Di Nic’s Sandwich Shop 13/20.

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| **Dimensions** | **1** | **2** | **3** | **4** | **5** |
| Food quality | There’s something rotting in your fridge that tastes better than what is on your plate. | Special requests are either forgotten or not accommodated. The food is not served at the appropriate temperature. The food is largely inedible and leaves you hungry and/or with a nasty taste in your mouth (literally). | The food makes neither a positive nor negative impression. It wasn’t special nor was it terrible. Special requests are either forgotten or not accommodated. | The food is well prepared and portion size is appropriate. Special requests are accommodated. | The food is served at the ideal temperature and cooked exactly to your specifications. The taste of the food is sublime. Portion size is perfect, enough to leave you feel but not so much that you feel sick. All special requests have been honored and some may have been suggested. |
| Relaxation factor | What? I can’t hear you! Are you even there? | The noise level and atmosphere prompt you to leave the restaurant early. You will need to self-medicate to recover from the experience. The environment impacts how you feel about the meal. | The noise level is high enough to require an above normal speaking voice. You notice a heightened anxiety level due to environmental factors. | The lighting is either slightly too dark or too bright to be completely comfortable. The noise level requires conversations to be held at a regular speaking level, precluding the ability to discuss sensitive matters. | Lighting is sufficient to read the menu (and do a little work if desired) but is not overwhelming. The noise level is low and primarily in the background. Hushed/private conversations can be held. |
| Service (not committee service, waiter/waitress service) | When present, the server was rude. | The server was there for a minute, never to be seen again. | The servers are present, perhaps too much so. You feel a bit rushed to eat so that they can do their job (and take your money). | The servers are attentive but the gaps between service are an iota too long. The gaps do not impact on your meal enjoyment, however. | The servers are attentive, remember your requests, but don’t hover and intrude on your conversation. |
| Ease of access | The cost of the taxi to get to the restaurant is more than the meal. | Complex public transportation and/or a lengthy taxi ride is required to get to the restaurant. Not only is the restaurant off the beaten track the neighborhood seems a bit risky. | The restaurant is well off the beaten track but accessible. The travel distance ensures you’re well beyond the reach of the tourist trade but it is time consuming to get to there. | A longish walk, short taxi ride or a brief excursion onto public transportation is required to get to the restaurant. The travel is not cumbersome but it is required. | You are able to easily walk to the restaurant but it’s not so close to the hotel that it feels like another conference meal. |