

Reference Manual for Classification of Dining Scene Signage

Restaurants contain far more signage touchpoints than we usually notice.

This manual provides a structured classification of common signage types across the dining journey, including but not limited to:

1. Storefront promotion signs
2. Menu & dish introduction signs
3. Ordering interaction signs
4. Kitchen safety reminder signs
5. Takeout pickup & queue guidance signs
6. Table QR scanning signs
7. Dining area navigation & zoning signs
8. Waiting area display signs
9. Dynamic pricing or time-based promotional boards

By reviewing this classification guide, you can:

- 1) Identify overlooked signage opportunities
- 2) Understand the full customer journey within a restaurant
- 3) Select a specific scene to focus on
- 4) Define your solution more precisely

We strongly encourage participants to begin by selecting one clear signage category and rethinking it deeply rather than designing a broad system

Reference Guide for Innovation Direction

Once you've identified your signage type, the next step is innovation.

This guide outlines suggested innovation pathways to help you rethink what a restaurant sign can become.

Possible directions include:

AI & Intelligent Processing

- ✧ Vision-based queue detection
- ✧ Occupancy monitoring
- ✧ Voice interaction in noisy environments
- ✧ Context-aware information display

Dynamic & Interactive Experience

- ✧ Touchless interaction
- ✧ Gesture or proximity sensing
- ✧ Real-time content updates
- ✧ Multi-sensory feedback (light, sound, motion)

Material & Structural Upgrade

- ✧ Sustainable or modular materials
- ✧ Flexible installation formats
- ✧ Low-power or battery-driven solutions
- ✧ Durable designs for kitchen or outdoor use

Functional Optimization

- ✧ Operational efficiency improvement
- ✧ Reducing staff workload
- ✧ Enhancing ordering clarity
- ✧ Improving customer flow and waiting experience