



Hybrid Digital Menu Boards in the Purcell Pavilion at the University of Notre Dame

Background

In 2009, the *University of Notre Dame* began a major remodel of its basketball area at the Joyce Athletic Center and renamed it the Purcell Pavilion. In the second year following the reconstruction, Dave Prentkowski, the Director of *Notre Dame* Food Services, was challenged by the athletic department and himself to improve the fan experience in his concession stand areas.



Dave Prentkowski
Director of Notre Dame Food Services

The Challenge

Dave outlined his goals and worked with *Mainstreet Menus* design team on the new menu board and graphic options. *Notre Dame* requested options to include video screens in the new menu boards. Prentkowski and *Notre Dame* had experience using stand alone digital menu boards from *Mainstreet Menus* the previous year at another concession stand in the Joyce Center.

“The original digital screens were nice but remained largely static displaying our fixed menus with a small area for motion and promotion of food specials. However, the worst case is when viewing the screen and it changes just about when you are ready to order. You think, what just happened?”

Dave’s major concerns needed to be addressed and solved. The ordering process, the speed of service and entire spectator experience were not enhanced with the use of all-digital menu systems. “The hybrid combination boards were the solution to meet our needs,” according to Prentkowski.

Notre Dame Food Service wanted their menu boards to achieve multiple goals. These goals could only be achieved by combining the benefits of traditional static menu boards and the new technology of video screens.



New, Hybrid, Original Menu Boards

Food service needs included:

1. Be able to use video screens to promote upcoming athletic events to increase loyal spectator awareness.
2. Promote food service specials using attention-getting graphics displayed on a video screen.
3. Use the screens to promote other campus dining facilities as well as special events happening on campus.
4. Promote awareness of, recognize, and thank the seven major sponsors of the athletic department in a subtle, yet positive way.
5. Begin the integration of information displayed on the digital panels of menu boards with the new jumbo scoreboard, a major part of the remodel project.
6. Provide cutting edge technology and enhance the image of the food service/concession department of the University over all.





Hybrid Digital Menu Boards in the Purcell Pavilion at the University of Notre Dame

The Solution

The *Mainstreet Menus* digital product, *VisionQuest*, offered the perfect solution to meet the athletic and food service department goals. *VisionQuest*, along with a more traditional static board, presented a hybrid combination menu board blending the colors, materials, fonts and style with the new arena main concourse areas.

Once the site survey was completed and final decisions were made on the design and hardware, the implementation and installation process began. “*Mainstreet* did it right by getting all the people who would administer and use the system involved from the start,” said Prentkowski.

The content for each concession stand is independently managed by Hope Kaser, the *Notre Dame* Concession Manager, from her office computer. The system utilizes *Mainstreet's ShowQuest* software. She finds the software program easy to use, and can individualize messages at various stands. Her staff indicates, “They are a nice addition to our stands. They offer a real variety of what we can put on the screens.”

About VisionQuest

Mainstreet Menus VisionQuest digital product offers a full product array including various sized screens and hardware, as well as a proprietary software package called *ShowQuest*. *ShowQuest* is designed for food service operations. *Mainstreet's VisionQuest* program can include installation and the very important piece of content creation. Over 3,500 food pictures from their extensive library are available for use when creating content for customers. Customers can select a turn-key package or choose “ala carte” from an extensive list of digital options. With over 30 years experience designing menu systems, *Mainstreet Menus* offers a unique ability to combine their digital knowledge with conventional menu board knowledge to satisfy the customer's digital signage needs and goals.

