

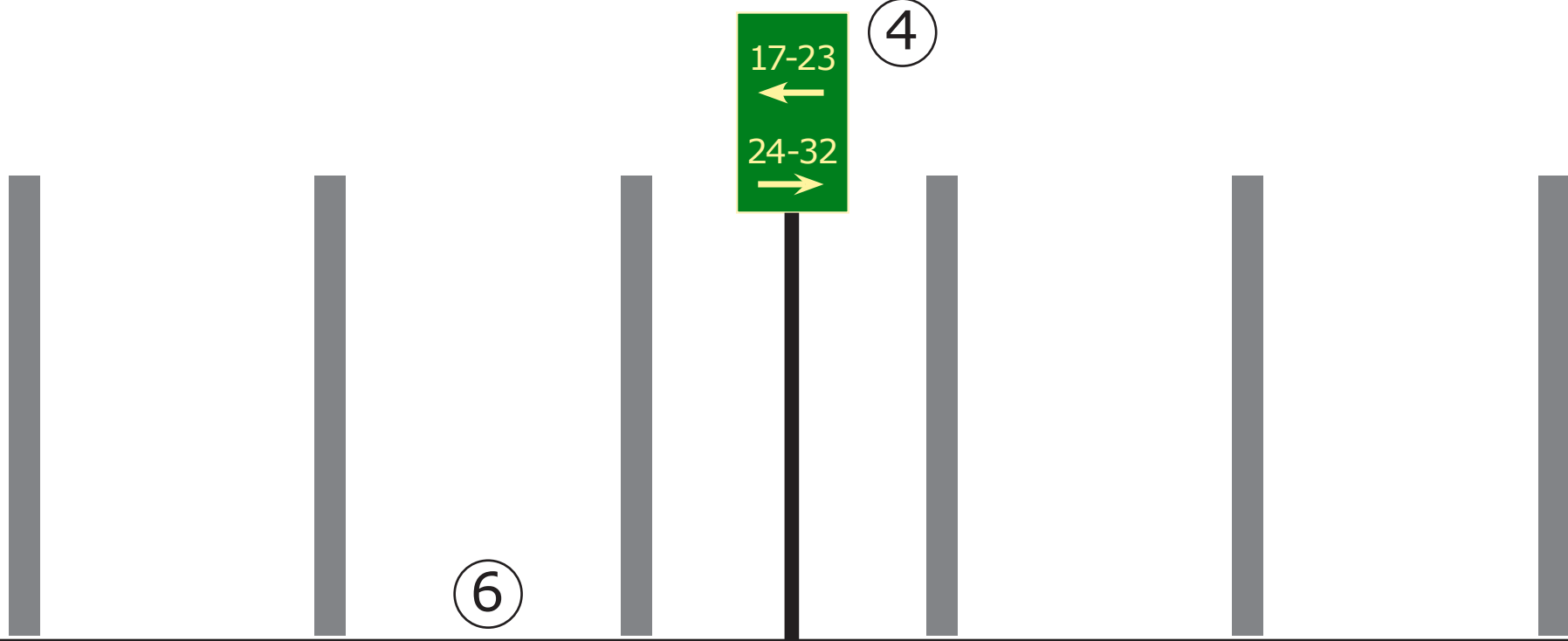
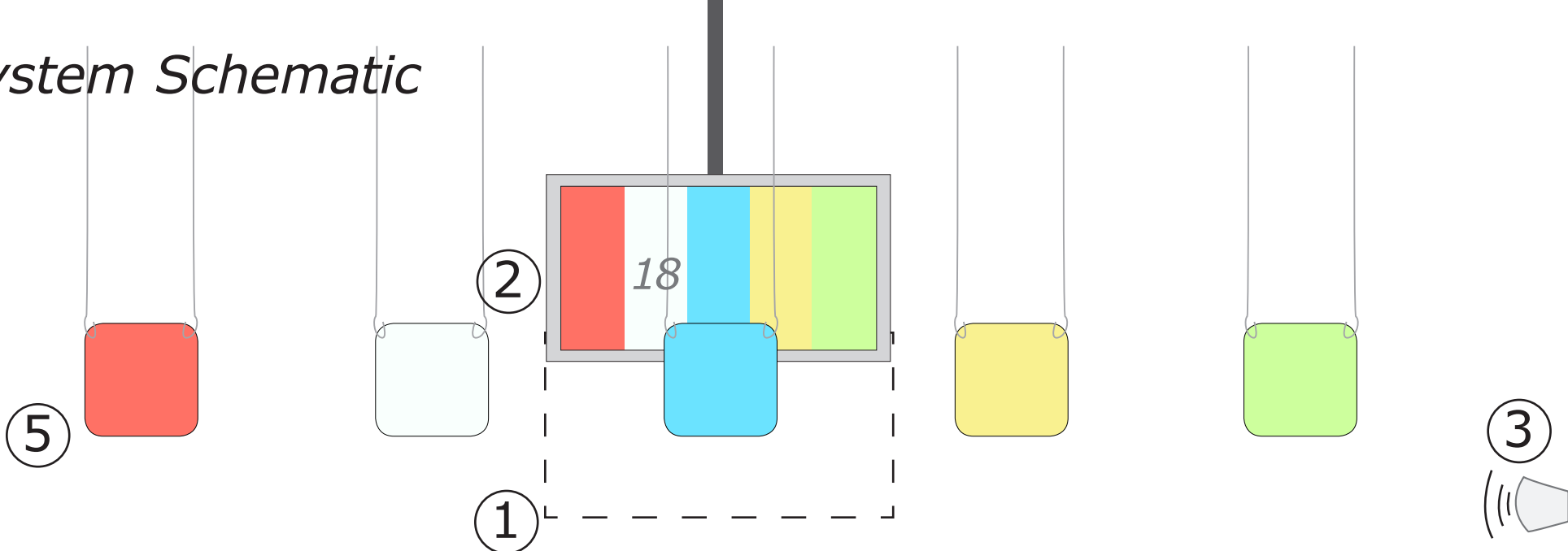
# Whole Foods Line System Redesign

Jen Grier and Tom Gerhardt



- 1 Move Digital Display down 1.5-2 ft: Many people do not see the sign, if it was moved down it would be more visible.
- 2 Place Arrows on Digital Display: If simple arrows were placed under the numbers that come up with the display there would be far less confusion in the system.
- 3 Move Speaker: Move the speaker that announces the numbers and when to go from the column on the side to the digital display. Then people would know the sound relates to the sign and do what it says.
- 4 Remove Sign: This sign is seldom looked at by customers, and if the arrows were added to the digital display, it would be useless. One less sign = less confusion.
- 5 Convey Clear Message with Hanging Sign: These signs would be more affective if they stated clearly what they are for: "wait here" or "line color."
- 6 Clearly Mark Line Color: With color on the floor, or signs closer to eye level, a customers line color would be more apparent to them.

*System Schematic*



# Floor Plan

