

# A Research on the Usability improvement of Burger King kiosk

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## INTRODUCTION

we want to make easy to use  
user-based "Burger King" Kiosk



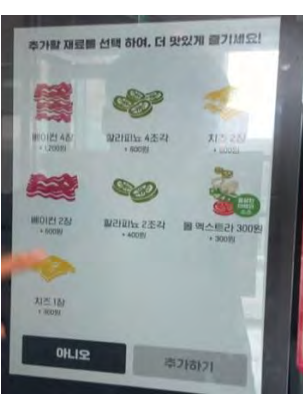
### 4 Main Problems

1. Too kind

2. Too many pages

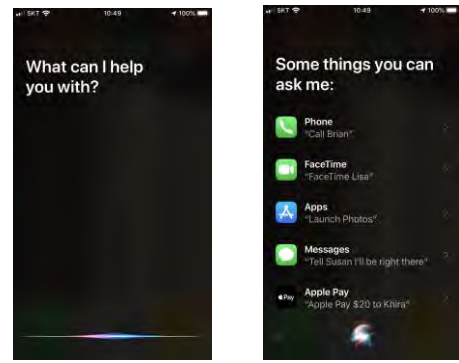
3. Misleading choices

4. Lack of some functions



### Improvement Plan

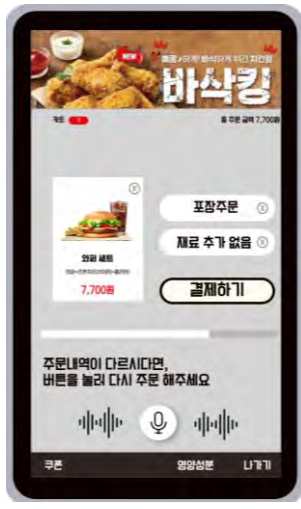
1. Voice recognition



2. Decrease the number of pages



Let's look at the improved kiosks.



Voice recognition function +

The Process↓

## RESULTS OF EXPERIMENTS

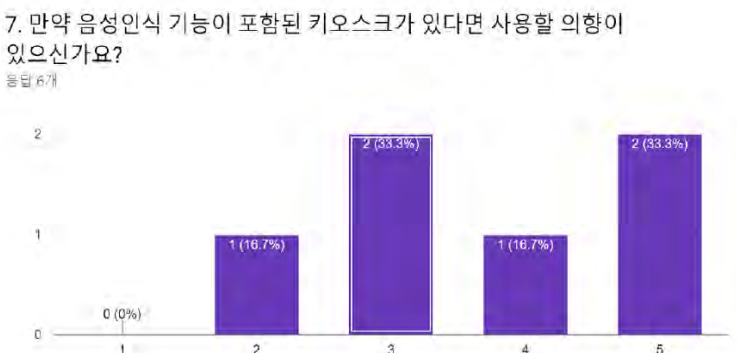
### 1) The Time required

Task1	1	2	3	4	5	6	평균값	감소율
기존	68	51	34	63	40	28	47.33333	52.1%
개선	18	19	21	19	35	24	22.66667	
Task2	1	2	3	4	5	6		
기존	48	55	33	62	36	25	43.16667	28.1%
개선	31	41	26	37	36	28	33.16667	

Task 1 has been reduced **52.1%**

Task 2 has been reduced **23.1%**

### 2) Preference for voice recognition kiosk

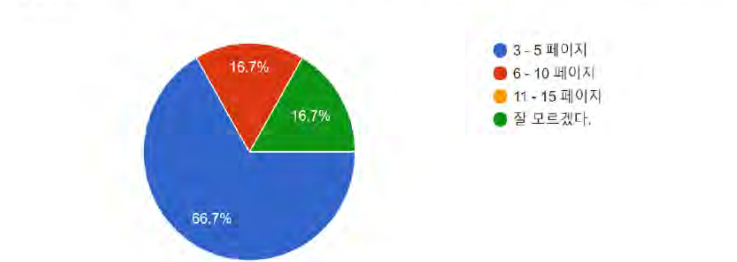


Age from 21 to 27

5/6  
Positive  
Opinions 😊

### 3) Response to the number of kiosk pages

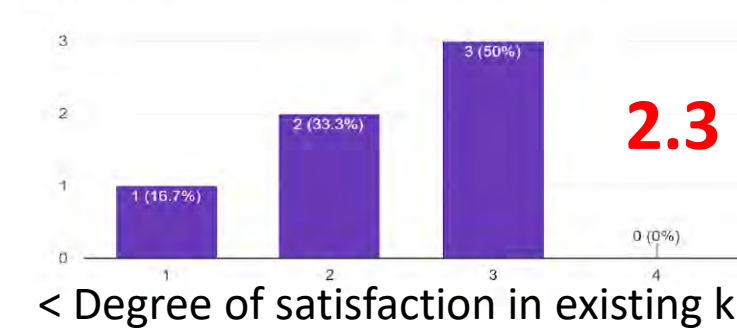
5-2. 기존 키오스크는 최대 15페이지를 거쳐야 개선이 완료됩니다.  
키오스크로써 최소한의 기능(주문, 결제) 정도가 적당하다고 생각하시나요?



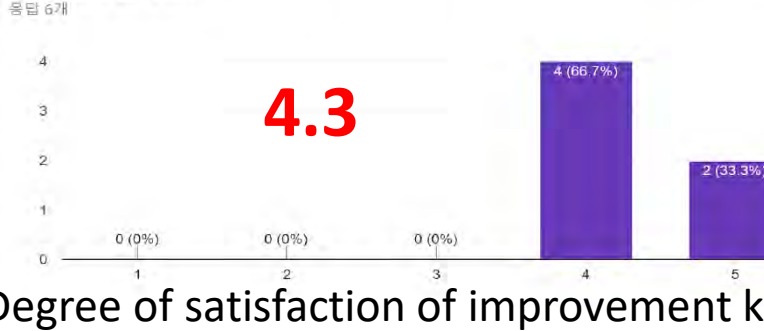
The appropriate number of pages in Kiosk → 3-5 pages → We made it!

### 4) User Satisfaction

5. 방금 다른 키오스크의 불편은 어느 정도인가요?



3. 기존 키오스크와 비교해봤을 때, 개선된 키오스크에 대한 만족도는 어느 정도인가요?



**CONCLUSION** → Burger King Kiosks are complicated to use!!  
(not intuitive design & the screen changes too often & many pages)

The Real Problem  
with Burger King Kiosk

≈

what we  
expected

## EXPERIMENT

### Experiment Process

(1)

Set a touchscreen monitor at the entrance of "에벤에셀".



(2)

After a brief introduction to our experiment, asked them to write a consent form for the experiment.



(4)

Conducted a survey about existing one.



(3)

Use existing kiosks through a touchscreen monitor.



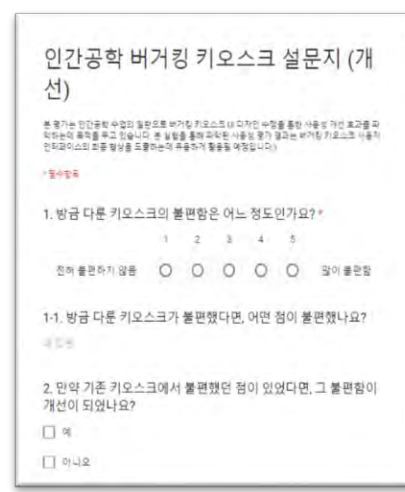
(5)

Use improved kiosks through a touchscreen monitor



(6)

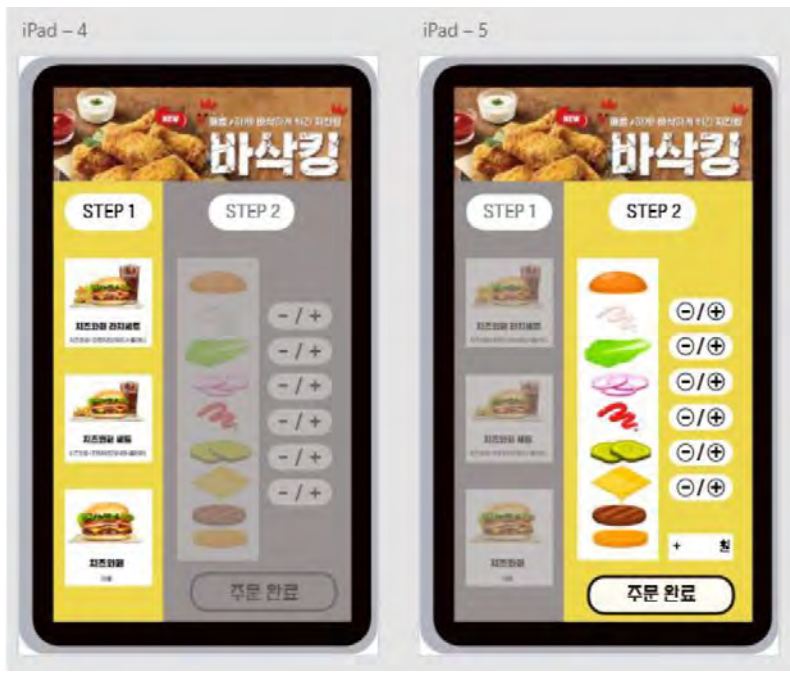
Conducted a survey.



## RESULTS ANALYSIS

### Improvement point to solve the usability problems

- ① Necessity of shopping basket on kiosks
- ② More accurate description of function



Before



After

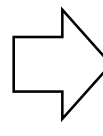
### Limitation of Experiment

- ① Limited variety of people age
- ② Limited number of people

+

we want to try  
Upside-down experiment

Upside-down experiment is,  
Improved Kiosk → Original Kiosk



We will be able to get  
new insights!



### Our Insight of USABILITY & HUMAN-CENTERED DESIGN



Human centered design is  
not just a seemingly good design.

We need to be more sensitive  
about how people perceive and react.

