

The next generation of vegetarian restaurants

Redesigning the customer experience and customer journey for the next generation of vegetarian restaurants

! The problem

With the consequences of global warming becoming more evident a shift is happening in consumer behaviour towards more sustainable living. This has led to a greater demand for healthy and sustainable foods. Cirfood is noticing this increasing demand and has decided to open its very first vegetarian restaurant in the Ketelhuis, located in the faculty of Architecture at the TU Delft.

Converting their restaurant from a meat-included to a meat-free restaurant comes with some challenges. Customers have different needs when it comes to vegetarian meal consumption. People want to eat healthy and sustainably and many people, especially at the faculty of Architecture, want to reduce their meat consumption. However there are some problems that they run into when shifting towards a meat-free diet. The most important problems that were found in this project were: a perceived lack of knowledge and skills with regards to vegetarian nutrition, and an indifferent stance towards the current Ketelhuis restaurant. These problems were leading in the design of the new restaurant concept.

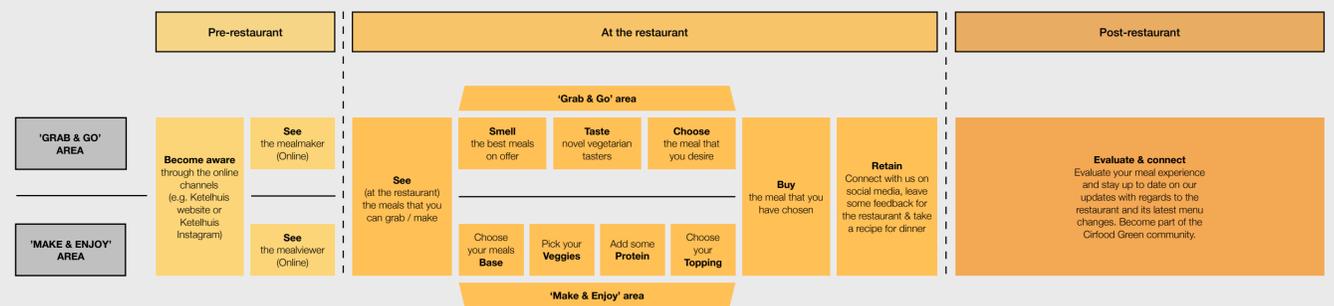
💡 The solution

To help Cirfood be of better service to their customers a new restaurant concept was developed. The project was focused on creating a fitting customer experience and customer journey for the new restaurant concept. This was done on the basis of two design drivers: the restaurant should inspire and engage customers. The restaurant now consists two different sections: a 'Grab & Go' area (to inspire) and a 'Make & Enjoy' area (to engage).

The 'Make & Enjoy' area of the restaurant is the part where people are invited to make their own meals. Guided by meal examples and infographics people learn more about vegetarianism while creating their own meal. This area of the restaurant is designed to equip the customers with the required skills and knowledge needed for them to start their journey towards a meat-free diet.

The 'Grab & Go' area of the restaurant is the part of the restaurant that is aimed at inspiring the Ketelhuis customers through the activation of their senses. The customers that want to come in for a quick bite to eat use the 'Grab & Go' area to grab a meal made by the Cirfood staff.

🔄 The new customer journey



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