

# Team Restaurant

Donnell, Jena, Sarah, and Freya

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# Research Problem

To understand what people do in a restaurant environment while waiting to be seated and served.



# Process

Our team conducted casual observations at The Cheesecake Factory, Texas Roadhouse, and Donatos during peak dinner times to understand user behavior.



# Insights

We learned that while people wait to be seated, they frequently asked the staff questions and showed visual signs of impatience.

We learned that while people were waiting to order, they asked questions about specials and popular menu items.

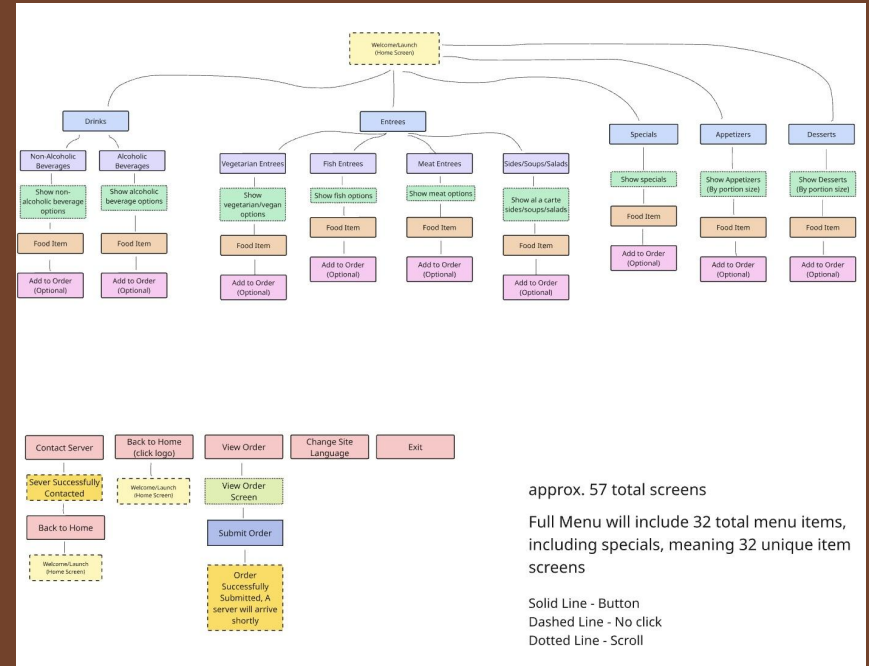


# User Flow

Our experience starts when the user is seated at their table and is ready to order food and drinks.

The experience ends once the order is placed.

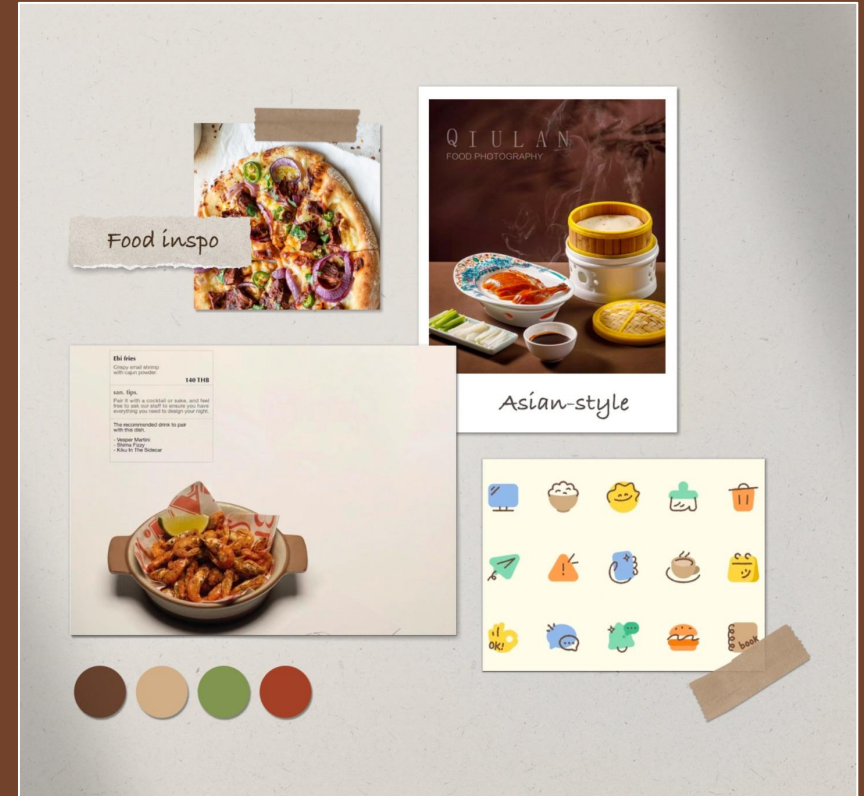
## Pictured: Site Map



# System Concept

Our goal is to design an interactive menu for mobile devices for an Asian/American family-style restaurant, named Bamboo Grill. The experience is designed to be as intuitive as possible to reduce the need for server assistance during busy hours.

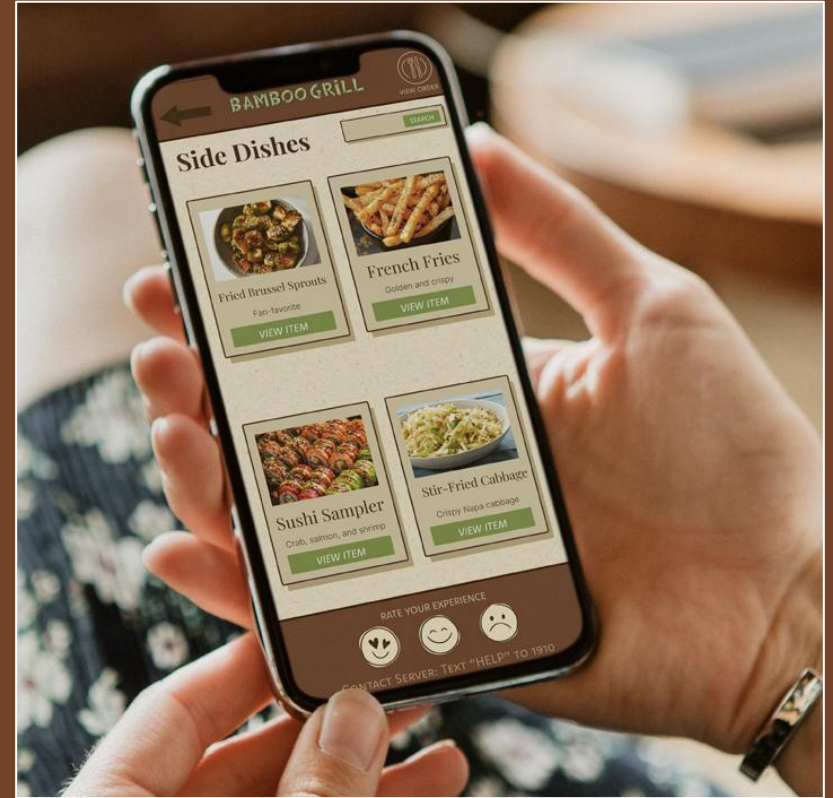
Pictured: Mood Board snapshot



# 2D Interface

Our 2D interface is a digital menu designed as a mobile website. Users can navigate the menu for entrees, drinks, desserts, etc.

The site is designed to give the users as much freedom as possible to make their own choices, but still leaving the option open to seek help from a server.



# Projection Map

Users can project our specials onto a plate: Mochi Donut Rings and Peking Duck, offering a visual and stimulating storytelling experience.



