

McDonald's

TEAM-8

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EMPATHIZE

- Founded by Richard & Maurice McDonald
- In the year of 1940 McDonald's family moved to California
- Patrick McDonald's opened "THE AIRDROME" a food stand
- Hotdogs being first item to be sold



- This restaurant was later named as “McDonald's Barbeque” – 25 menu items
- In 1947 ,they realised that people shows some interest in Hamburgers
- The restaurant was named as “McDonalds” in 1948



DEFINE

- McDonald's, is the world's largest chain of fast-food restaurants, serving around 69 million customers per day.
- The mission of the company is,
“To create delicious feel-good moments for everyone”.



OPPORTUNITIES FOR McDONALD'S

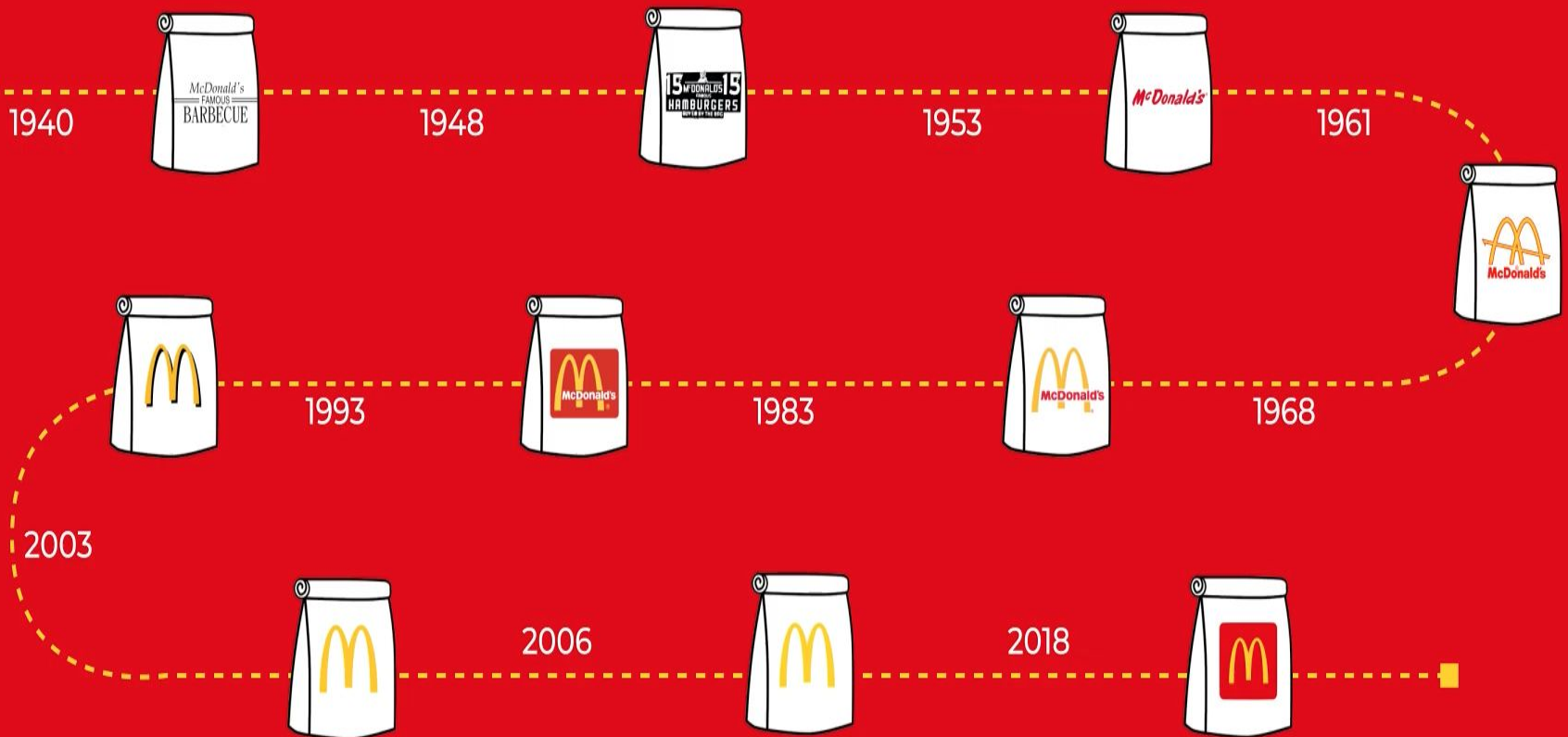
- 1.The brand can make further improvements to home delivery services.
- 2.More new items for vegan clients are needed.
- 3.More menu options could be added to supplement the present ones.





i'm lovin' it

The Journey of Crowd-Pleasing Brand in the UK



IDEATE

- First drive-thru service in the US
- Menu listed with calories
- The power of Happy Meals
- Collaborations
- Covid Campaign
- McDonald's in Metaverse

 MCDONALD'S NUTRITION GUIDE			
CHICKEN / FISH / FRIES			
 FILET-O-FISH 380 Calories 18g Fat 39g Carbs 16g Protein	 MCCHICKEN 400 Calories 21g Fat 39g Carbs 14g Protein	 4 PC. CHICKEN MCNUGGETS 170 Calories 10g Fat 10g Carbs 9g Protein	
 6 PC. CHICKEN MCNUGGETS 250 Calories 15g Fat 15g Carbs 14g Protein	 10 PC. CHICKEN MCNUGGETS 420 Calories 25g Fat 25g Carbs 23g Protein	 CRISPY CHICKEN SANDWICH 470 Calories 20g Fat 45g Carbs 27g Protein	
 SPICY CRISPY CHICKEN 530 Calories 26g Fat 47g Carbs 27g Protein	 DELUXE CRISPY CHICKEN 530 Calories 26g Fat 47g Carbs 27g Protein	 DELUXE SPICY CRISPY CHICKEN 540 Calories 26g Fat 48g Carbs 27g Protein	
 SMALL FRIES 220 Calories 10g Fat 29g Carbs 3g Protein	 MEDIUM FRIES 320 Calories 15g Fat 43g Carbs 5g Protein	 LARGE FRIES 490 Calories 23g Fat 66g Carbs 7g Protein	



TOP 10 INNOVATIONS

- Ordering Kiosks
- McDonald's Voice-Activated Drive-Thru
- McDonald's And Alexa
- McCafe (Coffee)
- McD Tech
- Outsourcing Ordering
- Track My Macca App (Deals)
- Delivery
- The Restaurants
- Interactive Play Zones



PROTOTYPE

- The new McDonald's design moves beyond the red double-mansard roof and giant golden arches to a gently curving yellow roof with basic architectural forms and a palette of restaurant appropriate and locally adapted materials and finishes, said Lippincott Mercer creative director Peter Dixon.
- The arcade-like walls are finished in a combination of natural stone, terracotta-colored brick and metallic silver aluminum panels.
- The interior design repositions McDonald's as a modern, appealing place for young adults while remaining a comfortable, friendly and clean setting for moms and kids.



- Under a two-story vaulted ceiling dining area, a bank of plasma screen TVs provides entertainment while large-scale graphics animate the surrounding walls.
- Seating types range from traditional booths to café tables to a shared community table to address different dining needs.
- This design was achieved in close collaboration with McDonald's marketing, restaurant design and construction experts.



TEST

- The social issue affecting McDonald's is obesity among children as well as the company promoting unhealthy menu food choices.
- This was the major issue affecting McDonald's business.
- The organization has conducted research and responded to this issue and produced healthier options on its menu.



- The process that led to reaching of the solution resulting to providing healthier choices in the company's menu was mainly developed after the business recognized that there existed an issue, it developed options, determined best direction and solution, and lastly it execute the best solution through offering healthier menu.
- The demand by consumers for healthier menu options made McDonald's to succeed in the design thinking strategy.



Thank you!

