

UXD

Field Trip II

Hawker Centers & Food Courts



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Journey Details

North Spine Plaza

First stop

Open-Air Area, Fast-Food Franchises



Second Stop

Marketplace, Restaurants



Open-Air Area, Fast Food Chains

McDonalds. Subway, Starbucks, Jollybeans, KFC/ Pizza Hut



Common Area

- A choice of Fast Food Chains available, Customers have a **Common Area** to sit in
- Chairs are hard, and not comfortable for prolonged sitting; Ceiling and Wall Fans installed to combat the heat
- Pots of Plants as minimal decoration; Cool Lighting installed on top of Natural Lighting
- Sounds of chatters, Smell is masked by the Heat
- Customers make use of the space available for studying/ congregating other than dining

Open-Air Area, Fast Food Chains

McDonalds. Subway, Starbucks, Jollybeans, KFC/ Pizza Hut



Influence from layout of area

- Corner w. walls is darker, people tend to hang out more for longer period
- Surroundings (temperature, facilities etc) affect people habit to bring or buy drinks when working

Marketplace

Buzz, NTU Shop, Paik's Bibimbap, Soup Spoon Union, Minitoons, +39 Gelato, Mia's Pizza, Udon, Each-a-cup, Dunkin' Donuts, The Sandwich Guys, Wheeliz Gourmet, Prime Supermarket



Congregation of F&B, Retails and People

- Plentiful Shops along Walkway
- Shops are mostly Enclosed
- Smell Absent / Visuals Present
- Cool Lighting installed on top of Natural Lighting
- Common Ground for transit /Chatter filled

Wheeliz Gourmet

Conceptual-Outdoor Food Caravan



Day X



Day Y

Natural Vs Man-made Lighting (0300-0400hrs)

- Customers avoid sitting in the area when it's lit up with sunlight
- Area was filled up on a dark, cloudy day when lighted up by hanging bulbs
- Presumption that area would be warm when lighted by sunlight, hence avoidance



Wheeliz Gourmet

Conceptual-Outdoor Food Caravan



Preventing but Inviting

- 'Littered' with small, colourful signages (No this, No that) that blends into the area
- Heavy usage of preventive signages clearly not working possibly due to it's 'open concept'
- Open-ness of space signifies it as a public or waiting area

Comparison

Open-Air Space | Wheeliz Gourmet



Exterior Interior

- Open Air
- Natural Lighting

Open For All

- Use of Space for Congregation
- Use of Space for Temporary Rest
- Not needing to purchase from Vendors to use Space



Paik's Bibimbap

Bibimbap Restaurant



Visual Transparency

- Enclosed Space
- Familiar
- Clear view of interior, menu, entire ordering process and seats availability from outside
- Cool Lighting, Monochromatic theme makes the vibrancy of the food pop out as visual focus
- Customers eating as 'live showcase' to attract passersby as potential customers (might be awkward for some customers)
- Upon entering, customers are greeted and enticed by fragrance and sizzling sound of food preparation

Soup Spoon Union

Cafe Restaurant



Visual Transparency

- Enclosed Space
- Menu displayed in exterior, allows customer to browse
- Semi-Clear view of entire ordering process from outside
- Warm Lighting, Cozy feeling, Smell of soups filled the Interior
- More Spaces inside

Comparison

Paik's Bibimbap | Soup Spoon Union



Visual Transparency

- Familiar Franchise
- Well designed Menu
- Located along the narrow walkway
- View of Enclosed Interior seen from Outside
- Customers have to press a button to enter shop
- Experience are **exclusive** to the Shop



Each-A-Cup

Bubble Tea Beverage



Visual Information

- Located on the side of a huge walkway
- Orders from exterior of shop
- Glass separates the customer from the counter
- Small menu displayed on exterior of shop (**induces small crowd**)
- Current queue and past/missed numbers keeps customers in check (**prevents crowding**)
- Display of cup size and sugar level helps ascertain customers' decision (**quickens buying process**)

The Sandwich Guys

Take-away Sandwich Stop

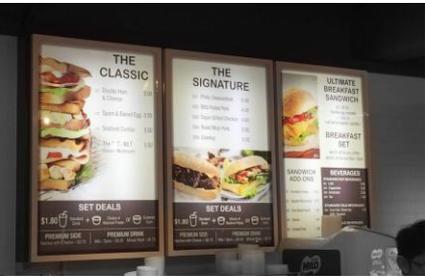


Visual Information

- Clean Interior
- Menu found in interior, hung behind the counter
- Customer needs to enter shop to browse Menu/ Order (**may be intimidating considering the narrow space**)
- Unclear visual reference for the sandwiches on menu. Only indicates name and price.

Comparison

Each-A-Cup | The Sandwich Guys



Order-To-Go

-Menu details seen from outside and glass panels reliefs tension. ▶
When ready to buy, customers approach the microphone

◀ -To look at the available menu, one has to step into the shop with the pressure of having to buy



THE
END

