

Developing Creative Projects

CAMF6001

Sophie L Morgan
1402061

[Table of Contents](#)

Client Brief	2
Brief.....	12
Research.....	14
Similar Apps	16
Mood Boards.....	18
Network Plan.....	23
Design Document.....	25
Logo Ideas	27
Mock Ups	31
Email Correspondence with Client.....	34
Asset List	37
Prototype Designs	38
Equipment List	40
Presentation.....	41
S.W.O.T Analysis	42
Conclusion.....	44
Bibliography	45

Client Brief

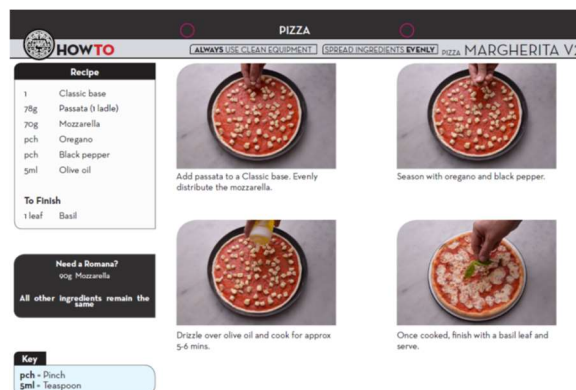
I received a paper copy and digital copy of the following, from the client, outlining and explaining all of his ideas. We met up to discuss ideas that would work/wouldn't work, and to clarify exactly what he envisioned. The client was definite on what he needed from the app, and has been planning it for a long time, but was very open to any ideas or suggestions I had to offer.

Front Page

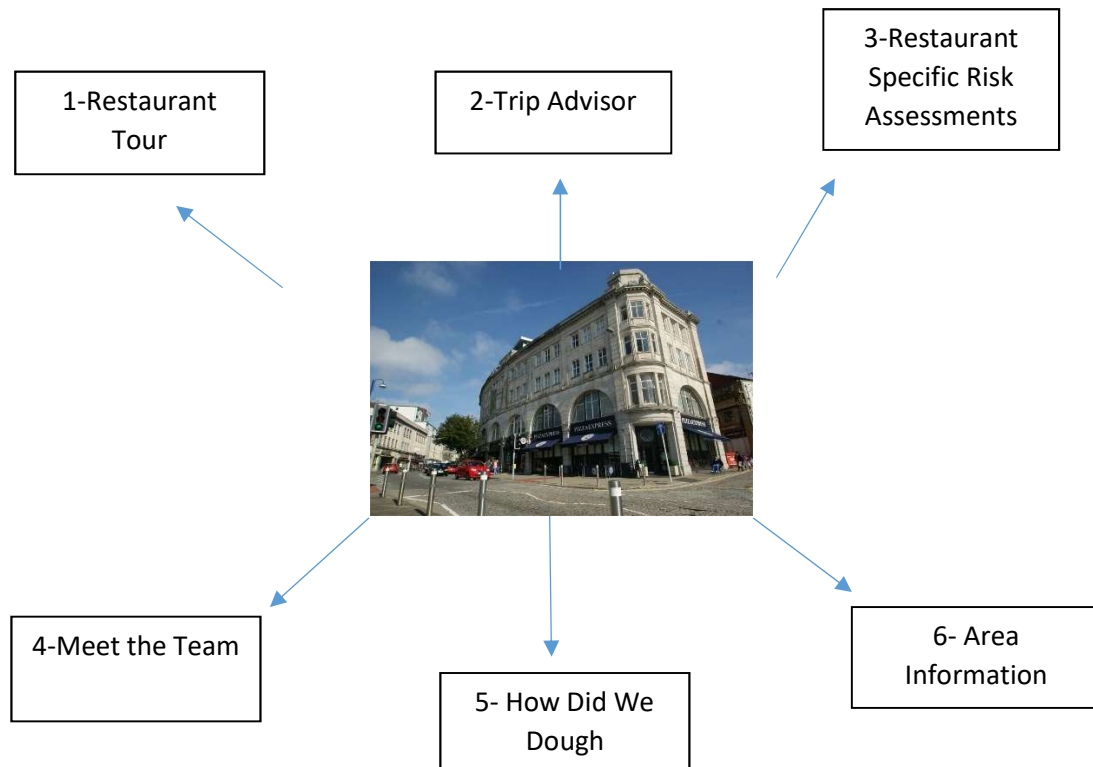
Copy of Menu with touch screen to the dish that you would like to go into.



After selecting the dish/drink that you would like to go into the How To card will be the next screen, for example if you wanted to learn about the Margherita the how to card for a Margherita would be the next screen as below-

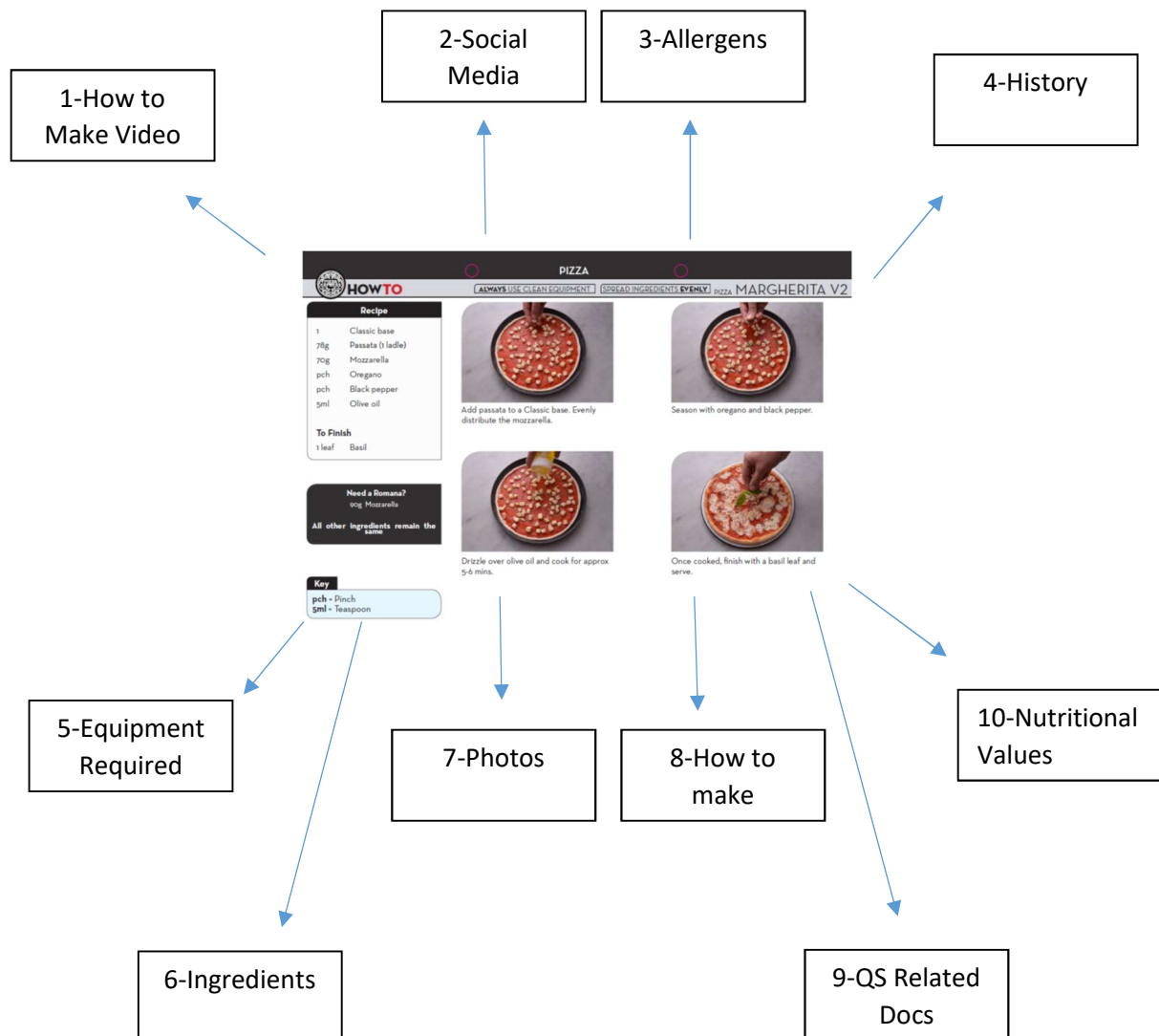


The other option would be touching the Pizza Express logo to choose your destination restaurant. For Example touching the logo in Swansea would take you to the Swansea restaurant bespoke page. This will consist of the following options-



The Dishes

From this there would be several options available to you. For example below-

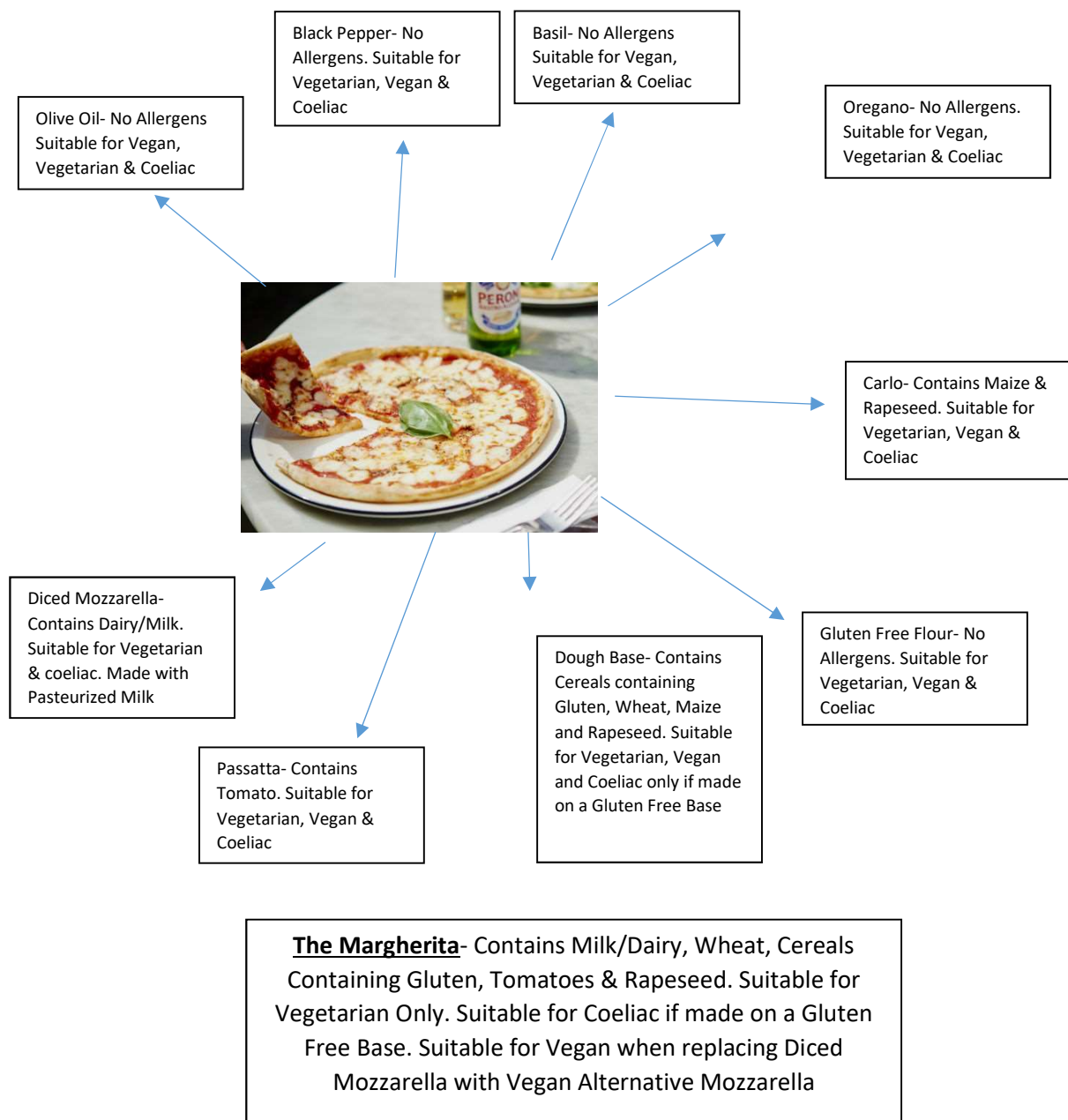


As you click onto each of the separate labelled boxes the following information will become available for each as detailed below I have taken the Margherita as the example-

How to Make Video. This will be filmed in the restaurant with Chef Trainer Moustafa Elmansi making the pizza step by step exactly as the how to card instructs, but will provide a visual demonstration for new pizzaiolo's to actually see the pizza being made correctly. The video will have commentary provided to instruct as well as visual. This will be similar to the videos on the training sessions for new menu launches.

Social Media. This will show all the information related to this dish from social media & feedback sites. The coding will pull data from various sites relating to key word, such as “Margherita” in this case, and pull up all feedback, complaints, praise and comments linked to this dish. This will enable the chefs to identify any consistent errors or complaints that are being talked about regarding this dish giving the awareness to identify & rectify.

Allergens- This will provide the chef instant access to all the allergens contained in this dish, plus any lifestyle/health choices regarding ingredients such as Gluten and Vegan. For example in the Margherita the following information will be shown-



This page will also contain links to the Online Training Academy, Allergen Information page such as what is Gluten? Health Risks to getting it wrong, First Aid for Allergies and Actions for control of allergens

History

This page will give you a brief history of the dish. For Example the Margherita was on the original menu with Pizza Express from the first opening in Soho in 1965. It is Peter Boizot's favourite pizza. According to popular tradition, in 1889, 28 years after the unification of Italy, during a visit to Naples of Queen Margherita of Savoy, wife of King Umberto I, chef Raffaele Esposito of Pizzeria Brandi and his wife created a pizza resembling the colours of the Italian flag, red (tomato), white (mozzarella) and green (basil). They named it after the Queen - Pizza Margherita.

Equipment required

This will be more a tool for Trainers & Senior Pizzaiolo's to ensure care is taken when using the equipment. It will allow the Pizzaiolo's to understand the costing's and the impact of neglect to pricing of the product & controlling kitchen costs. This page will link in with Inventory and the ordering process. This page will also include photographs of the equipment for ordering and training purposes.

Ingredients

This page will give the Pizzaiolo's a list of the Ingredients required to make the dish and its costings and ordering information. It will assist in controlling kitchen costs and help understanding the need for both portion control and recipe requirements. For Example, the Margherita-

Required

Product	Classic	Romana	Gluten Free	Vegan	Unit Size	Case Cost	Unit Cost
Dough	1	1	NA	1	1 x 80	£14.90	£0.18
GF Base	NA	NA	1	NA	1 x 25	£15.95	£0.63
Passatta	78g	78g	78g	78g	3 x 4100g	£10.63	£0.07
Diced Mozzarella	70g	90g	70g	NA	9x2kg	£55.69	£0.21/£0.27
Vegan Alternative Mozzarella	50g	100g	50g	50g	1kg	£9.94	£0.49/£0.99
Oregano	Pinch	Pinch	Pinch	Pinch	1kg	£0.01	£0.01
Black Pepper	Pinch	Pinch	Pinch	Pinch	1kg	£0.01	£0.01
Olive Oil	5ml	5ml	5ml	5ml	3x5litre	£0.02	£0.02
Basil	1 Leaf	1 Leaf	1 Leaf	1 Leaf	100g	£0.96	£0.01

Delivery Schedule

Product	Supplier	Order Day	Delivery Day	Case Size
Dough	Bidvest	Friday	Tuesday	1 x 80
Gluten Free Base	Bidvest	Friday	Tuesday	1 x 25
Passatta	Bidvest	Friday	Tuesday	3 x 4100g
Diced Mozzarella	Reynolds	Monday/Wednesday/Saturday	Monday/Wednesday/Friday	9 x 2kg
Vegan Alternative Mozzarella	Bidvest	Friday	Tuesday	1kg
Oregano	Bidvest	Friday	Tuesday	1kg
Black Pepper	Bidvest	Friday	Tuesday	1kg
Olive Oil	Bidvest	Friday	Tuesday	3 x 5 litre
Basil	Reynolds	Monday/Wednesday/Saturday	Monday/Wednesday/Friday	100g

Photos

This page will give examples of a good final dish and examples of poor quality final dishes.

How to

This will give a step by step description of how to make the dish. For example the Margherita is as follows-

Add Passatta to a Classic base. Evenly distribute the mozzarella.

Season with oregano and black pepper

Drizzle over olive oil and cook for approx 5-6 mins.

Once cooked, finish with a basil leaf and serve

QS Related Documents

This section will give you a quick link to the related documents for the dish in questions, such as the current shelf life poster. For Example below:

PizzaExpress - Food Shelf Lives

VERSION 1

Quality & Safety 20th June 2017

Contact / Ready to Eat Menu											
Compagnie Mls	3 days	Yes	Refrigerated & Cook	Refrigerated	7 days	Yes	Ready to Eat	Follow packaging	Yes	Yes	Yes
Calabrese Sausage	7 days	Yes	Refrigerated	Refrigerated	3 days	Yes	Baby Cakes	Follow packaging	Yes	Yes	Yes
Chicken alla Milanese	5 days	Yes	Refrigerated Mls (Tomato)	Refrigerated	3 days	Yes	Chocolate Fondant	10 days	Yes	Yes	Yes
Chicken Breasts	3 days	Yes	CGS Sausage (in sealed bag)	Refrigerated	24 hours	Yes	Chocolate Frosting (Shelfed)	30 days	Yes	Yes	Yes
Croutons	2 days	Yes	Capers	Refrigerated	4 weeks	Yes	Chocolate Frosting (Egg emulsion)	10 days	Yes	Yes	Yes
Mini Sausage	7 days	Yes	Shaved Peppers & Onions Mls	Refrigerated	2 days	Yes	Chocolate Frosting Cake	5 days	Yes	Yes	Yes
Peppercorn Sausage	10 days	Yes	Garlic (pre-packed)	Follow packaging	Follow packaging	Yes	Chocolate Straws	Follow packaging	Yes	Yes	Yes
Squid Shell (Shrimp) Mls	2 days	Yes	Hot Green Peppers (Shelfed)	Refrigerated	7 days	Yes	Chocolate Sauce	Follow packaging	Yes	Yes	Yes
Salmon	3 days	Yes	Hot Green Peppers (in liquid)	Refrigerated	14 days	Yes	Fruit Cakes	10 days	Yes	Yes	Yes
Salmonella - white	1 day	Yes	Peppercorn Peppers (in liquid)	Refrigerated	14 days	Yes	Croutons & Sourd Bread (in GNC)	Follow packaging	Yes	Yes	Yes
Colander	4 days	Yes	Shaved Sliced Cucumber	Refrigerated	24 hours	Yes	Golden's Sourd Bread (in GNC)	7 days	Yes	Yes	Yes
Cod Crustacean	3 days	Yes	Onion (in sealed in bag)	Refrigerated	24 hours	Yes	Golden-Fire Brownies	3 days	Yes	Yes	Yes
Tuna	4 days	Yes	Olives (Shelfed)	Refrigerated	10 days	Yes	Homemade Cream Slice	4 days	Yes	Yes	Yes
Pasta, Macaroni & Noodles	3 days	Yes	Olives (Marinated)	Refrigerated	10 days	Yes	Lemon Pudding	4 days	Yes	Yes	Yes
Leeks	3 days	Yes	Onions (Shelfed and washed)	Refrigerated	3 days	Yes	Prosciutto Lard	Follow packaging	Yes	Yes	Yes
Light Caramelized	3 days	Yes	Peppercorn	Refrigerated	14 days	Yes	Salted Caramel Profiteroles	2 days	Yes	Yes	Yes
Lighter Sausage	2 days	Yes	Peppercorn Chips	Refrigerated	3 days	Yes	Tomatoes	3 days	Yes	Yes	Yes
Beefsteak Sausage	4 days	Yes	Red & Yellow Peppers (pre-washed)	Refrigerated	3 days	Yes	Summer Pudding	3 days	Yes	Yes	Yes
Peppercorn Pasta	3 days	Yes	Red & Yellow Peppers (in liquid)	Refrigerated	24 hours	Yes	Vanilla Cheesecake	3 days	Yes	Yes	Yes
Refrigerated Sausage	3 days	Yes	Refrigerated Peppers (in liquid)	Refrigerated	14 days	Yes	White Sauce	1 day	Yes	Yes	Yes
Buffalo Mozzarella (in liquid)	24 hours	Yes	Refrigerated Peppers (in liquid)	Refrigerated	14 days	Yes	Worcestershire Chutney	3 days	Yes	Yes	Yes
Light Mozzarella (in liquid)	2 days	Yes	Squid	Refrigerated	3 days	Yes	Orange Juice	5 days	Yes	Yes	Yes
Double Cream	3 days	Yes	Squid	Refrigerated	3 days	Yes	Squid Lard	5 days	Yes	Yes	Yes
Free Range Eggs (raw)	Follow packaging	Yes	Squid	Refrigerated	3 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Garlic Butter	2 days	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Garlic Cheese (Shelfed for service)	4 days	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Garlic Cheese (Shelfed)	Follow packaging	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Great Milano (ground in bag)	7 days	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Great Milano (dehydrated for service)	1 day only	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Great Milano (Block)	Follow packaging	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Macaroni	3 days	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Vegete Mozzarella Alternative	Follow packaging	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes
Mozzarella - (Shelfed (once opened))	4 days	Yes	Stock / Soup (Hot/Cold pre-prepared)	Refrigerated	7 days	Yes	Tomato Sauce	Follow packaging	Yes	Yes	Yes

WHEN THE BELOW IS USED ON FROZEN PRODUCTS, ADD 1 EXTRA DAY TO INCLUDE DEFROST TIME

OPENED	2 DAYS	3 DAYS	4 DAYS	5 DAYS	7 DAYS	8 DAYS	10 DAYS	14 DAYS	4 WEEKS	6 WEEKS
MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR
TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI
WED	THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT
THUR	FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN
FRI	SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON
SAT	SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE
SUN	MON	TUE	WED	THUR	FRI	SAT	SUN	MON	TUE	WED

TOP TIPS & GUIDE & KEY

- Always include the date of opening or preparing the product in the shelf life.
- Always allow frozen products to defrost for at least 24 hours before service.
- Always refer to a calendar when applying shelf life.
- Only day dot items which are listed in this poster, including Galatos

YES	THIS PRODUCT CAN BE DEFROSTED FOR 4 HOURS
NO	THIS PRODUCT IS NOT DEFROSTED FOR 4 HOURS
NO	THIS PRODUCT CAN BE DEFROSTED FOR 4 HOURS
NO	THIS PRODUCT IS NOT DEFROSTED FOR 4 HOURS
NO	ALL ITEMS MUST BE DEFROSTED FOR 4 HOURS
NO	DEFROSTED FOR 4 HOURS
NO	DEFROSTED FOR 4 HOURS
NO	DEFROSTED FOR 4 HOURS

Nutritional Values

This link will provide anyone with all of the nutritional values to the dish. It will give you:

Nutrition	Per Serving	Per 100g
K Cal	729	206
KJ	3066	869
Protein (g)	35.7	10.4
Fat (g)	23.3	6.6
Of which are Saturates	10.2	2.9
Carbs (g)	25.8	25.8
Of which are sugars	10.6	3.0
Fibre	6.4	1.8
Salt	3.9	1.1

This section will also link to various web sites for popular diets, for example Slimming world web site will provide a Syn value. So for the Margherita, Slimming World Dieters will have 17 Syns for and Extra Easy day, 17 Syns for an Original Day & 17 Syns for a Green Day.

Restaurant Specific

Clicking onto the Pizza Express logo from the main screen will take you to your sub menu of Restaurant Specifics. For these pages I will be using Swansea as the example. In the Restaurant Specific Sub Menu you will have the following options-

Restaurant Tour

This will be a guided video of the Swansea Restaurant. It will be hosted by MOD Oliver Goulstone with every area covered. This will prove invaluable during training for all, even after signing the training file. Floor maps & storage area lists will also be uploaded to cover locations.

Trip Advisor

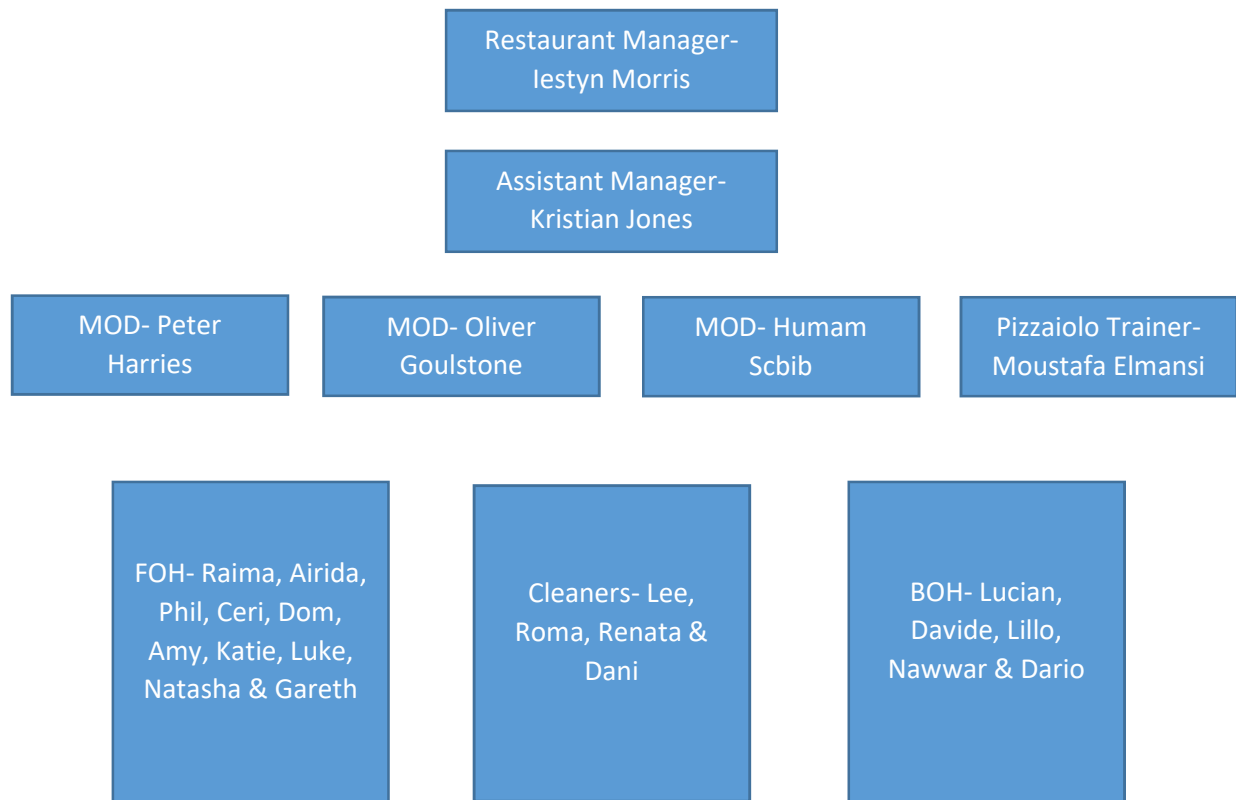
This link will take you directly to the online site Trip Advisor into your home page for your specific Restaurant. Here you can see reviews from Guests, recommendations and grading's for the Restaurant.

Restaurants Specific Risk Assessments

Here you will be able to read at leisure and at will the Restaurant Specific Risk Assessments provided by QS.

Meet the Team

A Basic flow chart to introduce the team in the Restaurant- For Example:



How Did We Dough

This will provide a link directly to the Swansea Restaurant Homepage for the online survey site of How Did We Dough- For Example-

Compare More Scores

01/05/2017 - 29/07/2017

	My Score 2121 - PE Swansea	Vs. Last Period	Area	Vs. Benchmark
Overall Satisfaction	 74%	↑ 17%	 75%	↓ 1%
Taste of Food	 78%	↑ 2%	 76%	↑ 2%
Temperature of Food	 76%	↑ 3%	 75%	↑ 1%
Presentation of Food	 78%	↓ 4%	 74%	↑ 4%
Accuracy of Order	 83%	↑ 7%	 83%	0%
Portion Size Received	 73%*	↑ 8%*	 69%	↑ 4%*
Variety of Items	 57%	↓ 6%	 59%	↓ 2%
Ease of Placing Order	 85%	↑ 12%	 79%	↑ 6%
Speed of Service	 70%	↑ 9%	 69%	↑ 1%

Area Information- This will link to any local events that may have an impact onto our trade, weather forecast information, road closure forecast and any relevant information sites such as Theatre, cinema etc.

Brief

This final creative project will be looking at the development and creation of a mobile application for the restaurant 'Pizza Express,' which will be used by both new and existing staff members to enhance their skills and knowledge of the company and its related products. The application's purpose will be to fully inform team members of any part of the business - from the history of dishes, how dishes are created, where ingredients come from, as well as specific nutritional information and even a live stream in regard to the area and events that may affect the day-to-day running of the restaurant. It will be a tool for new starters to learn relevant information on and also allow staff to be able to answer questions that may be asked by customers, in a quick, convenient and subtle way.

Pizza Express has a strong visual brand, which is portrayed through their black and white colour scheme, classic logo and use of specific typefaces, which is present throughout their restaurant décor, website and menus. The intention is to use their existing style and tone within the project in order to achieve continuity with branding across all platforms, but at the same time the idea is to not completely imitate it. There is a need showcase creative skills as best as possible, and to create a unique piece of work.

Adobe XD will be used to create a working prototype of the app, this will allow the client to demonstrate to his managers how the finished application will work. Photoshop and Illustrator will also be used to create images, as well as integrating existing images currently used by the company.

Due to the size of the app, the elements that will be included in the prototype have been carefully chosen, this is in order to allow the client and other users to better understand how the app will work and feel once it is complete. Other elements have been included as simple placeholders instead of completed content because of the time constraints of working to a deadline.

The prototype will include:

Landing page

One type of pizza with all relevant information

- Instructional video
- Social media associations (External link)
- Allergens
- History of the dish

- Equipment required
- Ingredients
- Photos (good vs. bad examples)
- Written instructions
- QS related documents
- Nutritional and diet-specific information

Restaurant tour

Trip advisor ([External link](#))

Restaurant specific risk assessments

Meet the team

How did we dough? ([External link](#))

Area information

Aside from the app itself, this project also requires the creation of other, original material such as photographs and videos. These images will have a functional purpose, rather than just being decoratively and aesthetically pleasing, so it is important that they are carefully thought out and clear. Still images will be used to walk through the chefs in the kitchen alongside a written tutorial of how to make specific dishes, and a short video will display alongside that. A video tour of the restaurant itself will also be used to highlight certain areas such as fire exits and hand washing facilities. The content will all be easily accessible to ensure that staff members are reminded of things that can easily be forgotten.

This app will initially be created for an iPhone 6, which is what they currently use in store, but it will be scalable for other technologies such as tablets and android phones, in case necessary in the future. Graphics included will all be vectors to enable them to be made bigger or smaller, whilst still keeping a high resolution. Each asset will also be saved individually and clearly marked in a package for the app. Not only does this make it easier in constructing and editing the app, but it will also assure clarity if somebody else were to take over the app once the project is finished. It will also make it easier to pass on to other Pizza Express restaurants to edit for their own specific locations.

The aim is to continue working with the client after the project's official university deadline, and to work alongside him to complete the design aspect of the app. The next step will be to pass the app on to a developer, after the approval of the client's managers, to create a fully functioning and useable app.

Research

The History of Pizza Express

To really understand and get to know the brand of Pizza Express, I decided to do some research on the history and the core morals and values of the company.

Peter Boizot, in Soho London, first opened Pizza Express in 1965. Peter had spent his time post-university travelling Europe, eventually settling in Rome, Italy. During this time he had an array of jobs, from a reporter for Associated Press, to selling postcards in St Peter's Square. He had a strong entrepreneurship trait, which was the start of the success of his brand, Pizza Express, on his return to England. He found a gap in the market for traditional, good-tasting pizza, as he was used to in Italy, and opened his first restaurant in Wardour Street, Soho, which at the time was quite a risky move. However it paid off, and marked the beginning of a very successful business venture.

The interiors of Peter's restaurants were of utmost importance, playing a key role in the success of the brand. Authenticity, sympathetic to each venue's original features was mixed with modern pops of art, all brought to life by Italian designer, Enzo Apicella. Peter describes the restaurants as 'a piece of jewellery – with each restaurant being an individual and unique gem. Each opening added a new gemstone to the necklace.'

(<http://www.pizzaexpress.com>.) It was the homely feel of traditional Italian cuisine, combined with the carefully considered décor that created the undeniable atmosphere Pizza Express is renowned for, and kept it a unique asset to the high street.



By 1995, Pizza Express had expanded to Ireland, opening 14 restaurants under the name 'Milano,' as 'Pizza Express' was not available for use. The name 'Marzano' is used for the same reasons, on expansion to countries further afield, such as Cyprus. Marzano is also used to differentiate from Pizza Express restaurants that don't exclusively sell Pizza, such as 'Café Bar Marzano,' in Norwich UK.

Pizza Express has undergone some big changes since 1965. 2011 saw a rebranding project by its new owner, Gondola Holdings, who wanted to incorporate local landmarks into the



design work of specific restaurants. For example, Euston Road Pizza Express is located opposite the British Library, takes inspiration from famous books and authors, whilst Charlotte Street was home to the inventor of Morse Code, Samuel Morse, so it's décor is in honour of him.

(<https://www.bighospitality.co.uk/Article/2011/09/07/Pizza-Express-begins-biggest-rebrand-in-company-history>)

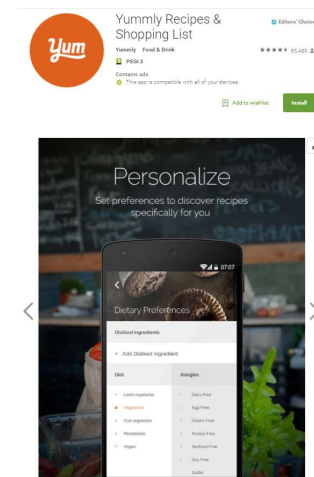
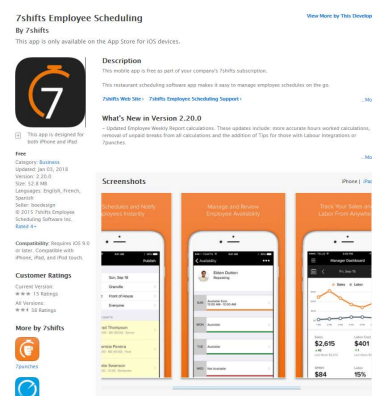
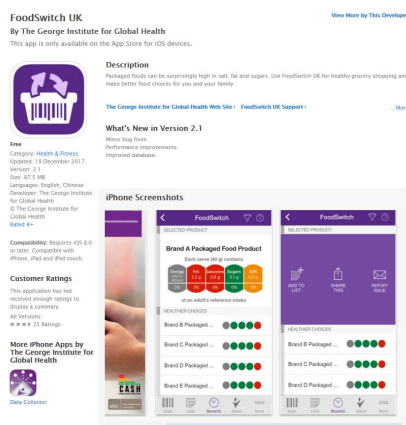
Although many restaurants have received renovations in keeping with this project, the company is still very focused on honouring artists and historical members of the community, as well as keeping each restaurant unique and an experience of its own.

Similar Apps

A branch of my research was trying to find similar apps to the one I am creating. I experienced difficulty in gaining access to many apps created specifically for businesses, as you are required to be an employee. I did, however, speak to an employee at KFC, who informed me that they use an app for training purposes, and another employee of Whetherspoons, who said they use an app for taking orders. I was aware that Pizza Express already use a separate app for taking orders, and also have an online portal for training new employees, therefore these features would not be something I would be including. So I then moved onto more general research, looking at managerial apps, ordering apps, rotaing apps, however I didn't find any of these particularly useful as they all proved a different purpose to the one I was creating. Design-wise my research was a little more fruitful, looking at traditional pizza and/or rustic style apps which inspired a few of my mock ups. Looking at how information was organised and displayed was helpful in constructing my app. Below I have included some screenshots of applications I came across during my research.

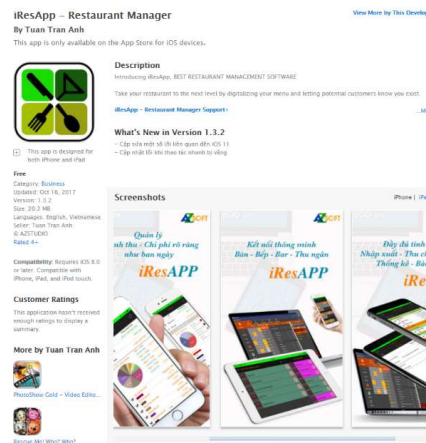
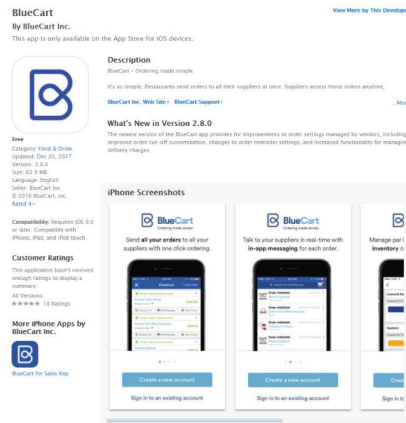
Recipe Apps

I decided to take a look at a few recipe apps as one of the main features of P.E.E.R is to reference ingredients and instruct the employees on the preparation of dishes. I wanted to look at the layout and style of apps that have a similar use.



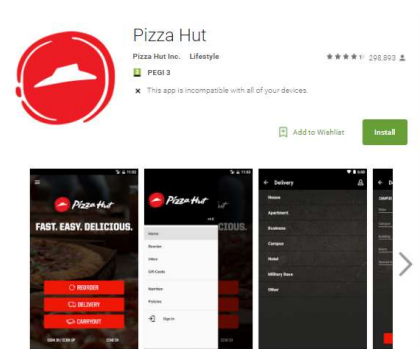
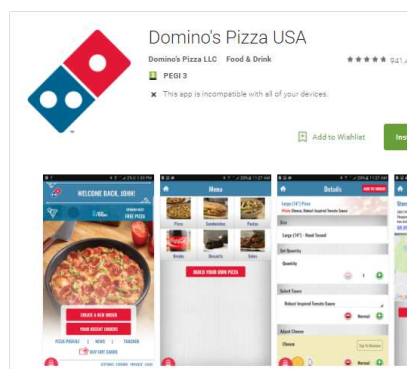
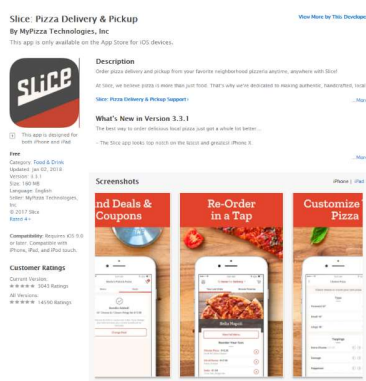
Managerial Apps

Another aspect specified in the back and fourth between myself and Iestyn was the possibility of including stock levels and ordering into the app for managers. I then investigated what apps are currently available to get an idea of how they function.



Pizza Restaurant Apps or Similar Design

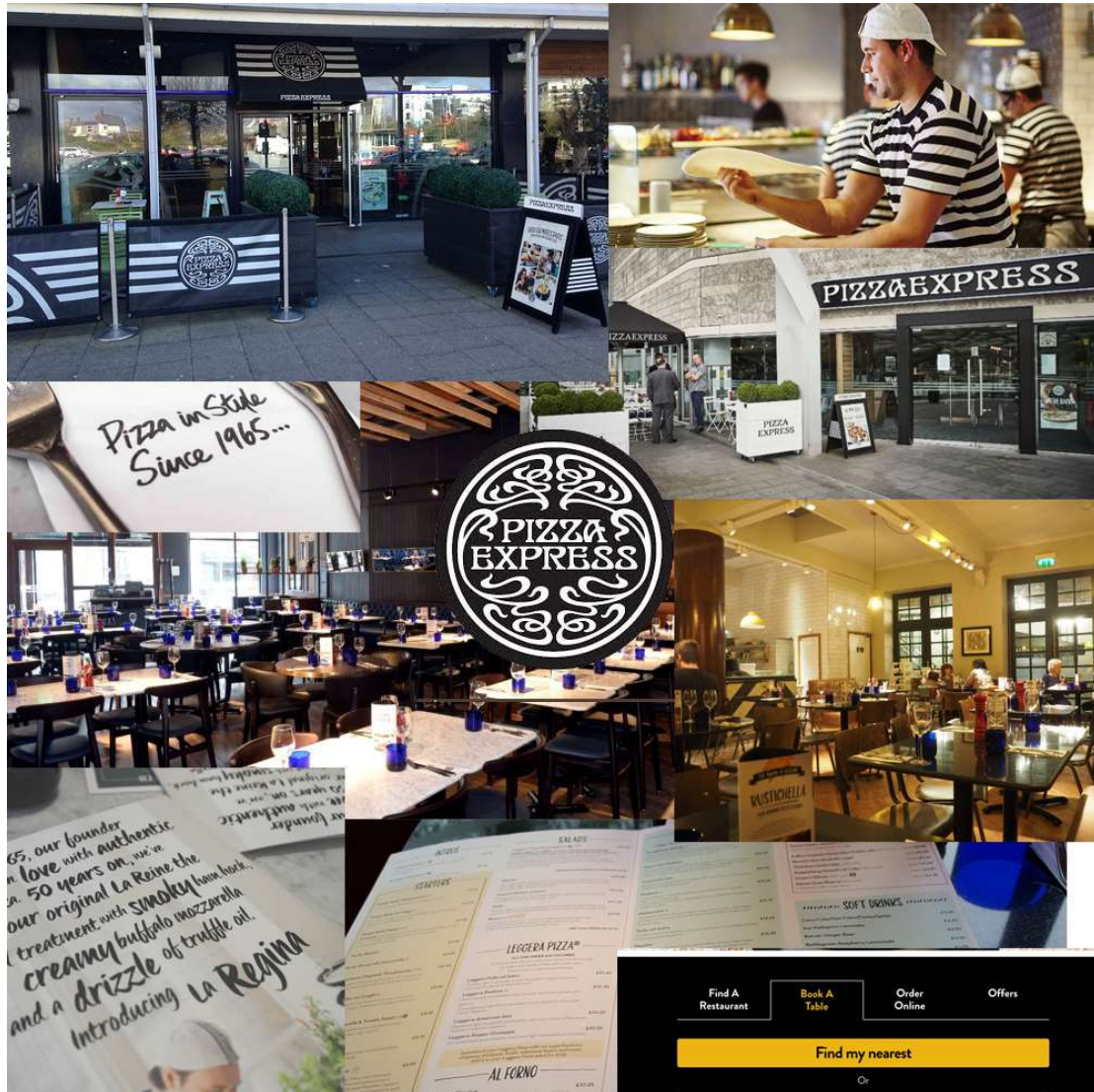
Many other high street pizzariers also utilise apps in their every day operations, I was unable to locate any that relate to the 'back of house' running of the restaurant and takaways but from looking at the apps available to the customers was able to get a few ideas to capitalise upon in my designs.



Mood Boards

It is important to me that this project allows my own creative flair, whilst keeping in touch with the core design and values of the brand. I created some mood boards to try and come up with an overall feel for the app, and to incorporate both Pizza Express existing material, with my own.

Existing Brand



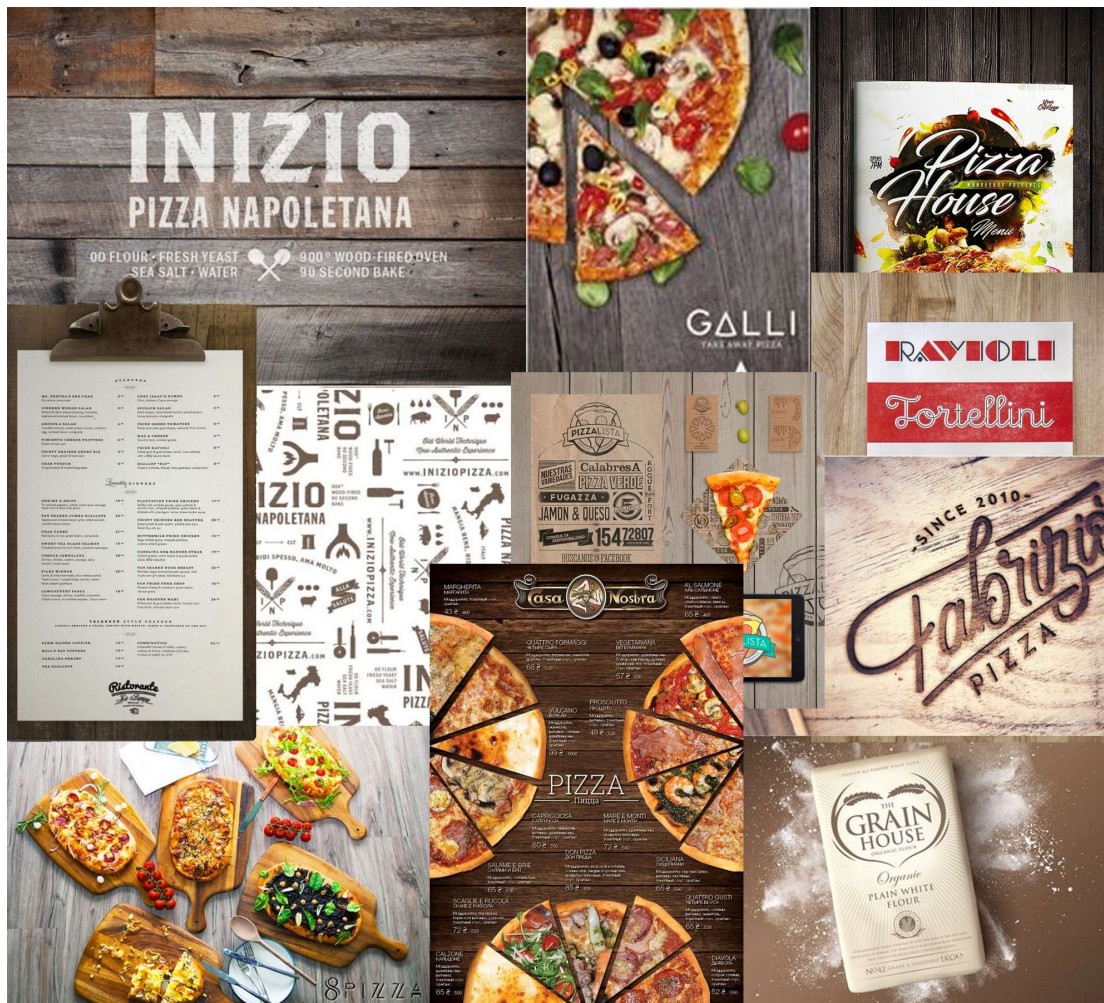
These are recent images of Pizza Express, including the restaurants themselves and assets such as menus and uniforms. It is clear to see that black and white is prominent throughout, however pops of yellow and green are also incorporated. The overall brand is cohesive, however, we can see that each individual restaurant is slightly different from the other.

General 'Pizza Place' Designs



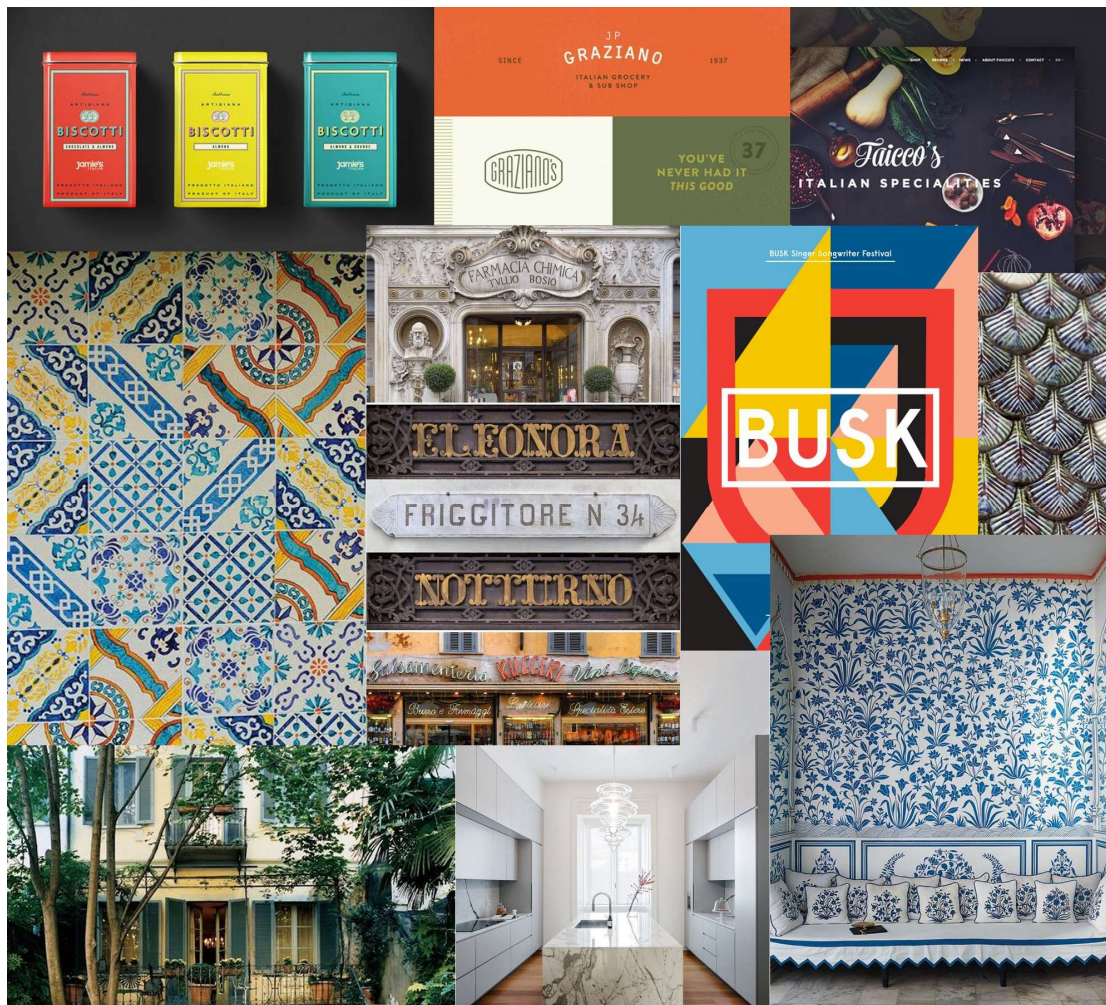
I then started looking at other, similar businesses and branding, as well as Pizza Express packaging used outside of the restaurants, for example in super markets. I like the use of typography, however personally prefer a more minimal approach that I hope to achieve within my project. The bright colours on muted backgrounds also appeal to me. However, some of the designs featuring only bright colours are quite invasive, which is something I would like to stay away from because I feel it takes away from the 'classiness' of the restaurant. As pizza restaurants and diners have a very recognisable approach, I hope to incorporate into my design, however with my own unique spin on it.

Wood Grain



A common and 'fashionable' design that appeared a lot during my research is a wood grain effect. I like this because it incorporates the muted background and a pop of colour that I appreciated in my previous mood board, but also has the rustic feel of a traditional pizzeria. I decided I would like to combine modernism with the traditional, authentic feel I get from this board.

Italian



Keeping in touch with the original source and inspiration behind Pizza Express, I decided to do some research into a few other aspects of Italian design. Typical Italian home décor is clean and classic, and the use of pattern, particularly in the style of Art Deco is quite dominant.

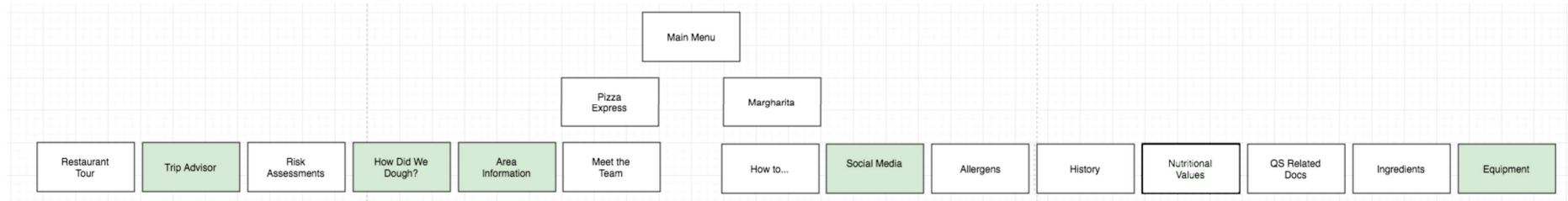
Final Choice



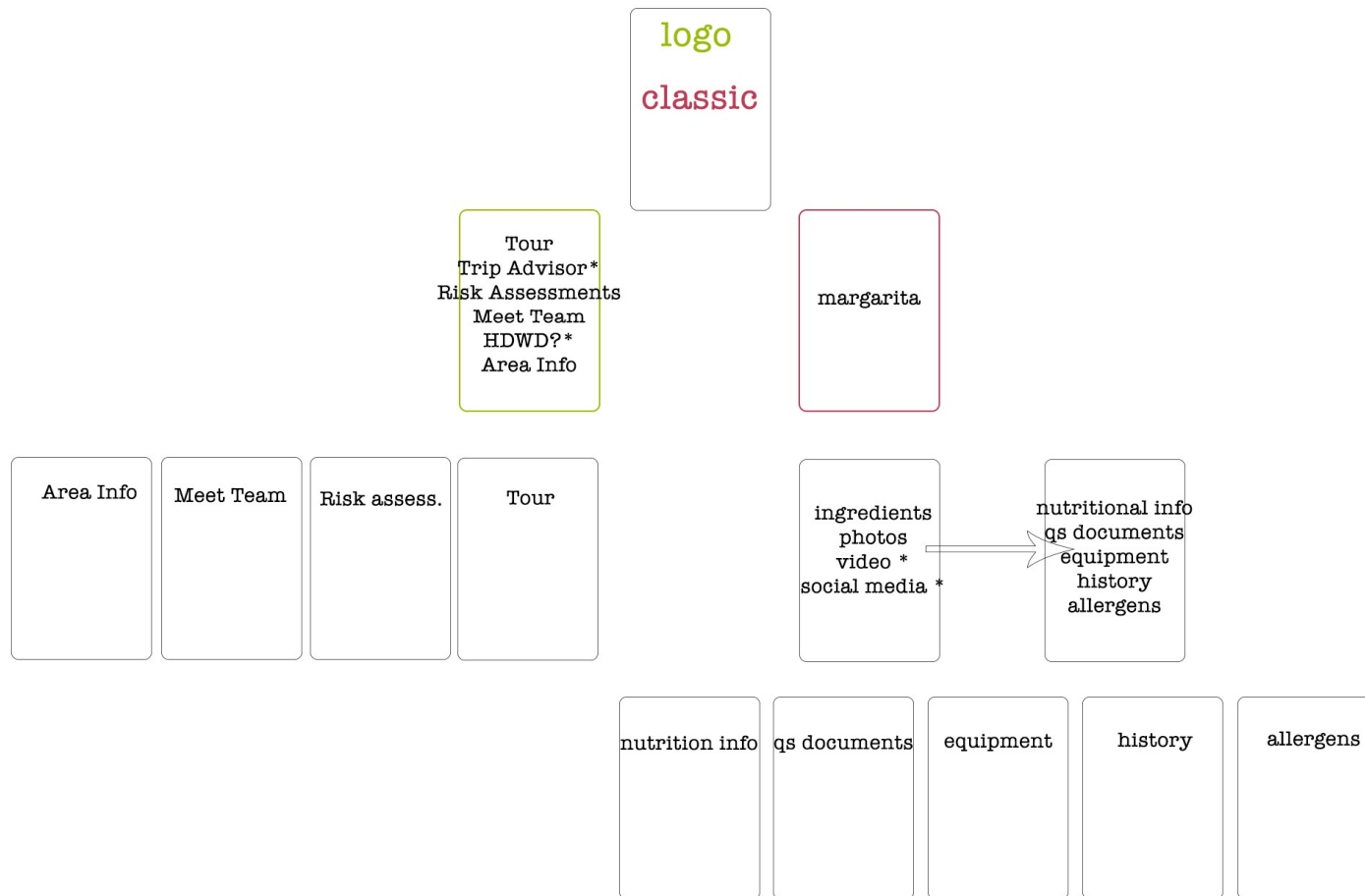
After looking at Pizza Express' current branding, alongside more traditional pizza restaurant designs, I came up with this mood board that I will use as my inspiration for the project. I want to keep the classic, more 'high end' restaurant feel, but make it unique using fresh greens, pops of reds and yellows which represent the colours of pizza. I also wanted to include a sense of authenticity, which is represented by the wood grain and is in keeping with the original choices of décor in the first restaurants. I enjoyed the use of pattern in the Italian mood board, and am interested in experimenting with patterns in my final project. The colours have been taken from packaging of Pizza Express' ready-made pizzas, and the black and white inspired by the current logo. Fresh ingredients and vibrant greens are for the handmade dishes, which Pizza Express is proud of, and the coffee and wall quote give a rustic feel, and mimics the localised quotes Pizza Express print on the walls of their restaurants. The font 'Unicorn Regular' is the most similar font I was able to use for the project, and mimics the original well.

Network Plan

This is the original Network Plan for the app. It clearly shows the two separate parts of the app- the left hand section being information related to the restaurant, which would be accessed via the logo on the landing page, and the right hand section being all the information to do with the dishes they sell. Any external links are highlighted in green; everything else will open in app.



After beginning mock-ups of the application, the network plan has had some changes, which I have outlined below. Some information, which was originally their own separate page, have been condensed to sit on the same page as other content. This is to try to ensure there isn't too much clicking to find relevant information, but I also wanted to ensure that the pages weren't over filled.



Design Document

In a few words...

PEER (Pizza Express Employee Reference) is a mobile application designed to digitalise existing information from paper-based sources. It intends to be a hub of information for every aspect of the restaurant, to teach, inform and remind staff members in their day to day job.

Audience

The audience for this app will be all employees at Pizza Express, from new starters, chefs, and waiters/waitresses.

A secondary audience could potentially be customers at the restaurants. Possibly unintentionally as the app is being used whilst being served, but also to present to customers to confirm information that they desire.

The Experience

PEER was created for ease of access to information for the user, so the experience needs to be quick, self-explanatory and memorable. Keeping core elements of the Pizza Express brand will give the user a familiar feel, but it will also have a fresh new design to keep it something of interest. Any page the user requires will be available to them within three 'clicks' from the landing page, and a search option will allow the user to gain all the information regarding a key word. Function is of utmost importance with PEER, and any barriers in regards to this will void the whole intention behind the app.

How it will be used

Example 1: A new chef has recently started in the kitchen, and can't remember the ingredients of a Margarita pizza. His work mobile is sitting upon the counter on a stand, so he clicks to open the app, clicks the pizza option and is presented with the list of ingredients along with the measurements and order of use.

Example 2: A waitress is serving a table, and a customer explains she is currently on the Slimming World diet, and doesn't know what dish would be best for her to have for lunch. The waitress pulls out her phone, types 'Slimming World' into the app and is presented with the restaurant's dishes, in order of 'syn value,' and is able to inform the customer of the healthiest choice.

Example 3: The manager of the restaurant is attempting to do the rotas for the following week, but doesn't know how many staff members to call in. He opens the app, clicks on the PEER logo, which takes him to an option for 'Area Information.' Here he is presented with an external web page which tells him of any upcoming events in the area, which may affect the number of customers, the restaurant will receive on a certain day.

Features

Full menu landing page. Click on the dish you desire to view a sub-menu of all variations, and then click again to gain all information on that dish.

Written instructions, along with ingredients and measurements will be instantly available to the user

Video tutorial

External links to restaurant's social media. This will automatically take the user to hash tags regarding their restaurant. For example, a Margarita may take the user to anything tagged 'MargaritaPizzaExpress.' This will allow the restaurants to gain feedback on their dishes and to improve on their service.

Full list of allergens, QS-related documents and nutritional/dietary information will be available, with a search option at the top for the user to find something specific.

'Sort order' will also be available for the nutritional/dietary information page, to sort dishes in order of calories, carbs or specific dietary requirements.

Guided video tour of the restaurant, highlighting areas of important such as fire exits and staff rest rooms. This will be combined with a simple birds eye view map, highlighting the same areas, once staff are familiar with the video, or don't have time to watch the video.

Area information including up-to-date photographs of the premises and surrounding areas, and also links to live stream event pages.

Logo Ideas

Instead of using the premade Pizza Express logo, I decided to come up with a unique logo for the application, using the working title 'P.E.E.R – Pizza Express Employee Reference.' I tried to keep it in key with the current branding, but with my own input and style using my mood boards and design guide.

1. This logo is very simplistic, using 'Unicorn Regular' for the Pizza Express title, which is the royalty-free font most similar to the original Pizza Express brand I could find. I teamed it together with a contrasting font called 'Amatic SC', spaced at 75pt. 'Amatic SC' is a more child-like, handwritten font, however, I felt confident in using it due to the experimental and adventurous choice of fonts Pizza Express use on their website. I like the rectangular shape of this typography and the clarity, however the lack of colour makes it too plain for my liking.

PIZZA EXPRESS
EMPLOYEE REFERENCE

As I liked the design, I tried incorporating colours into the logo. I prefer them with colour, however still feel they are a little too simplistic.

PIZZA EXPRESS
EMPLOYEE REFERENCE

PIZZA EXPRESS
EMPLOYEE REFERENCE

I didn't think I would like the 'Pizza Express' in any other colour than black, but this is my favourite out of the three styles. I think the yellow on the larger bold font tied together with the subtle font face of the 'employee reference' in black balances it out well.

PIZZA EXPRESS
EMPLOYEE REFERENCE

2. I decided to use the round Pizza Express logo alongside my own design for the next few attempts. I kept the same 'Unicorn Regular' as I am confident that this font works well for my project, but this time added a cursive font called 'Snell Roundhand.' I hoped the cursive font would add a touch of class, however it was difficult to position with the 'Pizza Express' due to the high upstrokes. This logo doesn't work, as despite the black outline, 'employee reference' is too hard to read.

PIZZA EXPRESS
employee reference

3. I went with a similar idea for the next logo, this time using an inverted version of the round Pizza Express logo, alongside 'Unicorn Regular' and a relaxed, handwritten font called 'Another Shabby.' I like the font, however think the red and black look too harsh together. I experimented with a drop shadow on 'employee' which I feel didn't work either, and I also don't like the shape of the overall graphic as I prefer clean, linear edges.



4. Taking the same round graphic again, I this time used the application's title 'P.E.E.R' in the same bold font. I also returned to 'Amatic SC,' as out of all the font combinations, these two were my favourite. However, once again I didn't like the overall shape of the graphic, much like the previous one, and feel it would allow for too much blank space whilst in use on my app.



5. Looking back on the logo designs I had experimented with so far, I decided it was the first design that worked best for my app. However, I did feel it was too simplistic, and also liked the idea of making it almost completely my own, rather than mimicing Pizza Express' existing branding too much. So I used a large spacing with Unicorn Regular to write the abbreviated title, along with the Amatic SC underneath for the full title. To add a pop of colour I decided to do the dots in the colour scheme I have chosen for the project, and I was really pleased with the overall look. However, I still didn't feel overly inspired and felt it could look a little more interesting.



P · E · E · R
PIZZA EXPRESS EMPLOYEE REFERENCE

So I decided to put the bold 'P.E.E.R' in black and move the bright colours to the thinner, Amatic SC font as I had experimented with in the first logo. I feel this gives it the feel of learning, due to the primary colours, however still keeps class through the use of the almost-original Pizza Express font. I also really like the boxed in shape of the logo.



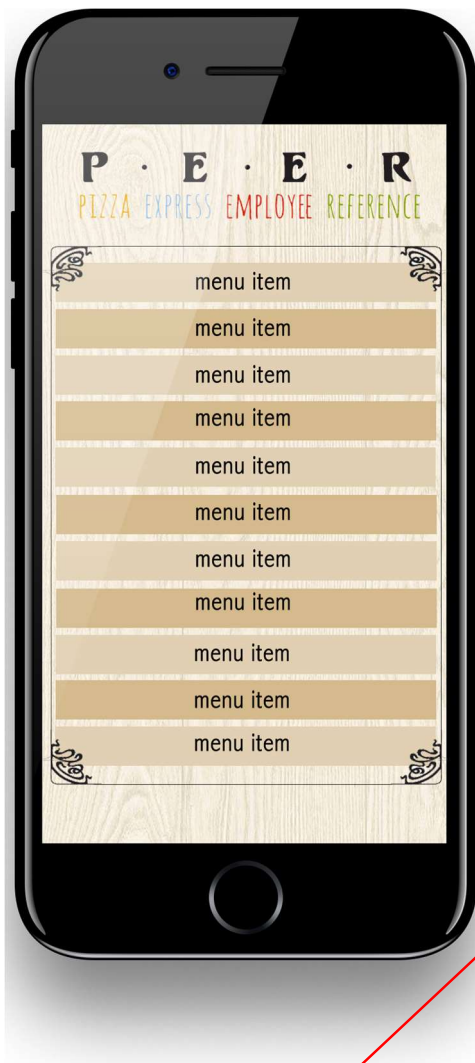
P · E · E · R
PIZZA EXPRESS EMPLOYEE REFERENCE

Mock Ups

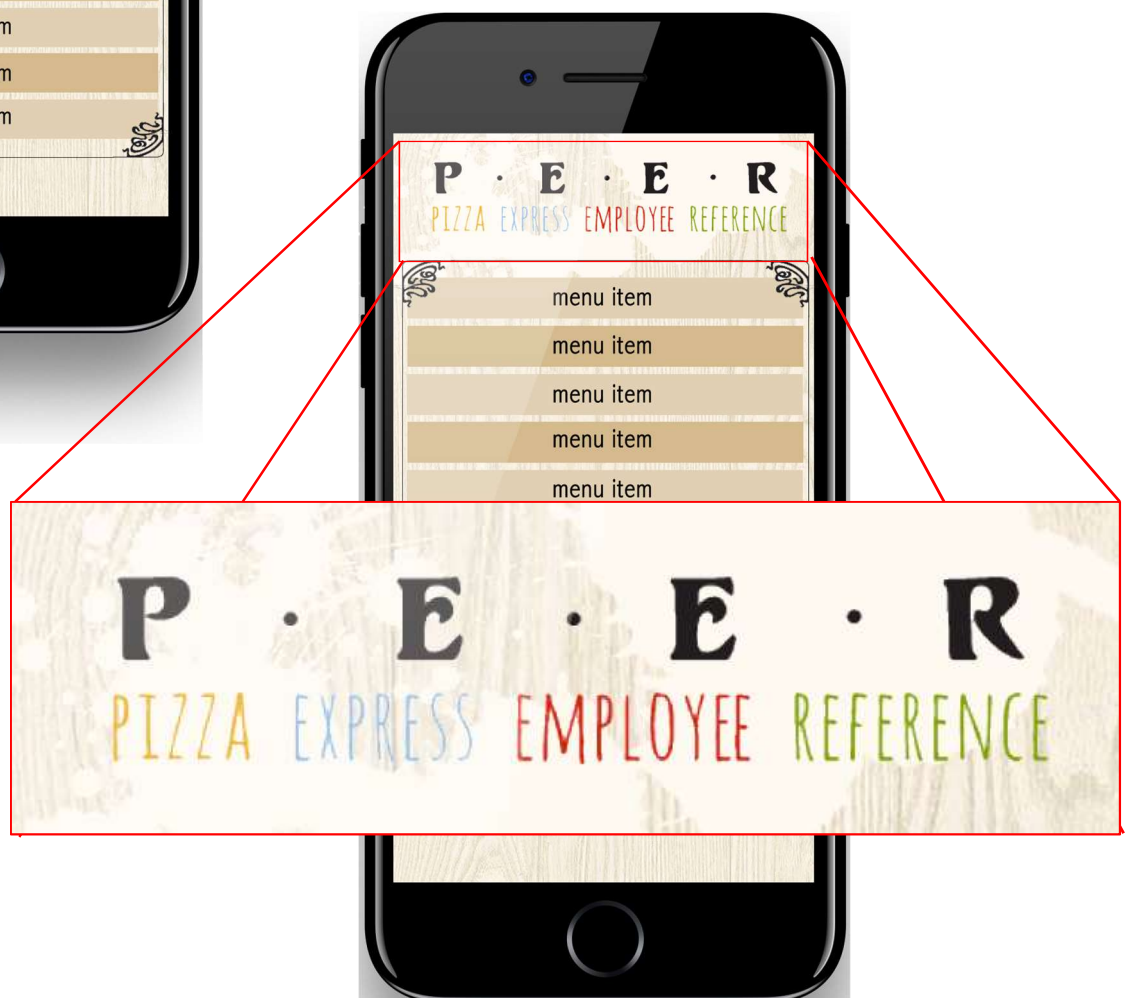
I came up with a number of different designs, some of which didn't make it past the pencil and paper, others I started to design in Adobe Illustrator and Adobe Photoshop but didn't finish, and some I continued until the final design was complete. I had to consider the existing brand, my creative take on the project, ease of access and distribution of information within the pages.

This was the first digital mock up I completed, for my presentation for this module. I relied heavily on Pizza Express' own imagery, such as the logo and the border. I was considering mostly the placements of what item would go where, and was overall pleased with what I came up with. Upon feedback from my lecturer, I decided to try and make the project more unique to myself, rather than an imitation of Pizza Express' existing branding.



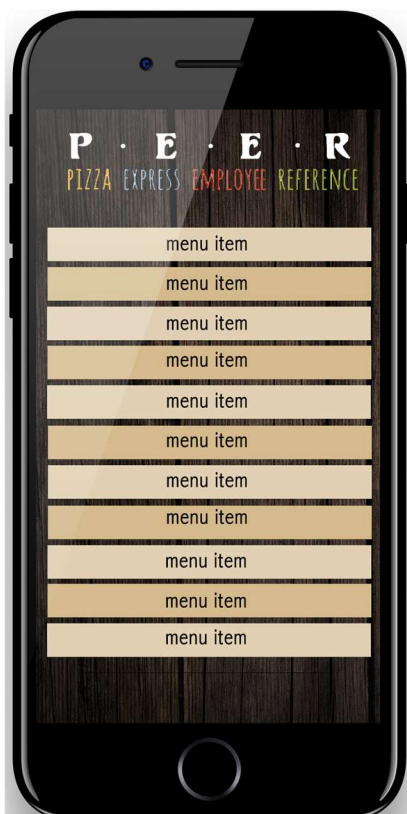
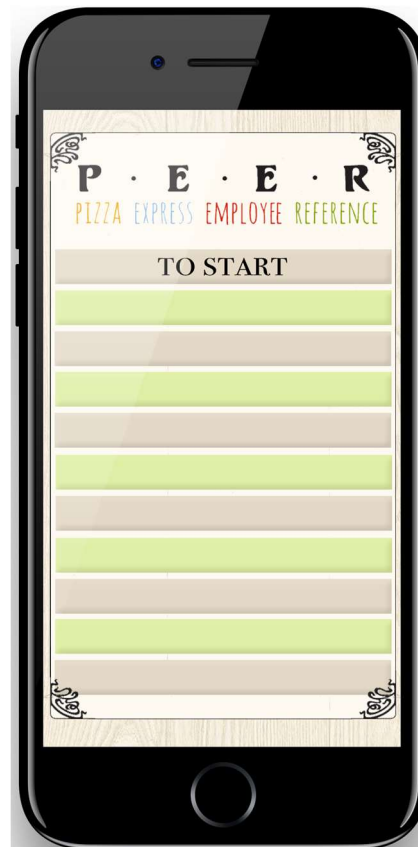


Taking inspiration from my 'wood grain' mood board, I created this mock up for the landing page, with placeholders for the buttons. I like the logo at the top, and feel like it suits the overall style of the design, however it isn't very visible so I need to work out making it stand out more. I considered adding a 'scatter' of flour to the background, so the text would be against a white background, which would make it more visible. I used a 'splatter' Photoshop to imitate the colour and shape of the flour to see how it would work-





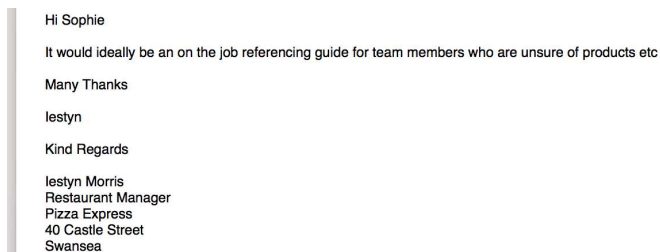
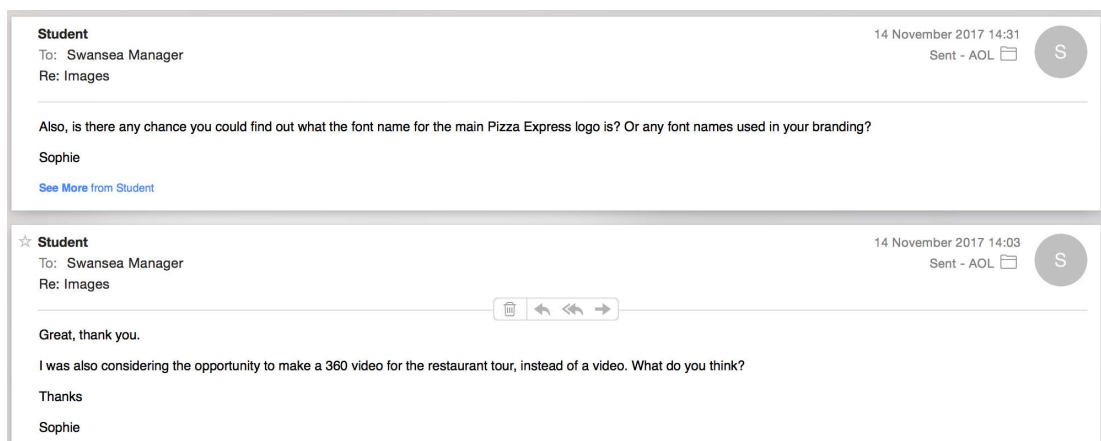
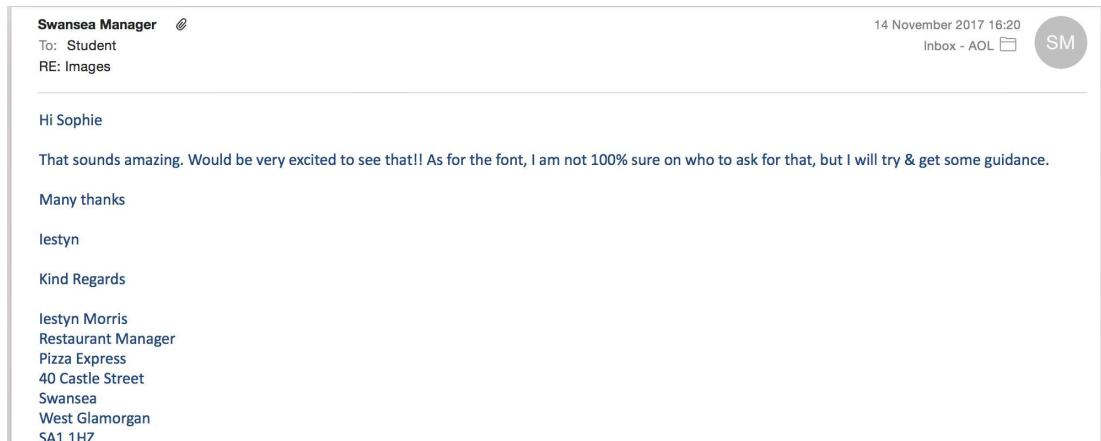
I tried to incorporate the colour scheme I chose for my final mood board for this mock up. I kept the wood grain background, and kept it subtle against the bright colours of the buttons. I used the same decorative boarder that Pizza Express uses on their menu to keep it cohesive.



4. I included a darker wood grain background for this mock up, to allow the logo to stand out. I like the rustic feel of this design, but feel it differs too far from Pizza Express.

Email Correspondence with Client

Iestyn Morris and I have been keeping in touch regularly during these planning stages, to update and discuss progress. Below I have taken screen shots of a few of our conversations.



Student

To: Swansea Manager
Re: Images

13 November 2017 20:40

Sent - AOL

S

Good Evening!

Just wondering- is the app's main purpose to be an on-the-job manual/referencing tool, or a training app for new starters? I am required to compile a two page brief which I will forward to you once finished for you to look over when I've finished.

Cheers

Sophie

Iestyn Morris

To: Sophie Morgan
Fwd: Images

10 October 2017 07:59

Saved

IM

Hi Sophie

Sorry for the delay. The timings would be fine for me. It's a project that I have initiated so it's down to me the timings on my side. Many thanks for your help with this and I look forward to working with you.

Speak soon

Iestyn

Hi Iestyn

I took the brief you gave me into my lecturer at uni and he was really enthusiastic and loved the idea.

He believes that a prototype for the app, including just a few examples from the menu would be a realistic amount of work to complete in line with my final project, which is due in May 2018.

The prototype would be created using a new adobe program which would allow it to be a fully functioning prototype, and you can download it to any device in order to show other people the app.

I had in mind to complete 3-5 menu items, and the whole of the 'pizza Express' section.

Would this suit you, or does the timescale exceed what you were hoping for?

If you're okay with that, then I'll be starting work on it next week. If that time frame is too long for the prototype, please don't hesitate to tell me. If it is too long, then I don't think I will be able to create the app alongside my studies as the work load will be too much to create anything of a decent quality.

Looking forward to hearing back from you

Thanks

Sophie

Swansea Manager

To: sophiemorgan@aol.co.uk
Images

29 September 2017 17:22

Saved

SM

Hi Sophie

Sorry for the delay, I have been trying to find better images, but to no avail. I have attached the ones that I have however along with the digital version of the brief

Many Thanks

Iestyn

Kind Regards

Iestyn Morris
Restaurant Manager
Pizza Express
40 Castle Street
Swansea
West Glamorgan
SA1 1HZ
Tel 01792 474320
Swansea.Manager@pizzaexpress.com

Find us on Facebook: www.facebook.com/pizzaexpress
[In a rush? Order to takeaway! Or order with Deliveroo, delivery straight to your door!](#)

Hi Sophie

Many thanks for the info. I can see you have worked really hard on this. In regard to the feedback you have received I have made a few notes below for you-

Restaurant Information-

Although this info would seem to be not important, we use it very frequently for training purposes & induction purposes. Due to the nature of the business, the restaurant tour would map out the restaurant for all new employees plus act as a reminder for existing team members. It wouldn't be so much as a video just showing the restaurant, it would pin point reference points such as Main Water Cut off, Electricity cut off and trip switches, Oven & Extractor controls, Gas Meter & Cut off points, which our Quality & Safety guys express keen interest in during the induction process, but can very often be forgotten as the new guys don't feel it that important to remember. It also serves as a reference for covering team & Management as an instant point of call. In regards to the surrounding area, again, we have key locations mapped for us by our Quality & Safety guys. Such as the nearest Police/Fire/Ambulance stations. We also have locations for Bomb Threats such as lock down area, evacuation & fall back/retreat zones in the city, which is important for all team plus covering team.

Team Member Usage

Initially the App would be required for the Back of House team due to the content, and the plan to sell to the Quality & Safety guys is to have a mounted tablet/lpad in the kitchen to stop them being on their phones, and to also encourage more in depth learning & knowledge in the high risk areas such as Allergen information and also costing measures such as portion control and unit cost per dish including equipment, deliveries and scheduling. In regards to the app being used for payments and receipts, we do already have that in place with IPods being used by waiters already. The long term goal is to develop the app to be available for the waiters on their Ipods they already have for allergen control at the tables with the guests etc.

I hope this helps? If you need any further info etc or have any further issues drop me a line back and we can go through together.

Many thanks again, the design looks really great too.

Speak soon

Iestyn

Kind Regards

Iestyn Morris
Restaurant Manager
Pizza Express

Asset List

Photographs

Photographs of every stage of the Pizza/dish making process (approx. 4 images per dish)

Photograph of a poorly-made dish

Photograph of a well-made dish

Equipment photographs

Wood-grain for background

Restaurant photos, inside and out

Area/location photos

Photographs of senior team members

Video

Video tour, approx. 2 minutes of restaurant

Video tutorial making a dish, approx. 30 seconds

Graphics

Logo

Buttons

- landing page buttons
- swipe left/right buttons
- social media icons
- second menu icons (allergens, ingredients, QS documents etc.)
- third menu icons (risk assessments, meet the team, area info etc)

Restaurant floor plan with fire exits, hand washing facilities etc highlighted

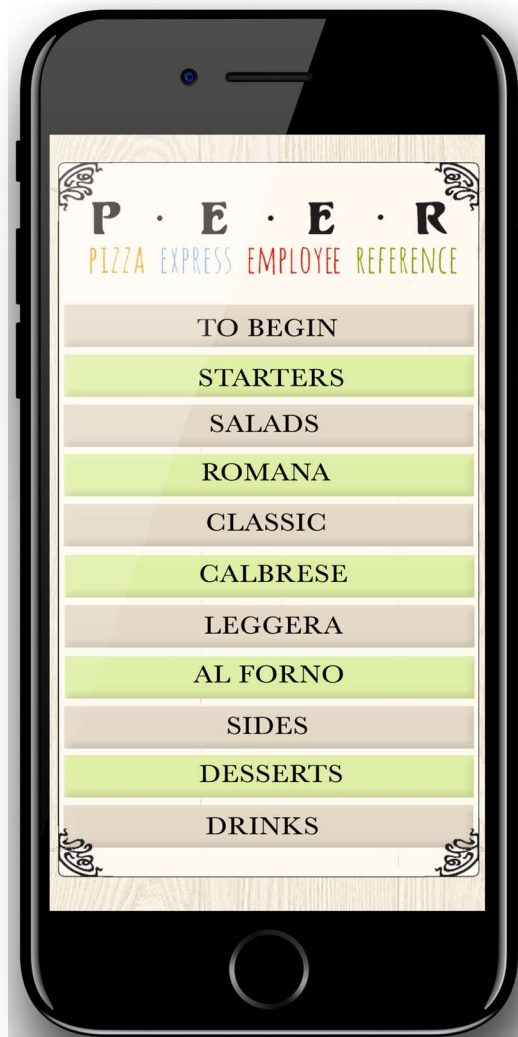
Flow chart of staff

Other

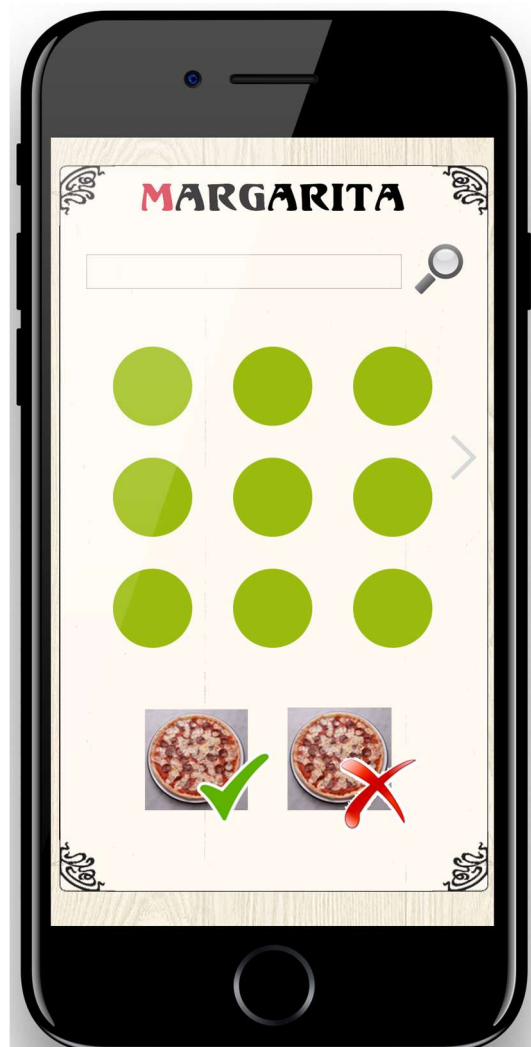
Spread sheets, provided by client, for deliveries, QS documents, Risk Assessments, nutritional and dietary information

Prototype Designs

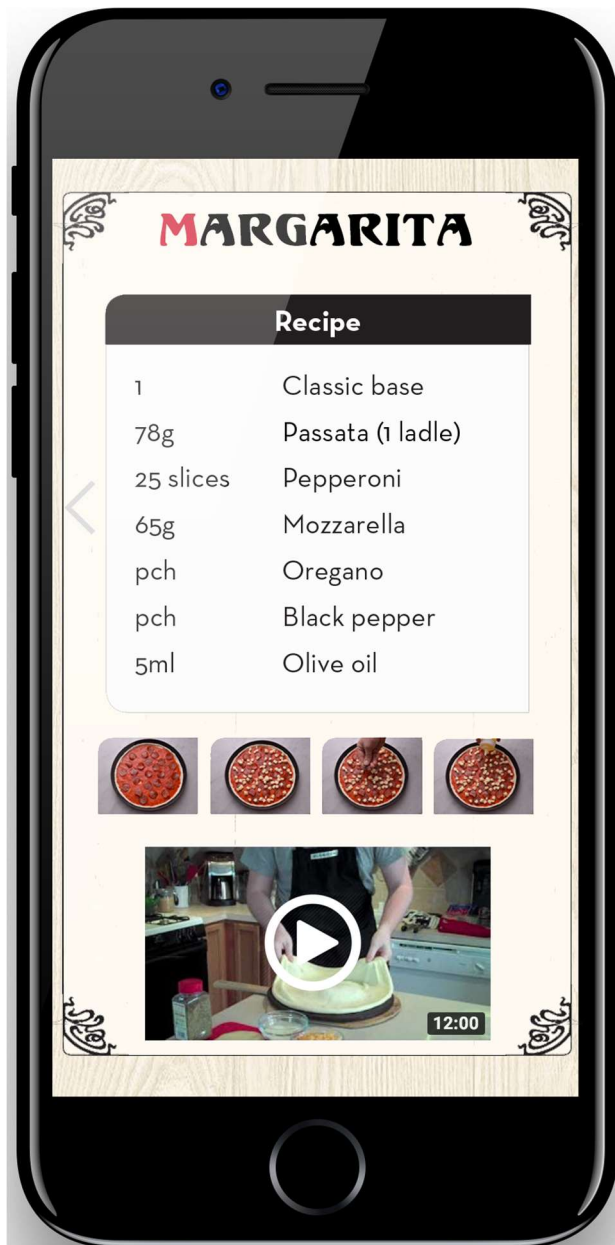
I have been working closely with the client, and recently decided on a design we both like and would like to work with. I have included images of the mock-ups for the final piece, and look forward to developing them further in Adobe XD next semester.



This is the landing page complete with the full menu, for example click on classic which will take you to a sub menu from which you can choose your dish, select dish which will take you to the dish homepage.



On the homepage there will be a search bar to type in key words relevant to the dish, there are six icons available on the page: Allergens, History, Equipment, Ingredients, QS and Nutritional. You will also find two images which will show an example of a well-made vs a poorly made dish, click these for a full screen view.



Swipe then for the next page which contains a reference video of how the dish is made, along with the recipe and step by step instructions.

It was at this stage I realised that the first and second designs I had done worked better when they were switched as page 3 (previously page 2) is relevant to chefs only and therefore all other staff members would have to scroll past the chefs information before finding the menu.

Equipment List

I am able to use equipment that I already own, or can easily access from the University. I have listed out everything I will need to complete the project, and what they will be used for.

MacBook Pro- graphic design, photo/film editing, construction of app

Adobe Suite-

Photoshop- editing and creating graphics

Illustrator- creating graphics

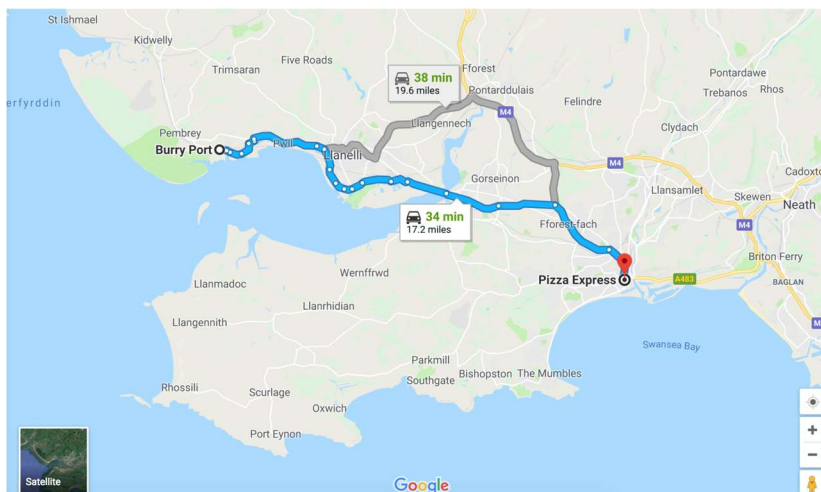
XD- putting together the prototype

Premiere- editing restaurant tour film



Nikon d5200, 55-130mm lens, tripod- food photography, film restaurant tour

I will also need to use my car to travel to the Swansea Pizza Express to take the photographs and film. This is the only expense I will incur.



Presentation

Pizza Express

'Pizza Express Employee Reference'
Mobile Application

Sophie Morgan 1402061
Developing Creative Projects CAMF6001

One Line Pitch

"A live project to create a digital referencing guide for Pizza Express employees, in the form of a mobile application."

Synopsis

- Mobile application – IOS
- Prototype
- Employees - old and new
- Digital handbook
- Existing brand design
- Full menu - detailed
- History and information

Research Existing Brand

- Logo
- Website
- Packaging
- Restaurant décor

Research Similar Apps

- Taking orders
- Managerial
- Training website

Research Client Brief

- Functionality
- Paper-based information
- Existing designs

Connectivity

- Two 'sides' to the app
- Quick, easy access
- Condensing information

Landing page

Pizza Express 'PEER' Logo

In keeping with current Fonts and colours

Full page view, no scroll

Click to view restaurant information

Click area of menu to go into details

Pizza Info.

Name of pizza

Brief, written instructions

Swipe for more info

Visual aid. Click for full Screen and written Instructions. Swipe for next image.

Click for full screen Example of good pizza And bad pizza

Link for external link of video tutorial

Pizza Info.

Second info page

Icons for allergens, Nutritional values etc

Swipe to go back to Previous page

Possibly video could work Better here?

Other Features

- Photos
- Videos
- 360 video
- Search option
- Most used links (?)
- External links (trip advisor, google maps etc)

Cost & Resources

- Adobe XD
- Adobe Photoshop
- Camera – Nikon d5200
- Online design elements
- Information provided by client

Scheduling For Semester 2

Issues & Risks

- Conflicting ideas
- Size of project
- Restaurant-specific information
- Editing information
- Lack of creative expression
- Learning to use the app
- Over-filling pages

Thanks for Listening

Any questions?

S.W.O.T Analysis

STRENGTHS Existing idea Working for a successful company Compiling existing information	WEAKNESSES Working to a brief Size of app Passing on to a developer to complete Restaurant specific – will need to be expanded in future
OPPORTUNITIES Chance of paid work Experience in the field I am interested in Adding to my portfolio Contacts with people in my desired industry	THREATS Conflicting ideas with client Timescale/deadlines Overfilling pages due to amount of information needed

Strengths

The biggest strengths of this project is that part of the 'work load' has been lifted from me, and I am creating an already thought-out project for a client who intends to use the app within the everyday running of a very large, very successful company. A lot of the information already exists, therefore I don't have to create it myself, and I simply need to transfer it from paper to digital form for this project. This gives me more time to focus on the design aspect of the app, and also gives me the opportunity to complete a large number of pages.

Weaknesses

Working to a brief can be a strength and a weakness. As a weakness, it can be limiting as you are required to create what the client has asked for, and use the content he has provided. This may be limiting my creative expression and own personal ideas. The size of this app is daunting, and I have had to be careful to be realistic in what the client desires and what is achievable in the time frame. The content I will be creating will require a developer to take over in making it fully functional, and a lot of work will be needed to keep the app up to date and edit for other branches of Pizza Express.

Opportunities

Providing the app is a success with my client's managers, this project could give me the opportunity for paid work, whether it is for the content I have already created by the time the prototype is finished, or to continue working with the company to complete the design work of the app. This would be a huge advantage, as it would be a step in the right direction in working in the field I hope for once I graduate. It could also potentially allow me to make contacts in the media department of Pizza Express. The work I am doing for this company will also be a worthy asset to my portfolio.

Threats

As the client has very firm ideas on what he wants from the application, there is a small threat that he and I could disagree on certain areas of the project. As we both have knowledge in different fields (he knows the company very well, I have experience in graphics and apps) there might be an occasion where we have to convince one another or compromise. The amount of content going into the app is large, and working to the tight schedule of university, time is definitely a big threat when insuring everything is finished to the best possible standard.

Conclusion

In conclusion this pre-production portfolio follows the required steps to put the development of the app in an advantageous starting position to create the final prototype.

The intention is to give a clear and considered understanding of the design practice and the clients specified requirements. This is reflected throughout the design process in both the mock-ups and elements created.

This folder will be a consistent aid throughout the development in semester two, to refer to and ensure development time is spent appropriately.

Bibliography

<https://www.pizzaexpress.com/>

<https://www.bighospitality.co.uk/Article/2011/09/07/Pizza-Express-begins-biggest-rebrand-in-company-history>

<https://itunes.apple.com/gb/app/doordash-food-delivery/id719972451?mt=8>

<https://itunes.apple.com/gb/app/faasos-food-order-delivery/id808796222?mt=8>

<https://itunes.apple.com/us/app/bigoven-350-000-recipes/id294363034?mt=8>

https://play.google.com/store/apps/details?id=com.yummly.android&hl=en_GB

<https://itunes.apple.com/gb/app/foodswitch-uk/id804442303?mt=8>

<https://itunes.apple.com/us/app/iresapp-restaurant-manager/id1161096079?mt=8>

https://herostacked.com/?gclid=Cj0KCQiAkNfSBRCsARIsAL-u3X_tIBWPCDPWmJRHI8WrCaJkJOof_3omeQUfW8wYHNxrD3PNN9RT_8aAv_-EALw_wcB

<https://itunes.apple.com/us/app/bluecart/id1057779413?mt=8>

<https://play.google.com/store/apps/details?id=com.beyondmenu.owner&hl=en>

<https://itunes.apple.com/us/app/evernote/id281796108?mt=8>

<https://itunes.apple.com/gb/app/rota-shifts-on-demand/id1042111289?mt=8>

<https://itunes.apple.com/us/app/7shifts-employee-scheduling/id731444612?mt=8>

<https://play.google.com/store/apps/details?id=com.yum.pizzahut&hl=en>

<https://play.google.com/store/apps/details?id=com.dominospizza&hl=en>

<https://play.google.com/store/apps/details?id=com.pizzapizza.production>

<https://itunes.apple.com/us/app/slice-pizza-delivery-pickup/id699705083?mt=8>

Risk Assessment Form

Pizza Express Employee Reference App Photography and Filming.

Pizza Express Swansea

Sophie Morgan

07875381392

Table rating:

- Risk severity: Negligible (N), Low risk (L), Moderate risk (M), Severe (S), Very severe (V)
- Risk likelihood: Very unlikely (VU), Unlikely (U), Possible (P), Likely (L), Very likely (VL)
- Risk Factor: 1(low) – 5 (high)

Hazard		Present?	Severity	Likeli - hood	Risk Factor
1	Alcohol/drugs	Y	L	VU	1
2	Animals/insects				
3	Audiences				
4	Camera cable/grip equipment	Y	M	P	3
5	Confined spaces				
6	Derelict buildings/dangerous structures				
7	Electricity/gas (other than normal supplies)				
8	Fatigue/long hours				
9	Fire/flammable materials	Y	L	VU	3
10	Hazardous substances	Y	L	VU	3
11	Heat/Cold/extreme weather				
12	Laser/strobe effects				
13	Machinery/industrial/ crane/hoist	Y	M	VU	2
14	Materials - glass, non-fire retardant set materials	Y	M	VU	2
15	Night operation				
16	Noise – high sound levels				
17	Non standard manual handling				

18	Public/crowds	Y	M	L	3
19	Radiation				
20	Scaffold/Rostra				
21	Smoking on set				
22	Special effects/explosives				
23	Special needs (elderly, disabled, inexperienced)				
24	Specialised rescue/first aid				
25	Stunts, dangerous activities				
26	Tall scenery/suspended ceilings				
27	Vehicles/speed				
28	Water/proximity to water				
29	Weapons				
30	Working at heights				
31	Working overseas				
32	Other risks	Y	M	P	3

Hazard no:	1	Risk Factor (1-5)	1		
Description	Alcohol/drugs				
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public				
Action to take	None				
Person/company responsible for action	Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	

Hazard no:	4	Risk Factor (1-5)	3
Description	Camera cable/grip equipment		
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public		
Action to take	Ensure proper stowing of equipment and cable running, keeping all walkways clear of obstacles and taping down of cabling.		
Person/company responsible for action	Designer		
To be completed at agreed later date -			
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)	Risk removed? (y/n)
Hazard no:	9	Risk Factor (1-5)	3
Description	Fire/flammable materials		
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public		
Action to take	Ensure that guidelines are set to avoid any incidents in the kitchen area.		
Person/company responsible for action	Manager Pizza Express		
To be completed at agreed later date -			
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)	Risk removed? (y/n)
Hazard no:	10	Risk Factor (1-5)	3
Description	Hazardous substances		
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public		
Action to take	Ensure that all cleaning materials are stowed and kept away from any areas where they may cause issues.		

Person/company responsible for action	Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	

Hazard no:	13	Risk Factor (1-5)	2		
Description	Machinery/industrial/ crane/hoist				
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff				
Action to take	Ensure that the appropriate guidelines and safety talk are given when working in and around the kitchen machinery.				
Person/company responsible for action	Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	
Hazard no:	14	Risk Factor (1-5)	2		
Description	Materials - glass, non-fire retardant set materials				
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public				
Action to take	Ensure that all equipment is appropriate for use near the ovens and that glasses are safely stowed.				
Person/company responsible for action	Designer / Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	

Hazard no:	18	Risk Factor (1-5)	2
------------	----	-------------------	---

Description	Public/crowds				
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff, Public				
Action to take	Ensure the crowds are kept out of any areas that they may be maimed during the filming and photography of the restaurant.				
Person/company responsible for action	Designer / Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	

Hazard no:	32	Risk Factor (1-5)	3		
Description	Other risks – Contamination of food.				
Person(s) exposed (detail if cast/crew (C), outside company (O) or public (P))	Designer, Staff				
Action to take	Ensure the proper standard of hygiene are adhered to during the visits and the rules of the restaurant are clear and understood.				
Person/company responsible for action	Designer / Manager Pizza Express				
To be completed at agreed later date -					
Exposed person(s) informed? (y/n)		Agreed action taken? (y/n)		Risk removed? (y/n)	

Completed by: Sophie L Morgan

Position: Designer

Signature:

Date: 06/01/2018

Countersigned by:

Position:

Signature:

Date: