

The Ideal **FAST FOOD** *Experience*

**Satisfy your cravings,
without sacrificing your values:
The new era of fast food is here.**

Crafting Satisfaction

Discover the art of crafting satisfaction in every bite with our comprehensive guide to the perfect fast food experience.

Discover the key elements of a perfect fast food experience, from the quality of the food to the speed and efficiency of service.

Find out what customers really want when it comes to fast food, based on our comprehensive surveys and research.

Explore the role of technology in enhancing the fast food experience, from online ordering to delivery services.



Welcome

Greetings and welcome to our research on the ultimate fast food experience. We are a team of postgraduate students from the Savannah College of Arts and Design, currently enrolled in the Methods of Contextual Research course. This magazine represents the culmination of our exhaustive investigation into the key factors that constitute the perfect fast food experience.

Our Team

Ruibing Jiang (MA in Service Design)
Suswara Moola (MFA in Design Management)
Vishal Parmar (MA in Design of Sustainability)
Gaurav Dalbhanjan (MA in Industrial Design)
Aiman Ahmed (MFA Graphic Design and Visual Experience)

Our Professor

Jeehoon Shin
Methods of Contextual Research (IDUS 711)



Table of Contents

| | |
|---------------------------------------|----|
| <i>The Ideal Fast Food Experience</i> | 5 |
| <i>Our Purpose</i> | 6 |
| <i>Framework</i> | 7 |
| <i>I feel satisfied</i> | 9 |
| <i>It is... Pleasing</i> | 11 |
| <i>It is... Delicious</i> | 13 |
| <i>It is... Convenient</i> | 15 |
| <i>I want...</i> | 19 |
| <i>I need...</i> | 25 |
| <i>I desire...</i> | 31 |
| <i>Design Opportunities</i> | 39 |
| <i>Conclusion</i> | 51 |
| <i>Acknowledgement</i> | 52 |
| <i>Credits</i> | 53 |



*"Food, like a loving touch
or a glimpse of divine power,
has that ability to comfort."*

Norman Kolpas



The Ideal Fast Food Experience

Fast food is something that is ubiquitous in our daily lives. It's a quick and easy solution for busy individuals who don't have the time or energy to cook a meal from scratch. However, it's not just about getting food on the go anymore. People today are looking for an experience that is engaging, personalized, and aligned with their values. They want to have an enjoyable time, while also feeling like they're making a good choice for themselves and the environment. So, what could be the ideal experience of fast food? What are the factors that influence it, and how can we create something that meets the changing needs of modern customers? In this magazine, we want to explore these questions and present innovative solutions that deliver a fast-food experience like no other.

Our Purpose

To understand what makes for an ideal fast food experience, we conducted extensive research to gather insights from a diverse range of sources. We started by reviewing existing data on fast food, including news articles, opinion pieces, and academic studies. We also interviewed consumers to get their perspectives on what makes fast food enjoyable, satisfying, and healthy. We conducted surveys and cultural probes as well as sensory cues to collect data on customer preferences, behaviors, and attitudes towards fast food. Through this research, we discovered a wide range of factors that influence the fast food experience, including taste, convenience, value, healthfulness, social context, and environmental impact. By synthesizing these insights, we aim to provide a comprehensive and nuanced understanding of the fast food landscape and to identify opportunities for innovation and improvement.



Framework

At the heart of our exploration of the ideal experience of fast food lies a framework that we developed based on our research findings. This framework serves as a guide for fast food establishments to deliver a fast food experience that meets the changing needs of modern customers. It is based on the key factors that customers value when it comes to fast food, and it represents the core elements of the ideal fast food experience that fast food

In the heart of our framework is I feel satisfied, followed by the first outer circle mentioning the three aspects of fast food, i.e. that it should be pleasing, convenient and delicious. The second outer circle represents other key aspects of what customers want, need and desire.





I feel satisfied

At the heart of our framework for the ideal fast food experience is the feeling of satisfaction. We found through our research that customers are not just looking for a quick and convenient meal, but also for an experience that leaves them feeling fulfilled and content. Whether it's the taste and quality of the food, the convenience and speed of the service, the comfort and ambiance of the environment, or the affordability and value for money, customers want to feel satisfied in every aspect of their fast food experience. In this magazine, we'll explore how fast food brands can create a sense of satisfaction for their customers, by highlighting best practices and innovative solutions that enhance the overall experience. We'll also present examples of fast food brands that have successfully



It is... *Pleasing*

People appreciate the sensory appeal of fast food, which includes its appearance, smell, texture, and overall aesthetic. People are attracted to fast food that looks and smells appetizing, and that has a pleasant texture and mouthfeel. The environment in which the food is consumed also plays a role in the pleasingness of the experience, with factors such as lighting, cleanliness, and ambiance contributing to overall satisfaction.

A top-down view of a fast-food meal on a red surface. On the left, a black tray holds a large portion of golden french fries, several chicken nuggets, and a burger with a sesame seed bun. To the right of the tray are two white cups with red stripes filled with dark soda, a small black bowl of ketchup, and a small red square bowl of barbecue sauce. In the bottom left, a red plate holds another portion of french fries and a burger with a sesame seed bun.

It is... Delicious

This aspect of the framework refers to the taste and flavor of the food itself. Fast food that is delicious is one that satisfies the customer's palate and leaves them feeling satisfied and fulfilled. This can include factors such as the quality of the ingredients, the seasoning and flavorings used, and the overall balance of flavors. A key component of deliciousness is also the ability to customize and personalize the food to meet individual preferences and dietary restrictions.

It is... **Convenient**



This element of the framework speaks to the importance of speed and efficiency in the fast food experience. Customers want their food to be readily available and easily accessible, whether through a drive-thru window, online ordering, or self-serve kiosks. The convenience factor also encompasses other aspects of the experience, such as the availability of parking, the ease of payment, and the speed of service.



We claim no ownership of this advertisement. It is printed only to illustrate and exemplify research.



I want...

This topic focuses on the customer's desires or aspirations for their fast food experience. It could include what they hope to get out of their meal, what types of food they crave, and what kind of atmosphere they want in a fast food restaurant.

I want...

A Friendly Environment

This element of the fast food experience refers to the overall atmosphere and ambiance of the establishment. Customers value fast food establishments that are clean, well-lit, and inviting, with comfortable seating and a welcoming atmosphere. A friendly environment can also include elements such as music, art, or other forms of entertainment that make the experience more enjoyable and memorable. Fast food companies that invest in creating a friendly environment can attract more customers and create a loyal following of repeat customers.



I want...

Nostalgia

This refers to the emotional connection that customers have with certain fast food brands or menu items from their childhood or past. Nostalgia can be a powerful driver of customer loyalty and can make people feel more connected to a brand. Fast food companies can tap into nostalgia by using retro branding, bringing back old menu items, or creating marketing campaigns that evoke a sense of nostalgia.

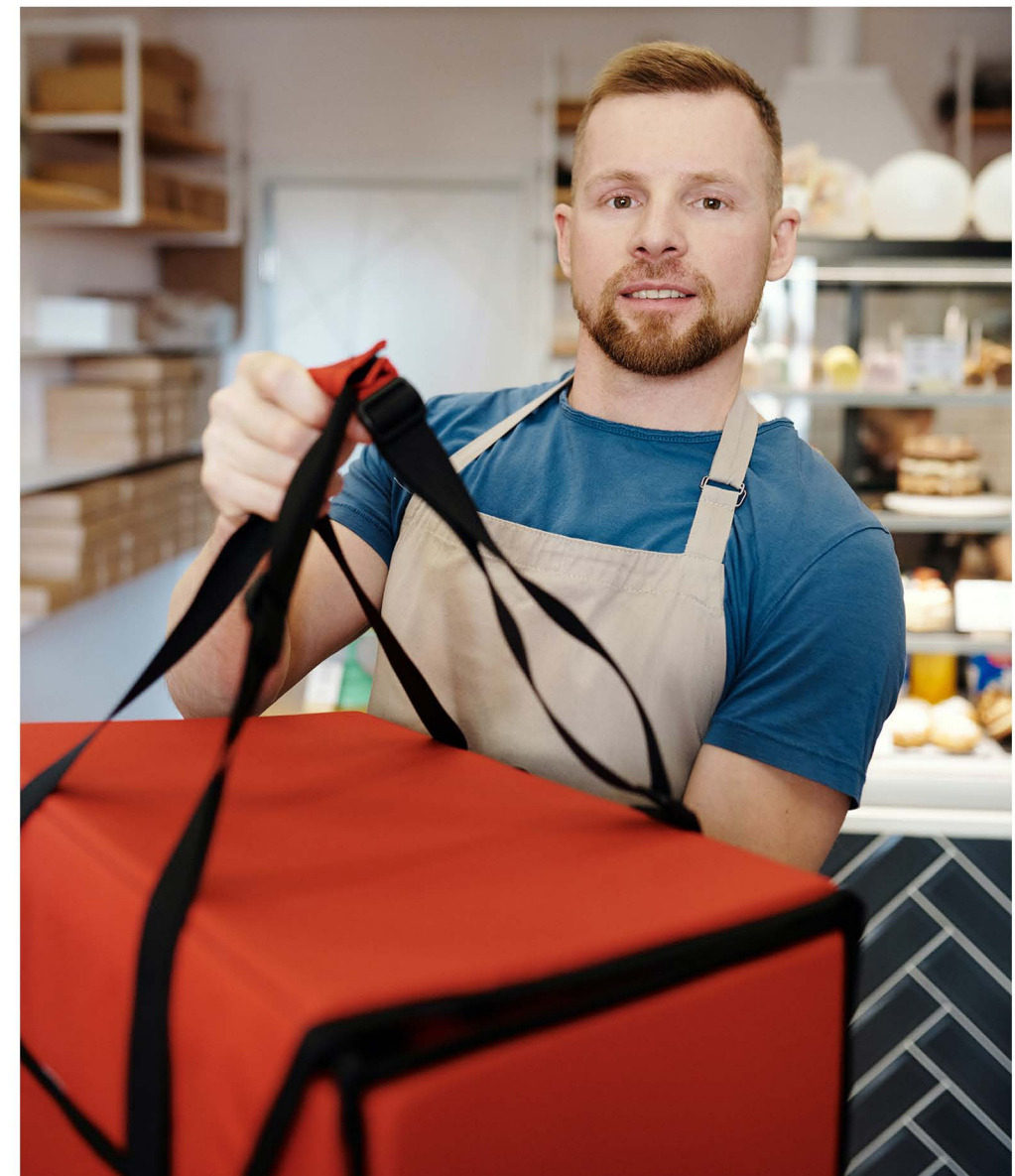


I want... *Personalization*

This aspect of the fast food experience refers to the ability of customers to customize their orders to suit their individual preferences and dietary needs. Personalization can include options for choosing different toppings, sauces, and sides, as well as options for modifying the nutritional content of the meal. Fast food companies that offer a high degree of personalization can attract a broader range of customers and can create a more enjoyable and satisfying experience for each individual.

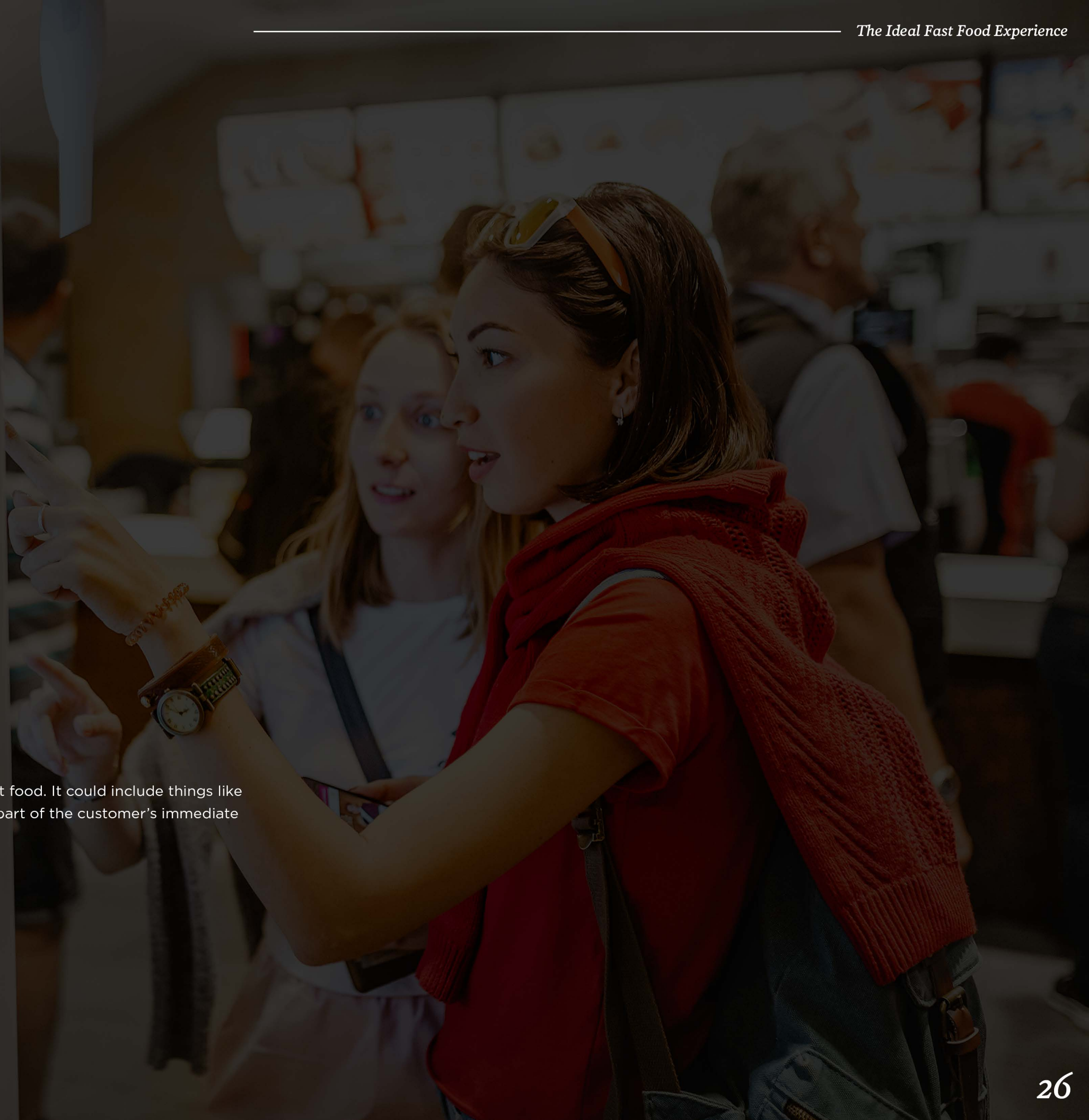
I want... *Good Service*

This element of the fast food experience is all about the customer's interactions with the staff and the level of service they receive. Good service can include friendly and efficient ordering processes, accurate order fulfillment, and prompt and courteous communication. Customers value fast food establishments that make them feel welcome and valued, and that go out of their way to ensure that their needs are met.



I need...

This topic focuses on the customer's practical needs when it comes to fast food. It could include things like affordability, convenience, cleanliness and accessibility. It is an important part of the customer's immediate expectations when they visit a fast food restaurant.





I need... *Efficiency*

This element of the fast food experience refers to the speed and convenience of the ordering process, as well as the speed of service. Customers value fast food establishments that can provide their food quickly and efficiently, whether through the use of technology (such as self-serve kiosks or mobile ordering) or through streamlined and efficient staff processes. Efficient service is particularly important for customers who are on-the-go or who have limited time for their meals.



I need... *Accessibility*

This element of the fast food experience refers to the ability of customers to access the establishment and its menu items, regardless of their physical or cognitive abilities. Accessibility can include features such as wheelchair ramps, braille menus, and audio descriptions of menu items. By ensuring that their establishments and menus are accessible to a wide range of customers, fast food companies can demonstrate their commitment to inclusivity and diversity, and can attract a larger customer base.

I need... *Cleanliness*

This aspect of the fast food experience refers to the overall cleanliness and hygiene of the establishment, including the kitchen, dining areas, restrooms, and food preparation areas. Customers place a high value on cleanliness and hygiene, and are more likely to return to a fast food establishment that has a reputation for cleanliness and high standards of hygiene. This can also have implications for food safety, as a clean and hygienic environment is critical to preventing foodborne illness.



I need... *Affordability*

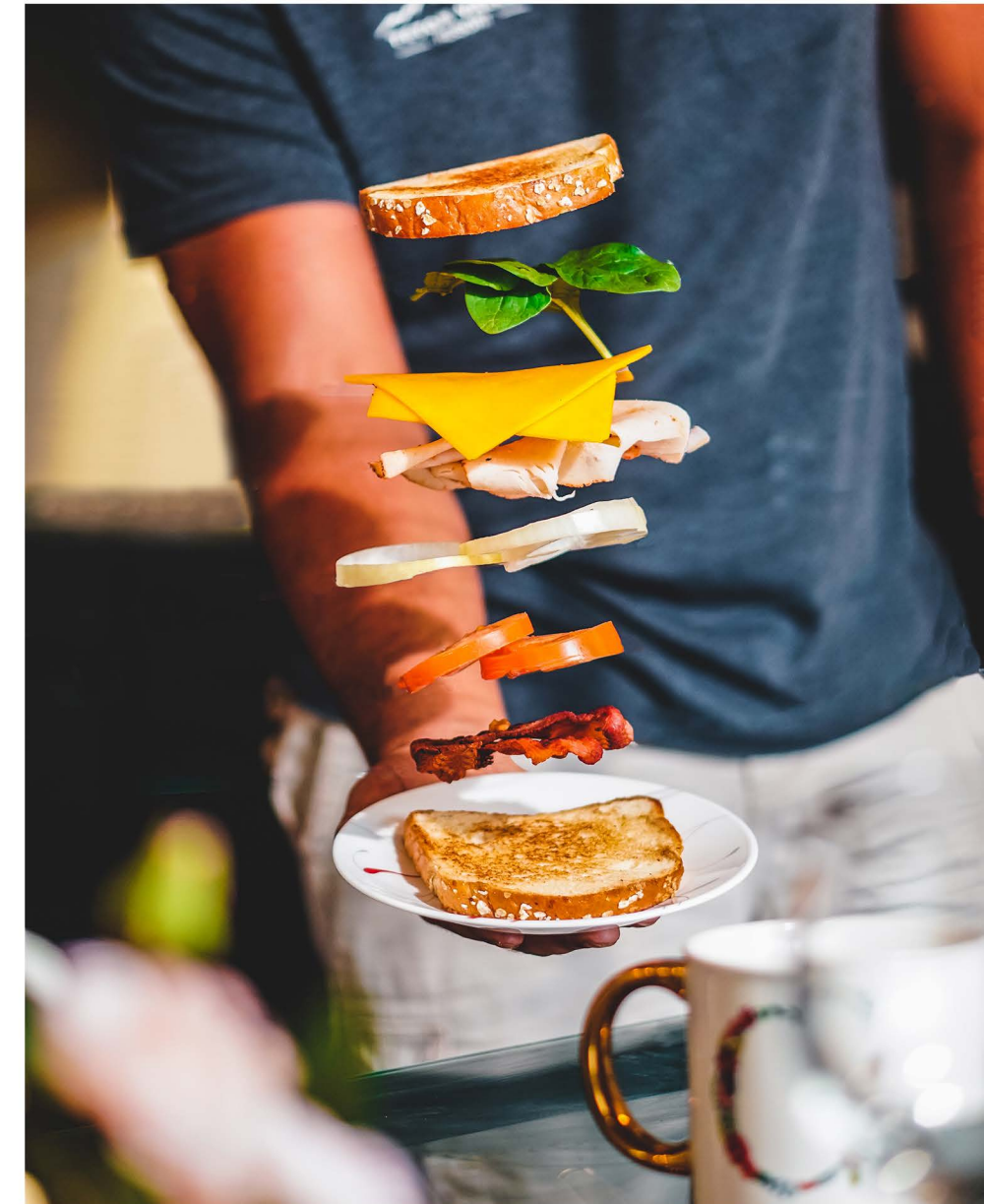
This aspect of the fast food experience refers to the price of menu items, and the perceived value for money that customers receive. Customers are more likely to visit fast food establishments that offer affordable and accessible options, particularly during times of economic uncertainty. Affordability can also include the availability of deals, promotions, and loyalty programs that make the fast food experience more accessible to customers on a budget. By offering affordable options, fast food companies can attract a larger and more diverse customer base, and can build customer loyalty over time.

I desire...

This topic focuses on the customer's emotional or experiential desires when it comes to fast food. It could include things like wanting to try new and exciting flavors, or wanting to have a memorable dining experience. This topic focuses on the customer's emotional or experiential desires when it comes to fast food. It could include things like wanting to try new and exciting flavors, or wanting to have a memorable dining experience.

I desire... *Quality of Food*

This aspect of the fast food experience refers to the overall quality and taste of the food served by a fast food establishment. Customers value high-quality ingredients, fresh and flavorful menu items, and food that is prepared with care and attention to detail. Quality can be achieved through sourcing high-quality ingredients, using fresh produce, and investing in kitchen equipment and staff training. By providing high-quality food, fast food companies can build customer loyalty and differentiate themselves from competitors.



I desire... *Nutrition*

This element of the fast food experience refers to the perceived healthfulness and nutritional value of menu items. Customers today are more health-conscious and are looking for fast food options that are lower in calories, fat, and sodium, and higher in fiber, protein, and vitamins. Fast food companies can respond to this trend by offering healthier options on their menus, including salads, grilled items, and plant-based proteins.



I desire... *Variety*

This aspect of the fast food experience refers to the range of menu items offered by a fast food establishment. Customers value fast food companies that offer a diverse range of menu items, including vegetarian and vegan options, as well as seasonal and limited-time offerings. By providing a wide range of menu options, fast food companies can cater to a larger customer base and differentiate themselves from competitors.

I desire... *Consistency*

This element of the fast food experience refers to the ability of a fast food establishment to provide the same quality and taste of menu items consistently, across different locations and over time. Customers place a high value on consistency, and are more likely to return to a fast food establishment that provides the same level of quality and taste in their food. Consistency can be achieved through standardized recipes, training programs for staff, and regular quality control measures.





The new McDonald's app

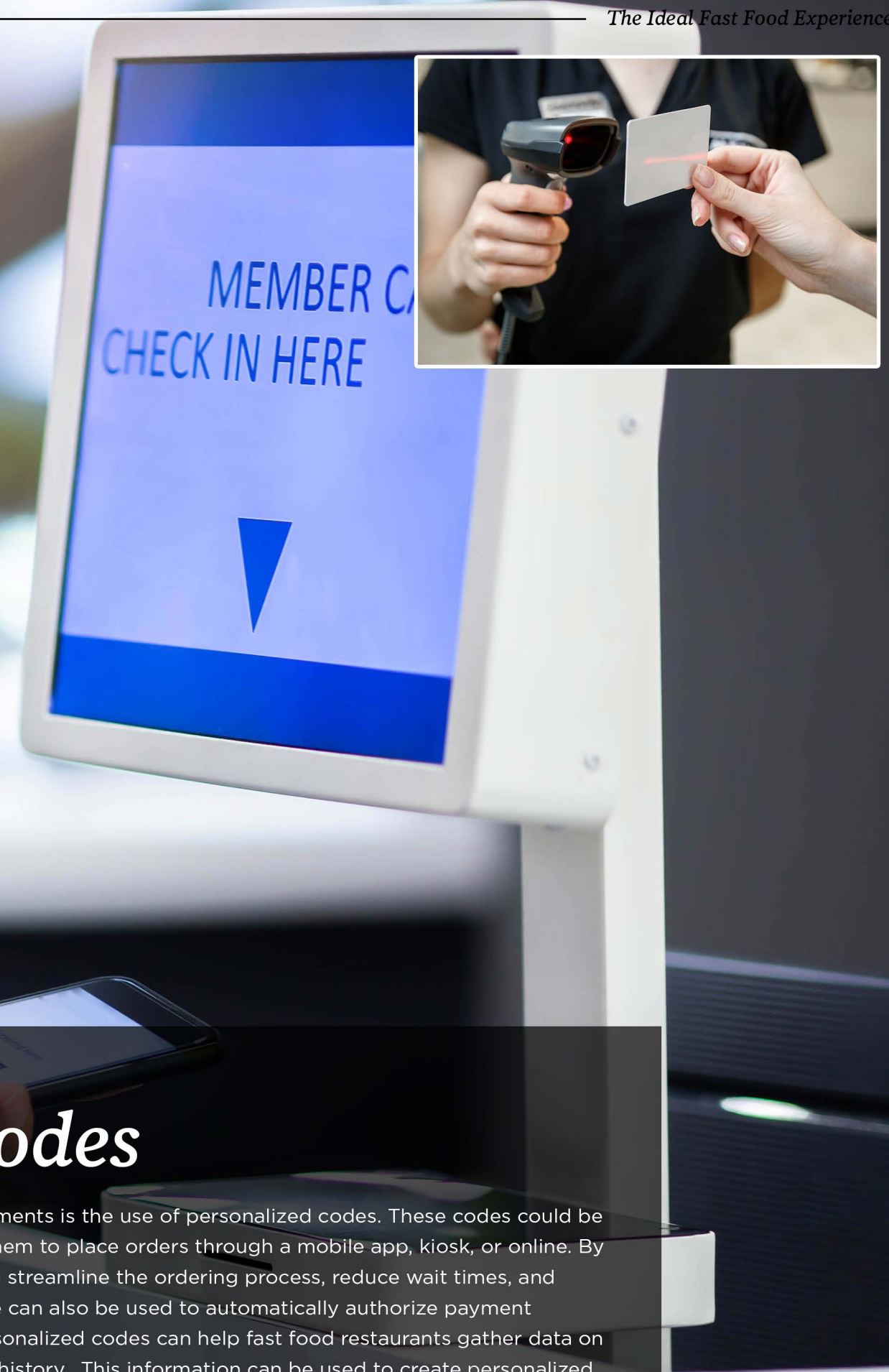
Design Opportunities

Through research and analysis, we have identified areas where fast food brands can improve their customer experience. Our design opportunities aim to provide innovative solutions that enhance the overall fast food experience for customers, from the moment they walk through the door to the moment they leave with their meal.



Healthy Menu Options

Based on the research for the ideal experience of fast food, offering healthy menu options can be a potential design opportunity for fast food establishments. By introducing more low-calorie, low-fat, and plant-based options, fast food restaurants can appeal to health-conscious customers who prioritize nutritious food choices. They can also differentiate themselves from competitors and improve their brand image by promoting healthier options on their menus. Designing new menu items that feature fresh, whole foods, and ingredients that are sustainably sourced can help fast food establishments cater to customers who want to enjoy a quick meal without compromising their health.



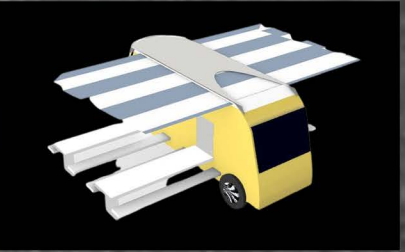
Personalized Codes

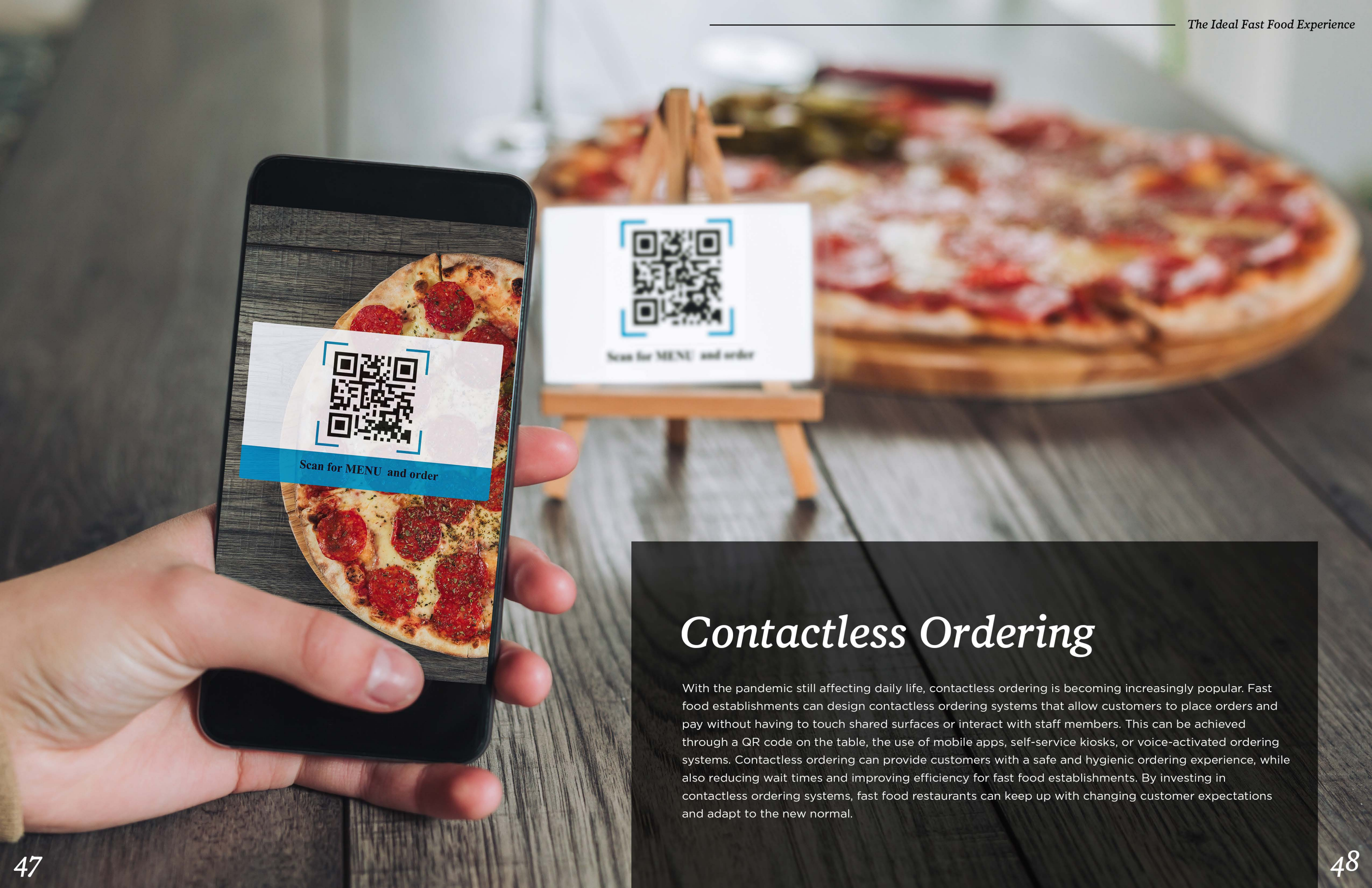
Another design opportunity for fast food establishments is the use of personalized codes. These codes could be unique to each customer, and customers can use them to place orders through a mobile app, kiosk, or online. By using personalized codes, fast food restaurants can streamline the ordering process, reduce wait times, and enhance the overall customer experience. The code can also be used to automatically authorize payment connected to your wallet in the app. Moreover, personalized codes can help fast food restaurants gather data on customers' preferences, past orders, and purchase history. This information can be used to create personalized offers, promotions, and recommendations for customers, thereby building customer loyalty.



Mobile Kiosks

Another design opportunity for fast food establishments is the use of mobile kiosks. These kiosks can be deployed in various locations, such as shopping malls, airports, and public spaces, to provide customers with convenient and easy access to fast food. Mobile kiosks can be equipped with touch screens that allow customers to place orders and pay using their mobile devices. By using mobile kiosks, fast food restaurants can expand their reach, increase their visibility, and provide customers with a seamless ordering experience.





Contactless Ordering

With the pandemic still affecting daily life, contactless ordering is becoming increasingly popular. Fast food establishments can design contactless ordering systems that allow customers to place orders and pay without having to touch shared surfaces or interact with staff members. This can be achieved through a QR code on the table, the use of mobile apps, self-service kiosks, or voice-activated ordering systems. Contactless ordering can provide customers with a safe and hygienic ordering experience, while also reducing wait times and improving efficiency for fast food establishments. By investing in contactless ordering systems, fast food restaurants can keep up with changing customer expectations and adapt to the new normal.



*"Fast food is like a shortcut
to a good time."*

Jerry Seinfeld

McDonald's





Conclusion

As we come to the end of our exploration of the ideal experience of fast food, we can see that there are many factors that contribute to a satisfying fast food experience. Our research has shown that customers value convenience, deliciousness, and pleasing experiences when it comes to fast food. They also desire consistency, variety, nutrition, and quality of food, while needing efficiency, cleanliness, accessibility, and affordability.

Our design opportunities for fast food establishments include offering healthy menu options, personalized codes, mobile kiosks, and contactless ordering. These design opportunities can help fast food restaurants

Acknowledgement

We would like to express our sincere gratitude to all the participants who generously shared their emotions, opinions, insights, experiences, and perspectives with us. Without their invaluable contributions, this magazine would not have been possible.

We would also like to extend our heartfelt thanks to our professor, Jeehoon Shin, whose expertise and guidance have been instrumental in helping us to develop this publication.

Lastly, we would like to thank Lextant for providing us the framework and training in order to create this publication.

Credits

Images

Pexels
Adobe Stock
Vector Stock

Our Team

Ruibing Jiang (MA in Service Design)
Suswara Moola (MFA in Design Management)
Vishal Parmar (MA in Design of Sustainability)
Gaurav Dalbhanjan (MA in Industrial Design)
Aiman Ahmed (MFA Graphic Design and Visual Experience)

Our Professor

Jeehoon Shin
Methods of Contextual Research (IDUS 711)

Lextant

Tools, guide and framework.



SCAD

The University for Creative Careers