

# KFC APP REDESIGN

P R E S E N T A T I O N

Presented by  
**SQUAD X TEAM**

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# PROBLEMS OLD DESIGN

1

## Missing Core Elements

A critical lack of a primary Search function, obstructing quick product access and causing boredom.

2

## Complex and Poor Layout

Interfaces were overly complicated, lacking simple layouts, making the ordering journey confusing and leading to distraction.

3

## Poor Core Navigation

Reliance on confusing side menus instead of a modern Bottom Navigation Bar.

4

## Outdated Visual Quality

Interface images appeared dull and outdated, failing to reflect the brand's modern identity.

# Our Primary Goals for the Redesign



## Enhance Usability

Integration of a Prominent Search Tab and a Bottom Navigation Bar.

## Simplify the Interface

Utilizing clean, comfortable layouts with increased white space for content organization.

## Modernize Visual Identity

Improving image and color quality to create a more appealing and appetizing interface.

## Accelerate the User Journey

Consolidating and simplifying the sign-up process to ensure a higher order completion rate.

# KFC



The old design used a lighter red with weak contrast, resulting in a flat appearance and a less engaging brand experience, especially on waiting screens.



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**READY TO DIG IN?**



Log in

Create New Account

The old welcome screen was visually cluttered and uncomfortable, increasing cognitive load and negatively affecting overall usability.



The redesigned welcome screen features a cleaner and simpler layout with improved visual hierarchy. Language and location selection options were added to give users early control and personalization, resulting in a more intuitive, comfortable, and user-friendly first interaction.

**KFC**  
**READY TO DIG IN?**

login to unlock  
awesome new feature



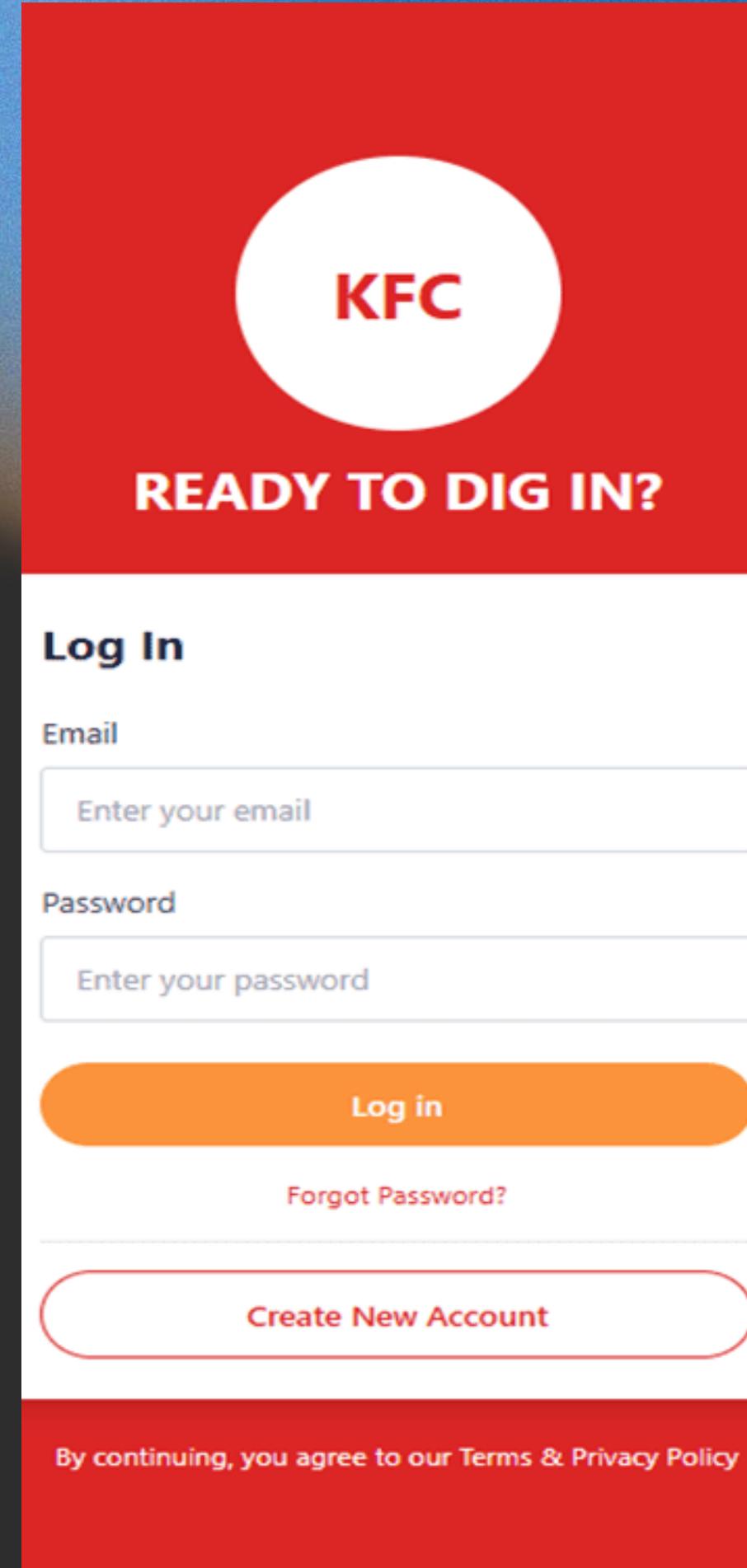
English

عربى

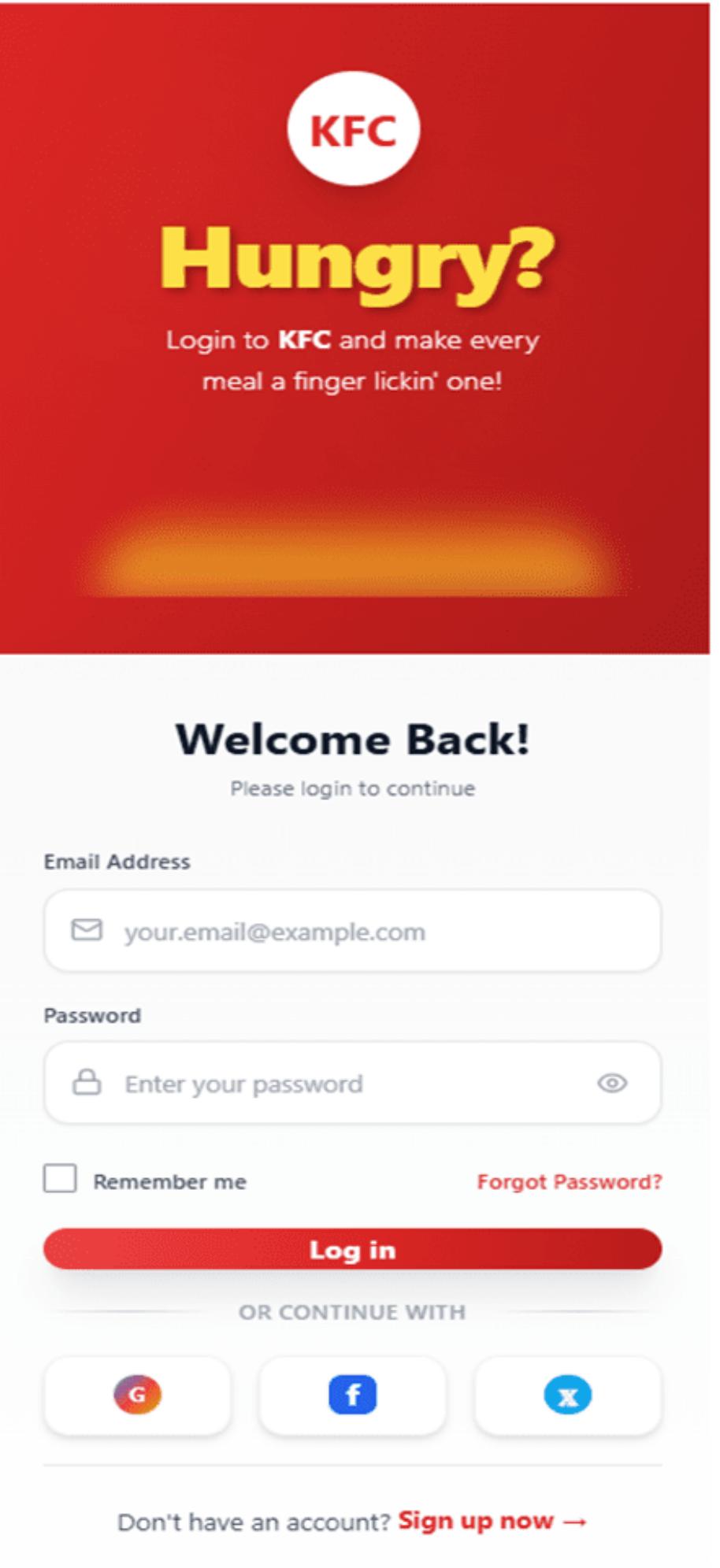
Egypt

Log in

Create New Account



The old login screen used a basic layout with weak brand identity, limited user feedback, small touch targets, and no clear error prevention, which reduced overall mobile usability.



[← Create Profile](#)

Please enter your details

Name\*

Mariam

Mobile Number\*

 +20 12



Email\*

marie@ail.com

**SAVE**

The redesigned Create New Account page adds email, password, and password confirmation fields to improve account security. A clean, well-organized layout ensures a smoother, more engaging, and more effective registration experience.

By using the KFC app - you agree to our [Terms & Conditions](#) and [Privacy Policy](#)



**Hungry?**

Join KFC and make every meal a finger lickin' one!

Full name

Email

Password

Confirm password

Mobile number

**Proceed to send code**

A code will be sent to your mobile number

or Login with



Already have an account? [Log in here](#)

← One Time Password

Please enter the 4 digit OTP sent to  
+20 7777777777 via SMS

00:27 RESEND OTP

VERIFY

The confirmation page was cluttered, with unclear colors and layout that could lead to mistakes when entering the 4-digit OTP. Key actions like Edit Number and Send Again were not prominent.



The redesign improved colors and layout for better clarity and visual organization, making OTP entry easier and less error-prone. Edit Number and Send Again are now clearly highlighted, ensuring a smoother and safer user experience.

KFC



Verification Code

Please enter the 6-digit code sent to your mobile number 9876\*\*\*21

Edit Number

Didn't receive code? [Send again](#)

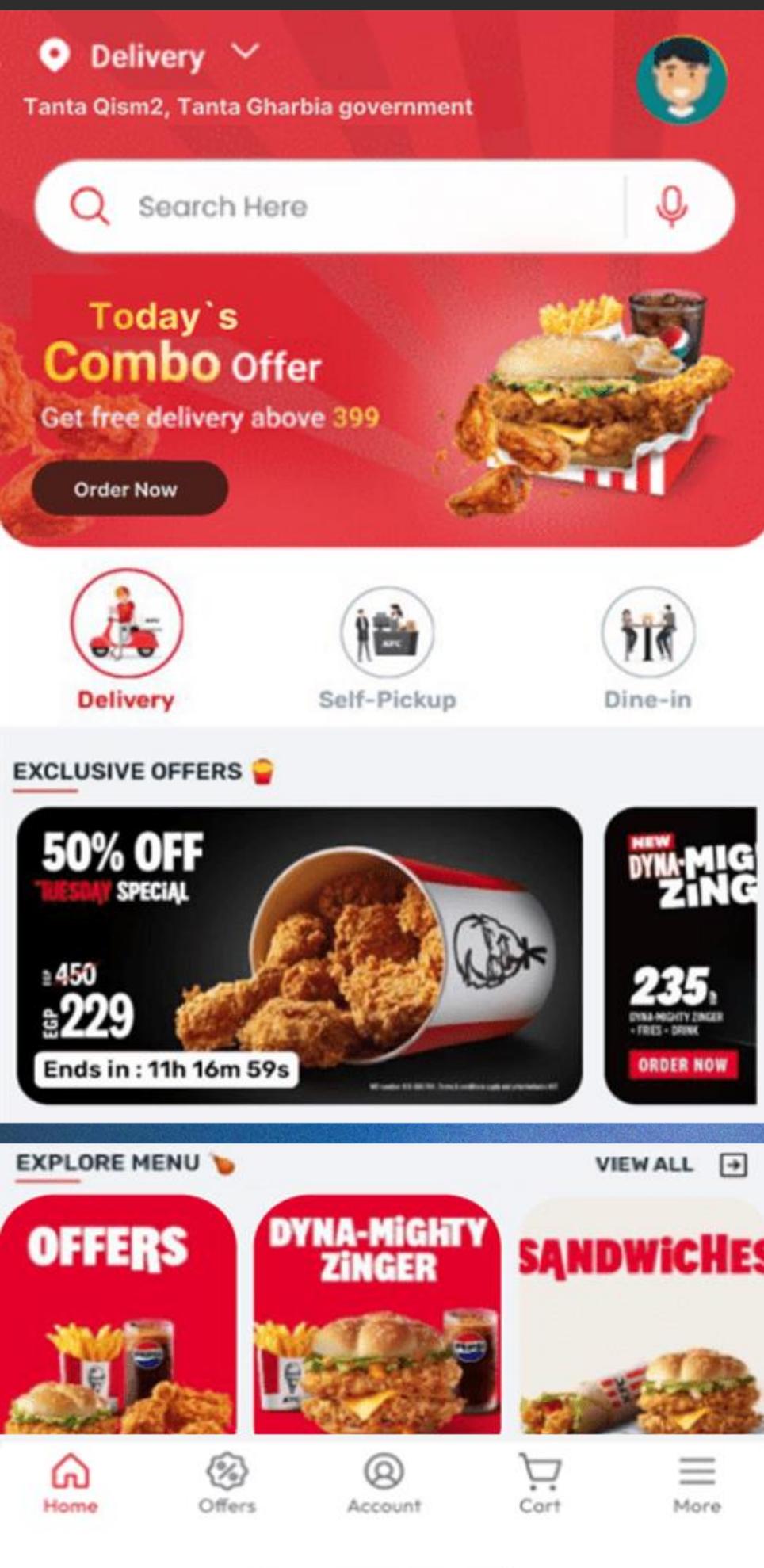
Verify



The old home screen design was cluttered and poorly organized, causing user distraction and making product discovery difficult.



The new design adds a bottom navigation bar for quick access to main sections, a clear search bar to speed up finding products, and better visual organization of offers and categories. This results in a cleaner interface and faster decision-making.



← Explore Menu



Offer

Dyna-Mighty Zinger

Sandwiches

Crunch Mix



Zinger/Twister + Rizo +  
Coleslaw

CUSTOMIZE →

159 EGP 237

+ ADD TO CART

Double Crunch



6 Chicken Pieces + 2 Large  
Rice + 2 Coleslaw

CUSTOMIZE →

345 EGP 636

+ ADD TO CART

Mega Munch



3 Chicken Pieces + Super  
Large Rice + Sauce +

CUSTOMIZE →

185 EGP 334

+ ADD TO CART

Mix & Match



The top sections were plain text, and the meals section was not visually organized, making it less engaging for users.



The top sections now include images to make them more engaging and attention-grabbing. The meals section has been redesigned into organized cards, making browsing easier and visually more appealing.

Delivery

Tanta Qism2, Tanta Gharbia government...

Search Here

Today's Combo Offer  
Get free delivery above 399

Order Now

Combo Offer

Sandwiches

Dyna-Mighty Zinger

Rice Bo

Recommended for you

Crunch Mix

Double Crunch

Zinger/Twister + Rizo +  
Coleslaw

CUSTOMIZE →

159 EGP 237

+ ADD TO CART

Home

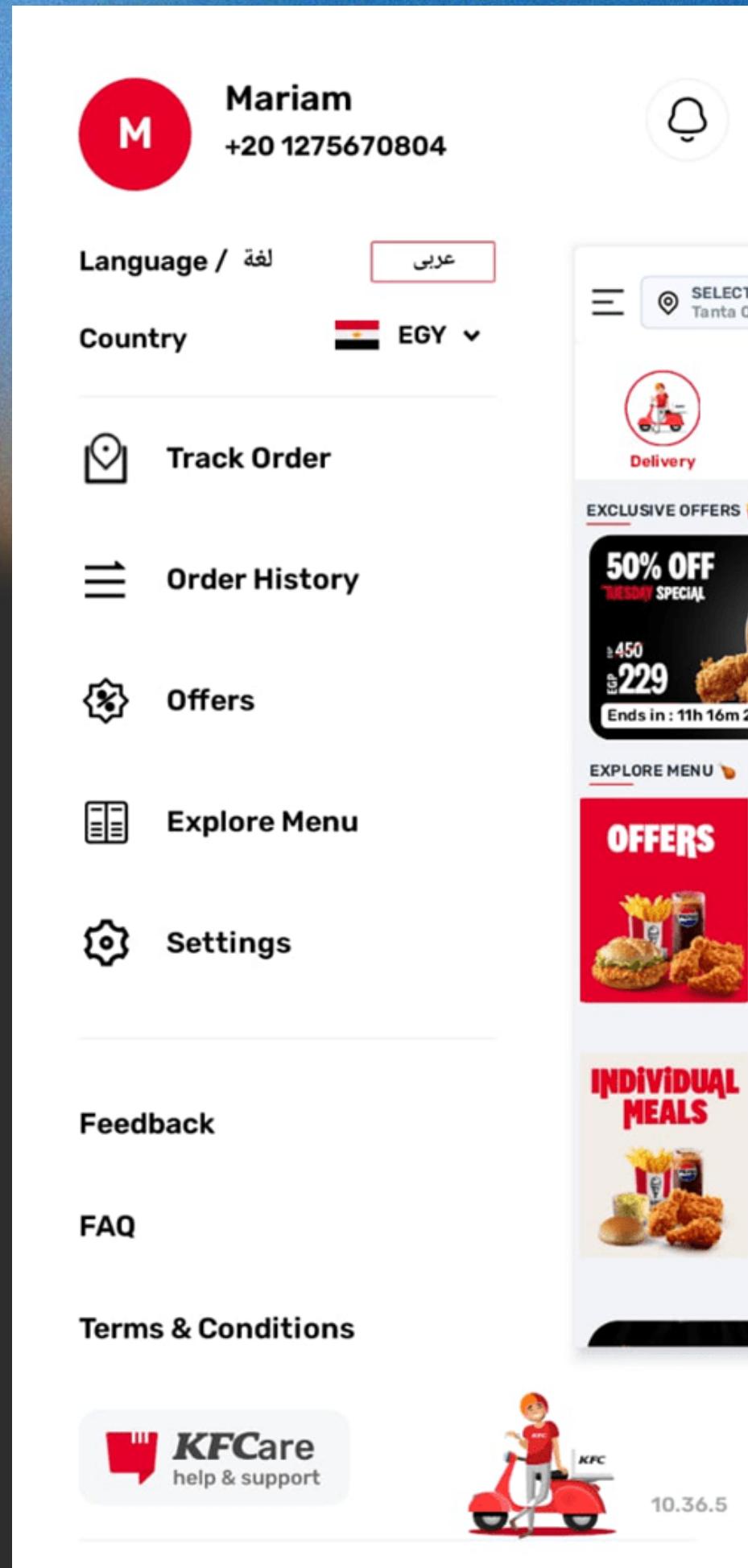
Offers

Account

Cart

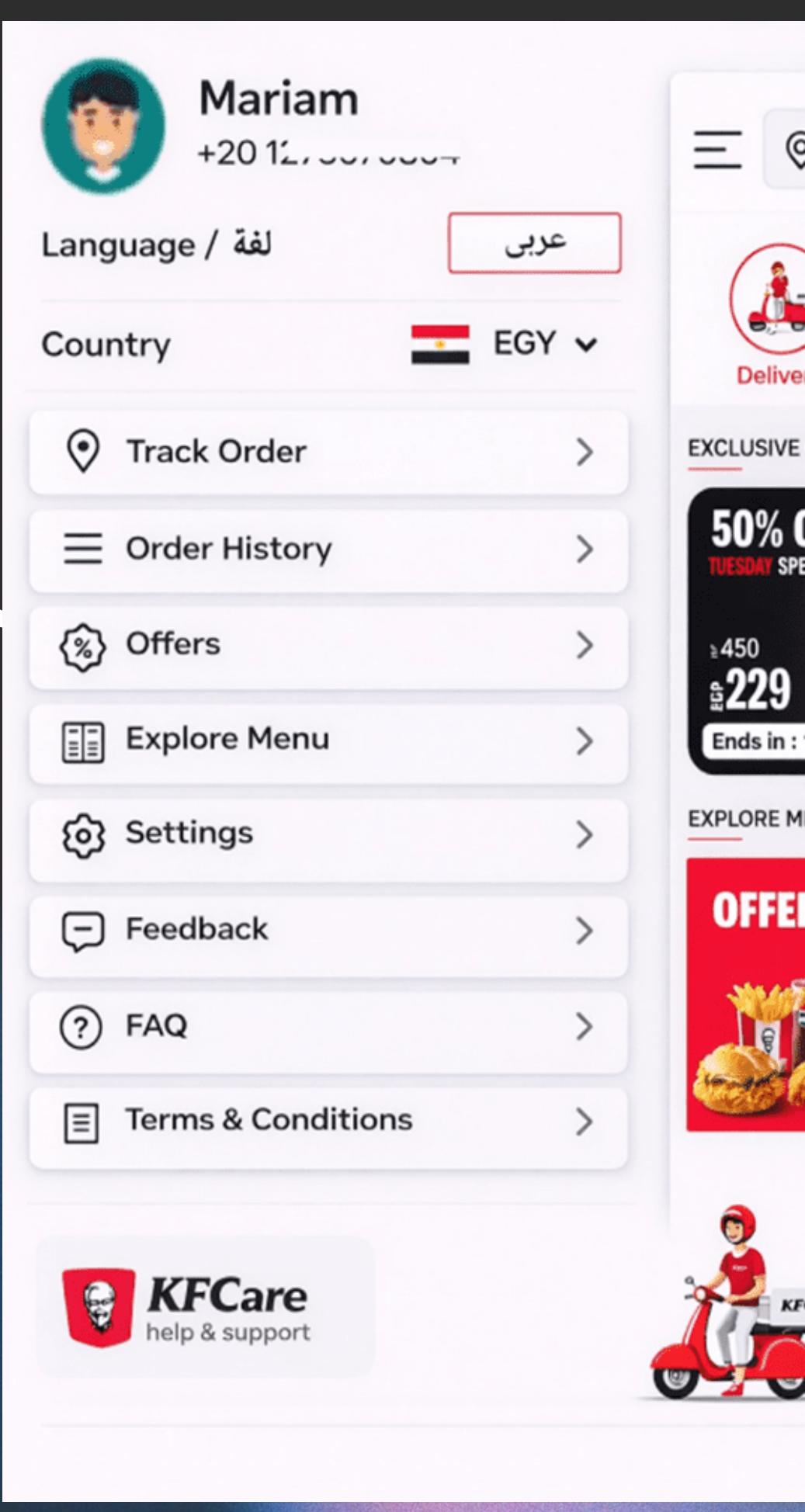
More

This side-by-side comparison illustrates the visual redesign of the KFC mobile application. The top half shows the original version, which had plain text descriptions for the top sections and a less organized layout for the meals. The bottom half shows the redesigned version, where the top sections now feature images, and the meals section is presented in a clean, organized grid of cards. This redesign aims to improve user engagement and navigation through visual cues and better organization.



The tabs were scattered, lacked visual organization and clarity, and were combined with inconsistent elements, making it difficult to access user settings and key services.

Tabs such as Order History, Offers, and Addresses are now organized into separate, well-spaced cards with clear icons. This layout makes access to settings and services like support and order tracking easier and more aesthetically pleasing, ensuring a more efficient user experience.



← My Profile



Mariam

+20 - 1275670804

mariemayman865@gmail.com

My Favorites

My Addresses

My Orders

My Saved Cards

Support



Delete KFC Account

Logout

The old page had several issues:  
there was no option to Edit Number  
or Add New Number, all fields were  
presented on the same page without  
separation, making navigation  
difficult and cluttered, and there was  
no profile picture.



The new design added Edit Number and  
Add New Number options, organized  
fields with clear separations for better  
readability and navigation, and included  
a profile picture to enhance user  
experience and make the page more  
appealing and clear.

← My Profile



Mariam

+20 - 12.....

mari.....,-----@gmail.com

EDIT PROFILE

ADD NEW NUMBER

My Favorites

My Addresses

My Orders

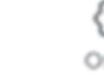
My Saved Cards

Support

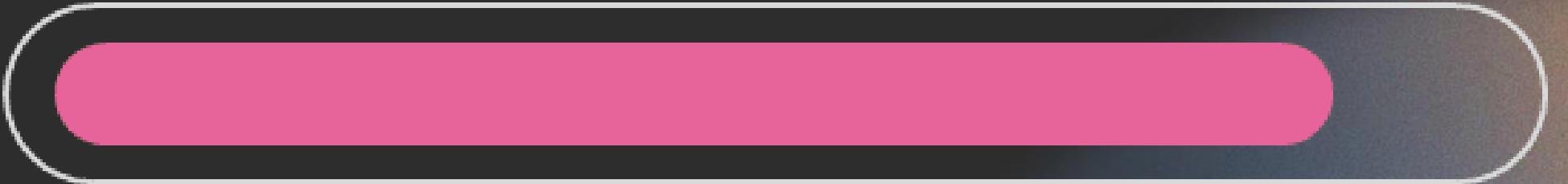


Delete KFC Account

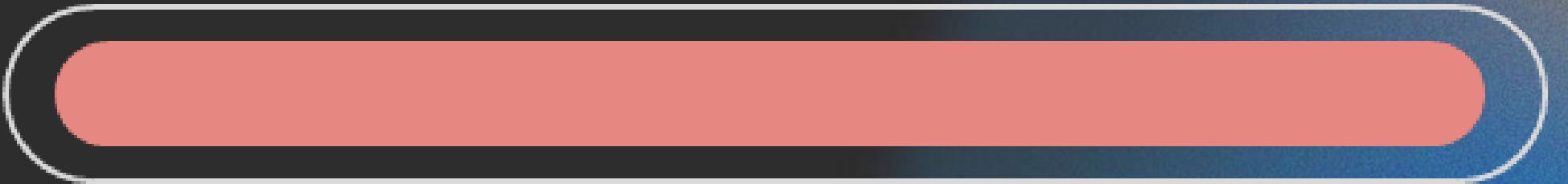
Logout



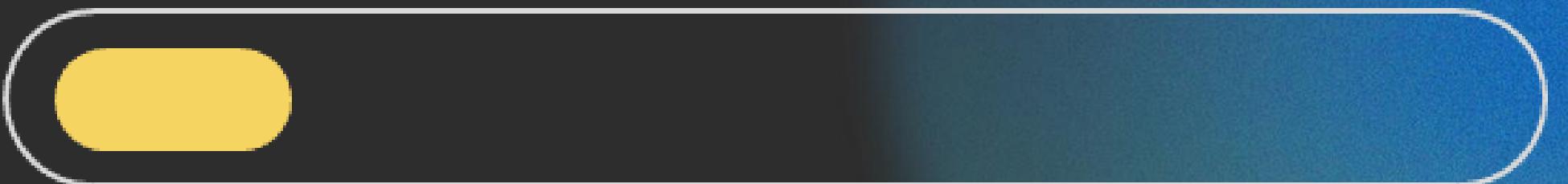
Usability



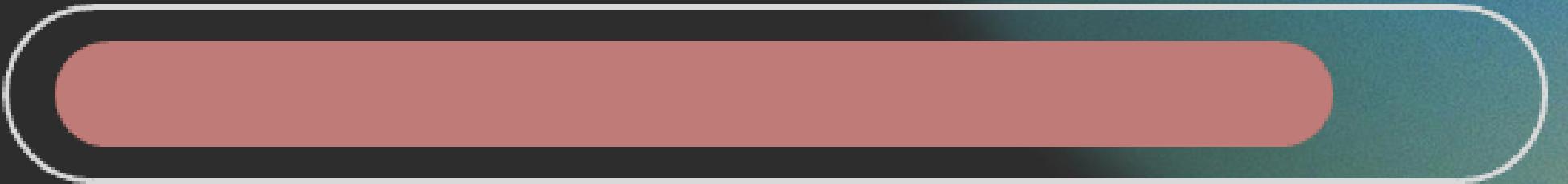
Satisfaction



Frustration



Visual appeal



# CONCLUSION

- "IN CONCLUSION, THIS NEW DESIGN REPRESENTS A SIGNIFICANT LEAP AIMED AT ELIMINATING USER DISTRACTION AND FRUSTRATION. WE SUCCESSFULLY ELEVATED LEVELS OF USABILITY AND VISUAL APPEAL THROUGH CLEAN, ORGANIZED INTERFACES. THIS FOCUS ON EFFICIENCY AND AESTHETICS ENSURES INCREASED USER SATISFACTION, RESULTING IN A SMOOTHER APP EXPERIENCE AND GREATER COMMERCIAL SUCCESS."

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**SQUAD X TEAM**

# THANKS

Presented by  
**SQUAD X**