

# Wendy's: Project Redesign



# Recreating the Experience: All Angles

Make the connection between the video display / tablet and the restaurant as a whole: redesign the store.

**Design the experience.** Imagine the behavior of the target persona.

Sell healthy food to a junk food consumer.

Colors, layout all affect perception.

Arrangement can draw attention, change behavior.

# Store concept:

A store design that inspires you to make healthy choices.

- Maintain the "fast" preparation element of fast-food; positively alter the atmosphere of the store.
- Customers still receive products in a timely manner but have a relaxed atmosphere in which to enjoy it.
- Change the perception of the food itself. Perception enhances the taste of food.
- Although we won't change the products themselves, by enhancing the ambiance, we hope to enhance the customer experience on all levels.
- A natural, calm design will alter consumer behavior. The green and wood design can encourage the consumer to want to order healthy items.

# Target Persona

The target persona is health-conscious but often in a hurry.

# Color & Design

- Furniture: natural, dark woods; nice counter tops
- Bar seating for individual customers and table areas for groups
- A few comfortable seats; think Starbucks atmosphere
- Plants and other greenery

# Layout

- Order area separate from dining area to create a relaxing eating environment
- On center displays, the largest items are salads, healthier options. Emphasis is not placed on value sets or large burgers.
- Center digital display features Wendy. She shows videos of food preparation – the freshness of salads entices customers to order it (instead of juicy burgers). She directs attention to the tablet center, a meal planning solution.
- Anyone can enjoy the benefits of knowledge and meal options balanced to your personalized daily needs. The tablet allows for simultaneous use for mother and child. The children's version includes fun interactive games to keep the child busy while the mother browses. This tablet also shows Wendy, guiding the customer and interacting with him.

# Location & Target

- **Tokyo**
- **Target customer:** health-conscious but too rushed to go to a restaurant. Values *speed and convenience* over quality food; however, knowledge of healthy choices would greatly improve the experience.
- **Why Tokyo?** Japanese people are taught from childhood about the importance of food balance. Therefore, people are inclined to be health conscious from the start. Whether they elect to make healthy choices later in life is influenced by social and environmental factors. Tapping into this hard-wired aspect of Japanese life is important.

# Case Study: Fast Food Design

## How Design Influences Perception





# Wendy's Tacoma



# McDonald's London: Green concept



