



# A new way to make, deliver and enjoy pizza

PuzzlePizza offers a customizable pizza experience that allows customers to make their own pizzas by selecting the types of pizza they want on top of their crusts. This allows customers to experience the flavors in one pizza.



## Challenge

Design a brand new turnkey ecosystem that would allow clients to customize their pizzas by adding various flavors- all in one pizza. This allows for endless possibilities and the chance for customers to let their creativity run wild. An off-the-shelf solution would not work. To solve this problem we had to create a fully custom solution that enabled the concept to work.

## Solution

Inspired by McDonald's experience of renting a tennis court to optimize their cooking process, we started to work on mockups and prototypes. We provided prototypes for focus groups to get the best option, then built the whole ecosystem. As a result of the collaboration between our creative team and the client, we worked with the chef to develop a whole ecosystem for kitchen management, delivery, and making orders. Now it all works like clockwork.

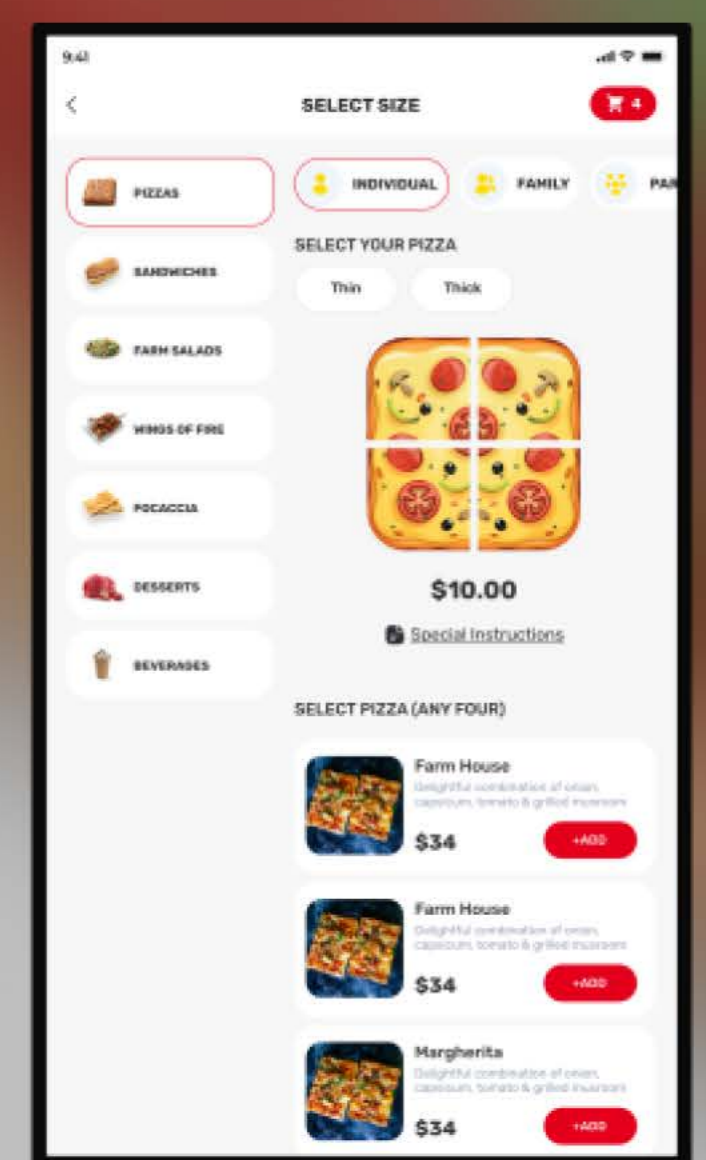
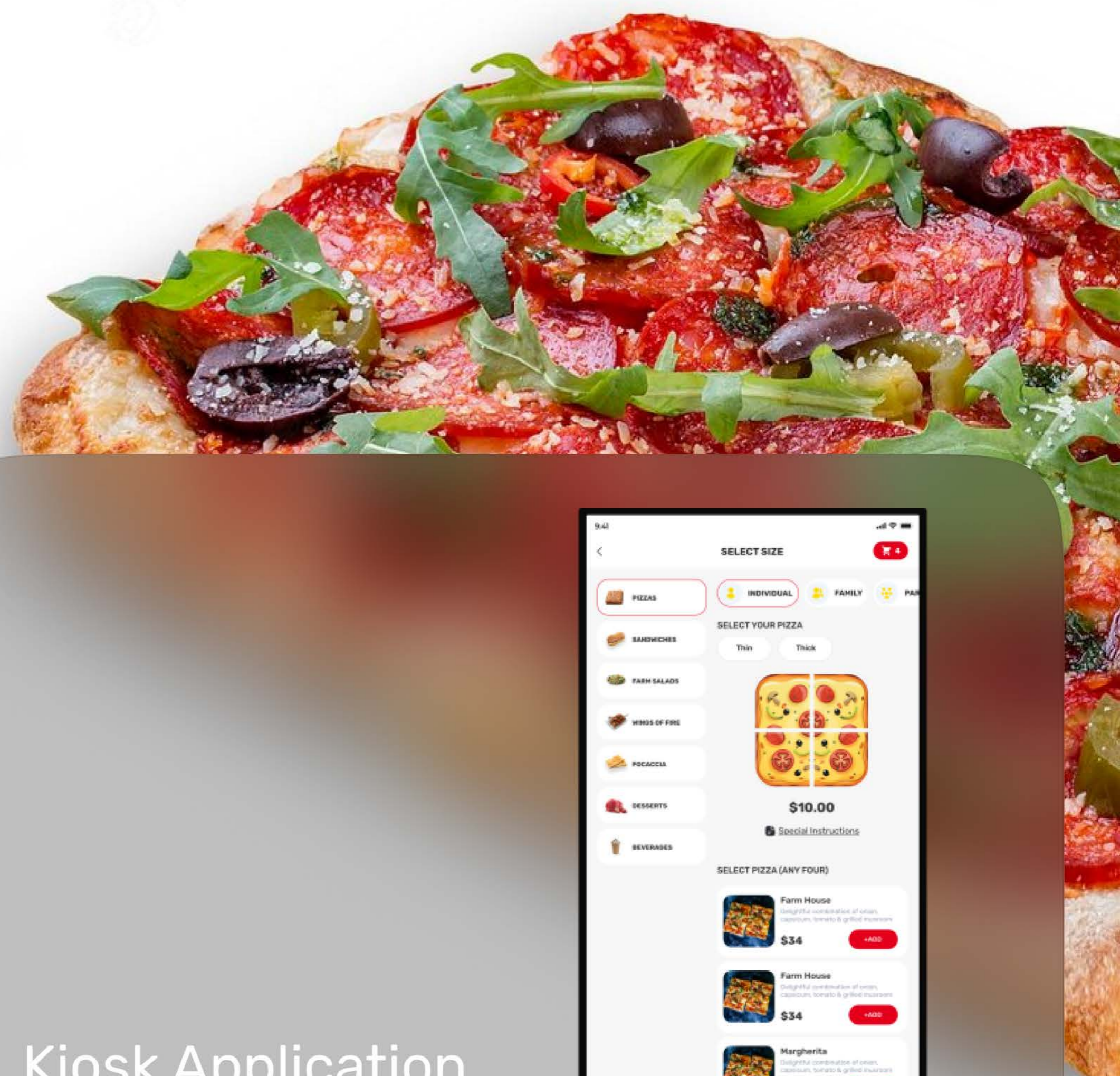
## Modules

To ensure that the ecosystem works well we created the following modules:



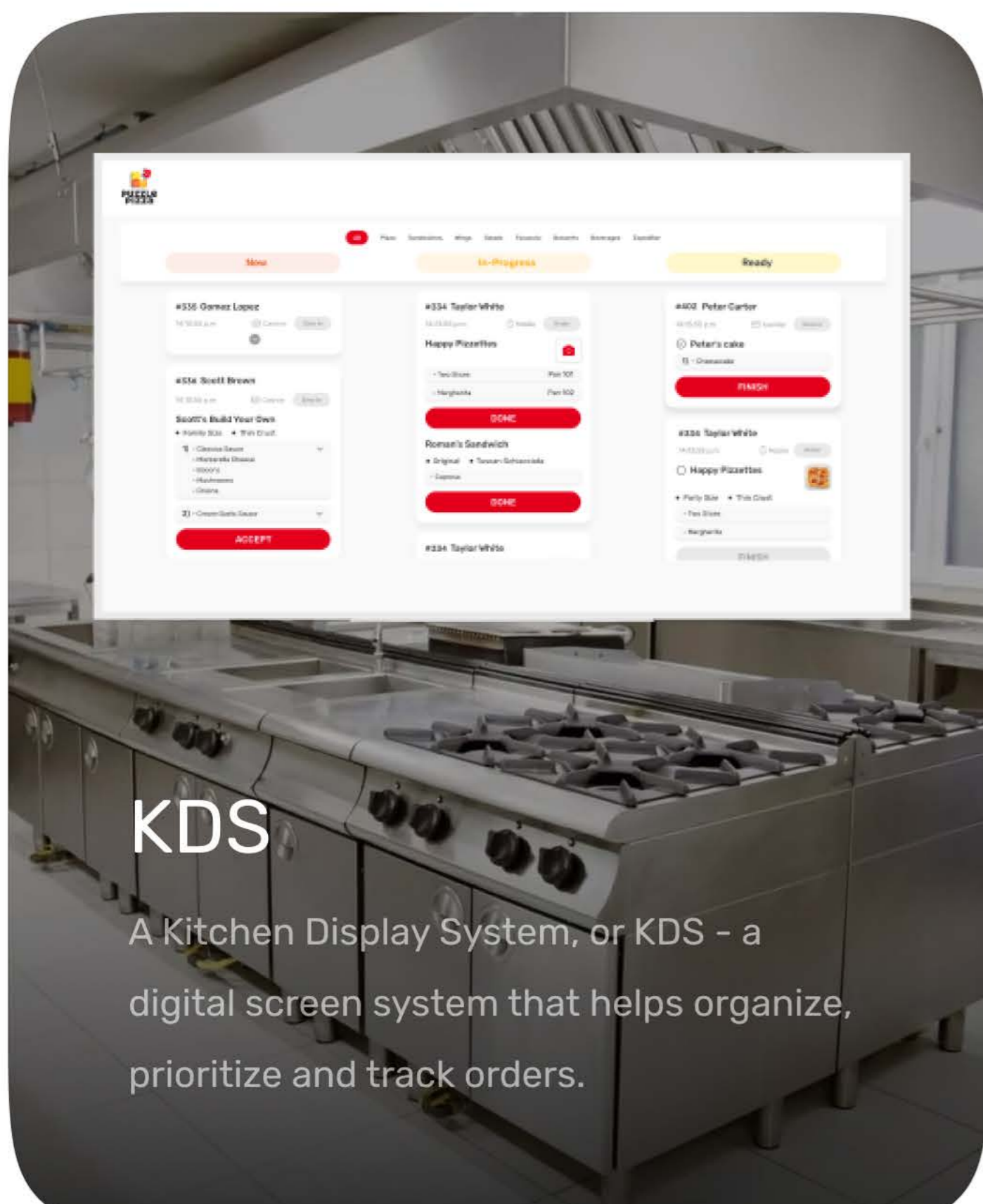
### Customer Mobile App

Users can place an order, track it, and receive the latest news and updates on their purchases



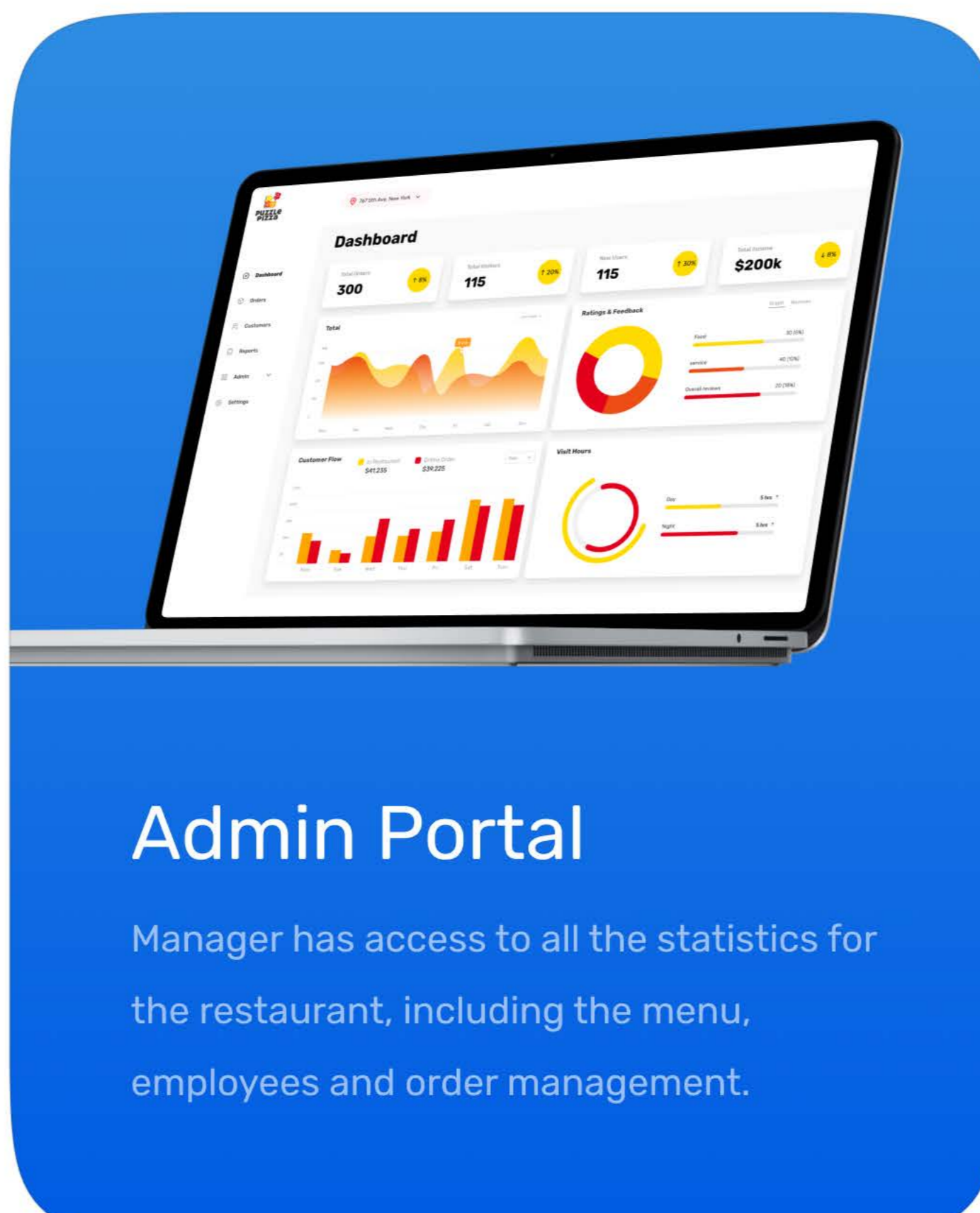
### Kiosk Application

Users can avoid standing in line and order food on their own.



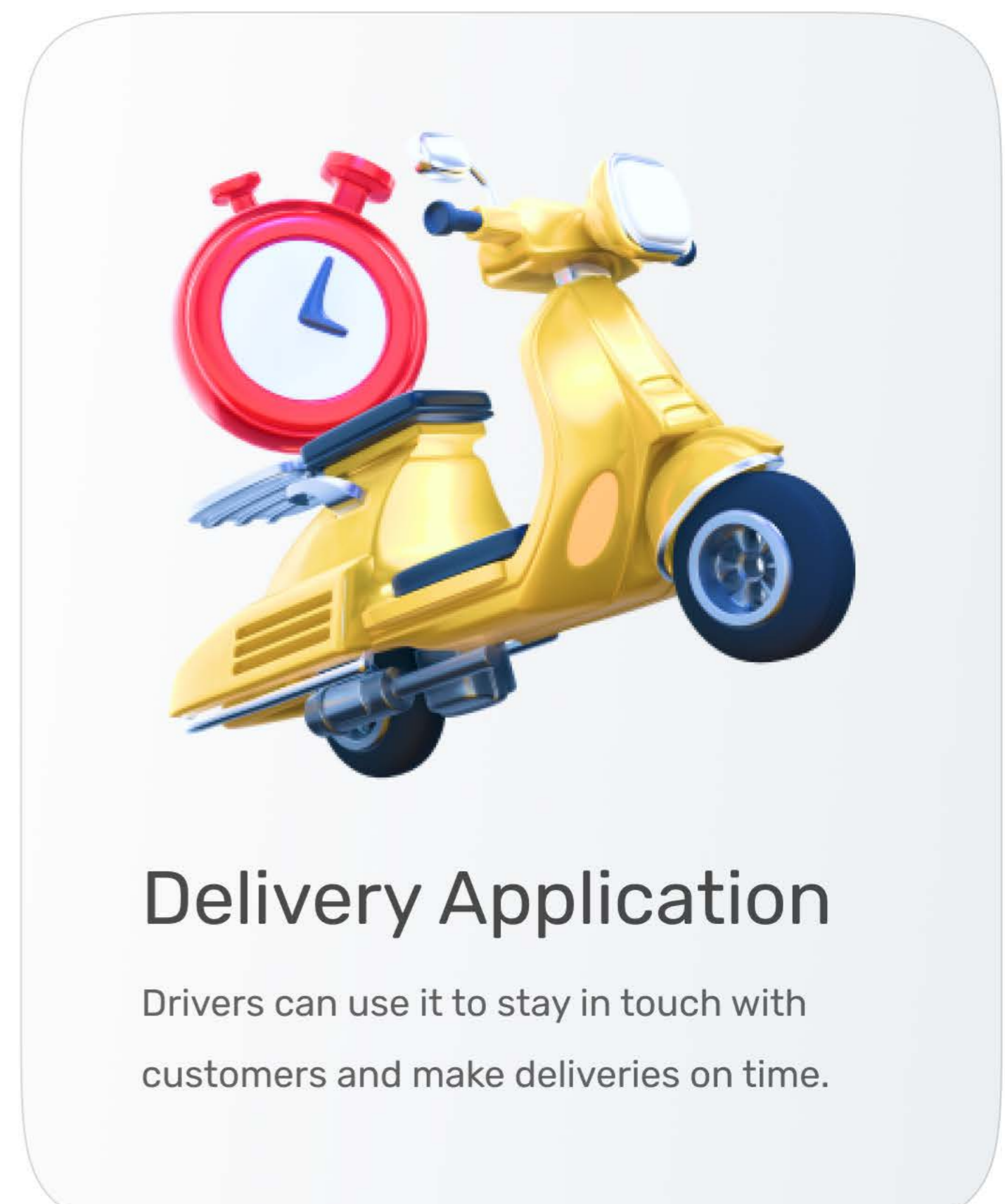
### KDS

A Kitchen Display System, or KDS - a digital screen system that helps organize, prioritize and track orders.



### Admin Portal

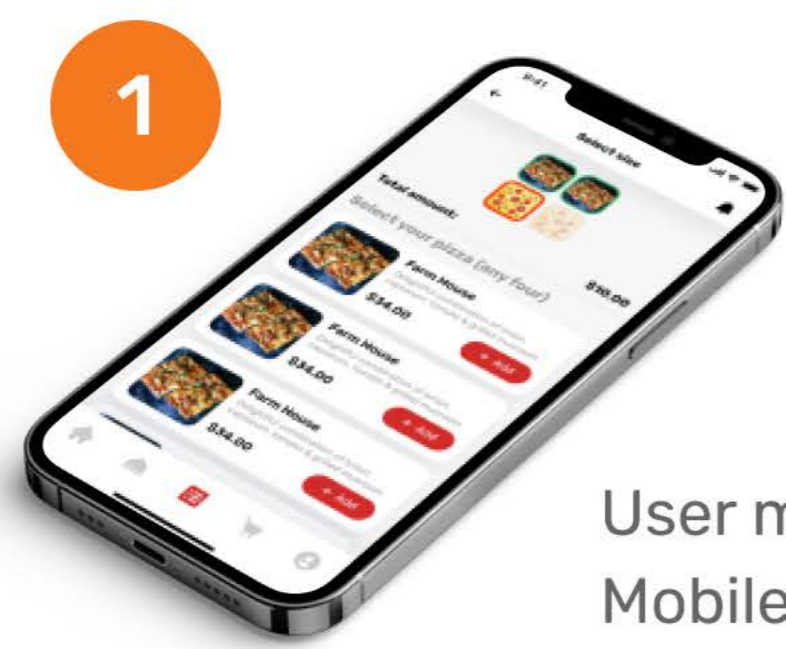
Manager has access to all the statistics for the restaurant, including the menu, employees and order management.



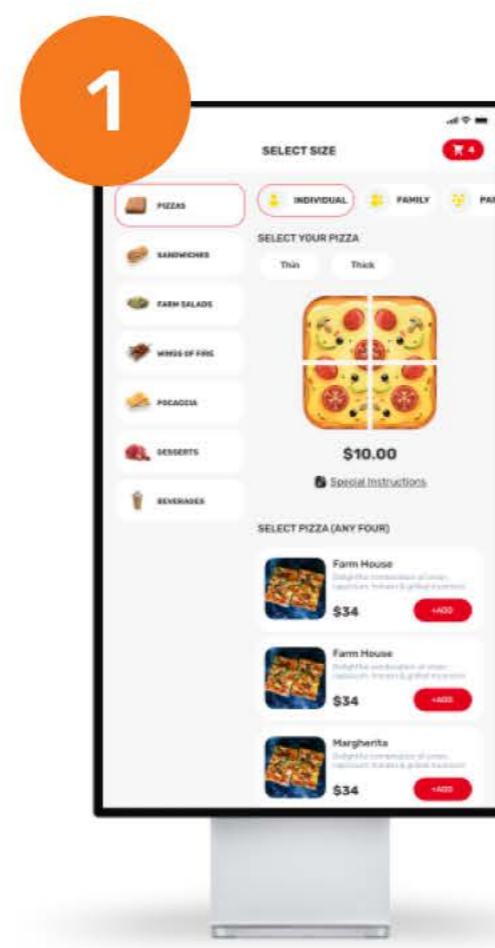
### Delivery Application

Drivers can use it to stay in touch with customers and make deliveries on time.

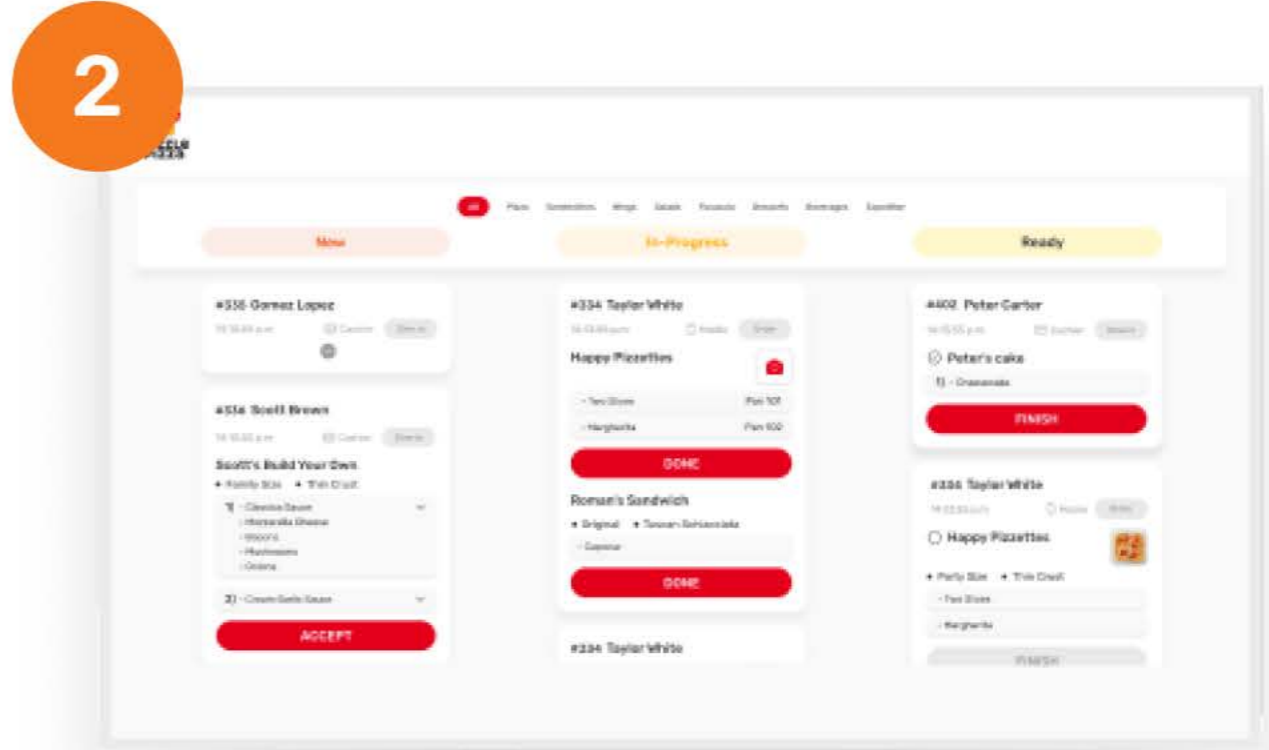
# User Flow:



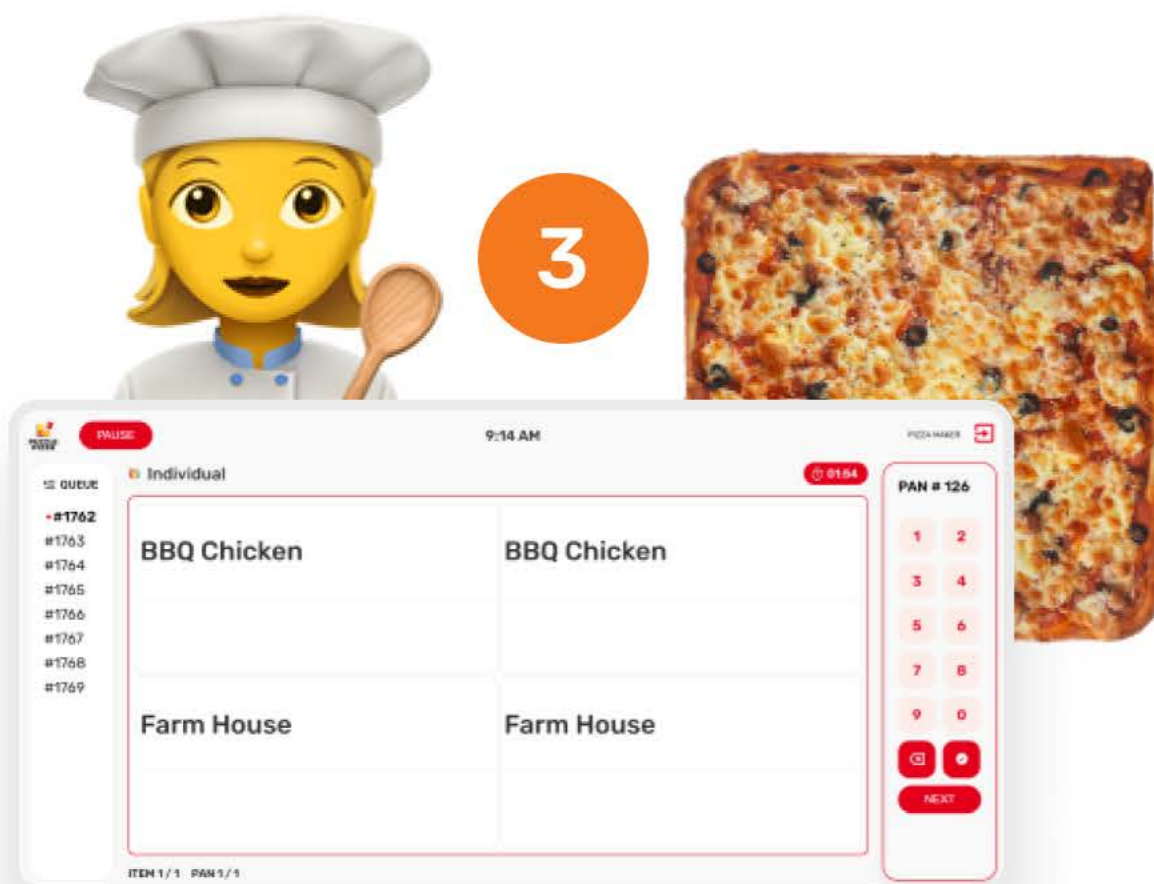
User makes an order in the Mobile App



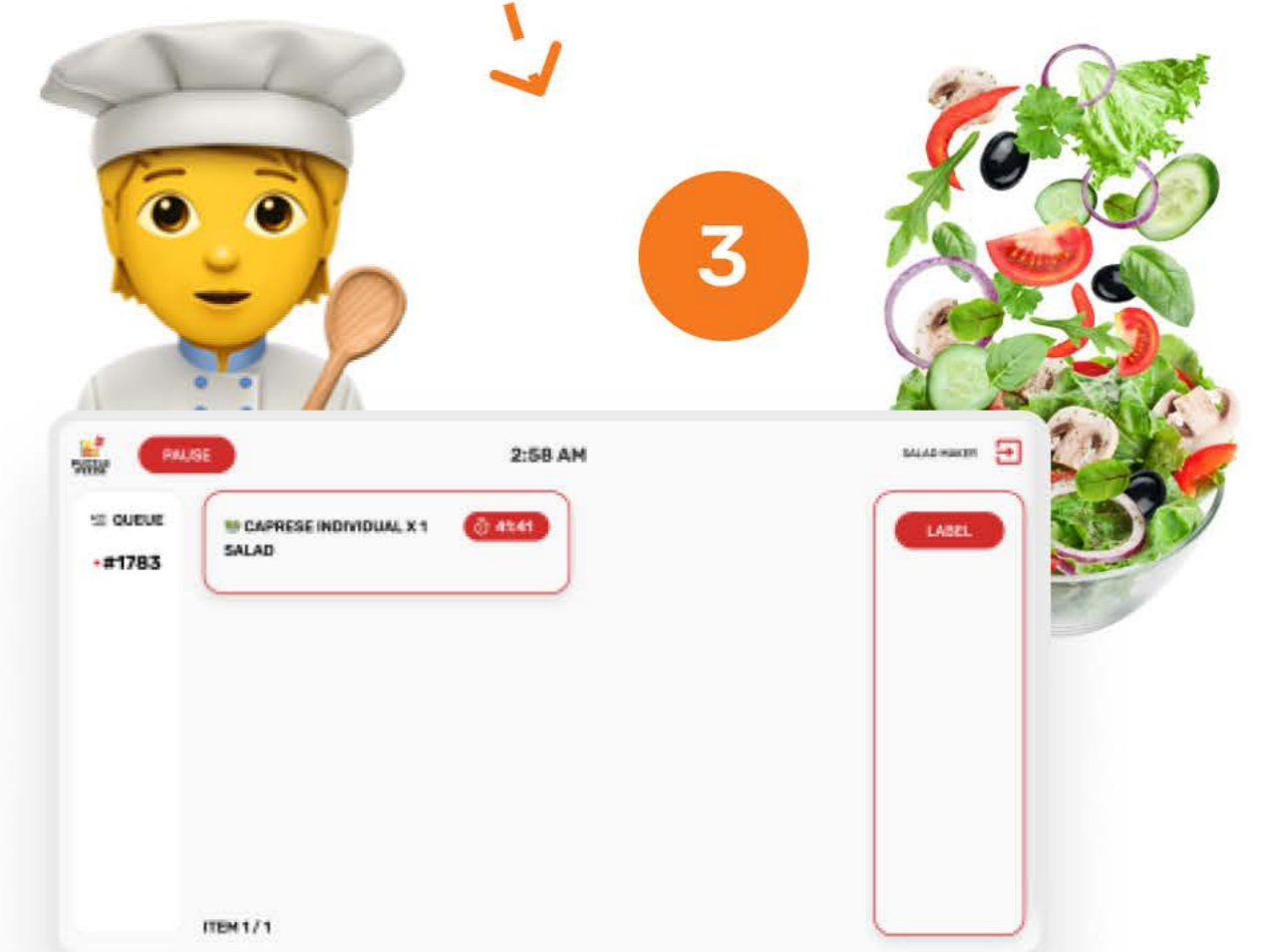
User makes an order in the Kiosk



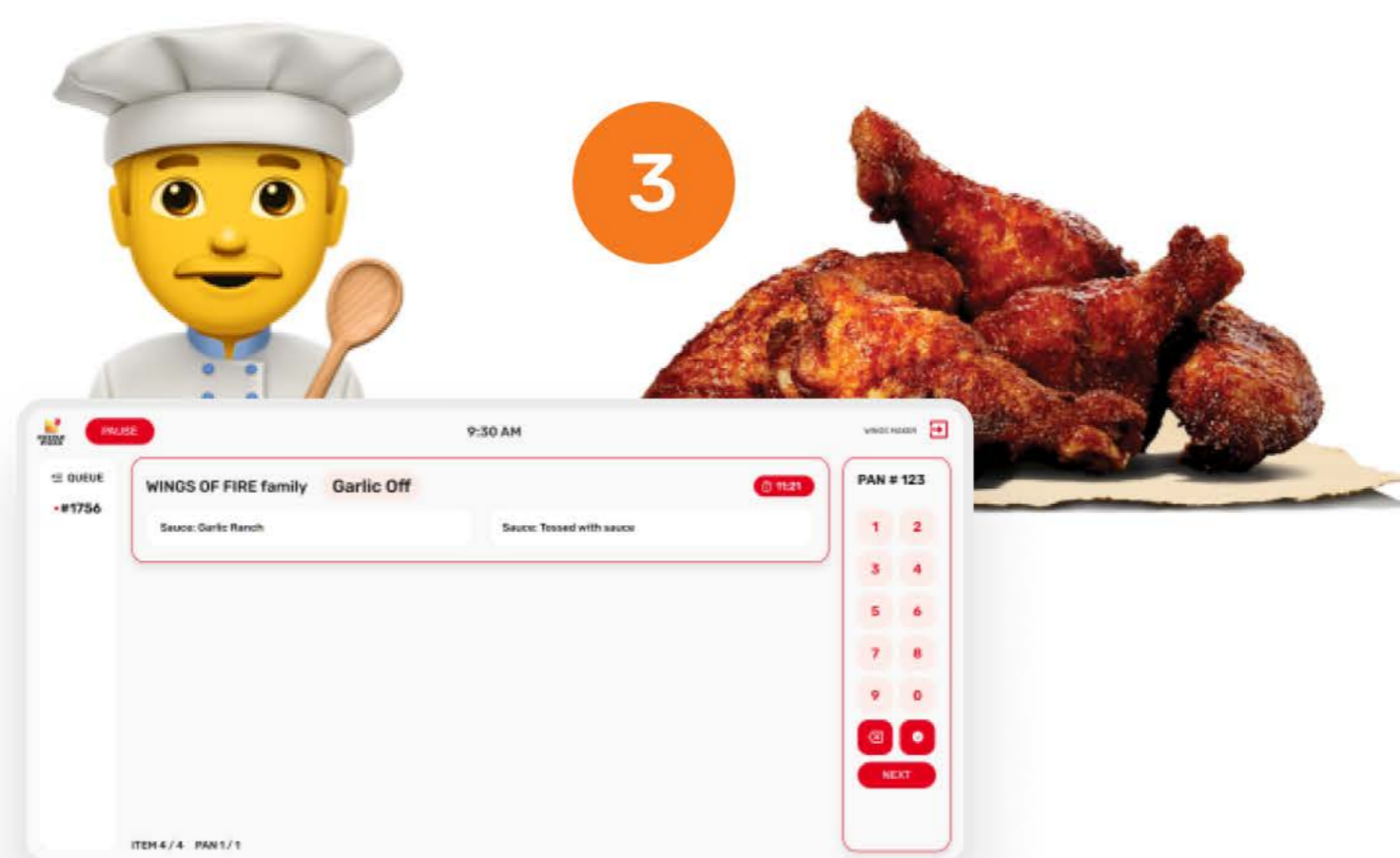
KDS receives the order



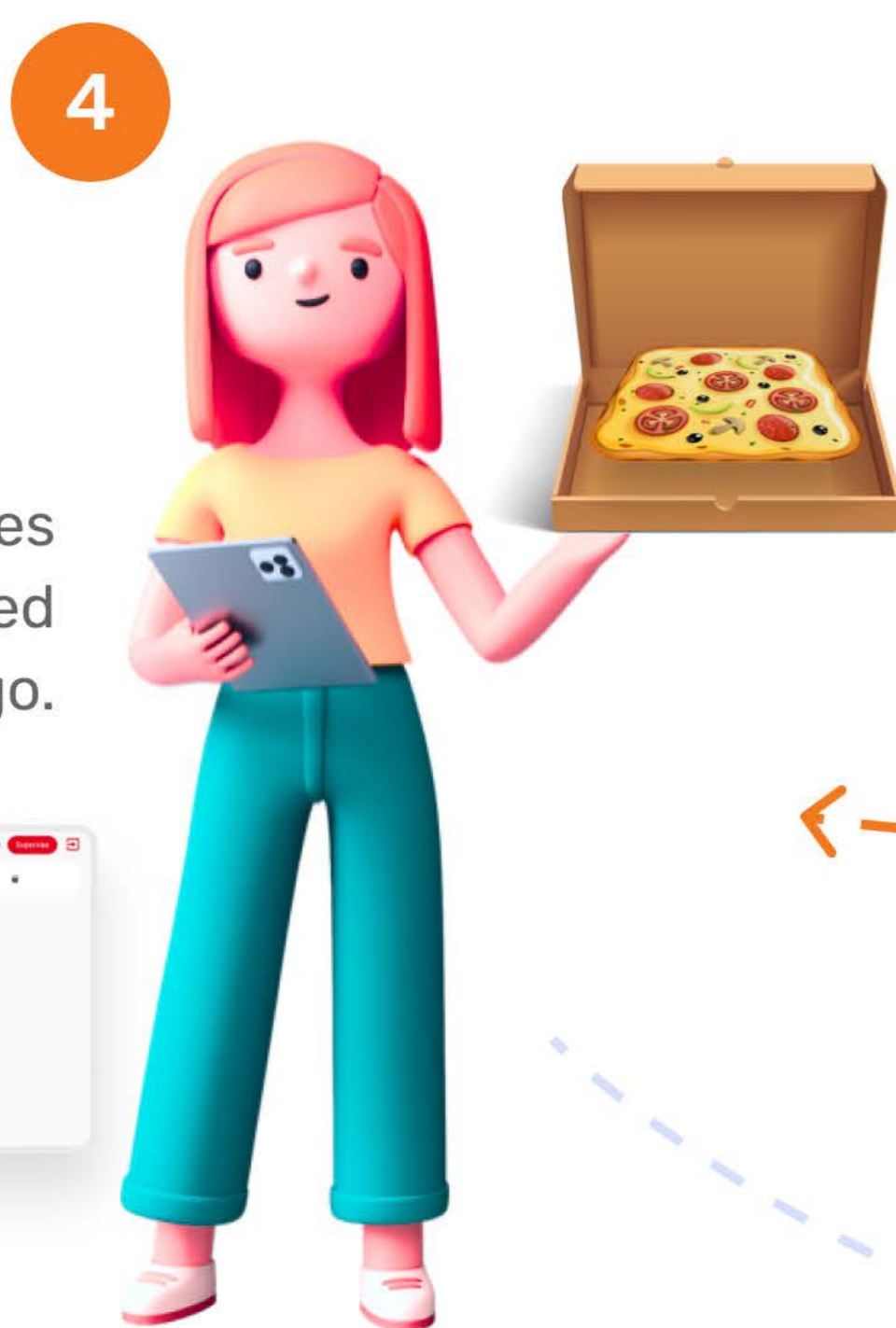
Pizzaiolo receives all the information about the PuzzlePizza order: Size, Puzzle Toppings, Puzzle order



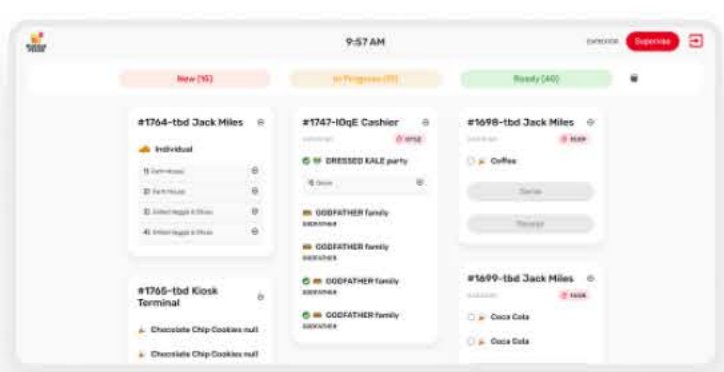
The Salad Chef receives an order with all the details, including the customer's preferred flavors.



When a customer orders chicken wings, the cook is given instructions on whether to serve them with sauce or on the side.



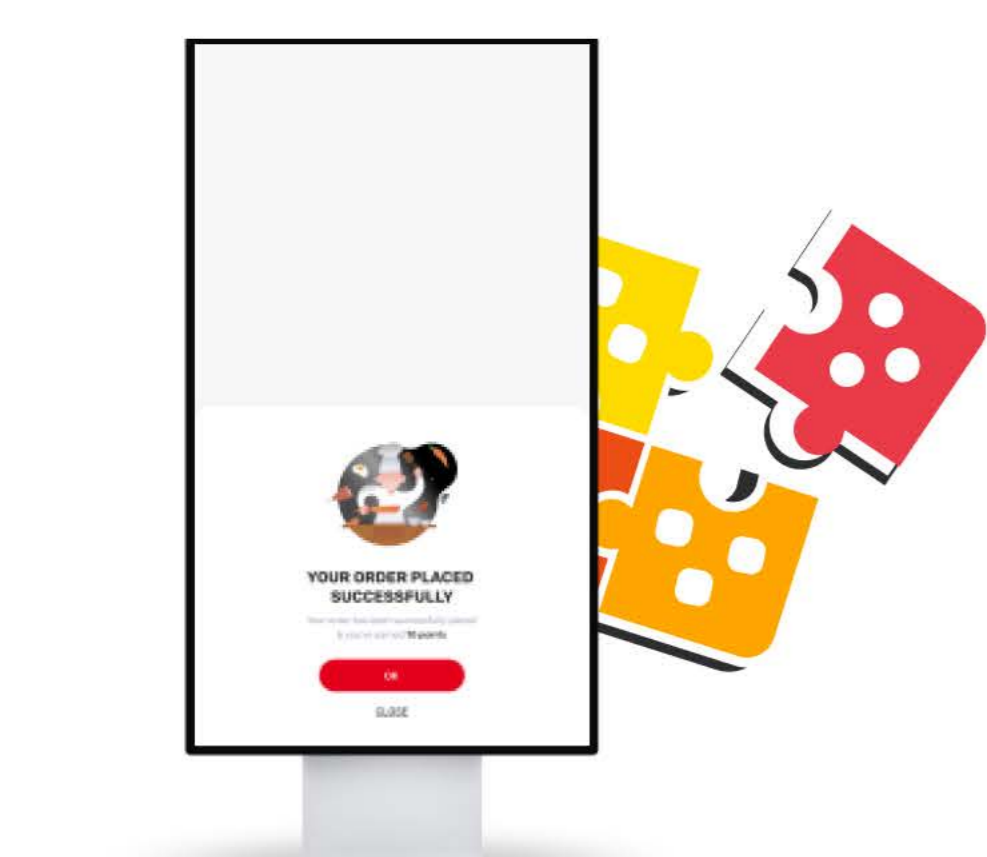
Expeditor receives the order, all packed up and ready to go.



The order goes out for delivery.



User gets notified that the order is on its way, with an estimated delivery time.



Customer picks up their order

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Let us help you take your business to the next level

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