

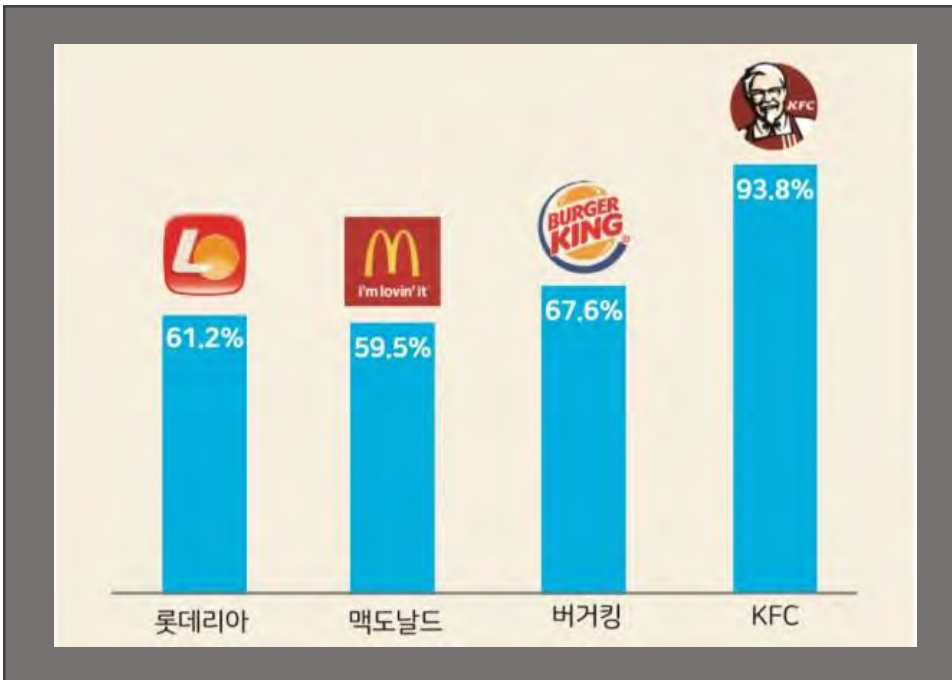
Evaluation and Suggestions for the Usability of 3 Company's Hamburgers

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Background

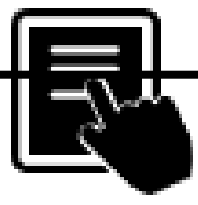
중고생·20대들 사이에서도 '불편하다' 반응 나오는 '기계 주문'
"키오스크부터 '서빙로봇'까지"...외식업계 '푸드테크' 열풍
롯데리아·맥도날드·버거킹 무인화 '그들'...
[키오스크③] 기술 발전은 사람을 향해야 한다



<Approach1>



- Comparing advantages & disadvantages of 3 companies' Kiosk function
- Finding Key Problems of Kiosk
- Presenting guidelines



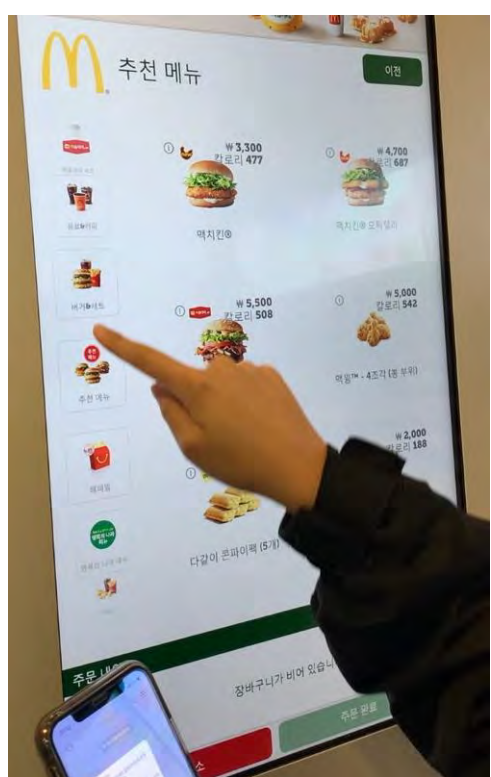
Usability evaluation investigation

Date : WEEK9~10 participant : 9 6



Task

Practice task	Details
1. Set menu order	Order Korean beef burger set. At this time, order potato and coke set.
2. Single-product menu order	Order hamburgers as a single item with shrimp burgers.
3. Product change	After ordering 2 pieces of chicken tender, cancel and change to cheese stick.
4. Payment	It's a card payment and order it with Take-Out.



"Touch Count"



"The time required"



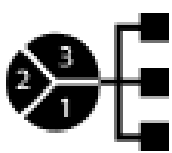
Interview

Usability	Practicality	Availability	Aesthetic
<ul style="list-style-type: none">- Classification of 'Category'- Simplify 'Payment Screen'	<ul style="list-style-type: none">- 'Change Ingredient (Add/Remove)' button- Set 'Default Values' for menus	<ul style="list-style-type: none">- Cancel Order Button- Confirm ordered menu	<ul style="list-style-type: none">- Kiosk Installation Location- A Sense of Unity in 'brand colors'



Emotion survey

Complex	McDonald's	Lotteria	Burger King	Simple
Classic	Lotteria	McDonald's	Burger King	Modern
Cold	McDonald's	Lotteria	Burger King	Warm
Hard	McDonald's	Burger King	Lotteria	Soft
Slow	McDonald's	Lotteria	Burger King	Fast
Difficult	McDonald's	Burger King	Lotteria	Easy
Uncomfortable	McDonald's	Lotteria	Burger King	Comfortable

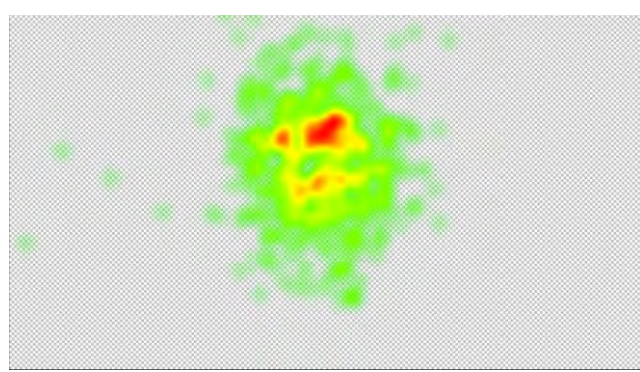


'Comparison 3 companies function' list

- Nutritional Component
- Change Quantity
- Change Ingredient (Add/Remove)
- Layout
- Typography
- Graphic screen procedure
- Color
- Image of menu
- Payment method
- Language support
- Magnification function
- Support for the Disabled



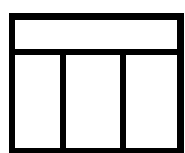
Eye tracking



The eyes of the users stayed high at the top of the center. Once they got the information, watching the center first.



Problems



<Category>

How do I know which category have the menu that I want?



<Change Ingredient(Add/Remove)>

How can I easily change (add/remove) the ingredients of my hamburger?



<Nutritional Component - Allergy>

How can an allergic person easily identify the nutritional content?

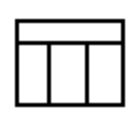


<Required order time>

How can I figure out the required time to order by menu?



Suggestion



<Category>

Introducing 'the second menu classification system' to reduce the number of choices that are placed within a single screen.



<Nutritional Component - Allergy>

Add 'Allergy Component Filter' above menu category
→ The menu with the corresponding ingredient is filled with a red box & the warning pop-up appears.



<Change Ingredient (Add/Remove)>

Add 'Change Ingredient Button' to Cart
→ Separate menu by ingredient and adjust their quantity by '+/-' button



<Required order time>

Add 'Quick Provide' button to menu array filter
→ Mark the order time in green(1-2 minutes) & red (3 minutes or more).