

Research plan

In the current society, busy lifestyles have prompted people to dine out in restaurants and not preparing food at home as before. The working population is disadvantaged by the fact that most companies and corporations give a short duration to the employees as a lunch break. Health is also a concern for everybody, poor dieting and lack of enough exercise weakens our bodies, making us prone to malignancies and other dreadful diseases thereby leading to an interesting question (Bowden). Modern busy lifestyles are often at odds with the healthy aspirations of consumers who want to achieve wellness through good nutrition. Is it possible to create ultra-modern restaurants, which can make food processing quicker and healthier? My goal is to come up with a way of solving or minimizing problems associated with such risks.

Technology has revolutionized several industries (Morris). The telecommunication industry has led to the creation of gadgets that may be of my assistance in building my idea of creating a sophisticated and personalized restaurant that would leave the customers wanting to come back again. My idea is to come up with a smart restaurant is something I feel can be achieved in the future with proper research and implementation of technology in the service industry. A smart restaurant would save time, reduce costs, increase the quality of service. Customers also have an option of indicating their health status. Those with lifestyle diseases have the option of ordering food that would suit them. Things that had never been imagined before have turned to be realistic. Ideas are housed in the minds of individuals have the guts to execute them makes the difference. Several sophisticated machines have been created, and much more are expected, the restaurant industry should not be left behind. Integration of technology will serve the society better by enhancing positive experiences in the customers. The busy lifestyle in the modern society requires people to come up with solutions that will address the problems that accompany it.

Moreover, the changing diet trends in the society are as a result of continued enlightenment by the health practitioners asking people to tolerate minimum animal protein. The studies do not, however, give precise details as to why people to avoid animal protein. Proper research on the issue of healthy eating can be developed through the use of technology. It is possible to replace this tendency by developing plant-based protein and tastier diets. The customer experience in such restaurants is likely to be amazing going by the fact that humans have accepted sophistication as a trend. Perhaps my idea is the next surprise that would solve the problems of poor diets, time wastage and create a relaxed atmosphere that will leave the clients having a good feeling about the time they spend in restaurants. Security is also enhanced because sensors do everything. The customer treatment here is highly personalized. The use of the self-service procedures can ensure that the clients have their needs catered for in ways that they feel suit their needs.

The main reasons why I came up with this idea is to fill a gap that is in the restaurant industry. Before coming up with this ideas, I had to go through the process of collecting information from various groups of people using questionnaires that offered a range of questions that touch on the issues regarding the current state of the hospitality industry. The opened ended questions would give people room to express their views on the restaurant. The process would address the hustle to have meals in restaurants. Lunch breaks should be enjoyable, ironically this is not the case, many employees take the time to navigate through the streets just to reach their preferred restaurants. All these problems can be solved as long as the involved players in the hotel industry are willing to involve technology in the service sector. Creating a smart restaurant, a smart kitchen, and smart foods can solve some of the problems in the service industry as well as enhancing healthy eating among the citizens.

Integrating science and social sciences are the only ways of creating a better future. The quantitative approach to research is a better way to come up with such a solution to the problems. The use scientific methods to come up with the proper solutions yield a range of answers to some of the challenges facing the current society. Experimentation has led to the making tastier eggs from yeast products. Replacing meat proteins will not only save money, but it is healthier with few or no risks attached. Acceleration in technological advancement in the 21st century has proven that man has no limits, almost anything can be created from ashes.

Descriptive methods such as creating open-ended questionnaires, then giving customers room to illustrate their take on restaurant industry is the only way that would answer our research problems, making us come up with suitable solutions. The customer experience in such restaurants will be amazing, only if we listen to what he or she has to say. The idea can help solve the problems of poor diets, time wastage and create a relaxed atmosphere that will leave the clients having a good feeling about the time they spend in restaurants. Security is also enhanced because sensors do everything. The customer treatment here is highly personalized. The use of the self-service procedures can ensure that the clients have their needs catered for in ways that they feel suit their needs.

Research timeline:

Activity	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Developing items for survey	√							
Review and revise items with experts' panel		√						

Pre-test items with representative sample of target population		√	√	√				
Obtain data					√	√	√	
Statistical analysis of data								√

Reference

Bowden, Rob. *Food Industry*. New York, NY: Rosen Pub Group, 2010.

Morris, Neil. *Food Technology*. Chicago, Ill.: Raintree, 2012. Print.