

McDonald's Kiosk

Product Overview

Usefulness

Users:

The Kiosks will be placed in the physical stores of McDonald's. The only payment options available on the Kiosks are through Credit card, Debit card, and Apple Pay.

Hence the users of the kiosks are going to be the customers of McDonalds who do not want to go to the cashier to order their food and who want to pay for their meals through the available payment options – Credit card, Debit card, and Apple Pay.

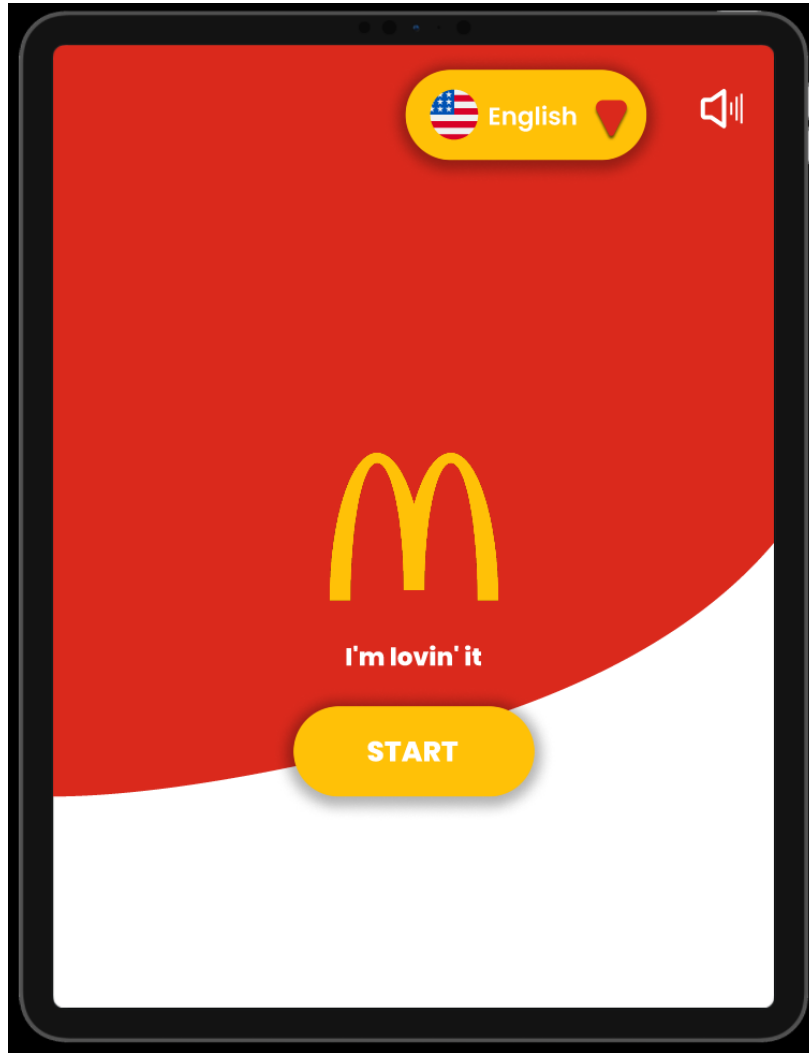
Usefulness:

The primary purpose of the kiosk is to let the users order their burgers, meals, sides, etc. without going to the counter. The kiosks will accept only electronic payments.

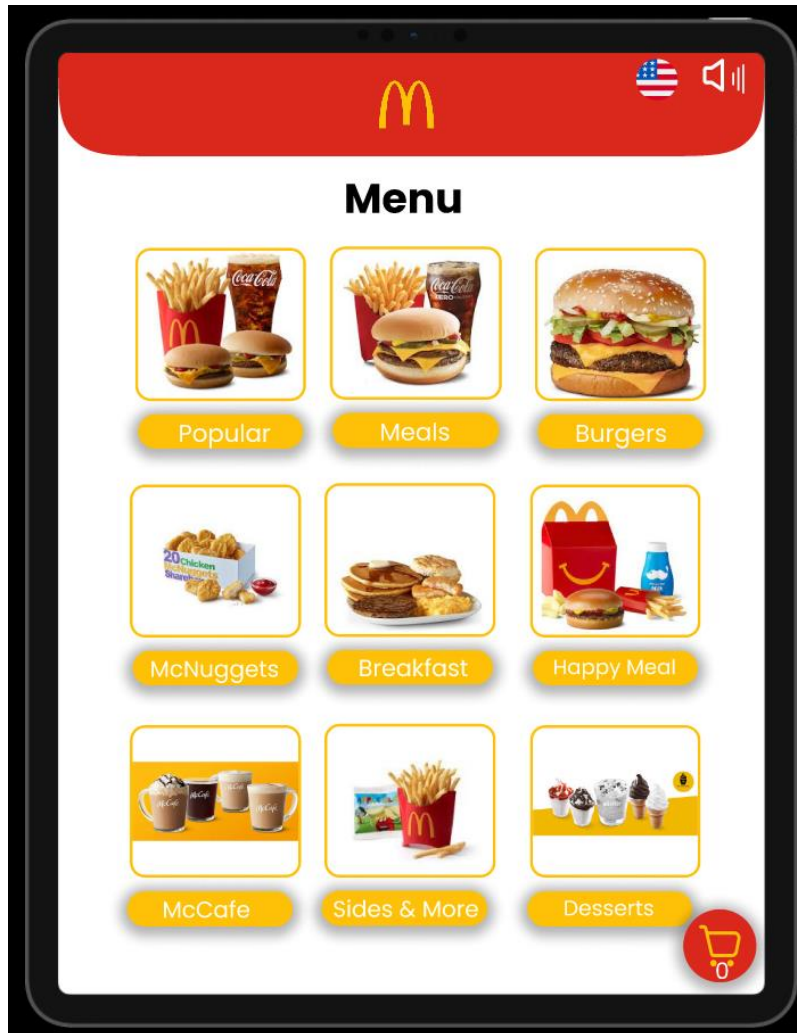
The users can determine the quantity and even customize their meals according to their liking.

Once the user makes the payment, they can collect their receipt and see the order number. This order number helps them in collecting their meal from the counter.

User-Guide:

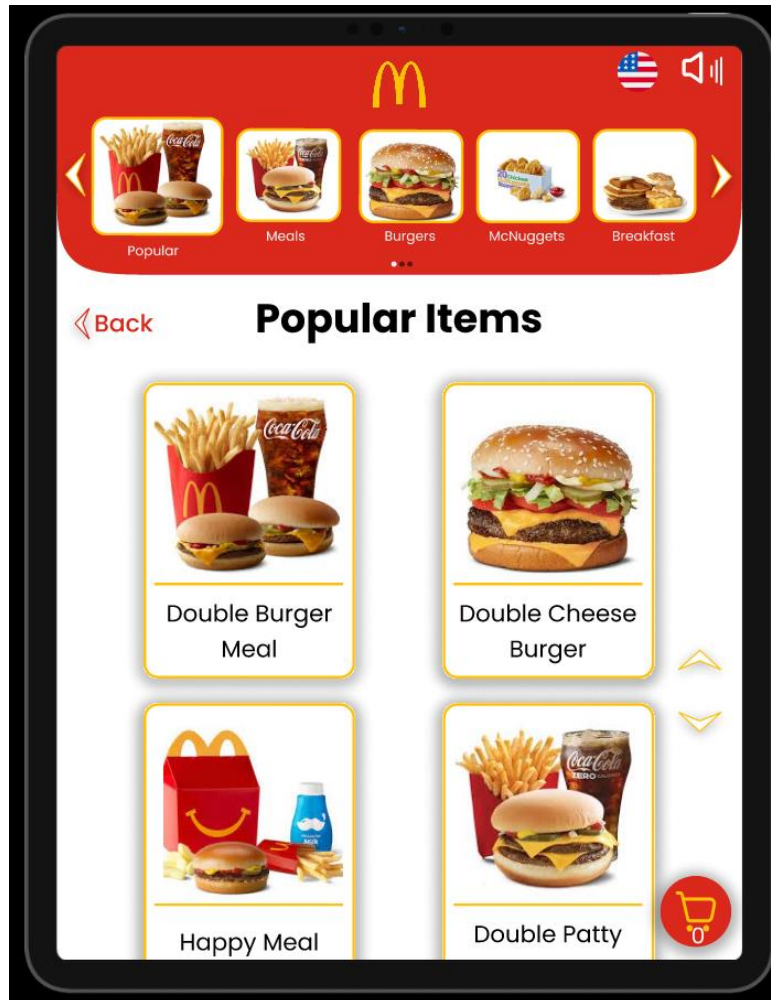


The user walks up to the kiosk and clicks on the start button. The user has the option to change the language and even audio prompts for those who have low visibility. The audio prompts work when the user touches any part of the screen.

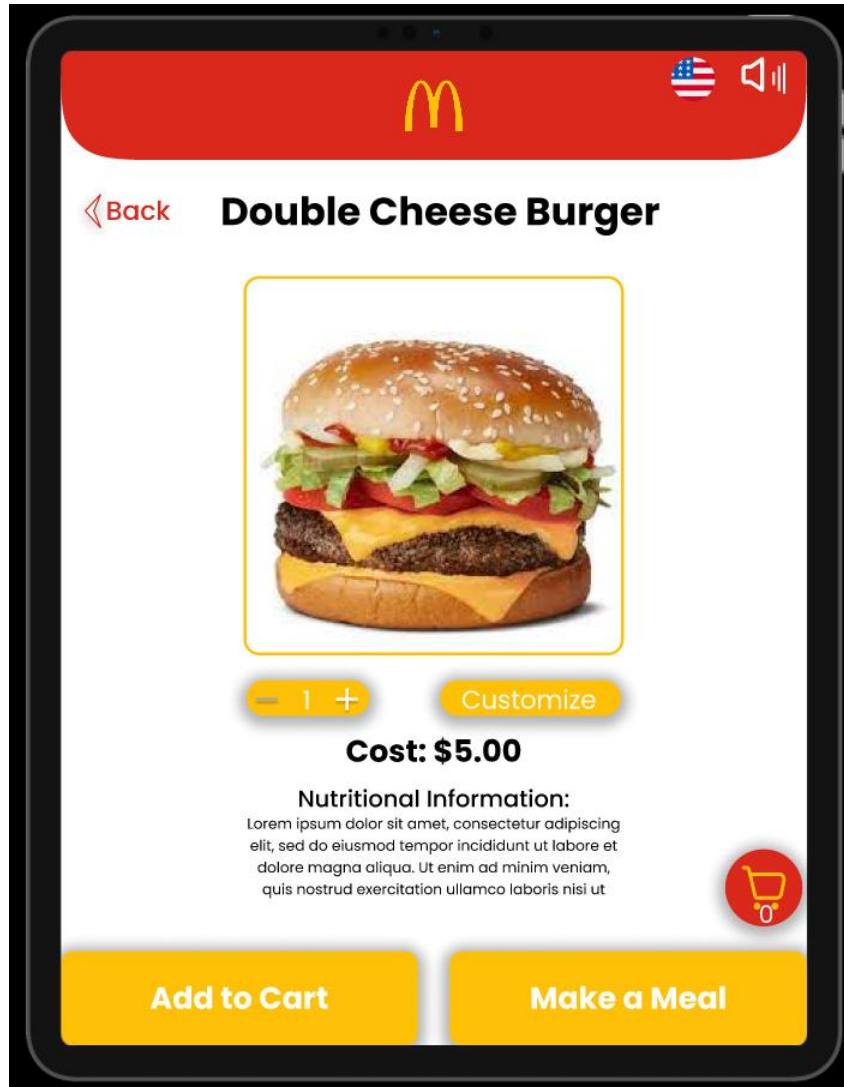


The menu is then displayed to the user when they click the 'Start' button on the previous screen.

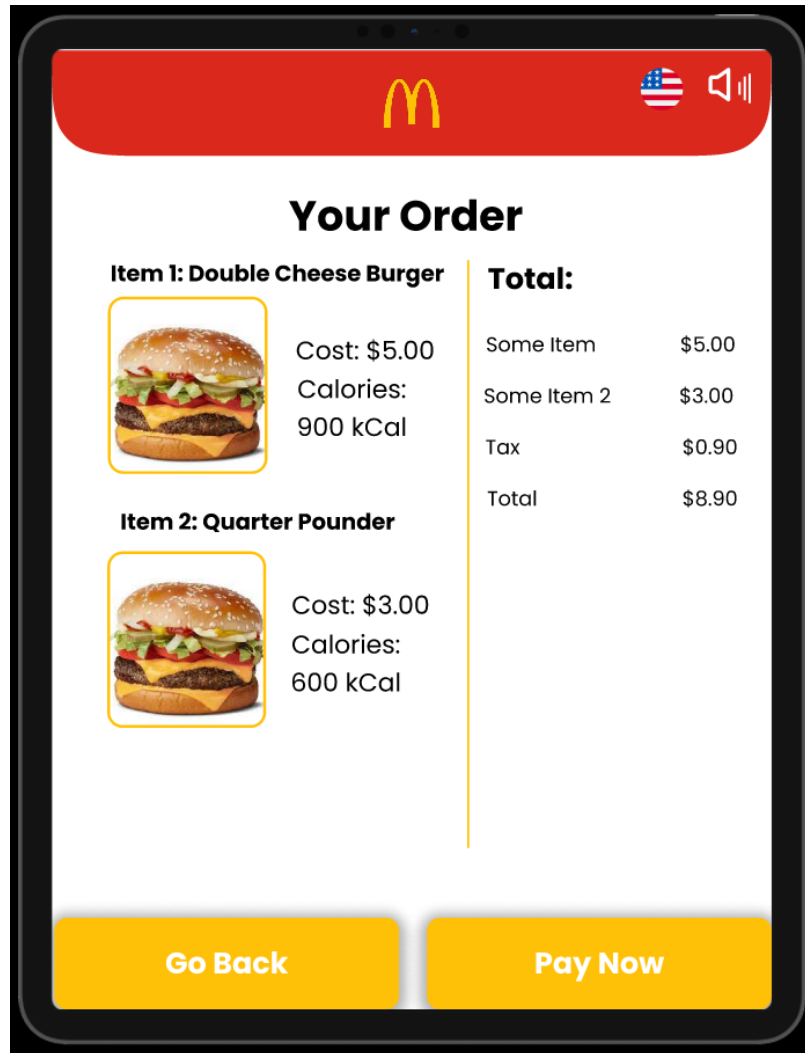
The menu is divided into categories like Popular, Meals, Breakfast, etc. The user chooses one of the categories that they desire.



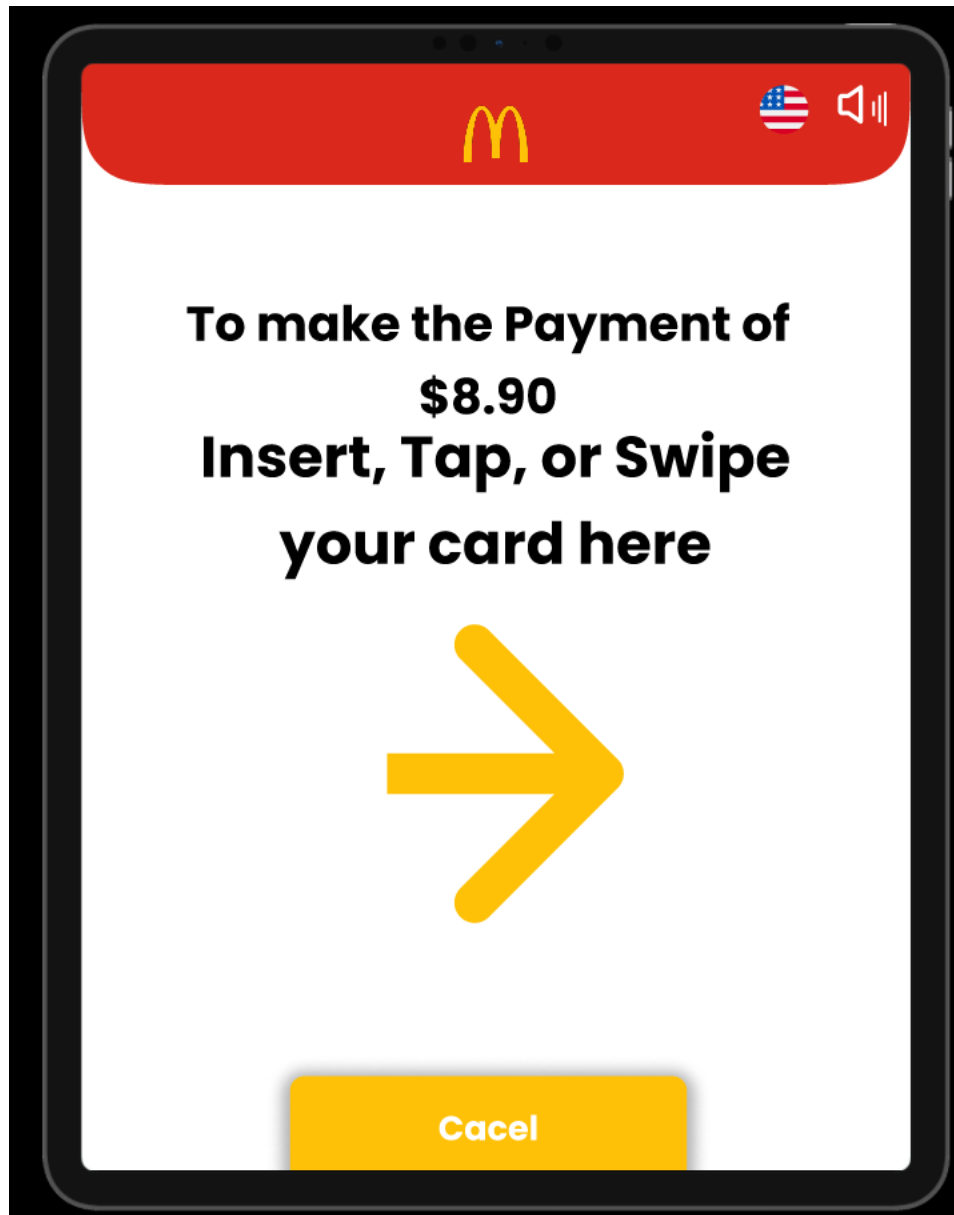
When the user chooses one of the categories, they are displayed with all the items in that category. The user selects one of the items displayed, or they can go back to the screen where they can see all the categories.



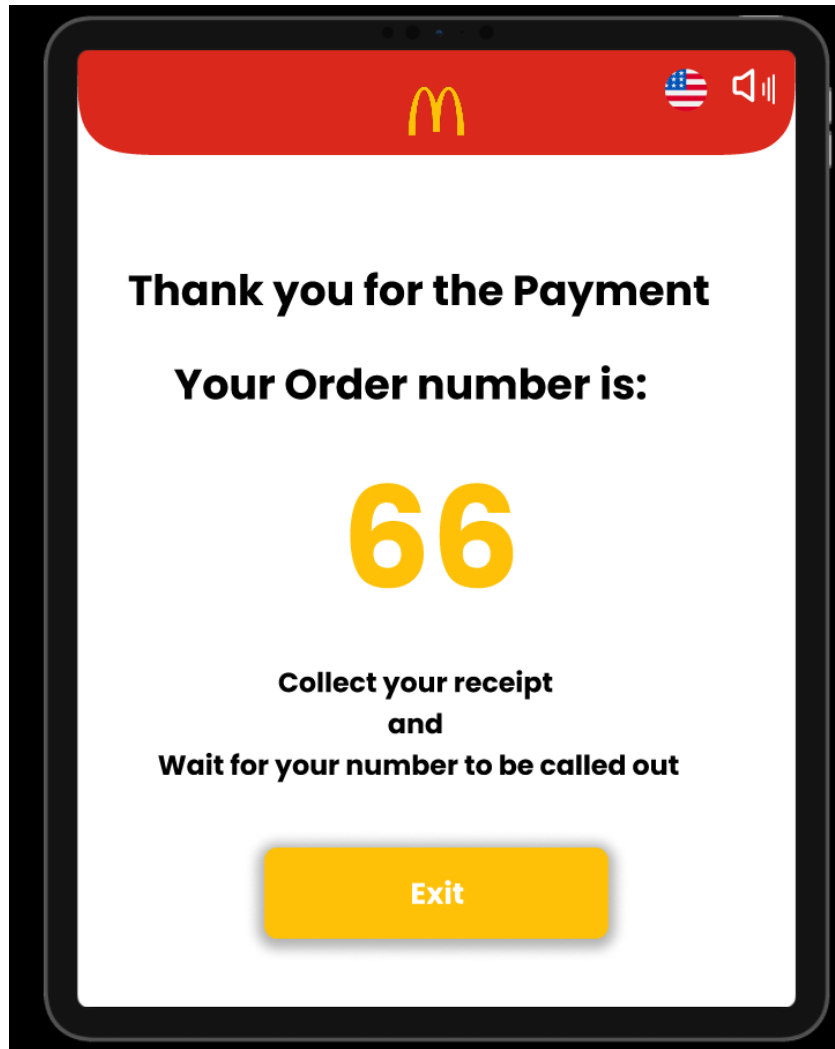
When the user selects a food item from their desired category, they are displayed with the details of that food item. The price, quantity, and nutritional information are shown. The user has the option to customize their meal or even make it a meal by adding fries and a drink. Once the user customizes their food or makes it a meal, they add it to the cart.



When the user is ready to order, they can click on the Cart icon to go to the payment screen. Here the user is displayed all the items in their cart, the price, the calories of each item, and the final amount that they will have to pay. The users have the option to go back or complete the order by paying.



When the user clicks on Pay Now, they are indicated to pay through their cards by inserting, tapping, or swiping it on the machine next to the kiosk. The user still has the option to cancel this payment.



Once the payment is received, the customer is shown their order number and asked to collect their receipt. They can either click on the exit button to return to the home screen immediately or the machine will automatically return to the home screen after 10 seconds.

Interaction Design

Cognitive Design

Building Blocks

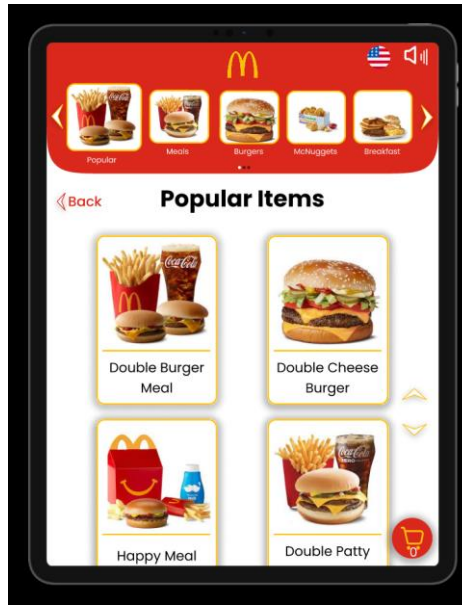
1. Affordance: The buttons in the system have a drop shadow to make it look more like real button. This makes the users believe that clicking the button would lead to some action.



The upward-downward arrow and the left-right arrow indicate that clicking those would make things go up, down, left, or right respectively.



2. Signifiers: Each category and food item is depicted using their respective image and a label is provided to signify what exactly it is.



The shopping cart signifies the actual cart with the items that the user has in it.

Each button has been given labels to indicate what the button does exactly.



3. Feedback: Whenever the user adds any item to the cart, the total number of items in the cart changes.



The number changes, depicting, the quantity whenever the user clicks on the plus or the minus button.



4. Constraint: Whenever, a user selects 1 item as a quantity, the minus button is disabled and grayed out indicating that the quantity cannot be zero.

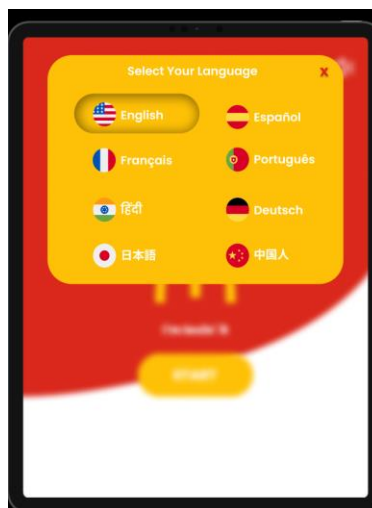


Attention and Memory

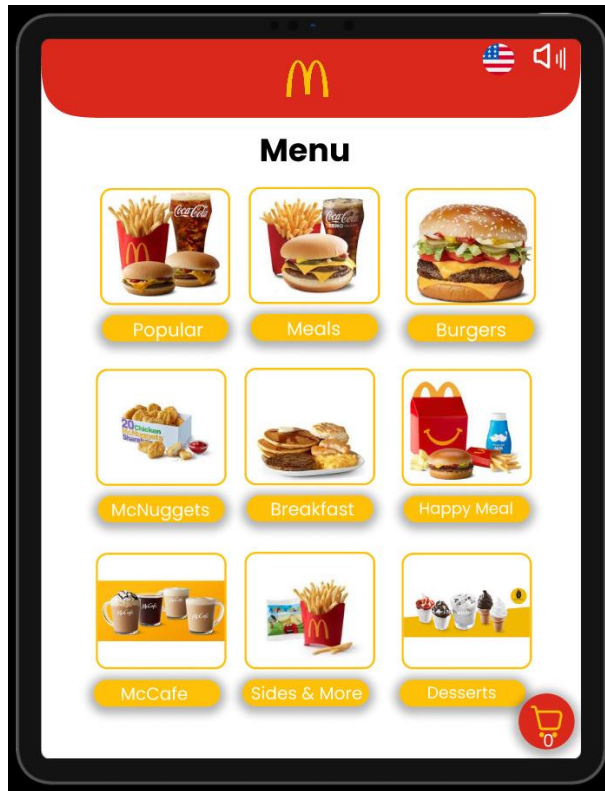
The kiosk is designed in such a way that it can be easy to use by people of all ages, and all aspects of life.

To bring certain things to the user's attention, a container, which is on top of other layers, is used.

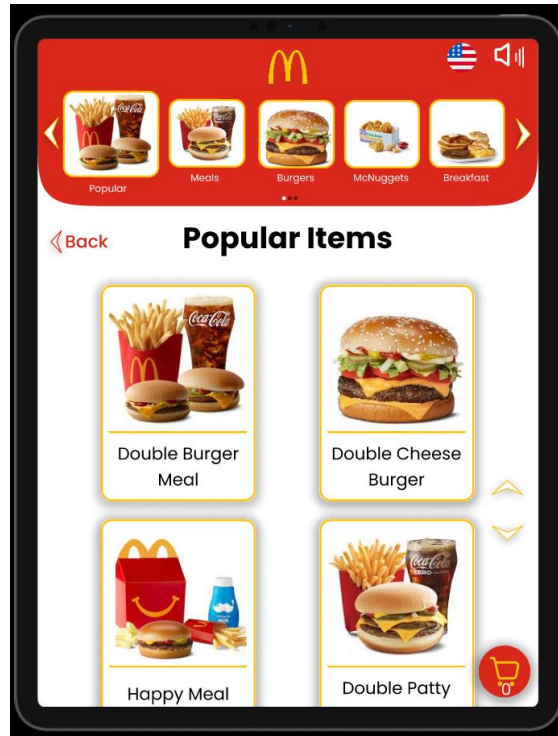
Whenever this container is displayed, the background layers are blurred to make the user focus on the required task.



A grid with 3 or 2 horizontal cells is used to display categories or individual items. This makes sure that the screen is not cluttered with multiple options and helps the user focus.



Whenever any category is selected, the image of that category is displayed in a larger size compared to other categories. This helps the user recall what category they are actually in.



There is a Back button provided at almost all the screens to help the user go back to the previous screen. Also, the user can also click on the cart anytime to help them recollect what is already in their cart if it's a huge order.

Additional Interaction Design Concepts

Effective Design

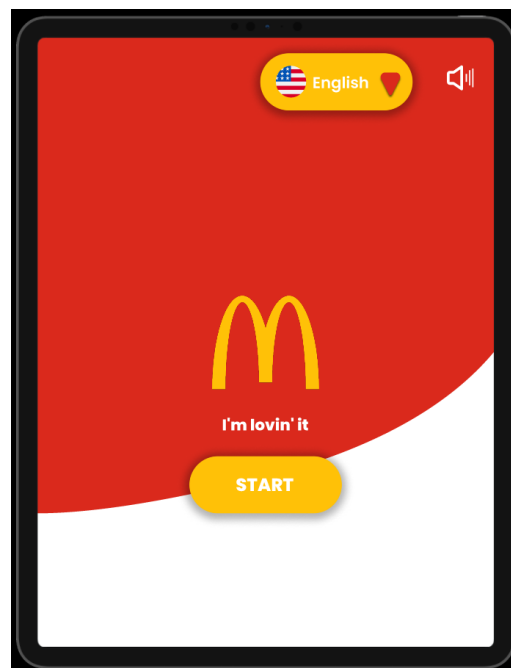
1. **Visceral Emotion:** The kiosk starts with the iconic golden arches of McDonald's and the red and yellow color scheme. This creates a sense of familiarity with everyone who know about McDonalds. Almost all the components of the design have curved corners. This creates a calmness in the users and indicative of the golden arches.
2. **Behavioral Emotion:** When the user interacts with the system, they would notice that there are smooth animations whenever they click any buttons on the system. There are slight animations whenever the user moves from one screen to another. There's enough

negative space between the components that make the system feel spacious. Every button has shadows behind it to give it a look of physical buttons.

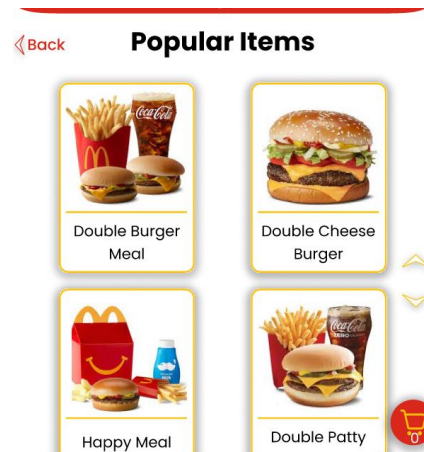
- 3. Reflective Emotions:** The kiosk is easy to use and uses good contrast and size for the text. This makes it easier to read and navigate through the kiosk. The kiosk follows the brand colors of McDonald's which in the food industry is associated with stimulating the heart and increasing happiness. The kiosk clearly mentions the payment options and gives the option to go back or cancel any time. The kiosk also clearly mentions the order number which makes it easier to remember when collecting the order.

Physical Design

There is a sound mode that the user can activate by clicking the speaker icon next to the language icon. This lets users with low visual abilities use the speaker in the kiosk to understand more clearly what they are touching. The voice assistance is in the language of the system. This option can be activated on any screen throughout their journey.



There is a clear contrast between the text and the background color. This helps all users read more clearly. This contrast aids people with color blindness to read better since the color scheme of the kiosk is based on McDonald's brand theme.



Ethical Design

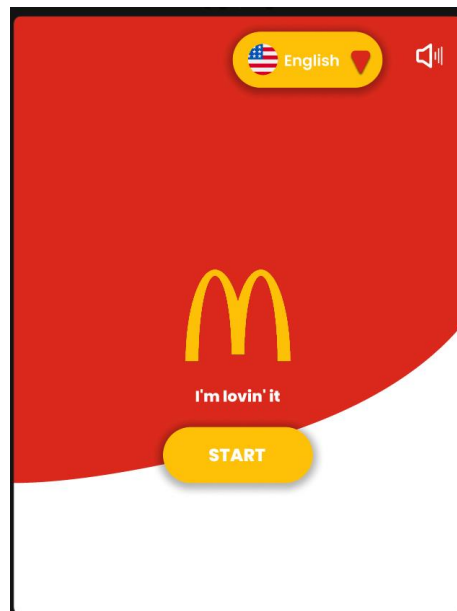
Accessibility: The system has an option for voice assistance for people with low visual abilities. The system also provides a good contrast between the words and the background to make it easier to understand the text.

Privacy: The system does not collect any user information apart from the card details which is through a point-of-sales system. The user does not collect information like Phone number, email address, etc. The user gets the receipt for their order with the order number printed which is also displayed for around 10 seconds on the screen. After that, the system resets for the next user.

Focus: The system blurs out the background layer whenever there is something that requires the users' attention like changing the language or customizing their order. This is only done for important activities. The system even increases the size of images of a category to let the user know which category they are currently in.

Social Design

To help users with the complexities of interpersonal communication, the kiosk provides the option to change the system language. This is especially useful in countries like the USA where people from all over the globe live. This language change option along with voice assistance can even help those who are illiterate to order food through the kiosk.



Since McDonald's has stores all across the globe, the kiosk can be adapted by McDonald's in different countries and can be changed according to their menu. The language change option can be used by the local population who do not know English.

References:

1. <https://www.rd.com/article/mcdonalds-logo-yellow-red/#:~:text=The%20color%20red%20is%20stimulating,spot%20on%20a%20crowded%20road.>
2. All images credited to McDonald's