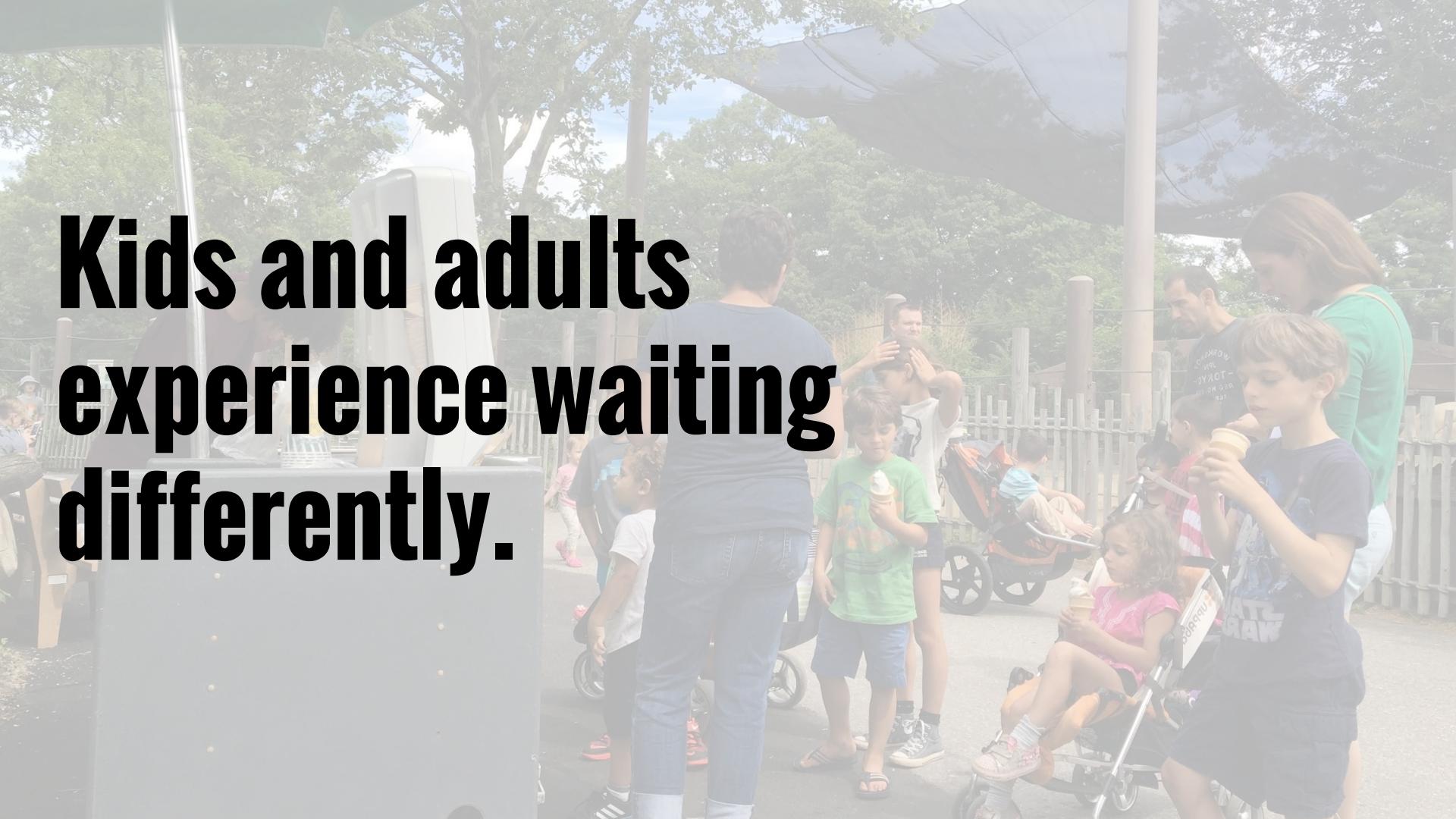


Concession Stands

Redesign the experience of waiting at a concession stand.



Kids and adults experience waiting differently.

How Might We...

Redesign the concession stand waiting experience with a kid's point view in mind?

Create a waiting experience for outdoor concessions that entertains and engages kids?

Personas





Prototyping: Phase 1

Situation One: Pre-checkout, I Spy Game, Indian Point Park.

Concept Tested: Line optimization and physical modification of the line.

Lessons Learned: Pre-checkout was efficient, game might be distracting to kids. Kids are overall more engaged.



Prototyping: Phase 2

Situation Two: No Pre-checkout, I Spy Game, Fox Point Waterpark.

Concept Tested: Physical modification of the line.

Lessons Learned: Too many bright colors will distract kids, simplified I Spy game was most useful, kids loved the line and think it's more fun.



Prototyping: Phase 3

Situation Three: No Pre-checkout, Separate I Spy Game, Playground Concession Stand.

Concept Tested: Physical modification of the line and creation of kid-specific line.

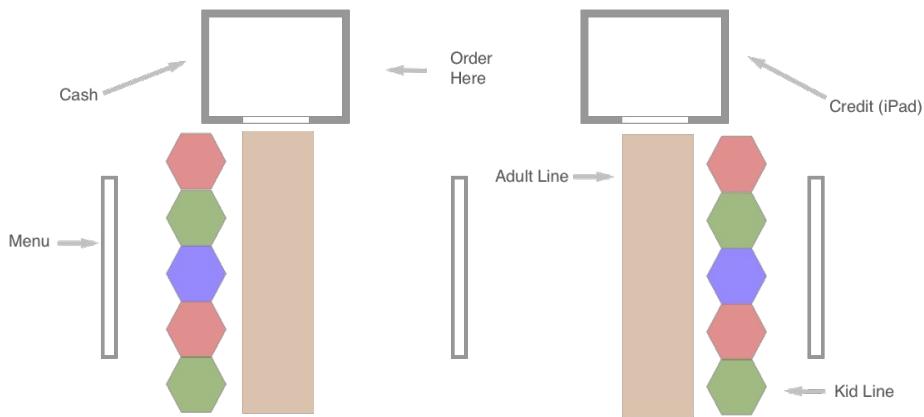
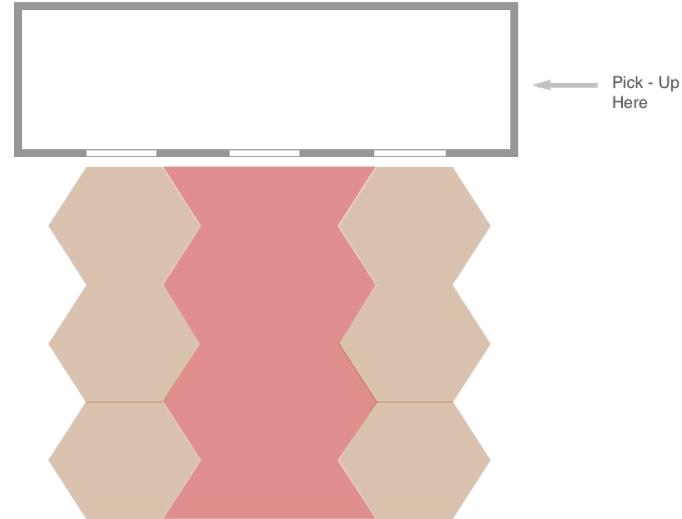
Lessons Learned: Kids will stand in pre-specified lines, The colorful line may potentially help vendors with their business.



Key Findings

1. **Physical Modification:** Curvy Line more preferable, less strict gaming structure, less colors.
2. **Pre-Checkout:** Automating the process will be helpful, visual representation helped.

Our Offering



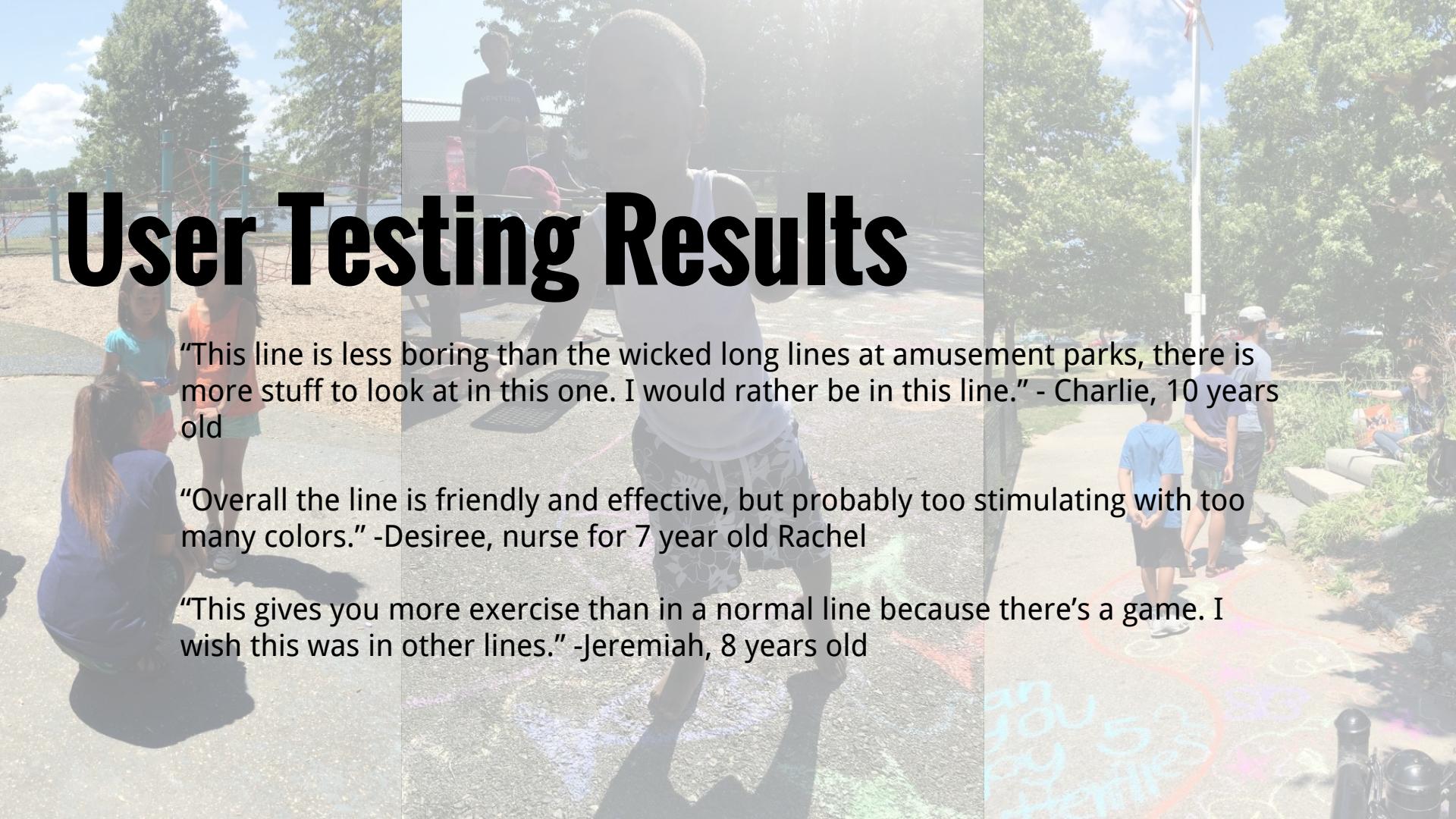
Business Case

- Physical modification can positively impact concession stand **revenue** by drawing kids' attention to the stand.
- Pre-checkout system combined with modified line layout can **maximize service efficiency** of the stands.
- Suggested improvements can be made around existing concession stand structure.

Questions?



User Testing Results



"This line is less boring than the wicked long lines at amusement parks, there is more stuff to look at in this one. I would rather be in this line." - Charlie, 10 years old

"Overall the line is friendly and effective, but probably too stimulating with too many colors." -Desiree, nurse for 7 year old Rachel

"This gives you more exercise than in a normal line because there's a game. I wish this was in other lines." -Jeremiah, 8 years old

Limitations

Couldn't find a place with enough people to create a line during field work hours

Could only minimally test with an actual concession stand

Couldn't replicate a realistic concession stand

Zoo limited interactions with visitors

Next Steps

Test at zoo during peak hours

Higher resolution MVP (sticker)

Get parents/adults more involved

Talk to real concession stands about viability/interest

What We'd Do Differently

Schedule more formal time with zoo

Tape tarp to ground + make it smaller

Identifying sports teams or places with groups of kids

Work with prepared food to better simulate waiting