

New Script – For Kevin

Available footage:

- How do people wait → “Time indicators”
- Car scene
- How do people wait at Oishii → Four time indicators
 - Waiting in lines
 - Picking up orders
 - People using stairs
 - Ringing Digital Queue
- Aggregate time indicators (hectic)
- Two angles of rabbit’s focus
- Upstairs timelapse (facing the door)
- Downstairs timelapse (facing the counter)
- Do we need more?

Script:

We want to explore how Oishii’s environment affects the customer experience of waiting for food.

General pan/ showcase of Oishii’s environment [actual footage]

~~We first observe how people sense time in general. First we asked people how they feel time passing? Time is sensed by observing changes in the environment. (We’ll call these changes, time indicators)~~

Clock gif??

~~the light fading as it becomes night, or the seconds ticking on the face of a clock. Let’s call these changes time indicators.~~

~~Set up an environment and portray these changes?~~

– or –

Picture this....

It feels like you’ve waited especially long; each car going by is yet another indicator of time passing.

Imagine being on a highway, but the car in front of you is driving too slowly. You feel like your time’s going by slowly because you see so many cars pass you. These are the environmental changes that give you a sense of time, let’s call them time indicators.

Car scene [animated footage]

We did some research in the Oishii space, and we noticed a few patterns within the environment. Through time-lapse videos and interviews, we came to a few conclusions:

Time lapses of Oishii, pauses to make some notes [actual footage]

At Oishii, there are four primary time indicators: the lines that form to order food, the customers picking up their orders, the people ascending and descending the stairs, and the beeping of the digital queue.

Four time indicators [animated footage] → Aggregate

It's not *how many* time indicators a place has, but ultimately how many *we pay attention to*. At Oishii, this is the difference between the upstairs and downstairs environments.

Rabbit zoomed in upstairs, focus shifts [animated footage]

Upstairs, there are very little time indicators that one observes; it is merely the digital queue that the customer checks periodically.

Rabbit's POV of focus [animated footage]

Downstairs, the customer is exposed to far more time indicators, resulting in the wait for food feeling much longer.

Rabbit downstairs [animated footage]

Show some graph contrasting perceived time between upstairs and downstairs [animated footage]

Though Oishii has many time indicators, there is only one intervention set in place to counteract that: the tea station.

Footage that highlights the digital queue and tea station [actual footage]

The tea relaxes and occupies the customers, so their patience increases. However, since it is tucked in a corner, many customers neglect it.

Original OISHII SCRIPT (Expired)

we want to explore how Oishii's environment affects the customer experience of waiting for food.

To begin understanding this, we ask, "how do people sense the passage of time to begin with?"

Well, time is experienced through change, especially changes in the environment— let's call them time indicators.

Picture this:

when you notice all the other cars are speeding past you, time feels like it's especially slow. Each car going by is yet another reminder of time passing.

In this case, you feel like time has slowed down, and each car that passes by you is another time indicator that compounds on the last; increasing your irritation and frustration.

So how do people experience waiting at Oishii? A better question might be – what "time indicators" can we specifically find at Oishii?

rapidly-compounding order lines
steady stream of orders being served
people coming up and down the stairs
the constant beeping of the digital queuing machine.

It's not how many time indicators a place has that ultimately matters, but rather how many we pay attention to.

[bunny has narrowed vision, certain indicators disappear]

This is why we choose to distract ourselves with phones and conversations—so our focus is not on the waiting. As the saying goes, "A watched clock never moves."

[Video of someone restricting their view by looking at phone]

[The world darkens while vision brightens?]

[First person point of view?]

There are three things that Oishii has to offer to additionally reduce how one experiences these time indicators.

The first is that they offer free Barley tea to calm any restlessness and impatience.

[barley tea fades in and then out]

Secondly, there is an upstairs waiting area where you literally cannot see most of them.

[whole map fades in, first floor and stairs fade slightly]

However, the most interesting environmental asset is the digital queue.

[zoom in on the 2nd floor queue]

The digital queue system ding dongs and displays your number when your order is ready. You can stop paying attention to whether your order has finished or not because you know the electronic system will notify you. The number system used by the digital queue also means you don't have to pay much attention to the queue much at all until the numbers get closer to your own. This means you can relax and occupy yourself with something other than watching diligently for your food to come out.

This digital queue is a system that allows the customer to relatively estimate when their order is about to be served. By displaying the order numbers, there IDK HOW TO WORD THIS

Though, like most restaurants, Oishii has many time indicators that give the impression that their food takes a while to be served, Oishii has set environmental systems in place to limit exposure to these time indicators.