**LA Food Hall Kiosk Ordering App**The Design Brief   
  
 \*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\*:  
1. \*Menu Browsing\*: Users should be able to explore the menus of different vendors, view images, read descriptions, and see prices.  
 2. \*Order Customization\*: Allow customers to customize their orders based on their dietary preferences and add special instructions.  
 3. \*Order and Pay\*: Seamless ordering and secure payment integration, with options for credit card, mobile payments, and food hall gift cards.  
4. \*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