



consumer insights
operations assessment
design development
layout planning
customer traffic flow
fixture design
prototype design

improved operations and atmosphere

challenge

Qdoba, a fast-casual chain of restaurants serving Mexican-style cuisine, was seeking to brand their stores with the image of fresh, “artisan” food that is high in quality, nutrition and taste. This brand positioning was seen as a way of distinguishing Qdoba within its increasingly competitive market, and as such became the impetus for the new prototype.

solution

WD began the project with a comprehensive operations assessment. We determined ways to optimize customer traffic flow within the store, and thus incorporated a new queue line, beverage island and utensil/condiment station. The physical experience was based on the attribute of sophistication, and the new fixtures, materials, lighting and menu displays were designed to reflect that trait. Most changes to retrofitted stores were aesthetic, such as new uniforms and music. The new prototype was validated with research by our Insights team through post-opening customer intercepts.

results

- › Developed the new prototype for franchisee growth
- › Elevated the environment to match perceived food quality
- › 95% of guests preferred the new design in post-opening research
- › Prototype for all future remodels
- › Controlled build-out costs



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artisan mexican food, matching atmosphere

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