

designing the evolutionary

WORK SPACE EXPERIENCE



Gamechangers

*Designing the
Evolutionary Workspace*



Designing the Evolutionary Workspace Experience

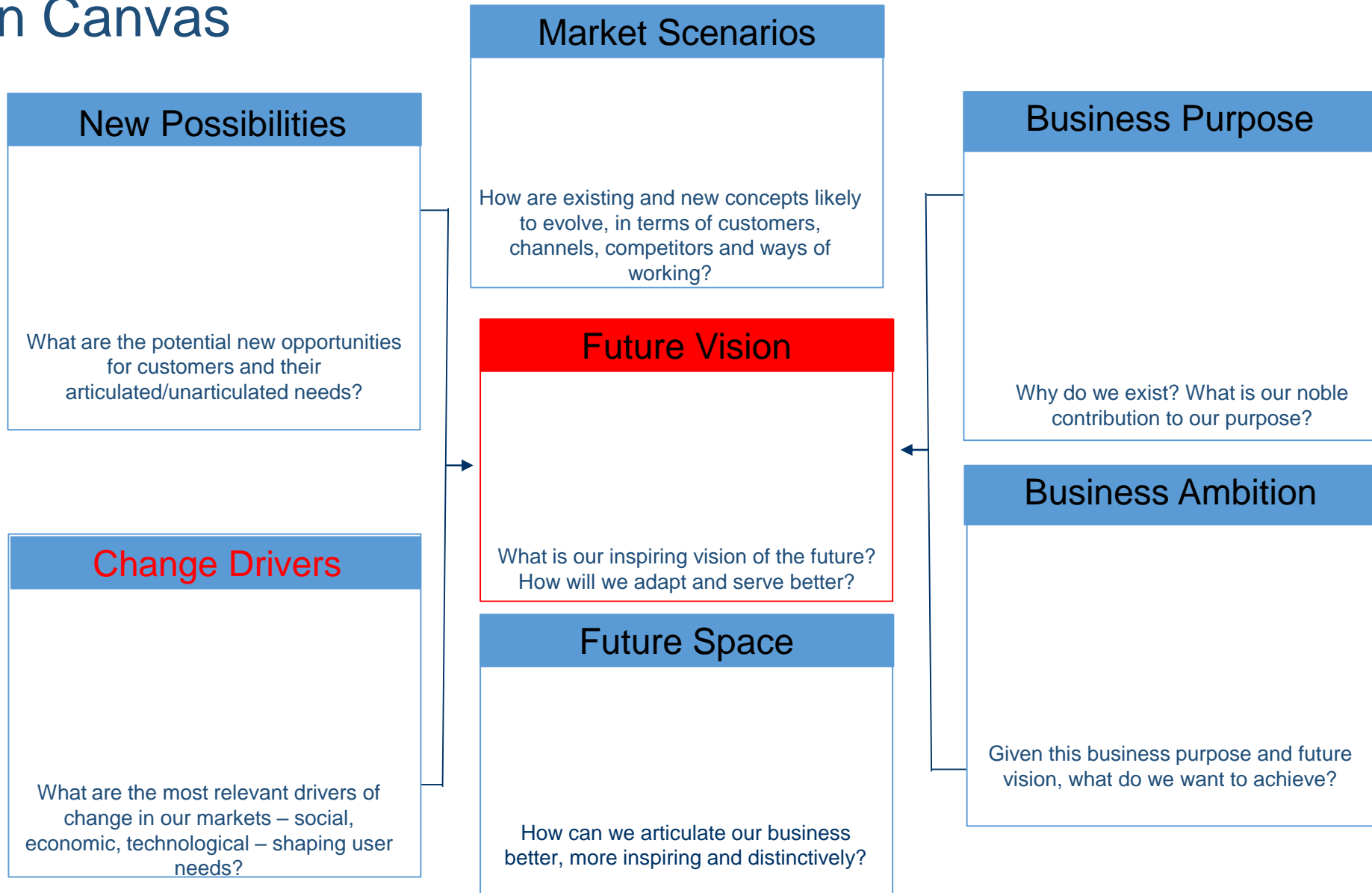
- Identify the demographic and generational shifts that impact design
- How do you design/re-image to meet your current needsyet be flexible enough to support the long-term hospitality environment your future customers will crave?
- Investigate the impact/use of technology to change the user experience
- Ask ourselves-What part does our equipment choices and facility space planning play?
- Examine customer utilization, function and flexibility as they relate to your work space
- Discuss ideas on setting metrics and measuring
- Evaluate ideas to “Enhance the user experience”
 - “Give customers what they want when they want it”

Not to teach you how to design space but rather how to embark on it?

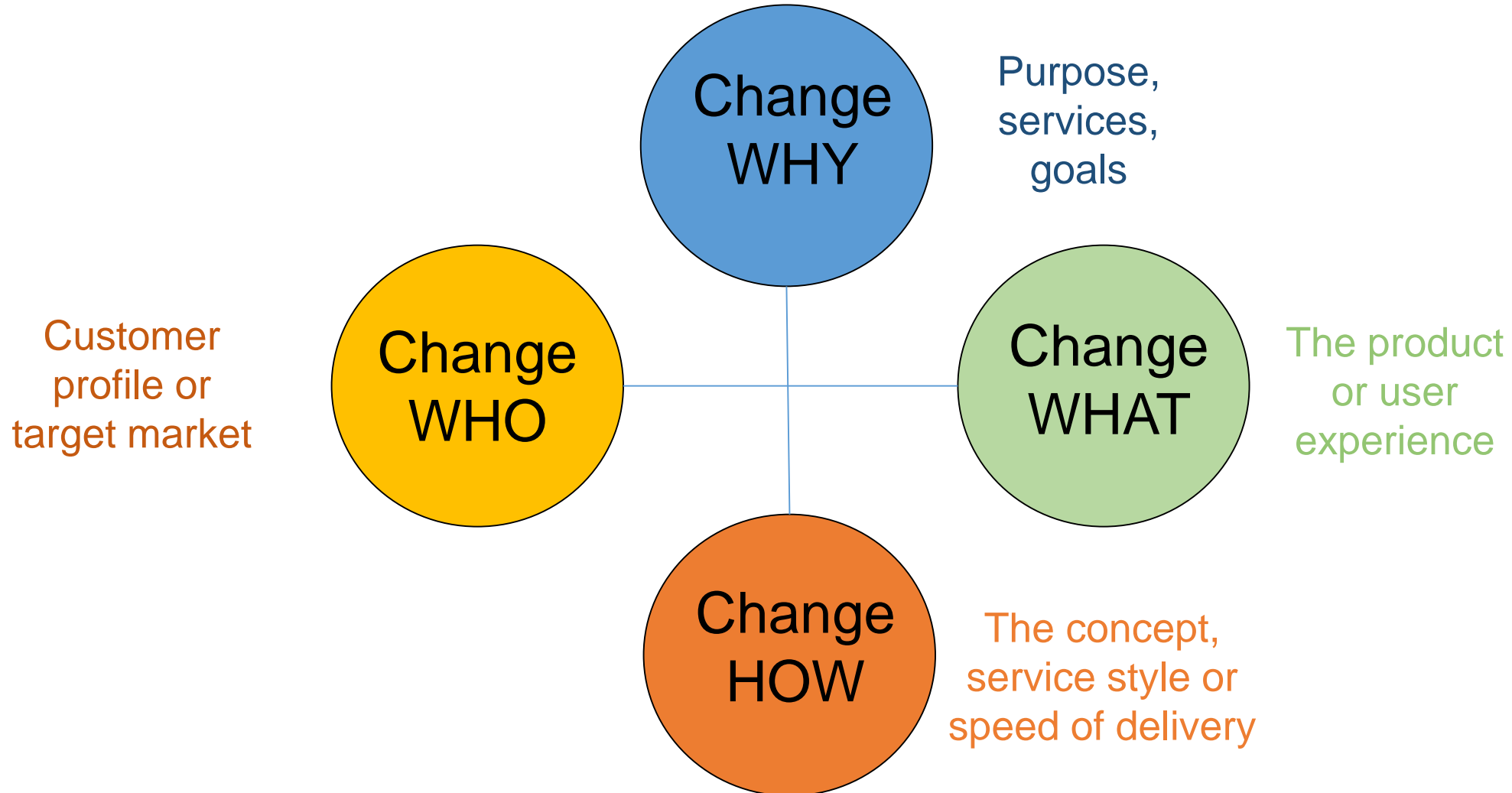
About Gamechanging Innovation

- Innovation starts with **having the right question**. Apple's iPod didn't start with 'let's make a really cool MP3 player'.
 - It started by a problem framed around 'how can I carry 1000 songs in my pocket'?
- The more **focused the challenge**, the easier the innovation.
- Creativity is about seeing things everyone else has seen, but **thinking what nobody else has thought**.
- Our **right question**: How can we prepare for the Speed of Change? How can we quickly adapt to unique new change drivers...whatever they may be...and as non-traditional as they may be, to enhance our users experience?

Vision Canvas



Innovation in FS & Hospitality



Change the “Why”

How could you change (redefine, extend, etc.) the purpose of your business and brand? E.g. goals, services and concepts offered, etc.

Change the “Who”

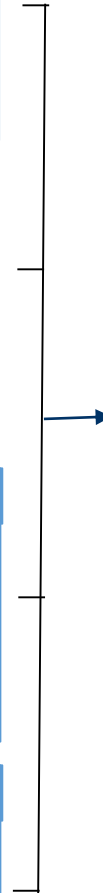
How could you change (refocus, extend, etc.) the core audience? E.g. focus on a new segment or demographic.

Change the “What”

How could you change (reinvent, extend, etc.) your menu and services? e.g. additional services, IOT and customer experience

Change the “How”

How could you change (reconfigure, simplify, etc.) the way you work or configure space? e.g. services, technology, internal organization, menu flexibility, flex space.



Change the Game

How will you combine a number of these factors to change the way your model works? What will benefit customers and the organization? How will this drive your flexible workspace experience?

10 Gamechanger Innovations Changed the Way We Eat

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|---|--|--|--|
| <p>1. Delivery 1922</p> | <p>New Los Angeles Chinese restaurant Kin-Chu Cafe promises delivery until 1 a.m., one of the first instances of telephone-based food ordering.</p> <p>The impact: Delivery is a \$43 billion business annually in the United States, and apps such as GrubHub and Postmates offer delivery from just about any restaurant.</p> | <p>6. Molecular gastronomy 1987</p> | <p>A microbiologist experiments with making ice cream using liquid nitrogen (rather than churning), inadvertently inventing Dippin' Dots.</p> <p>The impact: Molecular gastronomy is now mainstream; Smitten is a popular liquid-nitrogen ice cream chain; Panera and others use cooking techniques such as sous vide.</p> |
| <p>2. Drive-through 1948</p> | <p>The first In-N-Out Burger allows drivers to order through an intercom and pick up from a window—without stepping out of the car.</p> <p>The impact: With up to 70% of fast-food sales coming via the drive-through lane, even higher-end chains such as Starbucks and Chipotle have been forced to embrace the system.</p> | <p>7. Internet ordering 1994</p> | <p>The promise of ordering a pizza via the internet becomes a reality when Pizza Hut takes the first digital order—large pepperoni with mushrooms and extra cheese.</p> <p>The impact: About half of all U.S. pizza orders are now digital, and Domino's has usurped Pizza Hut with its pizza tracker and emoji ordering.</p> |
| <p>3. Credit card 1950</p> | <p>Diners Club becomes the first multipurpose charge card, eliminating the need for cash or a house account at upscale restaurants.</p> <p>The impact: Bill-paying tech continues to evolve, with restaurateurs embracing startups that offer prepaid ticketing (Tock) or eliminate the check drop and replace it with pay-by-phone (Resy).</p> | <p>8. Data-driven restaurant management 1999</p> | <p>Owners ran restaurants by feel until the startup Avero created software to analyze sales and inventory to reveal insights such as which servers are best at wooing customers to order dessert.</p> <p>The impact: Data now rules the guest experience as well, via services such as Yelp, which has tools to manage reservations, wait times, and rewards.</p> |
| <p>4. The McDonald's system 1955</p> | <p>After Ray Kroc opens the first McDonald's franchise in Des Plaines, Illinois, he institutes consistent prep methods and sets up a supply chain to ensure uniform quality while expanding rapidly.</p> <p>The impact: Almost every chain since has tried to emulate its prowess; Just Salad, for one, touts its employees' ability to toss 60 salads an hour.</p> | <p>9. Instagram 2010</p> | <p>Instagram cofounder Kevin Systrom's first photos on the app are from San Francisco's Tacos Chilikos stand, establishing the relationship between food and photo sharing.</p> <p>The impact: Taco Bell creates products like the Quesalupa for its Instagrammable cheese pull; avocado toast sales boom because it's pretty.</p> |
| <p>5. Electronic cash register 1973</p> | <p>IBM rolls out the 3650 Retail Store System, a client-server mainframe for tracking orders and inventory.</p> <p>The impact: Since McDonald's adopted computerized order entry in 1974, systems have become increasingly sophisticated; Square delivers even more power—in a tablet computer.</p> | <p>10. Robots! 2017</p> | <p>Domino's Pizza announces a test to deliver via self-driving cars. Customers grab their order from the back, no human interaction necessary.</p> <p>The impact: Robots are also being deployed to make food—Chowbotics is a salad maker and Cafe X a barista—and chains such as McDonald's and Wendy's are rolling out self-serve order kiosks.</p> |

Key Takeaways

1. Who is the primary customer and what do they really want?
 - a. How could we make things simpler, more accessible, more customized for them?
2. How can we use the assets we already have in smarter ways?
3. What is the benefit we are trying to deliver and how else could it be achieved?
4. How can we deliver the concept in a way that our customers love and that is differentiated?
5. What if customers were in charge of our business? What would they do differently?
6. How would we do it if we only had 1/10 of the budget? Can't have it all—what are our priorities?
7. What should we stop doing, before creating more things to do?
8. Who are the non-users? What do they have in common?
9. How can we embrace technology and utilize it to both enhance the user experience and our efficiency?
10. How can we design for flexible workspace to meet the gamechanging drivers and which are our priorities?