

# RESTAURANT AND ENTERTAINMENT BUSINESS

(name on request)

## A multi-app case preview



# The Welcome Kiosk



Old!



## Goals of previous designs:

- Make it feel human
- It should have a fun voice, but not too colloquial
- Should look fun, but clean
- Easy to understand

## How they tried to accomplish them:

- Have a "concierge" at the top explaining things
- Use high contrast, bright gradients on dark background
- All caps

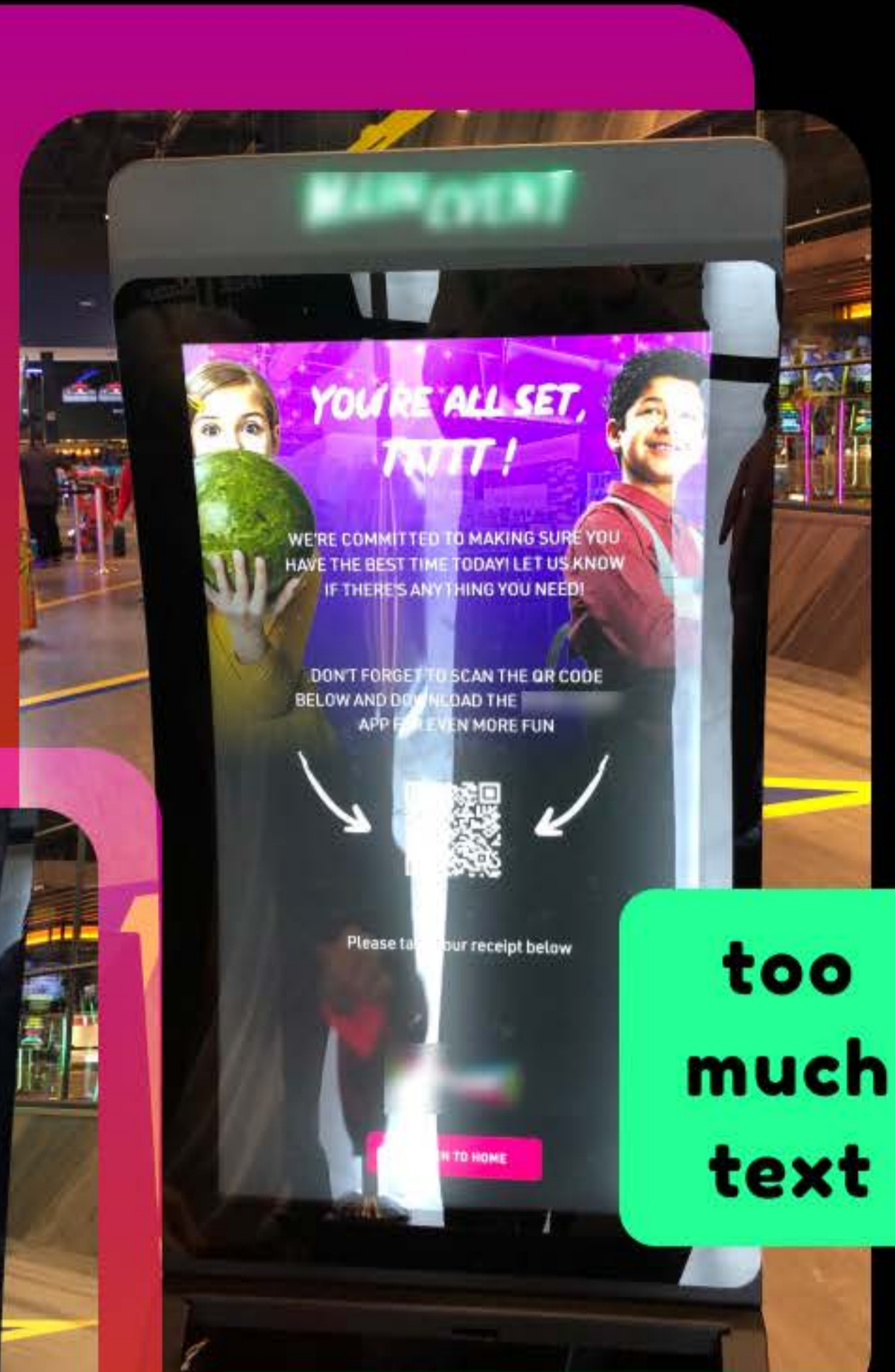
# The Research: Field Visit!

## Issues:

- **GLARE!**
- Buttons on the bottom were slightly hard to get to for tall people
- No "selected" state for accessibility mode on some screens, leading to confusion
- 91% of customers passed right over the "concierge"
- "So much reading." - customer
- When the customer finishes signing up for laser tag, they have to do it all over again for bowling



**glare**



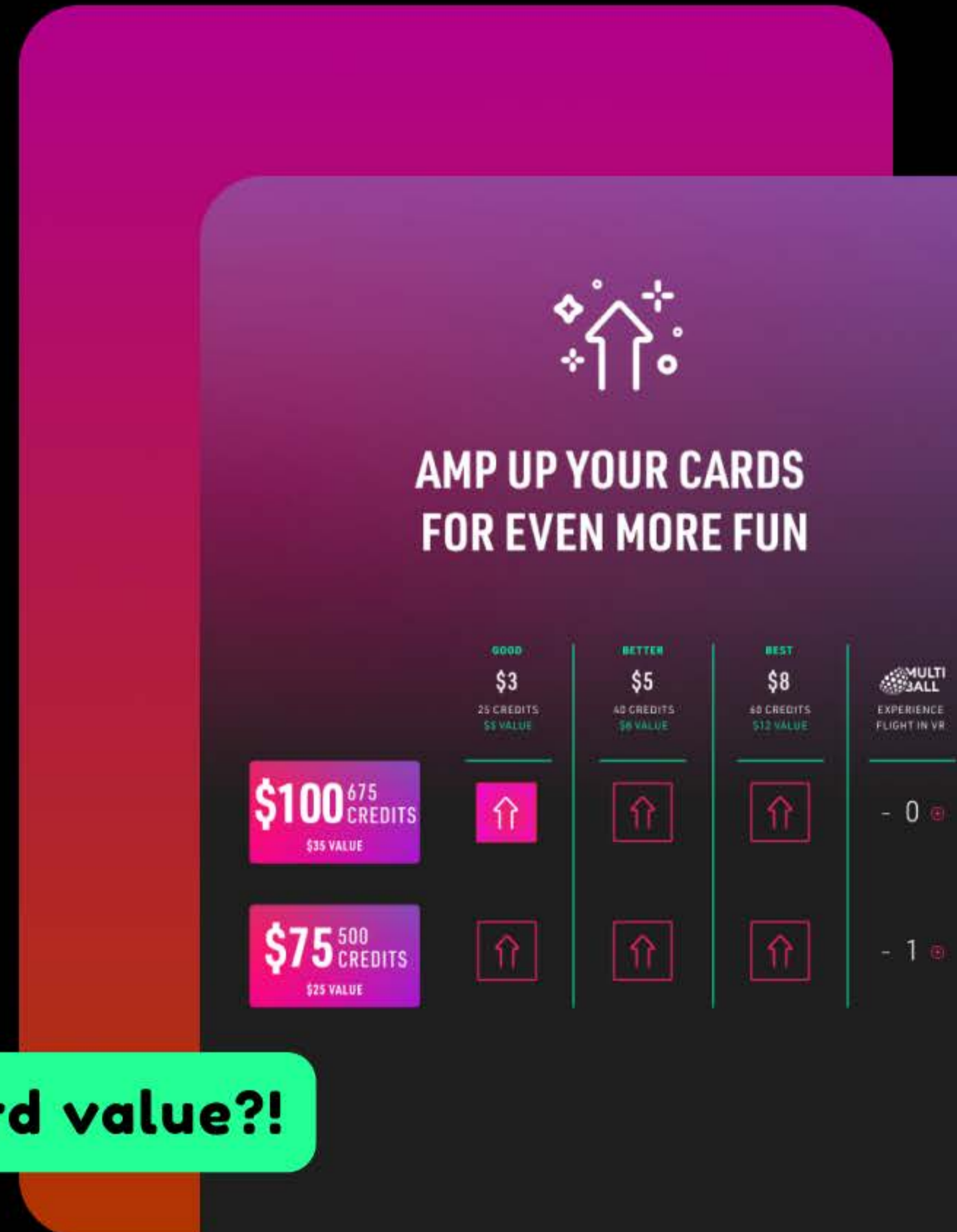
**too much text**

**repetitive and often redundant tasks**

# The Research: Field Visit! (cont)

## Issues

- Where and how to finalize the selected activities was difficult for about 1 out of 6 users
  - Cart icon and indication of things in the cart was too small/subtle
  - Fun card screens made almost no sense to new users
- "I still don't understand what I'm saving with a Fun card or if it's mandatory." - customer

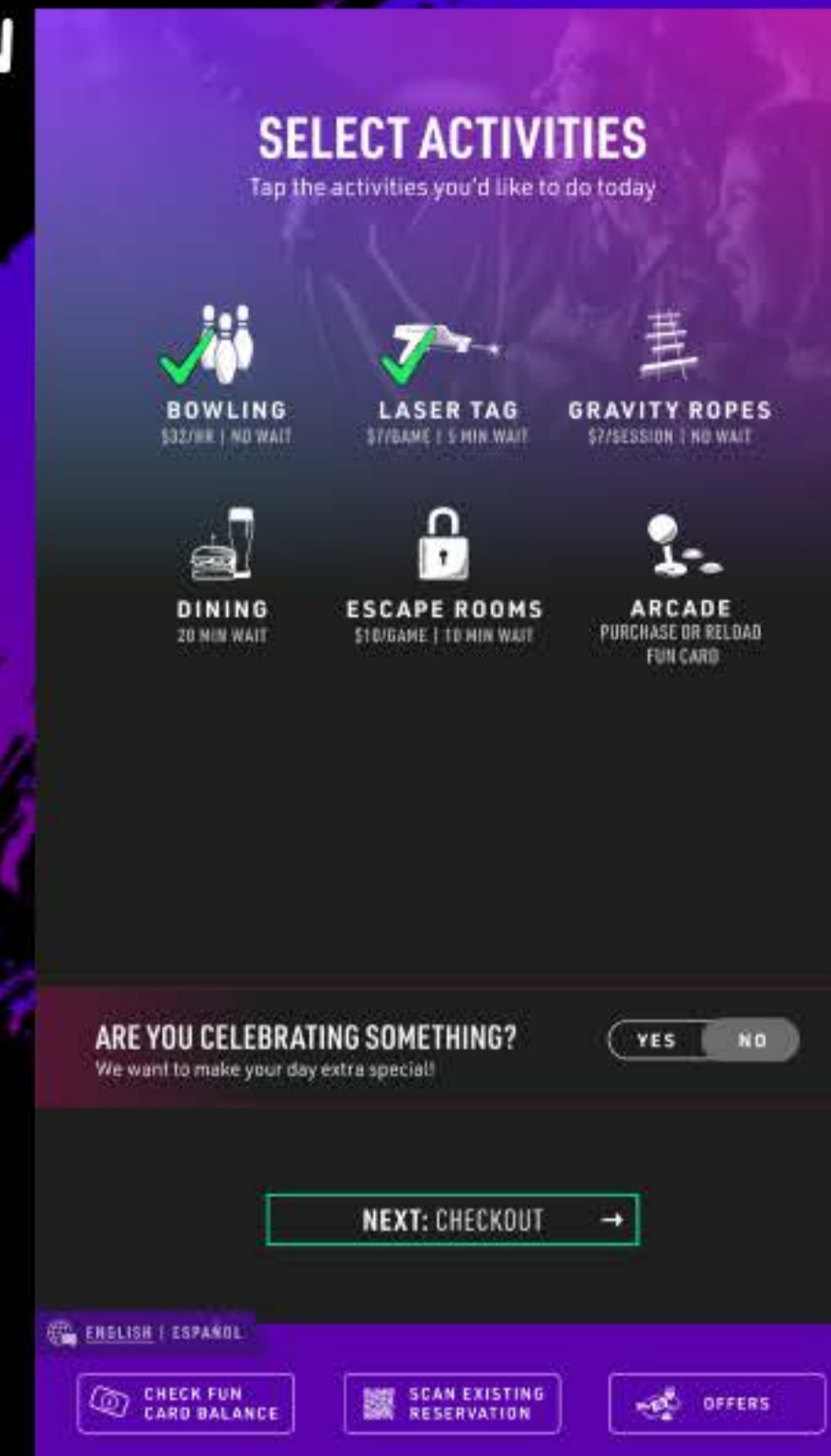
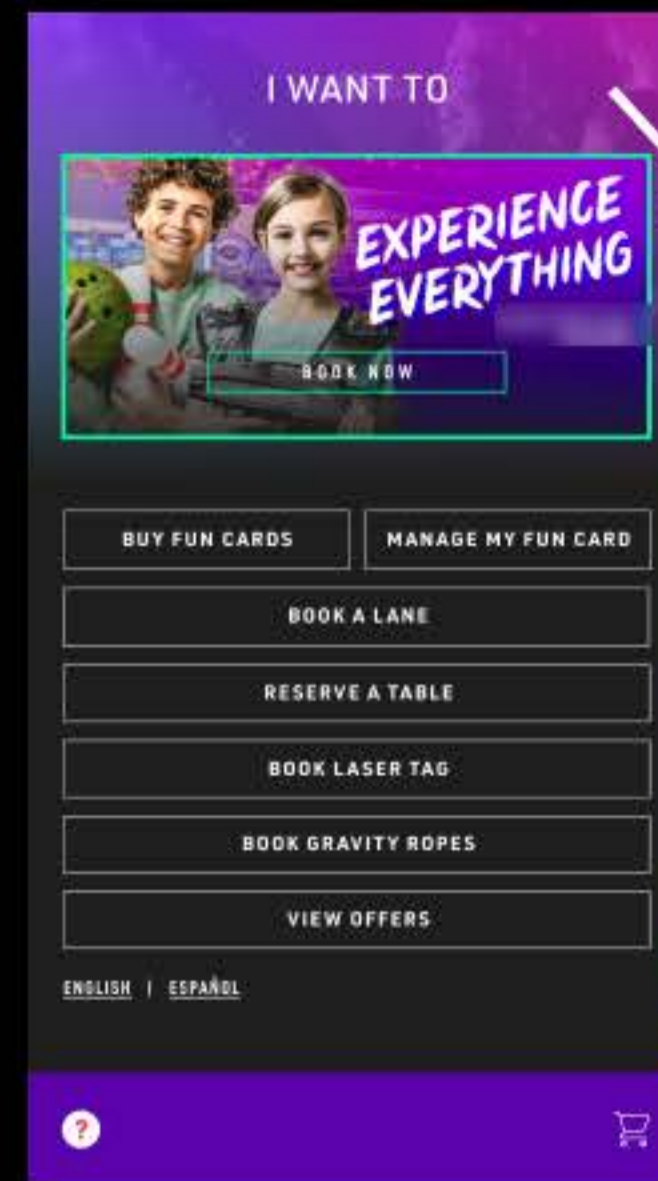


**funcard value?!**

# New Design

## Figma Designing & Prototyping

- Activity Selection Screen
  - Changing text to Icons with labels
- Removed "Concierge"
  - Short of AI robots that can avoid the 'uncanny valley,' you can't manufacture a human experience; especially not with walls of text
- Streamlining User Flow



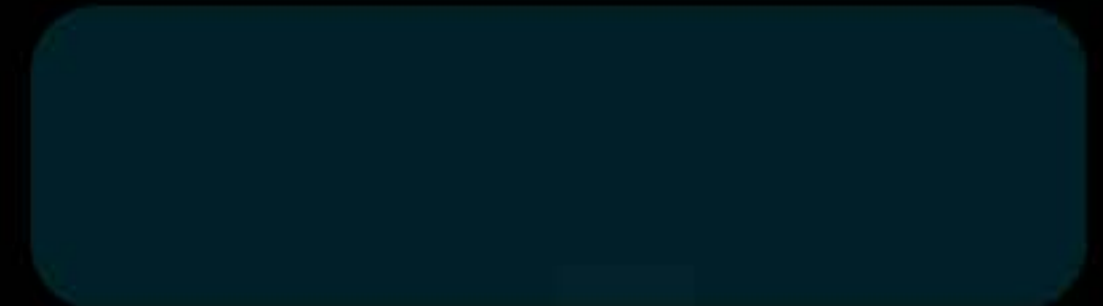
Choose activity — Fill out details — Activity goes in cart and user arrives back on selection screen — [repeat] — Press cart icon — Fill out any other details

Choose activity/ activities — Press Checkout Button — Fill out all details once

# New Experiences

## Company-level changes

- To promote a feeling of human connection, keep team members at the front of the store to help customers with the kiosks
  - Develop script to describe funcards
- Stop obfuscating prices and upselling at the wrong times
- Consider changing branding to allow for a light mode on the kiosks
- Have better signage on the kiosk itself to make it clear what input areas are for what purpose.
  - included UI updates with animations



# Team member app: App for Employees

## Product Vision

- Empower team members to answer customer questions and solve customer problems on the spot

## UI Goals

- Be easy to view at a glance
- Set up patterns that are applicable to disparate activities
- Be scalable for new activities and new capabilities
- Stay true to the brand
- Allow users to stop printing info for events

**BOOK BOWLING**

1 Std. Lane    2 Hours    3:30 Est. Start

**PARTICIPANTS (2)**

**ADULTS**    **CHILDREN**

- 2 +    - 0 +

**ADULT 1**

NAME    Size

**ADULT 2**

NAME    Size

**ALL YOU CAN PLAY PASS** ?

**TOTAL DUE: \$75**

**BOOK BOWLING**

**← GO BACK**

**GREG'S ITINERARY**

**BOWLING**

1 Std. Lane    2 Hours    3:30 Est. Start

**AVAILABILITY**

**BOWLING**  
Open Now  
0  
Min. Wait Time:  
45 MIN

**LASER TAG**  
Next Available Time  
2:45 PM  
Open Slots:  
30

**GRAVITY ROPES**  
Next Available Time:  
1:00 PM  
Open Slots:  
8

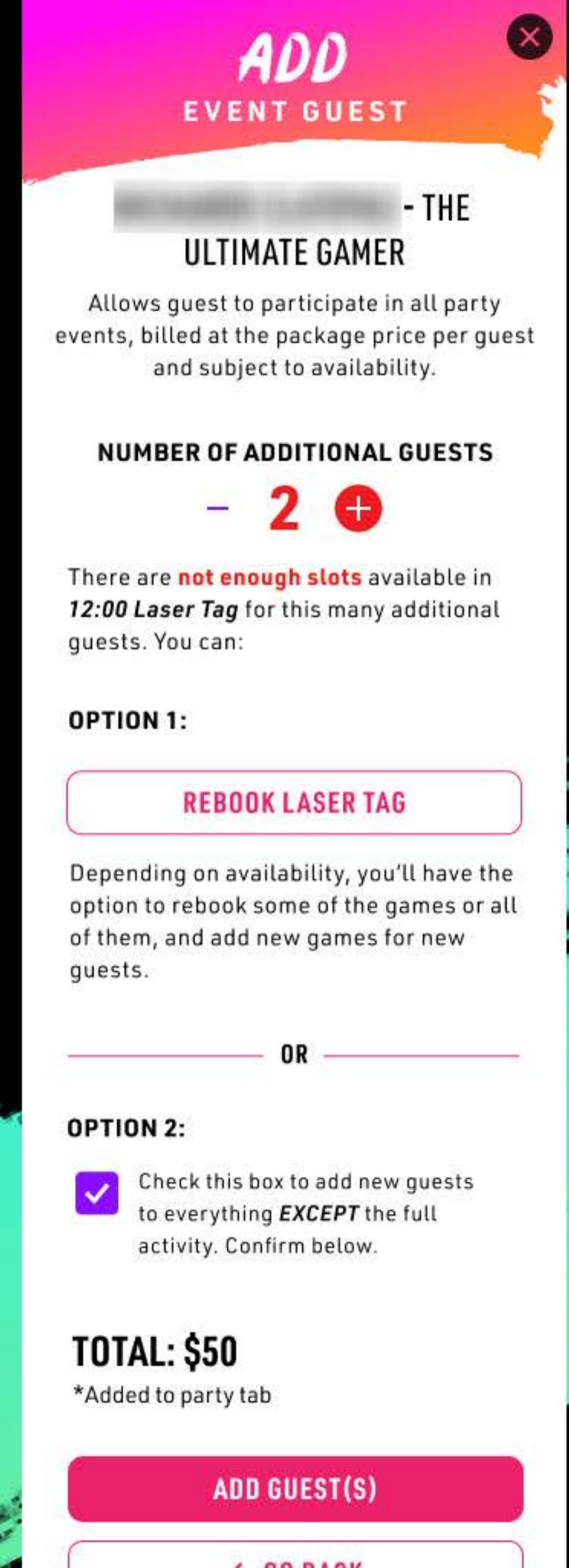
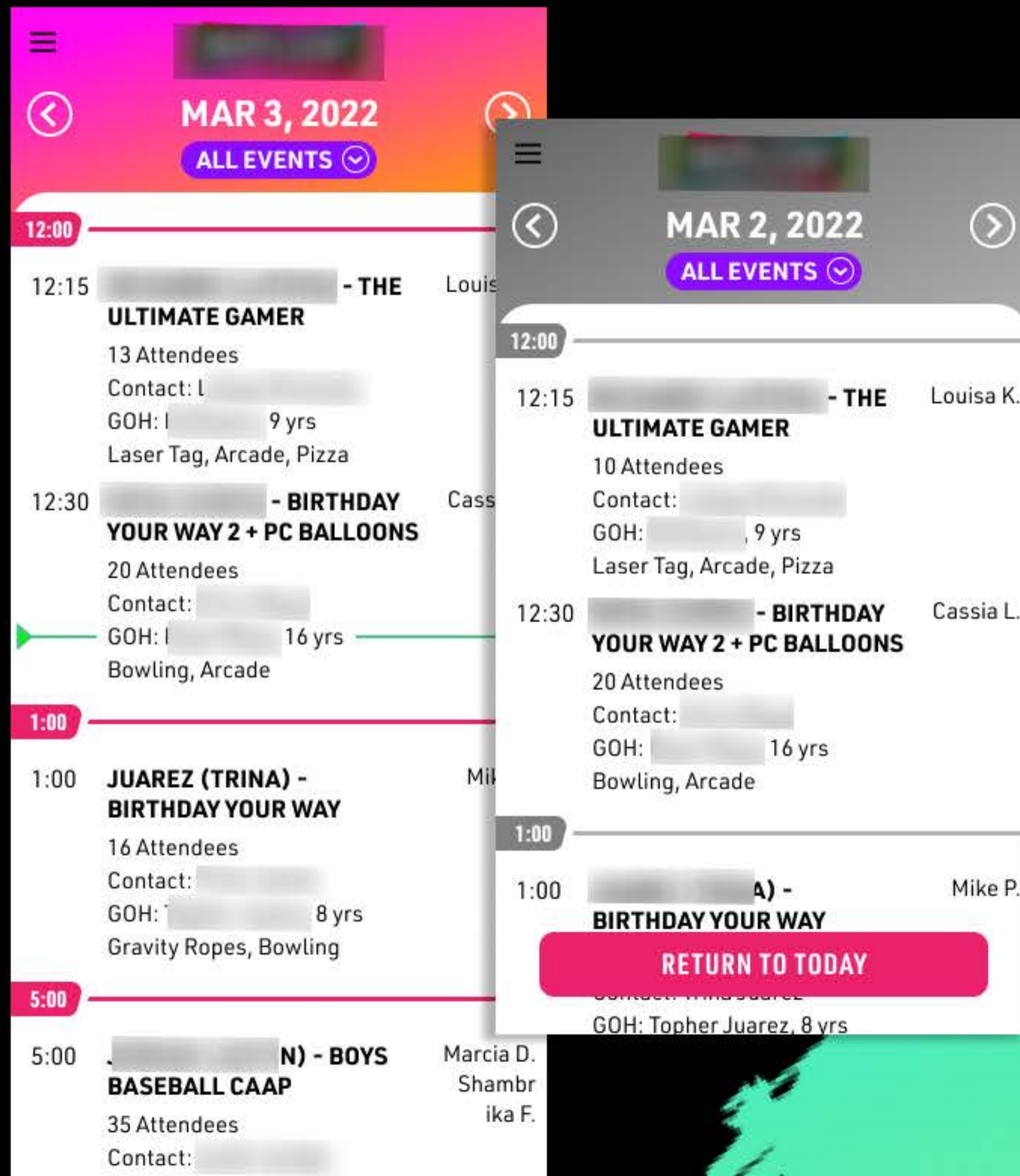
**MINI GOLF**  
Next Available Time:  
1:00 PM  
Open Slots:  
16

**DINING**  
Wait Time:  
30 MIN

**ESCAPE ROOM**  
Wait Time:  
10 MIN

# Team member app: App for Employees

more examples





# Conclusion

This is just a glimpse into all the suggested, in-progress, and already 'live' changes that have been made to the kiosk app, and more generally the user experience - specifically the experience of the customers at this chain.

Similarly, this is just a preview of the team member app that has yet to launch but is actively in development.

