Atomic
WALKTHROUGH

Company: Restaurant — "Sass" Woodfired BBQ, "An experience as spicy as our sauce."
(The service is witty, outgoing, and not afraid to give sass to guests.)
With the restaurant business people complain about the food, the service, the wine selection, the parking, the website, the location... everything.

User study:
Upset with the slow restaurant service, they want to easily write a long, detailed comment about what specifically went wrong and they want others to know about it online.

Mandatories:

1. Need to supply name or choose to be anonymous.
2. Needs to be easy to fill out. (Nice open space, and easy to read).
3. They need to feel like they can warn other people.
4. Want an immediate response (a pop up or email that says you're voice was heard).

Design aesthetic solution:
What do most companies complaint sites looks like? Blue, calming. A lot of open space. Sass isn't afraid to use their original branding, reds, wittiness and flaming hot images of their grill. However, it's also not meant to be in your face goofy or obnoxious.

User emotional solution:
Make the user smile, while Sass uses humor to diffuse anger when filling out the form.

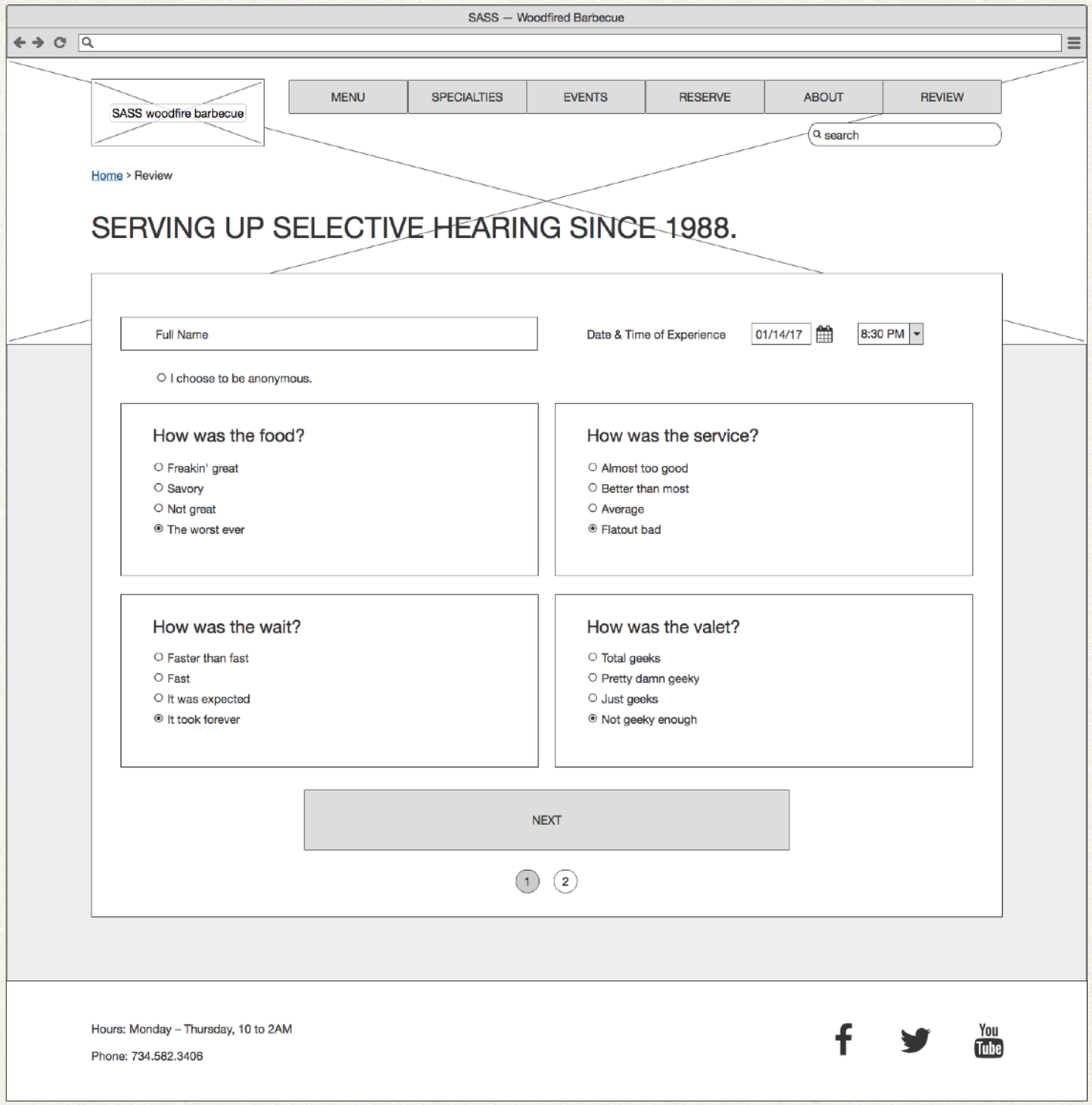
Concept:
If you were going to blast Sass on social media, what would that look like? (Sort of a "do your worst" approach.) Set up elements that help them choose the types of complaints they would have.

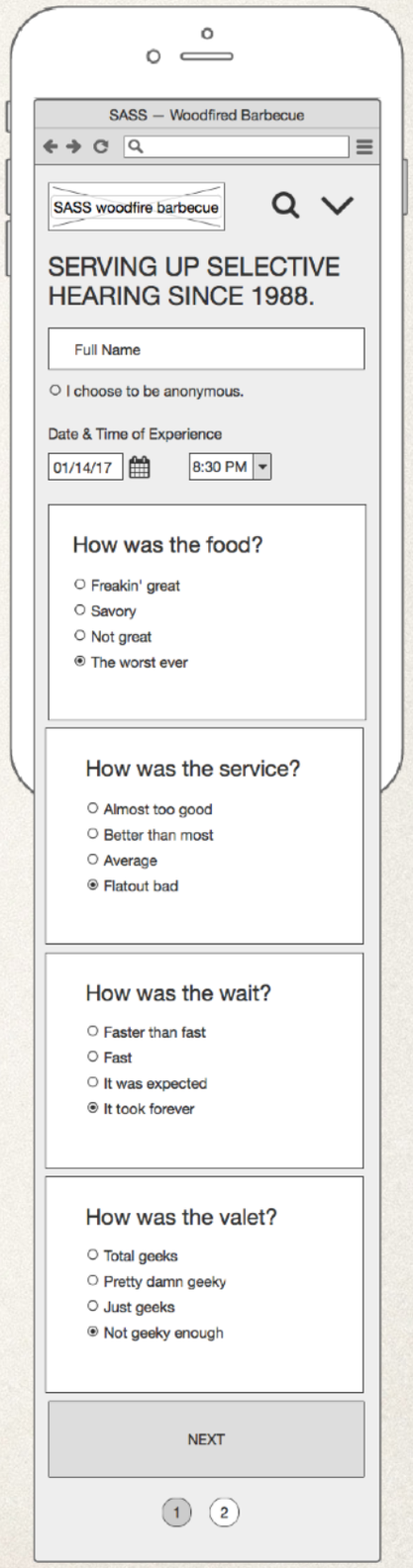
1. Their profile pic would be an avatar ranging from "sorta frustrated" to a "red devil with smoke blowing out of your ears" expression.
2. Your name is saved over, or if you chose to remain anonymous, a randomly generated insult is generated in it's place. (Sir Grumpy Pants, Misses SoMad, Granny OldenGray)
3. Ability to add their own photos
4. User comment is added into the post section or "Wall".
5. Get extra "damage" for using the randomly generated words and pictures from your experience in your post.

When the user is done filling out the form it would tell you how much damage you inflicted with a score and post it to the fake "Wall" page on their site. This acts almost as an advertisement to bring in more customers who love the sassiness reported on their wall. This would get mixed in with people having fun/making it up just to play the game, and could be pretty amusing to read. The potential guests (those reading the site) may not know which comments are made up for fun (to score as much points as possible) and which are real.

Atomic
TEMPLATES

Reviews Page





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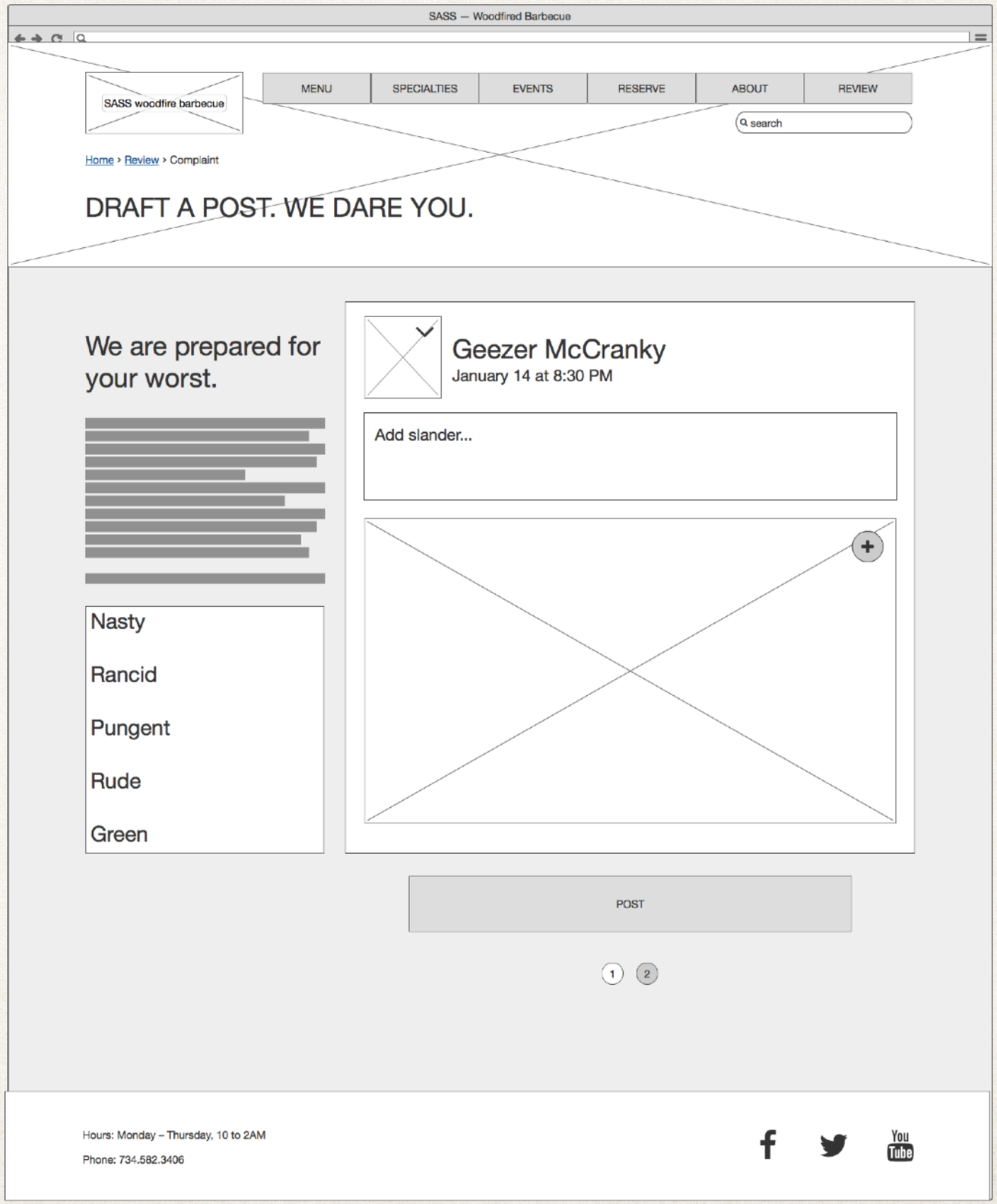
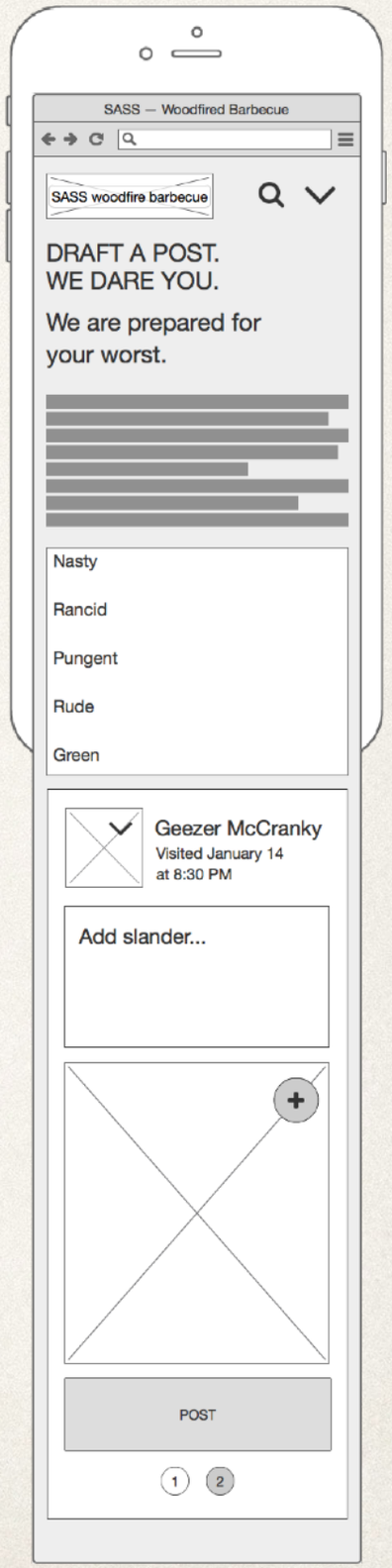
TEMPLATES

Complaint Page





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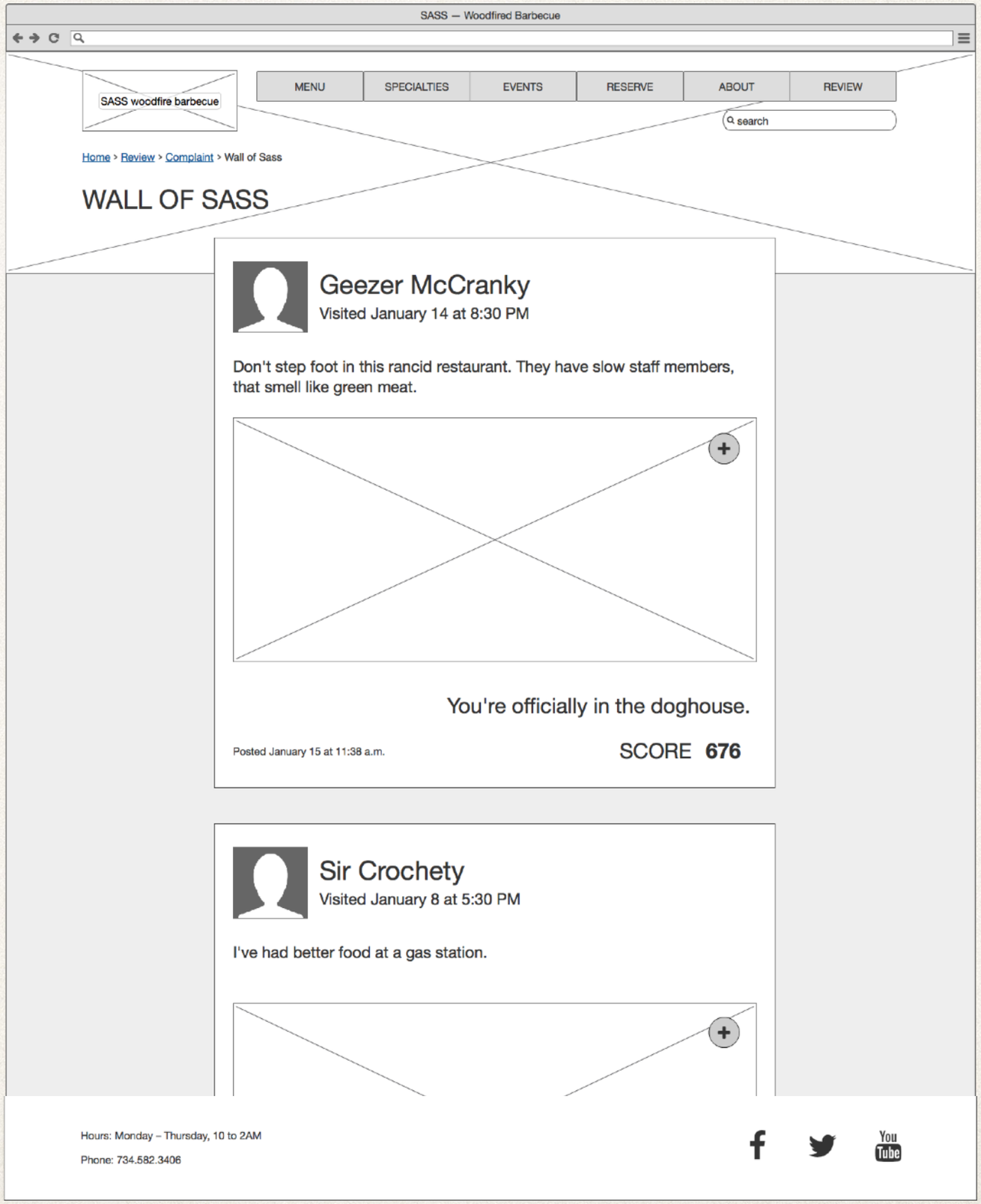
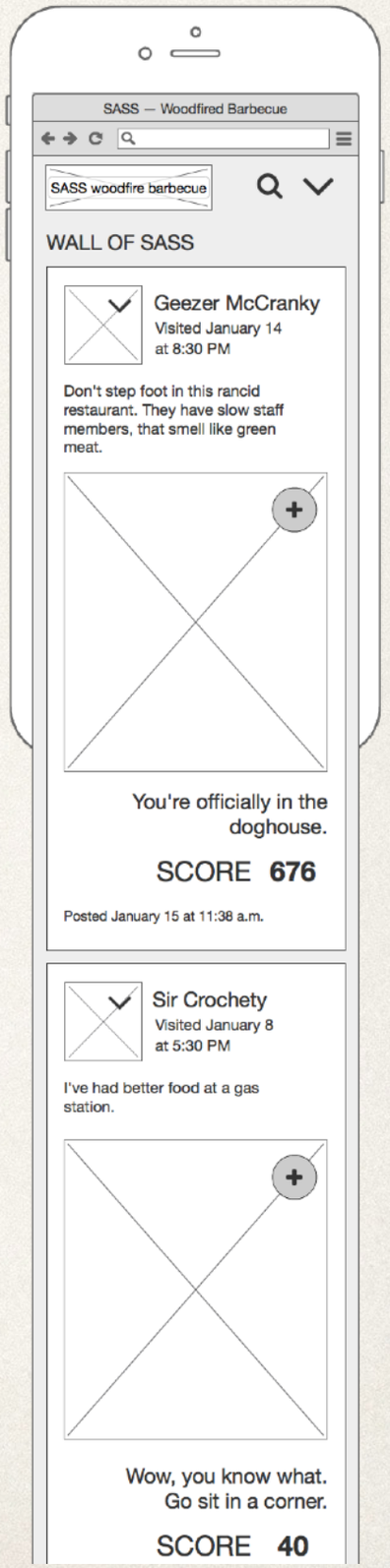
TEMPLATES

Wall of Sass Page





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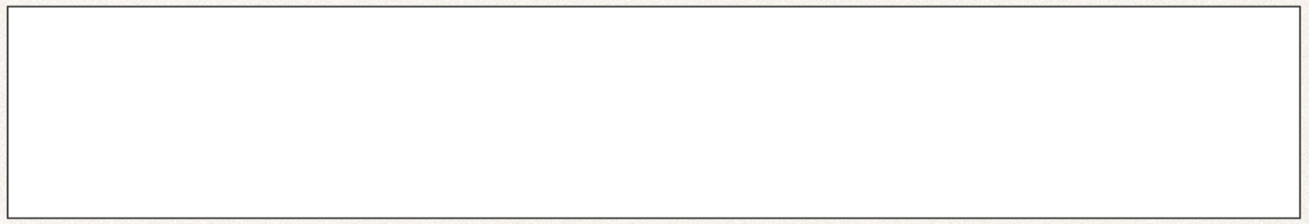
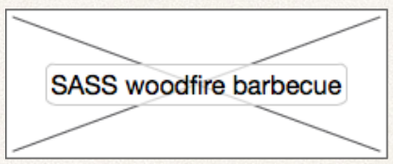
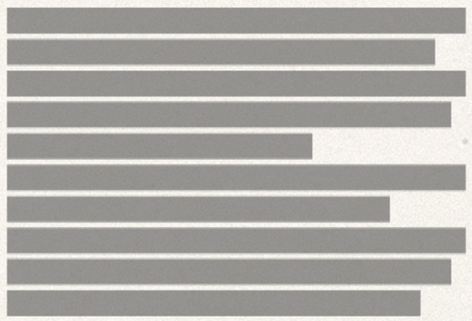
ATOMS

WALL OF SASS



You're officially in the doghouse.





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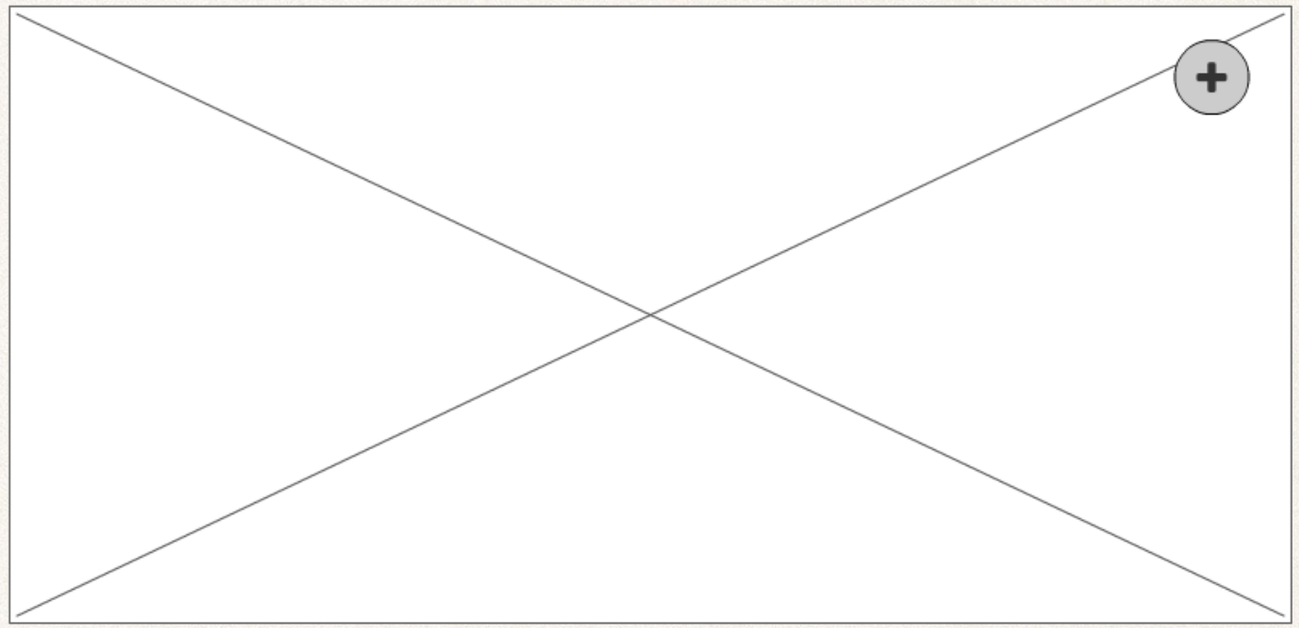
MOLECULES

1 2

Home > Review > Complaint > Wall of Sass



SCORE **945**

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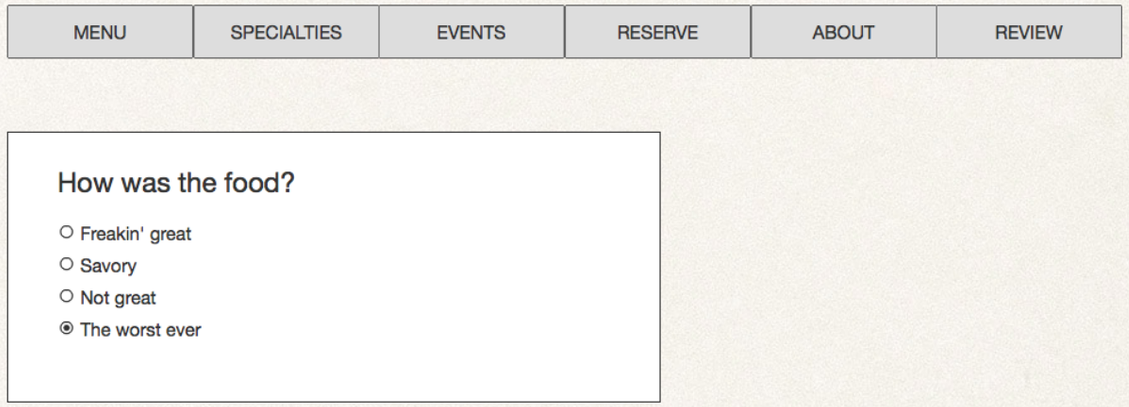
ORGANISMS



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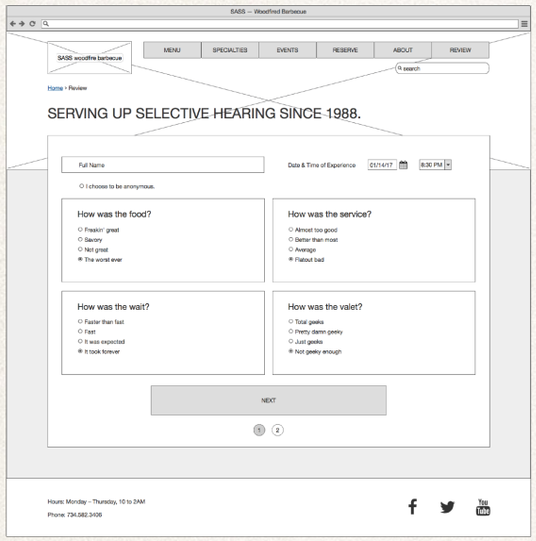
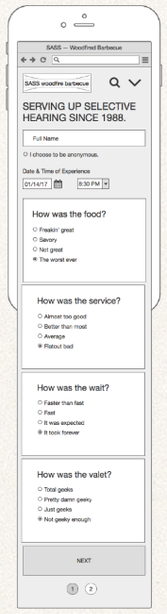
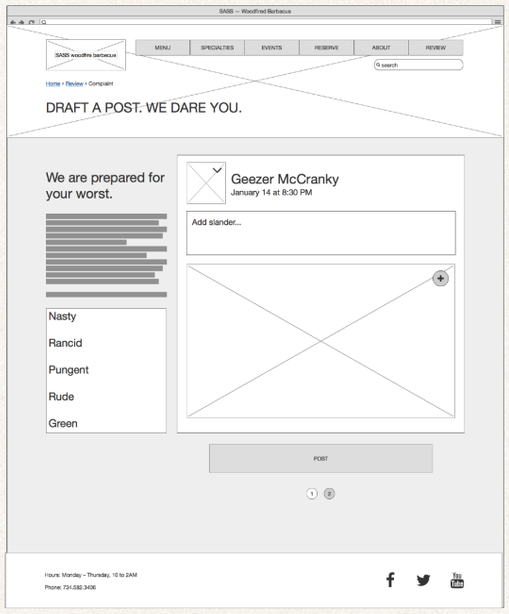
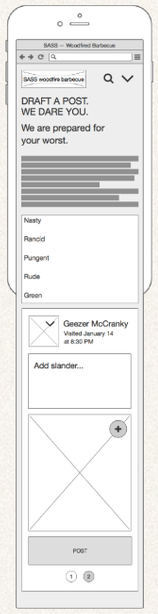
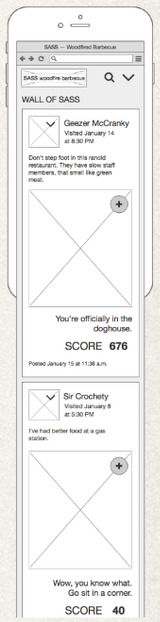
TEMPLATES (REVIEW)











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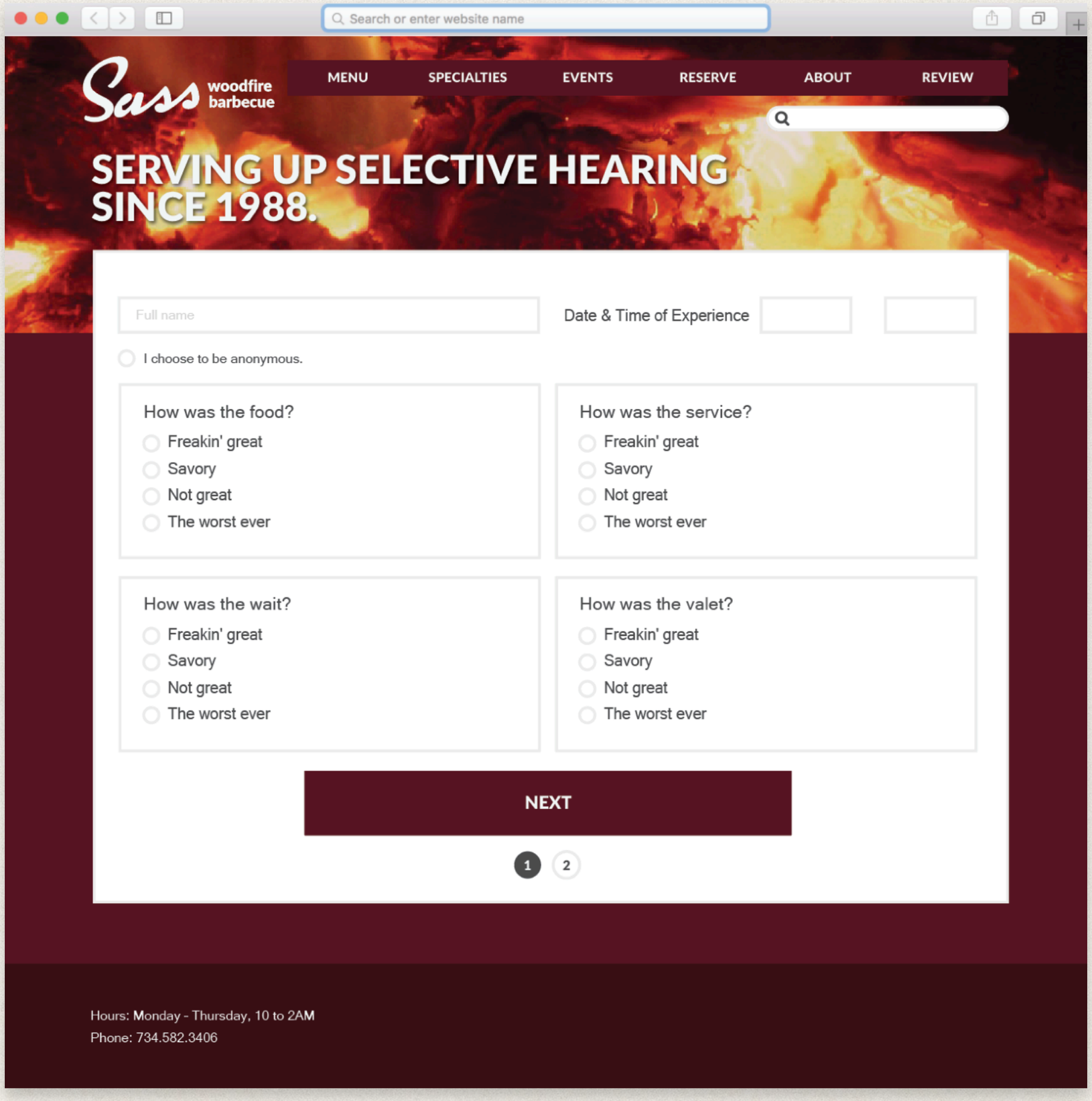
PAGE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EVENTS
RESERVE
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Full name
Date & Time of Experience
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How was the food?
Freakin' great
Savory
Not great
The worst ever
How was the service?
Freakin' great
Savory
Not great
The worst ever
How was the wait?
Freakin' great
Savory
Not great
The worst ever
How was the valet?
Freakin' great
Savory
Not great
The worst ever
NEXT
1
2
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