

The Design Brief

Project Title: LA Food Hall Kiosk Ordering App

Background:

The modern food hall experience in Los Angeles is a cultural melting pot, reflecting the city's diversity with an array of local food vendors offering culinary delights from around the world. Our task is to develop an in-store food ordering app that will facilitate a seamless, enjoyable, and efficient dining experience for visitors.

Objective:

Design and develop a user-friendly, intuitive, and fast in-store food ordering application to be used on kiosks throughout the food hall. The app should reduce queue times, enhance the customer experience, and maximize food hall efficiency.

Key Features:

- Menu Browsing:** Users should be able to explore the menus of different vendors, view images, read descriptions, and see prices.
- Order Customization:** Allow customers to customize their orders based on their dietary preferences and add special instructions.
- Order and Pay:** Seamless ordering and secure payment integration, with options for credit card, mobile payments, and food hall gift cards.
- Real-time Order Tracking:** Users should have the ability to track the status of their order in real time.

Design Considerations:

- The app design should be clean, intuitive, and accessible, prioritizing ease of use.
- Use large, clear text and images to accommodate all users, especially those with visual impairments.
- The app should respond quickly to touch to cater to users in a hurry.

Success Metrics:

- Reduction in overall queue times
- Increase in the number of orders placed through the kiosk
- Positive customer feedback and high user ratings
- Increase in total sales for the food hall

Application Map



Landing
Screen



List of
Restaurants



Cart



Checkout



Order
Confirmation



Create
Account



Restaurant
Menu



Upsell



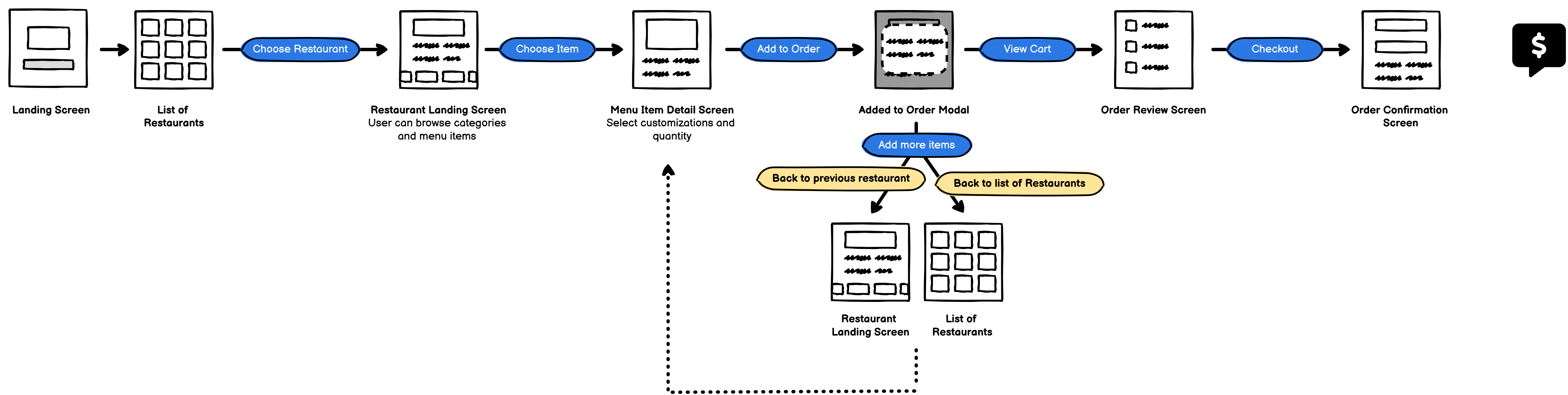
Curbside
Delivery



Menu Item
Detail

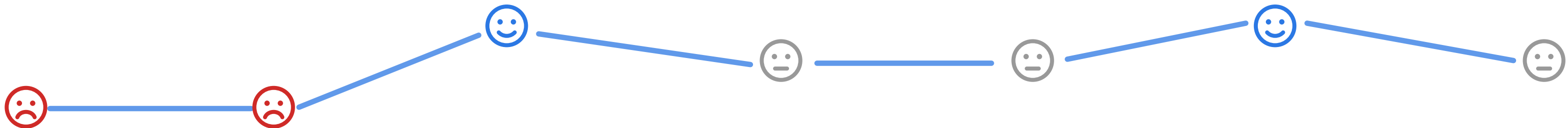


Split Check

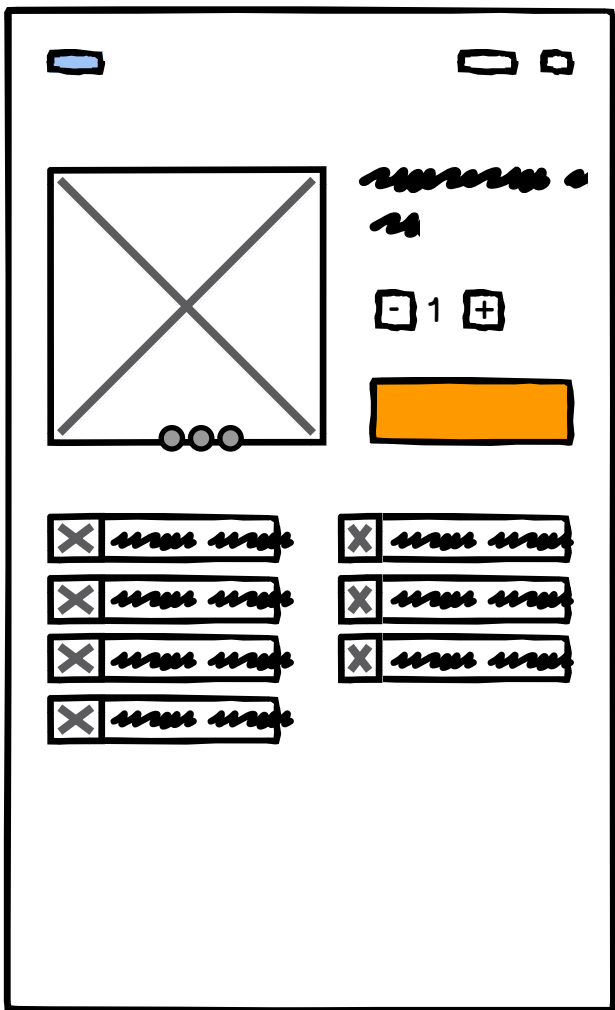
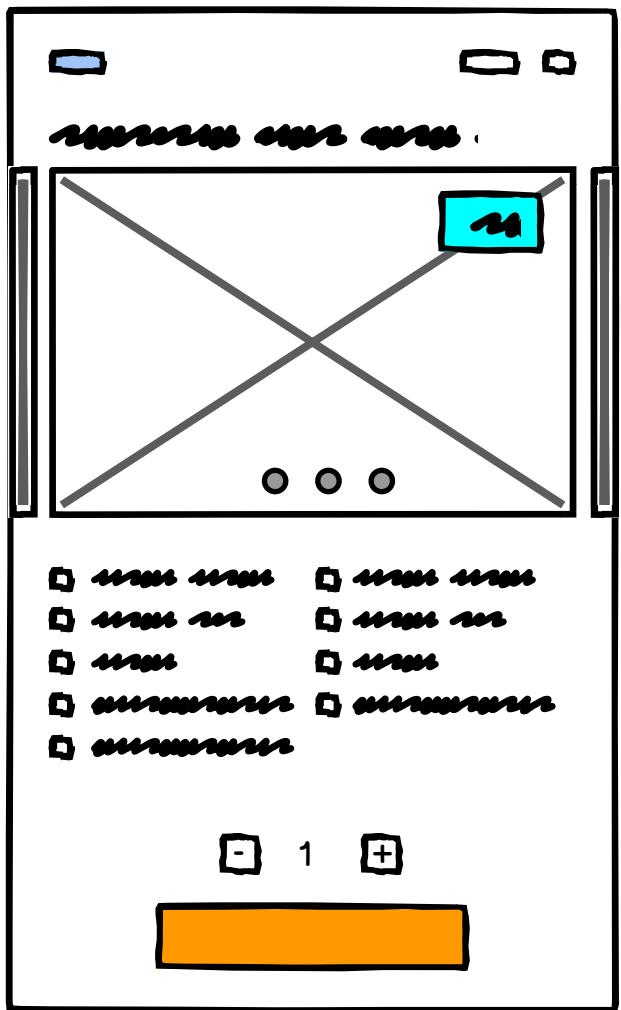
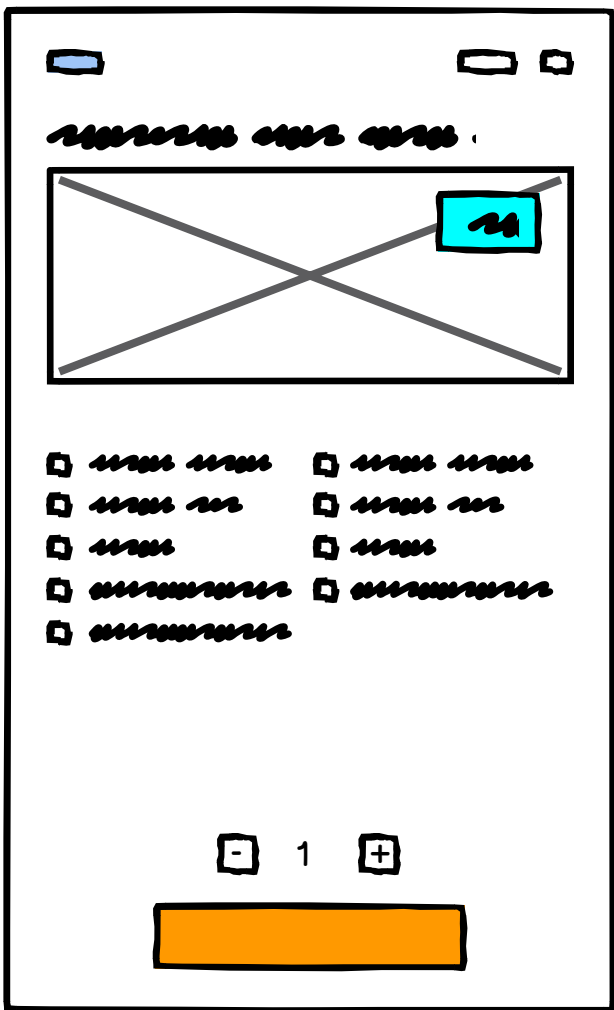
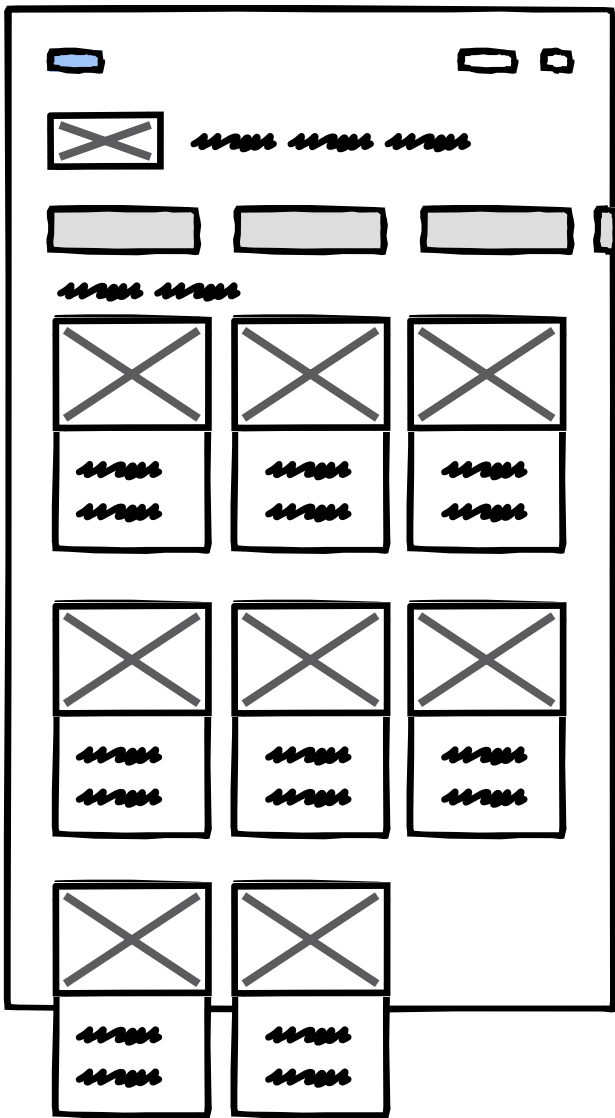
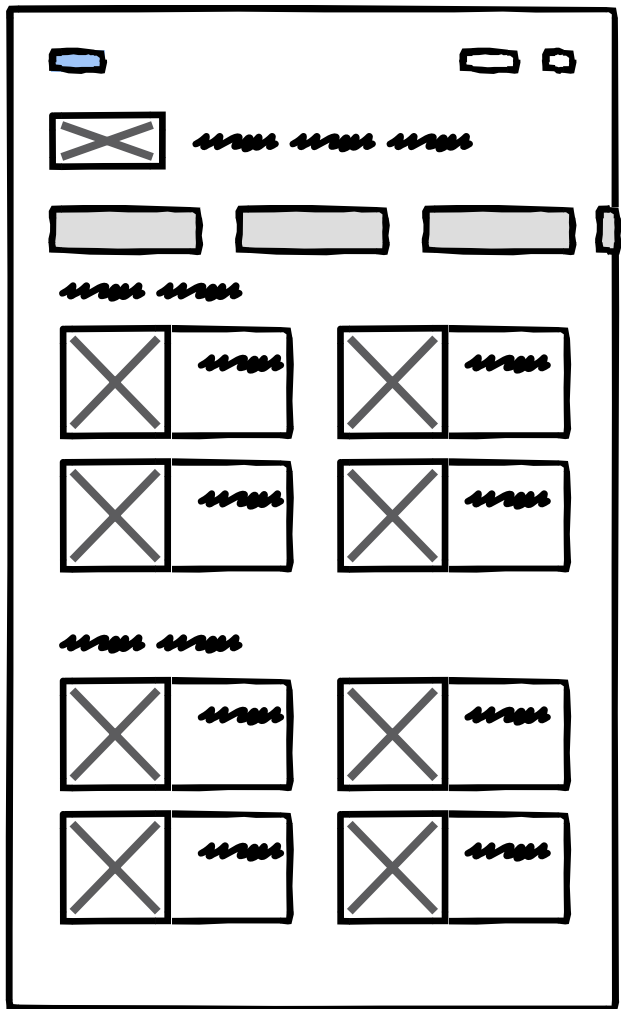
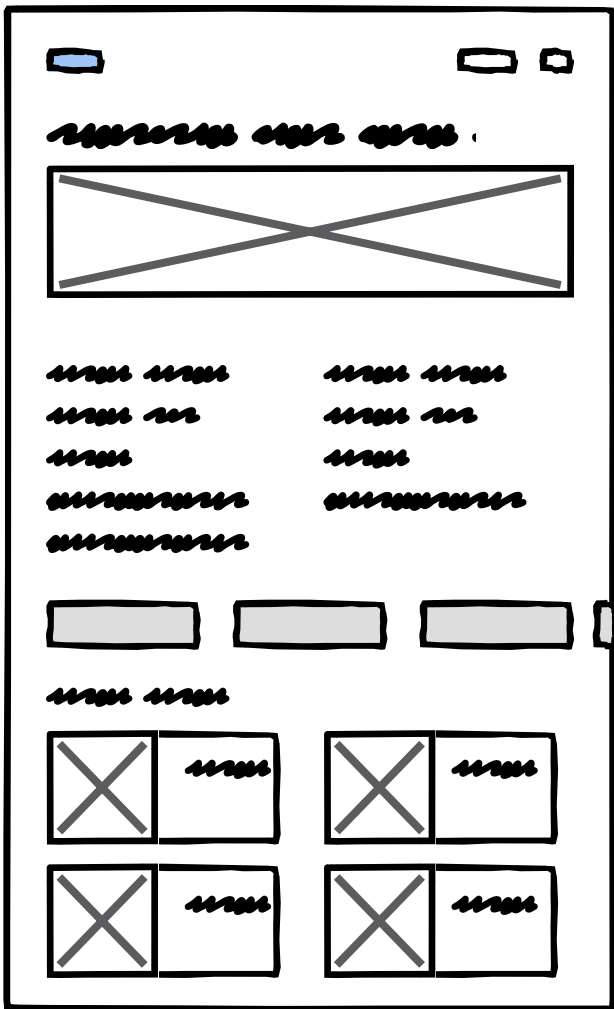
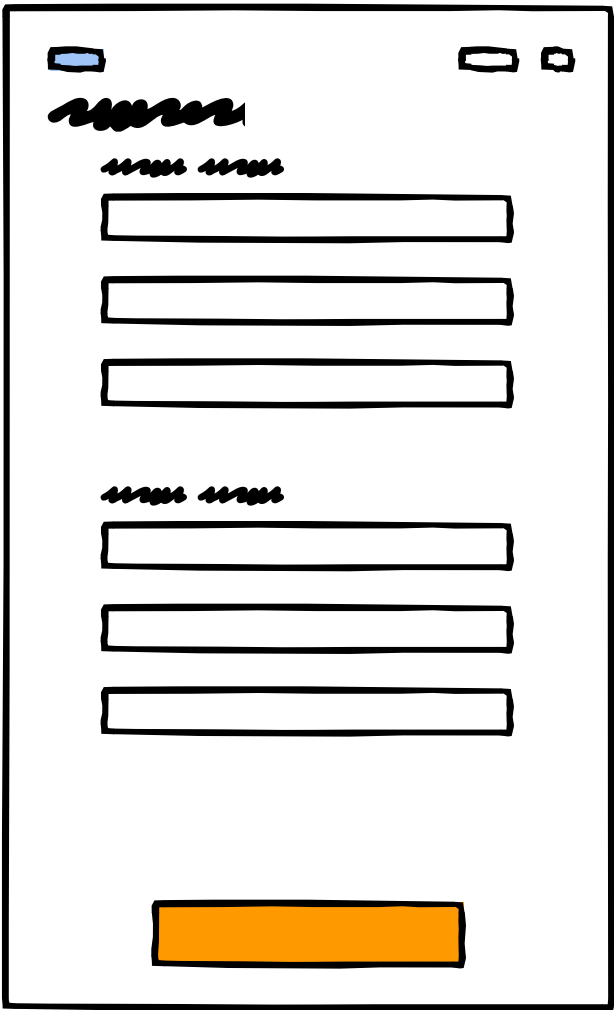
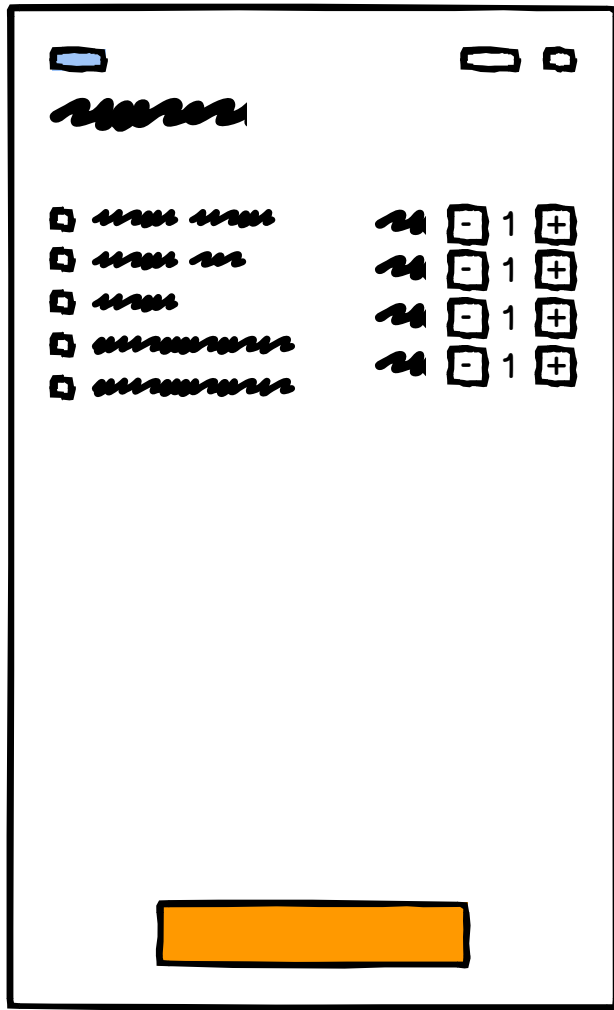
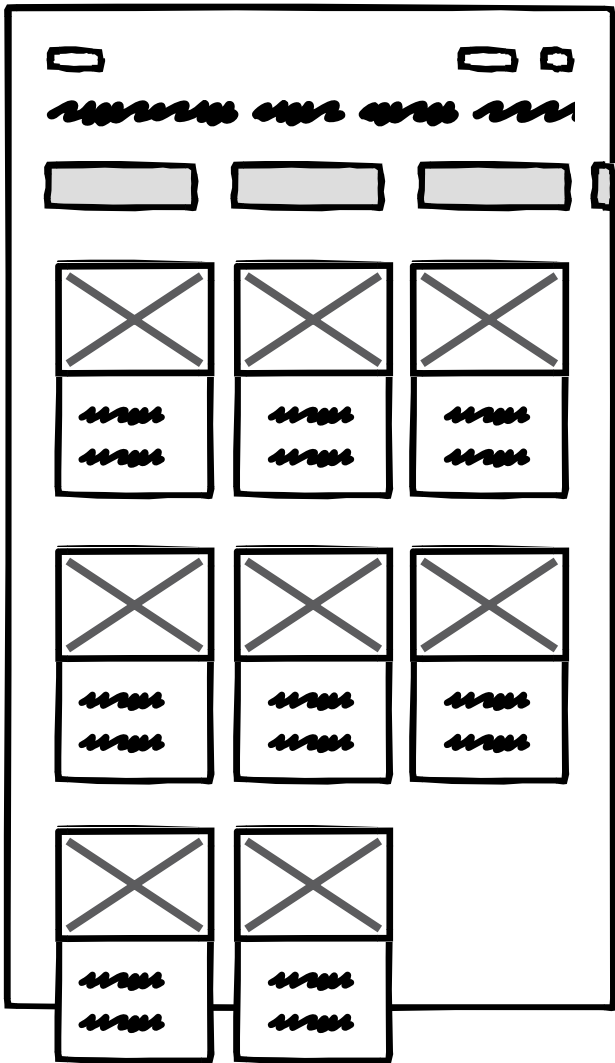
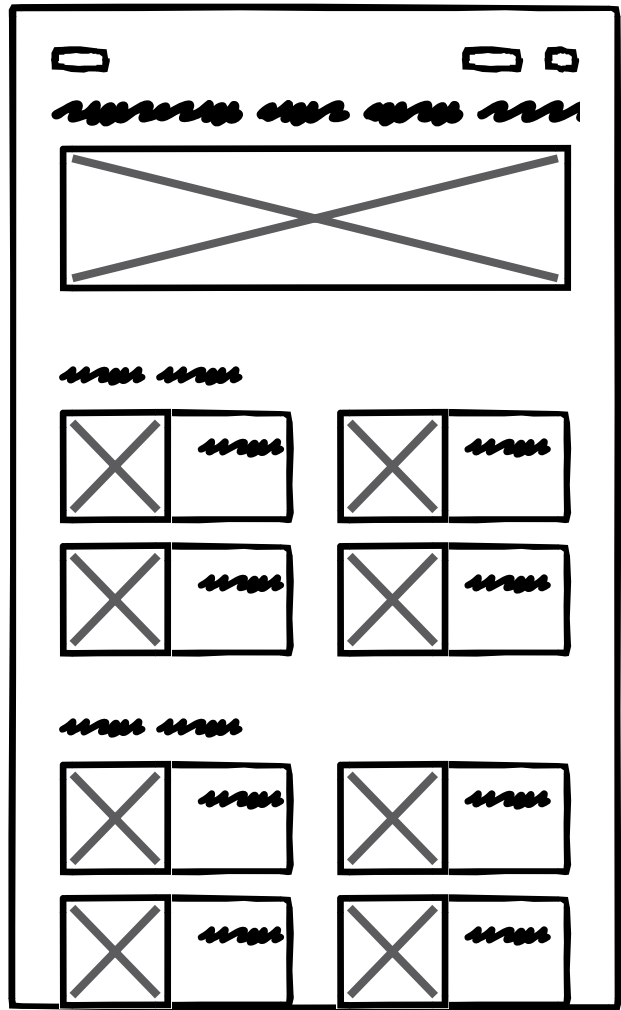
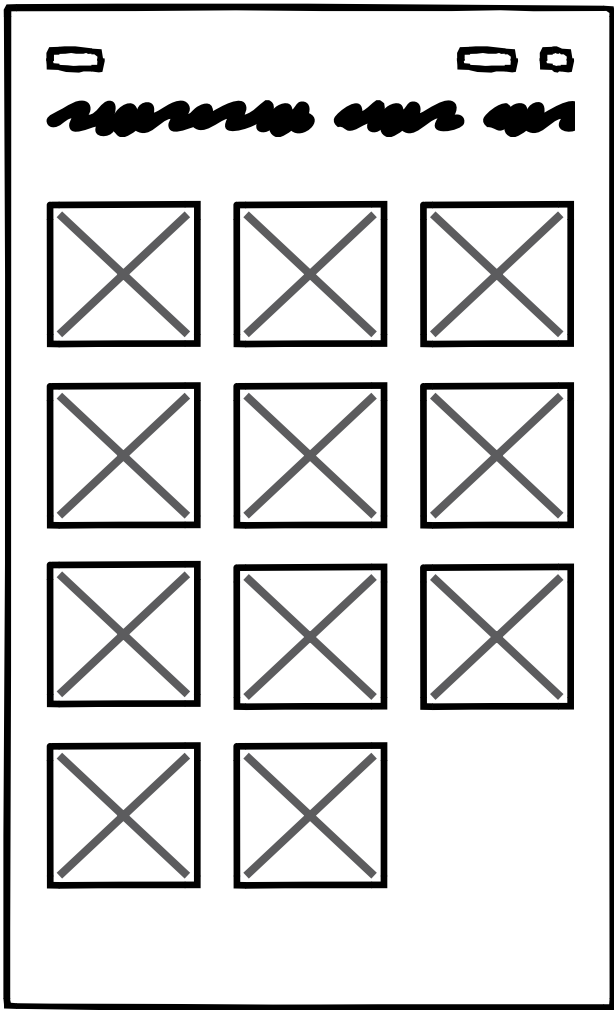
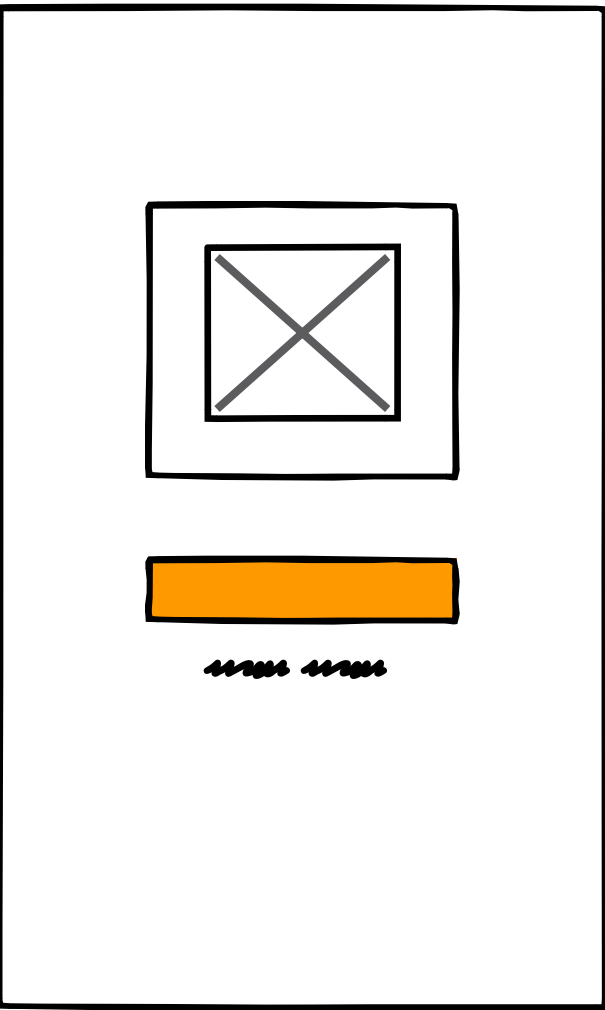


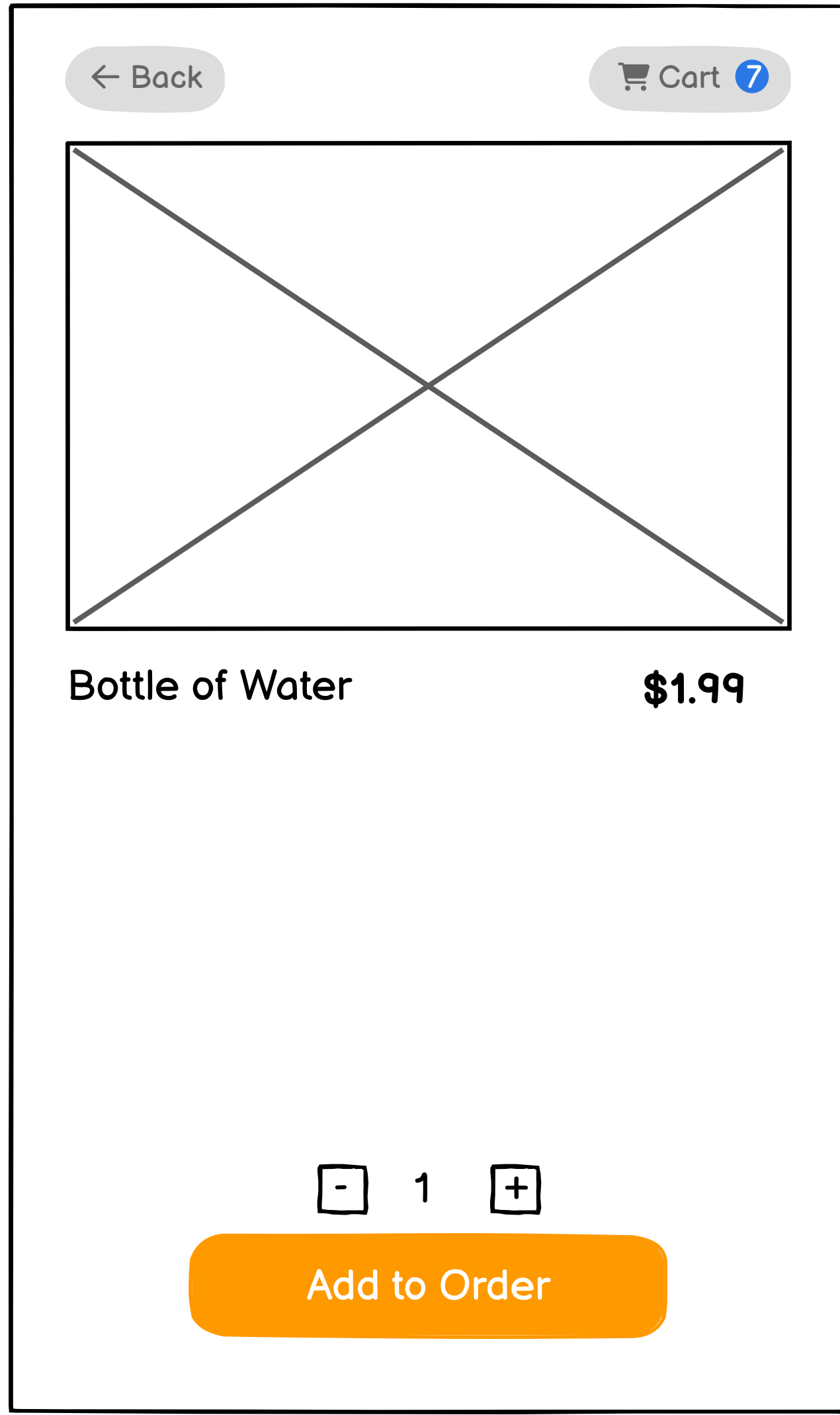
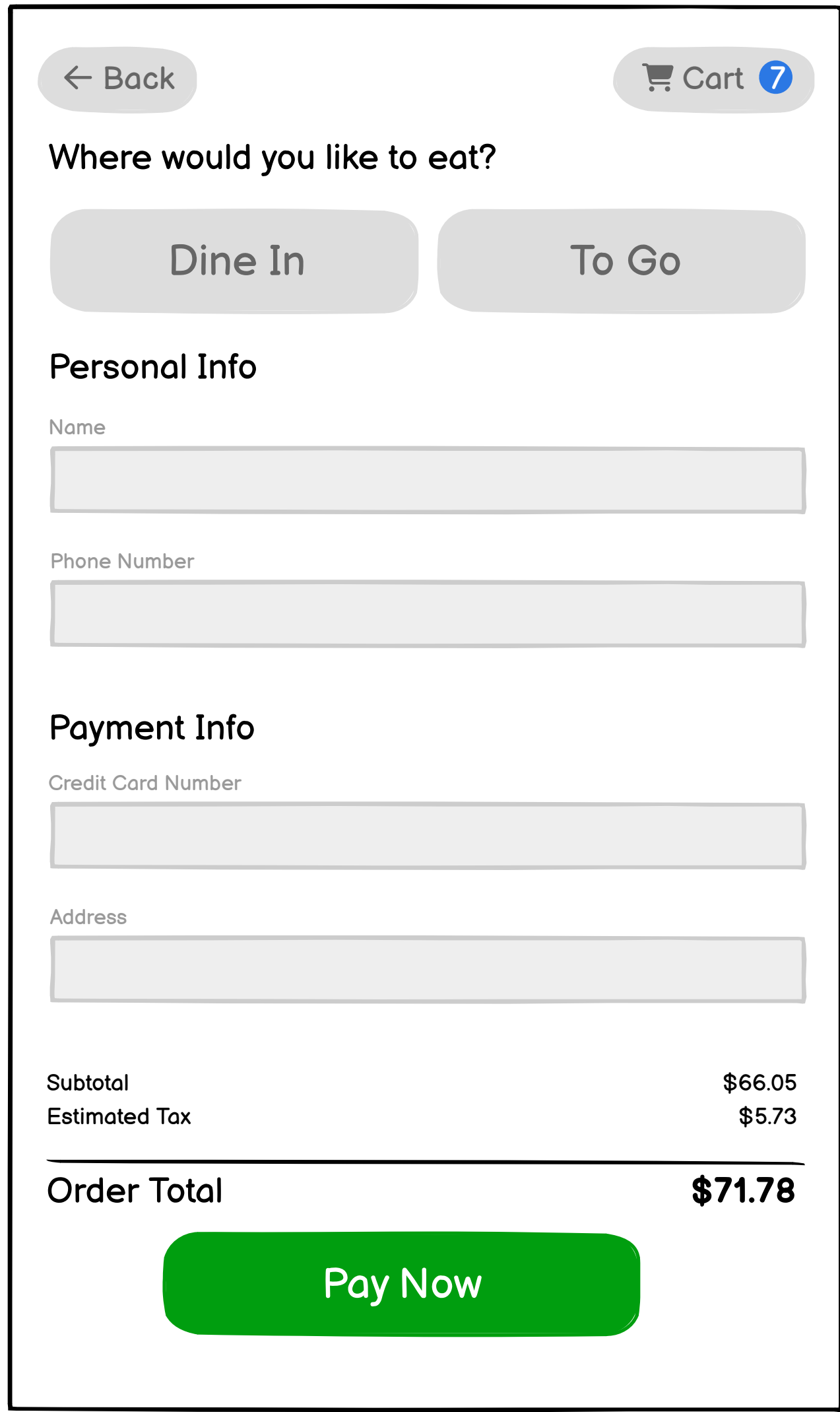
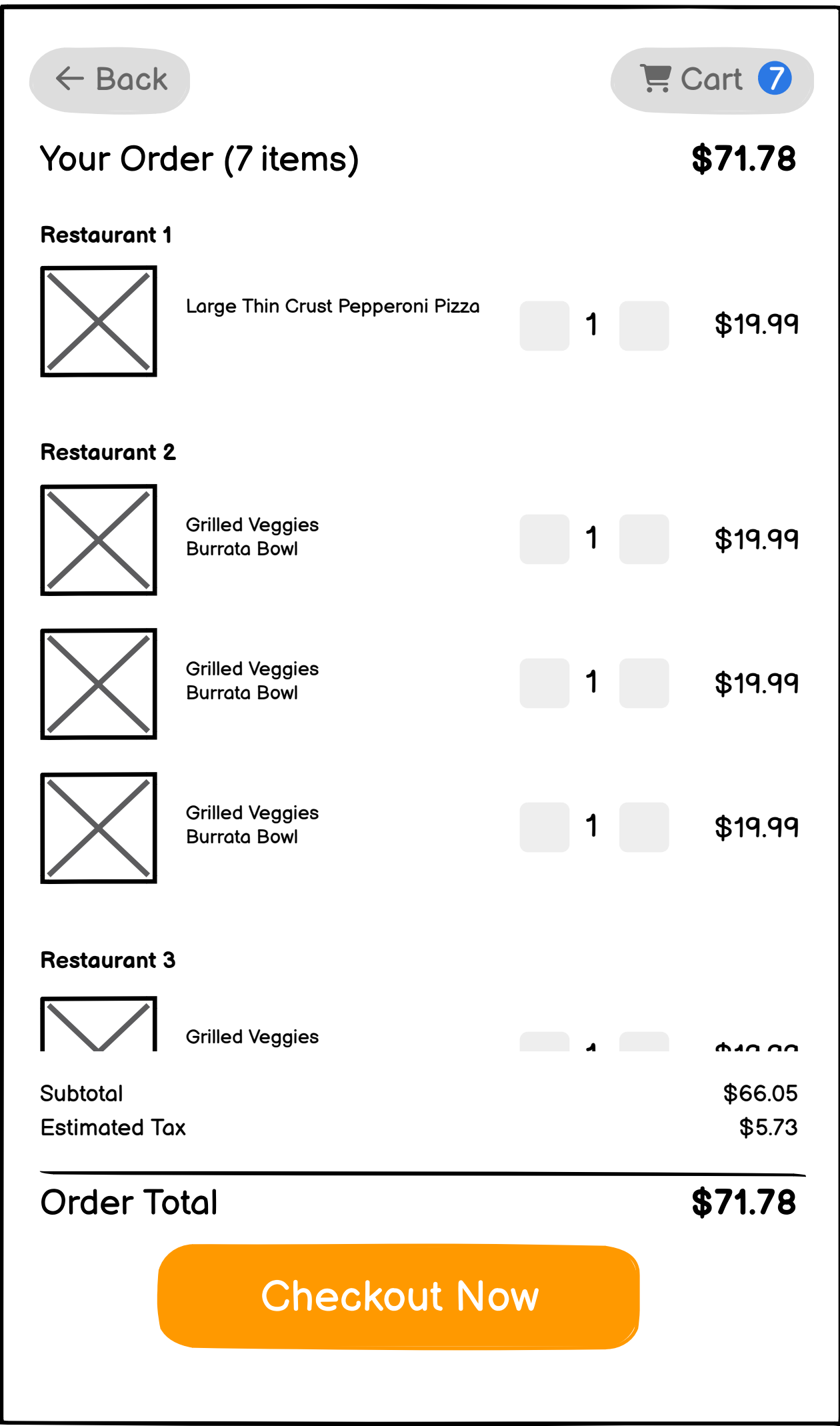
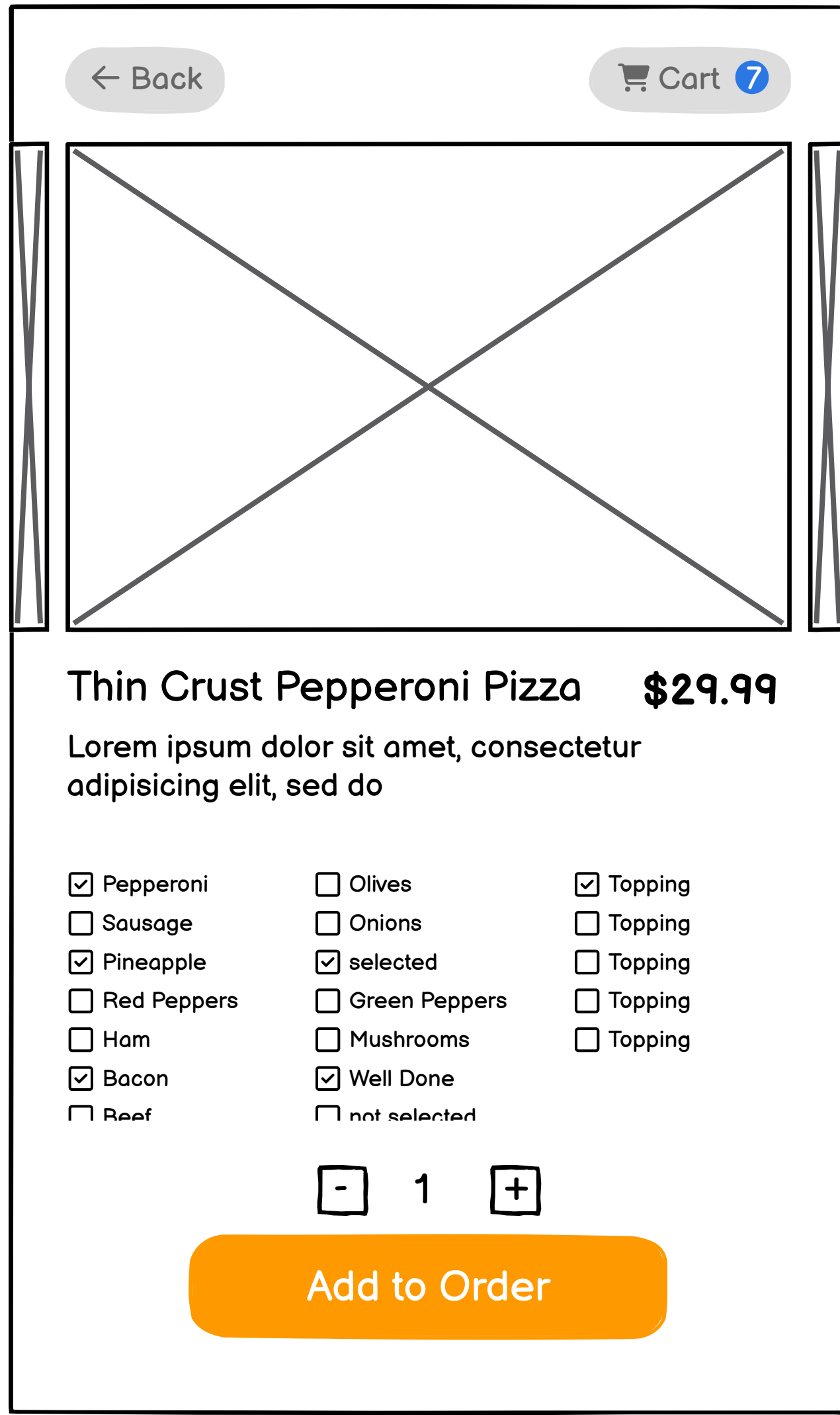
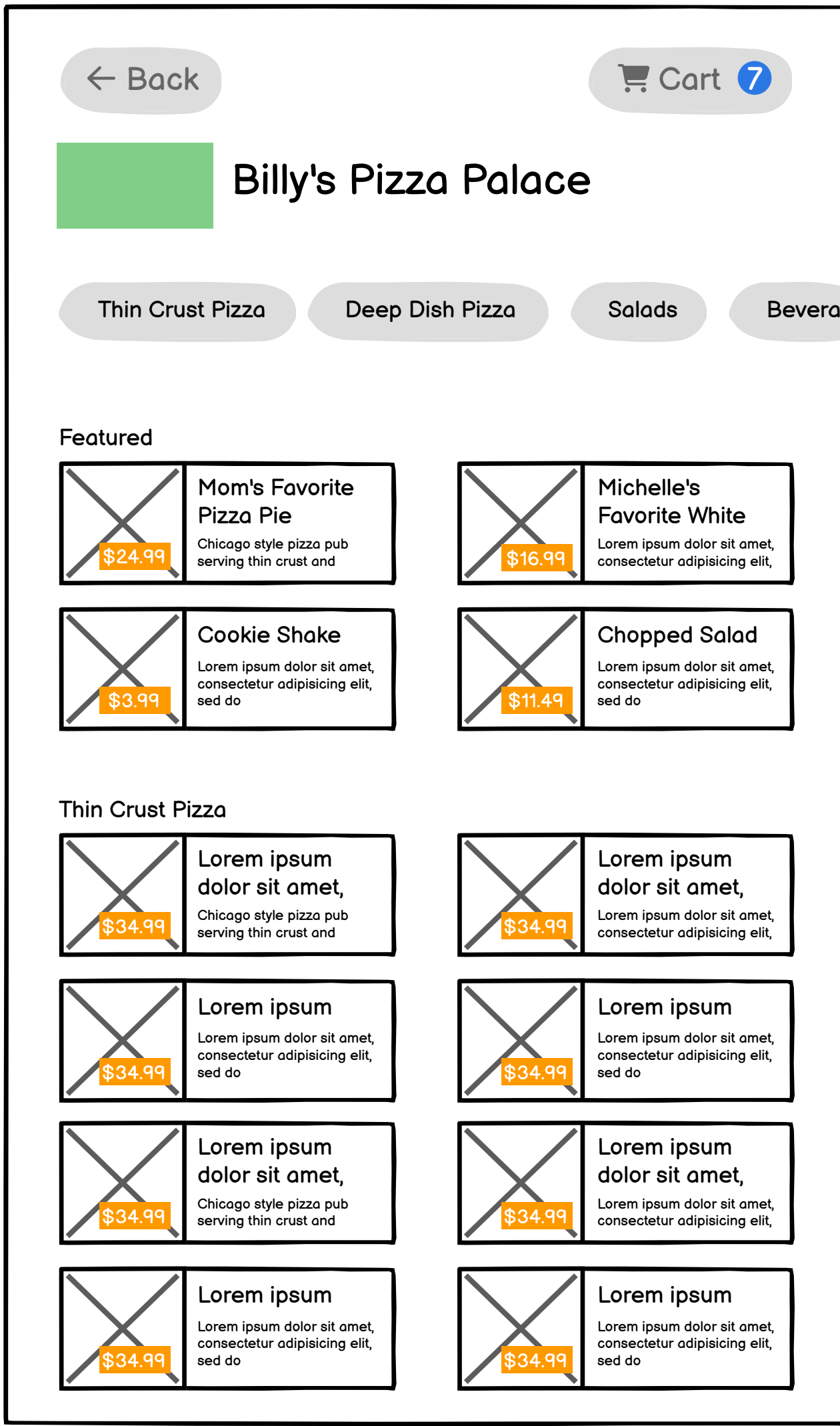
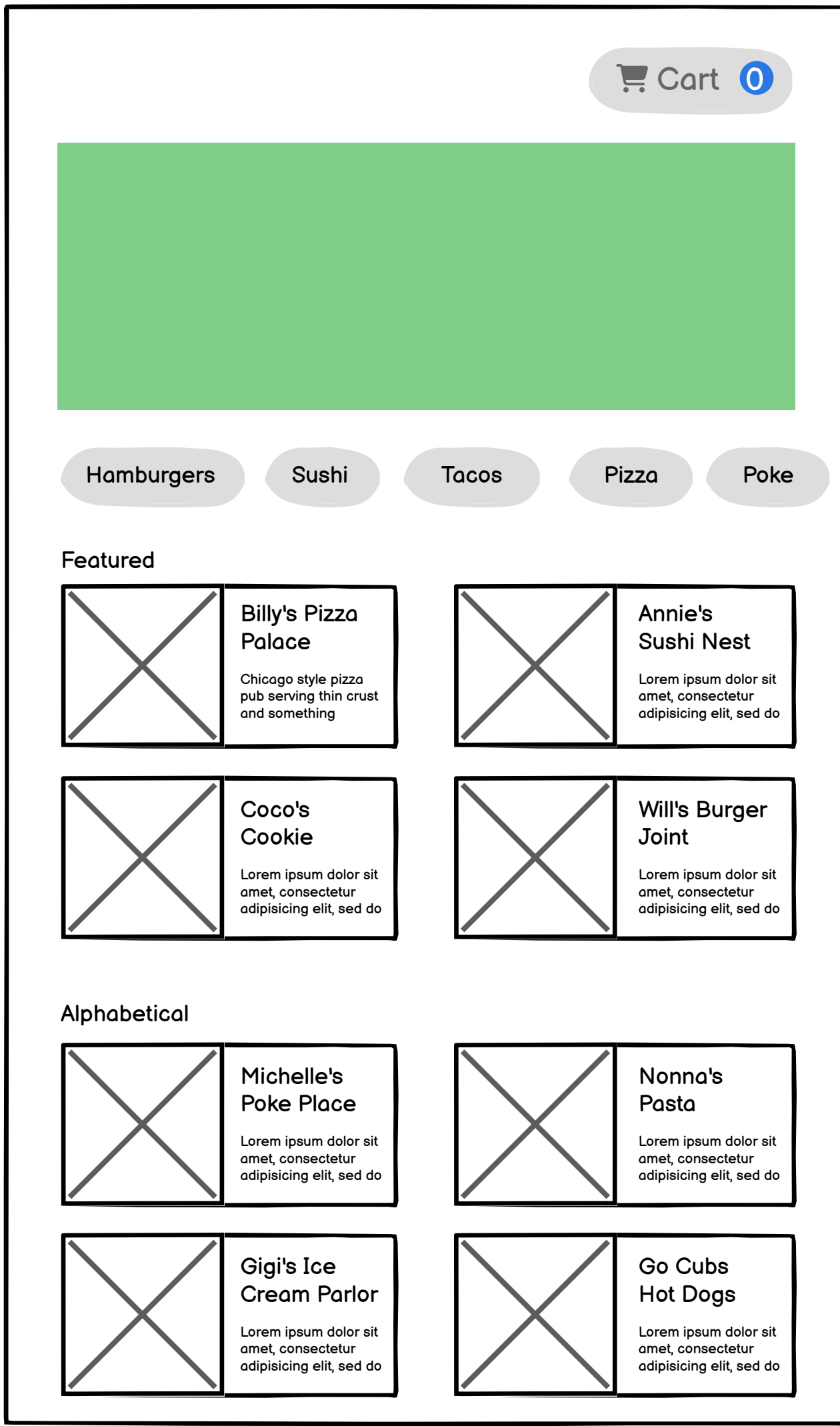
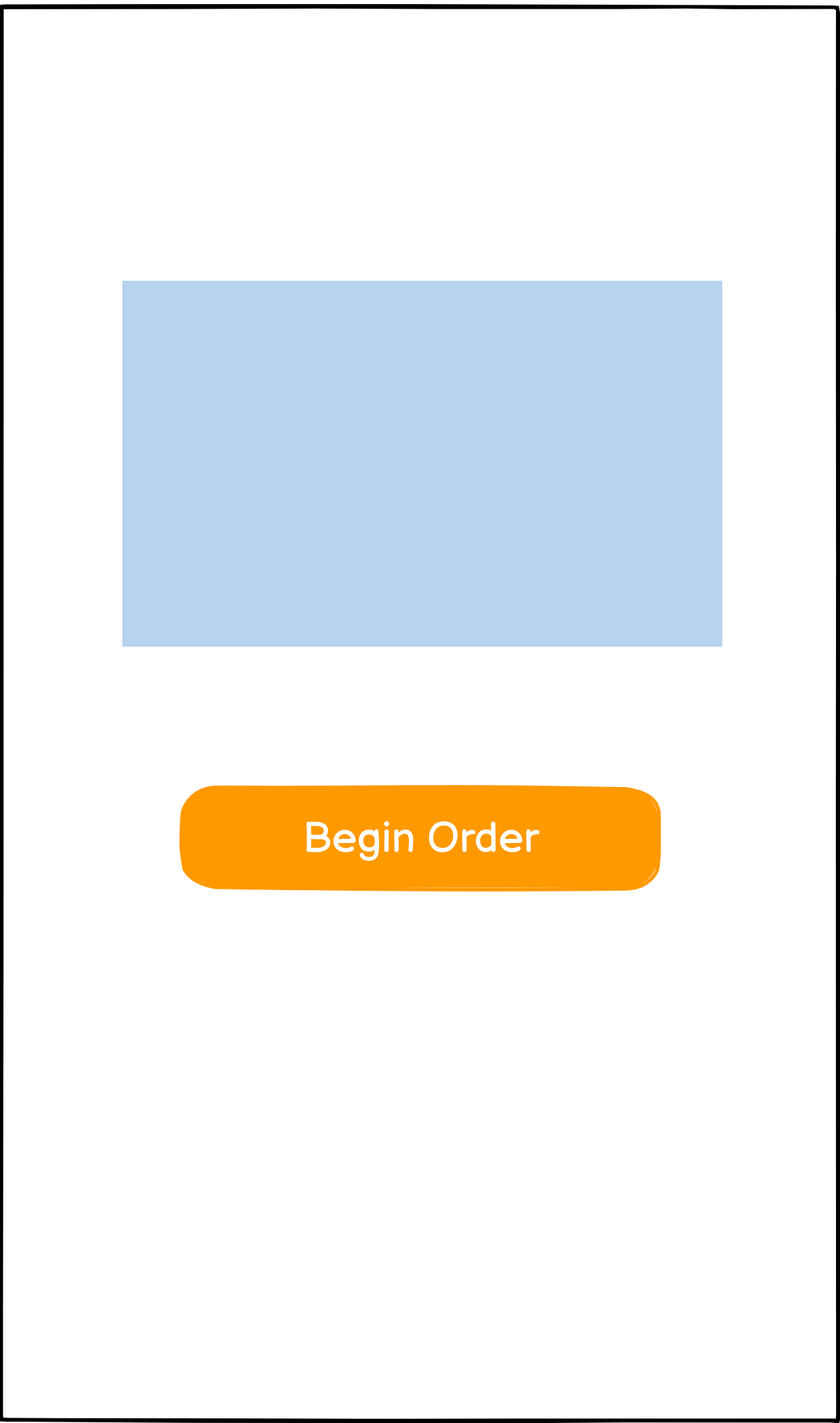
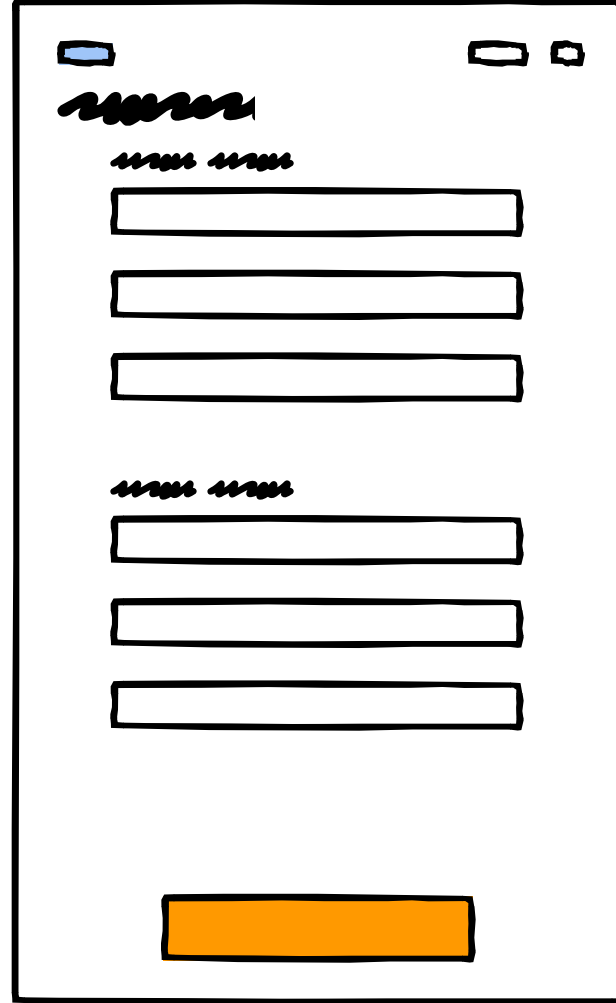
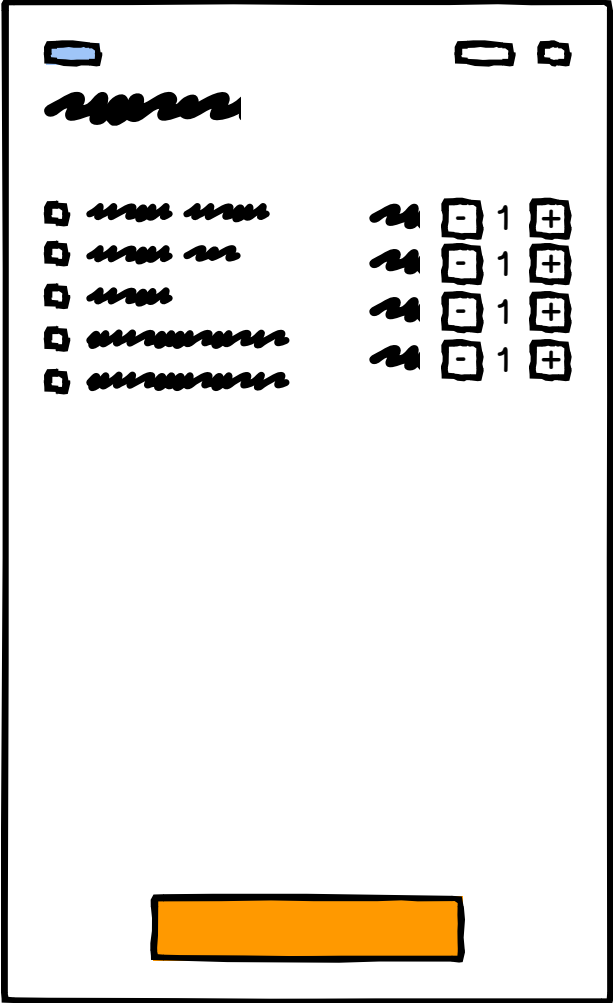
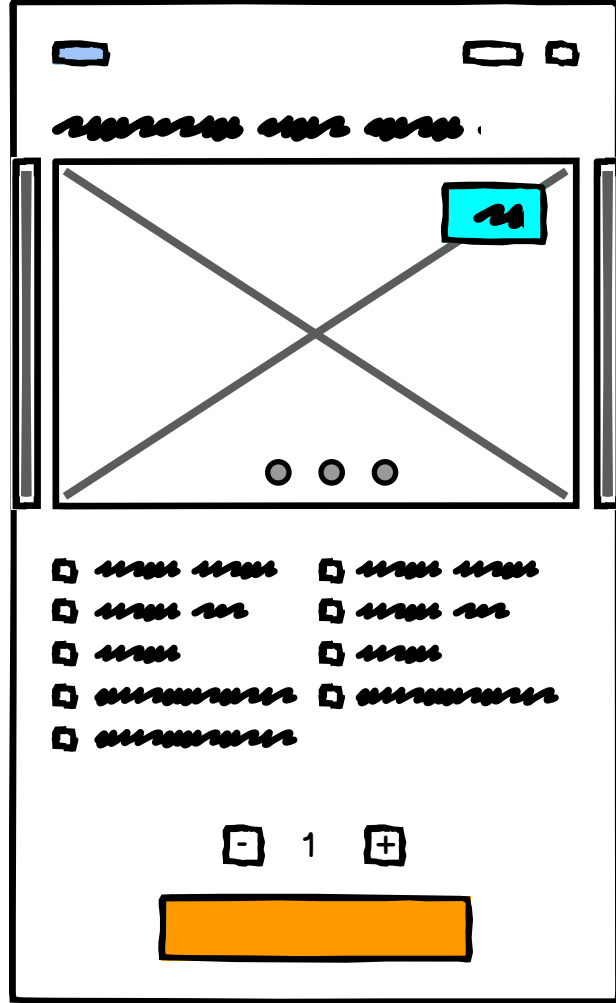
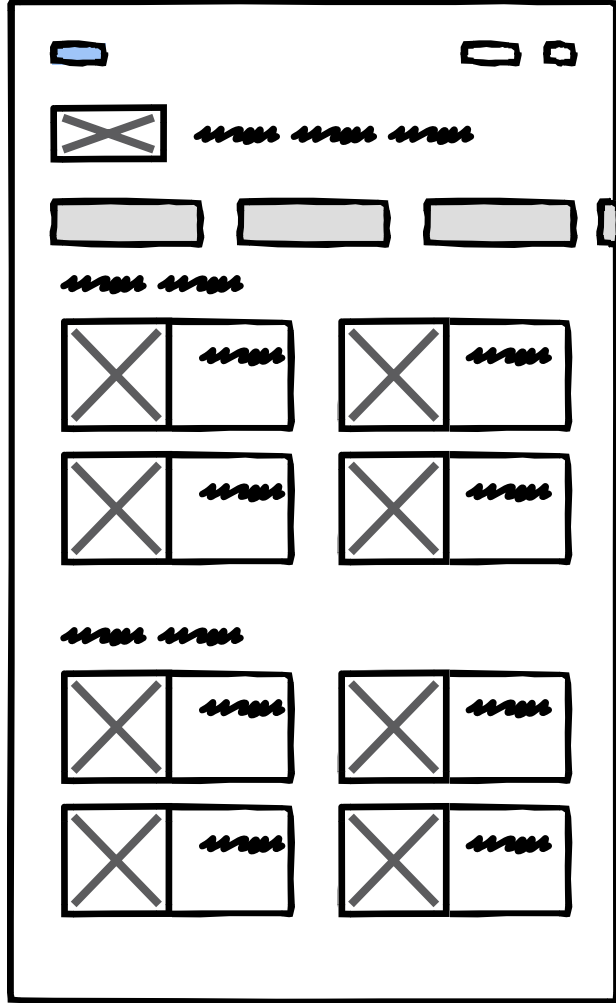
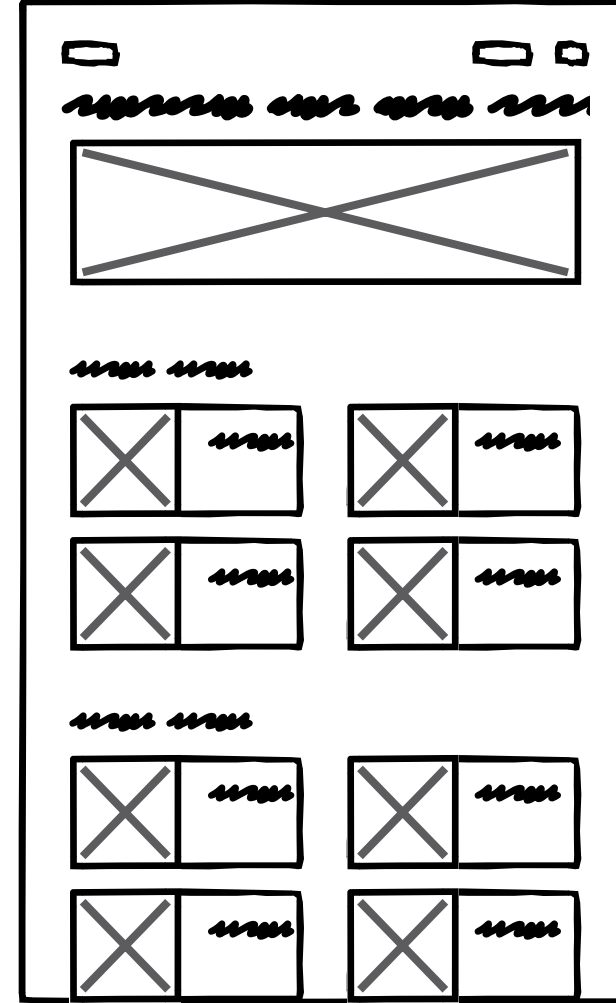
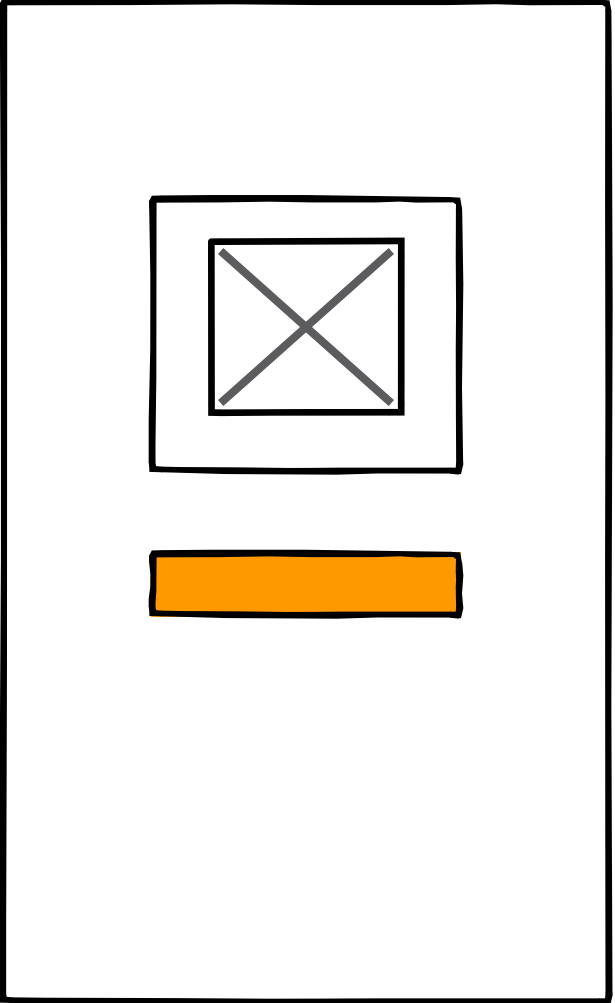
Customer Journey Map

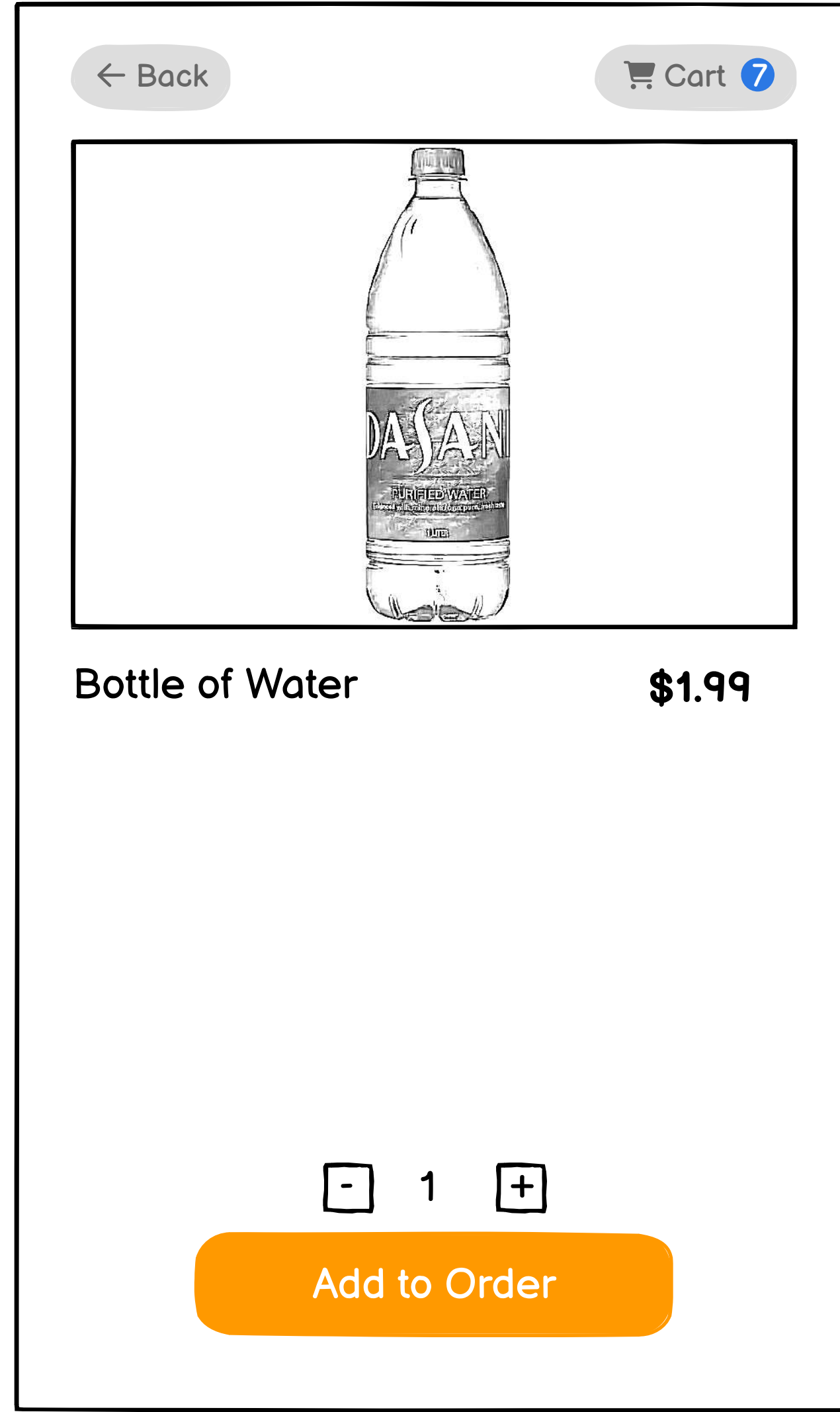
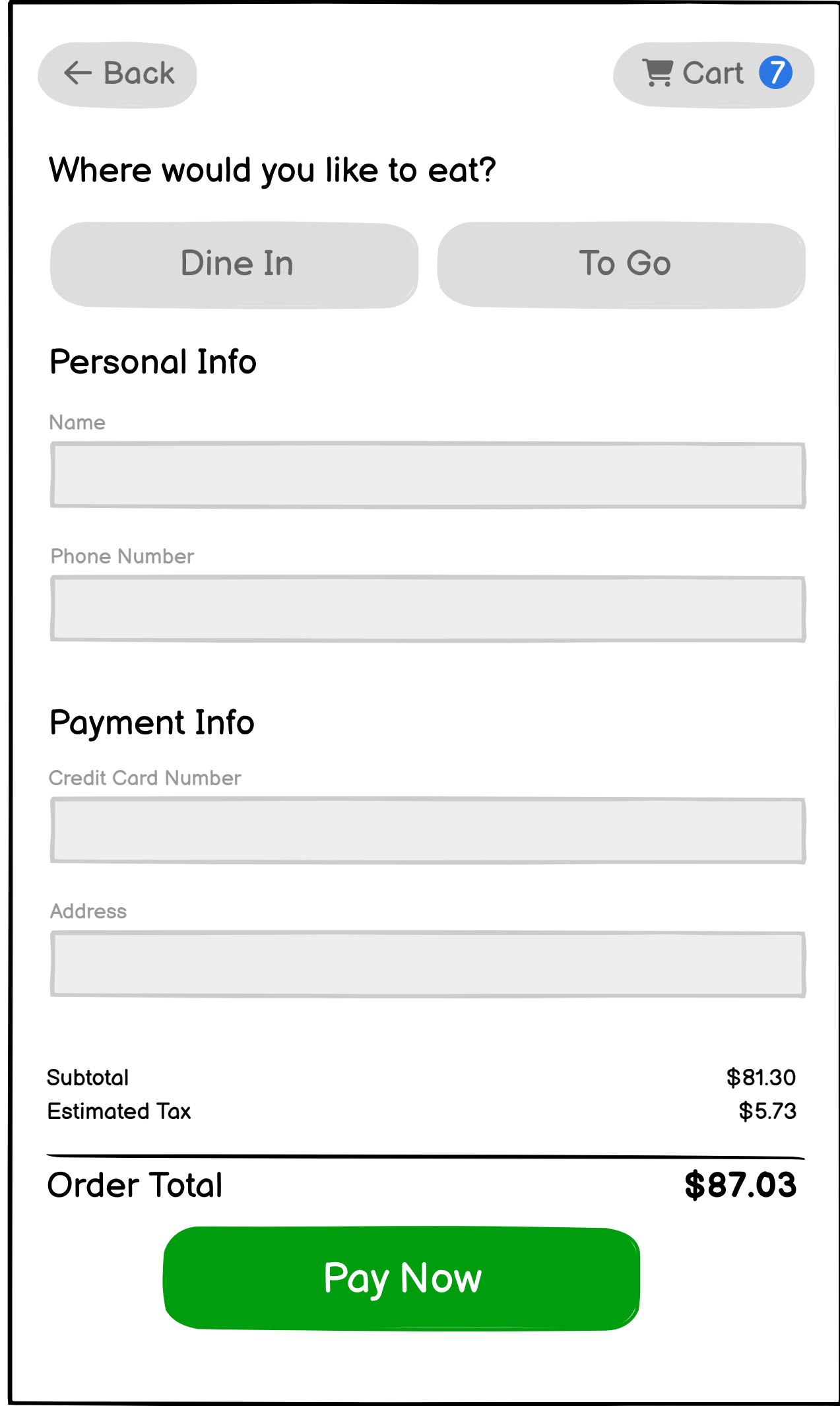
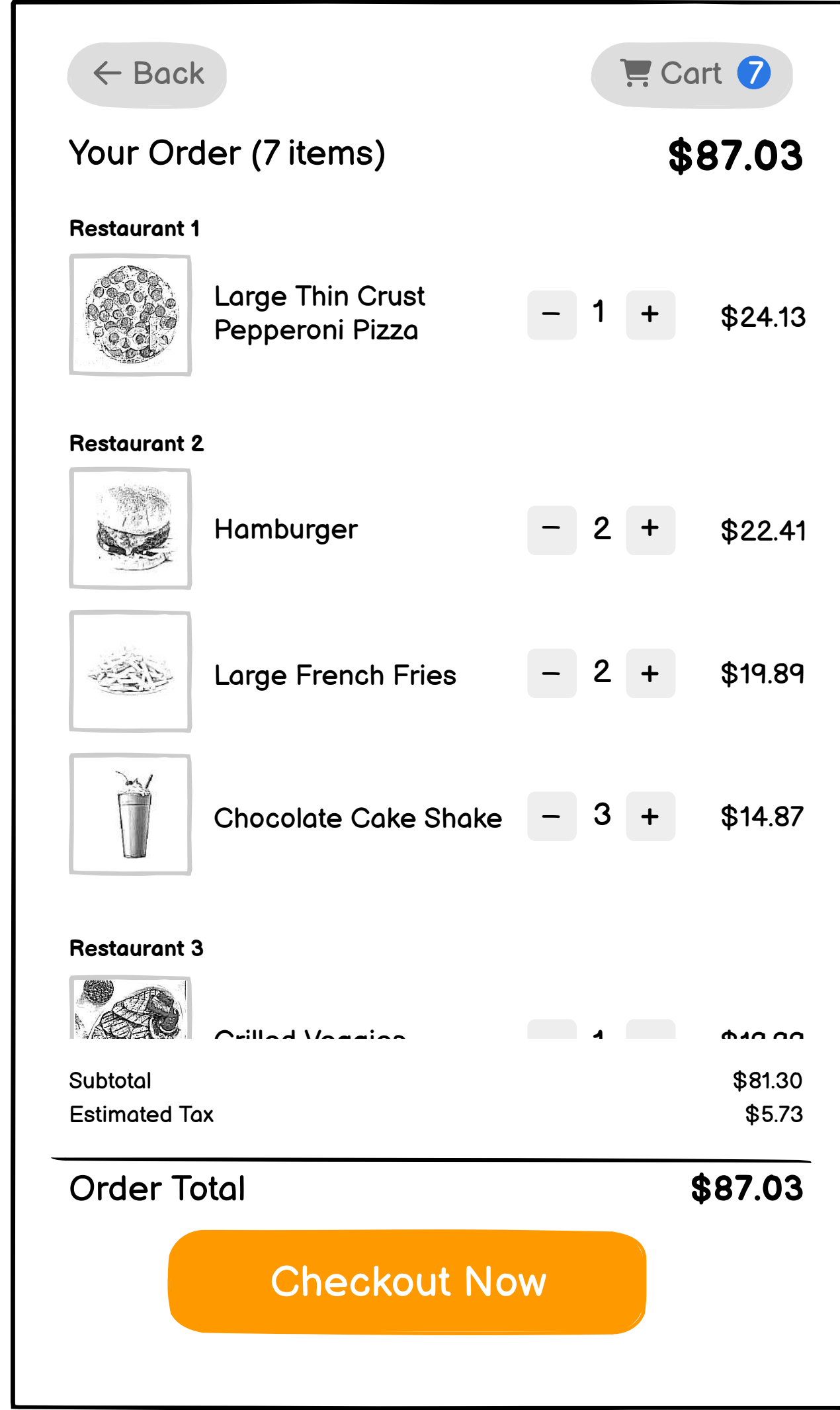
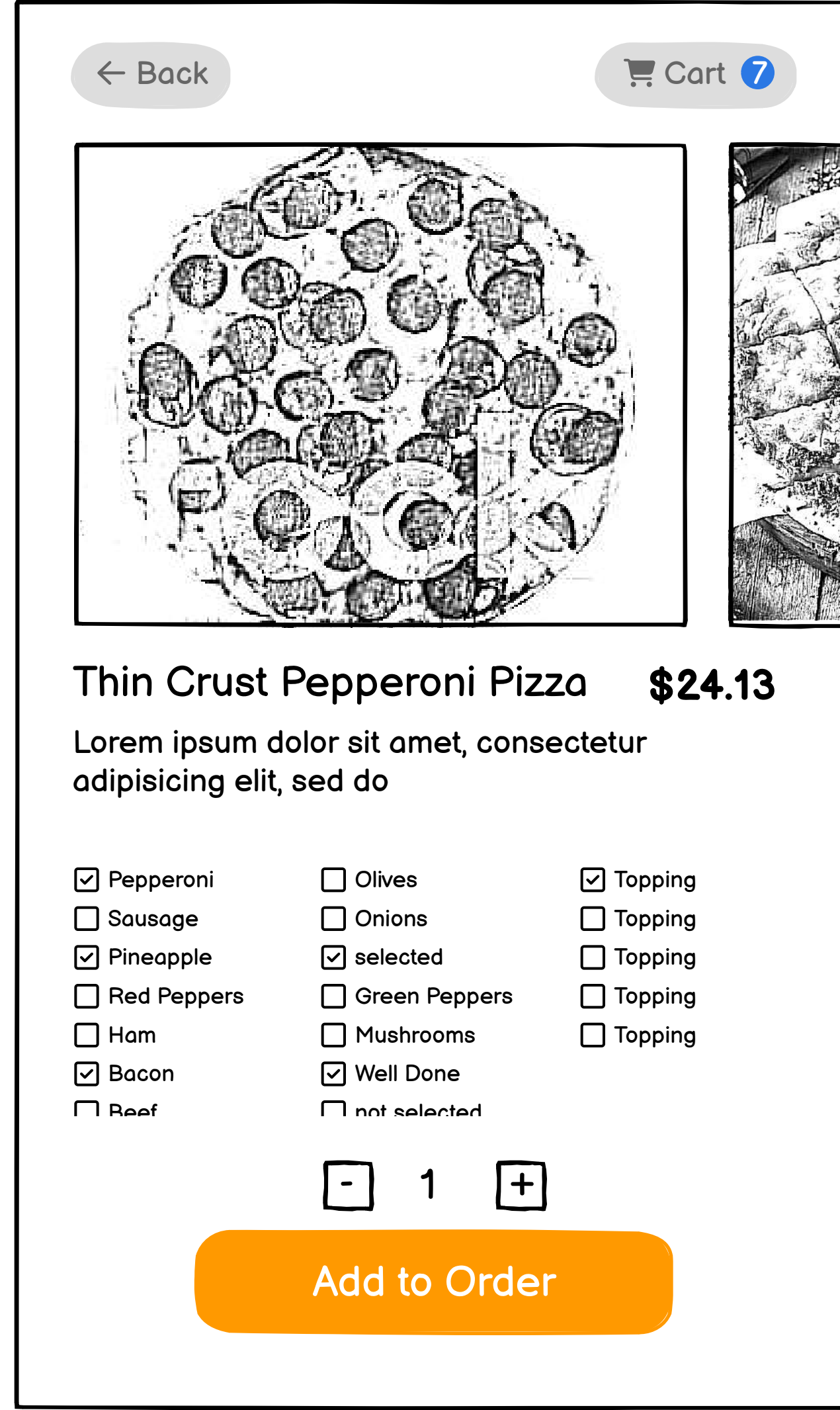
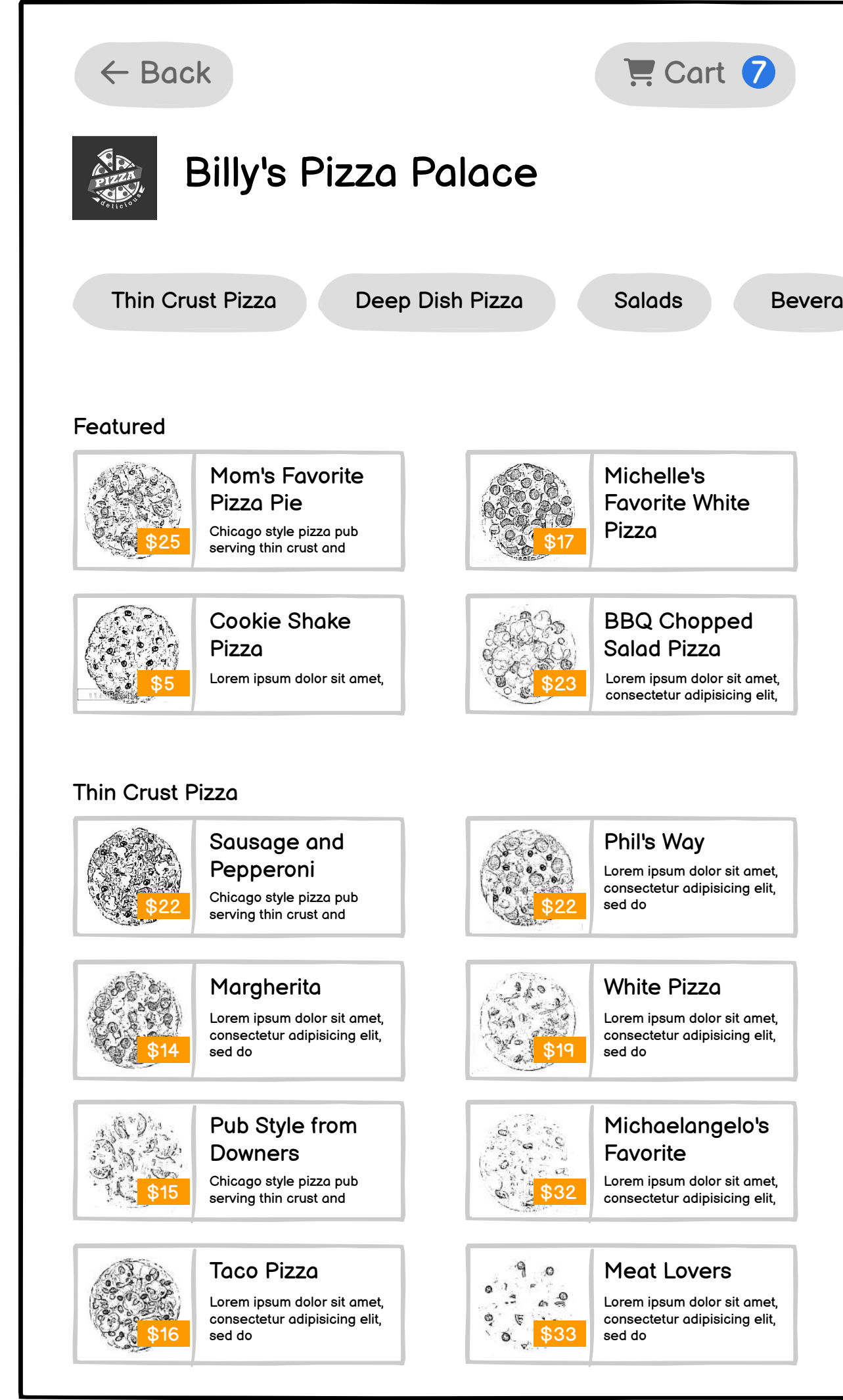
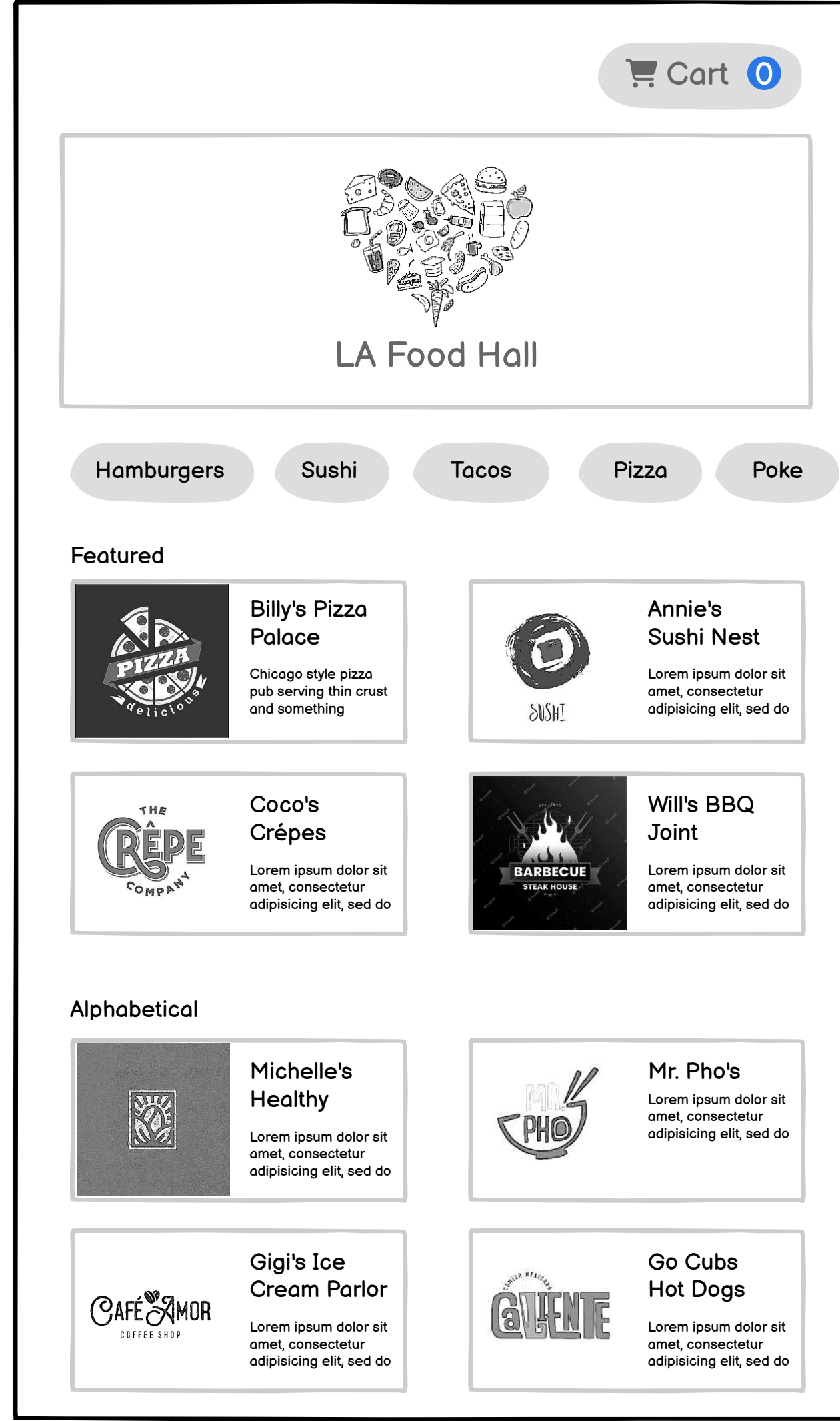
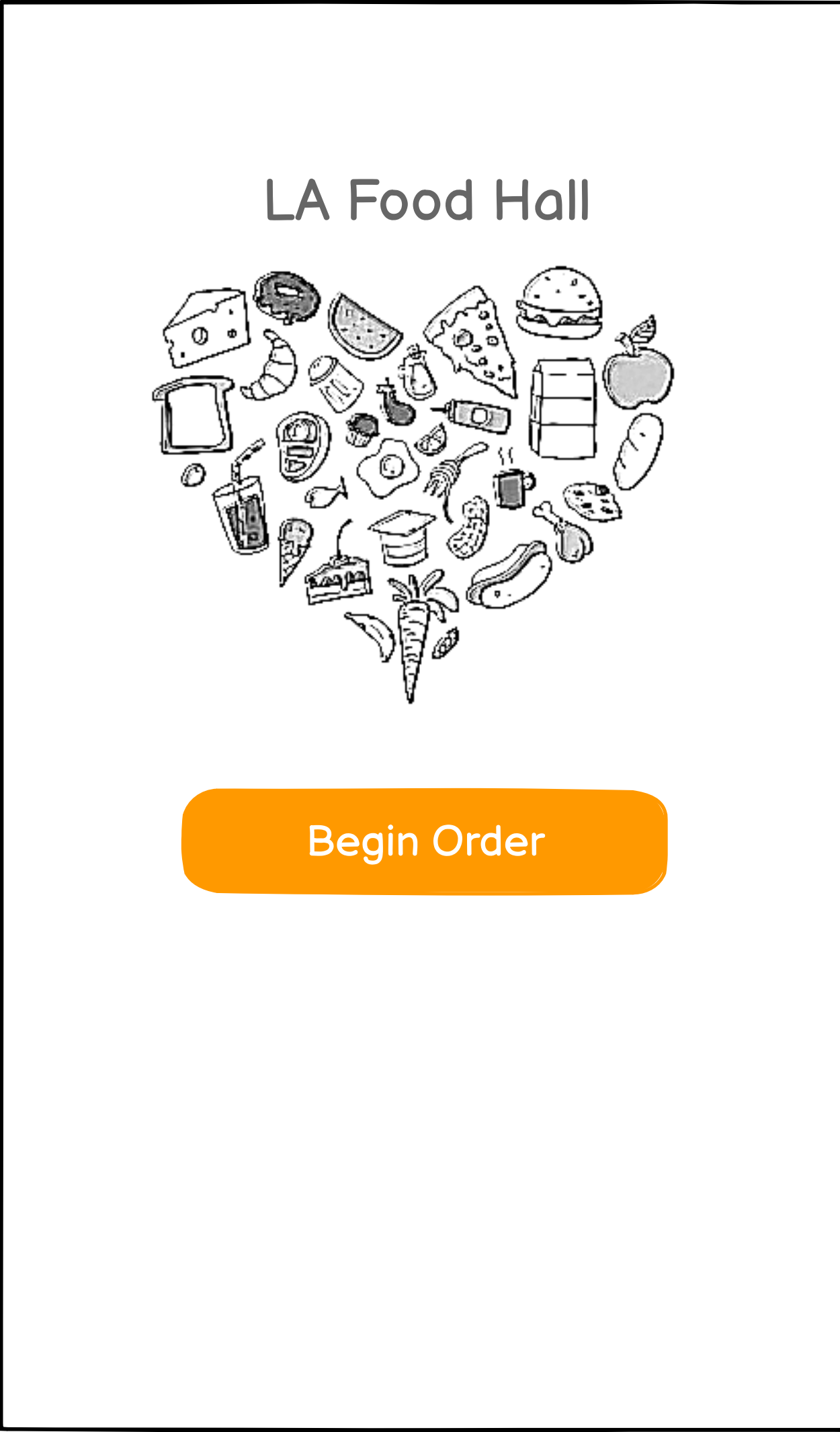
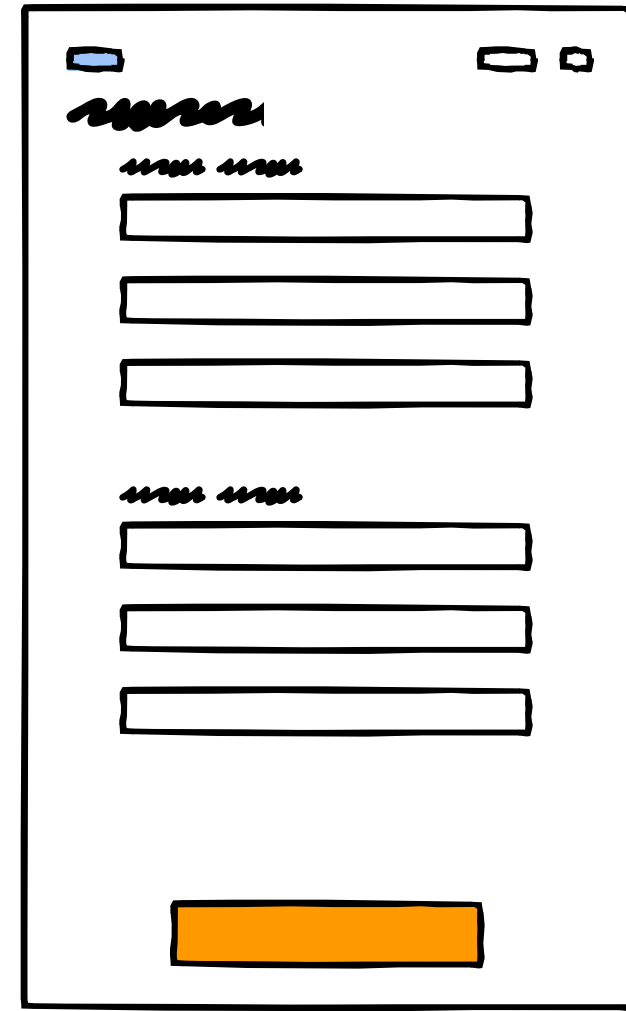
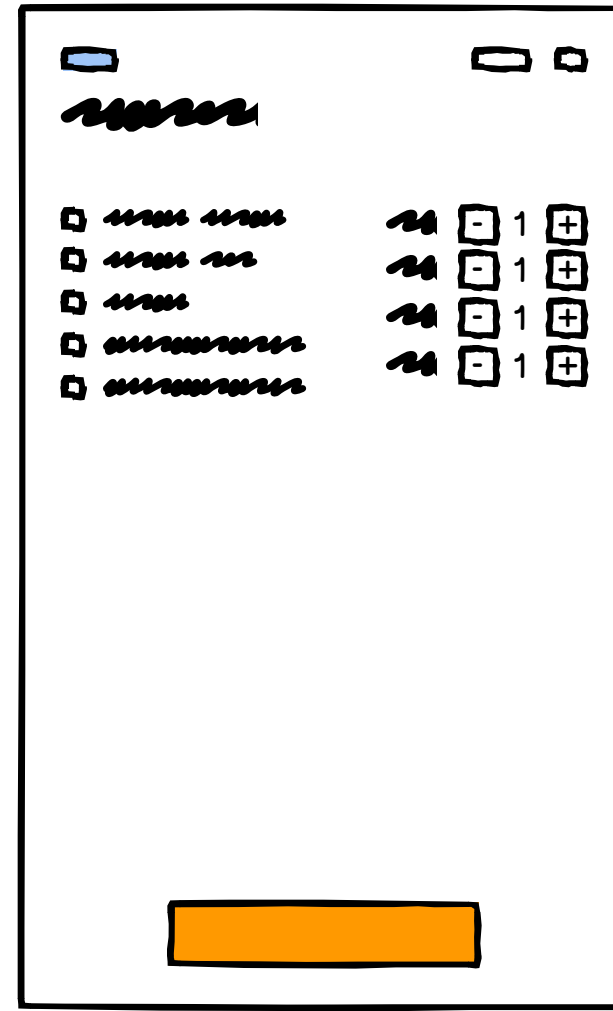
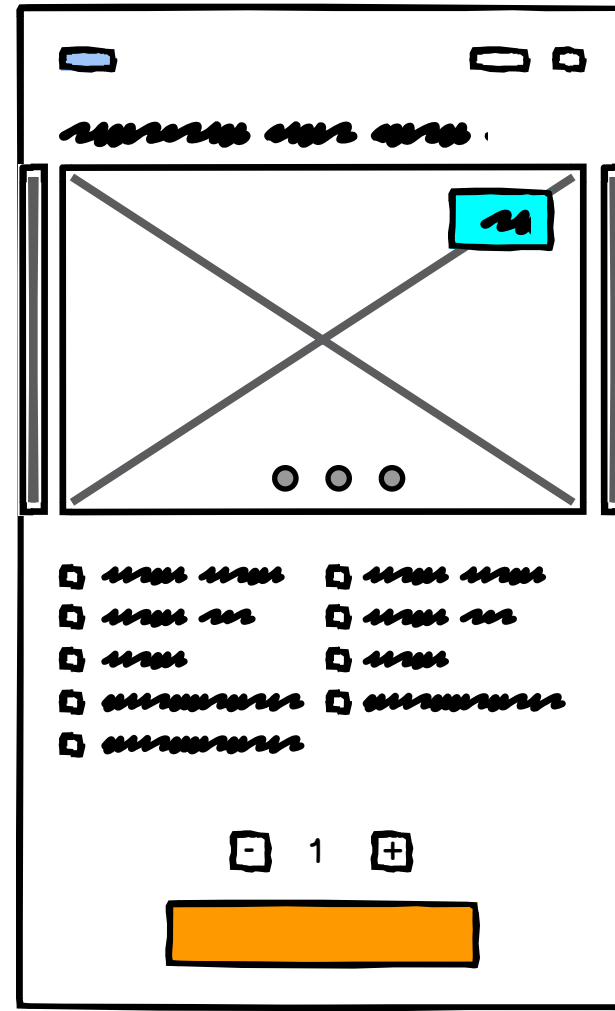
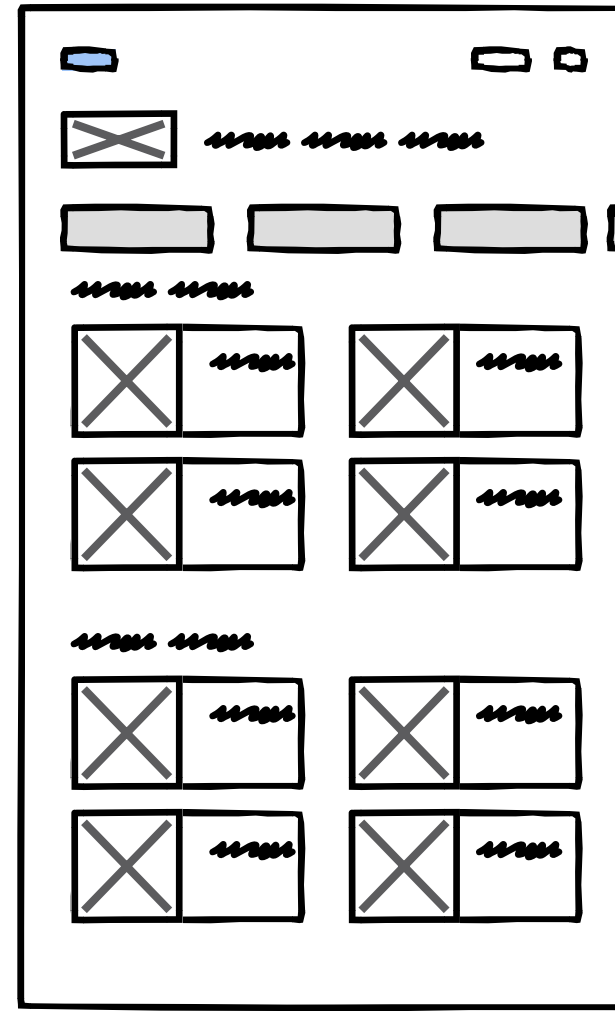
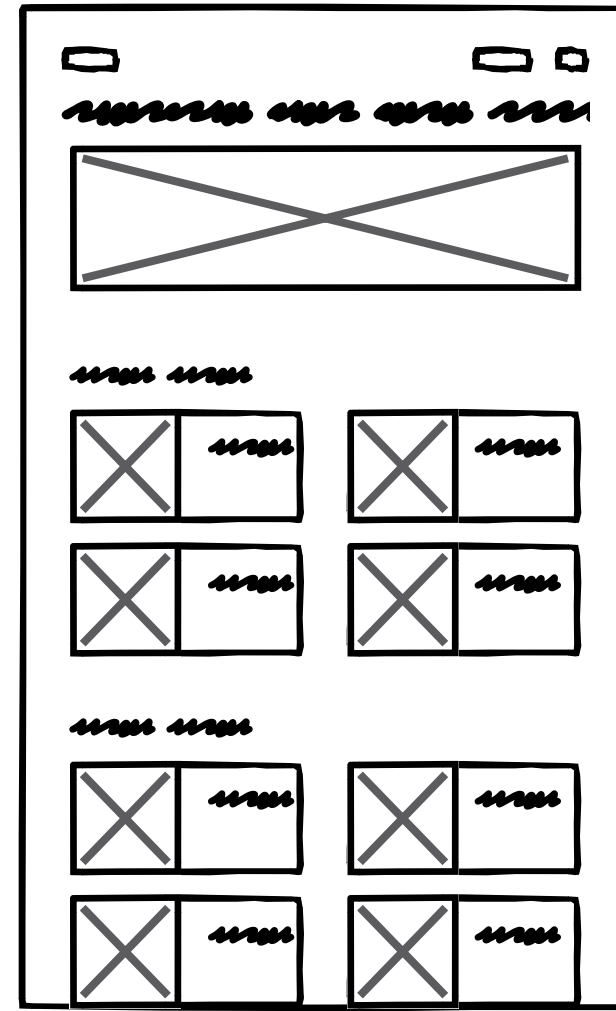
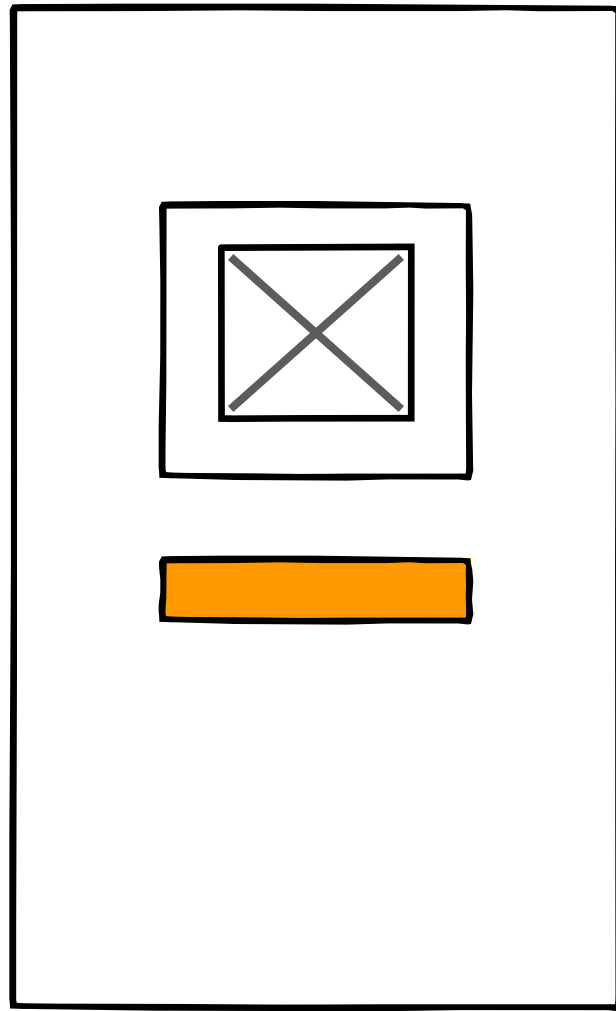
Customer Happiness

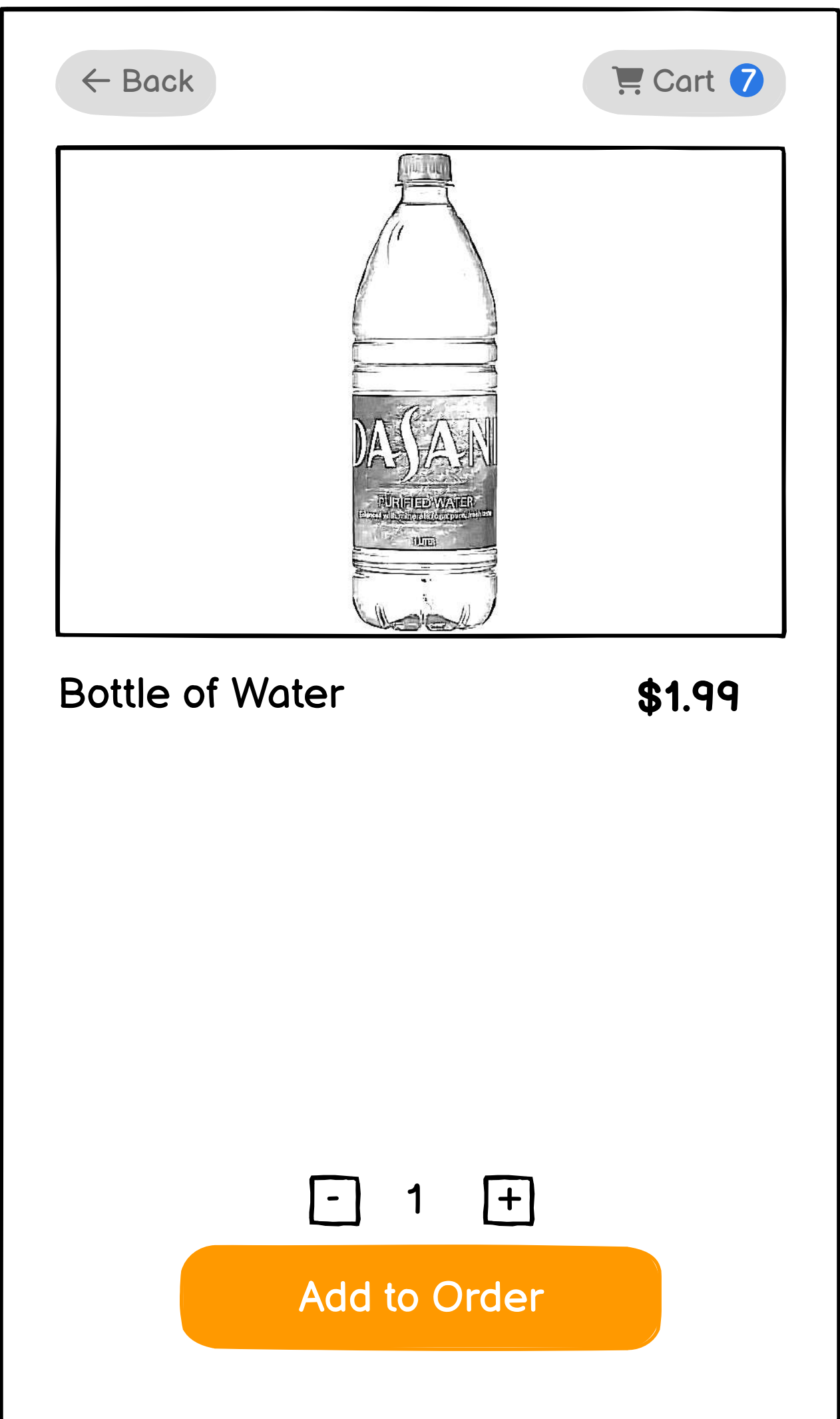
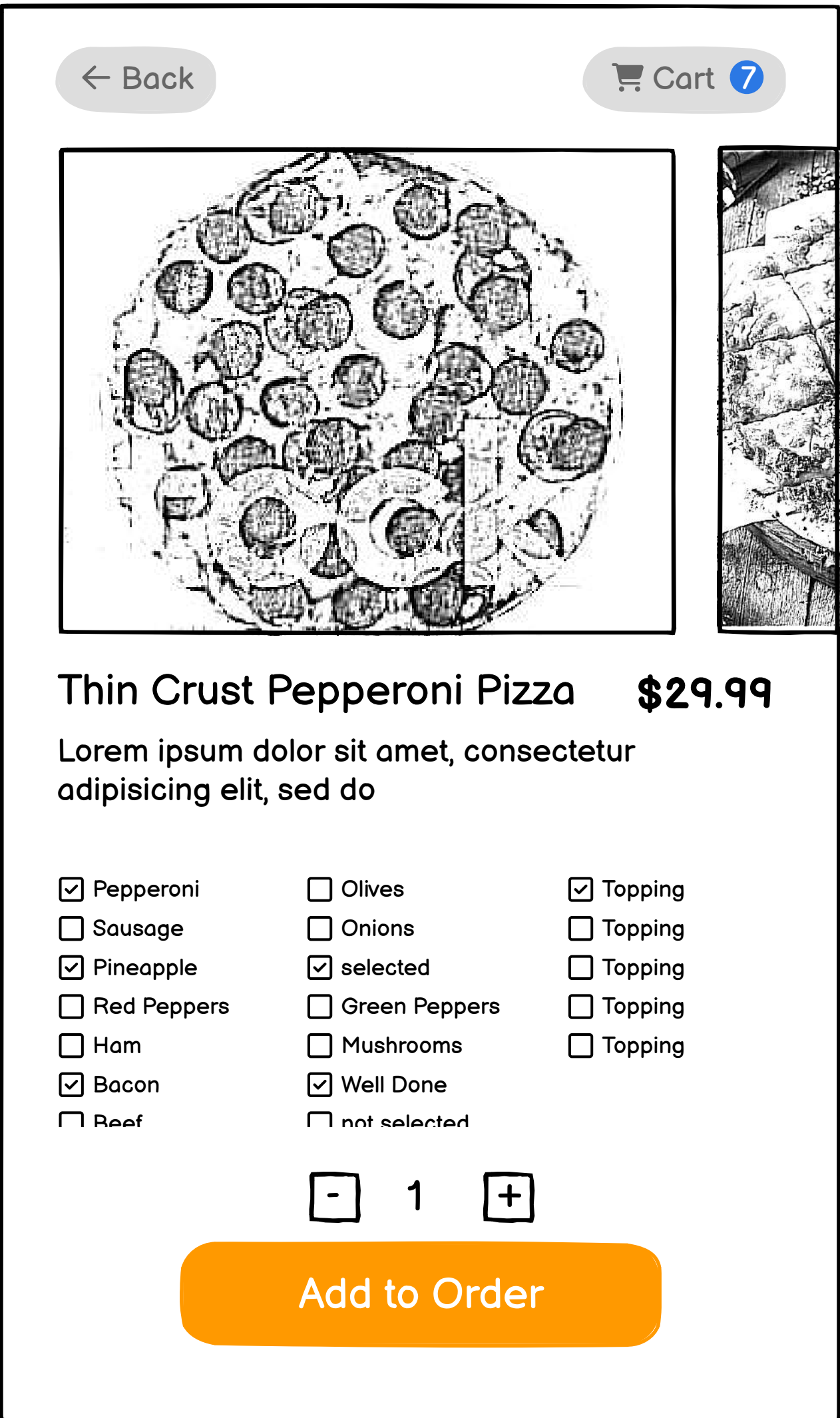
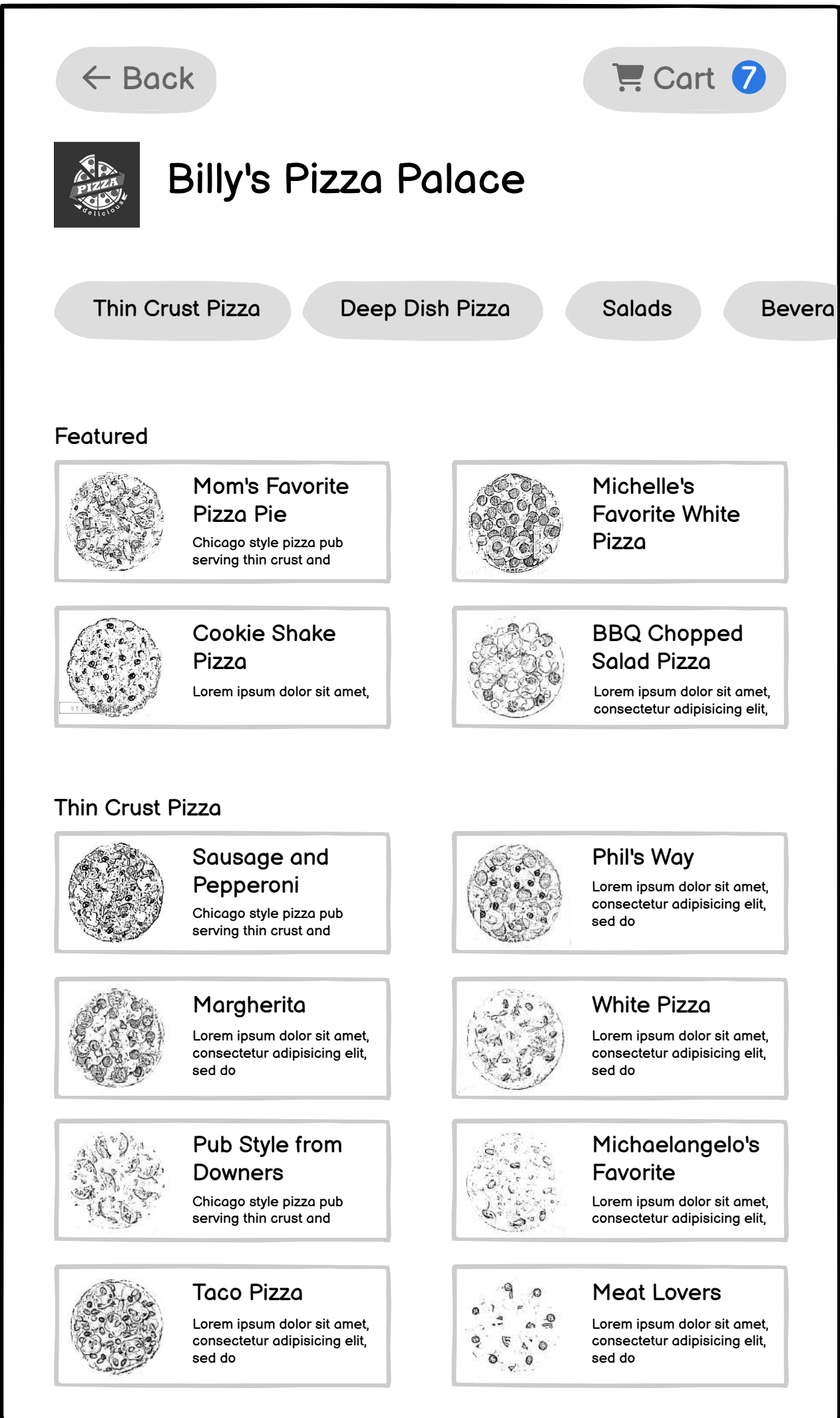
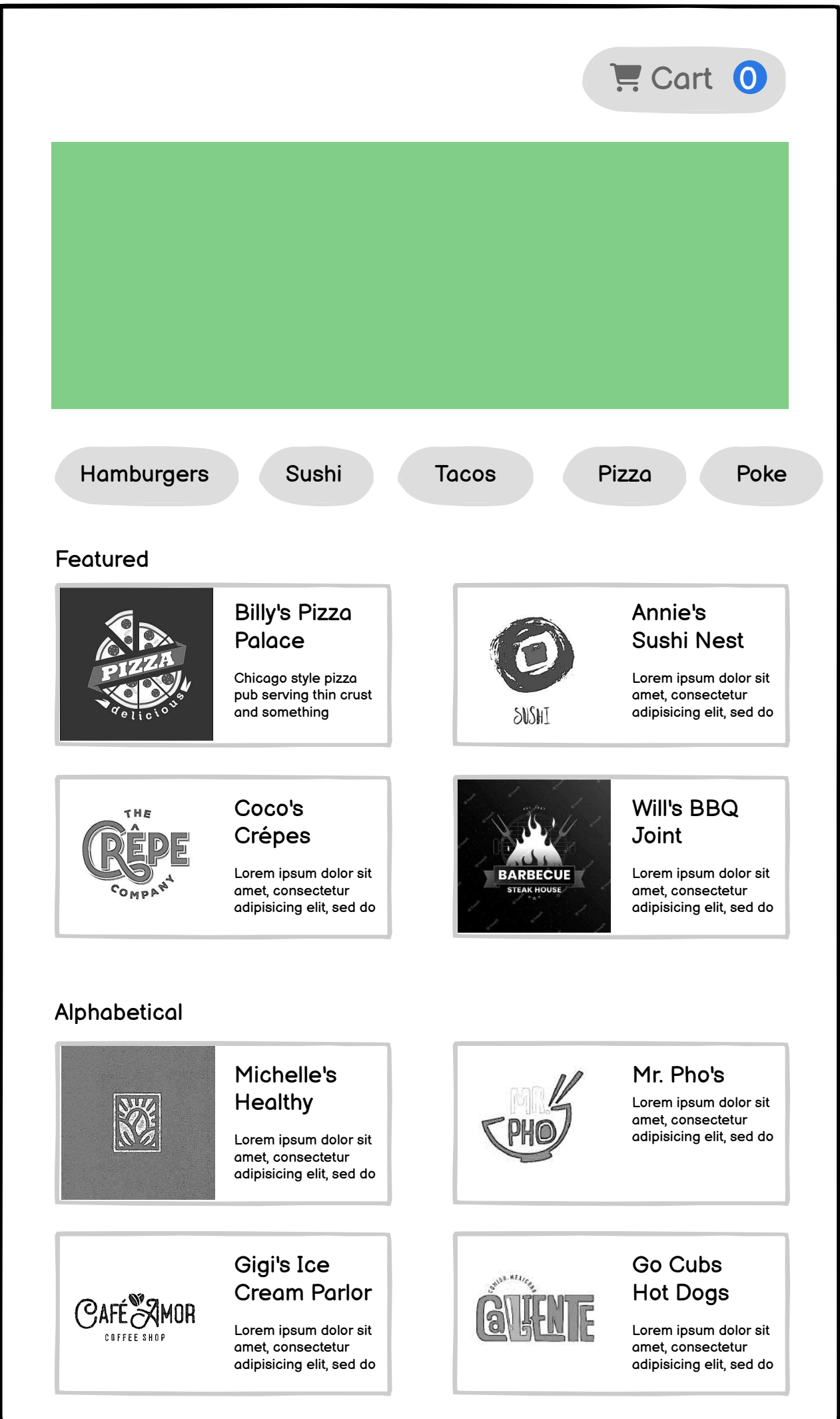
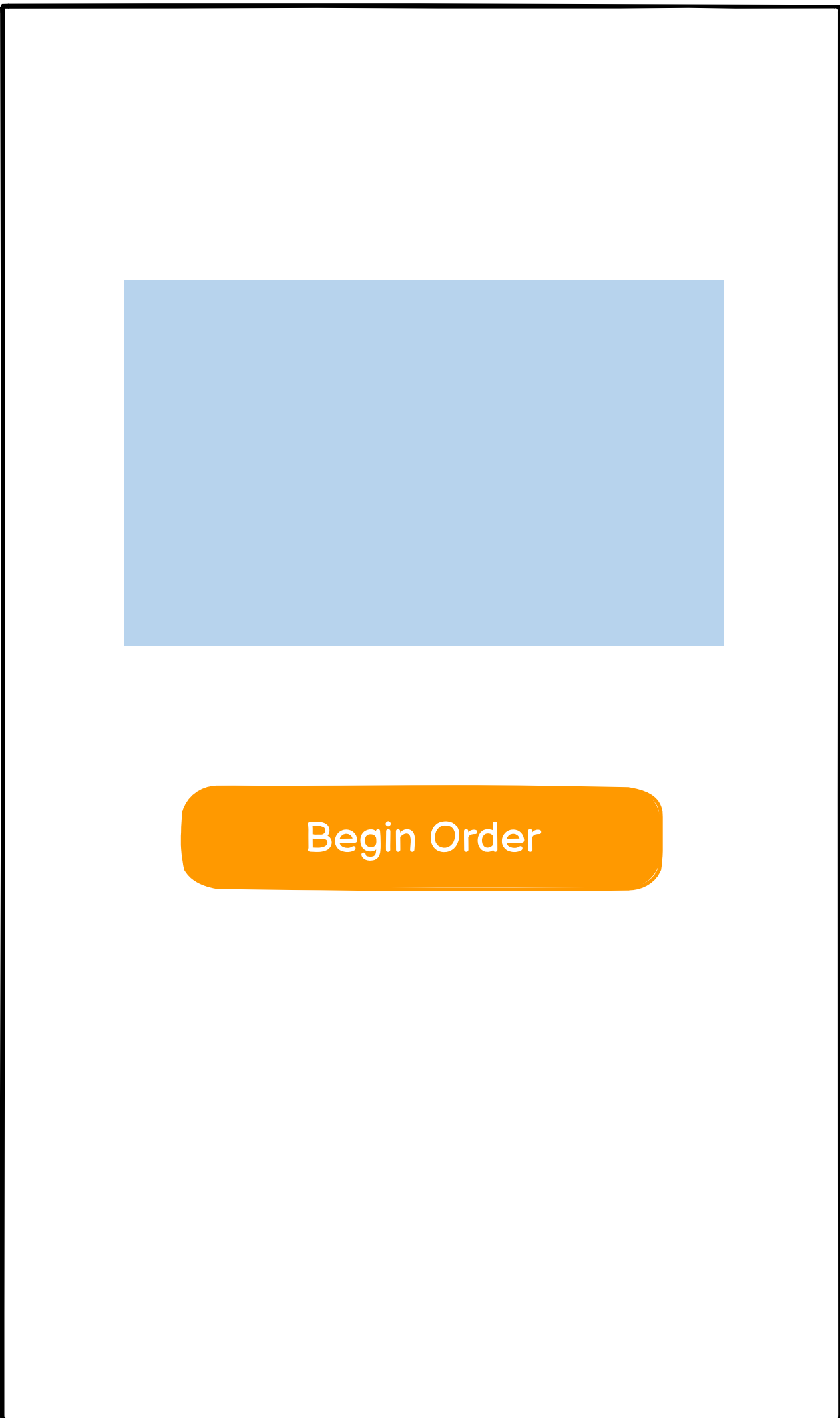
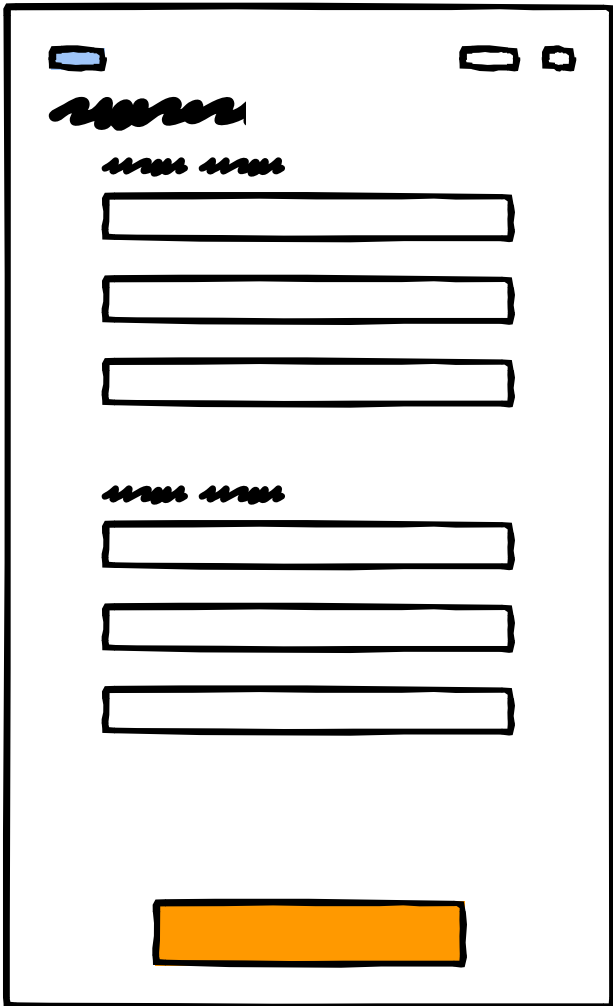
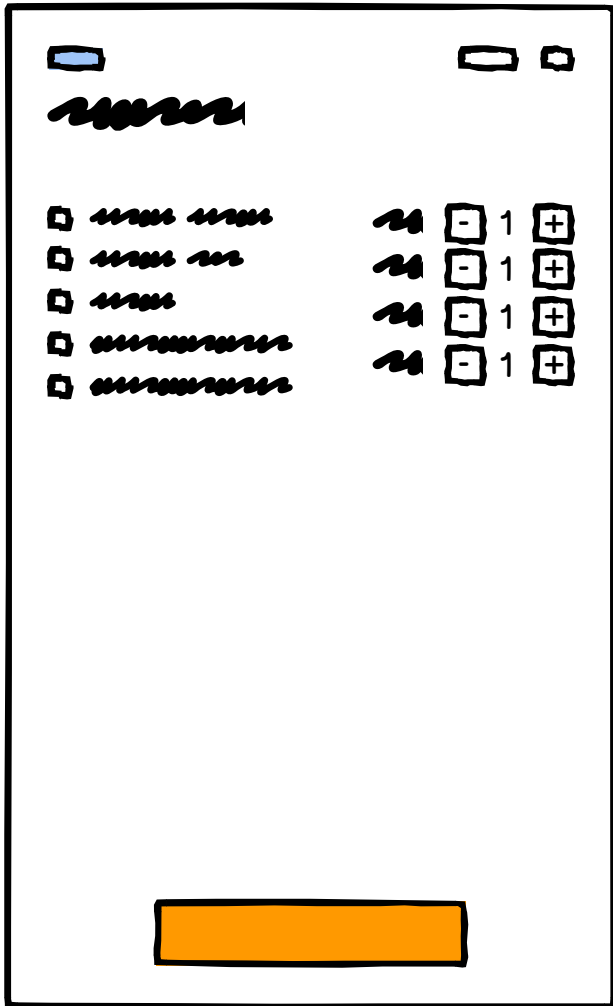
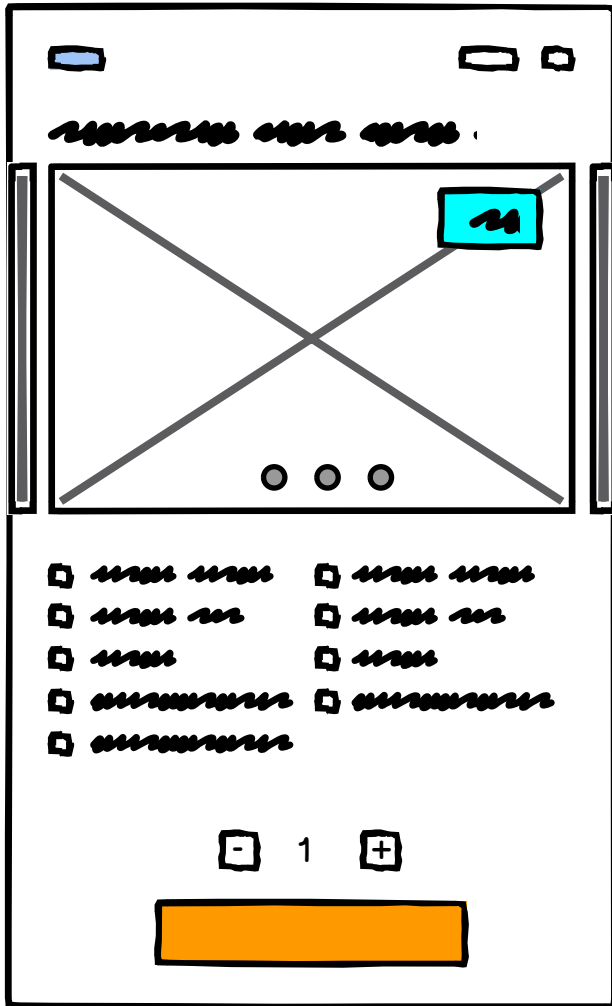
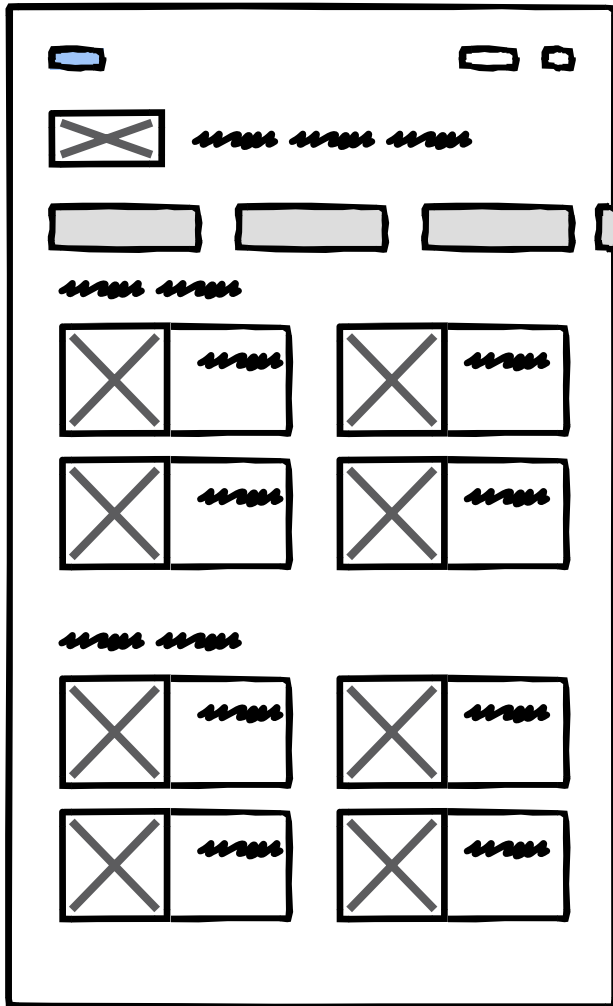
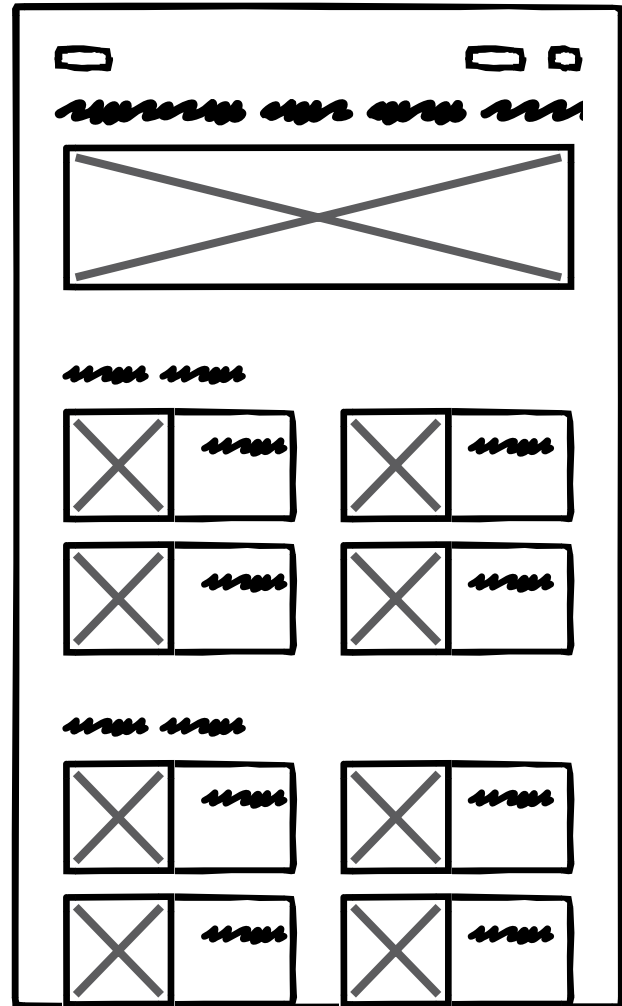
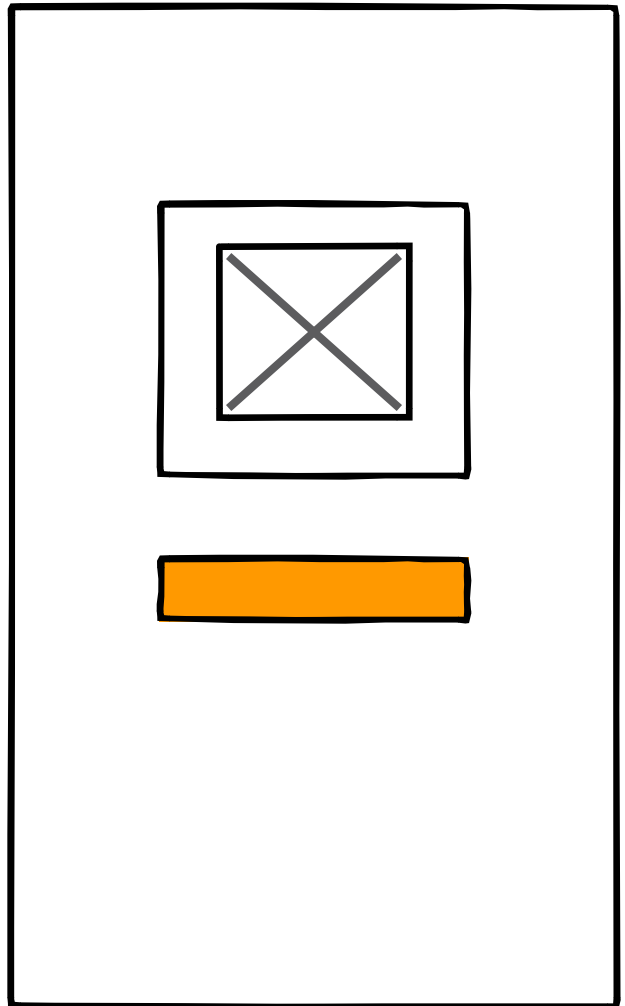


	Pre Order	Order	Pay & Get Receipt	Find a Table	Food Pick Up	Eat	Leave
Customer Touchpoints	Find a Kiosk to begin order	Kiosk	Credit card machine	Drink and utensil station	Number called, pick up from window	Food on tray	Tray and dishes
Customer Painpoints	Waiting in line Line all the way to the door, can't get in Can't get to the display case to pick up premade food Waiting behind someone who asks a lot of questions	Works pretty well	Works pretty well	Long line again Forget to get utensils then have to fight through the line when the food is up	Have to keep ticket out and pay attention,	None	Uncertainty on what to do with tray and dishes
Employee / Support	Can add cashiers, but the line still gets long at peak hours	New customers can have lots of questions, really slows down an already long and impatient line Regulars usually get the same thing over and over, but we have to key in the custom order like it is new everytime	Better now that we skip receipts and signing on orders under \$50	Hard to replenish this station with the throngs of customers	Food just sits here and we have to keep calling the number Or people loitter at the window	None	None











Hamburgers

Sushi

Tacos

Pizza

Poke



LA Food Hall

Featured



Billy's Pizza Palace

Chicago style pizza
pub serving thin crust
and something



Annie's Sushi Nest

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Coco's Crêpes

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Will's BBQ Joint

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Alphabetical



Billy's Pizza Palace



Annie's Sushi Nest



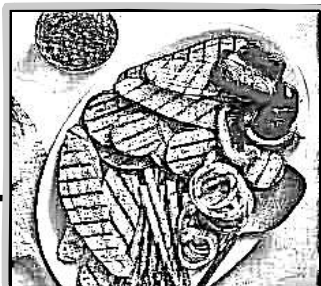
Dad's Pho



Coco's Crêpes



Will's BBQ Joint



Mom's Sandwiches

LA Food Hall



Begin Order



LA Food Hall

- Hamburgers
- Sushi
- Tacos
- Pizza
- Poke

Featured



Billy's Pizza Palace

Chicago style pizza pub serving thin crust and something



Annie's Sushi Nest

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Coco's Crêpes

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Will's BBQ Joint

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Alphabetical



Michelle's Healthy

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Mr. Pho's

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Gigi's Ice Cream Parlor

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Go Cubs Hot Dogs

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LA Food Hall

EST 1981



Search for menu items or restaurants



Billy's Pizza Palace



Annie's Sushi Nest



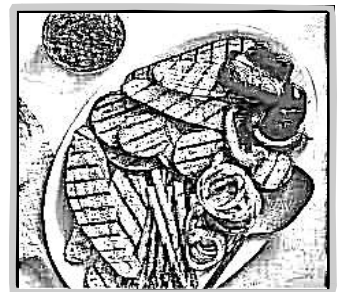
Dad's Pho



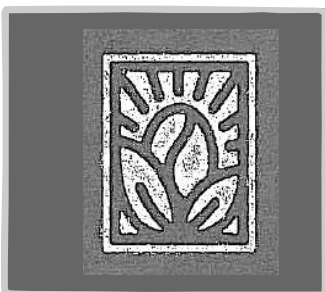
Coco's Crêpes



Will's BBQ Joint



Mom's Sandwiches



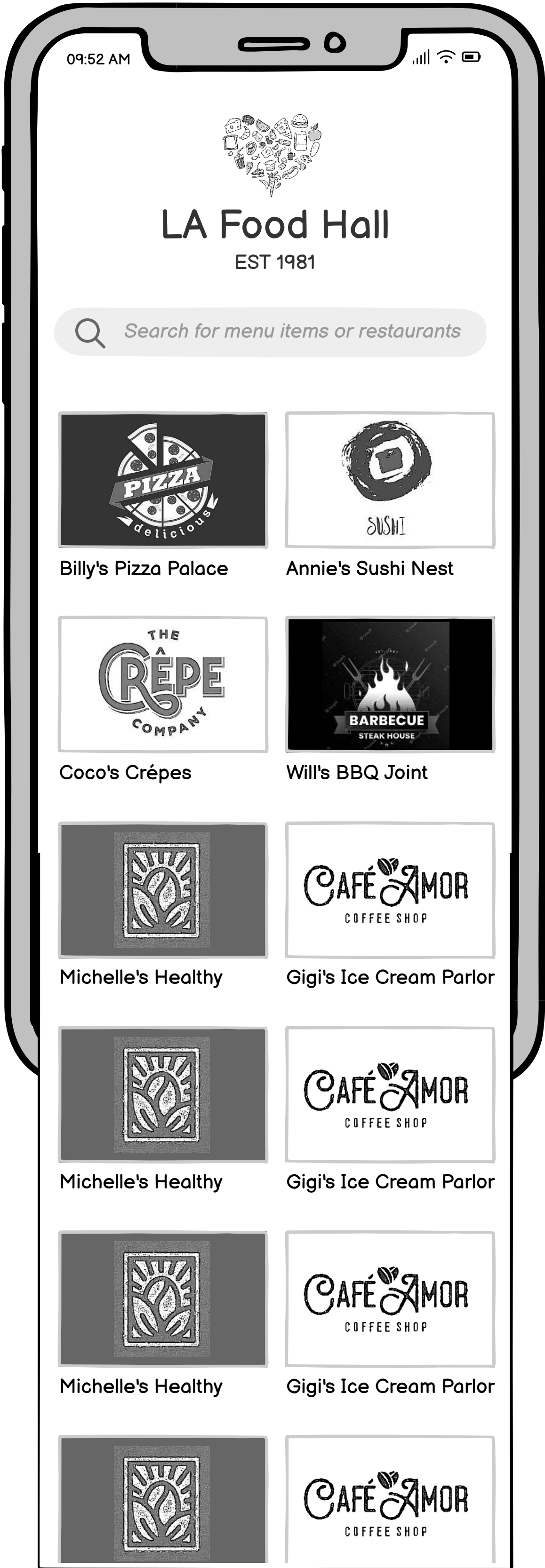
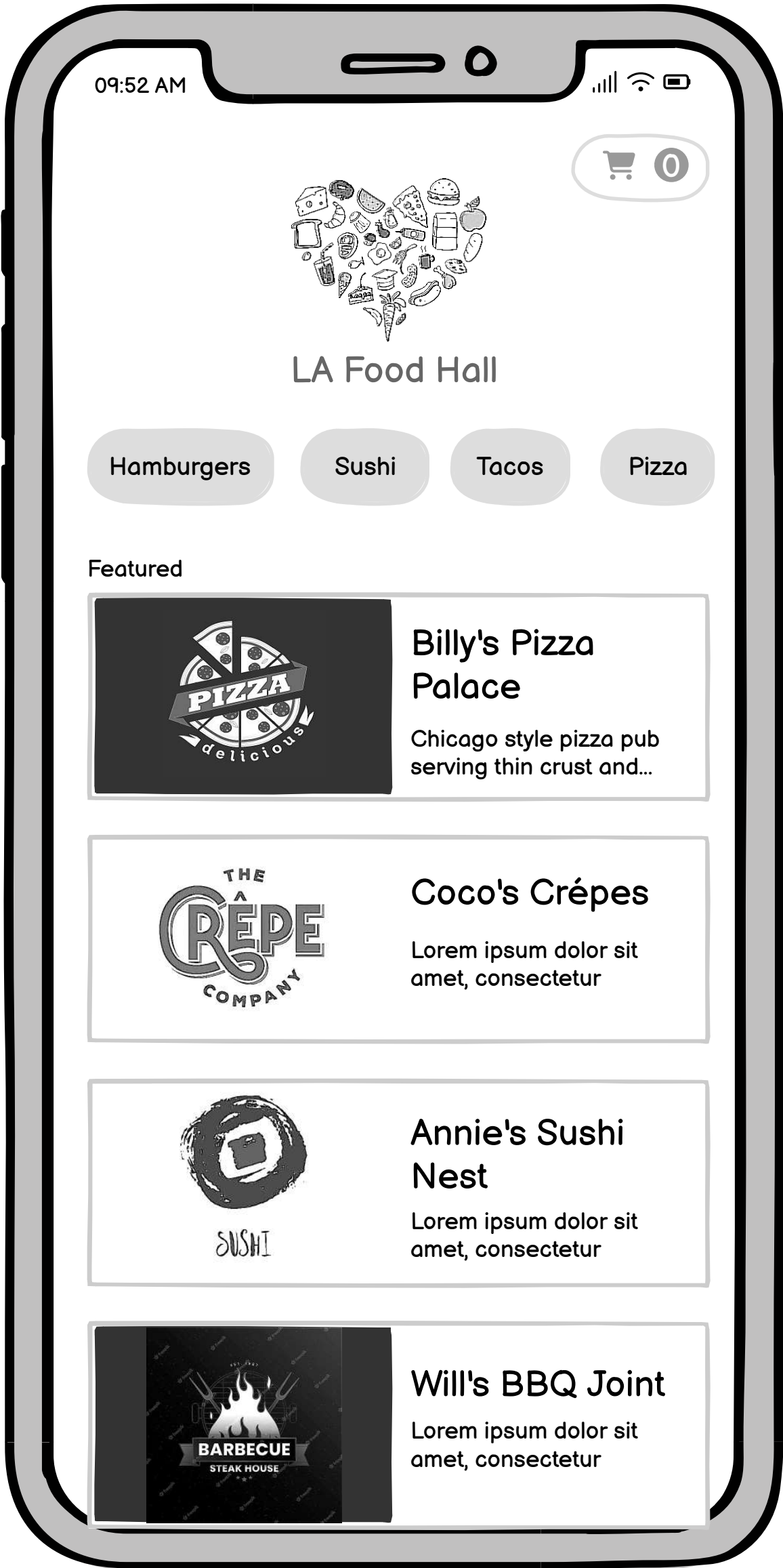
Michelle's Healthy



Cafe Amour



Hot Stuff



← Back

🛒 Cart 7



Billy's Pizza Palace

Thin Crust Pizza

Deep Dish Pizza

Salads

Bevera

Featured



\$24.99

Mom's Favorite Pizza Pie

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\$24.99

Thin Crust Pepperoni Pizza

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\$3.99

White Pizza

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\$3.99

Chocloate Chip Cookie Shake

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Thin Crust Pizza



\$34.99

Sausage and Pepperoni


Chicago style pizza pub serving thin crust and



\$34.99

Phil's Way


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\$34.99

Margherita

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\$34.99

White Pizza

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\$34.99

Pub Style from Downers

Chicago style pizza pub serving thin crust and



\$34.99

Michaelangelo's Favorite


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\$34.99

Taco Pizza

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\$34.99

Meat Lovers


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Thin Crust Pizza

Deep Dish Pizza


Salad

Featured

- 


\$24

Thin Crust
Pepperoni Pizza

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\$24

Mom's Favorite
Pizza Pie


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\$24

White Pizza

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Thin Crust Pizza

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\$24

Sausage and
Pepperoni

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Billy's Pizza Palace

POPULAR PICKS

- Thin Crust
Pepperoni Pizza

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\$28

Mom's Favorite Pizza

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\$24

Vanilla Shake

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\$4


THIN CRUST PIZZA



\$24

Thin Crust
Pepperoni Pizza

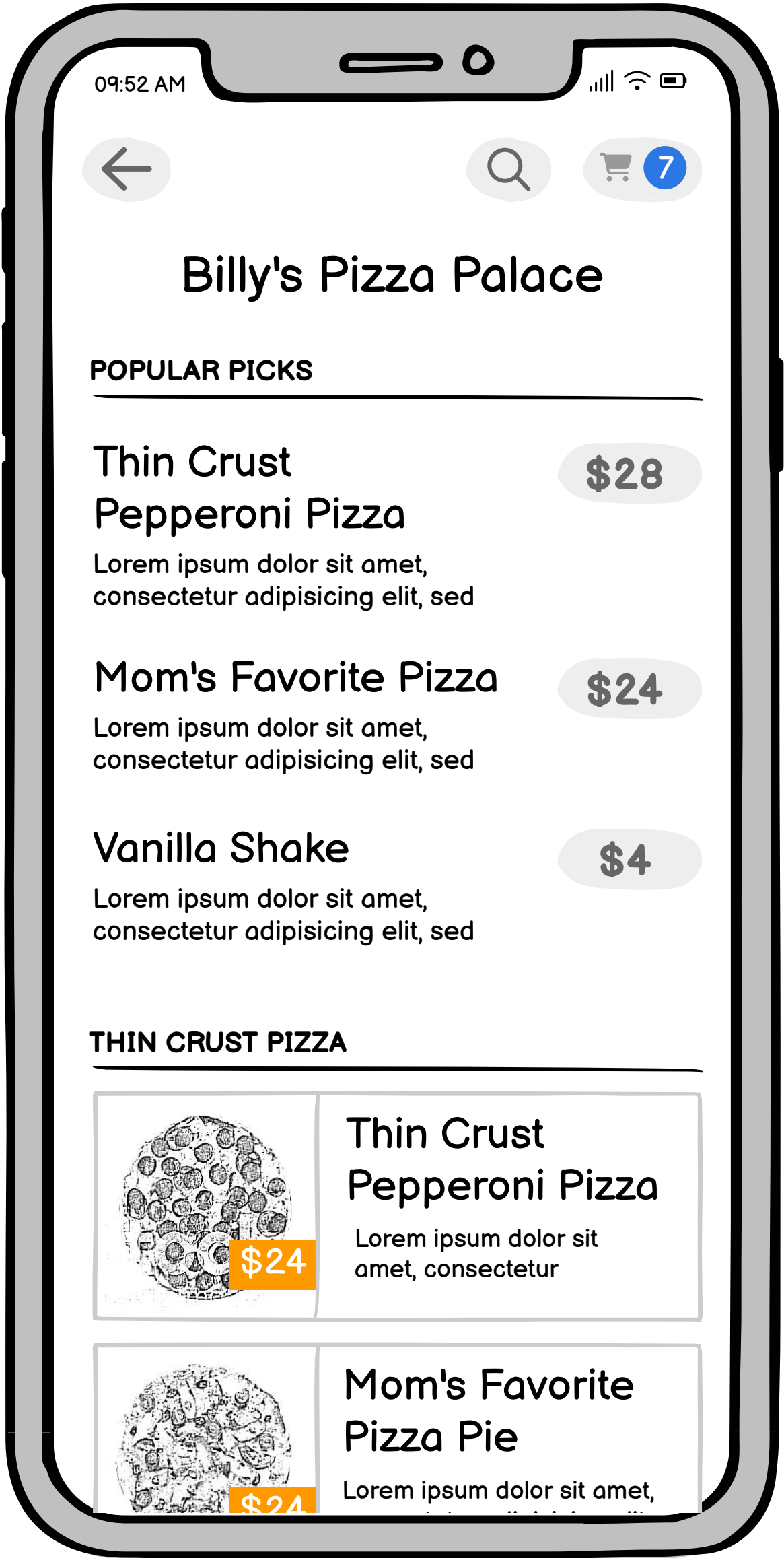
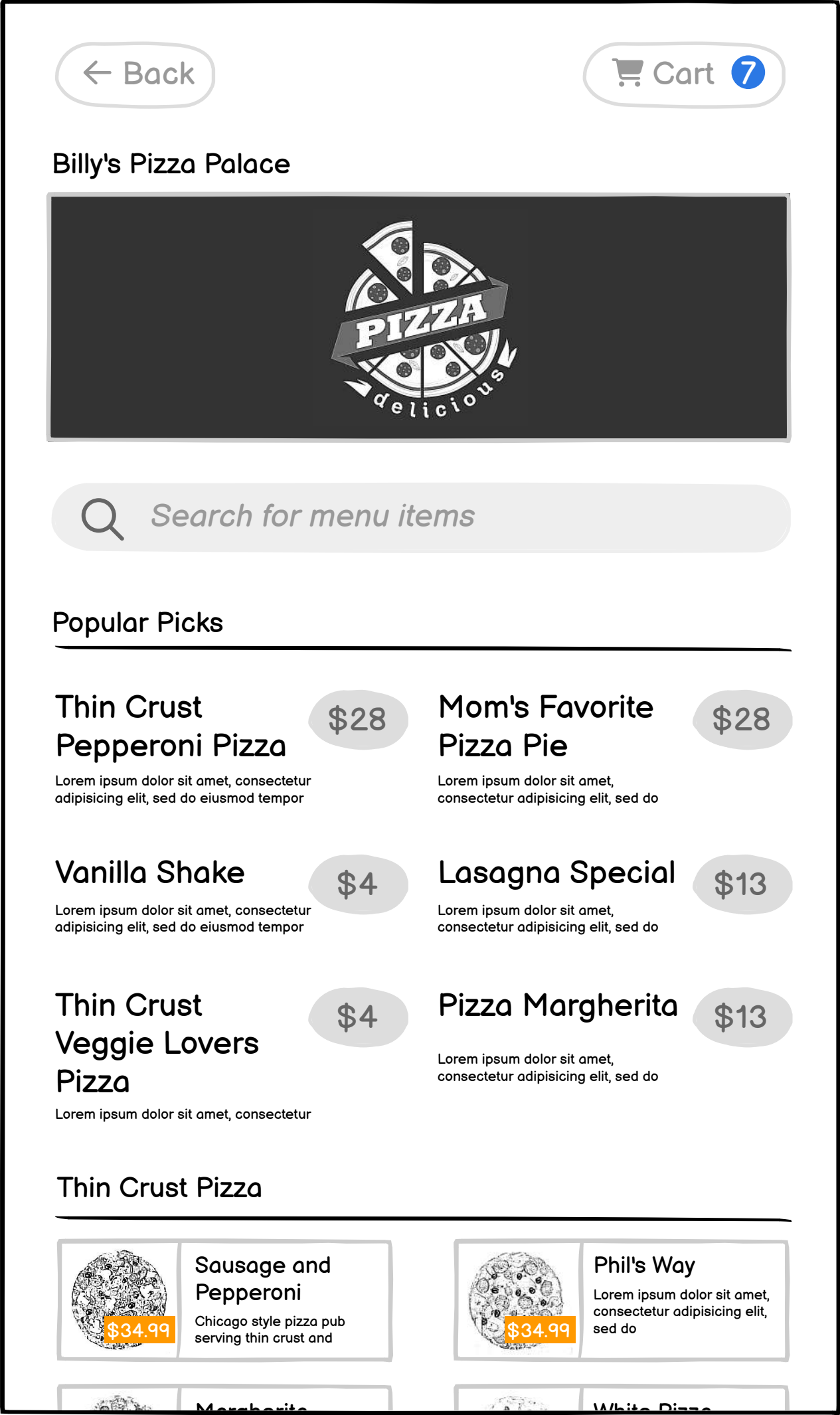
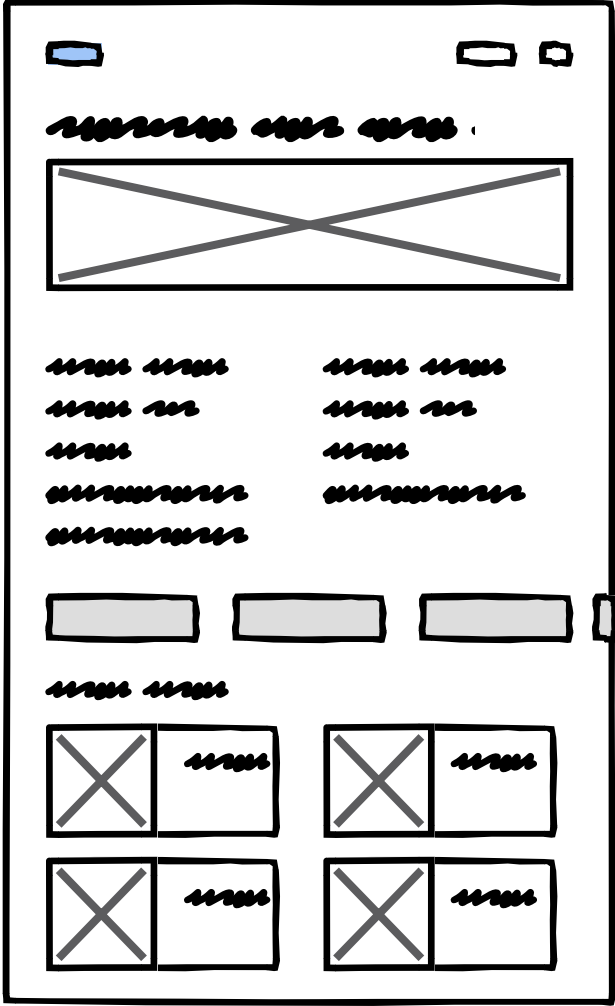
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\$24

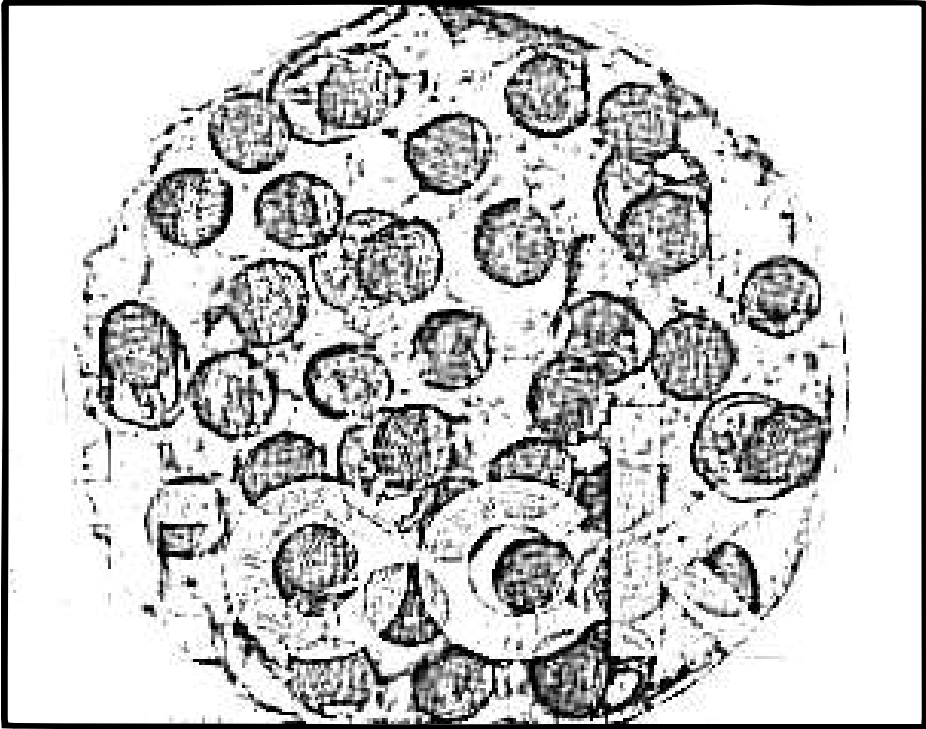
Mom's Favorite
Pizza Pie

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← Back

🛒 Cart 7



Thin Crust Pepperoni Pizza \$24.13

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- ☒ Pepperoni

☐ Sausage

☒ Pineapple

☐ Red Peppers

☐ Ham

☒ Bacon

☐ Beef
- ☐ Olives

☐ Onions

☒ selected

☐ Green Peppers

☐ Mushrooms

☒ Well Done

☐ not selected
- ☒ Topping

☐ Topping

☐ Topping

☐ Topping

☐ Topping

− 1 +

Add to Order

← Back

Cart 7

**You Added Thin Crust
Pepperoni Pizza to your cart**

Add more items from this shop

Add more items from another shop

Go to Checkout

Add more items from this shop

Add more items from another shop

[Go to Checkout](#)

☒☐☒☒ Pineapple☐ Red Peppers

☐ Ham

☒ Bacon

Reef

☒ selected☐ Green Peppers☐ Mushrooms

☒ Well Done

☐ not selected

☐ Topping

☐ Topping☐ Topping

1



Add to Order

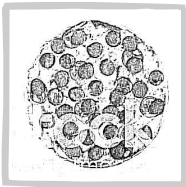
[← Back](#)

[🛒 Cart](#) **7**

Your Order (7 items)

\$87.03

Restaurant 1



Large Thin Crust
Pepperoni Pizza

−

1

+

\$24.13

Restaurant 2



Hamburger

−

2

+

\$22.41




Large French Fries

−

2

+

\$19.89



Chocolate Cake Shake

−

3

+

\$14.87

Restaurant 3



Grilled Veggie

−

1

+

\$10.00

Subtotal

\$81.30

Estimated Tax

\$5.73

Order Total

\$87.03

Checkout Now

← Back

 Cart **7**

Where would you like to eat?

Dine In

To Go

Personal Info

Name

Phone Number

Payment Info

Credit Card Number

Address

Subtotal

\$81.30

Estimated Tax

\$5.73

Order Total

\$87.03

Pay Now