

Research in Action

4 Case Studies



We Get It.

The restaurant industry is facing several unique challenges. From shifting health and diet preferences to increasing competition and labor shortages, research has never been more vital to unlocking guest loyalty.

W5 can help you navigate this evolving frontier with insights to drive orders.

ELEVATING THE DINING **experience**

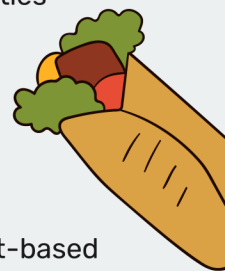
To redefine their brand to align with post-pandemic behaviors, a Midwest fast casual restaurant sought to better align with their mission statement and provide a more guest-centric dining experience. W5 conducted a digital ethnography with guests to visit the restaurant and document their dining experience.

- Identified consumers' value drivers, attitudes, expectations, and usage for an in-restaurant dining experience
- Informed development of the optimal journey across touchpoints, from arrival to exit
- Evaluated the restaurant's specific offerings to guide strategic improvement opportunities

PERMISSION TO PLAY IN **plant-based**

As meat substitutes increase in popularity, a beloved quick service brand partnered with W5 to explore inclusion of plant-based protein offerings. W5 conducted Dinner Groups to understand experiences and perceptions of plant-based fast food and assess permission for the brand to play in this trending space.

- Identified key barriers for ordering plant-based options at the specific fast food restaurant
- Explored key desired features of plant-based proteins and the current landscape, including awareness, expectations, and gaps
- Articulated product themes and features that resonate with consumers



INNOVATION IN **portability**

Looking to 'win' during the lunch hour for people on-the-go, an ad agency for a fast food company partnered with W5 to uncover white space to inspire product and packaging innovation. W5 leveraged a Jobs-to-be-Done framework and mobile ethnography with current and prospective guests.

- Identified and overlapped occasions and needs with desires for products across contexts
- Explored decision criteria and priorities and barriers to purchase
- Uncovered current perceptions of portable offerings and unmet needs
- Evaluated early product innovation concepts for consumer input

OPTIMIZING **menu design**

After launch of a new menu design, a brand known for its sauces and beers engaged W5 to determine if the original goals of the redesign were achieved. W5 conducted in-restaurant intercepts with guests coupled with an online survey featuring hot spot and heat mapping tools to zero in on specific areas of the menu.

- Assessed impact of design changes by quantifying how the layout affects guest perceptions and dining behaviors
- Gauged usability of the new menu layout and effectiveness of imagery and design elements
- Determined best strategies for future menu design including addition of new items and impact of menu simplification



Interested in learning more?

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