





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.

STEVE BARNETT
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NAGA.CO.ZA/BG



I have no idea what I'm doing

Our three courses

MYSTERY MEAT

(BAD) BURGERS

MIXED GRILL

STARTERS

MYSTERY MEAT

XEROX

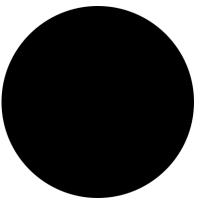
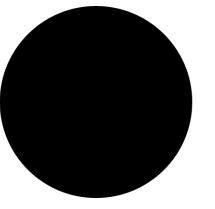
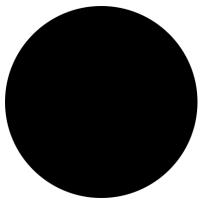
Menu Button demo

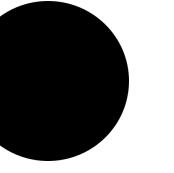
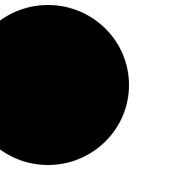
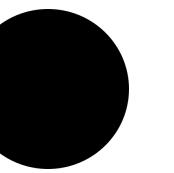
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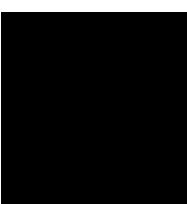
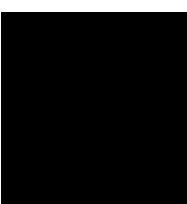
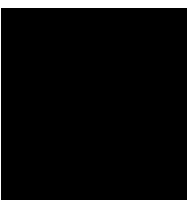


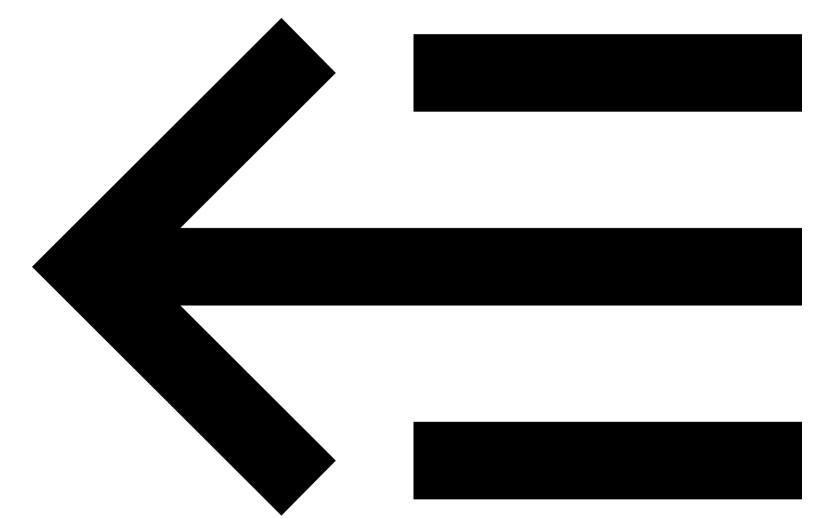


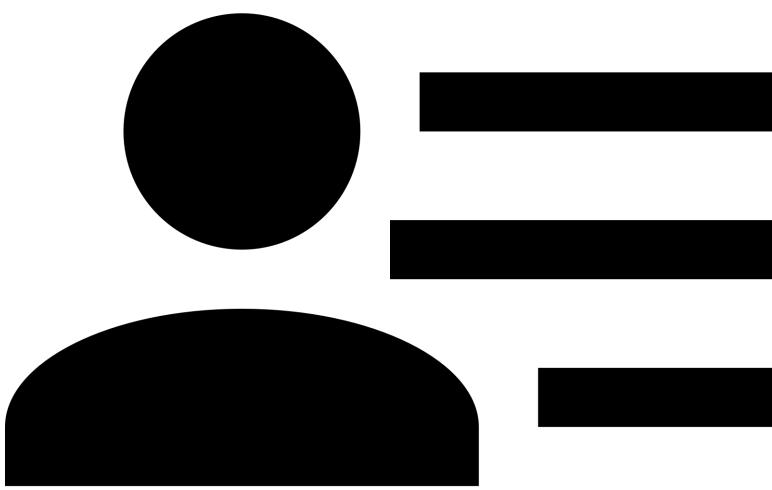












MYSTERY MEAT IS
CONFUSING!

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 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



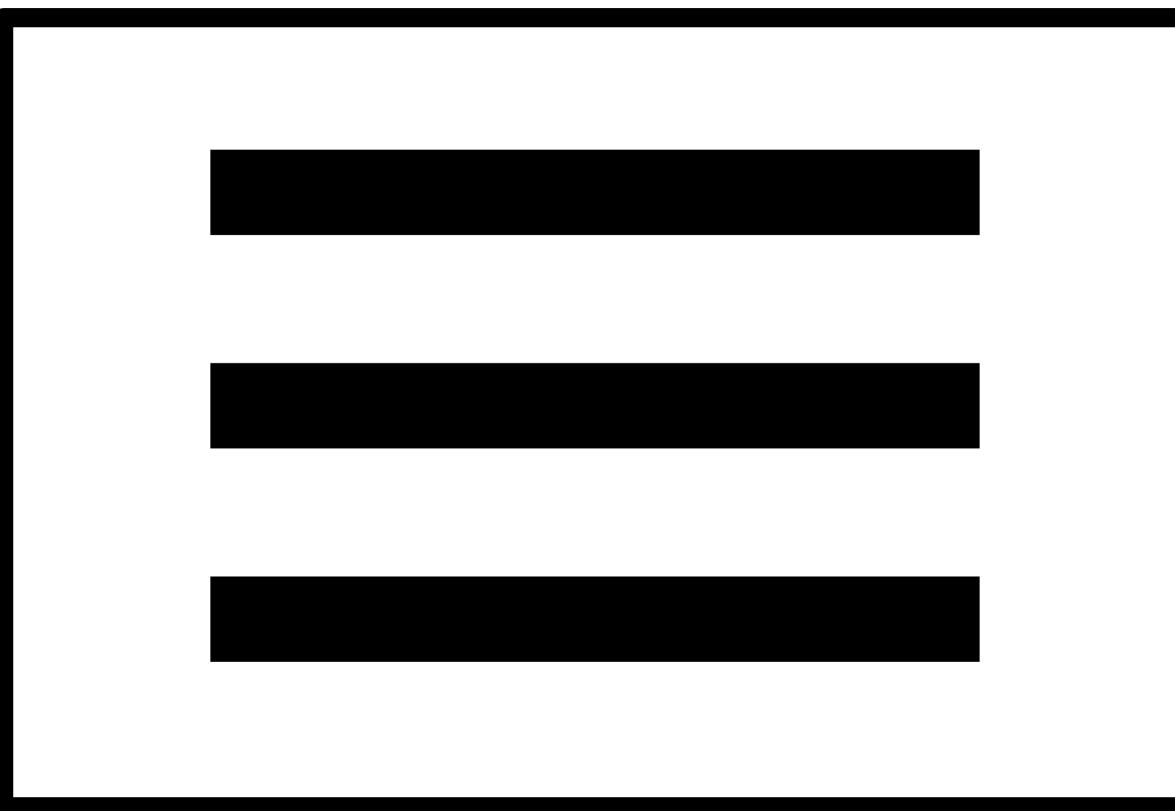
OBVIOUS ALWAYS WINS

LUKE W

(BAD) BURGERS

THE ICON





MENU



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—

(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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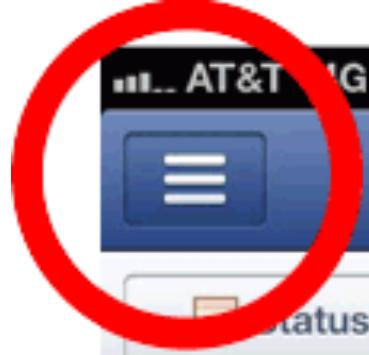
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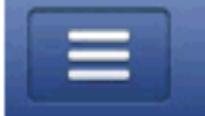
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Why don't you post more about it on Facebook. That should help eliminate any drama.



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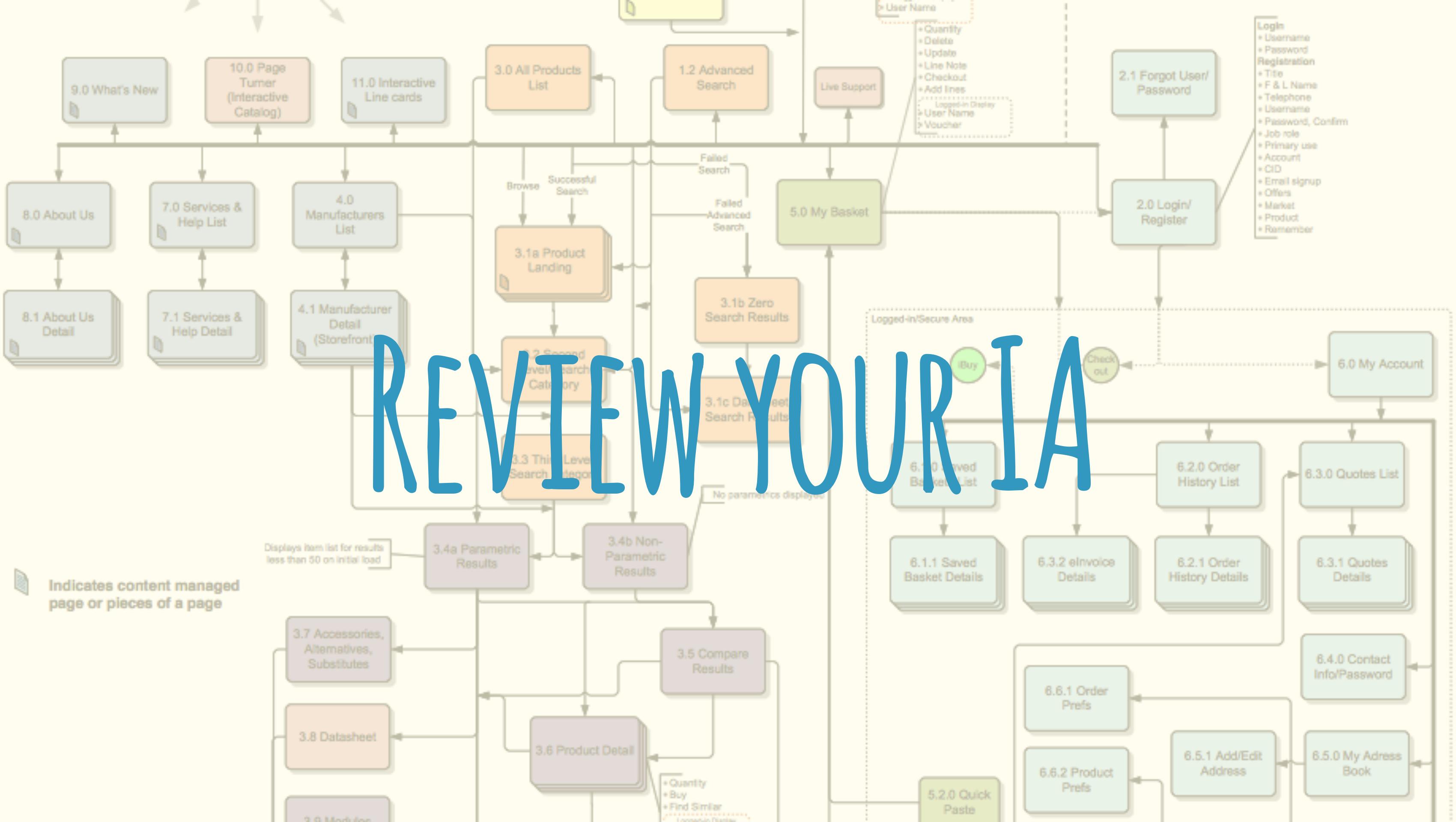
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(BAD) BURGERS
PROCESSES



REVIEW YOUR IA

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 books and other office equipment.

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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