

PRESENTED BY  
HANNA RODRIGUEZ,  
ALICE KRUPITSKY,  
SARAH HALL &  
ALEJANDRA SATURNO



# Wawa®



UNLOCKING THE  
SECRET MENU



# AGENDA

SELECT YOUR HOAGIE

1. Background



2. Design Process



3. Survey



4. Key Findings



5. Persona



6. Takeaways



# BACKGROUND

## What is wawa:

- Family-owned chain of 1,000+ convenience stores and gas stations
- East Coast

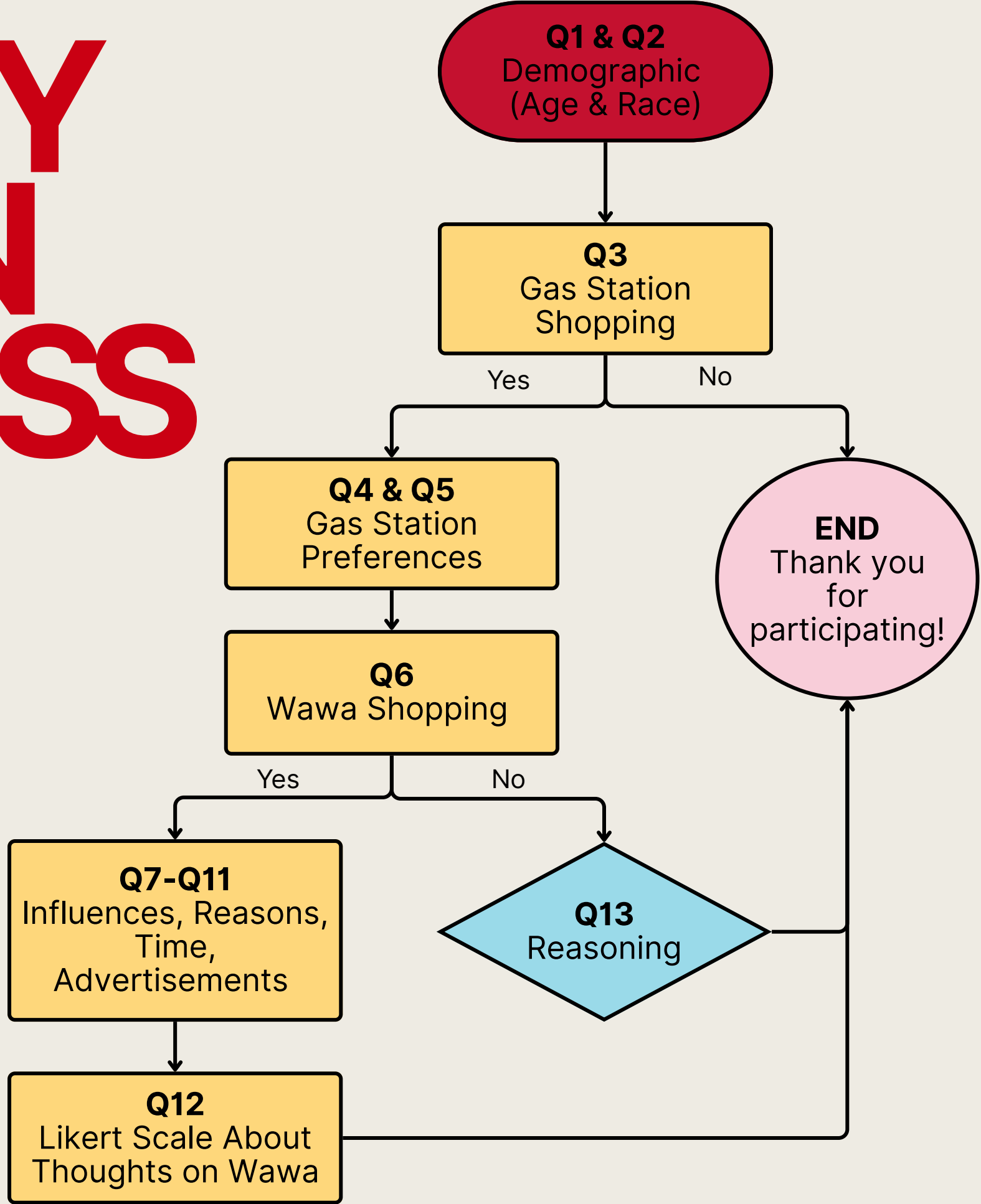
## Purpose:

- Fulfilling lives every day
- Creating meaningful personal connections
- Make a difference in the lives of customers, associates, and communities they serve

## Values:



# SURVEY DESIGN PROCESS



# SURVEY

## Qualified Responses:

- Sent to over 600+ people
- 54 responses
- Ranged from advertising students to pre-health students
- Sections guided respondents through survey

## Survey Regarding Gas Station Store Preferences and Attitudes

This form is no longer accepting responses.

GoogleForms

This form was created inside of University of Florida.



[Survey Link](#)



**LET'S UNLOCK THE  
SECRET MENU**



to your coffee!  
Order at the Touch Screen

The graphic features the Wawa logo at the top center, with the words "SECRET MENU" in large, bold, white letters below it. A hand is shown in the foreground, with the index finger pointing towards a green rectangular button that says "Enter here!". The background is dark with decorative white lines and starburst patterns. A faint image of a person is visible behind the text.

### My Order

This section is titled "My Order" and contains an empty list area. At the bottom of this area are two red circular buttons with white arrows: a downward arrow on the left and an upward arrow on the right, indicating a scrollable list.

← Previous      X Cancel

2,000 calories a day is used for general nutrition advice, but calorie needs vary





# SECRET MENU

## The "Wow" Statistics

## Hidden Insights



### The Food-First Dominance:

88% of students visit for drinks and 84% for snacks, while only 54% purchase gas.



### The Nocturnal Shift:

44% of all student traffic occurs during the "Golden Hour" (9 PM – 4 AM)



### The Marketing Blindspot:

Ad-aware students show much higher loyalty, 33% of the demographic sees zero Wawa marketing



### The Study Ally:

Students visiting for "Study Sessions" hold the highest brand sentiment score of 4.46/5





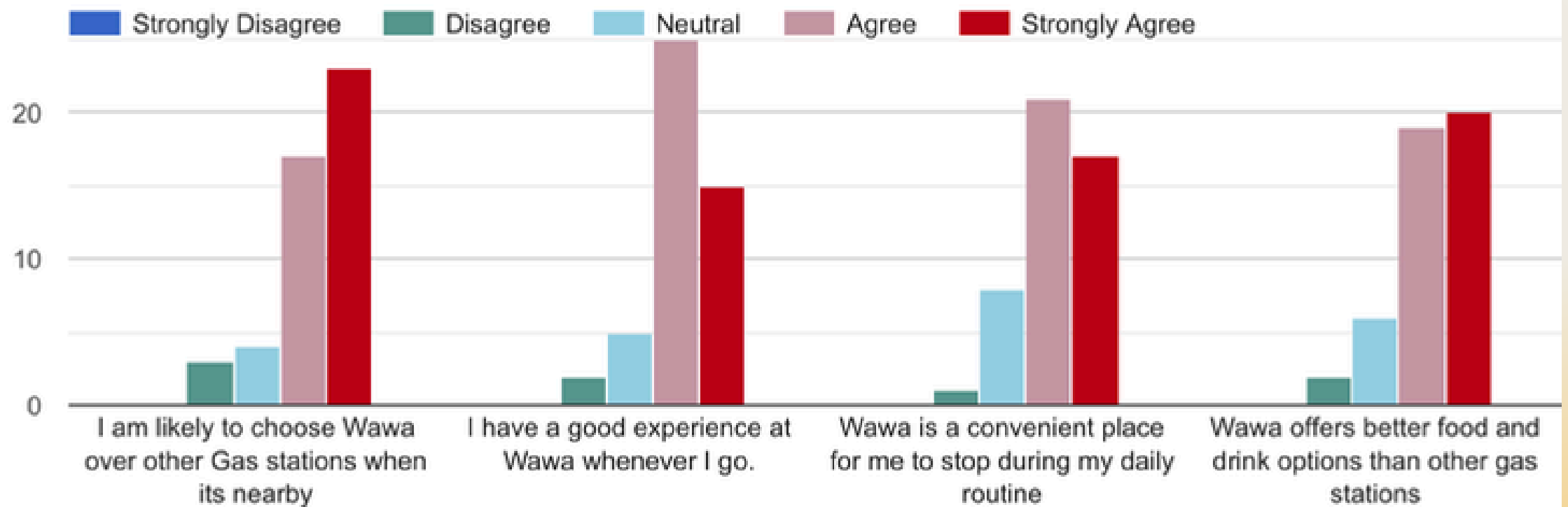
# SECRET MENU

## Location Paradox



**The Proximity Factor:**  
72% of respondents had proximity as the primary factor for shopping at Wawa.

Select your agreement with each statement.



# PERSONA

## The Late-Night Wawa Regular



A 20-year-old sophomore at the University of Florida. He is academically driven, but nocturnal and views Wawa as his late-night "Second Home," sometimes visiting after a night out.

### Behaviors

- 1. Energy Drink Habit**  
Picks up an energy drink and a hot snack for late-night study sessions.
- 2. Golden Hour Visitor**  
Regularly visits Wawa between 11 PM - 2 AM when campus dining is closed.
- 3. Non-Fuel Shopper**  
Visits Wawa for food and drinks, not gas.

### Key Motivations

- 1. 24/7 Convenience**  
Relies on Wawa's round-the-clock service.
- 2. Quick, Fresh Food**  
Counts on Wawa's hoagies and snacks to fuel all-nighters.



# TAKEAWAYS



**The Third  
Space  
Experience**



**The Golden  
Hour:  
9pm-4am**



**The  
Academic  
Comfort Zone**



Wawa®

THANK YOU!

[Survey Link](#)

