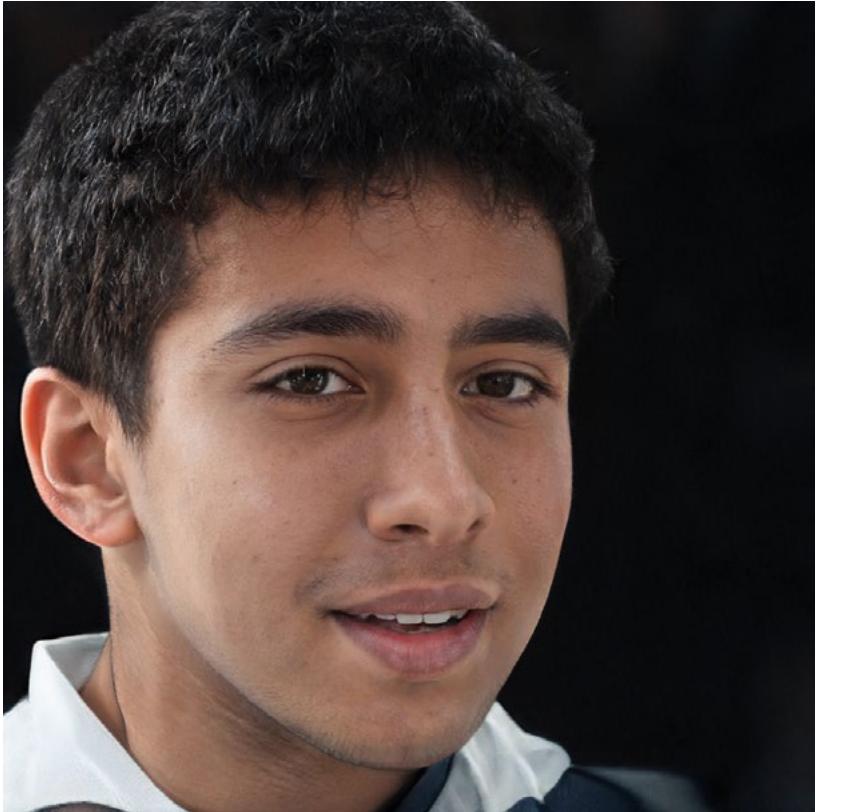


## Patty Palagano

**Residence:** Newtown, PA  
**Occupation:** Retired  
**Age:** 77 years old

- + She arrives to Roots by car alone, picking up food around twice a month.
- + While in line, she likes to watch the people around her to ensure they're not too close. In lines that she feels safer in (gave Trader Joes as an example, where customers are placed 6 feet apart), she will spend time on her phone.
- + Doesn't feel like she sacrifices much other than cold food while waiting in line (when the restaurant was open normally, getting hot takeout wasn't an issue).
- + While he does not often wait in the actual line at Roots, when he was he noted that he felt concerned with the lack of social distancing occurring. Said the line was "worth it," but really emphasized her desire for a physically separated line.



## Alex Neumann

**Residence:** Lawrence, NJ  
**Occupation:** Student (Law)  
**Age:** 23 years old

- + Primarily goes to Roots with his boyfriend, taking turns picking up the food.
- + Similar to others, his biggest frustration was the lack of social distancing and a speedy queue.
- + Asked if a potential line solution could include some sort of display that allows the user to know what spot they are in line.
- + Mentioned that he was often quite cold while in line, especially considering this interview was conducted in January.
- + While waiting in line he often uses his phone to do school work (previously focused on LSAT prep)



## Chris Izzard

**Residence:** Pennington, NJ  
**Occupation:** Security Specialist  
**Age:** 54 years old

- + Arrives to Roots by car, often traveling with his daughter.
- + Then, he drops his daughter off and either finds a nearby space to park, or idles in-front of the restaurant if no space is available. While waiting in his car he "surfs Twitter" and catches up on email.
- + While he does not often wait in the actual line at Roots, when he was he noted that he felt concerned with the lack of social distancing occurring.
- + Described his most memorable line waiting experience as a time at the beginning of quarantine when he waited outside of Home Depot, squeezed into a small line with many non-mask-wearing customers.



## Lara Strassberg

**Residence:** New York City, NY  
**Occupation:** Studio Artist  
**Age:** 21 years old

- + Goes to Roots with her parents, picking up the whole families order by herself.
- + She doesn't have any strong feelings one way or another to the line. Hasn't felt like she has been forced too close to others, nor has she had that many issues with waiting much longer after arriving.
- + Her greatest frustration with the line comes when leaving the store, as she feels juggling her food dishes, opening both sets of doors, and avoiding rude customers rushing into the store to grab their order is quite a daunting task.
- + She mentioned that she used her phone while waiting in line, though she also added that she felt the line was long enough to need an activity to draw her in.



## Ryan Muller

**Residence:** Princeton, NJ  
**Occupation:** School Principal  
**Age:** 36 years old

- + He often drives to Roots, though he can walk as he lives only 0.5 miles away.
- + He loves Roots' food, but hates the line waiting experience. Feels that he has to sacrifice his own peace of mind to pick up food from Roots so he has been going a lot less.
- + He wishes there was a better system to track how soon your order will be ready as often the quoted phone time and the restaurant times do not line up.
- + Often feels weird lining up outside nearby shops as it blocks the storefronts and creates awkward interactions with other shoppers.



## Madison Izzard

**Residence:** Los Angeles, CA  
**Occupation:** Student  
**Age:** 19 years old

- + Arrives to Roots by car, most often traveling with her father.
- + Then, she will hop out of the car and wait in line, describing the wait as forever (later correct to about 20 minutes, not including the wait from the drive over).
- + She feels unsafe in line, customers are too close together, and feels that those in line often arrive before their food is ready, which creates a second queue of people who have reached the front, but have not gotten their food.
- + While waiting in line she is often on her phone, catching up with friends.



**Before**



SUPERSTOCK  
Asset number: 4491-22266029

After

# Mission Statement

I believe that customers would be happier, less anxious, and more willing to order from a safe and socially conscious restaurant. Currently, customers of Root's restaurant do not feel safe waiting in an inefficient and overcrowded pickup line. Based on my research, I learned that most customers arrive to roots by car and had a strong preference towards a more structured line.

# Project Pitch

To help create a safer, more efficient, and socially conscious line, I am proposing to create the Roots App, which has three main features:

1. Order, users can order food to be picked up in person from Roots.
2. Pickup, users can manage their pickup orders from the app or over the phone and see their estimated wait time, position, and the order's corresponding pickup location.
3. Free Rice, users are able to access the UN Free Rice website and the online trivia game which for each right answer, the UN donates 5 grains of rice to those in food poverty. Additionally, when users are picking up orders, Roots will match any donations earned by playing the game.

Finally, Roots should install a TV display to explain more about the restaurant, and to detail which orders can be picked up from the corresponding custom vinyl decal placed outside the restaurant along the walkway. Implementing these solutions will help to solve the anxiety that Root's customers feel while picking up their dinner.

# Design Collateral: App (Light)

**roots**

**roots**

## Order

**Menu Section #1**

Menu Item #1	XX.XX
description	
Menu Item #2	XX.XX
description	
Menu Item #3	XX.XX
description	
Menu Item #4	XX.XX
description	

**Menu Section #2**

Menu Item #1	XX.XX
description	
Menu Item #2	XX.XX
description	
Menu Item #3	XX.XX
description	
Menu Item #4	XX.XX
description	

**Menu Section #3**

**roots**

## Queue

Once your order is nearly ready, move to the indicated pickup tile located outside the restaurant. Once your order is complete, a Roots staff member will bring out your order to you. We ask that patrons with later orders to remain in their car.

**Place In Line:**

**Pickup Location:**

**Estimated Time:**

**Order Contents:**

Menu Item #1	XX.XX
description	
Menu Item #2	XX.XX
description	
Total	XX.XX

**roots**

## Free Rice

Donate to those in food poverty by playing the UN Free Rice Game. For each correct answer, the UN donates 5 grains of rice. While you have an active Roots order, Roots will match all rice donations.

**Rice Donated:** 500 grains

**Rice Leaderboard:**

1. Zach I.	
2. Jackson H.	
3. Ian Z.	
4. Randi A.	
5. Maddie I.	

*Roots matching is currently active*

**roots**

## Settings

**Personal Info**

**Name:**

**Phone Number:**

**Email:**

**Saved Cards:**

<b>Mastercard</b>	•••• 4356
<small>Edit Card</small>	<small>Delete Card</small>

Loading Page

Order Page

Order Queue Page

Free Rice Game Page

App Settings

# Design Collateral: App (Dark)

**roots**

**Order**

**Menu Section #1**

Menu Item #1 description	XX.XX
Menu Item #2 description	XX.XX
Menu Item #3 description	XX.XX
Menu Item #4 description	XX.XX

**Menu Section #2**

Menu Item #1 description	XX.XX
Menu Item #2 description	XX.XX
Menu Item #3 description	XX.XX
Menu Item #4 description	XX.XX

**Menu Section #3**

**roots**

**Queue**

Once your order is nearly ready, move to the indicated pickup tile located outside the restaurant. Once your order is complete, a Roots staff member will bring out your order to you. We ask that patrons with later orders to remain in their car.

**Place In Line:** 2nd

**Pickup Location:** ⚪ B

**Estimated Time:** 10m

**Order Contents:**

Menu Item #1 description	XX.XX
Menu Item #2 description	XX.XX
<i>Total</i>	XX.XX

**roots**

**Free Rice**

Donate to those in food poverty by playing the UN Free Rice Game. For each correct answer, the UN donates 5 grains of rice. While you have an active Roots order, Roots will match all rice donations.

**Rice Donated:** 500 grains

**Rice Leaderboard:**

1. Zach I.	500 grains
2. Jackson H.	495 grains
3. Ian Z.	490 grains
4. Randi A.	485 grains
5. Maddie I.	480 grains

**Play Free Rice**

*Roots matching is currently active*

**roots**

**Settings**

**Personal Info**

**Name:** Zach Izzard

**Phone Number:** 609-731-9486

**Email:** zachizzard@gmail.com

**Saved Cards:**

<b>Mastercard</b>	•••• 4356
<small>Edit Card</small>	<small>Delete Card</small>

**+ Add a new card**

**Loading Page**

**Order Page**

**Order Queue Page**

**Free Rice Game Page**

**App Settings**

# Design Collateral: TV Display

# roots

## Pickup Queue (ETA)

*16 orders currently in progress*

- Location A: Zach I. (2 mins)
- Location B: Jackson H. (5 mins)
- Location C: Ian Z. (3 mins)
- Location D: Randi A. (6 mins)

## Free Rice Leaderboard

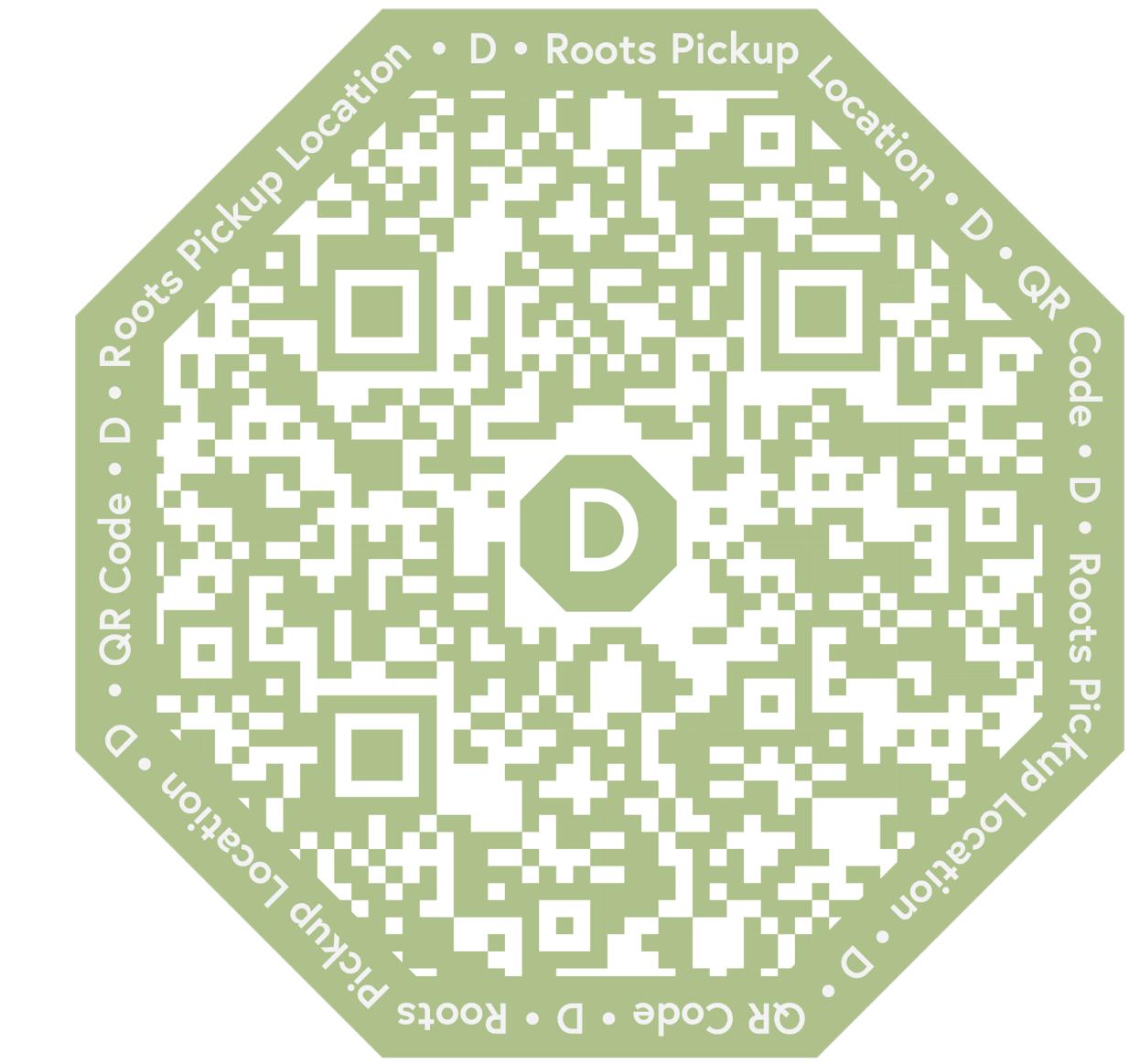
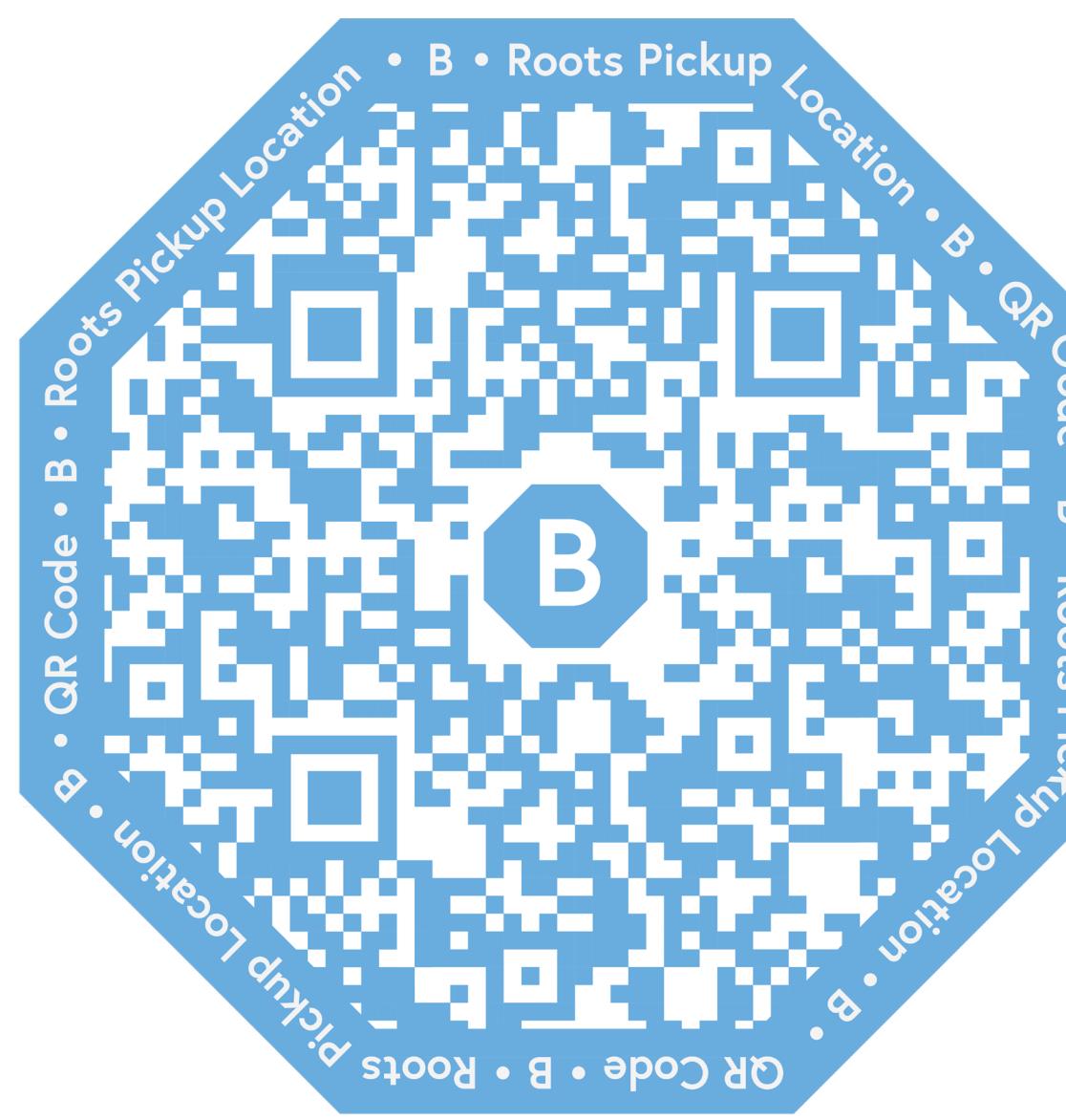
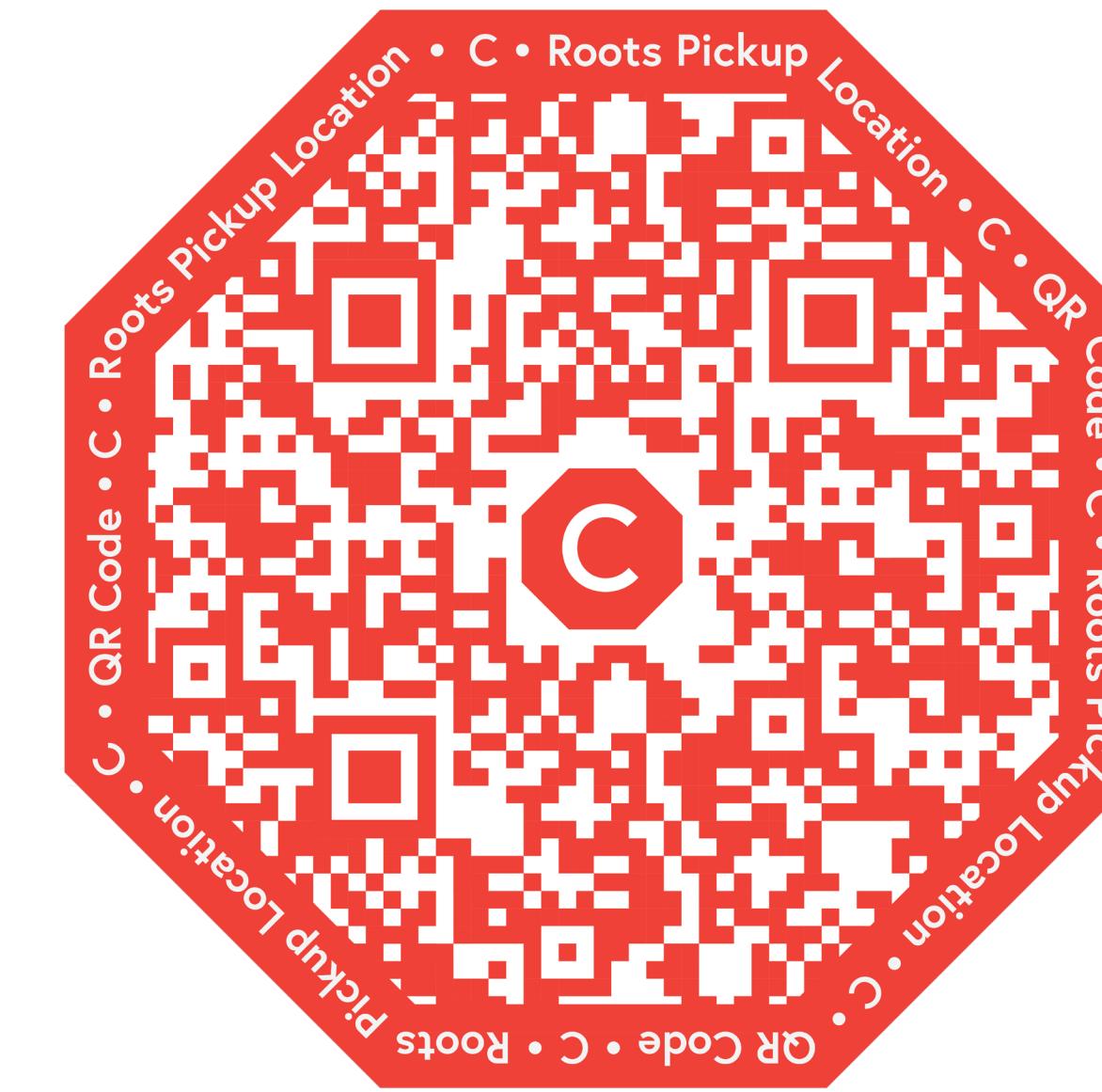
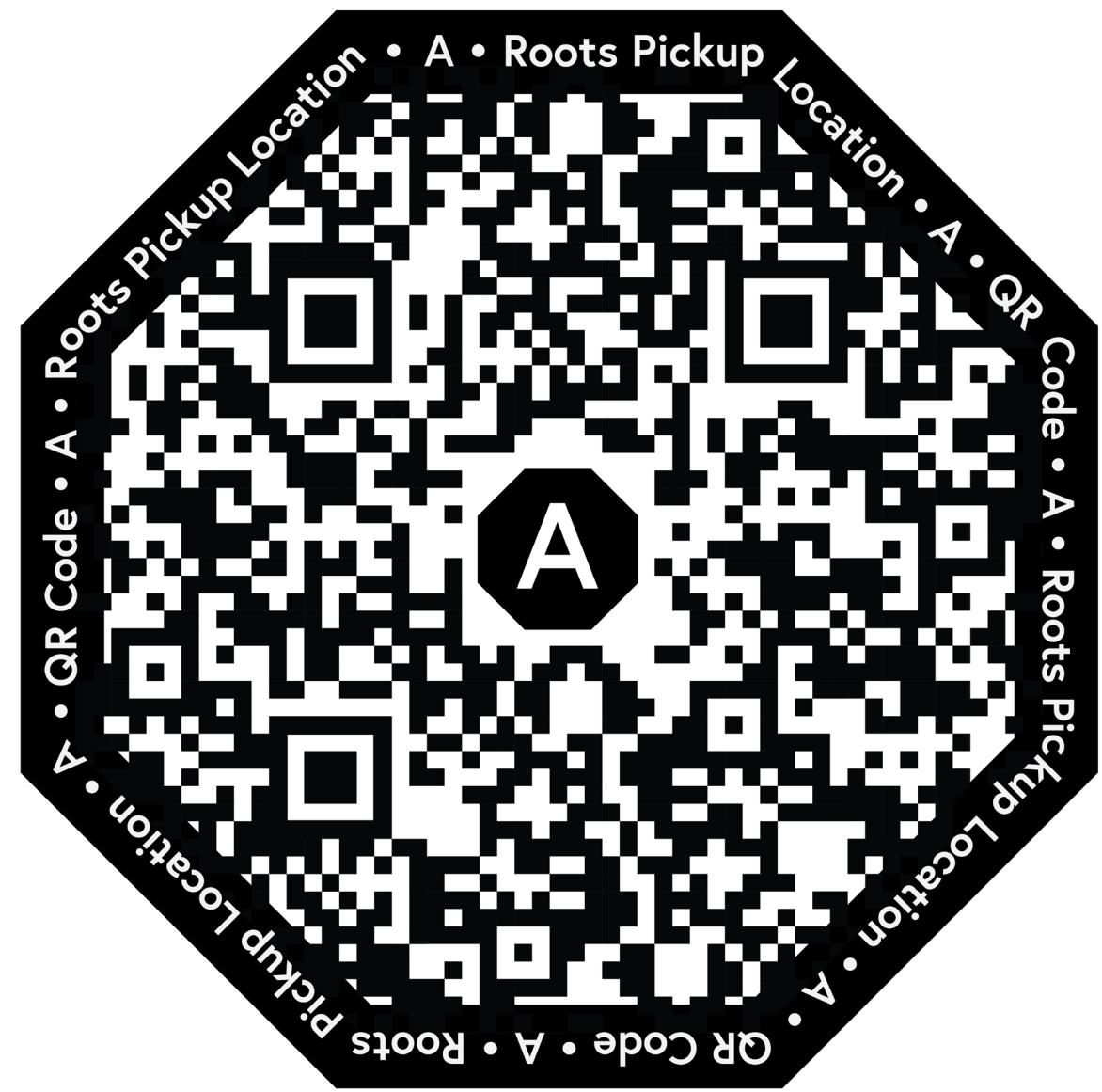
1. Zach I.	2500 grains
2. Jackson H.	2495 grains
3. Ian Z.	2400 grains
4. Randi A.	2300 grains
5. Maddie I.	2000 grains

## Pickup Info

Once your order is nearly ready, move to the indicated pickup tile located outside the restaurant. Once your order is complete, a Roots staff member will bring out your order to you. We ask that patrons with later orders to remain in their car.

Order from Roots, manage pickup, and answer trivia questions to give back all in our new mobile app. Download it now at: [bit.ly/rootsprinceton](http://bit.ly/rootsprinceton). Order by phone at (609)-799-8858.

# Design Collateral: Sidewalk Tiles



# Line Rendering

