

# Analyse bestelbord kfc



What is visible before you start placing an order?

This screen is the first thing you see before you click on it, this is the idle screen. It tells you something about the app of the KFC where you can get some extra deals on your order.



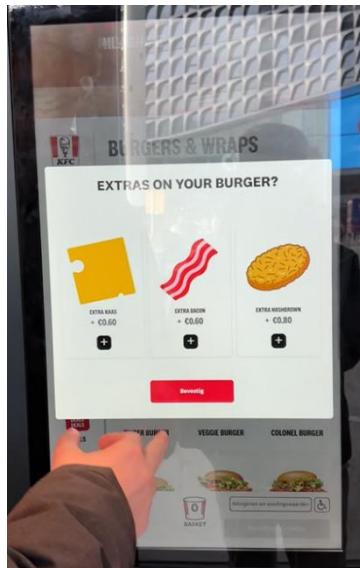
How do you start an order, and are there different options at the start?

To start your order you simply touch the idle screen, when pressed it shows you a screen that says welcome and you can choose if you want to eat in or take away. There also is a option to choose the language.



## How do you add an item to your order?

To add an item to your order you first have to select a item you want. On the left side there is a slider so you can find the item more easy. If you found the item you want you simply press on it and then it opens a smaller screen where you can select different options. Once you chose the option that you want another screen opens where you can select extra's. once you confirmed it on the bottom of the screen there is a basket that shows how much items you have in your basket, also there is a button where you can order it.





## How do you remove an item from your order?

To remove an item from your order, you have to press the basket or order button. When pressed a screen comes up that shows all items in the basket. To remove an item you simply have to press the trash button so it gets removed.



## How are the items displayed or located at the screen.

The items are shown with a grid, on the left there is a slider where you can select other tabs. Once clicked on another tab the items show in the same grid as on the picture.

## How does the interaction take place? Do you only have to click or is scrolling also possible?

For interaction you can click on items but you can also scroll down to find your item.



## How does the checkout process take place?

Once you pressed on the checkout button there shows a screen for around 5 seconds, after that you get another screen that says follow the instructions on the payment device.

## What does the design look like?

The design looks very calm and clean. The design features all the colors and images of the restaurant.

## What do the images and lettering look like?

The images look clean with a white background. There is also one image that has a darkened filter on it. The text is black and bold. With some size differences

## How is the image quality?

The image quality is very good quality so you can see them very clear.

## How big is the screen?

We have not measured the screen size but mostly the screens are arround 180 to 200 cm in height and the touch screen is 27 to 32 inch the width is 50 to 60 cm

## Where and how is the kiosk positioned in relation to its surroundings?

The kfc is located at: Stationsplein 8-10, 3511 ED Utrecht. When you walk out from the station its one of the first things you see.

## How many kiosks are present?

There are around 17 kiosks present.

## Conclusion

The KFC self-order kiosk is designed to be user-friendly and efficient. The interface uses large product images, a clear grid layout, and simple touch interactions. These design choices help customers place orders quickly and confidently, even in a busy restaurant environment.