



DESIGN MINDSET SOLUTIONS

WEEK 07: CLASS 01

CASE STUDY: Drinks-Up! – The Pitfalls of Digital Innovation

■ Executive Summary – **Drinks-Up!**

A new app that enhances your bar experience by providing hassle-free drink ordering, connecting you, the bar and your friends.



CASE STUDY: Drinks-Up! – The Pitfalls of Digital Innovation

■ Key Takeaways

- Defining the Problem
- Challenges of creating a startup
- Systems underpinning digital innovations





DESIGN MINDSET SOLUTIONS

WEEK 07: CLASS 02

DISCUSSION: Innovation

- Sustainability and repurposing everyday materials
- Think differently
- How can you relate this to technology innovation?



TEAM PROJECT: Fast Casual Dining – Compare and Contrast

- The Good the Bad and the Ugly:
- Understanding how and why design decisions were made?
- What is the impact on the end user, or in this case the customer?
- How is understanding Design critical to creating innovation in the dining experience?



TEAM PROJECT: Fast Casual Dining – Compare and Contrast 2 Venues

- Uncover and Test Concepts:
 - Delve into the abstract ideas that function as existing solutions to your venues performance problems and successes.
 - Determine what works and what doesn't
 - Understand why?
 - Don't solve the problems, just identify them.
 - What are the key organizational & programmatic elements of each venue?
 - Consider each venues systems thinking approaches

TEAM PROJECT: Fast Casual Dining – Compare and Contrast 2 Venues

- Choose from the following:
 - Panera Bread + Corner Bakery (Team 4)
 - Panera Bread + Pot Belly (Team 2)
 - Shake Shack + Five Guys (or Bobby Burger) (Team 3)
 - Chipotle + Qdoba (Team 5)
 - Chipotle + Moe's (Team _)
 - Buena Unda + Revolution Taco (Team _)
 - Firehouse Subs + Potbelly (Team _)
 - Honey Grow + Sweetgreen (or ~~Crisp Kitchen~~) (Team 6)
 - Starbucks + La Colombe (Team 1)
 - & Pizza + Snap Pizza (or ~~Blaze~~) (Team _)
 - Naf Naf Grill + Zoës Kitchen (or Noon Mediterranean Grill) (Team _)

TEAM PROJECT: FAST CASUAL DINING – APPROACH

- The Good the Bad and the Ugly:
- Business Overview:
 - Consider their mission statements?
 - Who are their core market and how are their needs met (Personas)
- Location
 - How is this a factor?
- Consumer Profiles
- Programmatic Elements (similarities and differences)
- Conduct Interviews (start with assumptions)
- Take Photos
- Tell each venue's Story
- Define the user experience



TEAM PROJECT: Fast Casual Dining – Compare and Contrast 2 Venues

Concepts to Consider:

- Priority
- Hierarchy
- Character
- Density
- Service Grouping
- Activity Grouping
- People Grouping
- Relationships
- Communications
- Neighbors
- Accessibility
- Flow
- Flexibility
- Safety
- Security
- Energy Conservation
- Cost

TEAM PROJECT: Fast Casual Dining – Concepts to Consider

■ **Priority**

- What design aspects does your venue place a higher value on? Order of importance

■ **Hierarchy**

- What is the organizational size of the space(s)?
- Do certain elements appear to be more important? Why?

■ **Character**

- What is the image projected by your venue?

■ **Density**

- How is the size (SF) utilized? How compressed does it feel?
- Low | Medium | High

■ **Service Grouping**

- Are services centralized or decentralized

TEAM PROJECT: Fast Casual Dining – Concepts to Consider

■ Activity Grouping

- Are activities integrated or compartmentalized?
- Do the activities promote interaction?
- Centralized or Decentralized?

■ People Grouping

- What is the social environment?
 - Individuals | Small Groups | Large Groups
- Influences functional organization of the venue

■ Relationships

- Interrelation of Functional elements...Public Spaces
- How is the environment effectively serving the Personas?

■ Communications

- Is information effectively being conveyed?
- What patterns are created?

TEAM PROJECT: Fast Casual Dining – Concepts to Consider

■ Neighbors

- Is there a relationship to adjacent venues?
- Independent or Interdependent?

■ Accessibility

- Wayfinding,
- Is it clear where to enter/exit?
- Signage and Symbols

■ Flow

- What are the patrons traffic patterns?
 - Multi-directional | Segregated | Sequential

■ Flexibility

- Are there opportunities for expansion, convertibility, versatility?

TEAM PROJECT: Fast Casual Dining – Concepts to Consider

■ Safety

- What safety precautions are taken?

■ Security

- Protection of property and movement of personnel

■ Energy Conservation

- Sustainability, is this important? If so, how is it implemented

■ Cost

- Economy of ideas
- Consider how budgetary constraints may have informed the design/concept.

TEAM PROJECT: FAST CASUAL - PRESENTATIONS

8 minutes max everyone must present

- Team 1
- Team 2
- Team 3
- Team 4
- Team 5
- Team 6
- Team 7
- Team 8