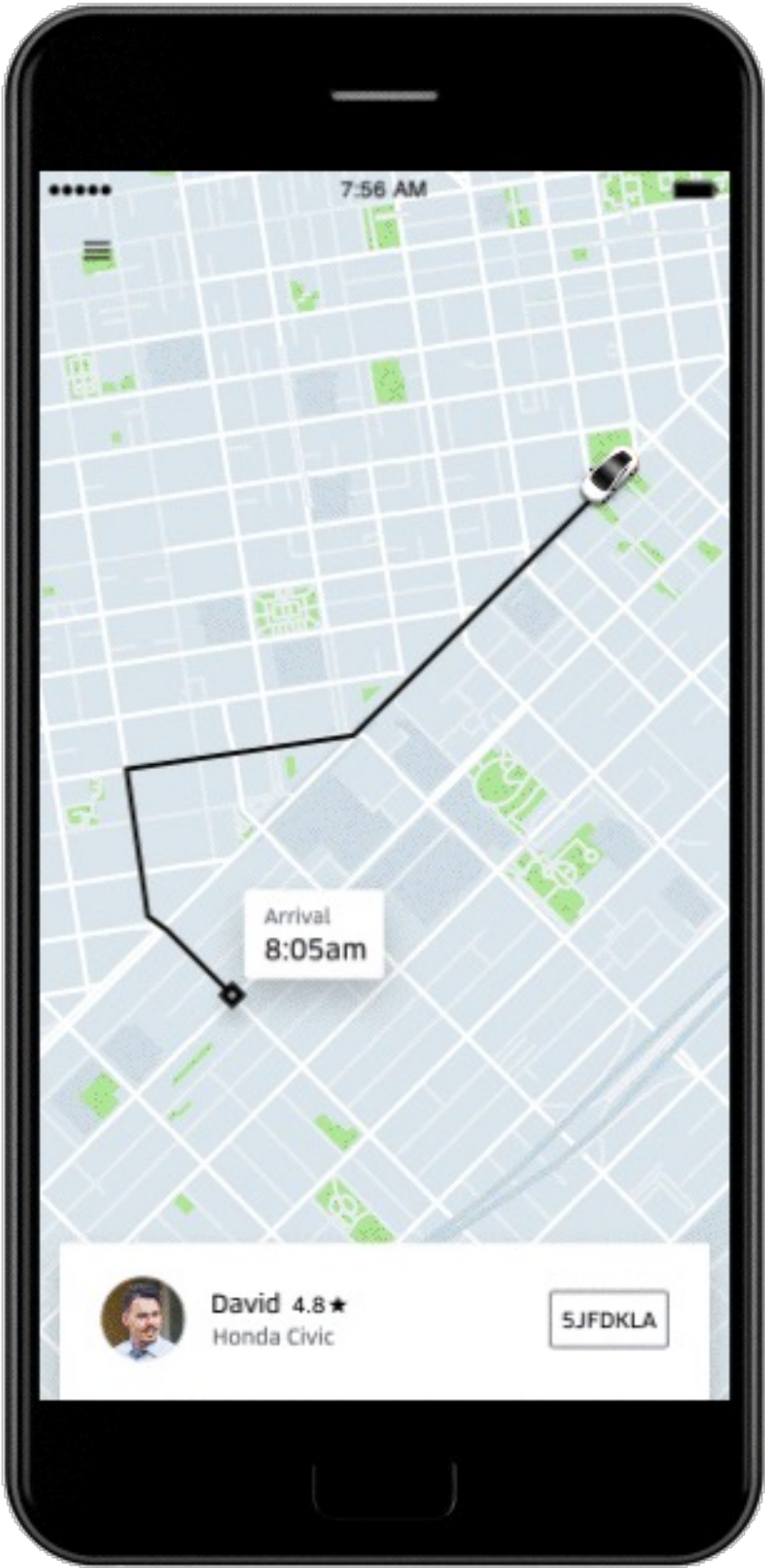
EXISTING WIFI PORTALS LACK A HUMAN TOUCH

The existing WiFi portals from competitors fall in two categories. First, the traditional kind where the user is asked to sign an agreement or input personal information in order to gain access to WiFi. Second, a more localized and useful portal. The most notable examples are Uber and Starbucks. However, we feel that neither example is personal enough.

INSIGHTS

STAKEHOLDER MAP

WiFi Provider

Tourists

McDonald's Corp

Franchise

Customers

ESSENTIAL

IMPORTANT

INTERESTING
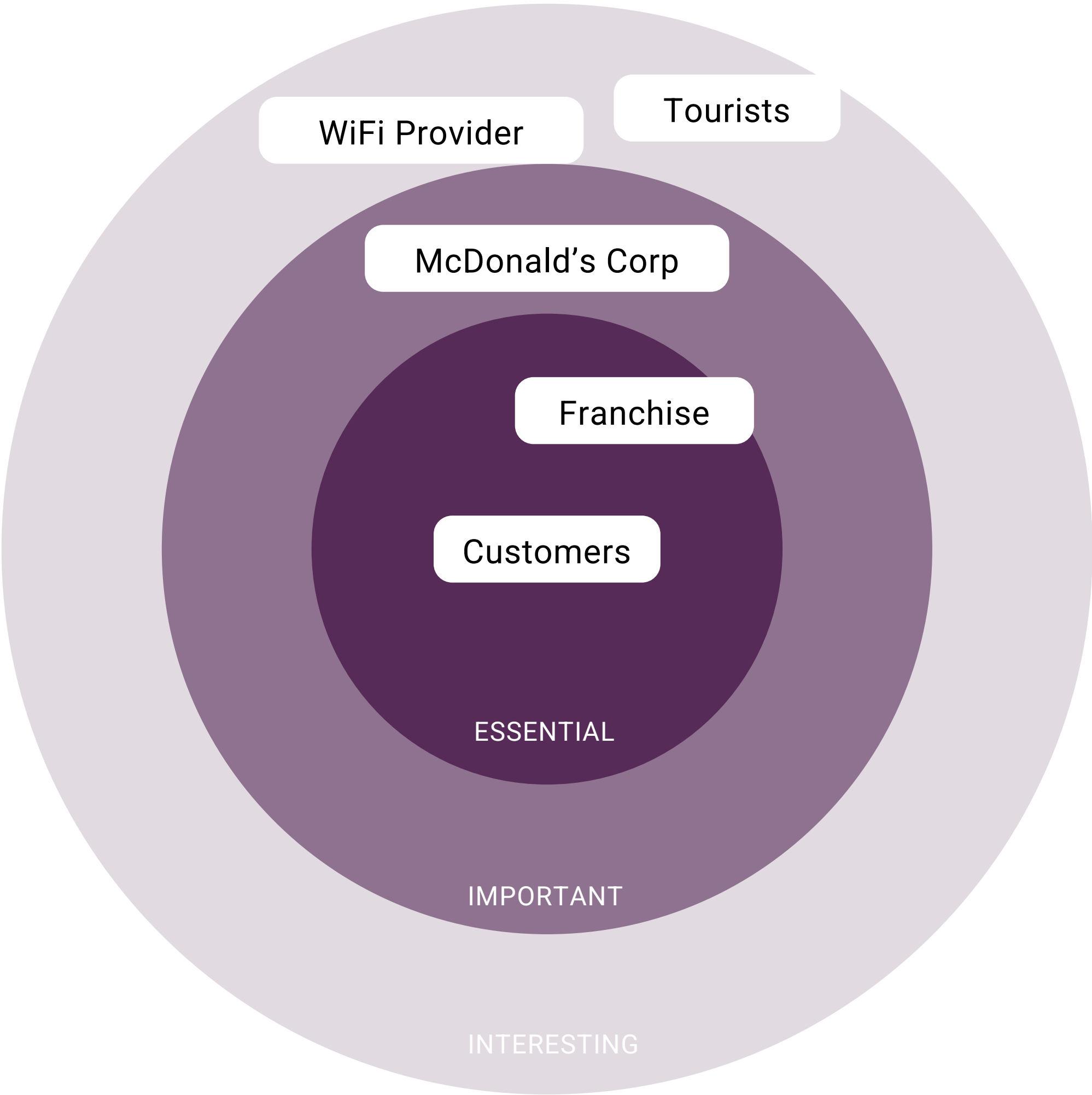
CUSTOMER IS AT THE CENTER BUT WE NEED TO CONSIDER THE FRANCHISE OWNER

THE CUSTOMER

- The customer is the most important stakeholder

- The portal has to meet the needs of the customers

- We have to address their needs before other stakeholders

- The average WiFi usage time for the customer is only 20 minutes

- Multiple customers reported that they use McD wifi to unwind and to take a short break

FRANCHISE OWNER

- Most McD restaurants are locally owned

- How do we connect the Franchise owners to their customers?

- How do we empower them with their own content ?

- The WiFi portal gives the franchise owners an opportunity to reach out to their customers on a hyper local scale

MCDONALD'S CORP

- Build customer database

- Differentiate in store experience with drive thru

- Build brand affinity and relationships

- Give people reason to return

- Differentiate McDonald's from other restaurants

- Create an engaging and fun in restaurant experience with the WiFi splash

RANKING	ADULTS	PARENTS
Most preferred	Feed Your Brain	Play Some Games
2nd most preferred	Find Local Activities	Makes Learning Fun
3rd most preferred	Boost Your Day	Final Local Activities

BOTH GROUP WANT BRAIN BOOSTING ACTIVITIES AND LOCAL INTEGRATION

In the qualitative research, inspiration also rose to the top for both groups. Parents w/ kids 3-12 also thought Games and Humour would be interesting for their kids.

APPROACH

COMMUNITY CENTER

Focusing on **local integration** and **key stakeholders**, we want to help McDonald's to stay in sync with local communities. We see the WiFi portal having a key role in **integrating with local culture** and providing a relevant and **personal experience** to customers. Since the restaurants are typically locally owned and staffed, we want to consider the **local franchise owners** as important stakeholders. The WiFi portal enables multichannel communication between the customer, franchise owners, corporate, and community.

COMMUNITY AND DATE RELEVANT CONTENT

Taking inspiration from the Google Doodles, the WiFi portal morphs and changes in simple ways that reflect holidays, locations, etc. A further step could be to incorporate user-generated content.

Halloween 2016
Oct 31, 2016

Lotte Reiniger's 117th birthday
Jun 2, 2016

International Women's Day 2016
Mar 8, 2016

Clara Rockmore's 105th Birthday
Mar 9, 2016

Holi Festival 2016
Mar 24, 2016

Nellie Bly's 151st Birthday
May 5, 2015

HYPER LOCAL CONTENT BY FRANCHISE OWNERS

The WiFi portal can be an opportunity for franchise owners to connect with their consumers. For example, they can share more hyper local information about the neighbourhood Little League. This would be bonus feature on top of the existing portal. This can also be a great platform to connect with McDonald's local community charity initiatives.

GET TO KNOW YOUR NEIGHBOURHOOD THROUGH LOCAL HISTORY

A lot of customers want to have access to local information. What if we offer them historical information about their neighbourhood, or upcoming events, or municipal level information regarding the future of their city, etc? The WiFi portal could be a place where they find out about city planning information or town hall meetings.
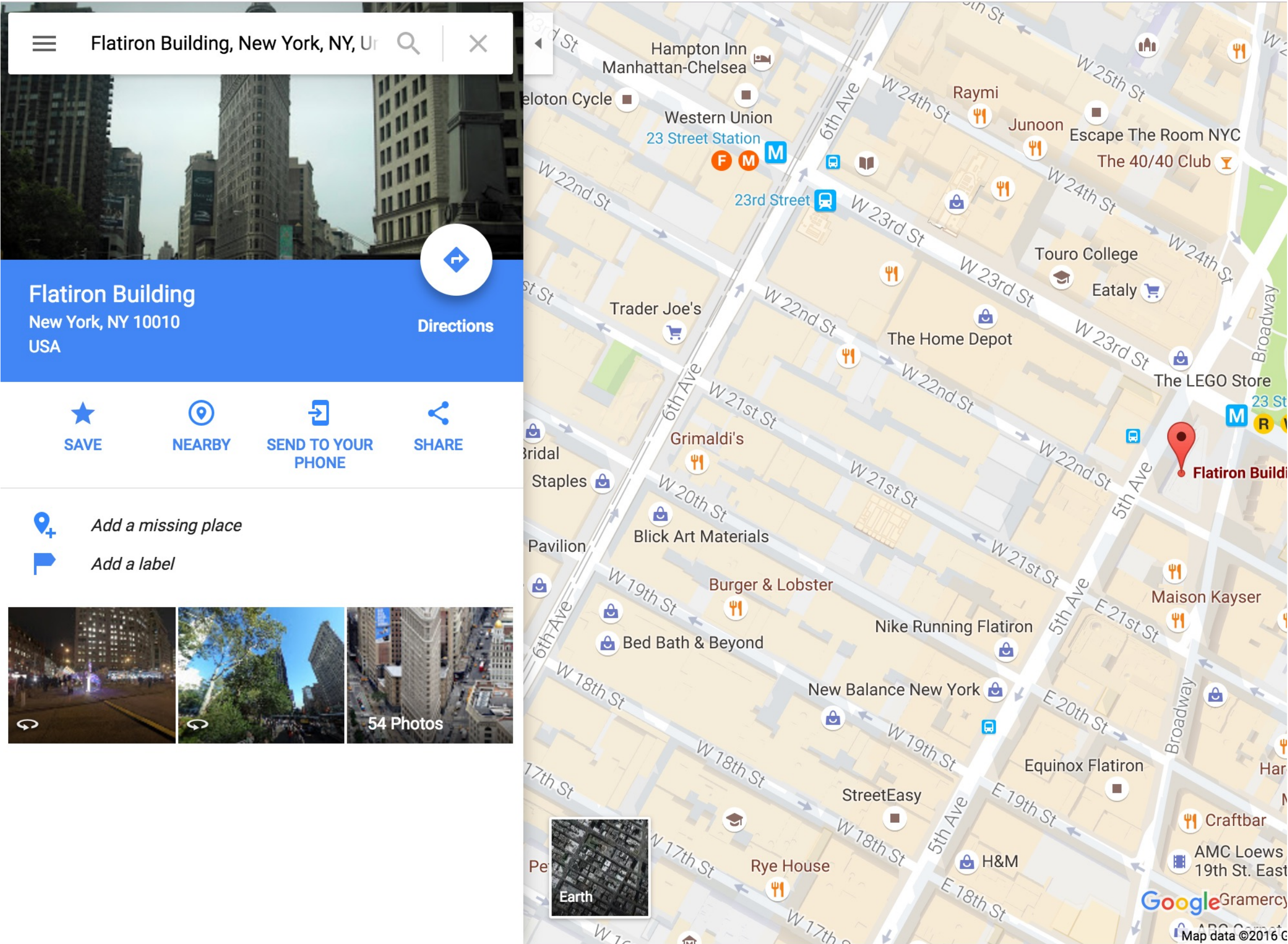
SECOND KITCHEN

Focusing on **usefulness**, we want to think of McDonald's as a "Second Kitchen". The Second Kitchen is a place where you go to when you are tired of cooking, tired of work, and tired of mundane routine. You can **relax**, sit back, and catch up on emails or Instagram. At the core of this analogy is a **useful WiFi portal**. Whether it is giving a multitasking parent a quiet moment, or helping stressed-out customers to relax, we want to provide an **value added experience** that will delight and convince you to come back.

TWO WAY DIALOGUE

The WiFi portal can be a tool to facilitate better dialogue between the restaurant and the customers. For example, it could be a place to submit feedback and have the feedback addressed quickly. It can also be a tool to help with busy parents. Ie. If they forgot an order or needs some additional assistance, etc., then they could use the WiFi portal to engage with the staff and restaurant.

3 MINUTE COURSES

One of the insights shows the customer's preference for mentally stimulating content. Highbrow is an email based learning platform that sends 5 minute lessons to your inbox every morning. We can take inspiration from this service and offer a course in bite size contents. A customer can sign up for a course and every time they log on to WiFi they can complete another 3 minute module.

LEARN MORE
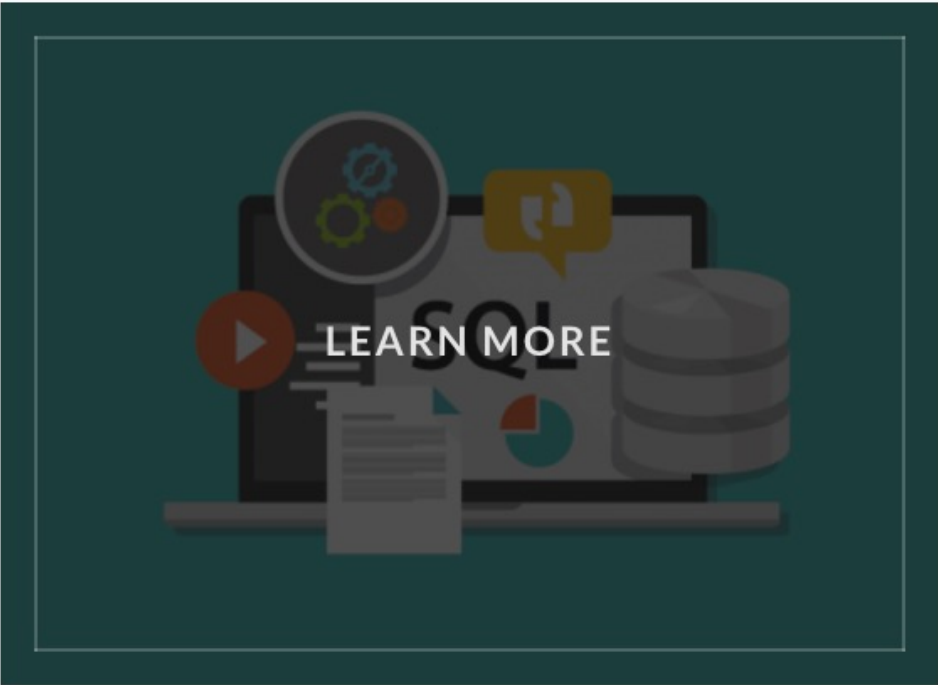
INTRO TO SQL

SQL is a programming language for accessing and analyzing data stored in databases. From Fortune...
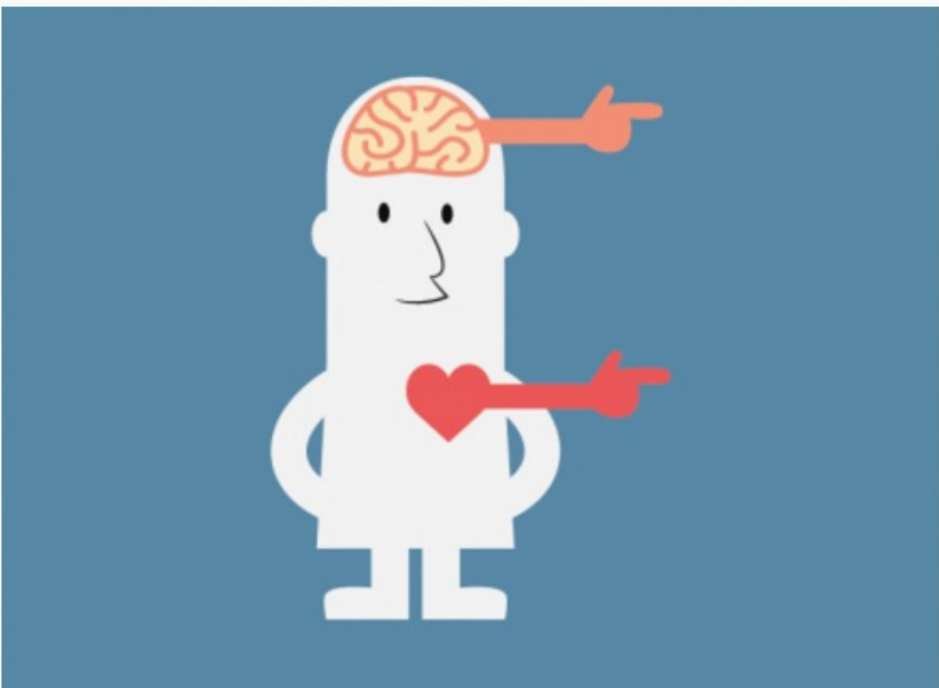
FINANCIAL WELLBEING: HOW TO WORRY LESS ABOUT MONEY

Spend less than you earn. Pay down debt. Save for retirement. We all know what...

HOW TO CREATE STUNNING CONTENT ON FACEBOOK

BOOST YOUR EMOTIONAL INTELLIGENCE

A MOMENT OF RELAXATION

A lot of customers identify McDonald's as a place where they have a moment of relaxation from their day. What if the WiFi experience can help to create a moment of calmness? We can take inspiration from the app Pause. The app guides users through a 2 minutes relaxation session.

ADDITIONAL THOUGHTS

MICRO-MOMENTS

We should approach the WiFi portal using the concept of micro-moments. A micro-moment is a brief moment when the needs to know or to do something. These may come before or after the purchase. Either way, these are "how to" moments when people want help with getting things done or trying something new.

We need to be there at the right moment with the right content.

I-want-to-watch-what-I'm-into MOMENTS

... feeding passions or interests

53% of online video viewers watch online video to be **inspired or entertained**.[1]

I-want-to-know MOMENTS

... learning, exploring, or researching

Nearly 70% of millennials agree they can find a YouTube video on **anything they want to learn**.[2]

I-want-to-do MOMENTS

... seeking instruction

Searches related to **"how-to"** are up 70% year over year on YouTube.[3]

I-want-to-buy MOMENTS

... deciding what or how to buy

18–34-year-olds say YouTube is the **best place to learn** about a product or service that interests them.[4]

CAPTURING CONSUMER DATA

The baseline measurements of the willingness to share personal information is low. The willingness to share contact information only increases about an average of 10 points after exposure to exclusive content.

BEFORE EXCLUSIVE CONTENT EXPOSURE	ADULTS %	PARENTS %
I would share email or mobile number	40	52

AFTER EXCLUSIVE CONTENT EXPOSURE	ADULTS %	PARENTS %
I would share email or mobile number	49	64

INNITIAL TECH EXPLORATION

OBTAINING LOCATION DATA

GPS localization

The user's exact position will be pinpointed by the device GPS. Very accurate location but user confirmation in the browser.

IP Adress

Position the user down to the city of the IP provider. No user action needed. Only accurate to the area, not exact location.

Restaurant CMS

There is a possibility to create a CMS for the franchise owner to type in the restaurants coordinates so that it can be obtained by logging in on the page. No user action, perfect accuracy.

OBTAINING LOCAL INFORMATION

Google has an API called place search, it takes current location and maximum distance from the the location as parameters. You then retrieve a list of places within the given area.

Then it comes down to locate what is a "landmarks", All places are labeled…The places could then be connected to google or MediaWiki action API (wikipedia) to display information about the object.

MCDONALD'S WIFI

Discovery Phase