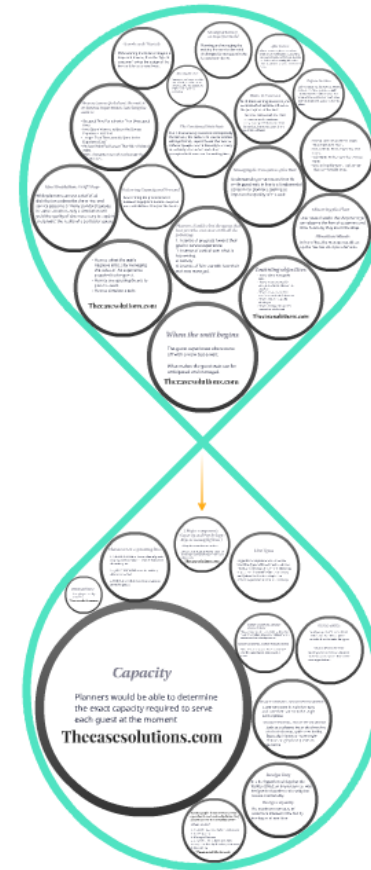


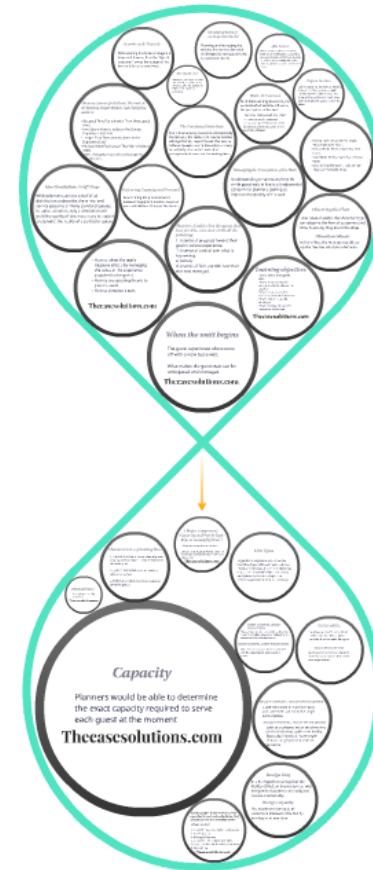
The Waiting Game: The Psychology of Time and its Effects on Service Design

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Learning objectives

- How to plan & manage the wait.
- How to make any wait for service as short & pleasant as possible.
- How to make any wait for service seem short & pleasant.
- How to plan for capacity shortages.
- How to manage the guest's perception of the wait.

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- How to offset the wait's negative effects by managing the value of the experience provided to the guest.
- How to use queuing theory to plan the wait.
- How to simulate a wait.

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1. A sense of purpose or goal or story
2. A sense of anticipation or excitement happening
3. Activities or entertainment during the wait
4. A sense of control or choice during the wait was

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When the wait begins

The guest experience often starts off with a wow but a wait.

What makes the guest wait can be anticipated and managed.

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*2 Major components
(Capacity and Psychology :
Keys to managing lines)*

1. Keep the wait as short as possible
2. Ensure that the guest waiting have their physiological and psychological needs and expectation.

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Capacity

Planners would be able to determine the exact capacity required to serve each guest at the moment

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MULTI-CHANNEL, SINGLE-PHASE QUEUE

The customer begins in a single line that then feeds into multiple channels or stations for the service, each satisfied by a server.

MULTI-CHANNEL, MULTI-PHASE QUEUE

The guest waits to get to the front of one line, then goes to the next available server.

SINGLE-CHANNEL, SINGLE-PHASE QUEUE

Customers come in, and have their hair service phase.

SINGLE-CHANNEL, MULTI-PHASE QUEUE

Such as a cafeteria at a limited-menu restaurant. Especially, it is two channel, single-phase sequence

Design Day

It is the hypothetical day facility, attraction and/or designed to handle comfortably not too comfortably.

Design Capacity

The maximum numbers of customers allowed in the facility in a day or at one time

Because people do not arrive at service operation in neat, ordered patterns, they sometimes have to wait for the service

Because people do not arrive at service operation in neat, ordered patterns, they sometimes have to wait for the service.

What to do?

1. Close the doors to further customers
2. Add Capacity
3. Manager Demand
4. Allow the line to form and then manage the line by diverting customers
5. Do nothing

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Queuing Theory

Managing the reality
of the wait.

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