

# iExperience

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This product report is written by Jane Overgaard Brink Olsen and Kjersti Barstad Strand, as part of their Master thesis in industrial design at Aalborg University, spring 2014. The projects main focus was exploring the technology iBeacons in relation to user experience design (UX), in a specific context. The context presented is the Danish fast food chain Sunset Boulevard. In terms of copy right, the app concept will be referred to as "Sunzet".

This product report presents the app concept, it's features, flows and graphical layout. The concept is to be considered as relevant for the restaurant industry, and not only suitable for the specific context presented in this report. The concepts scalability is discussed on the final page.

The product report is intended as a sort of sales brochure for Huge Lawns customers. The presented material show examples of what the app could contain and is to be looked at as an opportunity for contexts within the restaurant industry, as a marketing tool and as a service tool for their customers.

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# Download

THE APPLICATION FROM APPSTORE

TV commercials can be used to promote the app and show how it works and how easy it is.

- Promote App
- Explain app
- Where and how to get it

First time you open the app you will be informed that you need a Paii account to use the ordering feature, and that a Paii account must be created on a computer. You will also be asked to create a Sunzet profile.

- Download Paii
- Create Sunzet Profile





# Content



## CONTENT

Overview of the app content.

## MENU

Swipe down to see the complete menu.

## COUPONS

All coupons and stamp card are saved here.

## FAVORITES

If you have a favorite, touch the little heart and it will be saved in your favorites.

## HISTORY

All previous purchase receipts are saved in history.

## PROFILE

Your Sunzet profile information is stored here.

## P & C

Praise & complaints  
If you have something to report about the service fill out this form.

## RESTAURANTS

Finds the restaurant closest to your address, opening hours etc.

## ABOUT

Information about  
• Sunzet Boulevard  
• The App  
• Terms & conditions  
• App Guide





# Pssst...

← You phone vibrates in your pocket outside the store...

You have received a Sunzet Boulevard notification, from across the street...

You open the notification center, push it and an offer with a Snackwich for 10 kr pops up!

→ As you approach the entrance, you receive another push message, with a tip for a coupon....

- Personalized deals / information







# Welcome

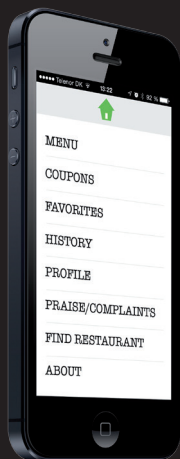
←  
You're app personally greets you,  
when you enter the restaurant.

→  
You can find a seat and relax, no  
need to stand in a line....  
Now you can go through the  
menu and order in your own time,  
easy and convenient!

- Seated immediately
- Complete menu overview
- No line
- Your time

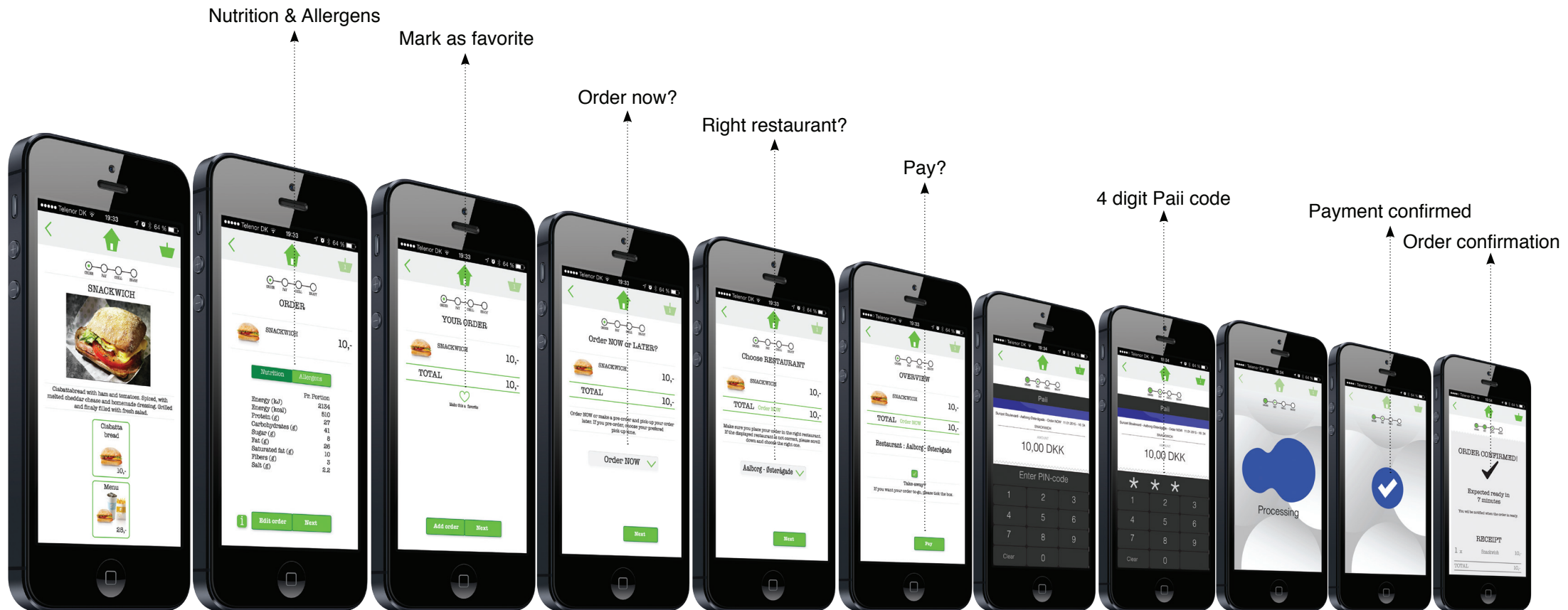






To see current campaigns, swipe to the right in the content overview...

- The campaigns can easily be updated in the back-end.



All information is gathered in the app, no need to stand in line trying to read the signs... The information is the same as in the restaurant and organized in relation to the current service. Though with more details, like the exact price, nutrition and allergens overview.

- Clear overview
- Clear information
- Additional information

You pay when you are ready with your personal 4 digit Paii code. No more fumbling around looking for cash or your card in your pocket or bag. The price will at all times be present during the ordering and payment process.

- Convenient
- Easy
- NO price surprise





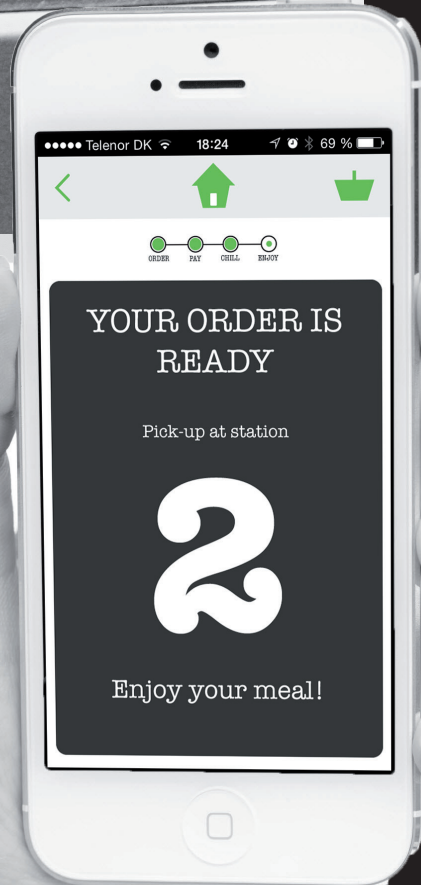
# Ready!

When you have placed your order, you can lean back or be social with your friends...

Your phone will personally let you know when your order is ready.

When your order is ready you get a pick-up message....

If you want your drink before the order is ready, you can also just show the receipt to the service employee and they will hand over a cup.

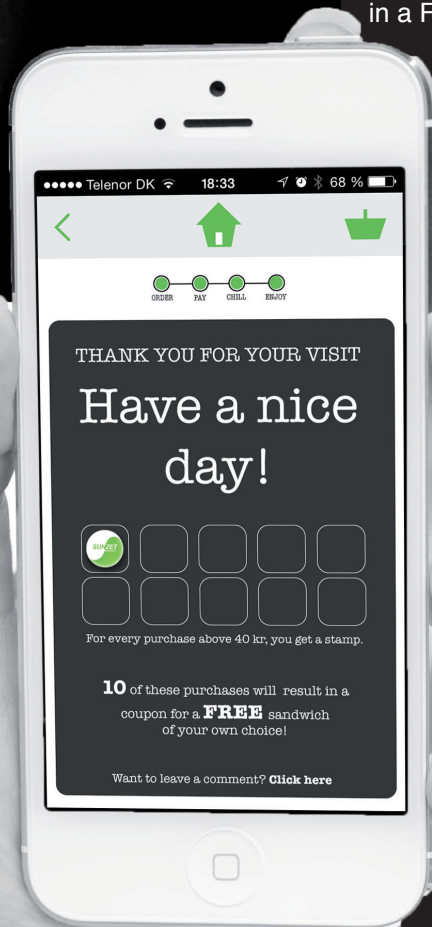




# Thank you

When you leave you get a personal Thank you and good bye...

You also get a "stamp" at your coupon stamp card, and a reminder that 10 of these will result in a FREE sandwich...







**Time for lunch? But you're in a hurry...**



If you for various reasons don't have time or want to cut the line - Pre-order! You can also choose take-away, and the food will be prepared in a bag, ready to go....





**Got a Coupon...? Sunzet's app kept it for you ;)**





Whenever you receive a coupon, the app keeps them for you, to use at a later time...

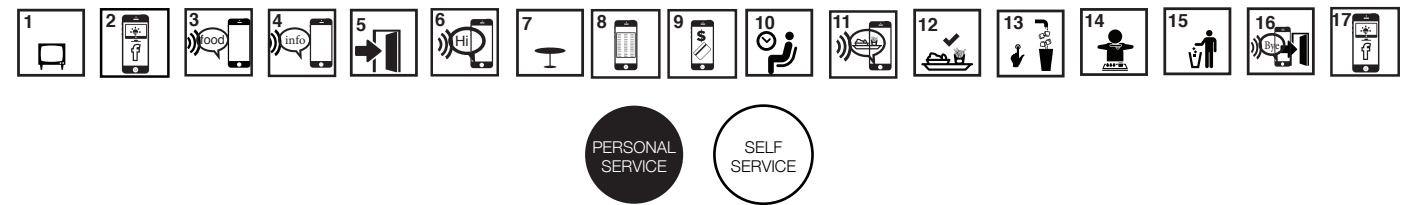
# SCALABILITY

The app features can be used in other context within the restaurant industry. Though, the level of personal service, sensitivity in relation to ibeacons and customers service expectations vary greatly within the restaurant industry. The fast food industry differentiates it self in relation to the amount of self service. How the app's features could be generic and scaled within the industry is described and illustrated here.

## SERVICE STRUCTURES

Based on desktop research, personal experience, and knowledge from working in the restaurant industry, logical assumptions are used for describing the overall service structures within the restaurant industry. Pre and post touch points are not included. Sunset Boulevard represent the fast food industry, although they differentiate themselves in terms of their "made to order" concept.

### APP CONCEPT TOUCH POINTS



### FAST FOOD

These touch points are typically present in the fast food industry. The level of personal service is quite low. Human interaction is only present in the ordering and paying process.

- Quick service
- Ordering at counter
- Food in packaging
- Self service
- Pre prepared food
- Take-away

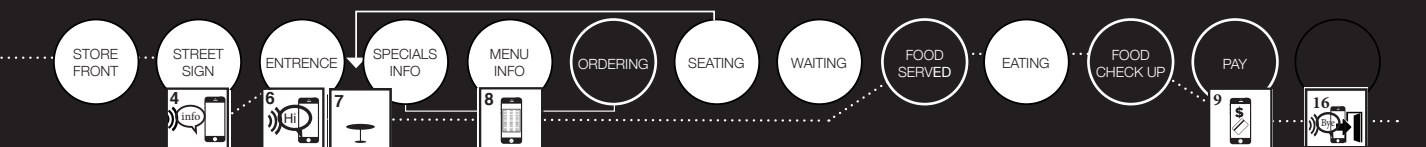


- Fast food is the least sensitive type, and have the highest amount of self service, therefore many features will add positive value to the user experience.

### FAST CASUAL

Some of the same elements are present in the fast casual restaurant type, though the flow differs, and more personal interaction touch points are present. Payment takes place at the end.

- Ordering at counter
- Semi self service
- Self-additional ordering
- Food served on plates.
- Pay at counter
- Pre-prepared food
- "Food heating"



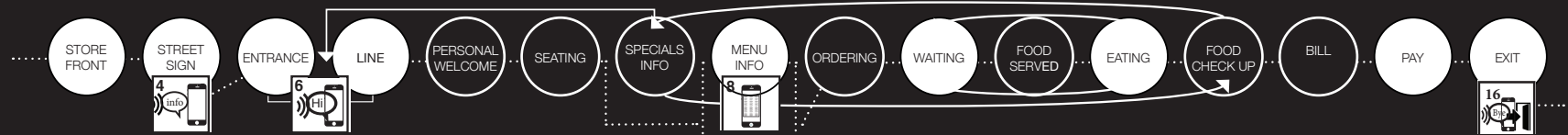
- In the fast casual dining, additional info with the weekends or next weeks "special deal", could be relevant. Welcome and good-bye pushes are also relevant, the guests will "feel welcome and taken care of" through out their stay, this could also be personalized if the customer has a profile in the app. The menu is also relevant

to be able to view on the customers smart phone. Entertainment, or unique access to ex. magazines or newspapers could also be a relevant feature in this context.

## CASUAL (+ FAMILY ) DINING

More personal interaction touch points are present here. Customers will be guided throughout their stay. There are typically a few loops in relation to additional ordering.

- Table direction/ or self seating
- Ordering from table
- Food served on plates.
- Waiter check up
- Direct additional ordering
- Pay at table or counter.

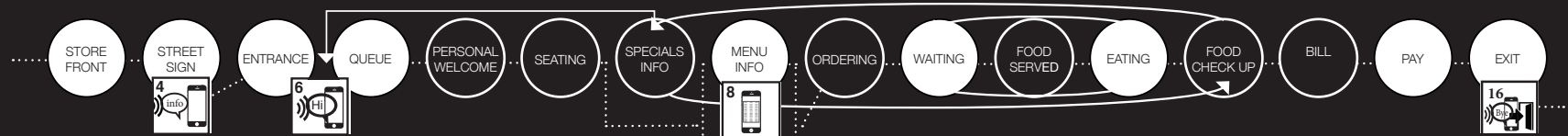


- In the casual+family dining context many of the same features as in the fast casual would be relevant. In addition perhaps a coupon or stamp card feature, to entice families to return.

## FINE DINING

In fine dining customers are both guided and served through out their stay. This type differentiates from casual dining in terms of loops. Typically many loops occur during a stay. The waiter will guide you through out your stay from entering to exiting. Perhaps you also get a personal waiter.

- Table direction
- Ordering from table
- Specific menu specialties
- Vine specialties menu
- Food served on plates.
- Waiter check up
- Direct additional ordering
- paying at table



- The fine dining context is the most sensitive, and have the highest degree of personal service. Still, we live in the digital age, and being greeted and wished goodbye, with special greeting from the chef on the phone would perhaps be appreciated, same goes for being able to view the menu. Personal or customized information would also be a relevant feature in this context.

Regardless, for customers to take advantage of the service it is a condition that they have a smart phone with the app provided by the restaurant. This also means, that the primary app user will be regulars or at least returning customers, but necessarily.

The illustration only gives a brief overview of how the apps features can be generic and scalable within the restaurant industry in relation to the app concept presented in this report. Other features, graphical layout etc. can all be changed or added to fit the desired context.







