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WI Wait Strategy Memo

Our goal is to create a website and application that allows users to check for the wait time at all UW-Madison campus libraries, restaurants and bars. **WI Wait** will allow members of the Madison community to check for open seats at any campus library and grant them access to bypass waiting lines at bars and restaurants with the priority feature. The site features informative and practical content, while saving precious time in peoples' lives by reducing and eliminating wait times. Here are a few examples of stories that will be featured on our website:

- Why some restaurants don't take reservations
- We live in an "App Generation", utilizing mobile apps that make our lives easier
- How bars in Madison handle long lines and crowds during special events (i.e. game days)
- Why a library rewards system would be a good idea
- Where people wait while they wait
- Psychology of Waiting

Here are our findings after conducting our survey on wait times in Madison. In a 2 day period we received 197 results, majority of whom were students ranging from freshman to seniors.

Restaurant Findings

- The majority of people's favorite restaurants in Madison are DLux, Graze, Red Sushi, Roast and The Old Fashioned
- 77% people surveyed eat at restaurants once a week or more

- If a restaurant has too long of a wait, 99% of people will either call a different restaurant or walk to a new one

Bar Findings

- Kollege Klub, Wandos, Chasers, Nitty Gritty, Piano Bar and State Street Brats are people's favorite bars
- 58% of people surveyed go to bars once a week or more
- 93% say the weather has an impact on how long they are willing to wait in line for bars

Library Findings

- College and Memorial are people's favorite libraries
- 71% of people surveyed go to the libraries once a week or more
- Being near an outlet while at the library is very important to people

Overall Findings

- People are twice as likely to pay for the service if they are offered rewards such as free entrees, drinks, or a guaranteed spot at the library
- We asked participants to rate how much of a problem wait time is, on a scale of 0 to five. The average answer was 2.5, with the wait time at bars being the biggest issue.
- We asked our participants to give the longest amount of time they have waited for a restaurant, library or bar. Our average answer was just over an hour (65 minutes), and we had answers as long as four hours. This indicates that Madison students and residents tend to wait for a long time for these types of establishments.

Currently there are applications and websites that exist that are effective across the country, such as NoWait, but this application is limited to restaurants. In addition, it only has one restaurant in the Madison area, but it is 12 miles away from campus. Apps like NightBound feature wait times for bars

and clubs only. WI Wait would feature numerous libraries, restaurants *and* bars in the Madison area. Our application will also feature an option for users to sync to their Facebook or Twitter accounts, making the app simple to use and share with friends.

Business Plan/ Recommendations

- Standard version: restaurants would pay to have ads of their restaurants on the app
 - Campus ads
- Pay \$0.99 for premium app with no ads, faster updates, rewards system, priority seating at specific place
- Wrist bands for bars/ events/ fraternity parties that would have the Wi Wait logo on it as a promotional campaign
- Reward system
 - Reserved library tables for app users
 - Check in to that station 20 times before you get the benefits
 - WI Wait pens and school supplies
 - Tables with electrical outlets, place ads around outlets
 - Priority seating at restaurants and easy pass bar access

In summary, WI Wait will be the primary source for information on wait times in Madison.

People tend to wait for hours in Madison. Waiting often drives people insane, but with this service... “WI Wait so you don’t have to!”