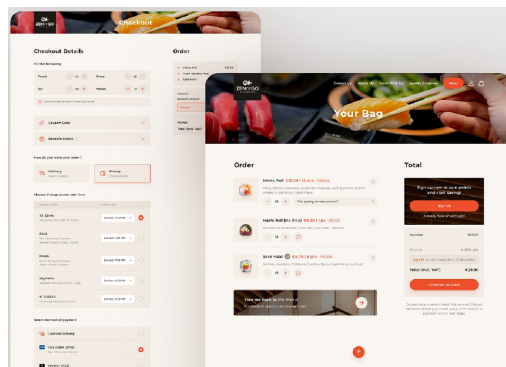


Malta

Collaboration between a restaurant called 'Zen to Go' and a digital product agency called 'Think.'

CONTEXT

The small business wanted the facility for customers to order sushi on the go wherever they are, count their calories, get points, track their orders and enjoy faster delivery straight to their door. Together with 'Think' they worked on a brief to be visually appealing, with use of the brand's primary colours orange in relation to the food industry are the following: 'energised', 'fun', 'bold' and 'optimistic'.



CAUSE FOR COLLABORATION

The restaurant needed to cater for the growing demand for takeaway and facilitate frequent users using a loyalty scheme so that they can redeem the points as cash on their next purchase or save them for future purchases. They also wanted to cater for clients who were wary about calories and hence wanted a calorie counter.

SUCCESSFUL RESULT

The Zen to Go mobile application and website is used daily by hundreds of people to order lunch or dinner effortlessly. Users can opt to get their order delivered to their desired address or pick it up from a Zen to Go outlet which is most convenient for them. The user flow is clear, simple and intuitive, guiding any user to get to the checkout stage easily. All in all, a large percentage of users return to the app time and time again.