

Location

Eataly, located at 43 E. Ohio Street in Chicago, a place includes restaurants, shopping areas, bars, and grocery.

Design Mission

Provide recommendations to strengthen Eataly's overall brand experience in their Chicago location, and inform the future experience for their upcoming U.S. locations in New York, Los Angeles, and Boston. We aim to find opportunities to better align Eataly's desired customer experience, their customers' expectations, and their customers' actual experience.



Audience

We approached this challenge as though it could be presented to the Eataly team, specifically those who will be working on the store layout, signage, and overall customer experience of future locations within the United States.

Research Approach

Due to the vast expanse of Eataly, the variation of activities to do within the storefront and the types of customers that it attracts, we decided to employ different research techniques to gather information and cover as much ground as possible. Six substantial shadows were conducted, as were sixteen customer intercepts and five staff interviews.

Customer Shadows (6): We recruited participants (mostly friends and family) and went with them to Eataly to record their experience, whatever that may have been. The flow and duration of the time in Eataly was left completely up to the participant.

Customer Intercepts (16): We approached and spoke with customers in the store who were open and willing to answer questions and talk about their experience. We tried to capture a range of age, demographic, tourists/locals, first-time/return users, solo/in a group, if they came with their friends/family, etc.

Staff Interviews (5): Interviews with staff were prearranged for us. The main focus of these interviews was to find out how each employee is attempting to project the brand, who their customers are, and how they perceive the Eataly experience.