

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: 3rd

Pickup Location: Ⓐ

Estimated Time: 15m

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.	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:

Mastercard •••• 4356

Edit Card Delete Card

+ Add a new card

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:

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

+ Add a new card

roots

App Settings

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

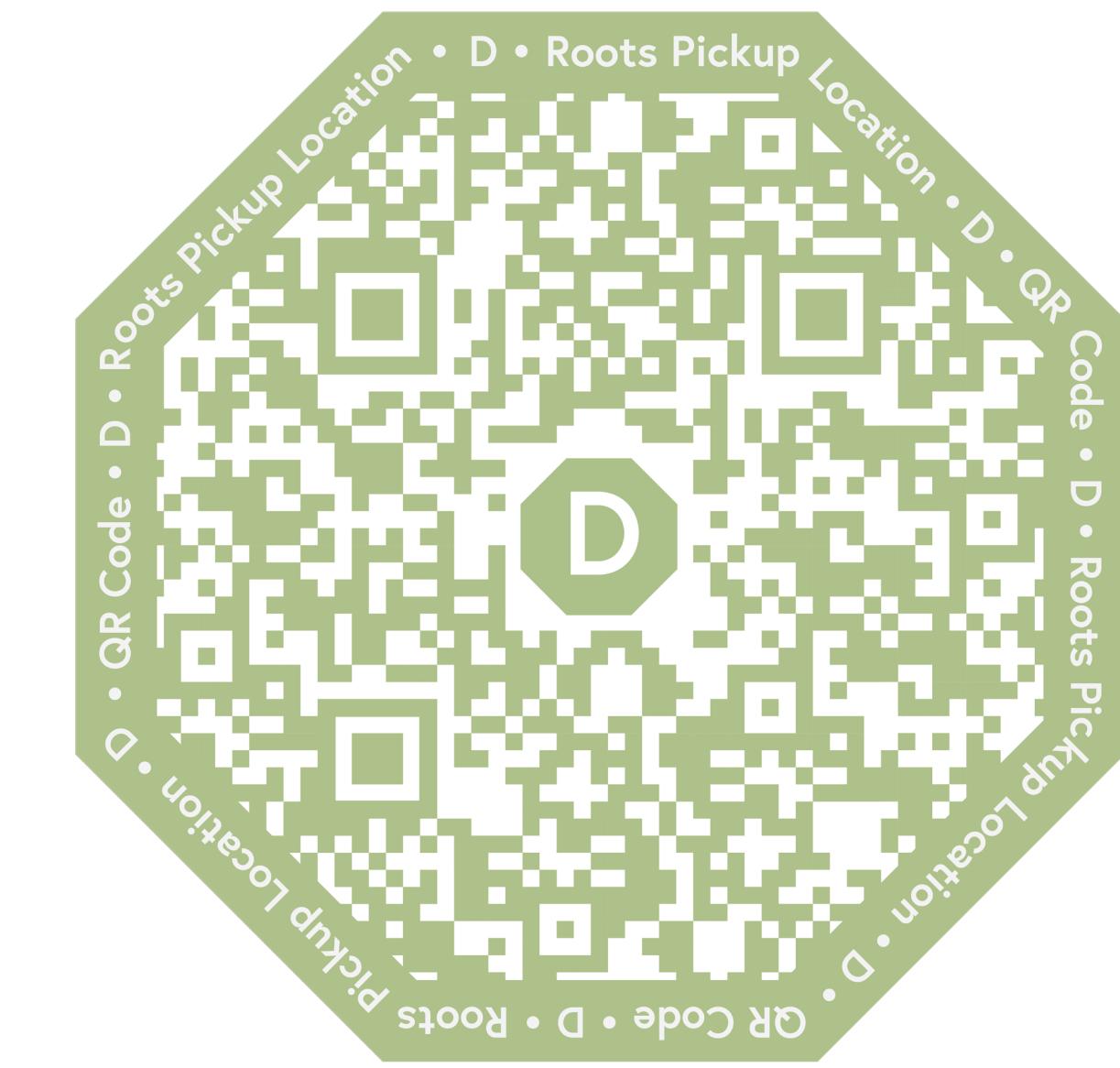
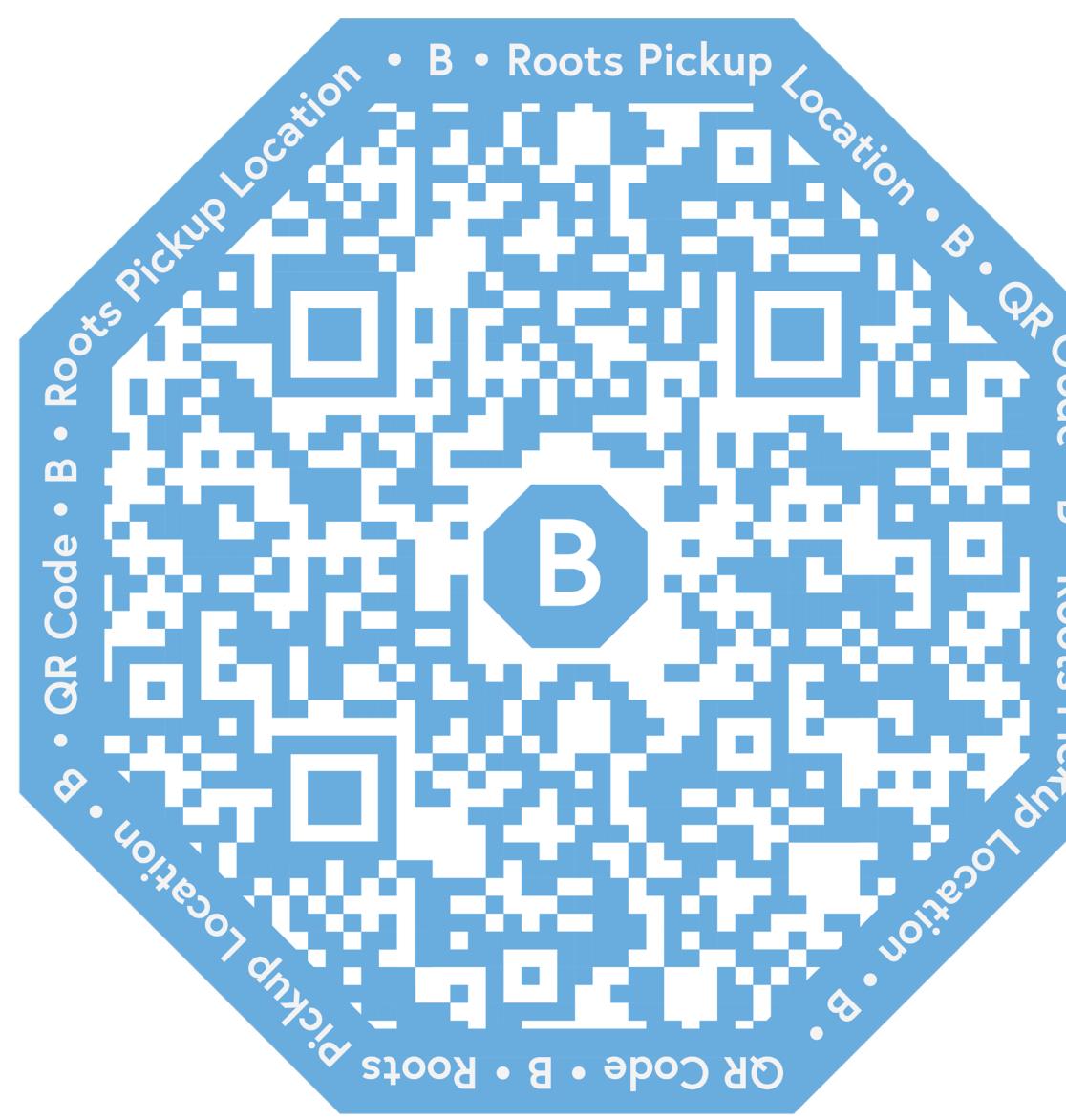
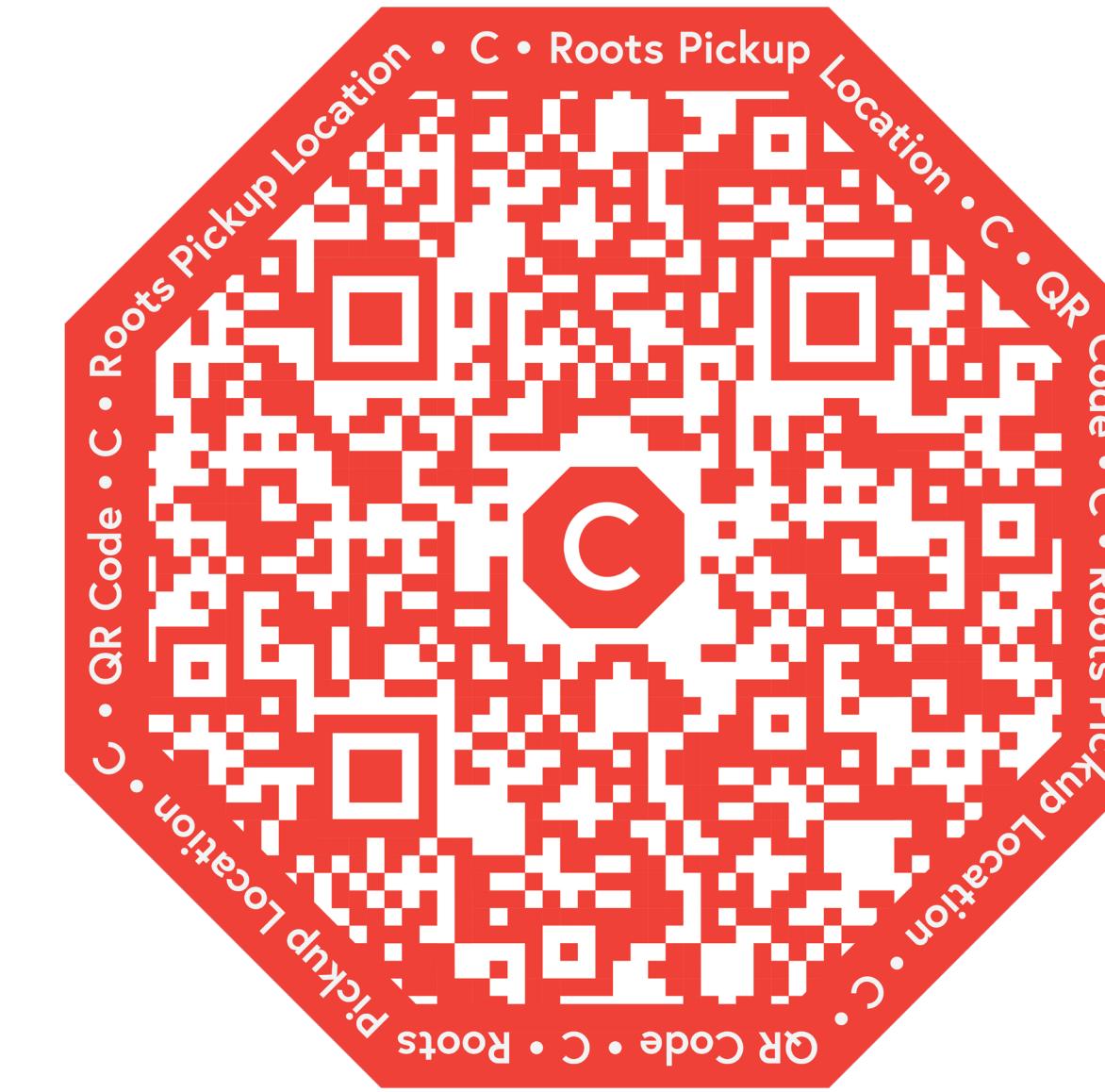
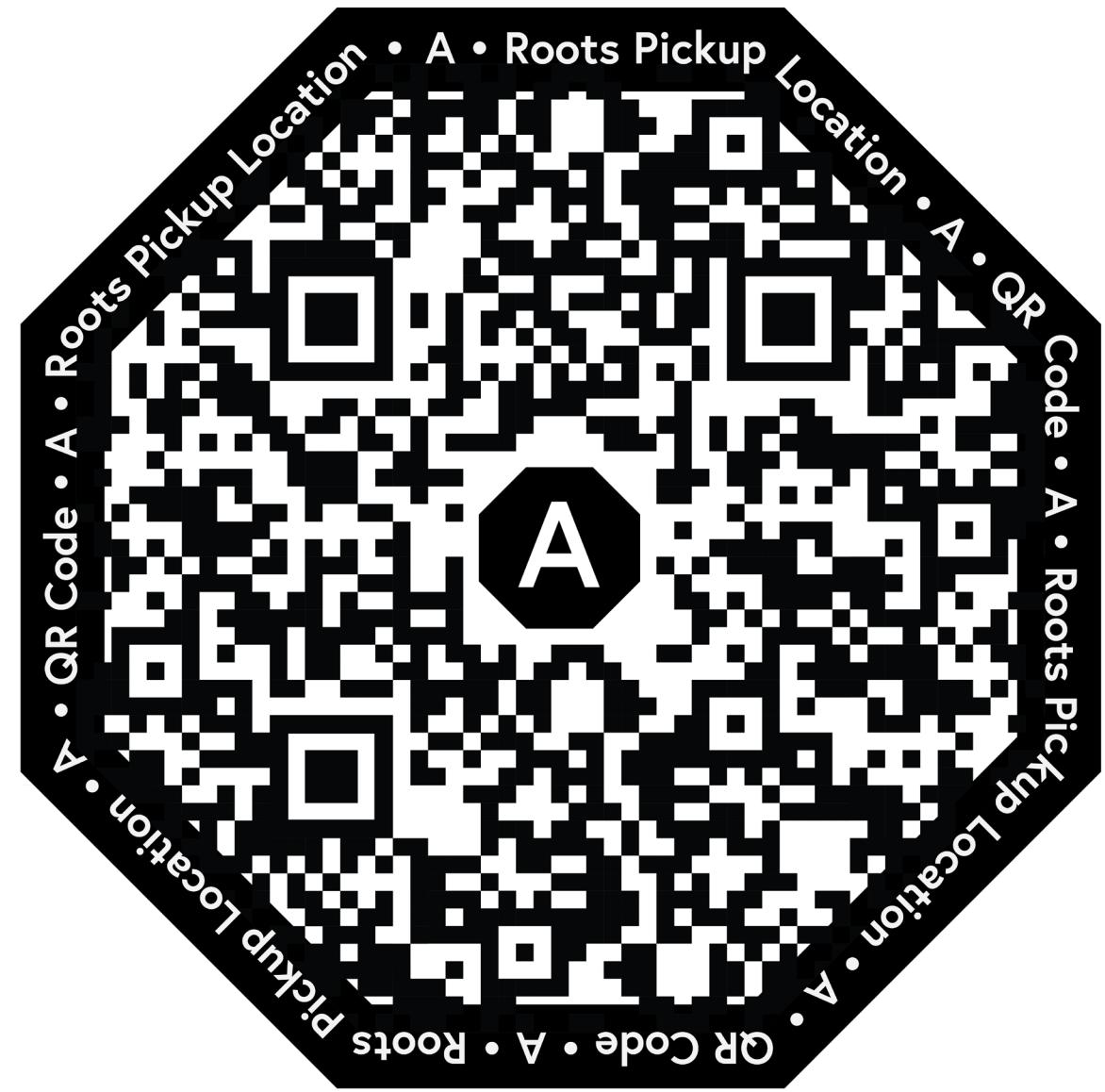
1. Zach I.	2500 grains
2. Jackson H.	2495 grains
3. Ian Z.	2400 grains
4. Randi A.	2300 grains
5. Maddie I.	2000 grains

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. Order by phone at (609)-799-8858.

Design Collateral: Sidewalk Tiles



Line Rendering

