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



## \_

**Overview** 

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 recieve the same traction in the US as they had in foreign markets.

McDonalds approached Clarity to do the design of a

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.

Working on a very tight deadline my co worker



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**Process** 

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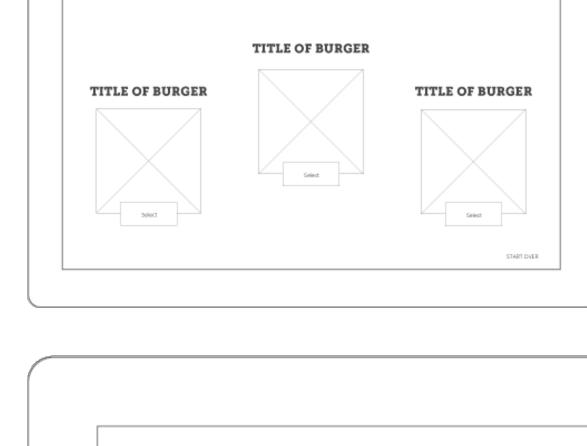
Build Your Burger extension in an existing NGK

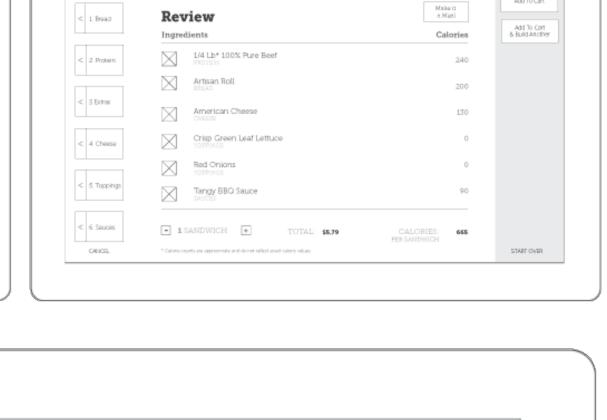
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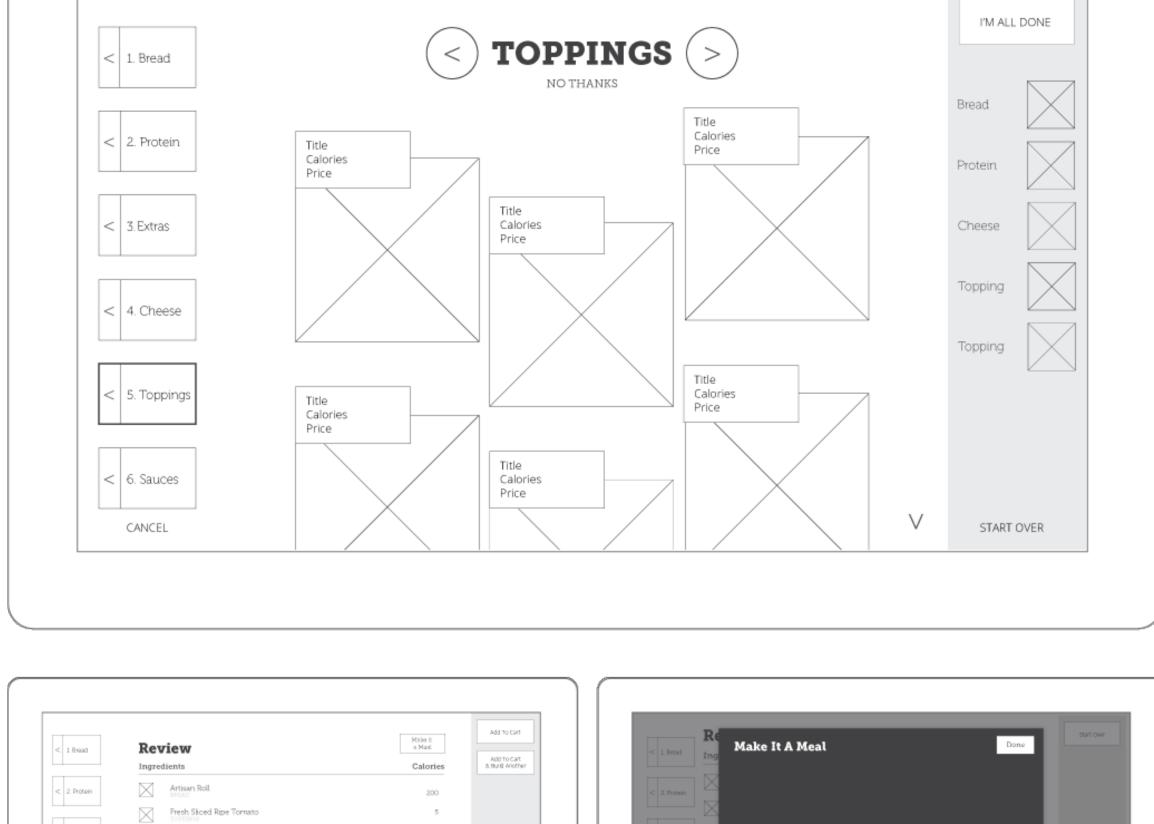
Working on a very tight deadline my co worker

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and created the visual designs while working in







9773

CHANGE

CHEESE

CHANGE

TOPPINGS

CHANGE

SAUCES

Cancel

STEP 1: PICK YOUR

**BREAD** 

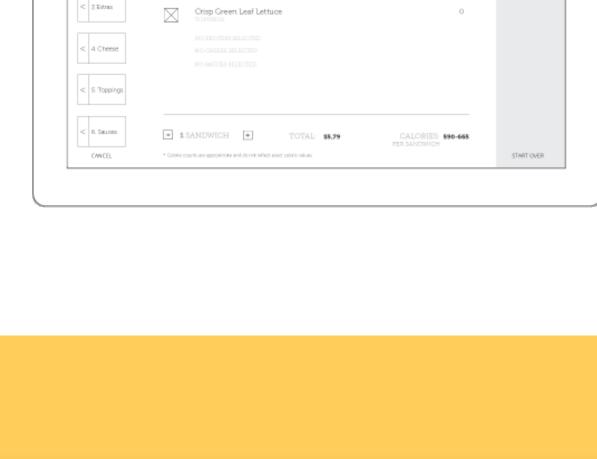
NO THANKS

ARTISAN

+0.00

180-200 CALORIES

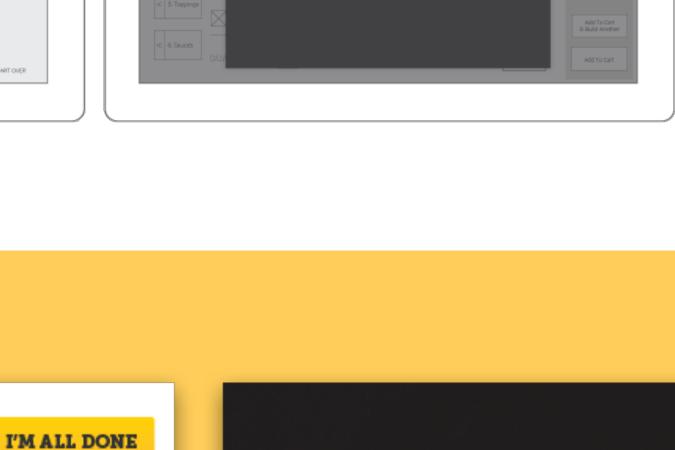
ARTISAN BREAD



STEP 4: PICK YOUR

CHEESE

NO THANKS



**GRILL THRILLER** 

660-690 CALORIES





I'M ALL DONE

ARTISAN

BREAD

QUARTER POUND BEEF

BACON

AMERICAN

CHEESE

GRILLED ONIONS

MUSHROOMS

97.13

ans

**Start Over** 

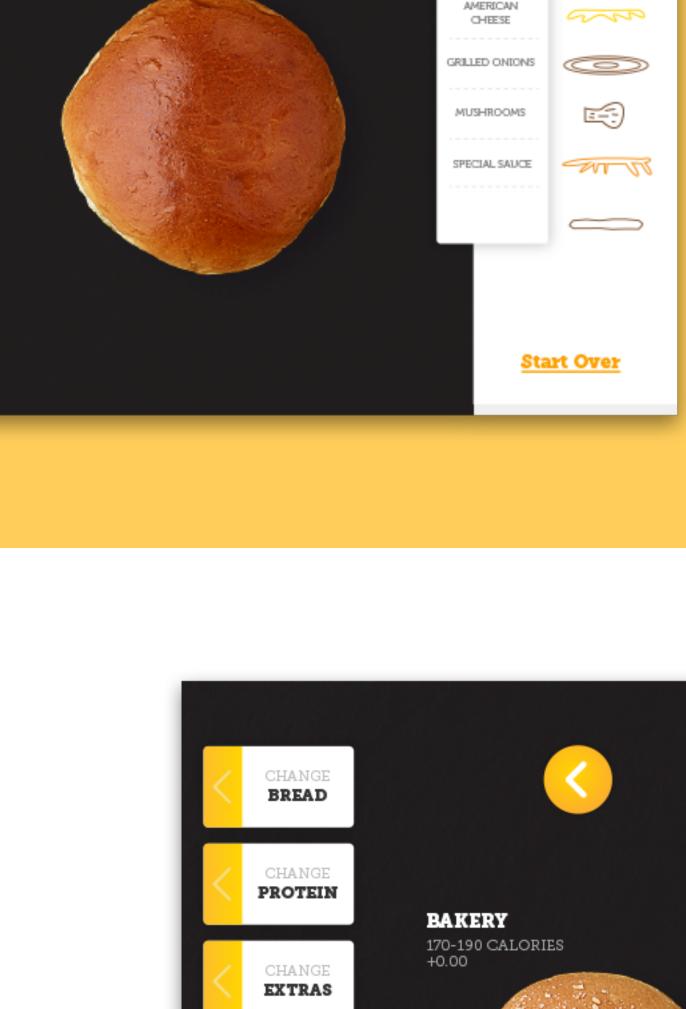
PICK YOUR

SPECIALTY SA

\$5.90

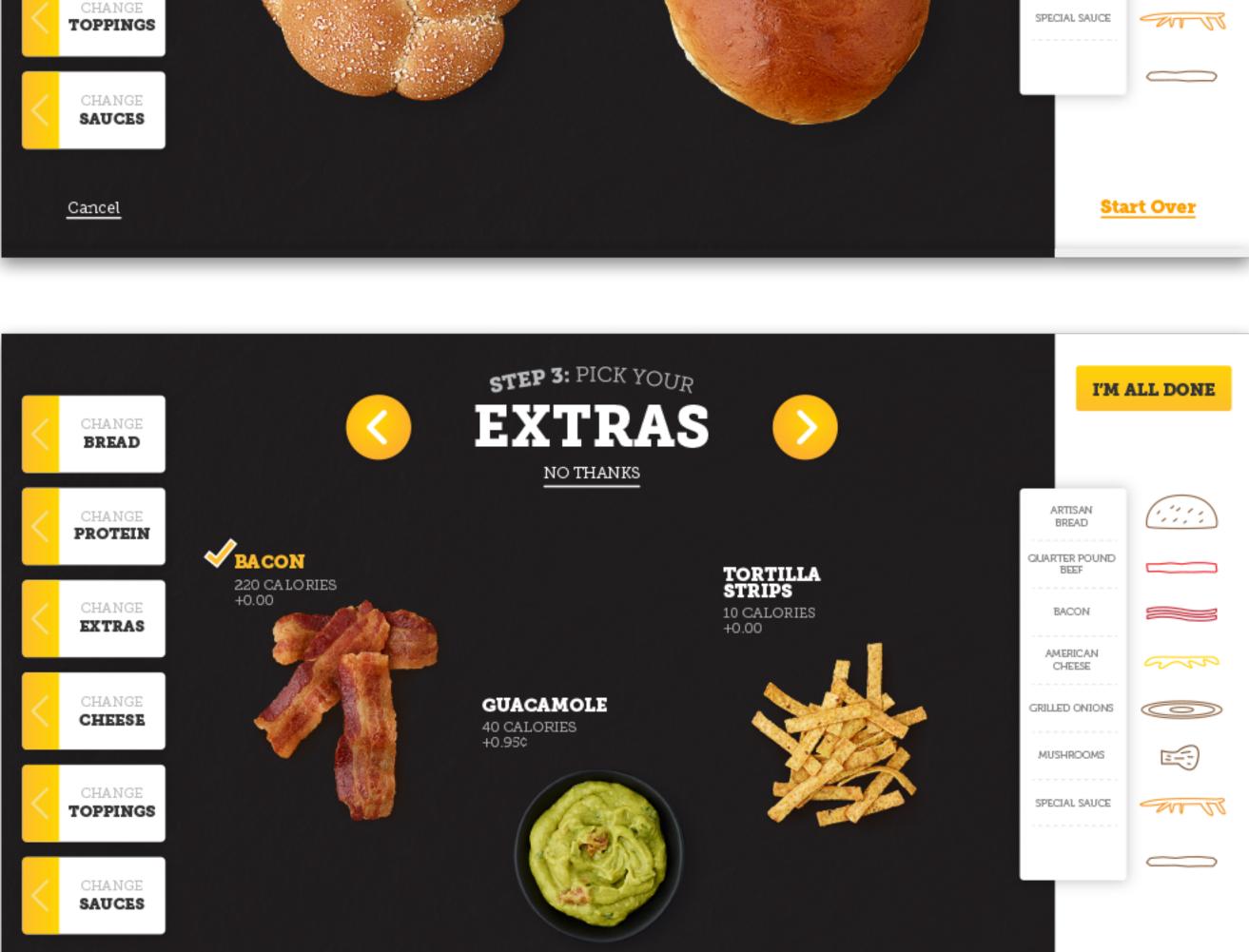
HOT ALL OVER

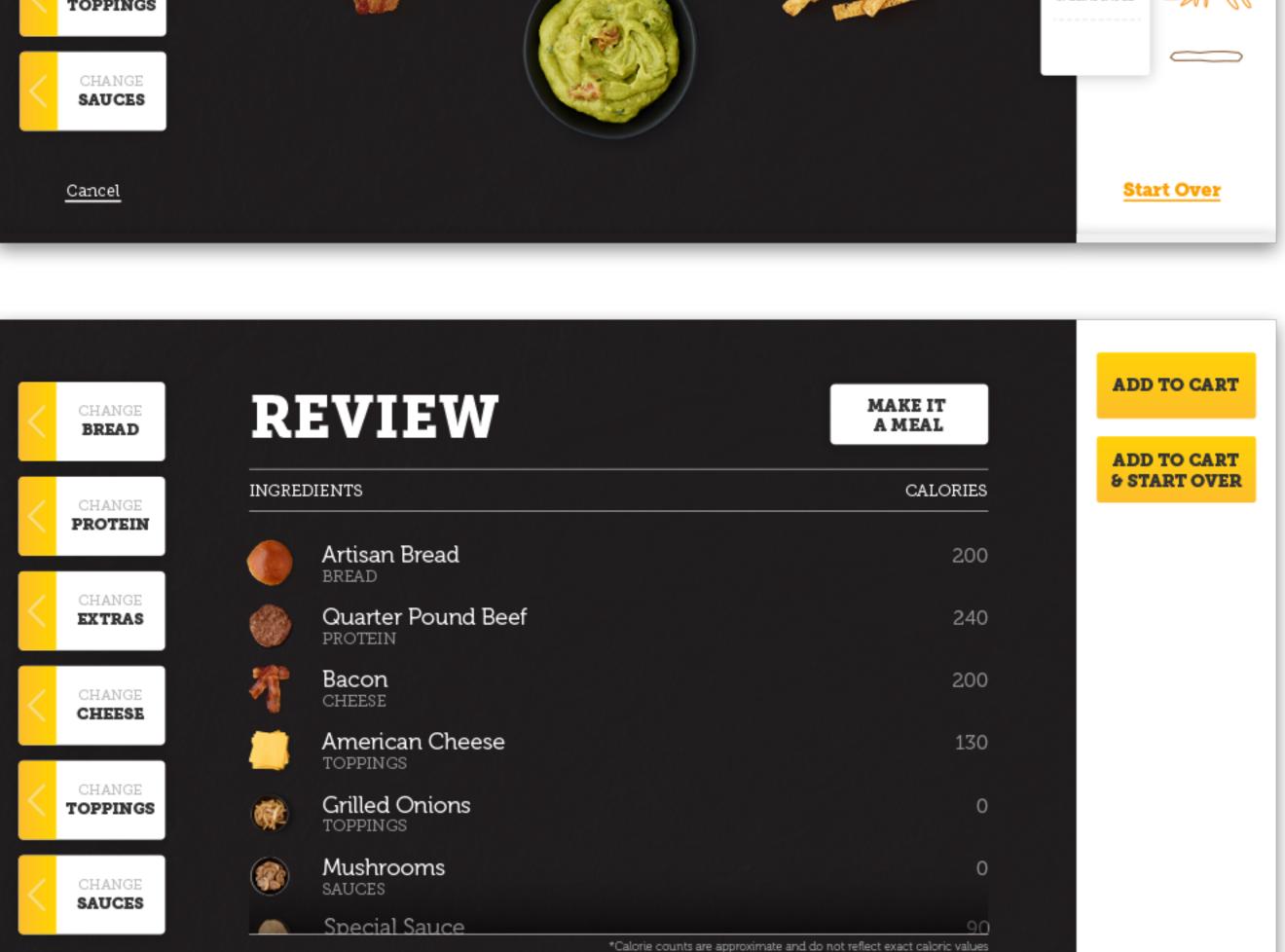
560-590 CALORIES



CHANGE

CHEESE





TOTAL \$5.79

1 SANDWICHES

Cancel