Nostro viaggio in Eataly
MUSHROOM CONSERVA

$8.80/10
Our three challenges
1 Bring shoppers back more frequently
1. Bring shoppers back more frequently
2. Find ways to make Eataly less overwhelming
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2. Find ways to make Eataly less overwhelming
3. Reconceputalize the first floor experience
Our design process
Our research findings
overwhelming due to choice architecture, newness, and flow

“I don’t know what the difference is between all of these olive oils!”
the “overwhelming” feeling isn’t necessarily a negative one

“I really do love to wander around this place.”
people would like to bring more “Italy” to “Eataly”

“It feels like an American company trying to imitate Italy.”
Eataly tells other brands’ stories well—but not necessarily their own

“By glorifying the expertise of other brands, you often shortchange your own.”
Our prototyping process
How might we showcase the freshness of Eataly's foods when they walk by?

How might we tell stories about traditional recipes and link them to the ingredients?

How might we provide unexpected moments for engagement with the customer?
Concepts you loved
Pairings

Using carts throughout the store, offer prepackaged pairings such as wine and pasta, wine and cheese or olive oil and bread. Offer multiple choices of the pairings such as different wines and cheeses. Change pairings monthly taking advantage of seasonal food, celebrations and holidays.

Recipe Receipts

Guests in the restaurants receive a recipe card for one of the dishes ordered. The receipt for the meal is inside. Ingredients are listed inside (and perhaps a story about where the recipe is from) and on the back are the directions to make the dish at home. Creates an opportunity for relationships as server explains how the new customer receipt process works. (This is a change to the mental model of how to pay with cash or credit cards.) Also provides a learning opportunity for the customer.
Farmers’ markets, which are known for selling fresh, high quality produce, meats, and other homemade goods direct to consumers, have experienced over 180% increase nationwide since 2006. There are 64 weekly farmers markets in neighborhoods around the Chicago area, with many of them running year-round.

Eataly’s focus on offering fresh, quality products renders them a perfect candidate for establishing a presence at farmers’ markets citywide. Their stand at these markets should offer fresh produce, cheeses, and baked goods, all with the aims of 1) meeting people where they are already shopping and 2) aligning the quality of their products with those sold at these markets.

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PASTA? COFFEE? OLIVES?
WHAT IS THE THEME OF THE MONTH?

COOKING VIDEO

PAIRING PRODUCTS
Through an online pre-ordering system, VIP members gain access to pre-order lunch meals that will be ready for them upon arrival for their daily coffee. The bags are insulated, and contain room for a main entree, pastry or dessert, and a side. Drinks can be added on the side.

The Lunchbox offers users the choice between vegetarian and meat, and gluten free meals. But beyond that, it is a surprise. Eataly provides recipe cards to encourage users to return for ingredients to make it fresh at home.
Concepts we tested
Display and link the fresh ingredients and making of fresh bread products to people walking by instead of having them find this when they're inside the store. The system utilizes a changing video to portray bread making process.

Food frame is double-sided, so people in the store can see this connection too.

The system is flexible to portray the many types of food making at Eataly.

Let Nonna help you...

"I don't know what's that mean." "How to pair this with other ingredients?" You may have tons of questions when exploring Eataly. It's time to abandon google and go ask Nonna for help.

From research (Eataly & HMark), I found when people is not familiar with certain ethnic food, they tend to be self-learner and end up without buying new stuff. Why they don't ask staff for help? Customers somehow can be shy and don't know whom to ask to.

On one hand, there are educated staffs who know a lot about Italy. On the other hand, there are customers looking for help. How might we expand the relationship between customers and staffs? Let the friendly "Nonna" come and tell you something about Eataly as well as Italy.

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4 days
50+ people
5 time frames
Our discoveries
Ask Eataly

What pasta goes best with pesto?
The Light Cube
Recommended roadmap
Nonna

Today @ Eataly

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**Archive**

**Revise**
*(Define the purpose it serves)*

**Pilot**

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**Light Cube**
- Placement is everything—many people wanted directions to the restrooms and restaurants
- Test a complete system

**The Beacon**
- Determine your target user
- Make it bigger/more prominent
- Recipes (printed or via app)
- Consider locations (first floor, near the Birreria, cheese)

**Food Frame**
- Perhaps can be adapted to locations throughout the store (focus to draw people upstairs)
- Test with videos of bread, pasta and mozzarella

**Story Block**
- Olive oil questionnaire (like Vinhood)
- Maybe more of a staff conversation starter tool than a standalone object
**Food Frame**
We recommend testing 3—pasta, bread, and mozzarella

**The Beacon**
We recommend testing 6—3 upstairs and 3 downstairs

**Light Cubes**
We recommend testing 3–5, depending on placements

**Story Cubes**
We recommend testing 4—olive oil, pasta, cheese, and wine