



KITCHENTELLIGENCE
FROM SHAMROCK FOODS®



WAYFINDING BEST PRACTICES

A lack of clear communication and poor wayfinding signage can turn a great customer experience into a stressful and confusing encounter. Wayfinding, the signage and tools that guide customers through the entire dining experience, can provide ease of mind and clear communication of the journey the customer can expect. Here are some key areas to ensure you've set up wayfinding, tips for designing your graphic and verbiage, as well as specific things fast casual and quick serve restaurants should keep in mind.

Key Area Points for Signs

- Ordering
- Waiting
- Seating
- Pickup
- Paying
- Restrooms

Signage Design and Verbiage

- Design verbiage and graphics that provide direction at the key points
- Use identifiable words that people will easily understand
- Use arrows – they offer a clear message of direction
- Ensure all employees can clearly communicate the wayfinding and offer guidance
- Make sure the signs don't detract from the dining experience
- Look for ways to use them to accentuate and support the brand experience (funny, classy, sporty, flavorful, etc)

Fast Casual and Quick Serve Restaurants

Fast casual and quick serve restaurants are often extremely crowded during peak hours, making wayfinding even more important, and customers will demand the ability to:

- Feel safe and confident
- Experience a reasonable amount of social distancing
- Get in and out quickly with minimal interactions and touch
- Understand their options of dine-in and takeout
- Know where to safely queue at various stages
- Communicate their order while potentially wearing a mask
- Get their food
- Pay without touch
- Enter and leave with minimal close contact of other patrons



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