



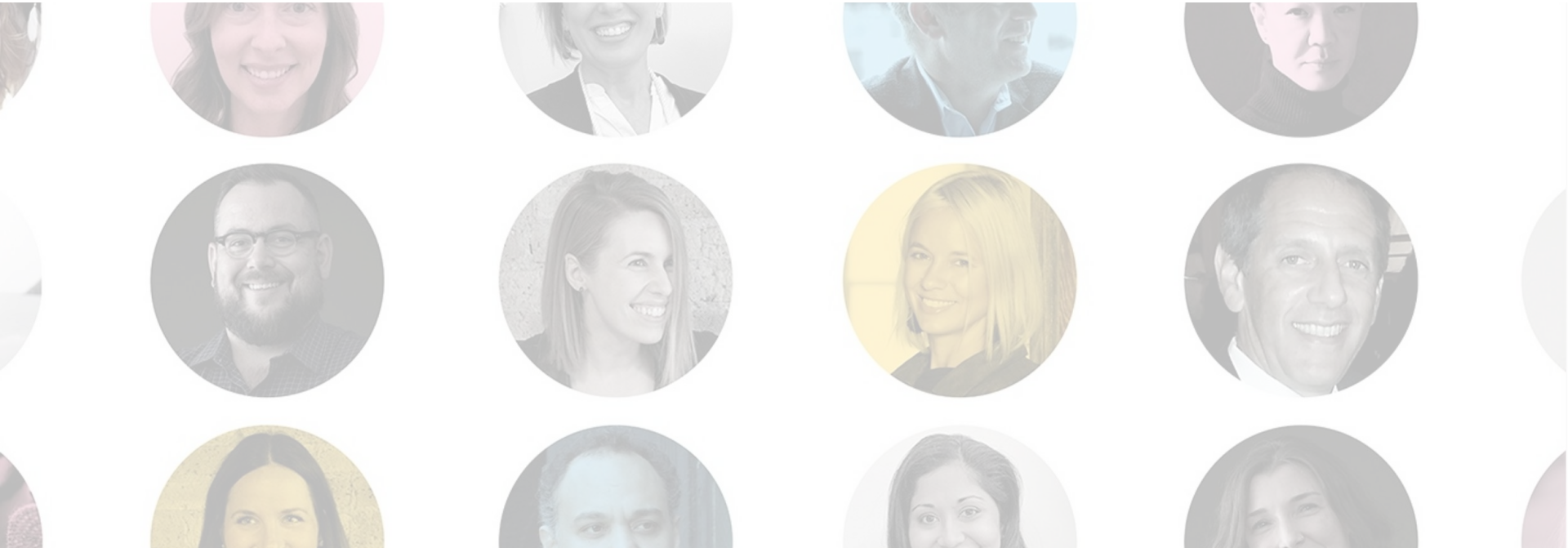
# The Touchless Experience

LUCID solutions

# LUCID Design Opportunity

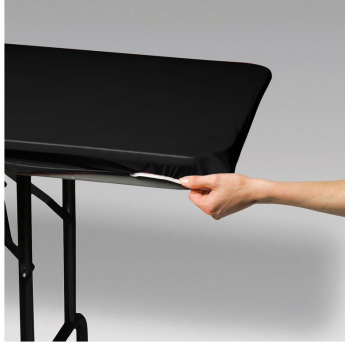
to address **food service experiences** in the **post-Covid era** with “touchless” solutions that focus on effortless hygiene and put the user at ease all while elevating design

to create, produce and offer products and/or furnishings that **create a “touchless” branded experience**  
**On Premise and Off Premise**



# Current Market “Touchless Solutions” for The Table / The Menu / Plating

Un-attractive



Labor/ Time Intensive

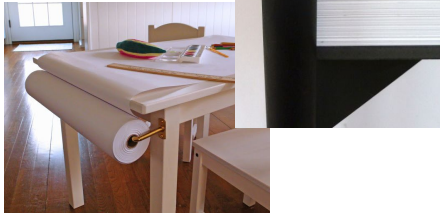


Wasteful



# Concept Brainstorm ...

- Add-on's to existing surfaces?
- New peel-top tables?
- Designer adapted roll and replace surfaces?



- Is a seasonal menu printed as a QR code on a surface?
- Branding opportunities on disposable surfaces?

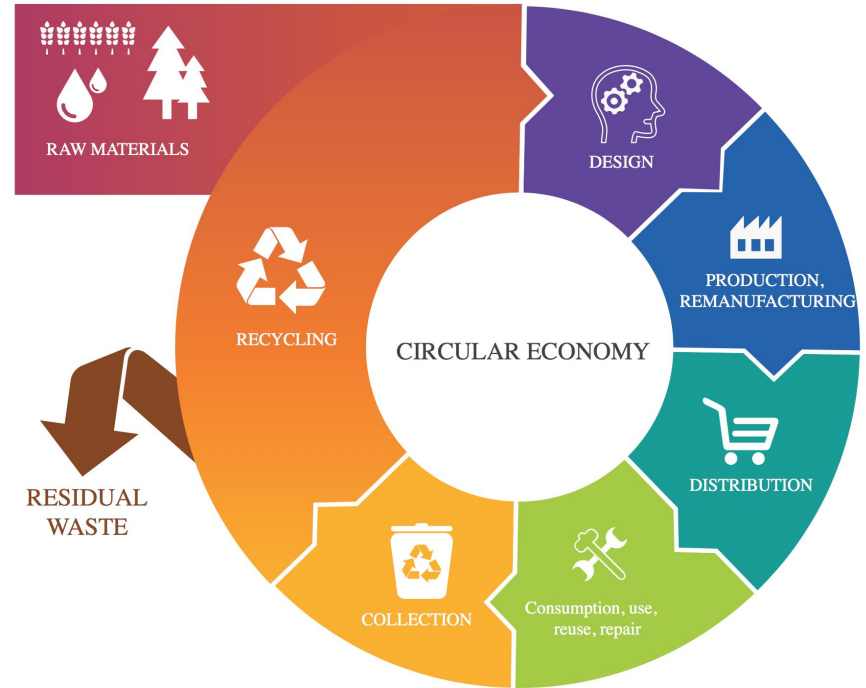


- Do the menu and serveware become one to reduce waste?
- What other functions are now needed? Restaurant walk-ups, no tables, reducing change-of-hands?
- What happens next?



# A step further? ... fully circular design solutions

- What if the **post-consumer compost** became a **new composite** used to make furniture that is **bio-degradable** and **brandable** as well?
- What if there are **incentives for food service** venues to sell back their composted items?
- How can LUCID **transform waste** into a technical nutrient used to make attractive and functional new tables, new chairs, new touchless surface opportunities?
- How can we make it **look good and do good**?



# Current Market “Solutions” for circular / compost-made items

Un-attractive / looks like  
compost



Lacking Comfort and/or  
Function



Application / Material  
characteristic mismatch



# LUCID Call to Action

**Sketch / model / draft ideas that begin to address the issues**

