How can the busy bar experience be improved for both the customer and the bar?

OFTEN
Ordering a drink in a busy bar is stressful, time-consuming and claustrophobic. For those unappreciative of this type of “bar experience”, the process from waiting to order a drink to returning to a group of friends is an unpleasant one.

User Needs
- Eliminate long wait times
- Quick “in-n-out” ordering transaction process
- Secure and Anonymous??? Experience
- Intuitive and easy ordering interface

47% of survey participants felt that their favorite bars were inadequately staffed.

4 drinks ordered on average per night

10 minutes of average wait time at the bar per night

FASTAB EXPERIENCE

1. Order
2. Pay
3. Mix / Mingle
4. Pickup

OUR USERS
For evaluation, we conducted usability testing with 10 users.

- surveys
- interviews
- cognitive walkthroughs

User Testimonials
- “Dang this thing is freaken sexy yo!”
- “This would clearly be a solution to this type of problem.”
- “I would definitely use this if it were a real product.”

8/10 users agreed that Fastab
- provides a more comfortable ordering experience
- is easy and intuitive to use
- successfully eliminates long wait-times at the bar