

McDonalds BYOB – An intuitive and engaging way to build your own custom burger.



Overview

McDonalds approached Clarity to do the design of a Build Your Burger extension in an existing NGK kiosk. These kiosks were stationed around the world for various markets in various stores. It was a proof of concept app to see if we would receive the same traction in the US as they had in foreign markets.

Working on a very tight deadline my co worker Daniel Lopez and I wireframed the whole process and created the visual designs while working in tandem with McDonalds to meet their business needs. We worked as a team on the UX of the application, and iterated several times on the visual design.



Process

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