





TL;DR

BURGERS ARE BAD

WE CAN DO BETTER

A photograph of a man from the waist up. He is wearing a light-colored button-down shirt and blue checkered trousers. He is holding a cigarette in his right hand. The background shows a tropical setting with trees and a building with a thatched roof.

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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

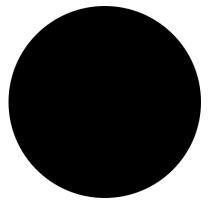
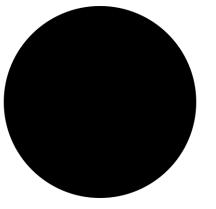
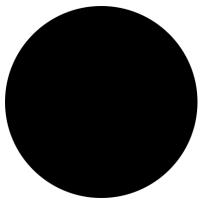
## Menu Button demo

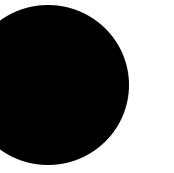
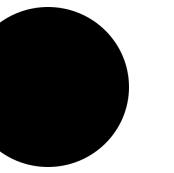
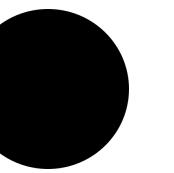
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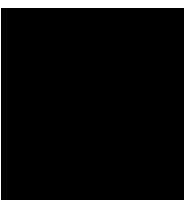


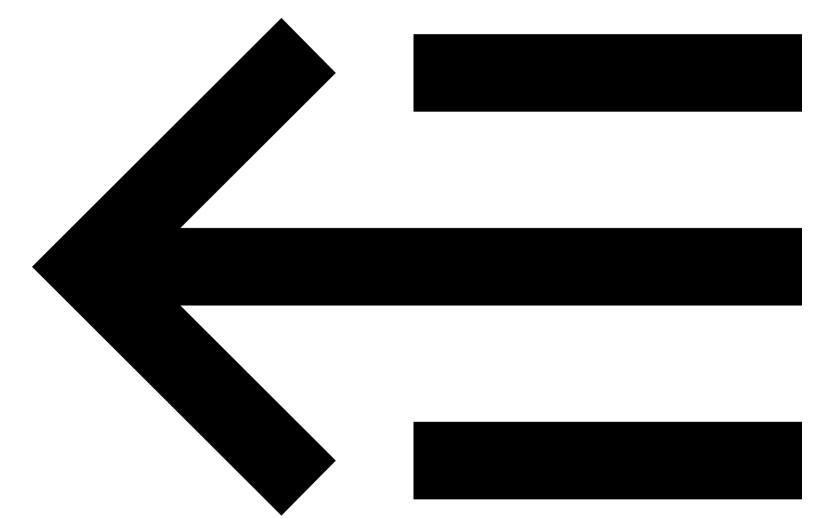


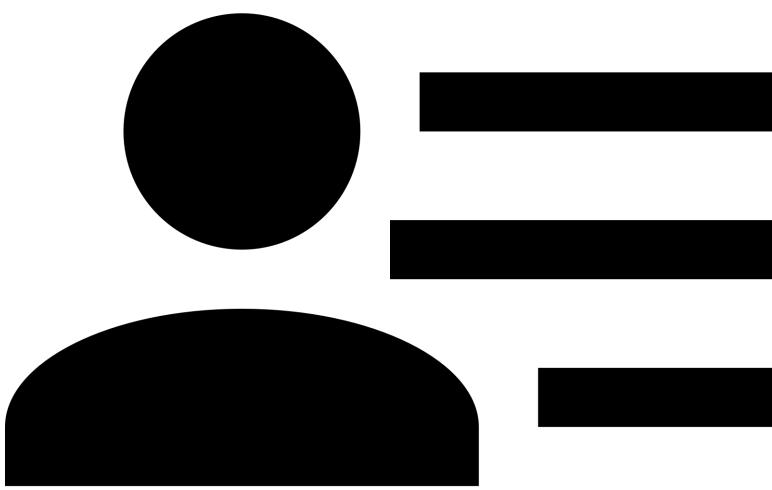












MYSTERY MEAT IS  
CONFUSING!

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...**

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

# 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 be a veggie burger with multiple toppings like lettuce and cheese. The background is slightly blurred.

WHAT ARE SOME  
ALTERNATIVES TO  
THE BURGER MENU?

2 Minutes!



DESSERT

MIXED GRILL



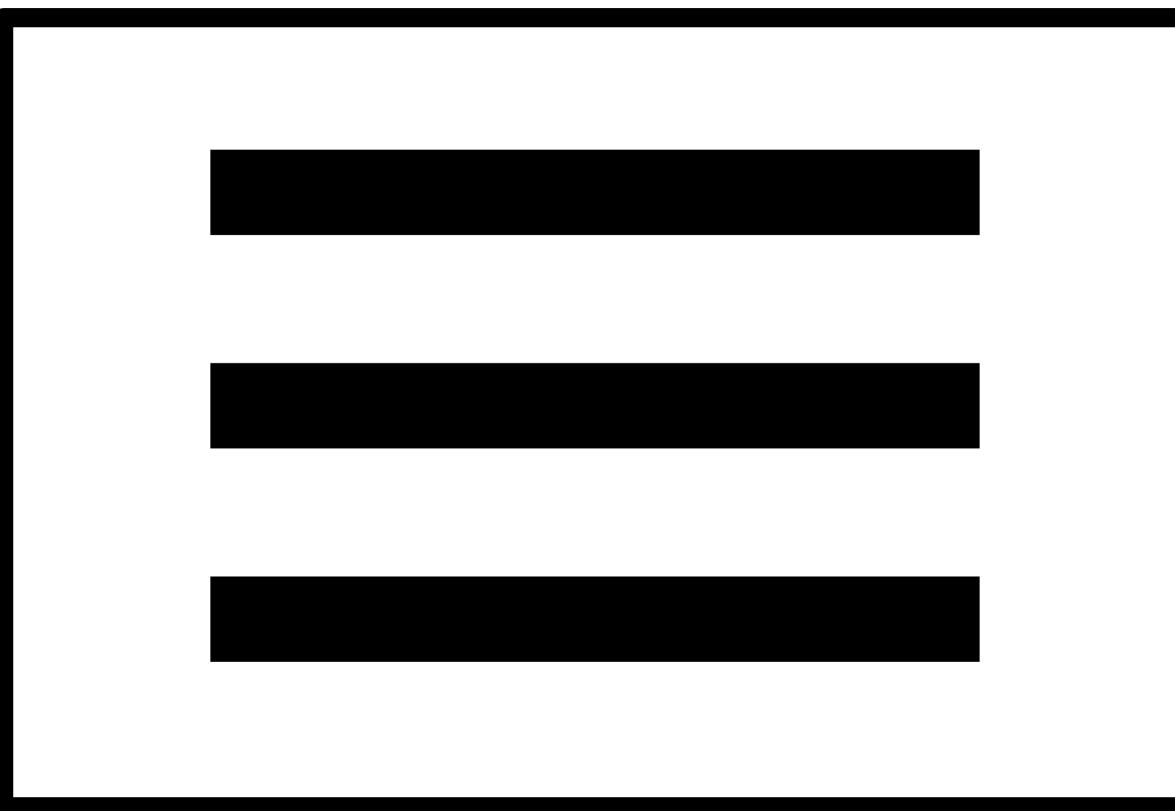
OBVIOUS ALWAYS WINS

LUKE W

# (BAD) BURGERS

# THE ICON





# MENU



# (BAD) BURGERS

# THE PATTERN



contents

THE LATEST

## The Garden

by Charlie Loyd

*Every archive has an intended logic, a day logic, with well-defined topics, alphabetical orderings, hierarchical taxonomies, or cross-referenced indexes. At night we see less of what is intended and more of what is there.*



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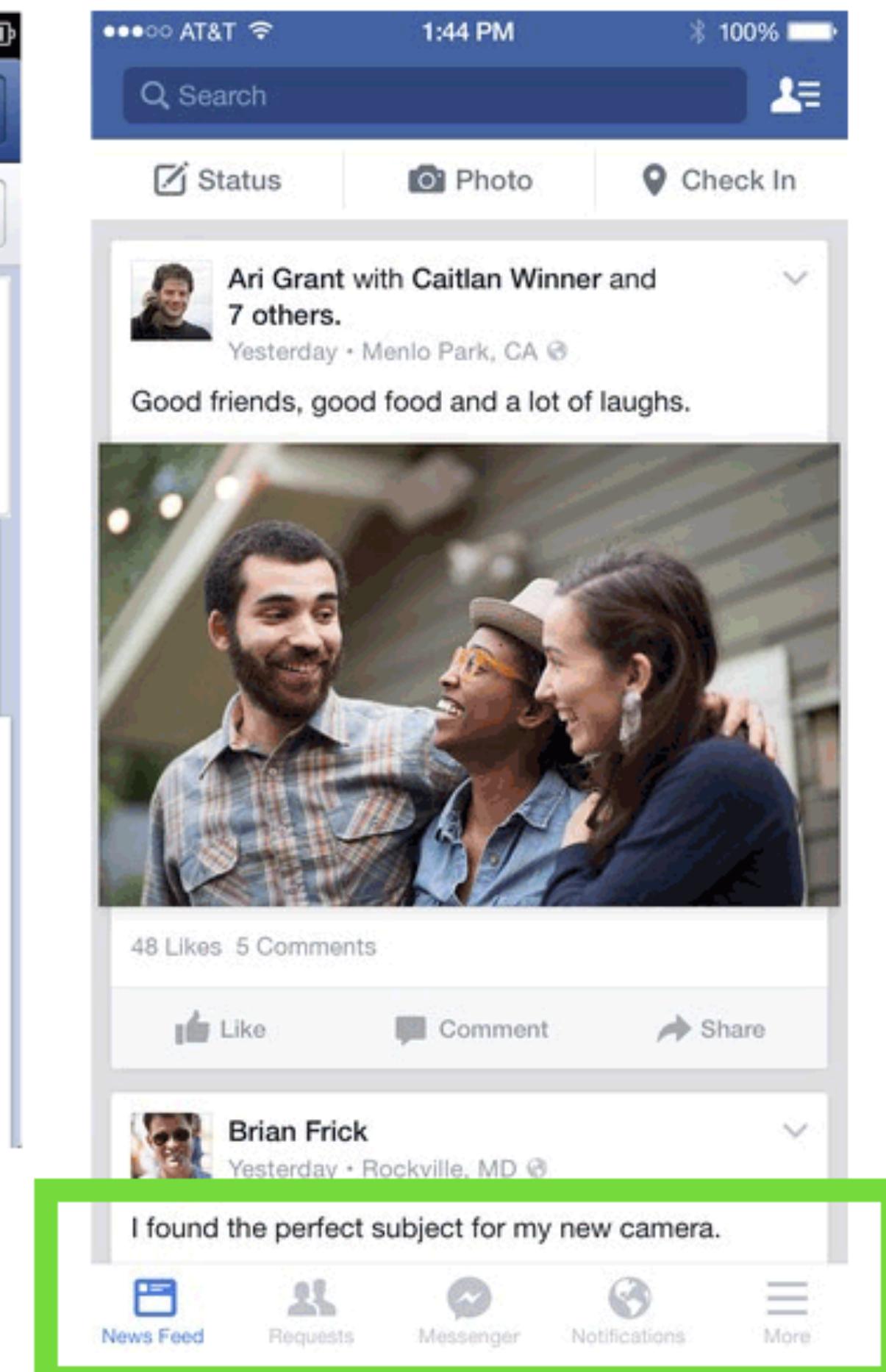
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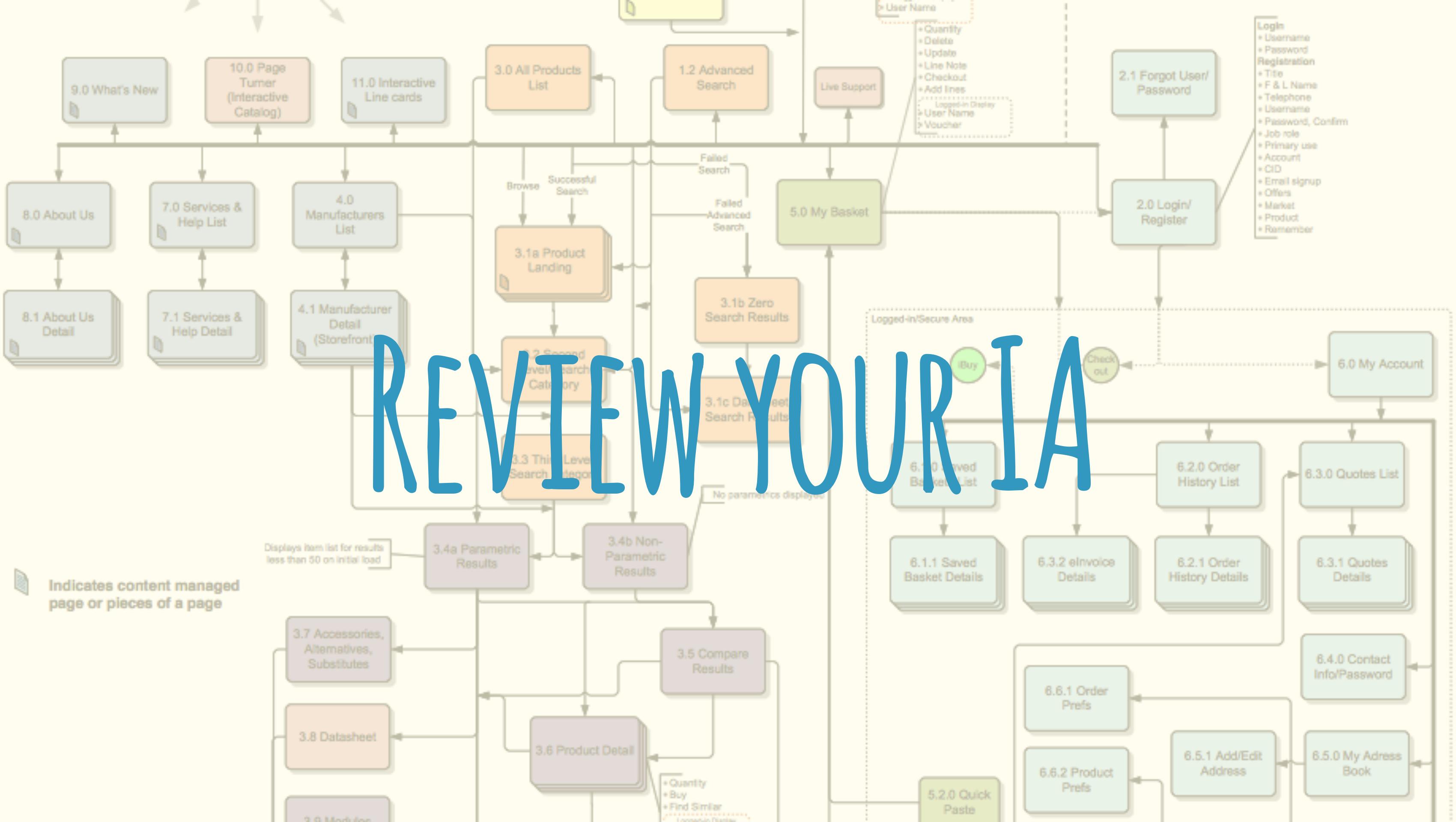
# South Africa

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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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