Redesign the waiting in line experience

Types of waiting **in line**
• waiting in line to pay (groceries, any store,...
• waitin in line while in a car (toll booth, drive-through, bank)
• waiting in line for service (DMV, post office,
• waiting in line to order (fast-food, deli,
• waiting in line to enter a venue[have ticket] (concert, theater, convention,
• waiting in line with impatient kids
• waiting in line with limited # of tickets being sold
• waiting for the release of a new product(tech, game,
• waiting in line for new store openings

Types of waiting **without lines**
• waiting for your luggage
• waiting at the doctor's office
• waiting for your food to be ready
• waiting for an elevator
• waiting for your ride to arrive

Activities people do while waiting in line
[Without Mobile Device]
• Take the moment to center themselves
• Read a book/magazine
• Think about what they're going to order
• Fill out forms
• Look at other products

[Using Mobile Device]
• Browse Internet/App content
• Play a game on phone
• Call someone
• Write an e-mail
• Send text messages
• Listen to music/Watch video
• Check their schedule

Pre-Brainstorming Reflection: Most people when waiting in line turn to introverted activities where they don't actually interact with anyone else. They are there to do their business and leave so that they can get back to their world. As a thought, this isn't necessarily something that needs to be broken; no need to force people to socialize, but how we can augment the introverted waiting experience and offer people something that they would be interested in?

Your phone is already the ultimate boredom solution to waiting in line, so how can we change how the phone is used.

Waiting in line Redesign Brainstorming:

1. Provide customers with puzzles on their phones that they play to win discounts on their purchase.
   –Theme: entertainment, potential prize, incentive to wait in line longer for same product as everyone else

2. Provide customers with local news and events via phones
   – Theme: entertainment, knowledge

3. Place interactive displays in the waiting area with information on popular products, upcoming sales, flash deals, etc.
   – Theme: entertainment, draw customers back to store, knowledge, collaboration

4. Use mobile devices to enter a virtual plaza with other people waiting in line where you can view their for-fun profiles
   – Theme: entertainment, social interaction, knowledge

5. For venues with limited number of tickets use NFC to claim a ticket and to check-in to the venue instead of worry about whether or not you'll get a ticket and then keeping track of a physical ticket
   – Theme: saving time, virtualized system, knowledge

6. Change where the lines is positioned (Disneyland trick of winding lines through sceneries can be done at restaurants except themed after food)
   – Theme: entertainment, child-attention-grabber

7. *"Anxiety Makes Waits Seem Longer"*. For baggage claim: Scan luggage as removed from plane, which messages passengers' phones that it has been received and will be with them at the luggage pickup shortly.
   – Theme: lessen stress, knowledge

8. Have a personal survey on a whiteboard with a simple question like "what month were you born on"
   – Theme: entertainment, data gathering, knowledge

9. Lay out tactile puzzles for people to try to solve - Courtesy of Carey Phelps
   – Theme: entertainment, child-attention-grabber

10. Show ads for shops in the vicinity in a mobile app for people to plan their next destination
    – Theme: knowledge

11. Tumblr tailored to geographical location, with recipes, news, ads, events, local user content
    – *Theme: entertainment, knowledge*

12. Create your order from your phone and even pay for it, which generates a code that you scan upon reaching the front of the line, completing your order.
    – *Theme: saving time, knowledge*

13. Augmented Reality art/objects around the waiting area
    – *Theme: entertainment, art, child-attention-grabber*

14. Provide content on screens that people waiting in line vote on or contribute to things such as group art or music
    – *Theme: entertainment, collaboration, child-attention-grabber*

15. Wall projection of virtual environments that people can watch and interact with
    – *Theme: entertainment, child-attention-grabber*

16. Live video feed showing somewhere across the country or in another country
    – *Theme: entertainment, knowledge*

17. Start spontaneous game using a T.V. screen where winner gets a free small item
    – *Theme: entertainment, potential prize, knowledge*

18. Have prize giveaways with guess the number of jelly beans in a jar type games
    – *Theme: entertainment, potential prize*

19. An suggestion app that brings up snippets of new music or YouTube videos you might like based off of the ones that you're listening to/watching at the moment to pass the time.
    – *Theme: entertainment, personal, knowledge*

20. A conveyor belt to drop the items you're buying off so you don't have to hold them when standing in line and they get automatically scanned by the time it's your turn at the register, leaving you to only pay.
    – *Theme: convenience, saving time*

Narrowing & Synthesizing

Major Themes:
- Entertainment: 15
- Potential Prize: 3
- Saving time: 2
- Child-attention grabber: 5
- Knowledge: 12
- Incentive: 1

- Draw customers back: 1
- Personal: 1
- Convenience: 1
- Collaboration: 2
- Virtualize: 1
- Stress-Reduction: 1

Prototyping

Idea 1:

Create your order from your phone and even pay for it, which generates a code that you scan upon reaching the front of the line, completing your order and requiring no more interaction.
  – Theme: saving time, knowledge

Why: This approach can save time in having to verbally make your order and remove the risk of something being entered wrong, expediting the whole order and payment process while visually showing customers the full range of the menu.

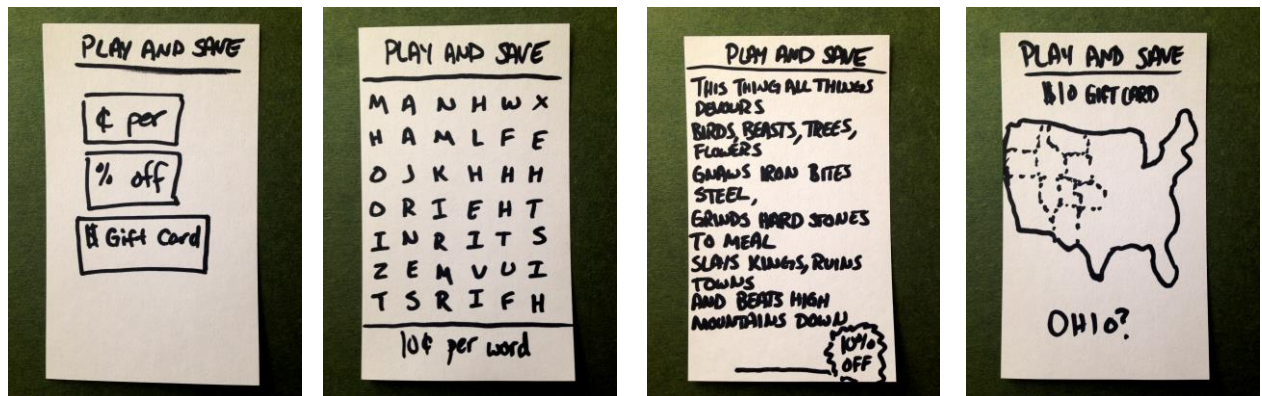*Customized to fit the Ike's ordering experience for testing
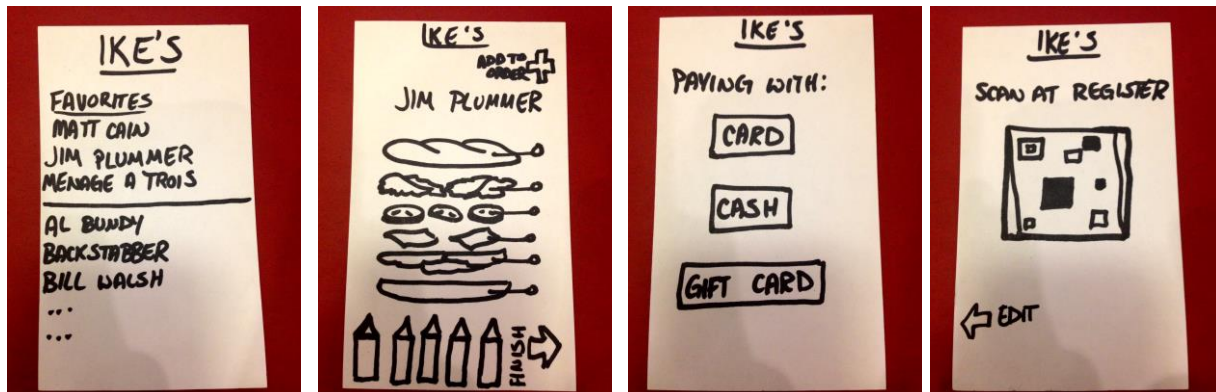
Idea 2:

Provide customers with puzzles on their phones that they play to win discounts on their purchase.
—*Theme: entertainment, potential prize, incentive to wait in line longer for same product as everyone else*

Why: People love saving money, and if they have to wait in line for a while, % discounts or cent-valued reductions for completing puzzles not only acts as entertainment but as compensation for having to wait so long.

Testing

For testing, I decided to go use my first idea of customizing orders while waiting in line and created a prototype modeled after the Ike's ordering experience.

Feedback

Test 1: (Two female grad students)
- Chipotle has people come take your order while waiting in line so that you can get that out of the way
- The interface for customization is good
- Would be cool for customizing Starbucks drinks
- Useful where you get the same thing since it takes Favorites into account
- Asked if this would remove the need for cashiers

Test 2: (Female Undergrad)
- Why not just order online using the app?
- Appreciates being able to see the food before you order it

Test 3: (Two male grad students)
- It would be useful to see calorie and allergy information
- Concern about not being able to ask what dishes are recommended by cashier
- New restaurant items should be highlighted

Test 4: (Female Undergrad)
- Likes how it saves time in having to make your order
- Suggested posters could be put up near waiting area for people to use it
- Things allergy information should be added
- Pointed out that it'd be nice to just place your order via the phone

Test 5: (Two Female office workers)
- Suggested that order customization on phone would be useful in foreign countries if you didn't know the local language, because you can just scan the order in at the register
- Both would really like to be able to order online.
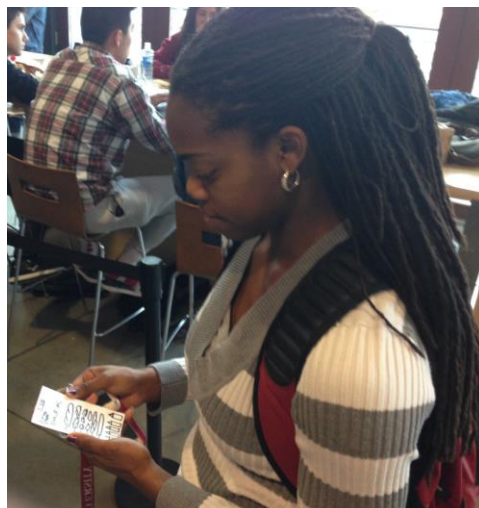
Insights & Possible Paths to Take

- Many people would like to be able to send the order in via your phone and just wait to pick it up
- Calorie and Allergy information is important to many customers, which is true with many restaurants now posting calories next to menu items
- People like to see pictures of the food along with text descriptions, but not just text or just pictures
- Restaurants with a lot customization could make good use of an application interface
- People generally would like to save time in having to wait to order.