



# LAYERS

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by Yelp for P.F. Chang's

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People are designing and adapting for themselves all the time — it's always fascinated me and I've found it very inspiring. **Design by people inspiring design for people.**

**JANE FULTON SURI**

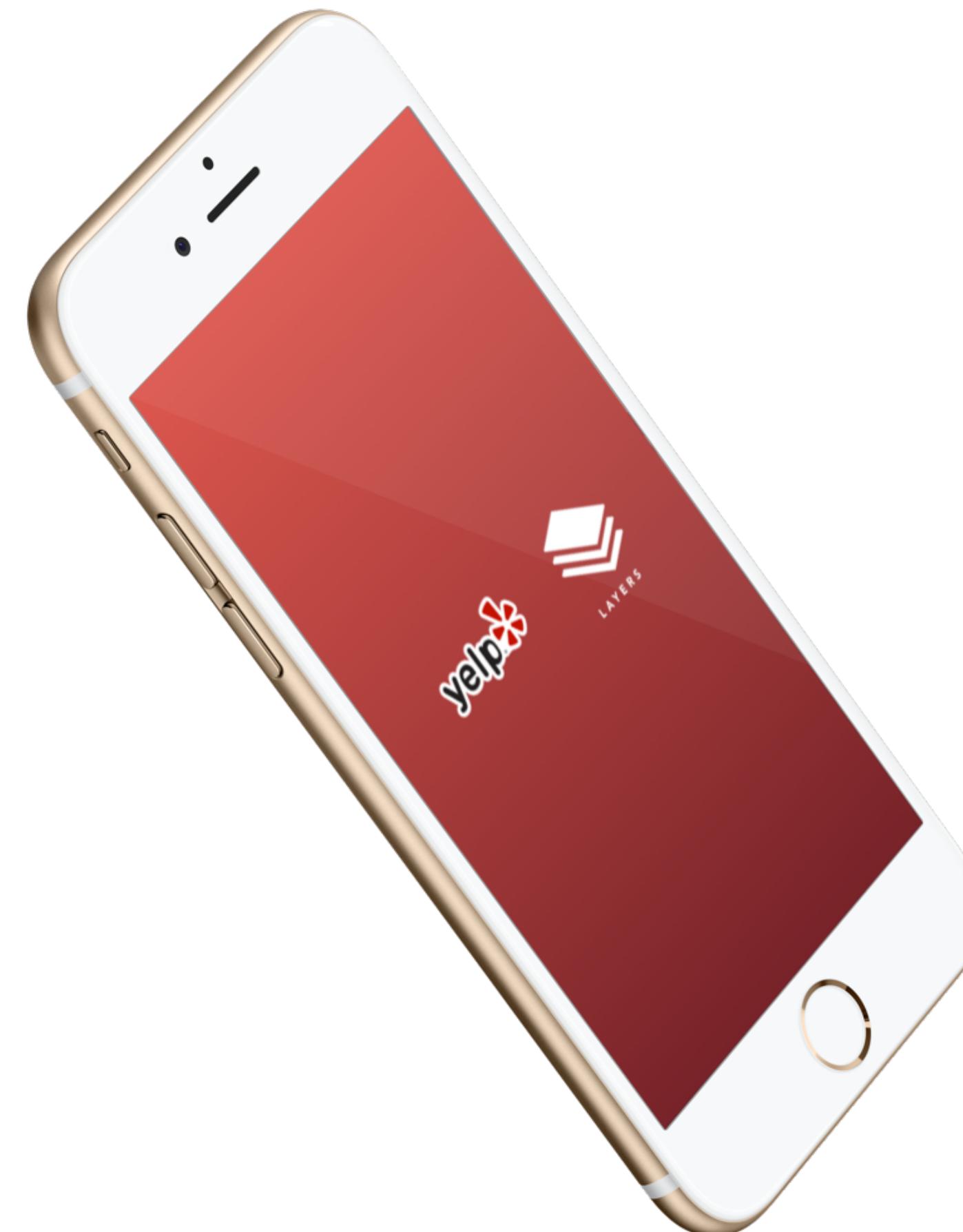
Executive Design Director at IDEO

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## LAYERS

An add-on by Yelp for P.F. Chang's, offering a new approach to customer service, with the intent to reinforce P.F. Chang's true brand promise.

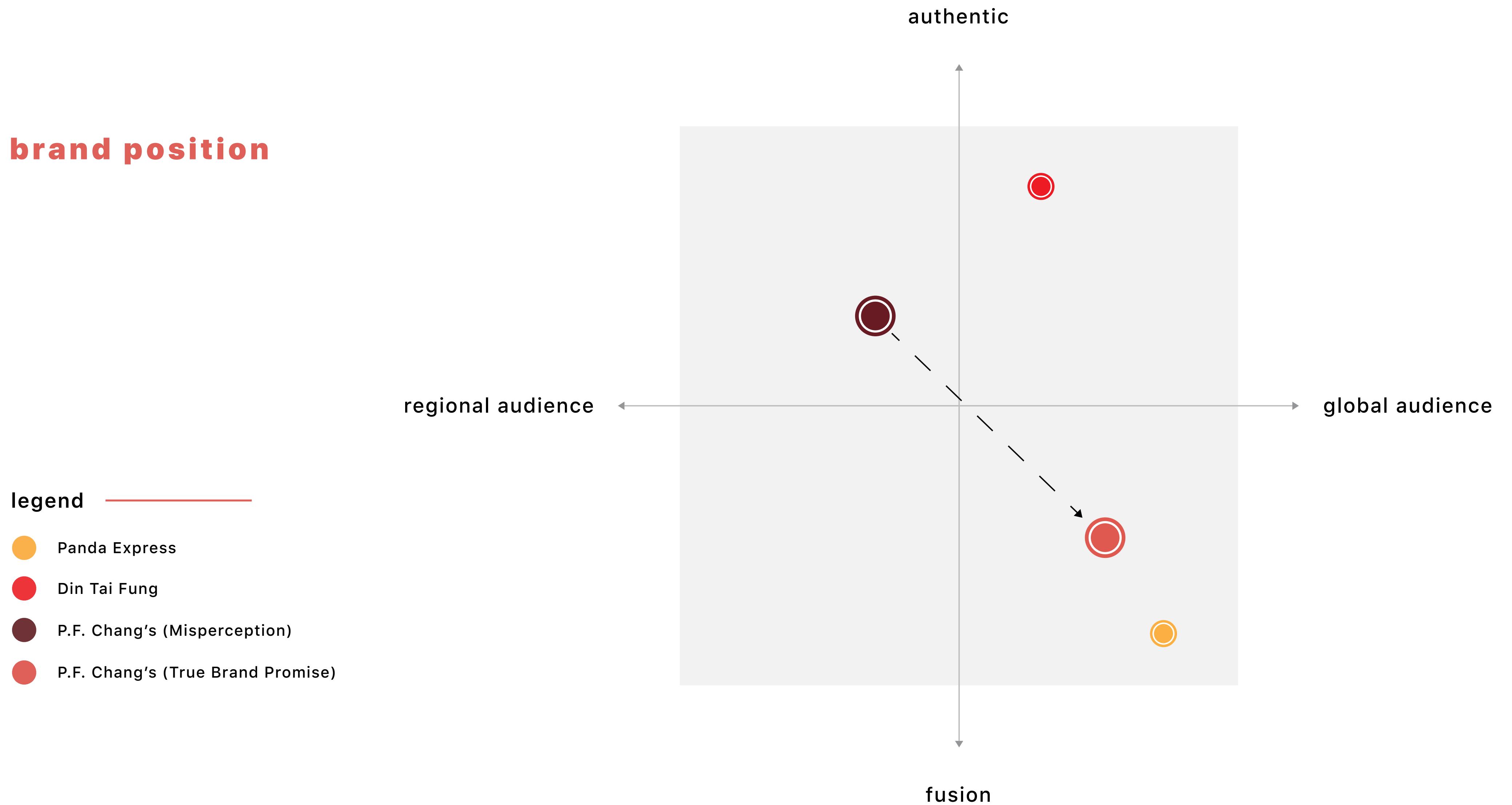
This solution will allow global expansion by providing customers with layers of insight that are generally overlooked.



A red circle containing two white double quotes, indicating a quoted speech.

**I think the term 'authentic' now is a difficult word to pin down.  
Now everything is so global. Is that authentic? I think people  
have to judge for themselves: is it good food or is it not good food?**

PHILIP CHIANG || CO-FOUNDER OF P.F. CHANG'S (2011)

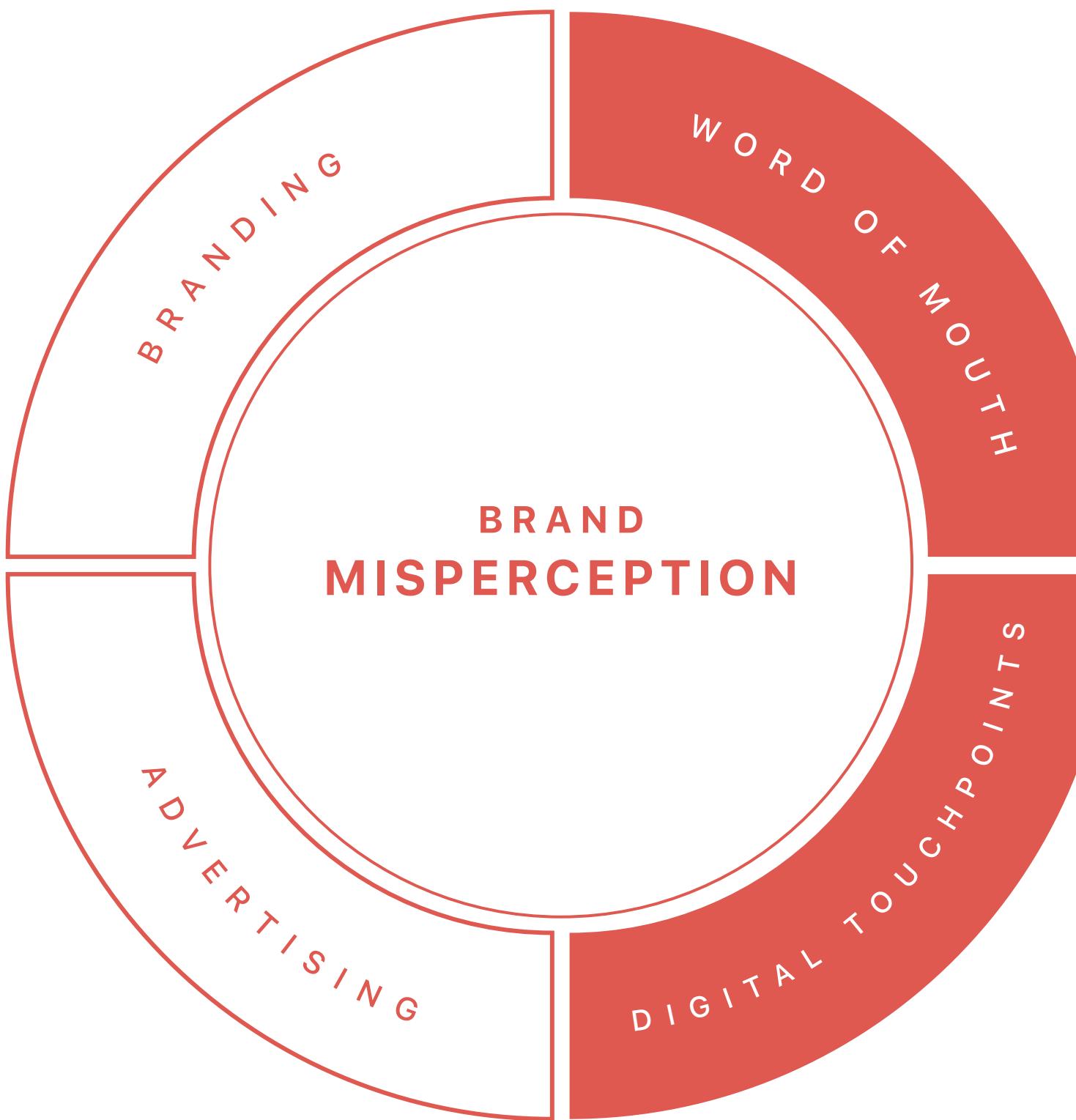




### how might we...

Convince people of P.F. Chang's true brand promise, without the company intervening through explicit branding and advertisement?

Break the misperception of brand without explicitly telling?



## insight

The service at P.F. Chang's is crucial to creating a memorable dining experience for their customers. With this, we aim to design a digital touchpoint that provides insights that are typically overlooked during the ordering process.

By designing for the dining experience around the value of customer service, we realign the focus towards customers allowing their brand promise to spread through word of mouth.

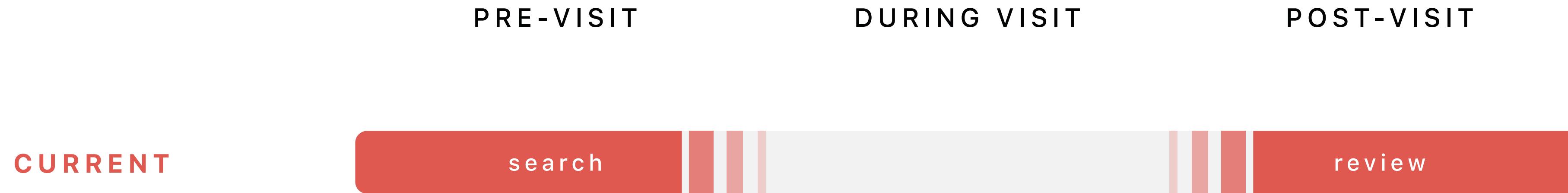
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**As we looked around for older media businesses, we saw yellow pages as something that hadn't yet been transformed by the internet. The one thing that stuck out was word of mouth was the best way to find local businesses. If we could find a way to capture that and bring it online, that would be a really powerful idea.**

JEREMY STOPPELMAN || CO-FOUNDER OF YELP (2014)

## extending the service period

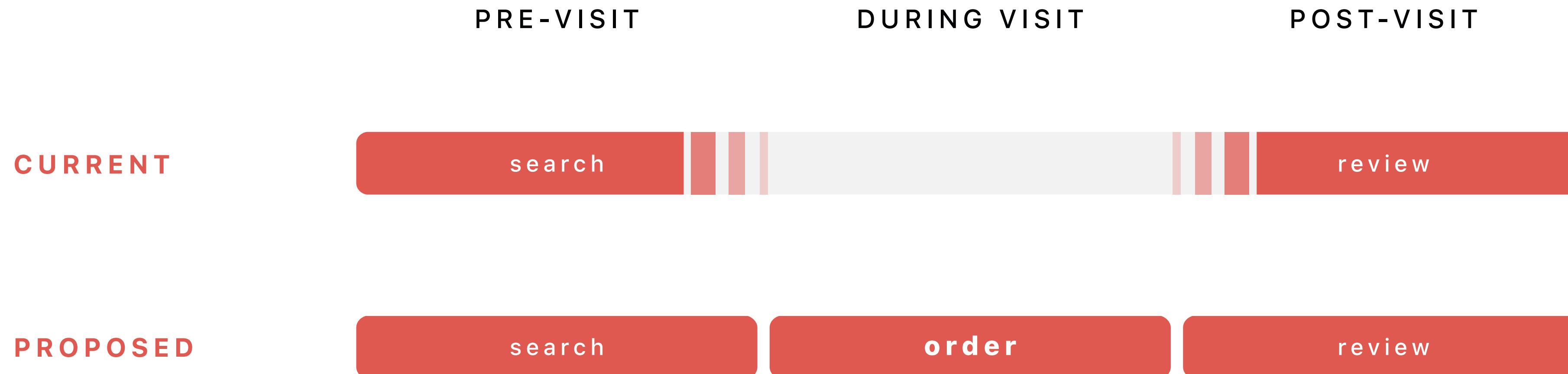
People predominantly use Yelp before or after visiting a restaurant. We saw this as an opportunity for us to intervene: With LAYERS, we incorporate Yelp into in-restaurant dining, creating a more holistic dining experience.



## extending the service period

"Restaurants are a classic example in economics where the consumer has to make a decision based on very little information."

Michael Luca || Harvard Business School



## PRE-VISIT

## DURING VISIT

## POST-VISIT



### DISCOVER



### CONSIDER



### ENGAGE



### ADVOCATE

#### TOUCHPOINTS

website

restaurant

word of mouth

third party apps

#### CUSTOMER POV

*what is it?  
who is it for?  
when do i use it?  
how does it work?*

*why do i need it?  
what are the benefits?  
what is special about it?*

*is it enjoyable?  
is it informative?  
is it worthwhile?*

*have you tried the  
new digital ordering  
at P.F. Chang's?*

*have you tried  
LAYERS on Yelp?*

#### BUSINESS POV

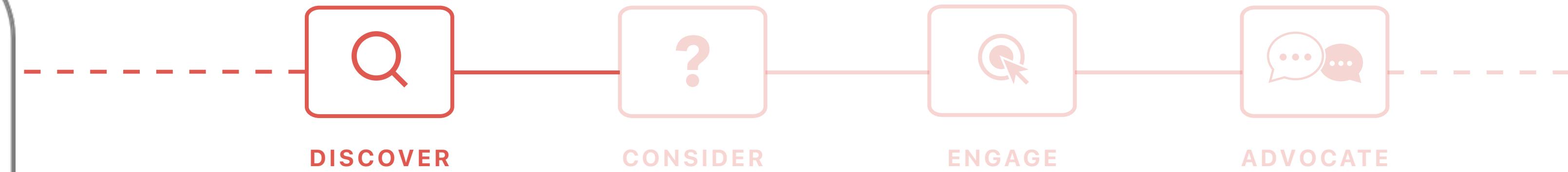
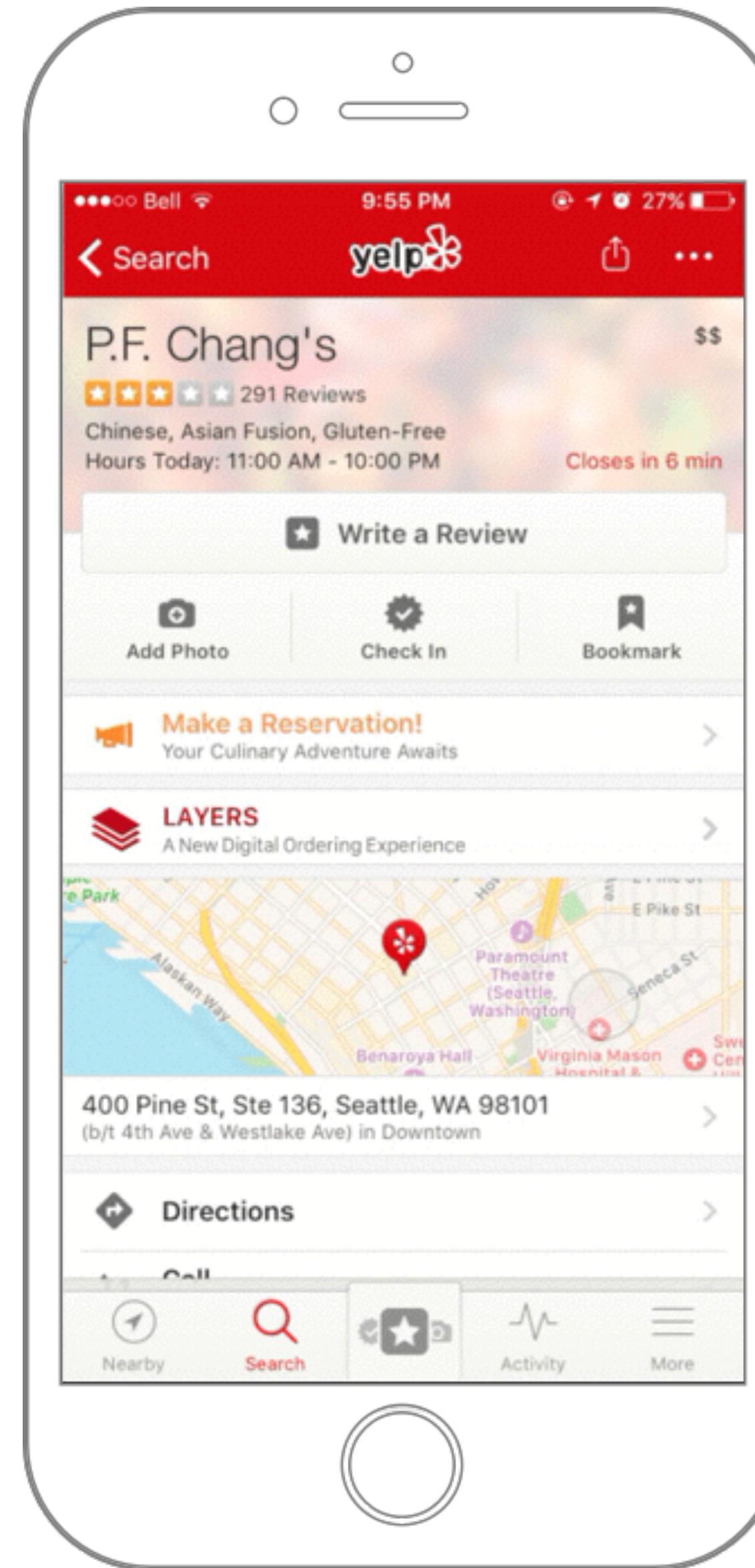
*is it desirable?*

*is the perceived value  
greater than the  
cognitive overhead?*

*how do we create a  
memorable experience?  
is the brand promise  
clearly communicated?*

*how can we  
expand globally?*

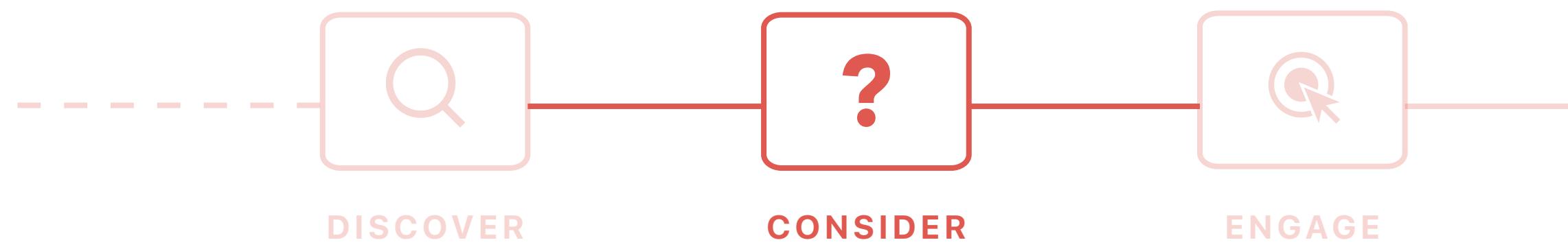
*how can we build  
trust over time?*



## starting point

If a customer's location setting is on, Yelp detects their arrival at the restaurant and the customer receives a notification on his or her phone.

Alternatively, once seated, the customer can visit the Yelp app, and search P.F. Chang's to access the LAYERS feature.



**P.F. CHANG'S**

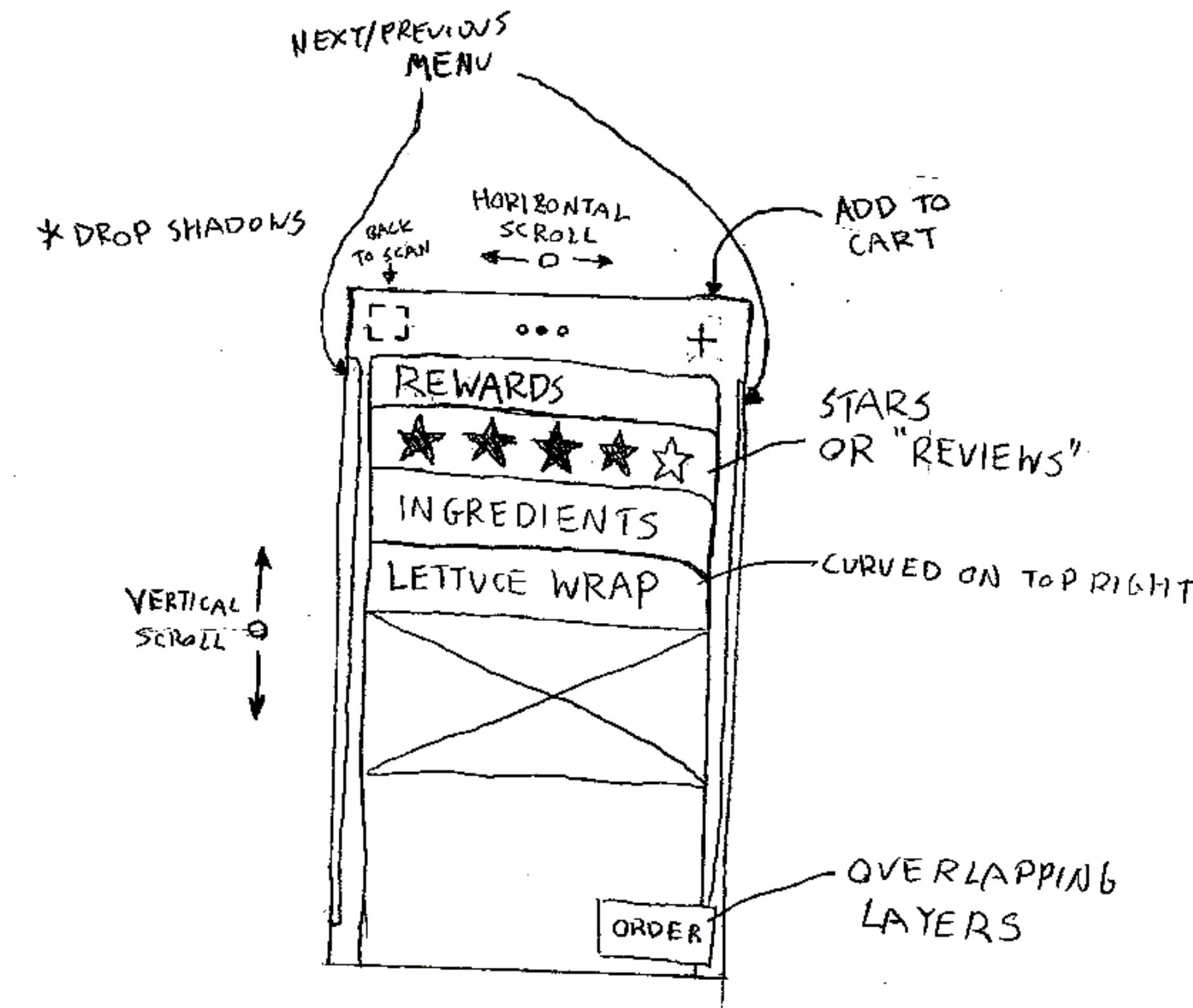
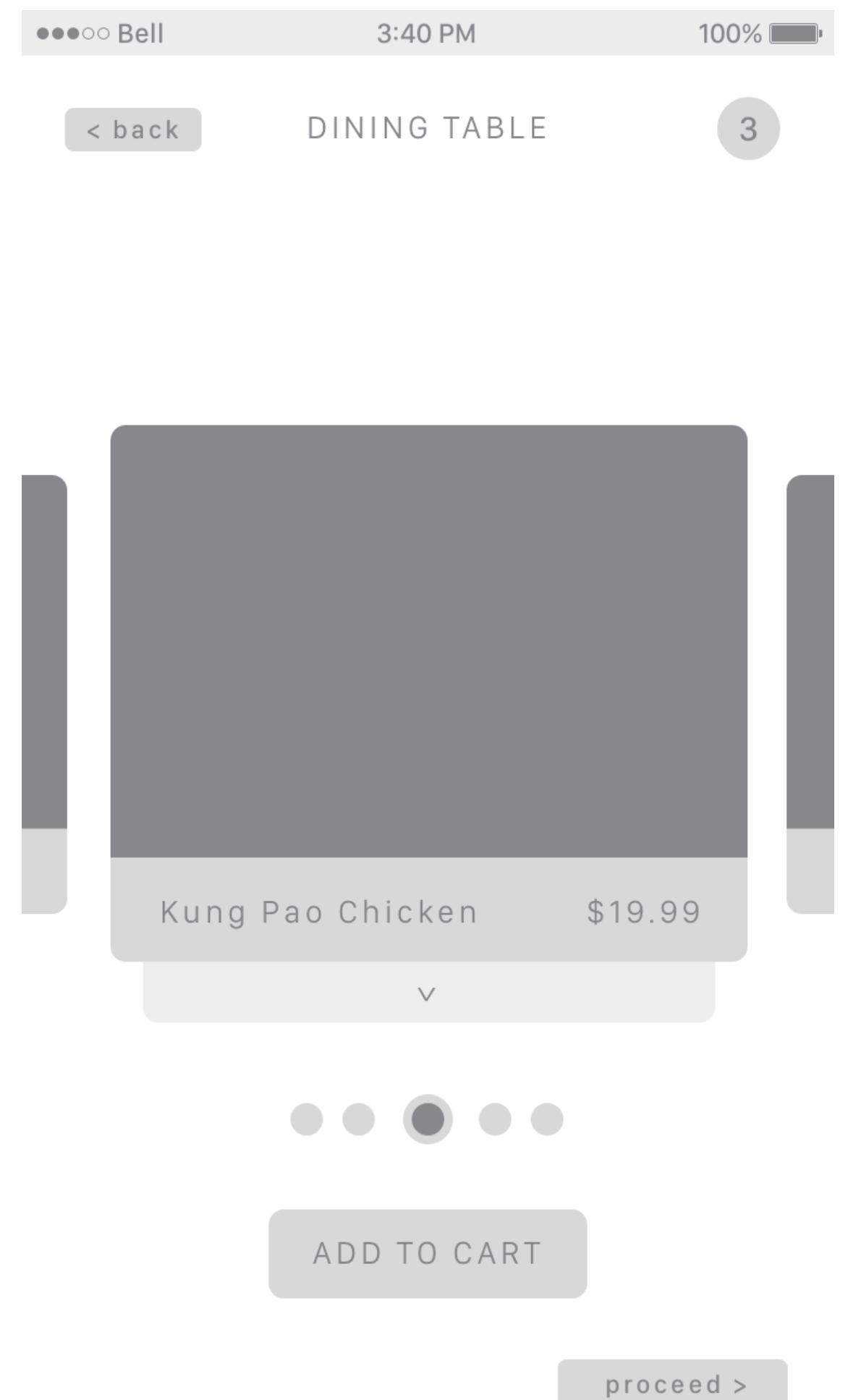
Access the LAYERS feature on Yelp and follow the instructions to engage with P.F. Chang's Digital Experience Menu.

Chicken			Seafood		
Kung Pao Chicken gf \$19.99	Sweet & Sour Chicken gf \$12.95	Orange Peel Chicken \$13.95	Orange Peel Shrimp gf \$17.50	Salt & Pepper Prawns \$18.95	Asian Grilled Salmon \$19.95
Chang's Spicy Chicken gf \$15.50	Sesame Chicken \$14.50	Crispy Honey Chicken \$14.50	Oolong Chilean Sea Bass \$26.95	Chang's Lobster & Shrimp Rice gf \$17.50	Shrimp w/ Lobster Sauce gf \$17.50
Singapore Firecracker Chicken gf \$15.50	Ginger Chicken w/ Broccoli gf \$14.95	Mu Shu Chicken \$14.95	Kung Pao Shrimp \$17.50	Fried Snapper \$20.99	Crispy Honey Shrimp \$17.50
Beef & Pork			Vegetarian		
Pepper Steak \$16.80	Beef à la Sichuan \$15.95	Orange Peel Beef \$15.50	Stir-Fried Eggplant \$9.75	Coconut Curry Vegetables \$11.50	Ma Po Tofu \$11.50
Mongolian Beef gf \$16.95	Beef w/ Broccoli gf \$14.95	Wok-Fired Filet Mignon \$19.95	Buddha's Feast gf \$9.75	Wok'd Spinach w/ Garlic gf \$5.50	Sichuan Style Asparagus \$5.50
Sweet & Sour Pork \$17.99	Mu Shu Pork \$13.95	Shaking Beef \$15.95	Charred Broccoli w/ Garlic \$8.50	Chili Sauce Bok Choy \$8.50	Sichuan Cucumber Salad \$6.50

⚡ Spicy  
 🥔 Peanuts  
 gf Gluten Free  
 OO Order Number

## menu with digital cues

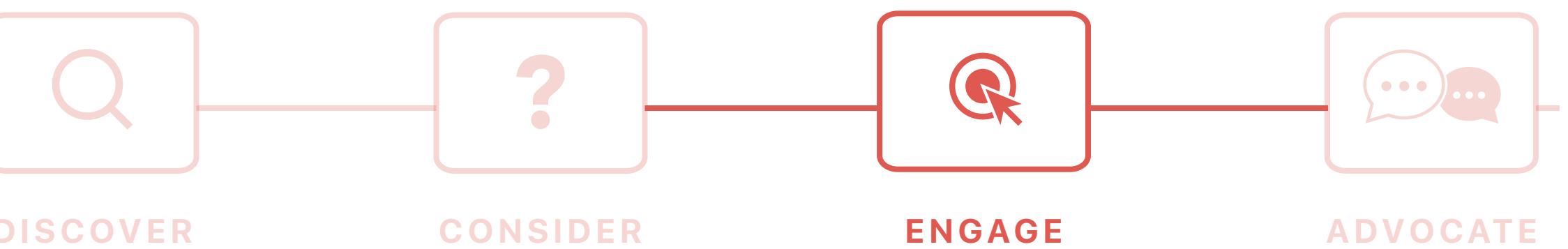
A secondary menu with digital cues offers customers the option to try the digital ordering experience. This provides a second avenue by which LAYERS can be discovered.



## card-based user interface

"Card-style design lies at the intersection of design for desktops and mobile devices, bridging the gap between interaction and usability."

Nick Babich || Smashing Magazine (2016)

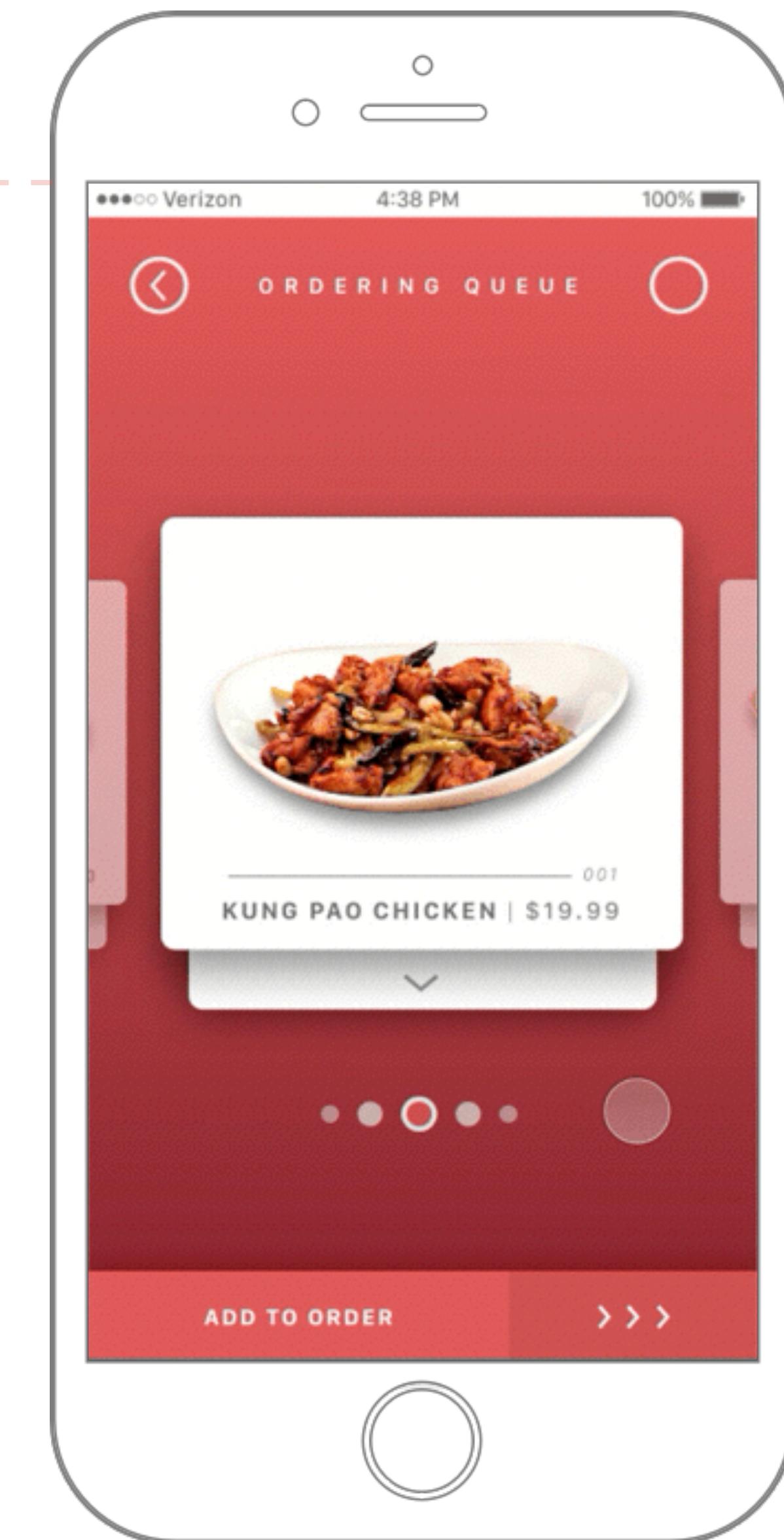


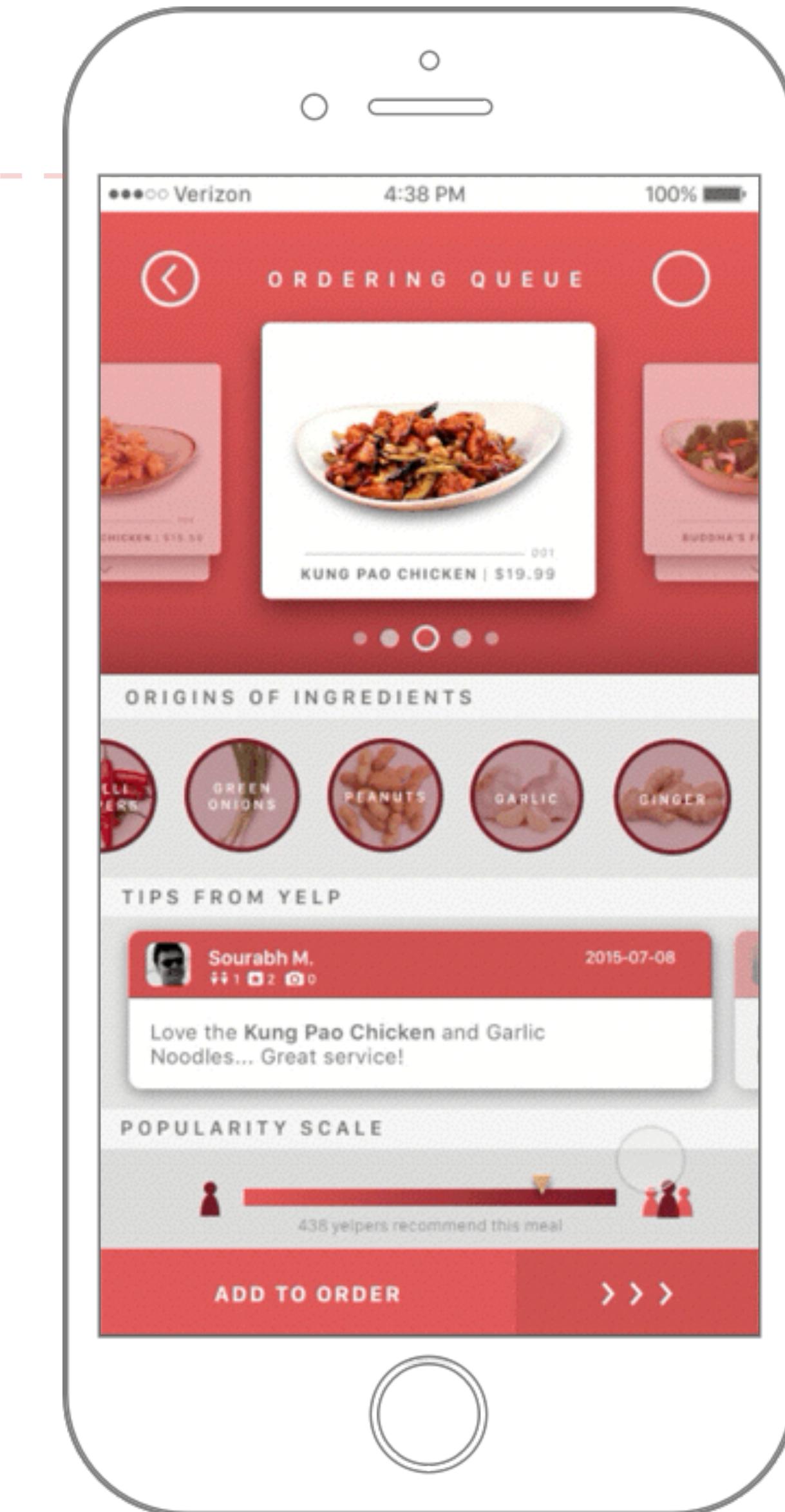
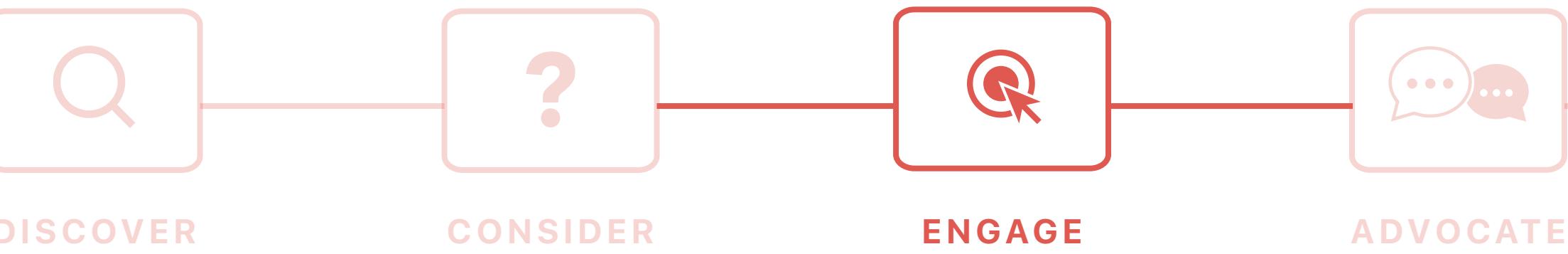
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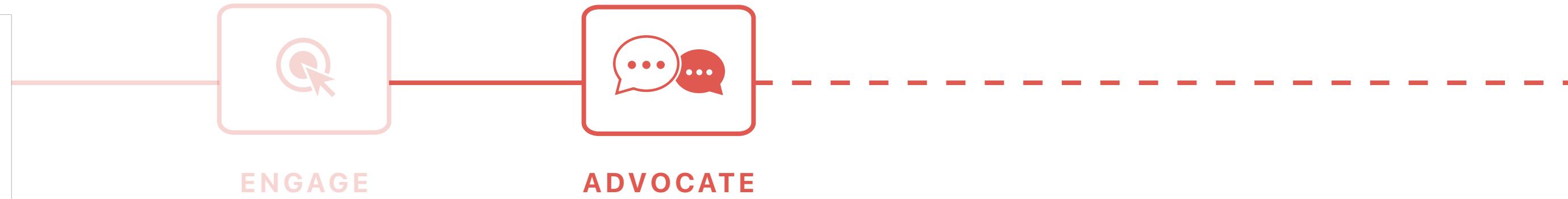
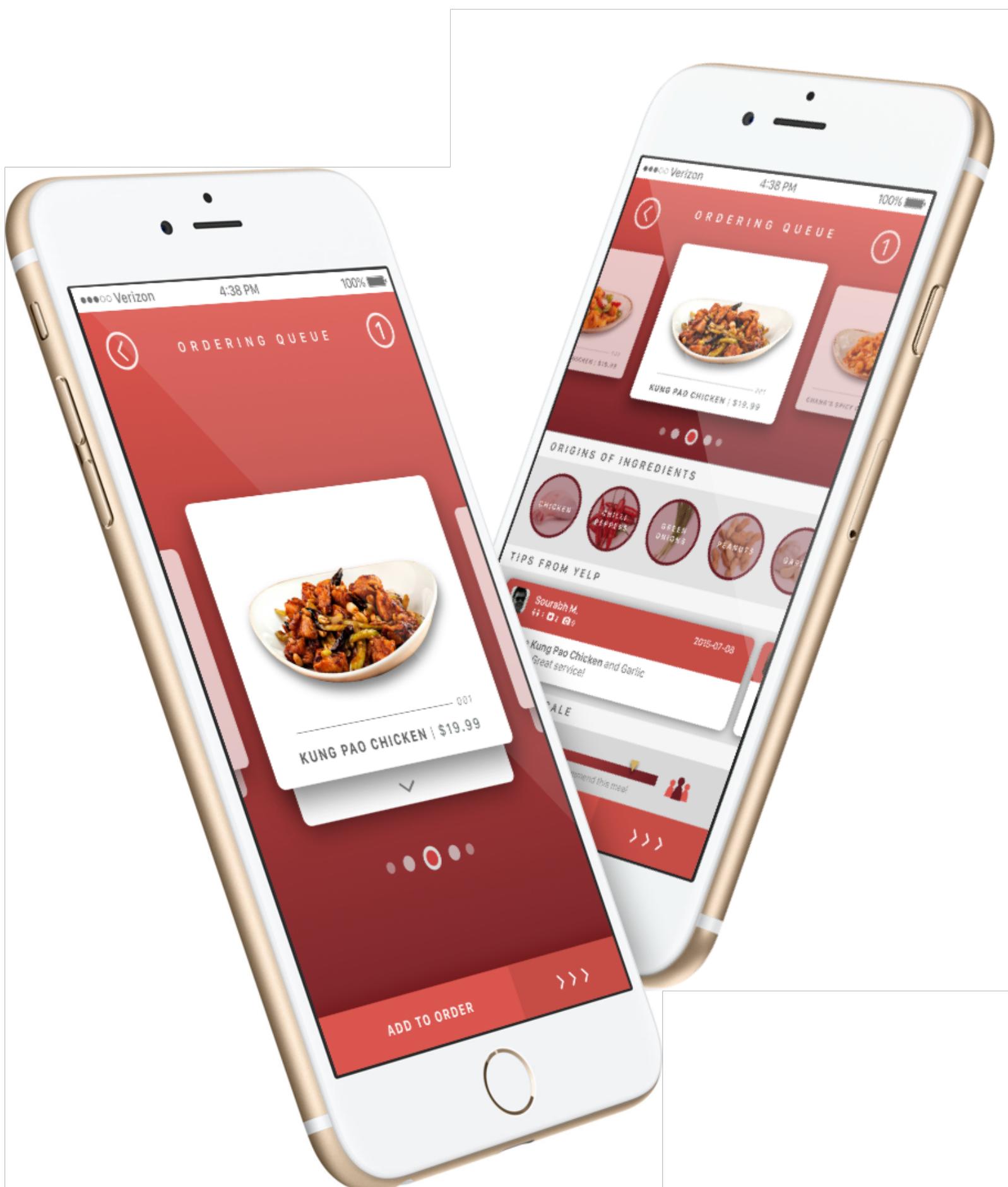




## perceived value > cognitive overhead

"Reviews are one piece of the reputation puzzle, but a comprehensive reputation system must do more **to facilitate trust by incorporating other types of information as well.**"

Michael Luca || Harvard Business School



## innovation over time

By redefining how customer service is offered, we can alleviate pain points in the traditional ordering process and provide additional insights that reinforce the brand's true promise, to ultimately create a more engaging and memorable dining experience.

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