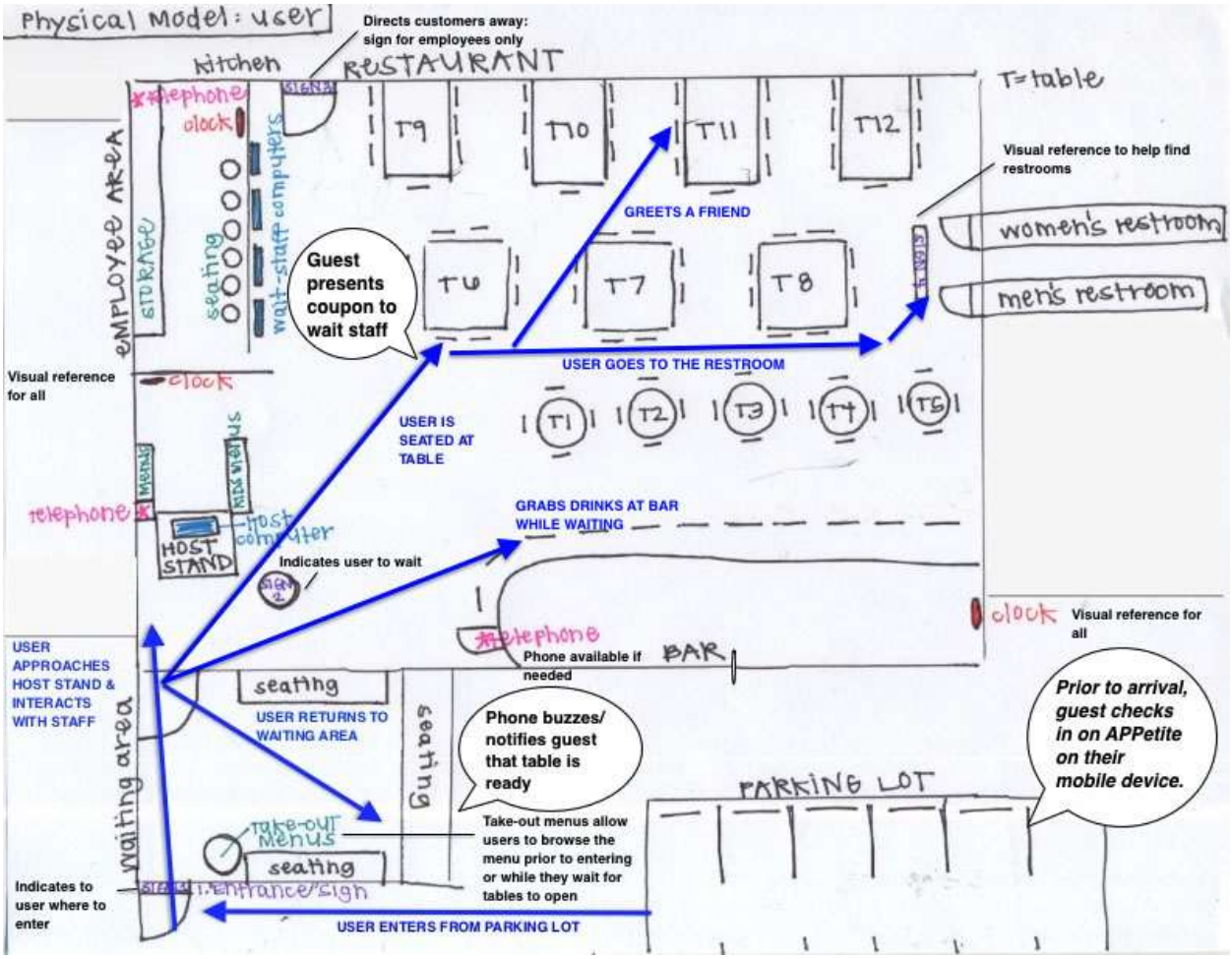
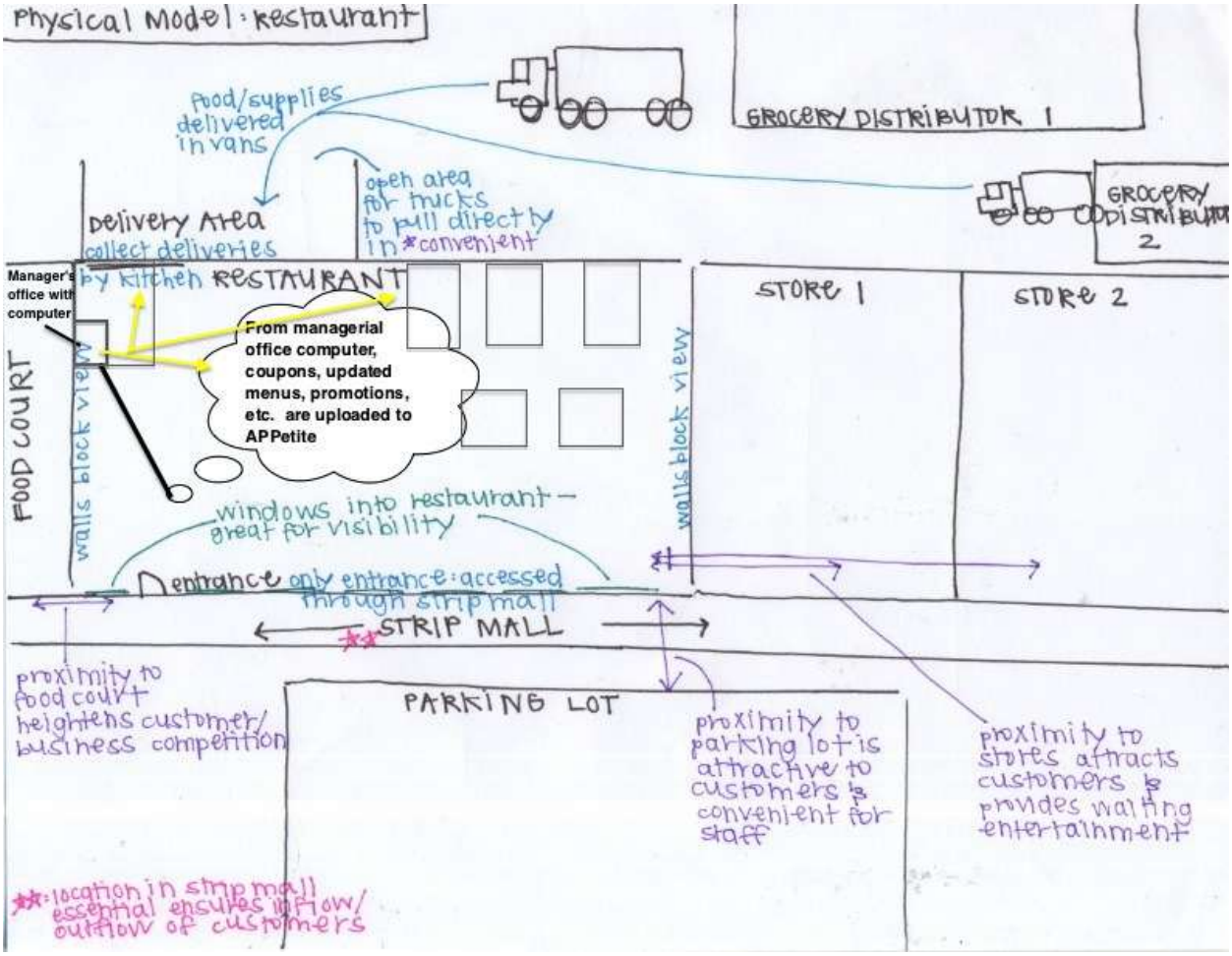
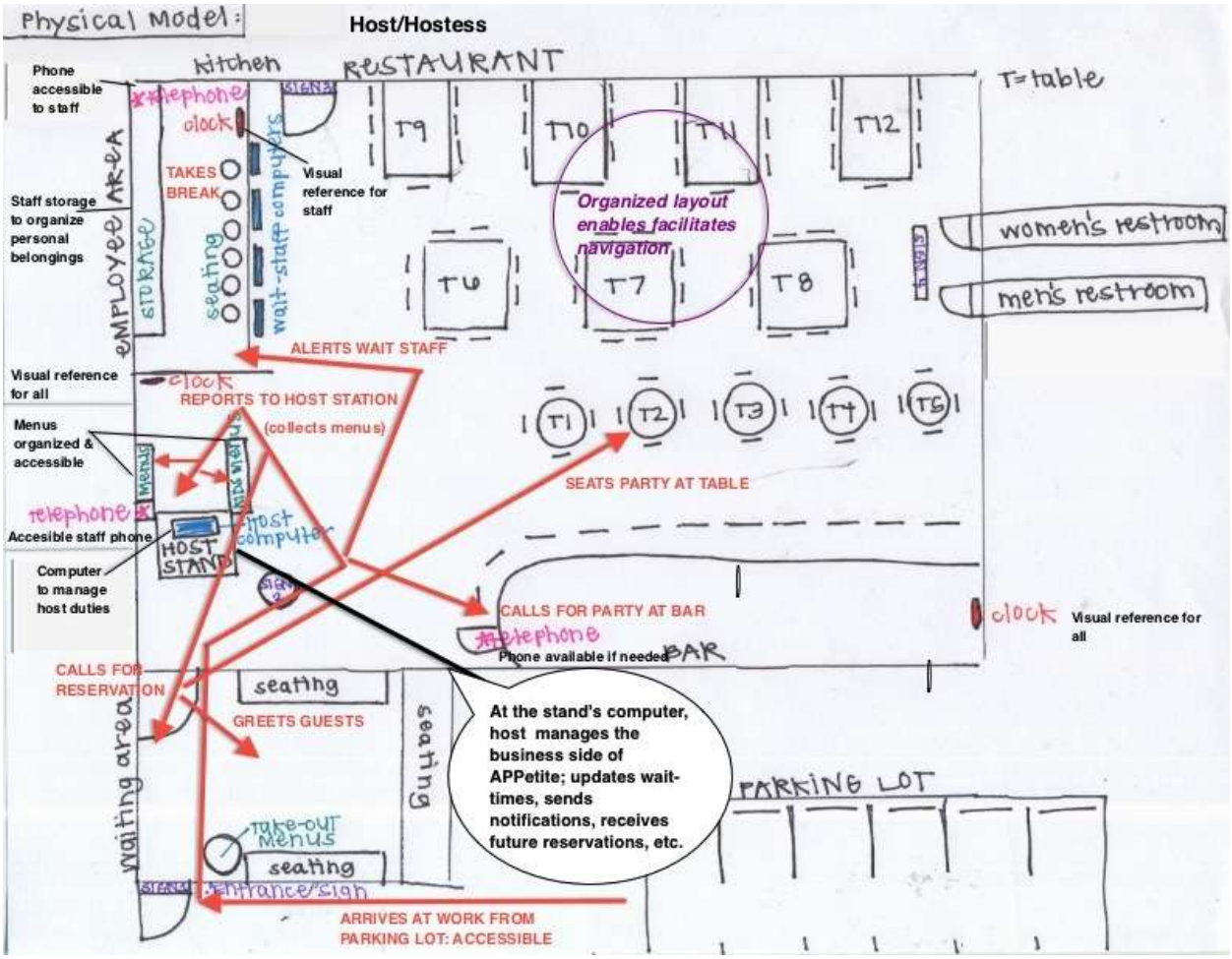

Physical Model: User
Directs customers away: sign for employees only
Kitchen
RESTAURANT
T=table
telephone
clock
EMPLOYEE AREA
storage
seating
wait-staff computers
T9
T10
T11
T12
Visual reference to help find restrooms
GREETS A FRIEND
women's restroom
men's restroom
Guest presents coupon to wait staff
T6
T7
T8
USER GOES TO THE RESTROOM
Visual reference for all
clock
USER IS SEATED AT TABLE
T1
T2
T3
T4
T5
telephone
menus
kids menus
host computer
HOST STAND
GRABS DRINKS AT BAR WHILE WAITING
Indicates user to wait
clock
Visual reference for all
telephone
Phone available if needed
BAR
USER APPROACHES HOST STAND & INTERACTS WITH STAFF
seating
USER RETURNS TO WAITING AREA
seating
Phone buzzes/ notifies guest that table is ready
Prior to arrival, guest checks in on APPetite on their mobile device.
PARKING LOT
waiting area
take-out menus
seating
Take-out menus allow users to browse the menu prior to entering or while they wait for tables to open
Indicates to user where to enter
entrance sign
USER ENTERS FROM PARKING LOT


Physical Model: Restaurant
food/supplies delivered in vans
GROCERY DISTRIBUTOR 1
GROCERY DISTRIBUTOR 2
open area for trucks to pull directly in *convenient
delivery area
collect deliveries
by kitchen
RESTAURANT
Manager's office with computer
From managerial office computer, coupons, updated menus, promotions, etc. are uploaded to APPetite
FOOD COURT
walls block view
STORE 1
STORE 2
walls block view
windows into restaurant - great for visibility
entrance
only entrance: accessed through strip mall
STRIP MALL
**
proximity to food court heightens customer/business competition
PARKING LOT
proximity to parking lot is attractive to customers & convenient for staff
proximity to stores attracts customers & provides waiting entertainment
**: location in strip mall essential ensures inflow/outflow of customers



Physical Model—User: Description

This model portrays the physical environment and how it affects the user (or customer). The areas labeled "T1, T2,…T12" represent the tables customers sit and receive service at. Beginning at the bottom right corner, we can see the first appearance of the application in use; physically, the user is not yet inside the restaurant, but they are within the proximity required to connect with the restaurant and put their name on the wait list. The proximity between the parking lot and the restaurant is very convenient. The user is also very close to other shops as well. This makes it easy for the user to occupy themselves with something else, if they are close by and still have some time to spare before their table is ready. As the shops are right next to the restaurant, they can walk to the restaurant just as the table should be ready. Next, the user arrives in the parking lot, and moves from the lot to the entrance. As the user enters the establishment, they pass through the waiting area to reach the host stand where they see a sign #2 which indicates their party to wait for the host/hostess. The user then is directed in one of two ways: their table is ready and they are seated, or they must return to the bar/waiting area until they receive a notification from the host. If the user returns to the waiting area, seats are available for comfort, and

menus are provided on a side table for entertainment/ visual distraction. If the table is ready, the host sends notification out to APPetite, user receives it, and they proceed to the host's stand. The host them brings them to their table, in this case table T6. The spacing between tables on the floor provides a comfortable, organized ambiance, and the tables can each conveniently fit a significant amount of guests, marked by the lines surrounding the tables. Before paying, the customer can show APPetite coupon to waiter from their table. Users can easily navigate through the table aisles to the restrooms, located at the far right side of the restaurant. Sign #4 outside of the restrooms serve as a visual aid of navigation to users. Around the restaurant, clocks are visible as visual aids, and, if needed, the user can access a telephone at the bar. Other visual references are sign #1, the entrance sign, and sign #2, the "employees only" sign. Prior to the interviews, the layout was set; the only thing the interviews really changed was the addition of a waiting area to increase space on the restaurant floor, and the addition of take-out menus to keep waiting customers preoccupied. The last aspect added in this model was the wait-staff computer area—a suggestion taken from the manager interview.

Physical Model—Host/Hostess: Description

This model shows the physical model in relation to the activities of the host/hostess. The host arrives at work through the main entrance; they also come from the easily accessed parking lot. They report to the host stand, and begin managing the floor via the computer from the desk. From the stand, they can manually enter customer names for the wait list, or, if APPetite is used, the names are automatically entered, which makes their job easier. In order to notify a non-APPetite guest, the host moves from the stand, to the waiting area/bar and verbally calls/greets party then proceeds back to the stand. To notify an APPetite user, host sends buzz-notification from the convenience of their stand. Once party is notified, they proceed to meet the host at the desk. Host retrieves menus from either side of their area, and, in this case, guides party to T2. The numbered layout of the tables serves mostly as the host's organization guide. After parties are seated, host moves to the "employee area" to notify wait staff of floor information. Here the host can also take a break, use the telephone, and store/access personal belongings in the storage area. Similar to the physical model for the user, clocks and signs serve the same visual reference use. An additional telephone at the desk is designated solely for incoming restaurant calls/business purposes. From the interviews, we learned to incorporate a telephone at the hostess stand, and storage space for menus/the computer to ensure productivity. The wait area also was added to de-clutter the area around the host stand/bar to facilitate smooth navigation. The last aspect added in this model was the wait-staff computer area—a suggestion taken from the manager interview.

Physical Model—Restaurant (Owner/Manager): Description

This model provides information regarding the effects of the physical environment on the restaurant (owner/manger) activities. The focus of this model incorporates more activities from the restaurant to the outside world compared to the other models, in addition to a few managerial roles within the restaurant. Here our restaurant is located

within a strip mall in close proximity to stores and a food court—meaning potential customers pass the restaurant frequently. Stores provide customer wait-time entertainment, and also pedestrians within the stores are often drawn to the restaurant due to the location. Furthermore, the food court on the left side of our restaurant heightens competition. The proximity of the parking lot to the restaurant within the strip mall attracts customers and is also convenient for the staff. At the front of the restaurant, large windows range from wall-to-wall facing outward into the hallway of the mall. These windows provide great visibility inwards and outwards, and the walls between the restaurant and the food court/stores maintains restaurant ambiance. At the back of the establishment we see a delivery area located at the kitchen—this idea was provided from our interview with manager Kristina Leach. The location of the area is great for restaurant appearance (because it is hidden in the back), and for smooth distributor-to-restaurant transactions. Trucks from grocery distributors 1 and 2 can pull into delivery area directly to drop off food and supplies directly to a door reaching the kitchen. This is great because these transactions won't affect restaurant floor activity. Within the establishment, the manager can oversee the floor and easily interact with customers if requested. In this situation, the manager moves from the office, onto the floor and to the table of guests. From our interviews, the manager's office was added in the employee area because Kristina Leach described most of her duties within her office. Here, the manager would upload coupons, menus, promotions, etc. to APPetite from the managerial computer. The employee schedule is also made and kept within the office as a visual aid for both employees and the staff. The yellow arrows indicate the main movement of the manger: out to the tables, to the delivery deck, and just to stand overlooking the floor. A telephone is also available for managerial/staff use. The last aspect added in this model was the wait-staff computer area—a suggestion taken from the manager interview.