

# UX Design in Modern Foodservice

Building guest experience for current expectations.

By: Concept Kitchen + Bar

Presented By: AJ Barker

UX Design is  
fueled by  
technology &  
rooted in basic  
ergonomics.

The impact of interfacing technology on food service has led to widespread growth and an unparalleled period of inroads to merging markets. What once was seen as an obstruction in the path of connecting in a hospitable nature, is now in some occasions the only way to interface with a guest. Technology is the equalizer, and every interaction is a chance to interface with a guest.

Designing  
Guest  
Experience By  
Developing  
User  
Experience



Previous  
points of  
engagement:  
Point of  
Engagement

## Engagement Board

<i>Donuts</i>		<i>Hot Beverages</i>	
<b>SINGLE</b>	<b>1.30</b>	<b>HOT TEA</b>	<b>SMALL LARGE</b>
<b>FANCY</b>	<b>2.30</b>	<b>COFFEE</b>	<b>1.10 1.40</b>
<b>HALF DOZEN</b>	<b>6.50</b>	<b>HOT COCOA</b>	<b>1.40 1.60</b>
<b>DOZEN</b>	<b>12.00</b>	<b>MOCHA</b>	<b>1.60 1.80</b>
		<b>SPICED CHAI</b>	<b>1.60 1.80</b>
		<b>FRENCH VANILLA</b>	<b>1.60 1.80</b>
		<b>CARAMEL MACCHIATO</b>	<b>1.60 1.80</b>

## Alternative Brand Engagement Options



## Modern Avenues of Brand Engagement

- Touchscreen ordering stations
- Mobile Application Ordering Software
- Tablet Stations: Ordering, Payments, Experiential
- Digital Entertainment Centers
- Loyalty & Rewards
- Mobile Payment Platforms
- Social Onboarding with fan based society
- Community and Mission Based Causes - Virtual Fundraising
- Network Platforms

Current Points  
of Guest  
Engagement &  
What does it  
mean for  
hospitality  
design?



Point of  
Inception built  
on experience  
options to  
provide guests  
with a sense of  
choice.



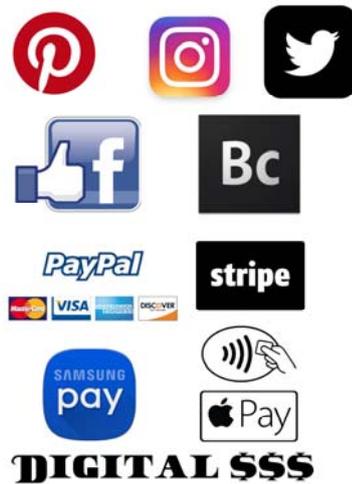
What does this mean for product mapping?  
HACCP Plans to Product Mapping

**CHOICES, OPTIONS, STYLIZATION**



= **CHOOSE YOUR OWN EXPERIENCE CC\***  
\*consumer community

Programming Transactional Experiences & Onboarding Brand Immersion



**DIGITAL \$\$\$**

UX Design takes  
Brand Processes  
and Breaks  
information  
down to bite size  
pieces for team  
members &  
guests: IFTTT

## DELIVERY APPS

IT'S THIS SIMPLE

Text 'yes,' receive lunch



9:30AM

Lunch of the day sent via SMS or  
MMS



9:30 - 11:00AM

Respond 'yes' before it's too late



12:00 - 12:30PM

Lunch arrives by 12:30 at your  
office's front desk

EACH BRAND; NEW RULES, SOCIETY, & COMMUNICATIONS

What is needed  
to optimize a  
successful UX  
Design Model?

How does a  
hospitality  
culture manage  
data driven  
KPI's?

## DASHBOARDS



## Writing Scope for UX Design

- What tool am I applying?
- Whose using it?
- Is this a primary application or pivotal?
- How is it digested into practice?
- How is it on boarded?
- What is the matriculation time?
- What is the adoption process?
- What is the retention option?
- How does this tool scale with brand aspirations?
- What value correlation is achieved in ROI, impact, and performance?
- How does this affect future options & goals?
- Current advantages, both planned and collateral?
- Current resistance and refusal, planned & collateral?
- Are we care ready to manage these relationships?
- What is the recipe of this piece?

UX Design is the evolution of Mapping Human Experience from Simple Story Boarding & Intensive Road Mapping and creates engagement opportunities for the quaint.



Successfully  
Achieving  
Simplicity  
provides  
Hospitality  
with  
Unforeseen  
Opportunity



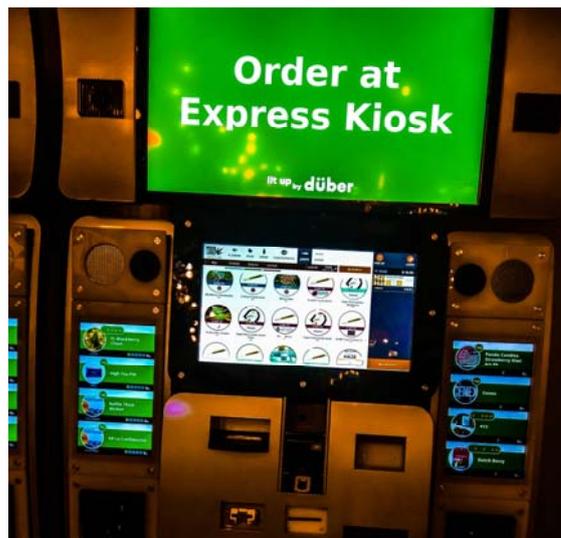
How does UX  
Design provide  
enhanced  
hospitality in  
more traditional  
establishment?



## UX Design Framework & Hospitality Points

- A tool is only technology if it improves or empowers an event or experience.
- Successful application and usage is the qualifier of adoption.
- What is the value, footprint, upkeep, and declining value?
- What does gap conversion recipe look like?
- What is the cultural path? Deployment & Saturation Pinch Points.
- What do I need to know for exit strategy?
- What's my exposure and responsibility?

## Outlier & Influencers



On the  
Horizon:  
Disruptors,  
Unicorns, &  
Pop Culture

## Drone Delivery



Currently in testing

## UX Project Checklist

### • Competitive Analysis

- See how others solve similar problems and try to
- not reinvent the wheel.

### • Data analysis

- Do you have all the useful data you need? Try to
- have a look at funnels, clicks, page views,
- performances...

### • User feedback

- Always speak with Customer Care team! Don't
- have one? Check your old surveys or videos,
- what your customer says? What do they actually
- do?

## User Input

- **User stories**

- Have you done personas yet? If not DO IT
- NOW. Ok, now use them to write down user stories and scenarios.

- **User flows**

- Create your user's flow based on the scenarios you created, you can use it later to review the journey and create wireframes on top of each step.

- **Red routes**

- Define red routes for your product and you'll be able to identify, prioritise and eliminate any usability obstacles on key user journeys.

## Design Foundation

- **Brainstorm & sketch**

- Find a war room, fill it with markers and drinks,
- get together and sketch, discuss, vote, disrupt,
- have fun!

- **Wireframe**

- Add some details and structure to your ideas,
- reuse patterns and create pages on top of your user flows so you'll not leave anything behind.

- **Prototype**

- You can start creating paper prototypes and continuously iterate to more functional ones. Use sketches, HTML pages or static images, then just get some people and test.

## Content = Product in Foodservice

### • IA

- Understand your users, your data structure and your channels. How can you organise your navigation and content in a clear and consistent way?

### • Language

- Follow your brand personality, keep in mind users' culture and language, the context of your product and make sure they understand you.

### • Accessibility

- You don't need to add extra functionality or to duplicate any content. The key is simply to assess the requirements of those

## Point of Interface

### • UI elements

- Reuse elements and patterns. Follow your style guidelines. Don't have any? Create your guidelines. Start small, then create pages.

### • Gestures

- So you have a swipe slider? Tell me more about pinch, drag, zoom, rotate, shake, sixinch smartphones, lefthanded people, mouseover, kinect, motion detection...

### • Responsiveness

- Can I see it on my mobile? Oh wait, what about my smartwatch which works as a remote for my 50" TV. Bonus: remember cross device experience.

## Modern Boundaries

### • Waiting times

- If your users have to wait ages for the page to load, at least show them a loader. If take longer
- why don't you try something more entertaining?

### • Errors

- Be clear and specific on what and where user's error is. I mean, your error, because if it's your fault you should say it.

### • Completed actions

- Give immediate and clear feedback of successful user's actions. Do not always wait for server response, trust your server once in a while!

## Brand Style Guide

### • Finalize layout

- It's time to let your design shine, make it in the right way, don't stop with the first solution,
- always ask "is this the best you can do?"

### • Use of images and icons

- Use of icons and images is strongly influenced by context, culture and layout that you use. Like icons, test your images, small changes can bring huge improvements.

### • Font & colors hierarchy

- Use colors and font sizes properly, try to follow your guidelines and keep it simple. The best visual hierarchies lead users to take the action confidently.

## Review Intent

- **Micro copy**

- Every word is important, and a bit of personality
- will help your brand.

- **Micro interactions**

- Trigger, rules, feedback, loop. Details make the product. Bonus: Ever heard about easter eggs? @sovesove

- **Transitions**

- Motion shouldn't be only beautiful, it should build meaning about the spatial relationships, functionality, and intention of the system.

## Rollout, Development, & Maintenance

- **KPI Setup**

- What you want to achieve? What are your goals? Write down how you define success and failure and check if you have everything you need to collect the data.

- **AB Test plan**

- Plan your AB test ahead and, if you can, plan a short roadmap of improvements. Your goal is not just improving KPIs, but learning something.

- **Test**

- UX lab, survey, sessions recording... test, observe and fix, test, observe and fix...

## Parting impressions of UX Design

- UX Design in Hospitality and Foodservices places FCSI Consultants, both Design & MAS from the very first idea of a Brand and continues as an integral part of a Brands lifetime.
- For Agency managers and owners this means better client relationships, better project control, and a greater ability to hold specification.

AJ Barker  
Concept  
Kitchen + Bar  
Seattle, WA

