

Shaking Up Dining with a Frictionless Market

Stevens Institute of Technology

Introduction:

The UCC Marketplace, located on the first floor of the University Center, serves the 900 students housed in the two UCC towers. Opened in 2022, it offers a frictionless dining experience with a variety of flavorful options, ensuring something for everyone. The marketplace is designed to provide students with a vibrant, convenient dining space where they can enjoy fresh, high-quality meals from five distinct concepts. Whether you're craving Italian, Mexican, fresh salads, or hearty sandwiches, the UCC Marketplace delivers diverse and satisfying options right on campus.

Essay:

The UCC Marketplace, serving the Stevens Community, opened in 2022 with a focus on offering fresh, high-quality meals that meet the diverse tastes and needs of the campus community. Featuring four distinct concepts, the marketplace caters to every craving—from vibrant Mexican flavors at Tu Taco to Italian classics at Piccola Italia to Mediterranean grain bowls at Pom & Honey and hearty burgers & milkshakes at Yella's. Each concept is carefully crafted to deliver meals made with seasonal ingredients, ensuring that every dish is as flavorful and nourishing as possible.

The success of the UCC Marketplace comes from a combination of high-quality food and responsiveness from our culinary team to student preferences. Through surveys and tastings, the team has refined the menu to focus on what students love most—meals that are both satisfying and fresh. This year, the marketplace has seen record-high numbers, proving that when students have access to food that meets their tastes and nutritional needs, they return in droves. By consistently

focusing on the freshest ingredients and catering to evolving student preferences, the UCC Marketplace continues to be a vibrant and popular destination for all.

Introduction:

The UCC Marketplace is designed as a frictionless marketplace, offering students a seamless dining experience. Orders are placed via Grubhub for convenience, while those without an account can use on-site kiosks. The spacious dining area provides ample seating, ensuring a comfortable environment. To enhance efficiency, contactless lockers allow for quick and secure food pickup. Digital screens above each station display real-time menus, helping students easily navigate their options. This modern setup prioritizes speed, accessibility, and a hassle-free experience, making the UCC Marketplace a go-to destination for dining on campus.

Essay:

The UCC Marketplace is designed to provide a seamless and modern dining experience for students through its frictionless concept. By integrating technology into every step of the process, this ensures efficiency and convenience. Students place their orders using Grubhub, allowing them to customize their meals and pick them up without waiting in line. For those without an account, user-friendly kiosks are available on-site, making ordering accessible to everyone.

The spacious dining area offers plenty of seating, creating a comfortable and inviting atmosphere for students to enjoy their meals. To enhance efficiency, we feature contactless lockers for food pickup, reducing wait times and minimizing person-to-person interaction. Once an order is ready, students receive a notification and can retrieve their meal from the designated locker.

Additionally, large digital screens above each station display real-time menu offerings, helping students identify what each section is serving. This not only streamlines the ordering process but also improves the overall dining experience by ensuring clarity and ease of navigation.

With its innovative design, The UCC Marketplace prioritizes speed, accessibility, and convenience, making it a standout dining option on campus for students looking for a hassle-free way to enjoy their meals.

Introduction:

The UCC Marketplace is a vibrant dining hub located in the heart of campus and a key stop on campus tours. As one of the most popular dining destinations, we actively promote its diverse offerings through strategic marketing efforts. Signage across campus highlights each location while engaging social media content showcases employees and students alike. To enhance the student experience, we have hosted tastings to gather valuable feedback and encourage input through our anonymous Chattback feedback line. Additionally, giveaways have been a key promotional tool, helping to generate excitement for grand openings and special events within the Marketplace.

Essay:

The UCC Marketplace is at the center of campus life, serving as a bustling dining hub and a key stop on campus tours. To ensure its success and continuous engagement, we implement a variety of marketing strategies that highlight its diverse offerings. Signage throughout campus promotes each dining location, making it easy for students and visitors to explore their options. Additionally, social media plays a crucial role in our marketing efforts, featuring engaging content that showcases employees, students, and the overall dining experience.

To foster a strong connection with students, we host tastings at the Marketplace, allowing them to provide direct feedback on our dining options. This not only helps improve offerings but also creates a sense of involvement and ownership among students. Our anonymous feedback platform, Chattback, further encourages students to share their thoughts, ensuring that their voices are heard.

To generate excitement, we have organized multiple giveaways, particularly during grand openings and special events. These promotions help attract new customers and build anticipation for new dining experiences. Through a combination of

signage, social media, student engagement, and promotional events, we ensure that the UCC Marketplace remains a dynamic and well-loved part of campus life.

Introduction:

At the UCC Marketplace, we are committed to providing nutritious and inclusive dining options that cater to all dietary needs. From vegetarian and vegan choices to gluten-friendly and halal meals, we ensure that every student can enjoy a warm, well-balanced meal. QR codes at each dining location direct students to our website for detailed nutritional information. Nearly all of our halal meats are prepared in-house to offer greater variety and accessibility. Additionally, our campus dietitian provides guidance through dedicated signage, a Chattback for allergen and nutrition questions, and in-person counseling sessions for students seeking personalized support.

Essay:

The UCC Marketplace is dedicated to providing nutritious and diverse dining options that accommodate all dietary needs. Whether students follow a vegetarian, vegan, gluten-friendly, or halal diet, they can find meals that suit their preferences. We strive to ensure that every student has access to warm, well-balanced meals without feeling restricted. Three-quarters of the meat served in our marketplace is halal, allowing students who require religious accommodations to feel included and not limited.

To help students make informed choices, QR codes are posted at each dining location, linking directly to our website for detailed nutritional information. This ensures that students can easily access ingredient lists, allergen details, and dietary insights whenever they need them.

In addition to these resources, our campus dietitian plays a crucial role in supporting student wellness. Signage throughout the Marketplace directs students to a dedicated Chattback line for allergen and nutrition-related questions. For those seeking personalized guidance, the dietitian's contact information is readily available for one-on-one counseling sessions. Through these initiatives, the UCC Marketplace continues to foster a welcoming and inclusive dining environment, ensuring that all students can enjoy meals that align with their dietary needs and preferences.

Introduction:

In the Spring of 2024, we transformed the UCC Marketplace by introducing Grill Nation to offer a wider variety of dining options on campus. However, recognizing the opportunity for further growth, we rebranded Grill Nation into Yellas, resulting in a 24% increase in sales within just one semester. Yellas expanded the station's offerings beyond burgers and tenders to include fresh subs, gourmet burgers, chicken sandwiches, tenders, milkshakes, and a Stevens-exclusive breakfast menu. Open daily from 9:00 AM to midnight, Yellas now produces 10% more than all other stations combined and makes up 27% of campus orders, making it a favorite.

Essay:

To enhance dining variety on campus, we brought Grill Nation to the UCC Marketplace. This was a classic location on campus that students enjoyed. However, recognizing the potential for even greater student engagement and satisfaction, we transformed it into Yellas, a move that led to a 24% increase in sales within just one semester. This transformation expanded the menu beyond standard burgers and tenders, introducing fresh subs, gourmet burgers, chicken sandwiches, chicken tenders, milkshakes, and a Stevens-exclusive breakfast menu.

With extended hours from 9:00 AM to midnight, seven days a week, Yellas quickly became a campus favorite. It now produces 10% more than all other Marketplace locations combined and accounts for 27% of total campus orders—second only to the Residential Dining Hall, which makes up 32% of transactions. The station's success highlights the importance of adapting to student preferences and providing high-quality, diverse dining options.

Yellas' popularity underscores the effectiveness of thoughtful menu expansion and strategic rebranding. By responding to student demand and introducing a wider variety of options, we have not only boosted sales but also enhanced the overall

dining experience. This transformation has made Yellas a cornerstone of campus dining, offering students convenient, delicious, and satisfying meal choices.

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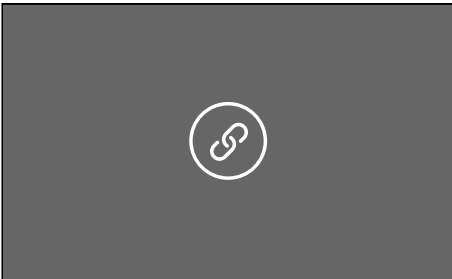


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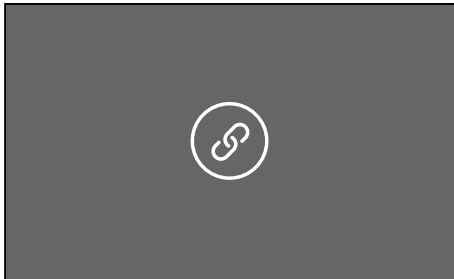
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