





TL;DR

BURGERS ARE BAD

WE CAN DO BETTER

A photograph of a man from the waist up. He is wearing a light-colored, long-sleeved button-down shirt with a small checkered pattern. He is looking down at a white object in his hands, which appear to be a cigarette holder or a pipe. The background is slightly blurred, showing what looks like a porch or a veranda with a railing and some greenery.

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I have no idea what I'm doing

Our three courses

MYSTERY MEAT

(BAD) BURGERS

MIXED GRILL

STARTERS

MYSTERY MEAT

XEROX

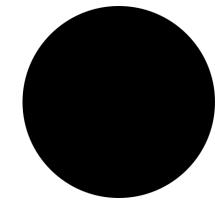
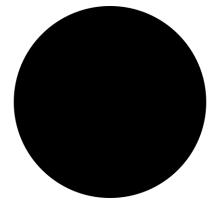
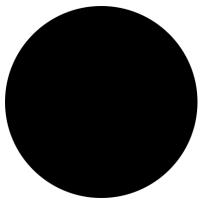
Menu Button demo

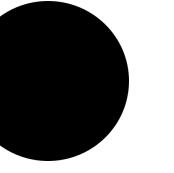
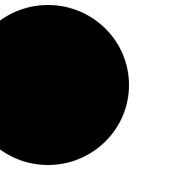
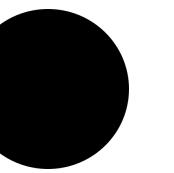
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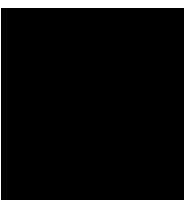


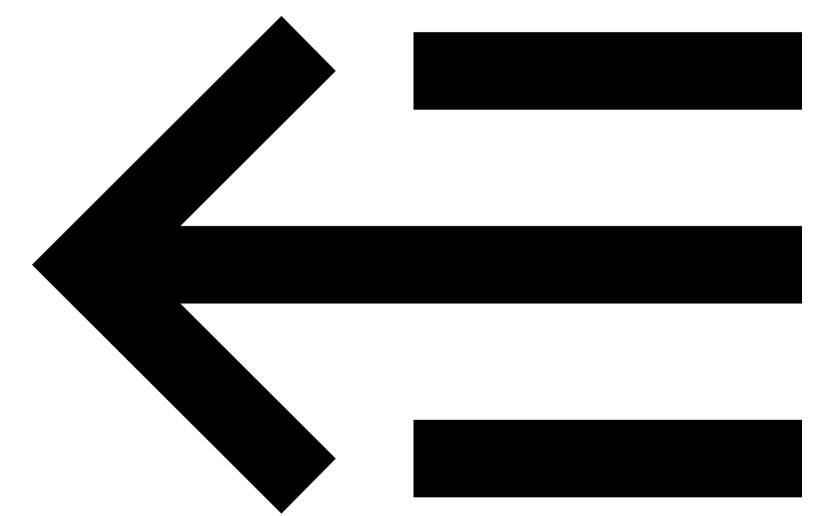


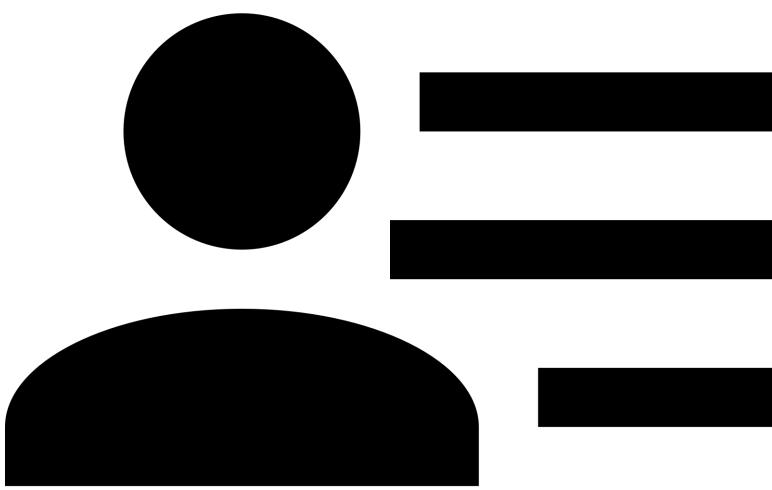












MYSTERY MEAT IS
CONFUSING!

MAINS
(BAD) BURGERS



IN DEFENCE OF
THE BURGER



PEOPLE ARE LEARNING IT
(ESPECIALLY "YOUNG PEOPLE")

AVOIDS LOCALISATION WOES

A large industrial warehouse interior with tall metal shelving units filled with boxes.

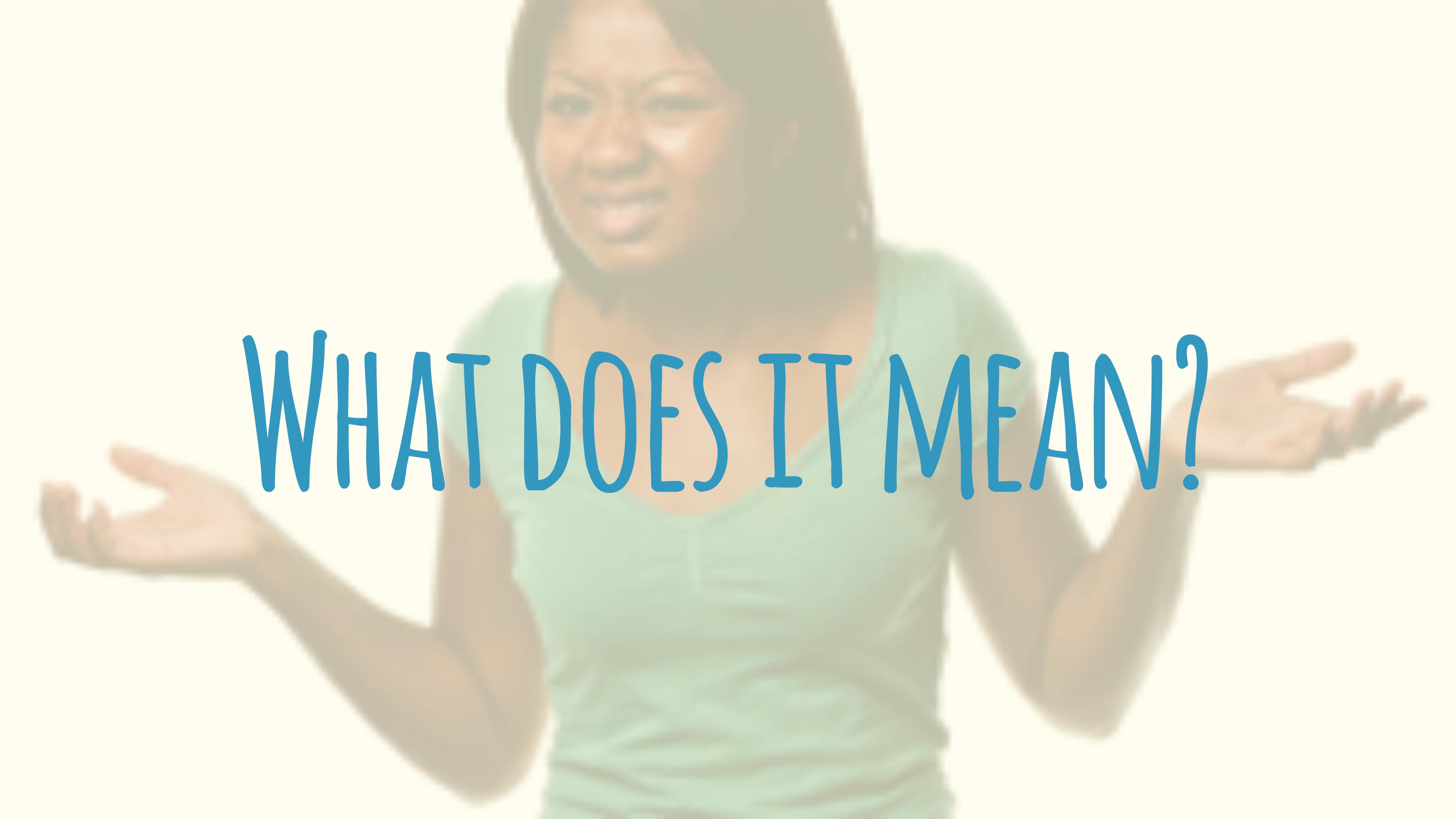
FREE UP SPACE



BUT...

(BAD) BURGERS

THE ICON

A blurry background image of a man with dark hair and a beard, wearing a light green t-shirt. He is standing with his arms wide open, palms facing forward, in a questioning or explanatory pose.

WHAT DOES IT MEAN?



ICON WITHOUT TEXT

(BAD) BURGERS

THE PATTERN

JUNK DRAWER



**BREAKS BASIC
NAVIGATION PRINCIPLES**

A close-up photograph of a man's face and hands. He has a shaved head and is wearing a light-colored t-shirt. He is holding a very large, multi-layered sandwich with both hands, showing it off. The sandwich appears to have multiple patties, cheese, and various toppings like lettuce and tomatoes. The background is slightly blurred.

WHAT ARE SOME
ALTERNATIVES TO
THE BURGER MENU?

2 Minutes!



DESSERT

MIXED GRILL



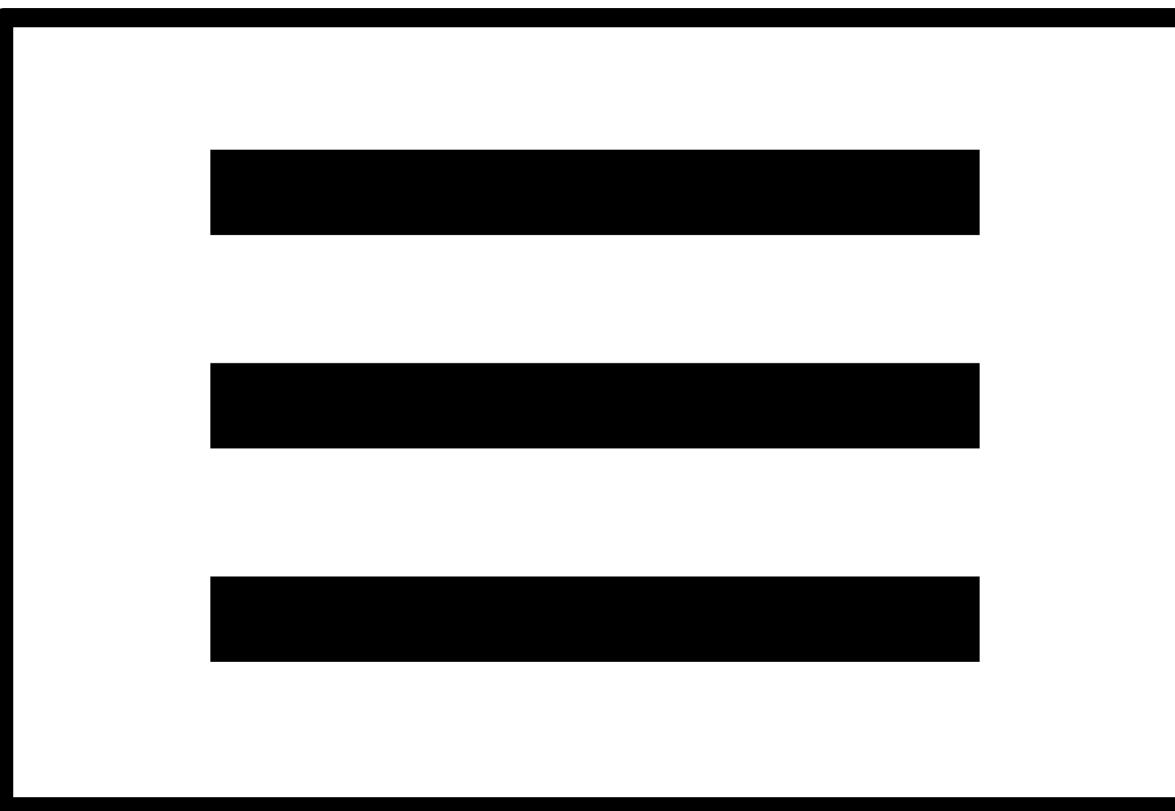
OBVIOUS ALWAYS WINS

LUKE W

MIXED GRILL

THE ICON





MENU



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—

—

MIXED GRILL

THE PATTERN



contents

THE LATEST

The Garden

by **Charlie Loyd**

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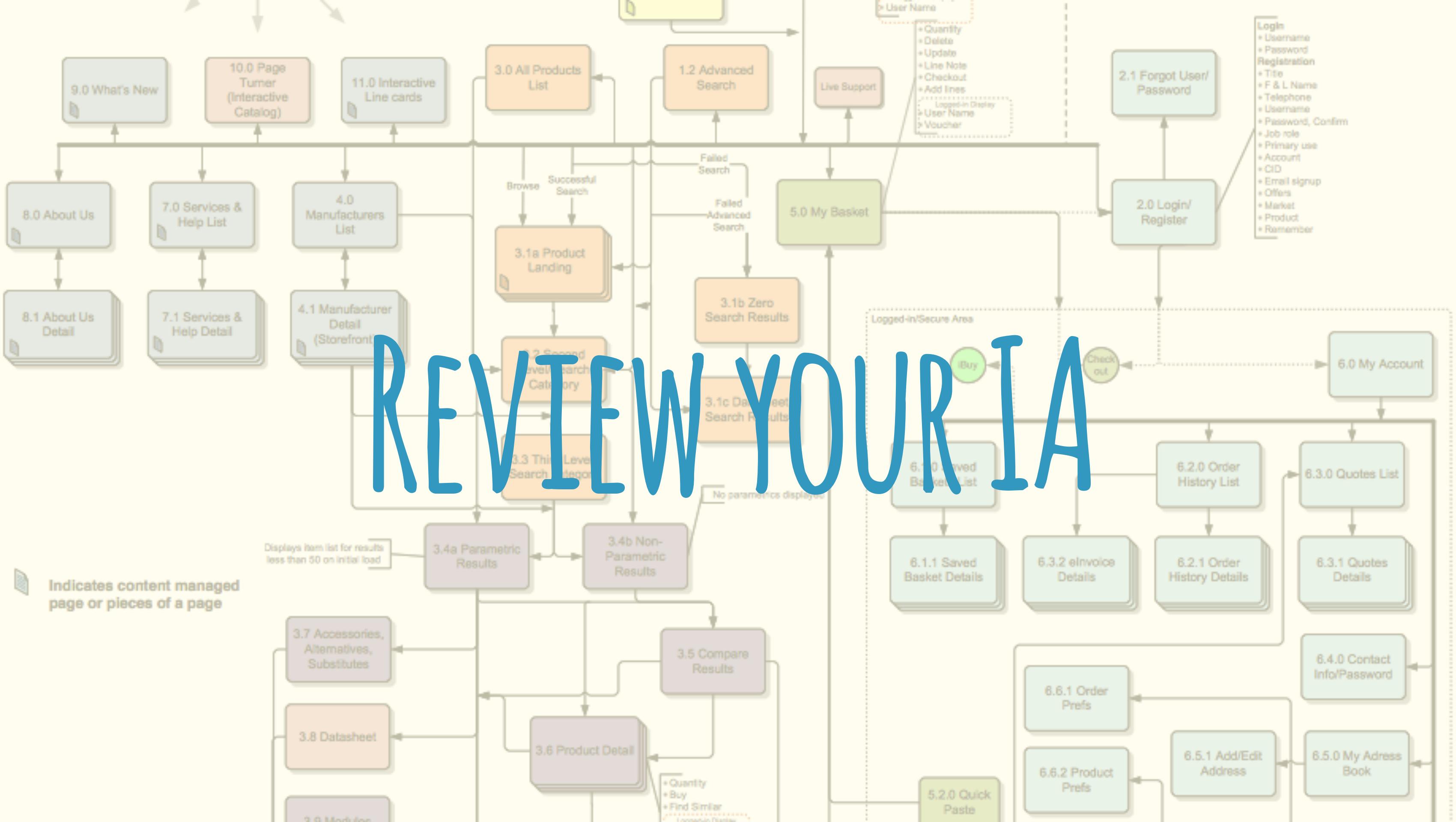
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(BAD) BURGERS
PROCESSES



A person is sitting at a desk in an office environment. They are wearing a dark t-shirt and are looking directly at the camera. On the desk in front of them is a computer monitor, a keyboard, and a mouse. The background shows shelves with various items and a window.

USER TESTING

Recap

MYSTERY MEAT

(BAD) BURGERS

MIXED GRILL





Re-recap

BURGERS ARE BAD

USE SOMETHING BETTER

A person is visible in the background, wearing a light-colored button-down shirt. A small circular logo is visible on the left side of their chest.

THANKS!

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