



LIL FOODIE

How might we improve the
experience of dining out with kids?



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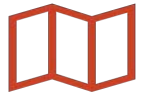
Our Recommendations

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Executive Summary

We began with the assumption that the pitfalls of the standard restaurant high chair were key, but **along the way we uncovered...**



The experience of “dining out with kids” **starts before** you get to the restaurant



Desired experiences of **beauty, wonder, joy, and harmony** are lacking

Worry and shame prevail



The key to **redesigning** the high chair is connected with **improving** the **overall experience**



Pain points for the customer include:

- Planning
- Cost + Time
- Food Offerings

Initial Product Offering Concept



The Modern High Chair

- Elegant, Inviting & Comfortable
- Meets & exceeds current regulations
- Functional for both families and Restaurants
- Cleanable and Antimicrobial



The Challenge



What is the current experience of families eating out?



What is the experience families are longing for when dining out?



How relevant is the high chair ?



Study: Qualitative Objectives



1

Discover the experiences that shape the process of “dining out with kids”

2

Determine pain points, joys and frustrations experienced

3

Identify areas of opportunity for improvement

4

Uncover potential differences that call for segmentation within this experience



Study: Quantitative Objectives

Increase interest in
Lil Foodie's brand
and services by

100%




Increase # of families
dining out by

25%





Methodology

-  15 street intercepts & interviews with parents
-  Observations of families in restaurants
-  Examine current highchair pains + gains



Secondary Research: Industry & Target Audience



What are existing parenting “hacks” to improve the experience?

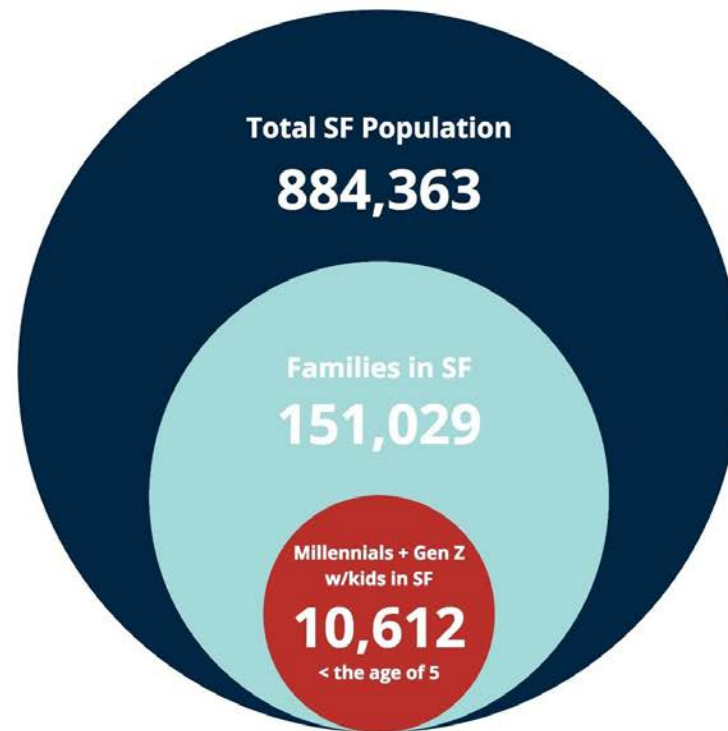
- Packing your own high chair, snacks, **toys**
- Parent / Restaurant relationship management
- Tools and Sites used to find kid-friendly places



Identified Signals + Trends in the food industry:

- *Bringing up Bebe* book of US vs Euro parenting
- Restaurants banning children
- Designated kid events at high-end venues
- $\frac{1}{3}$ of children eat fast food on any given day

Secondary Research: Market Sizing Bay Area



Families



Restaurants





Discovery

- Determining **Desired** vs **Actual** Experiences
- Mapping the Current Customer Journey
- Unearthing Key Motives





Beauty

Eating beautiful + delicious food





Wonder

Amazing, thoughtful service





Joy

Enjoying the moment and creating joyful memories of family time





Harmony

Flow + ability to relax





Actual Experiences

Chaos

Stress + Anguish

Rushed

Failure to eat

Outcast + Scab

Overpacking

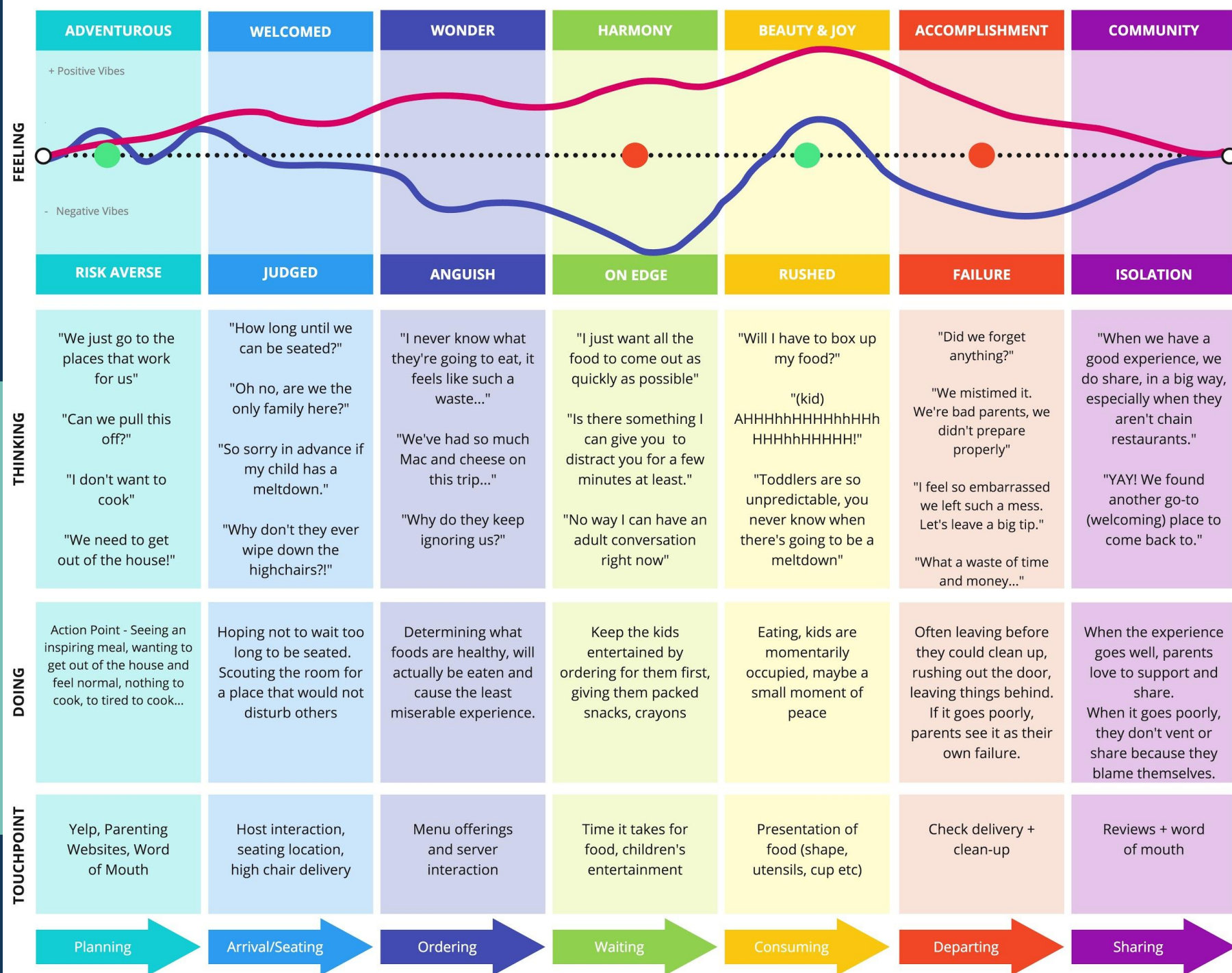
“Never want to do this again!”

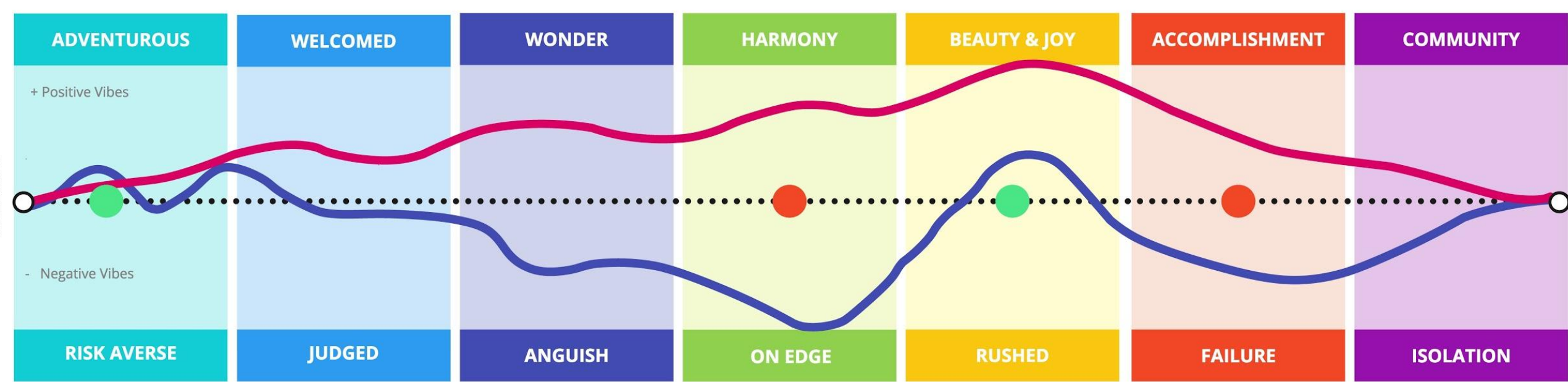


Customer Journey Mapping



- Opportunity for Innovation
- Good Experience





Customer Journey Highlights

— Desired Experience
— Actual Experience

● Opportunity for Innovation
● Good Experience

"Can we do this...?"

"We've had so much
Mac and cheese on
this trip..."

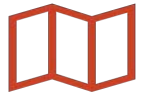
"What a waste of
time and money..."

"I feel so
embarrassed we left
such a mess. Let's
leave a big tip."



Conclusions

There are many more elements to take into consideration than just the **highchair**...



The experience of “dining out with kids” **starts before** you get to the restaurant



Desired experiences of **beauty, wonder, joy, and harmony** are lacking

Worry and shame prevail



The key to **redesigning** the high chair, is to connect it with **improving** the **overall experience**



Pain points for the customer include:

- Planning
- Cost + Time
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Our Recommendations



Consider new ways of easing the experience for families

- Entertainment
- **Training**
- Designated days for families
- **Healthy + portion** friendly kids menu
- Visually stimulating options



Look beyond the high chair

- Baby food scissors
- Kid-sized utensils
- Changing table in both gender bathrooms

Continue **deeper research** on two segments:

- **Speedy** Parents
- **Foodie** Parents

Next Steps: Research Segments

Speedy vs. Foodie Parents



What emotional needs do they have?



What do they want out of the interaction?



How do they see their identity? Who are they as people?



What do they desire? What makes life worth living to them?

Positioning Statement

Lil Foodie exists to provide fulfilling, joyful memories to families with young kids.

In doing so, it provides beauty, wonder and harmony.

It does so through the use of:

1

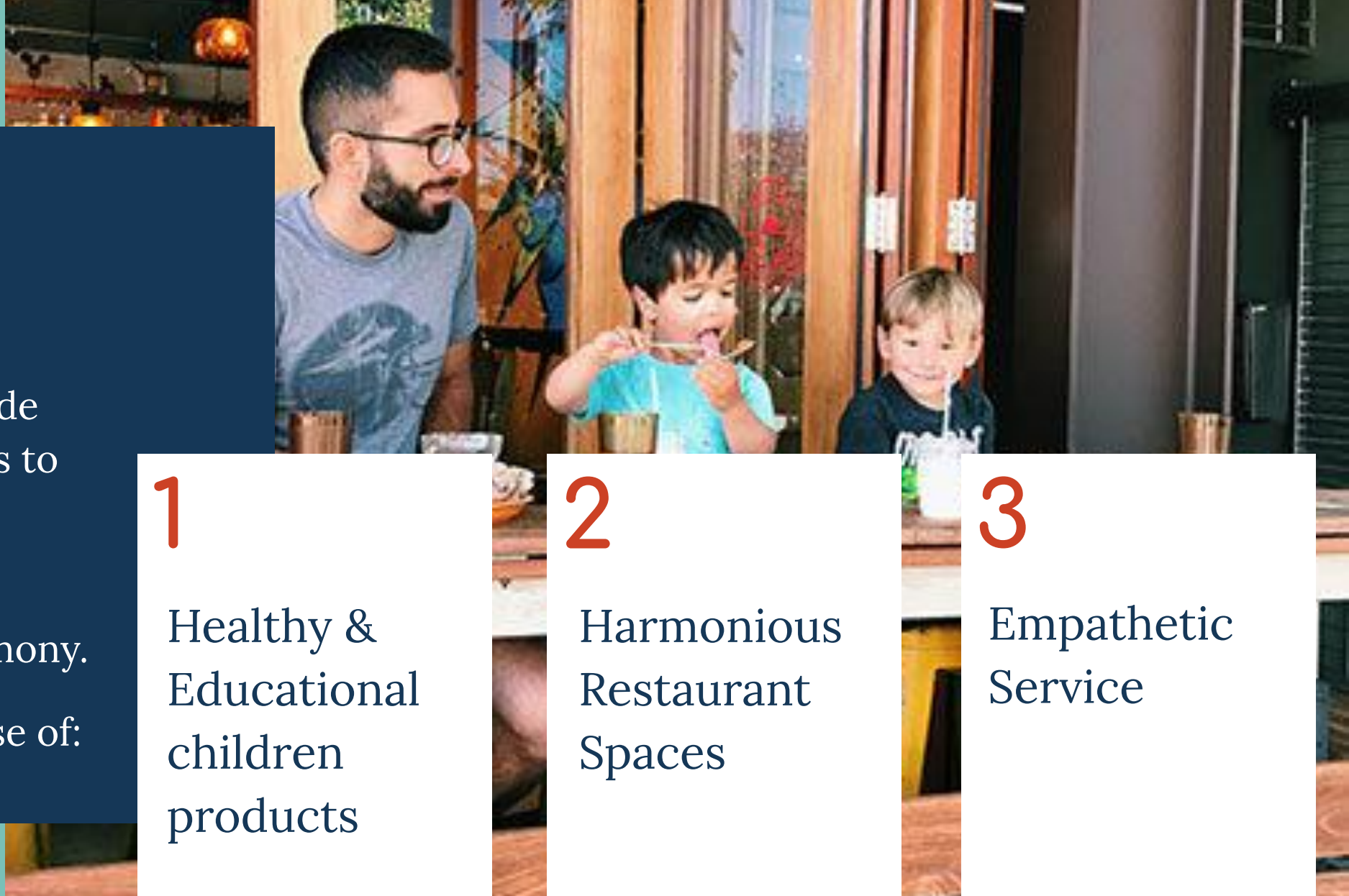
Healthy &
Educational
children
products

2

Harmonious
Restaurant
Spaces

3

Empathetic
Service

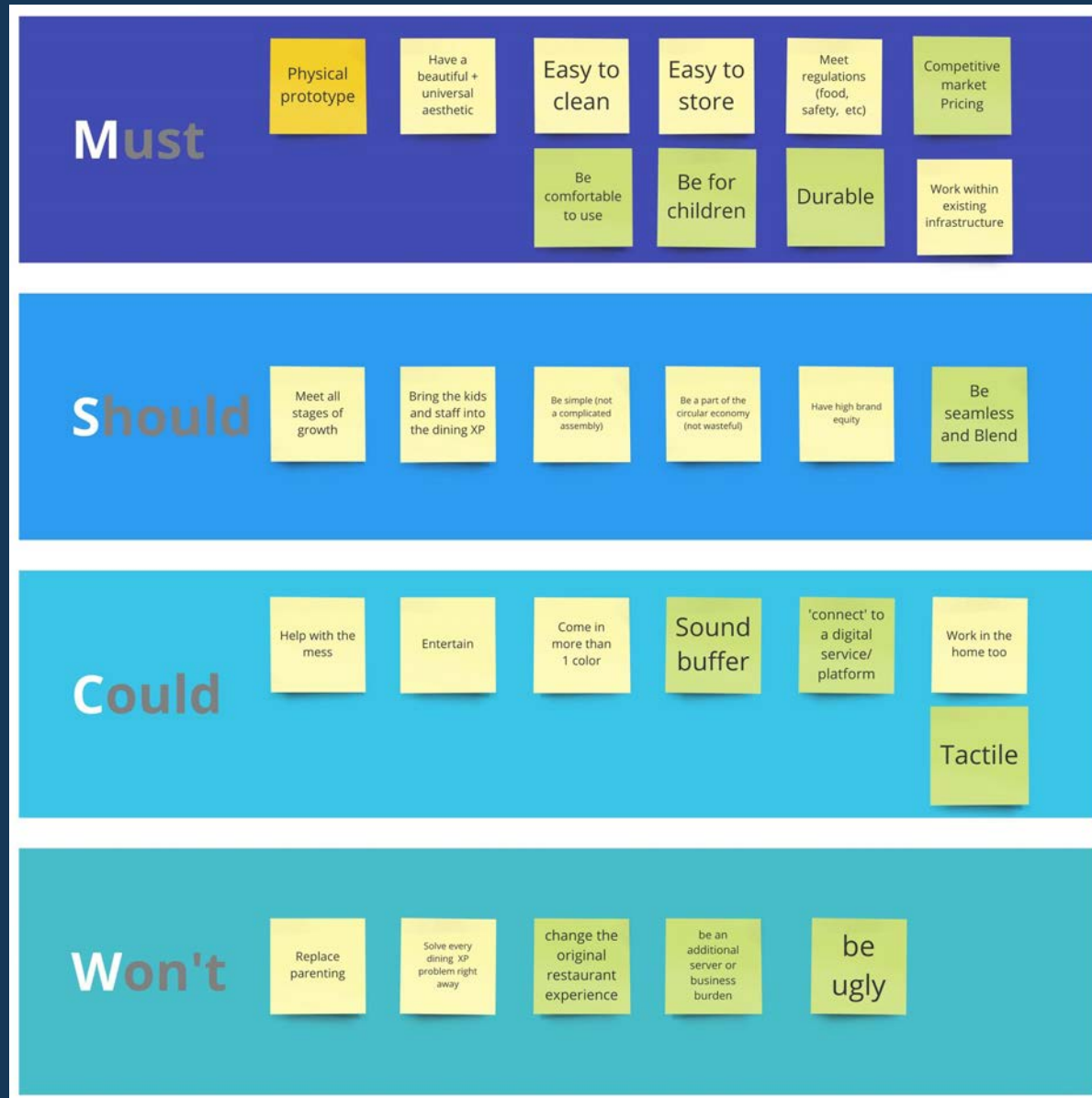




Product Ideation

How might or product or service be of assistance when in situations like these?

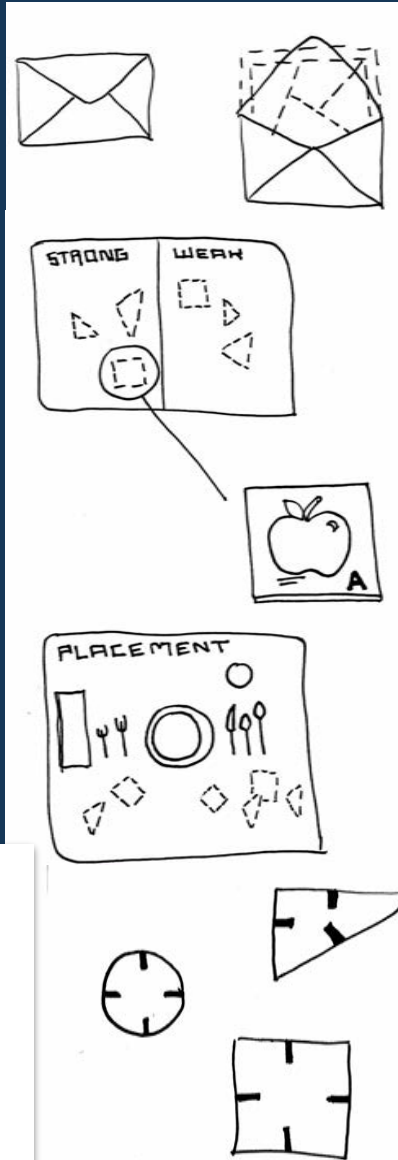
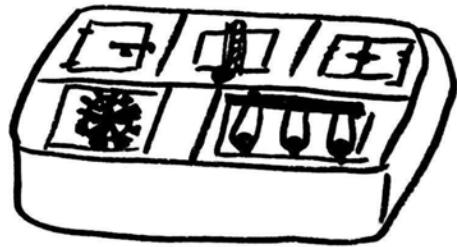
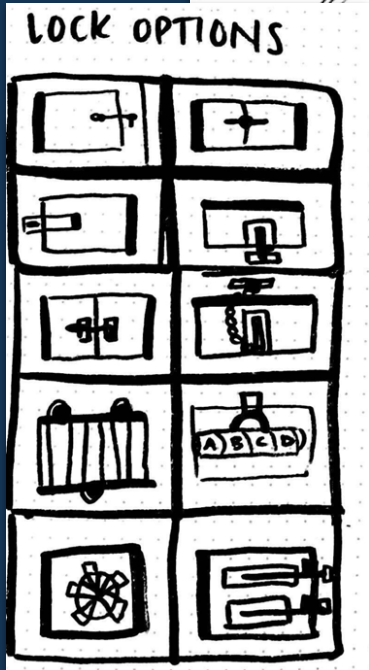
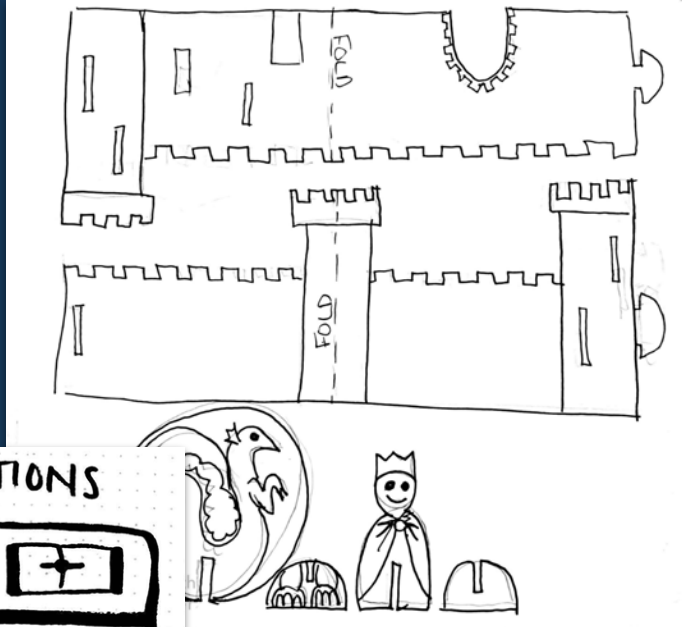
Top Considerations



- Have a beautiful & universal aesthetic
- Easy to clean
- Safe & Durable
- Work with existing restaurant infrastructure
- Engaging for kids



Ideation



Business Case: Summary



Reusable

Sales Price: \$10

Total Cost: \$6.25

GM%: 37%

Breakeven (mo) 9.57

Disposable

Sales Price: \$3

Total Cost: \$2.10

GM%: 30%

Breakeven (mo) 22.8



Business Case: Revenue Model

Reusable

Top Down: **\$394k**

Bottom Up: **\$177k**

Disposable

Top Down: **\$472k**

Bottom Up: **\$116k**

Market: NA Restaurants - US Restaurants - Full Service US Restaurants - 5%



Risk Identification

A photograph of a modern restaurant interior with dark wood floors, black leather booth seating, and contemporary lighting fixtures. The space is divided by vertical wooden slats, and tables are set with white plates and glasses.

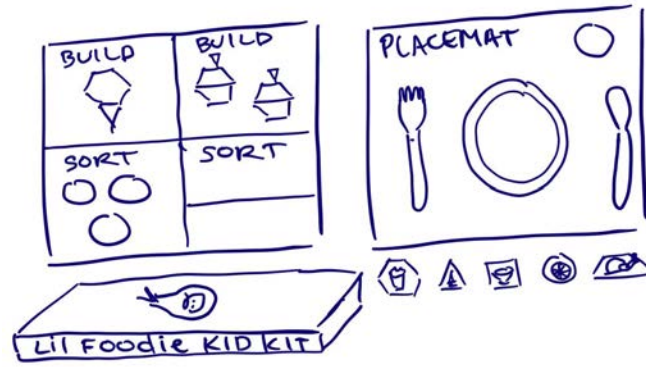
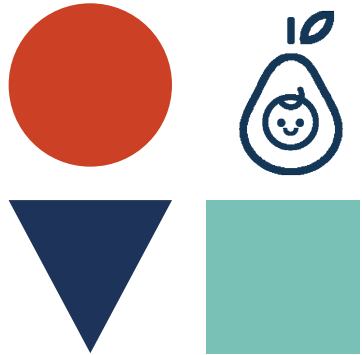
Internal

- Design
- Production
- Scale

External

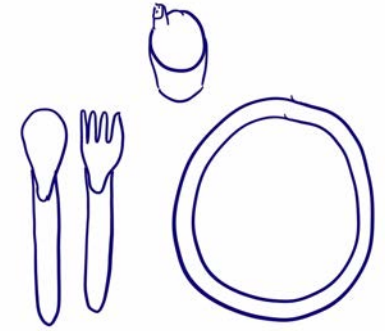
- Dynamic Hospitality Industry
- Competition

FULL PRODUCT PORTFOLIO



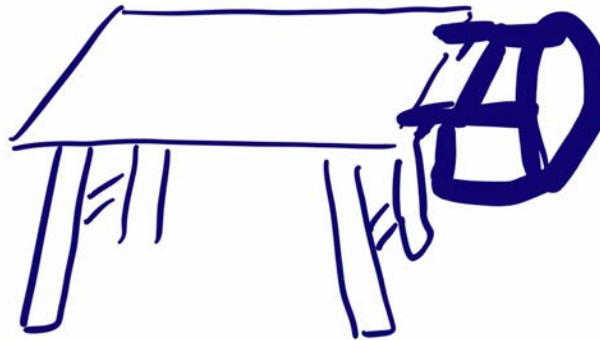
PRODUCT 1

Kid Activity Kit



PRODUCT 2

Kid-Friendly Restaurant
Dinnerware



PRODUCT 3

Clip-On Chair

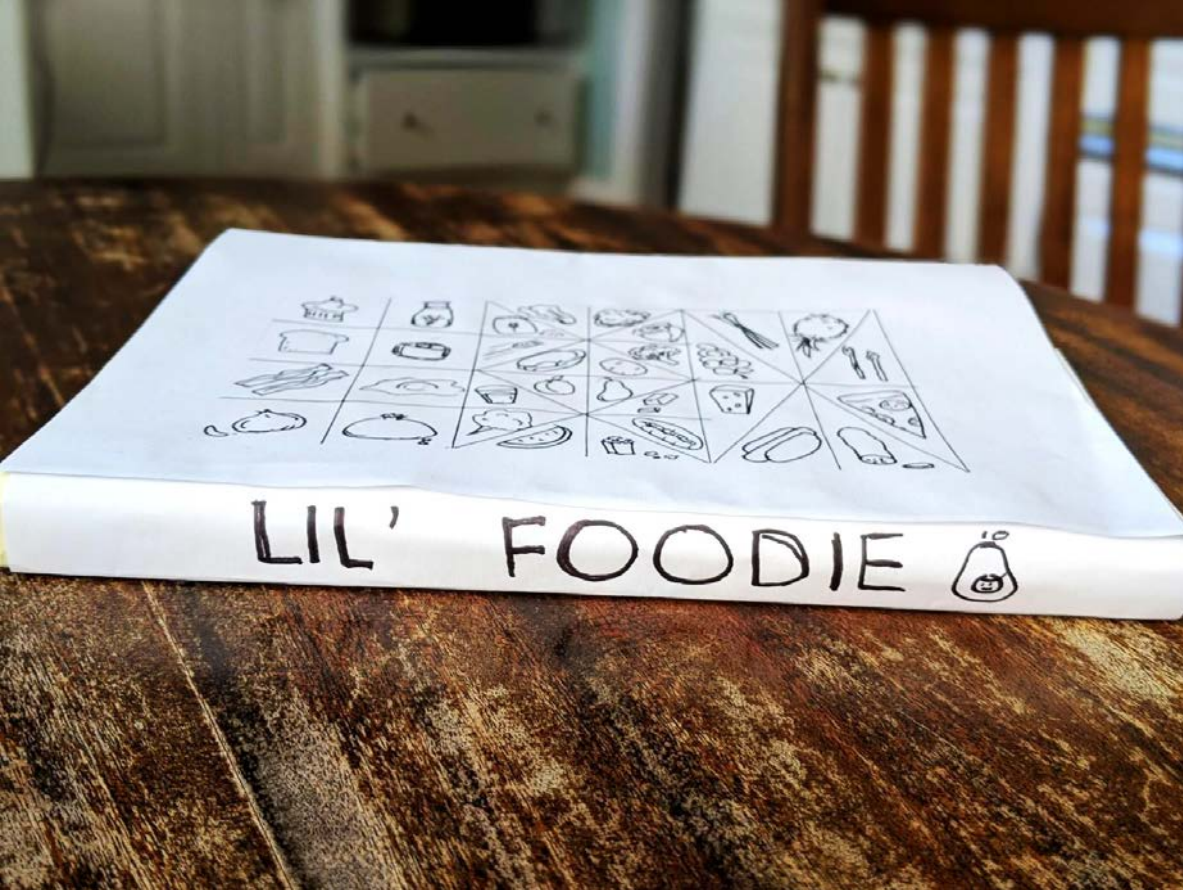


PRODUCT 4

Restaurant High-Chair

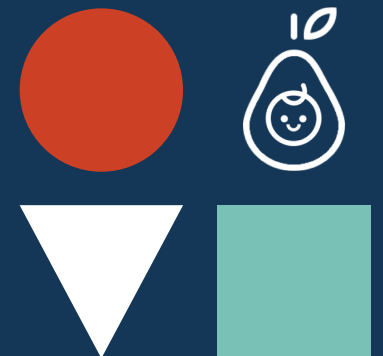
Product 1 Prototype





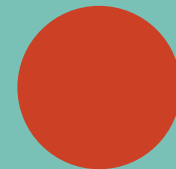
USER TESTING

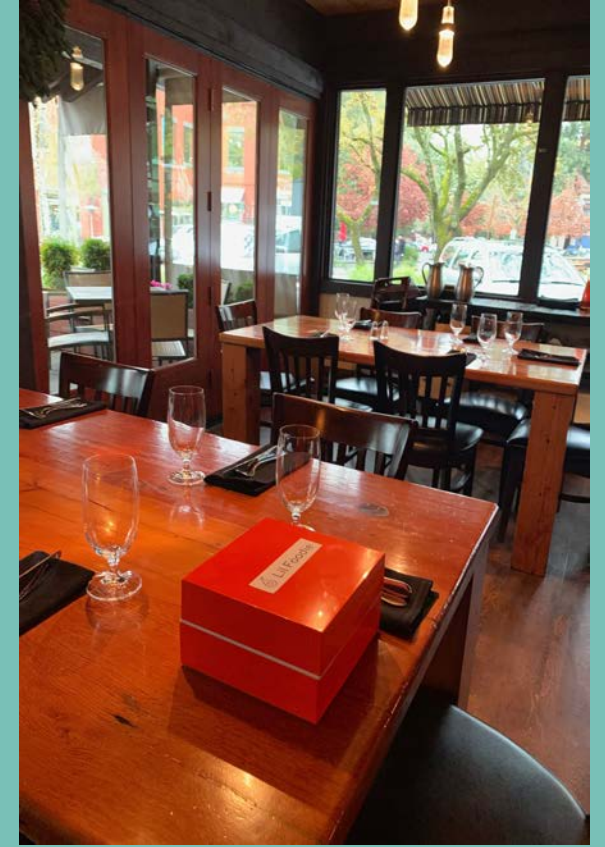
Product 1 : Kid Activity Kit



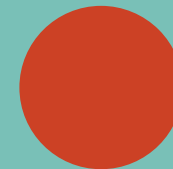


KID'S FEEDBACK

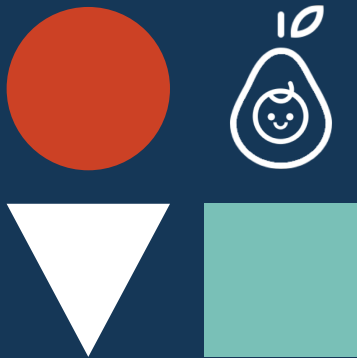




RESTAURANT FEEDBACK



SALES PROJECTIONS



Year One

Units:
38,572

Sales:
\$125,359

Market Share:
1.23%

Year Two

Units:
42,429

Sales:
\$137,895

Market Share:
1.35%

Year Three

Units:
46,672

Sales:
\$151,684

Market Share:
1.48%



GO-TO-MARKET STRATEGY



Reach out
to personal
network



Partner with
OpenTable



Restaurant
Supply
Trade Shows



Considering
innovative
ways to
reach
families

Thank you

Market Insights Report

May 2019

Prototyping Research

Nov 2019

