

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

SASS — Woodfired Barbecue

SASS woodfire barbecue

MENU

SPECIALTIES

EVENTS

RESERVE

ABOUT

REVIEW

Q search

Home > Review

SERVING UP SELECTIVE HEARING SINCE 1988.

Full Name

☐ I choose to be anonymous.

Date & Time of Experience

01/14/17

8:30 PM

How was the food?

☐ Freakin' great

☐ Savory

☐ Not great

☒ The worst ever

How was the service?

☐ Almost too good

☐ Better than most

☐ Average

☒ Flatout bad

How was the wait?

☐ Faster than fast

☐ Fast

☐ It was expected

☒ It took forever

How was the valet?

☐ Total geeks

☐ Pretty damn geeky

☐ Just geeks

☒ Not geeky enough

NEXT

1

2

Hours: Monday – Thursday, 10 to 2AM

Phone: 734.582.3406

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YouTube

SASS — Woodfired Barbecue

SASS woodfire barbecue

Q search

Home > Review

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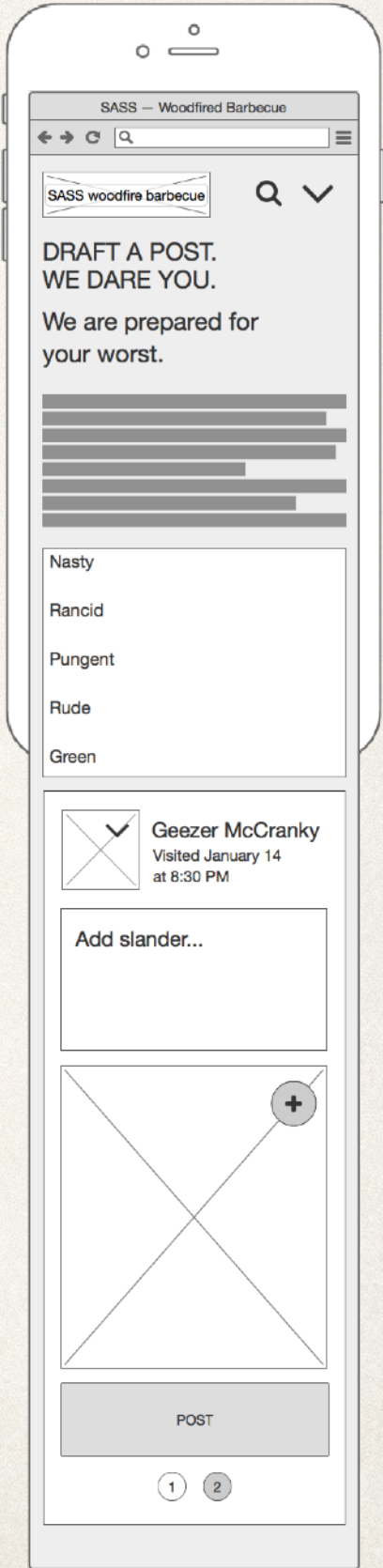
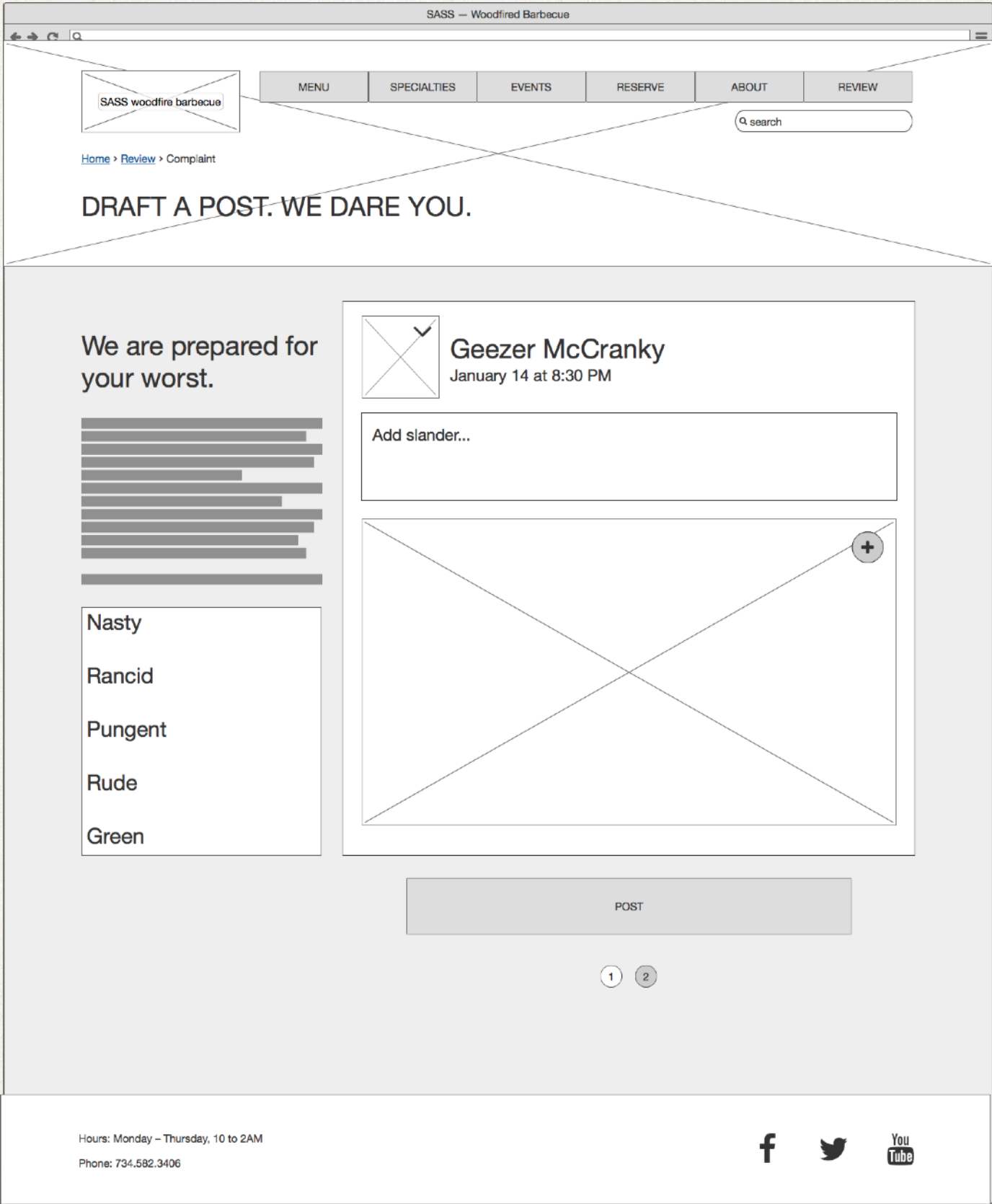
NEXT

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2

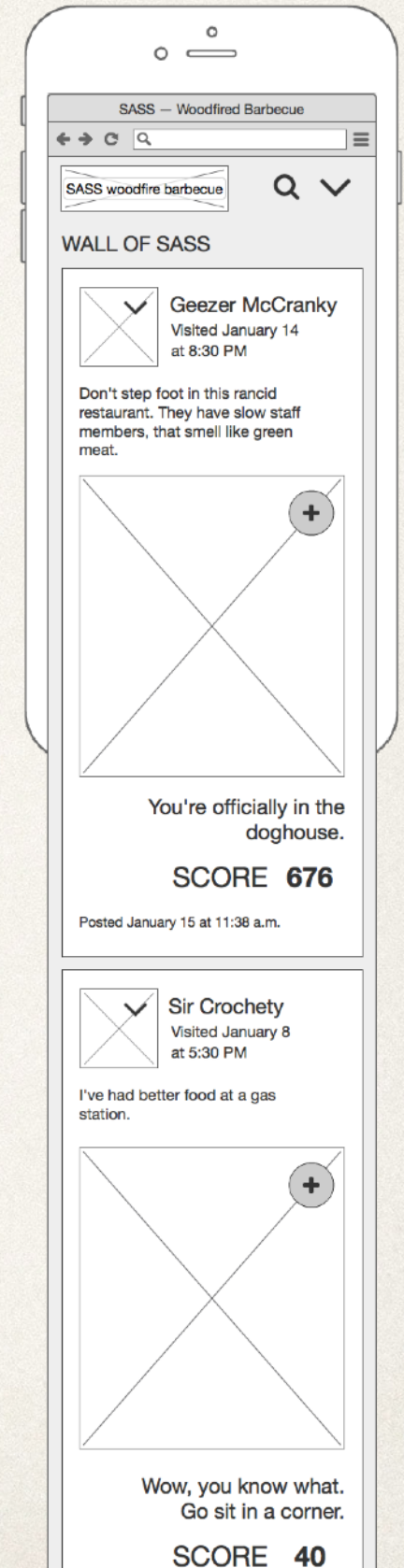
Atomic TEMPLATES

Complaint Page



Atomic TEMPLATES

Wall of Sass Page

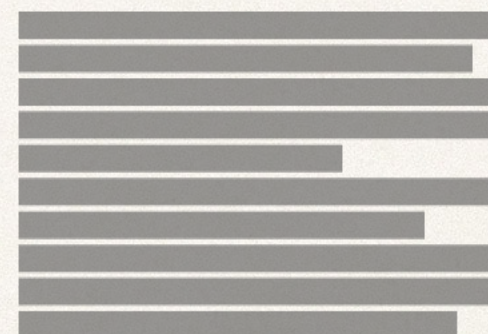
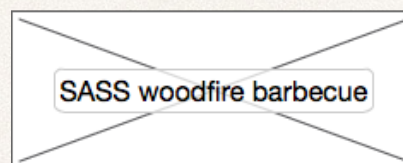


Atomic ATOMS

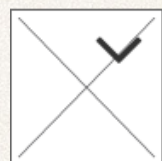
WALL OF SASS



You're officially in the doghouse.



Atomic MOLECULES

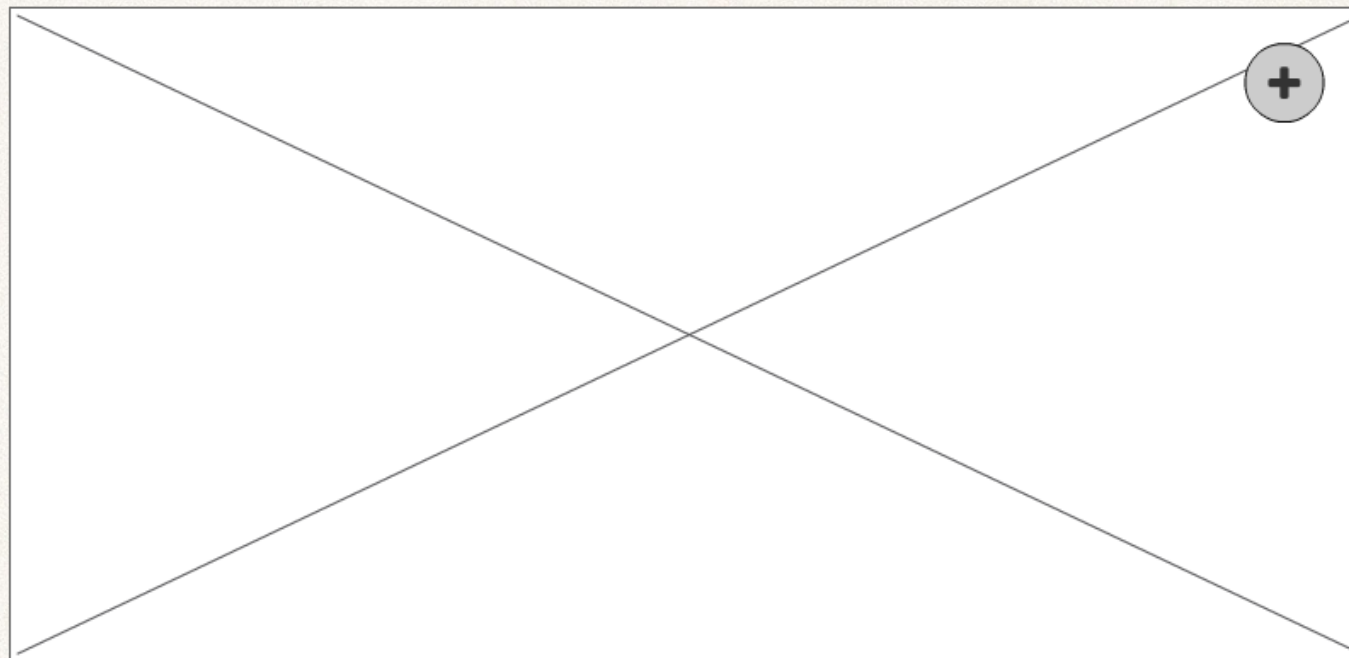


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[Home](#) > [Review](#) > [Complaint](#) > Wall of Sass

SCORE **945**



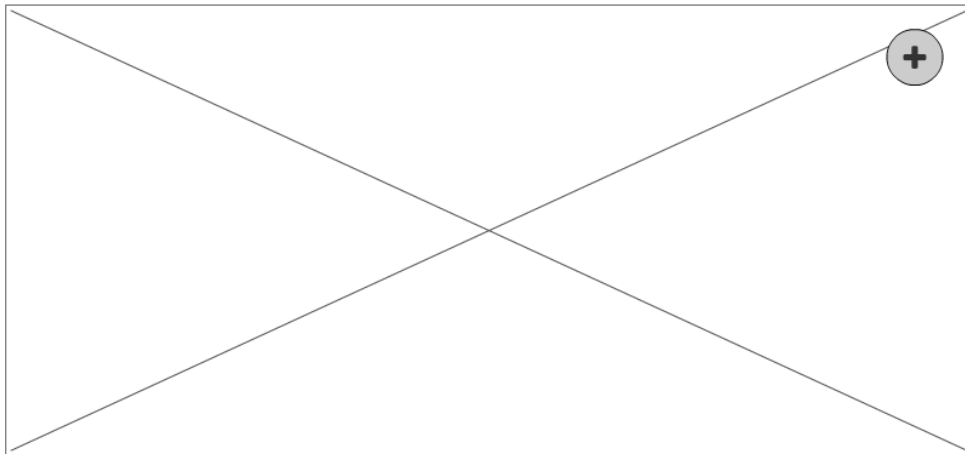
Atomic ORGANISMS



Geezer McCranky

Visited January 14 at 8:30 PM

Don't step foot in this rancid restaurant. They have slow staff members, that smell like green meat.



You're officially in the doghouse.

Posted January 15 at 11:38 a.m.

SCORE 676

MENU

SPECIALTIES

EVENTS

RESERVE

ABOUT

REVIEW

How was the food?

- ☐ Freakin' great
- ☐ Savory
- ☐ Not great
- ☒ The worst ever



Sir Crochety

Visited January 8 at 5:30 PM

Atomic TEMPLATES (REVIEW)

SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review

SERVING UP SELECTIVE HEARING SINCE 1988.

Full Name Date & Time of Experience

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☐ Sassy
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☐ Almost too good
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NEXT

Hours: Monday - Thursday, 10 to 2AM
Phone: 734.582.3408

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SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review

SERVING UP SELECTIVE HEARING SINCE 1988.

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Date & Time of Experience

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NEXT

SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review > Complaint

SASS woodford barbecue

DRAFT A POST. WE DARE YOU.

We are prepared for your worst.

☒ Geezer McCranky
January 14 at 8:30 PM

Add slander...

Nasty
Rancid
Pungent
Rude
Green

POST

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f t y

SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review

SASS woodford barbecue

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POST

SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review > Complaint > Wall of SASS

WALL OF SASS

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SCORE 676
Posted January 15 at 11:38 a.m.

☒ Sir Crochety
Visited January 8 at 5:30 PM

I've had better food at a gas station.

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f t y

SASS - Woodford Barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Home > Review

WALL OF SASS

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SCORE 676
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☒ Sir Crochety
Visited January 8 at 5:30 PM

I've had better food at a gas station.

Wow, you know what. Go sit in a corner.
SCORE 40

Atomic PAGE

Search or enter website name

Sass woodfire
barbecue

MENU SPECIALTIES EVENTS RESERVE ABOUT REVIEW

Q

**SERVING UP SELECTIVE HEARING
SINCE 1988.**

Full name

Date & Time of Experience

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NEXT

1

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