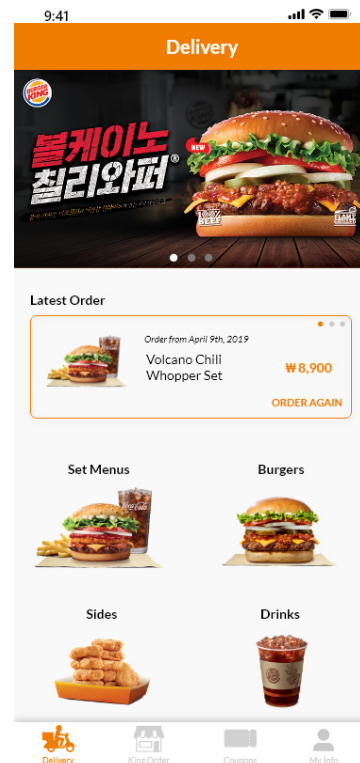


# Burger King Redesign

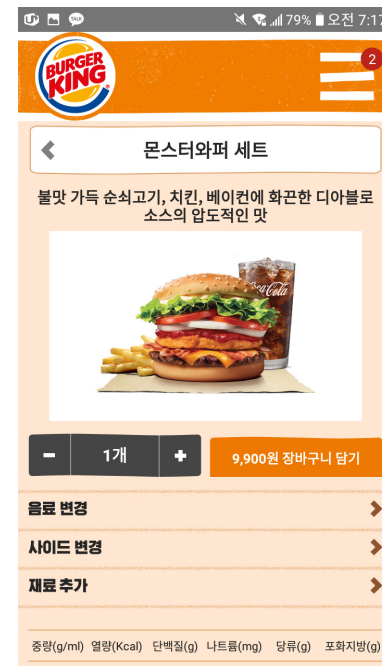
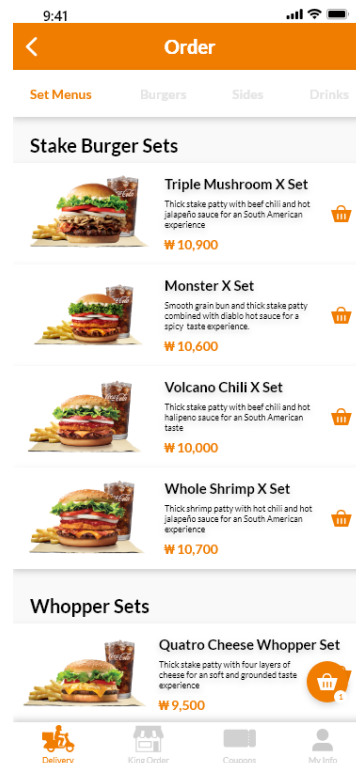
## Key Changes



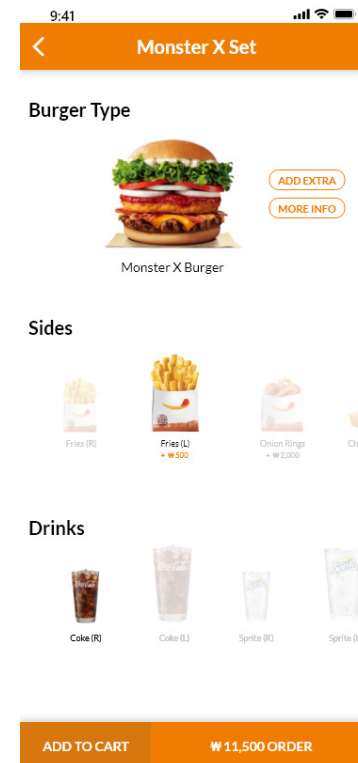
First Screen  
(Right after launching app)



Slide Bar to  
Tab Bar



Text to Image



## Flat Hierarchy Navigation

Removed the slide menu and simplified the menus to place in bottom tab bar. Users can easily switch between delivery, king order, coupons, and my info.

## Visual Representation

Used more pictures to represent menus and side menus, to make the app more intuitive. Similar design to the Burger King Kiosk UI.

Images make the application less text heavy, with plenty of negative space for users to feel comfortable when using app.

Use of icons with descriptions allows users to easily navigate between tab menus.

## Faster Flow

First screen of the redesigned UI is the delivery screen. Prevents unnecessary flow and enables users to dive right into the function of the app: ordering food.

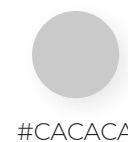
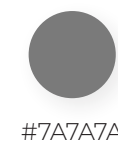
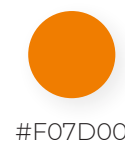
Recent orders is located underneath the advertising grid, enabling frequent users to order their favorite menus in a matter of two clicks, right after launching app.

Floating shopping cart button in the bottom right hand corner enables users to choose other menus and order them right away, without having to click the slide menu and then the shopping cart button.

Consistent use of orange color to depict important buttons or information faster flow.

Combined selecting sides and drinks to be in the same screen for faster flow.

## Colors



## Typography

Lato Regular  
Lato Italic  
Lato Bold