

Vocabulary Technological innovation**6** Complete the summary with the words and phrases from the video.

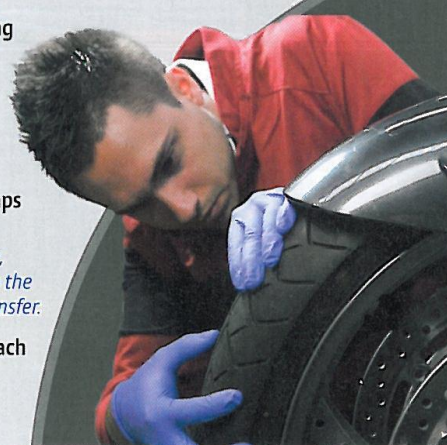
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A new way to eat

Eatsa is using technological ¹ _____ to ² _____ the cafeteria business. Eatsa customers don't ³ _____ with staff, but instead use a more ⁴ _____ approach to ordering food. First, they ⁵ _____ their credit card in a touch-screen device. Then they ⁶ _____ their meal. Next, they ⁷ _____ their order, and it's ready in under two minutes. Customers love the ⁸ _____, the speed and the ⁹ _____ moments along the way.

Describing innovative products**7A** Match the words (1-9) with the best definition (a-i). Use your dictionary if necessary.

- | | |
|--------------------|--|
| 1 advanced | a new, different and better than the things that came before |
| 2 stylish | b attractive in a fashionable way |
| 3 innovative | c can be trusted to do what you need or expect |
| 4 dependable | d easy to use or operate |
| 5 user-friendly | e using the most modern ideas, equipment and methods |
| 6 unique | f the best |
| 7 top-of-the-range | g carefully planned and made for a certain purpose |
| 8 classic | h the only one of its kind |
| 9 well-designed | i attractive in a traditional way |

**B** Work in pairs. For each adjective above, think of a product that you own or know about that fits the description.*My sister's car is a classic design.**Ballpoint pens are very well designed.***C** Compare your ideas with another pair.→ **page 116** See Pronunciation bank: Numbers of syllables in words**T** Teacher's resources:
extra activities**PROJECT: Innovation in business****8A** Work in pairs. Think of a business you visit often – a supermarket, clothing shop, car mechanic's, etc. Make a list of three to six things that happen when you go there.*Car mechanic's: I phone to make an appointment. I drive the car there. I speak with the mechanic and explain the problem. The mechanic repairs the car. I use my credit card and pay for the work.***B** Look at your list. Could any of the steps be done in a different way, perhaps using different technology?*Instead of phoning, I could book my appointment on the internet. At that time, I could add a note about the problem with the car. The mechanic could pick up the car at my house. Instead of paying with my credit card, I could pay by bank transfer.***C** Work with another pair and explain your ideas to each other. Then, for each one, make a suggestion for an action to take.*We should set up an online appointment system.***Self-assessment**

- How successfully have you achieved the lesson outcome? Give yourself a score from 0 (I need more practice) to 5 (I know this well).
- Go to My Self-assessment in MyEnglishLab to reflect on what you have learnt.

5.1

Innovative product design

Lesson outcome

Learners can use vocabulary related to innovative product design.

Lead-in 1A Tick (✓) the sentence(s) that best describe(s) your attitude to your lunch break during the week.

- 1 It's an opportunity to relax and talk with friends.
- 2 I eat only because it's necessary - food is fuel.
- 3 I enjoy choosing food and eating it.
- 4 I usually do something else while I eat - reading, studying, texting.
- 5 A long lunch break is a waste of time.
- 6 In a cafeteria, I don't like ordering food and waiting for it.
- 7 I don't usually eat lunch.
- 8 I prefer to eat without talking to anyone.

B Compare your answers with a partner.



VIDEO

2A Look at the photos of Eatsa, a new restaurant in San Francisco. How do you think customers order and receive their food?



B ▶ 5.1.1 Watch the video and check your ideas. How is Eatsa different from a traditional restaurant or cafeteria?

3 Watch the video again. Decide if these sentences are *true* (T) or *false* (F). Correct the incorrect sentences.

- 1 According to Scott Drummond, customers mostly want fast and accurate service.
- 2 Customers choose meals that are already prepared.
- 3 The reporter waits about three minutes for his lunch to arrive.
- 4 The customer in the leather jacket says he has 30-45 minutes for lunch.
- 5 The customer in the red tie feels happy that he didn't have to speak to anyone.
- 6 In general, restaurants are using more technology and fewer workers.
- 7 According to Scott Drummond, though his restaurant doesn't have cashiers, it does offer workers other jobs.
- 8 According to Mike Peng, there are a lot of restaurants exactly like Eatsa in Japan.

4 Number the sentences and phrases in the correct order. Then watch the video again from 00:14 to 00:41 and check your answers.

- a the patience for the old ways of going out and buying food, interacting with
- b We've addressed that by creating a process that's incredibly fast, incredibly precise
- c Technology is allowing us to provide a product at an unprecedented speed,
- d so the time-pressed consumer in the financial district really doesn't have
- e and ultimately gives the customer much more control about what they want for lunch.
- f somebody who might not hear your order correctly.

5A The video mentions several positive and negative things about this type of restaurant. List the ones you can remember and any others you can think of.

Positive	Negative
<i>Fast, ...</i>	<i>No human contact, ...</i>

T Teacher's resources:
extra activities

B Would you like to eat at Eatsa? Why / Why not?

