

FASTAB

REDEFINING THE BAR EXPERIENCE



OPPORTUNITY

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

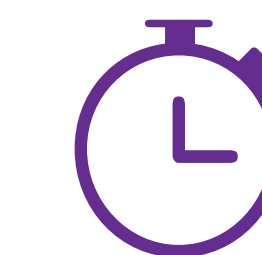
After surveying **74** participants...



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

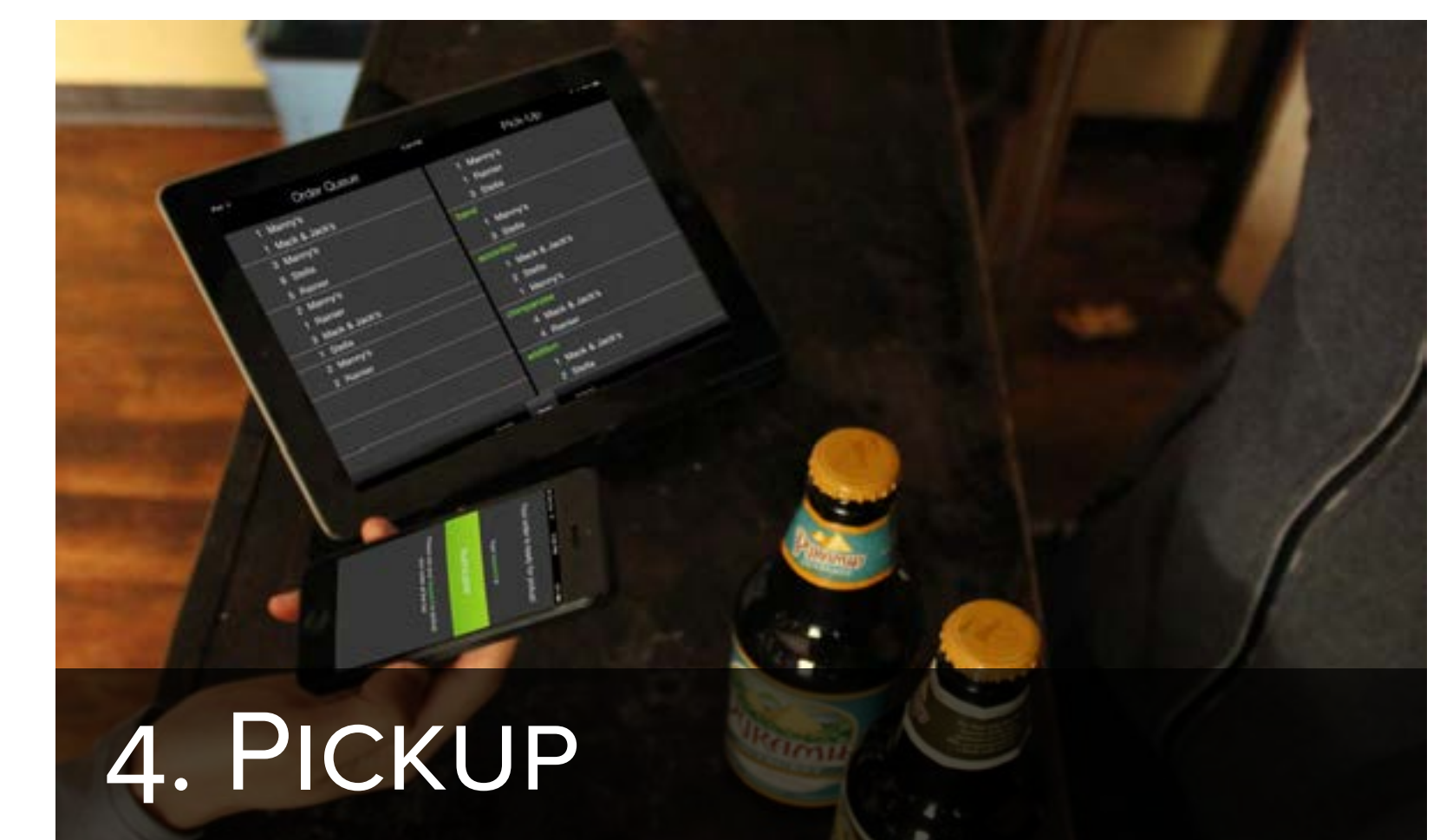
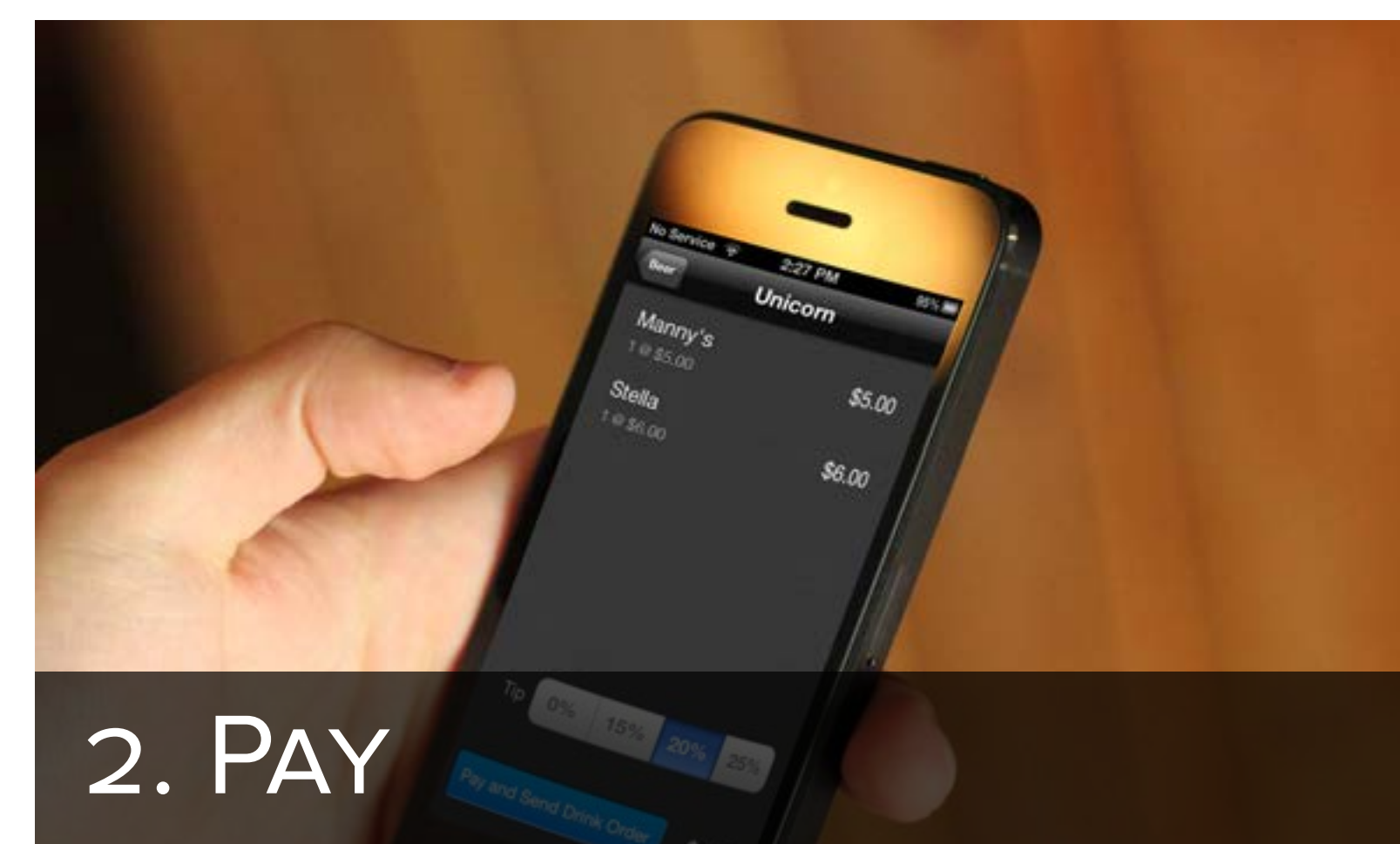
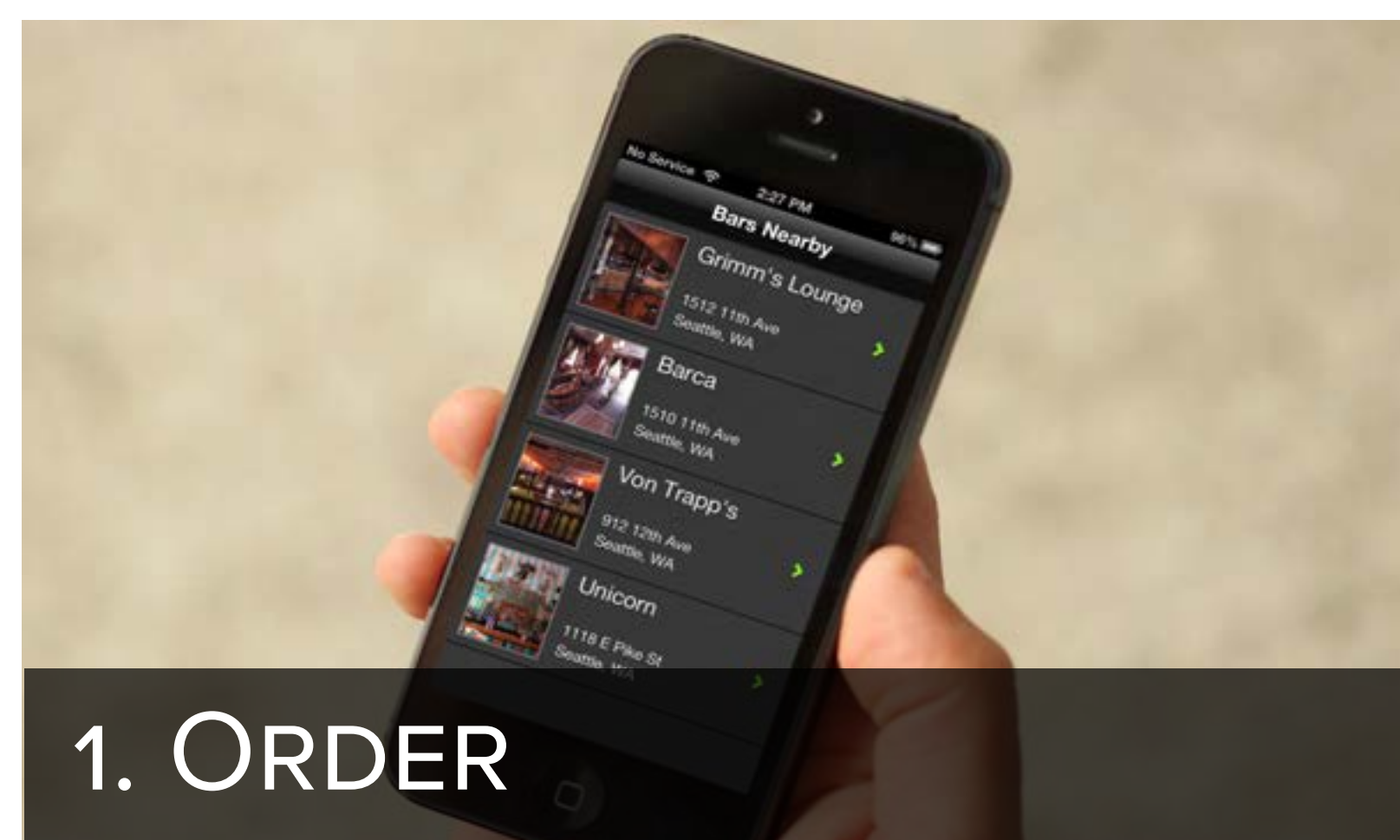


4 drinks ordered on average per night



10 minutes of average wait time at the bar per night

FASTAB EXPERIENCE



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