



# DESIGN MINDSET SOLUTIONS

WEEK 10: CLASS 01

## DISCUSSION: A Seat at the Table: How Millennials are Changing the Design of Dining

### Questions for Discussion

1. How do authenticity, quality, and storytelling impact the customer journey?
2. How did your venues personalize patron experience?
3. How can the fast casual industry rethink touch points to reach more people in more meaningful ways?
  1. How can you related this to other industries?

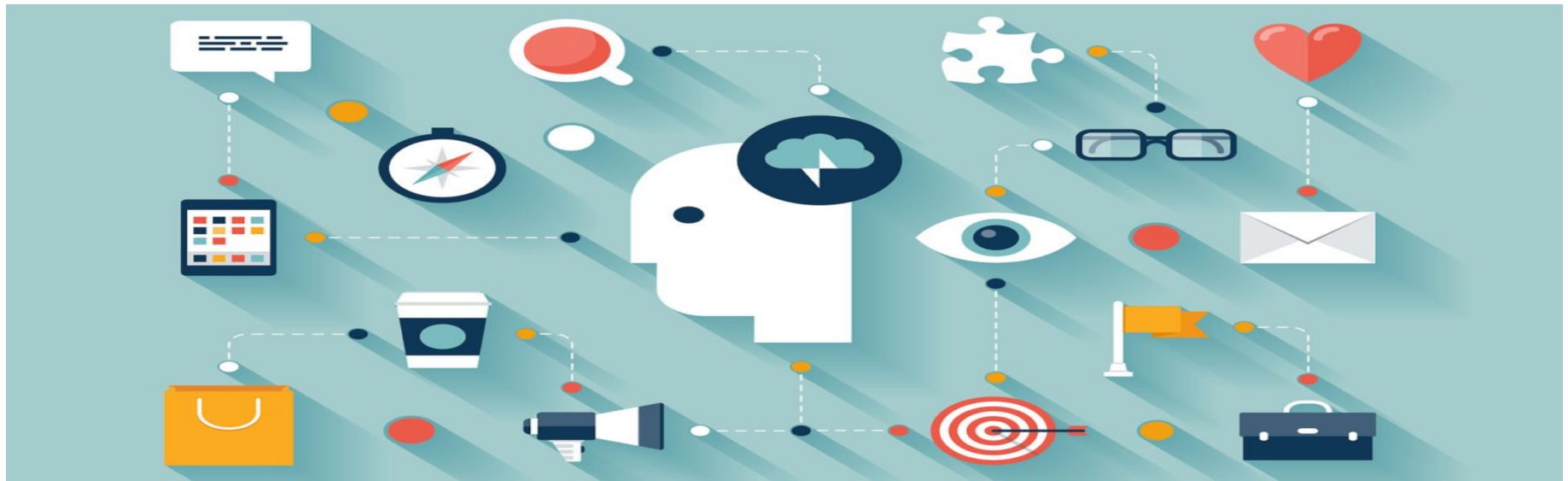


**METROPOLIS**

<https://www.metropolismag.com/interiors/hospitality-interiors/millennials-casual-dining-design>

# WORKING SESSION





# DESIGN MINDSET SOLUTIONS

WEEK 10: CLASS 02

## TEAM PROJECT: FAST CASUAL - PRESENTATIONS

**8 minutes max everyone must present**

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

## Team Project: Fast Casual Dining

### Lessons Learned & Questions To Consider

- What Qualitative aspects of the venue added or detract from the overall experience?
- Based on your analysis, what is the value proposition to the customer?
  - What makes the venue attractive to their customer?
- What differentiation tools did you observe?
- Patterns point to Opportunities...What Patterns did you observe?

## Team Project: Fast Casual Dining

### Lessons Learned & Questions To Consider

- Design is not an afterthought
  - Were you able to Identify the Customer Journey?
- Human-centric design approach is a differentiator
- Utilizing a Design thinking Strategy will enable you to solve business related problems
  - How were you able to use the 5 Step “Problem Seeking” process to inform your analysis?