

Baskin Robbins Kiosk

Process Document

Marc Miango

Interactive III

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Prepwork

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Problem

Baskin Robbins doesn't have a kiosk, so I wanted to design one to help make the ordering process easier

Hardware

Dimensions and Resolution

16"x12" monitor display and 98 ppi. 1584px by 1152px. 20" diagonal

Location in Establishment

Somewhere near the entrance. Preferable near whatever ordering counter the particular chain of Baskin Robbins has

Intended User and Accommodations

Pretty much anyone able to order food is who this interaction is aimed towards. For people that can't walk, the kiosk will be set up on a rotatable stand(all 3 axes)

Additional Tech(e.g. card reader)

For now, a separate card reader from the kiosk device

Content I

Product Selection Range

Around 257 items give or take a few

Categories, Sub-Categories, etc.

There are a total of 9 categories and 4 sub categories. I'll be rearranging them in order to make them a bit more kiosk friendly

Content II

Reworked Categories, Sub-Categories, etc.

The new category split that I want to use for the kiosk is as follows:

DIY & Pre-Packed Sets(24)

3-sub cats; DIY: 2 items, Pre-Pack: 18 items, Novelty Treats: 4 combine creature creations into this sub cat

Ice Cream(36)

36 items total

Cakes, Pies, and Treats(183)

combine polar pizza, bakery treats and cakes/pies into this

Sundaes(8)

8 items total

Beverages(6)

6 items total

Functionality

System Start and Idle State

The idle state will have some idle animation playing to let the user know that the machine is on. A button on the screen will prompt the user to begin the ordering process. Once this button is tapped, the user will be taken to the splash/main ordering screen that will ask what they would like to order(display all the categories available with mini descriptions that explain what to find in them)

Onboarding

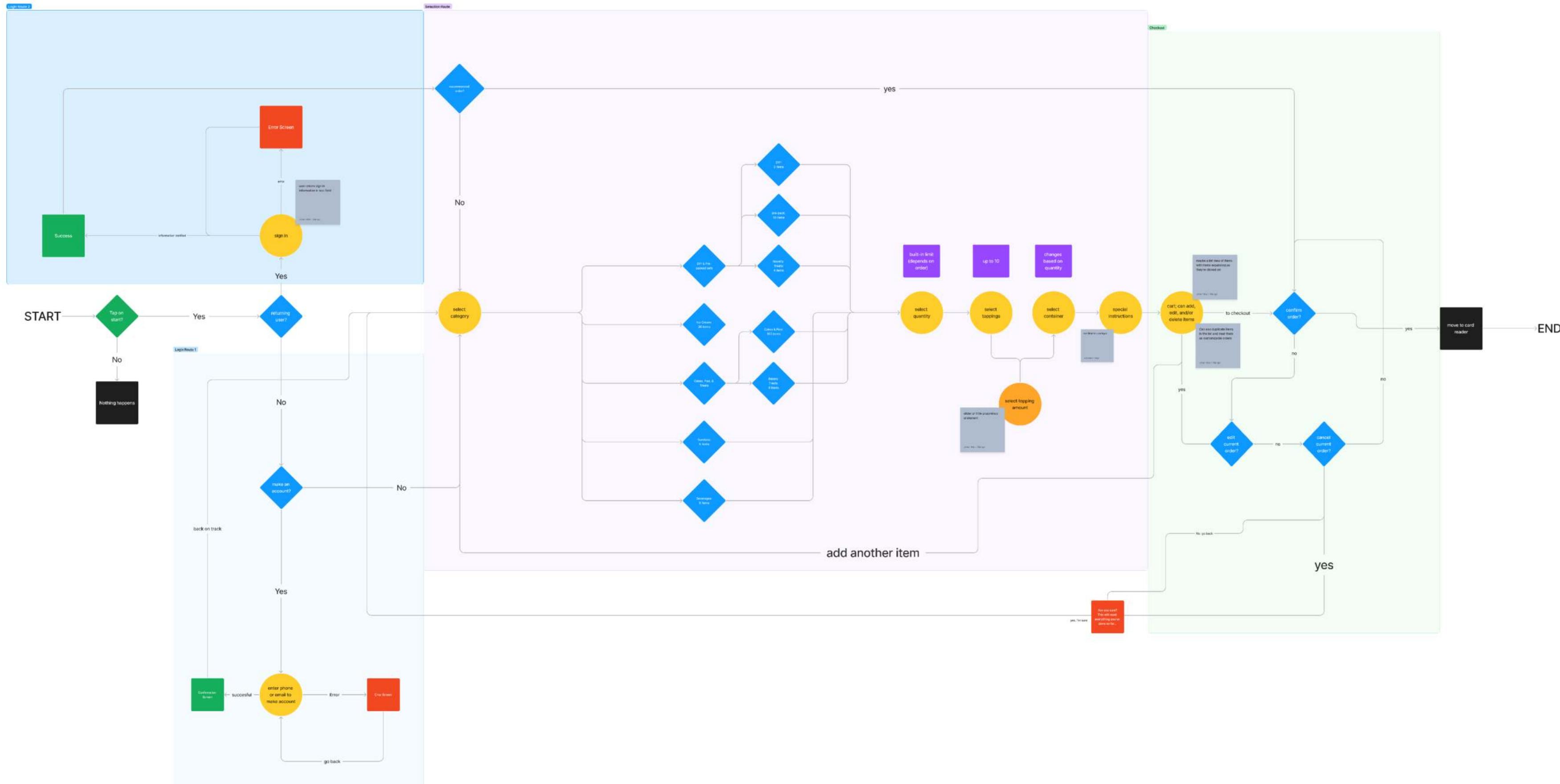
To annoy the user as little as possible, new/promoted items will only be shown to them at the beginning of the experience. During the customization and quantity/container selection process, however, certain items and toppings will be preselected in order to subtly get users to use more expensive toppings if they're in a rush and just select defaults

Planning

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User Flow



Screen Mock-Up

BASKIN-ROBBINS

BASKIN-ROBBINS

BASKIN-ROBBINS

BASKIN-ROBBINS

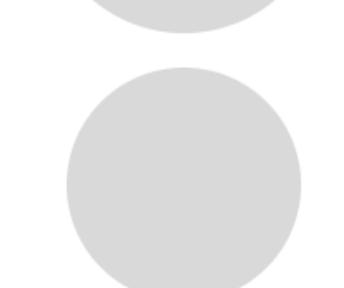
128px



96px



64px



48px



A FAIRLY LONG-NAMED FOOD ITEM

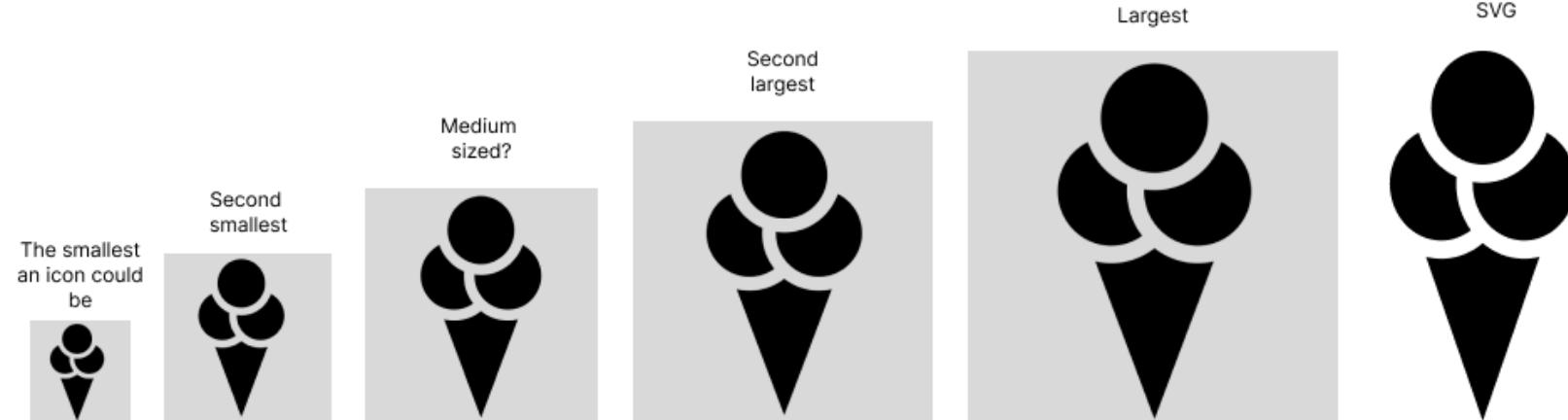
64px

A MORE LENGTHY-NAMED FOOD ITEM TO TEST TEXT SIZE

48px

SUB-HEADER MAYBE?

Possible body text for descriptions or other stuff



Cut off point: Paper is too wide!

Kiosk Visualization

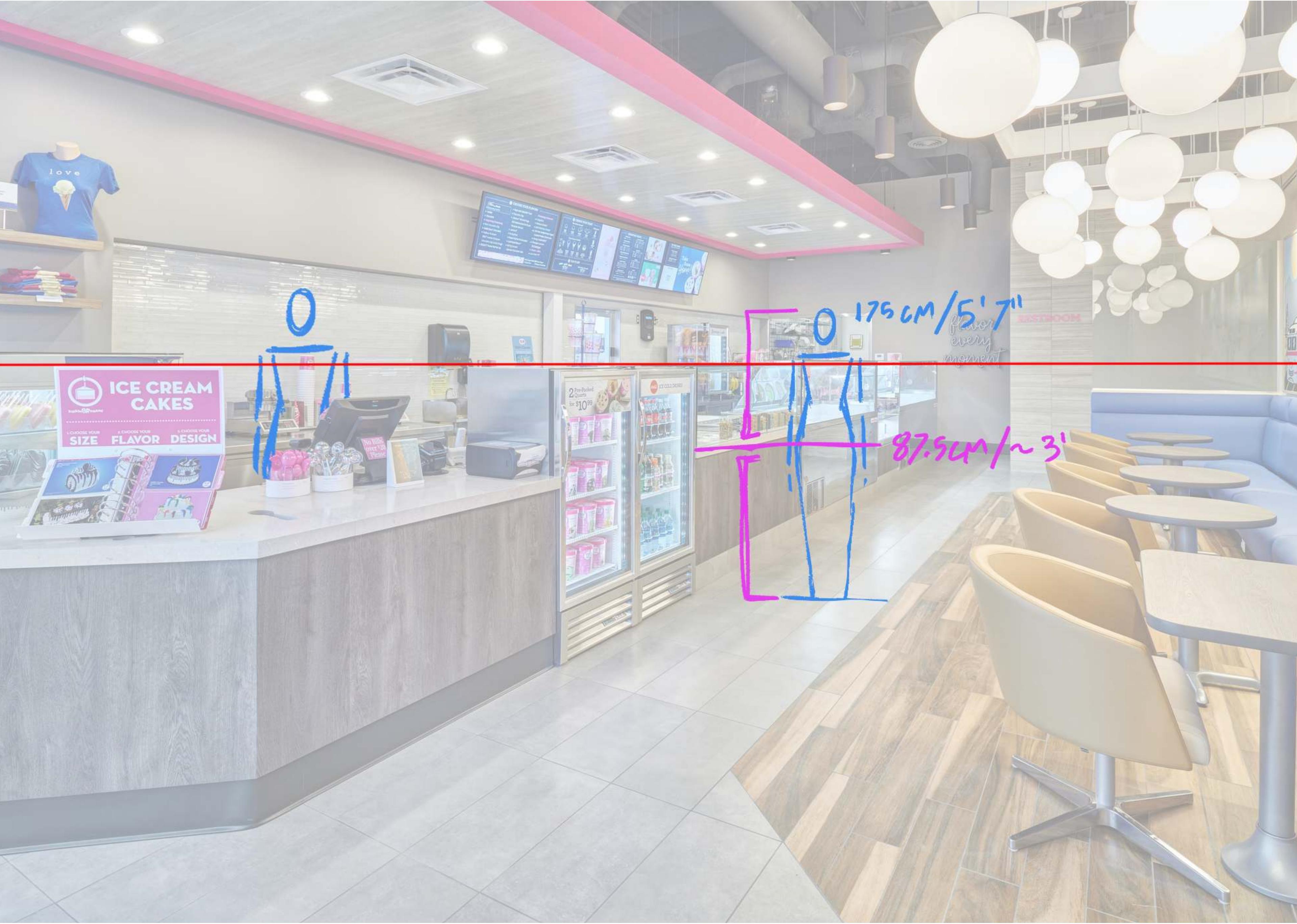
System Start and Idle State

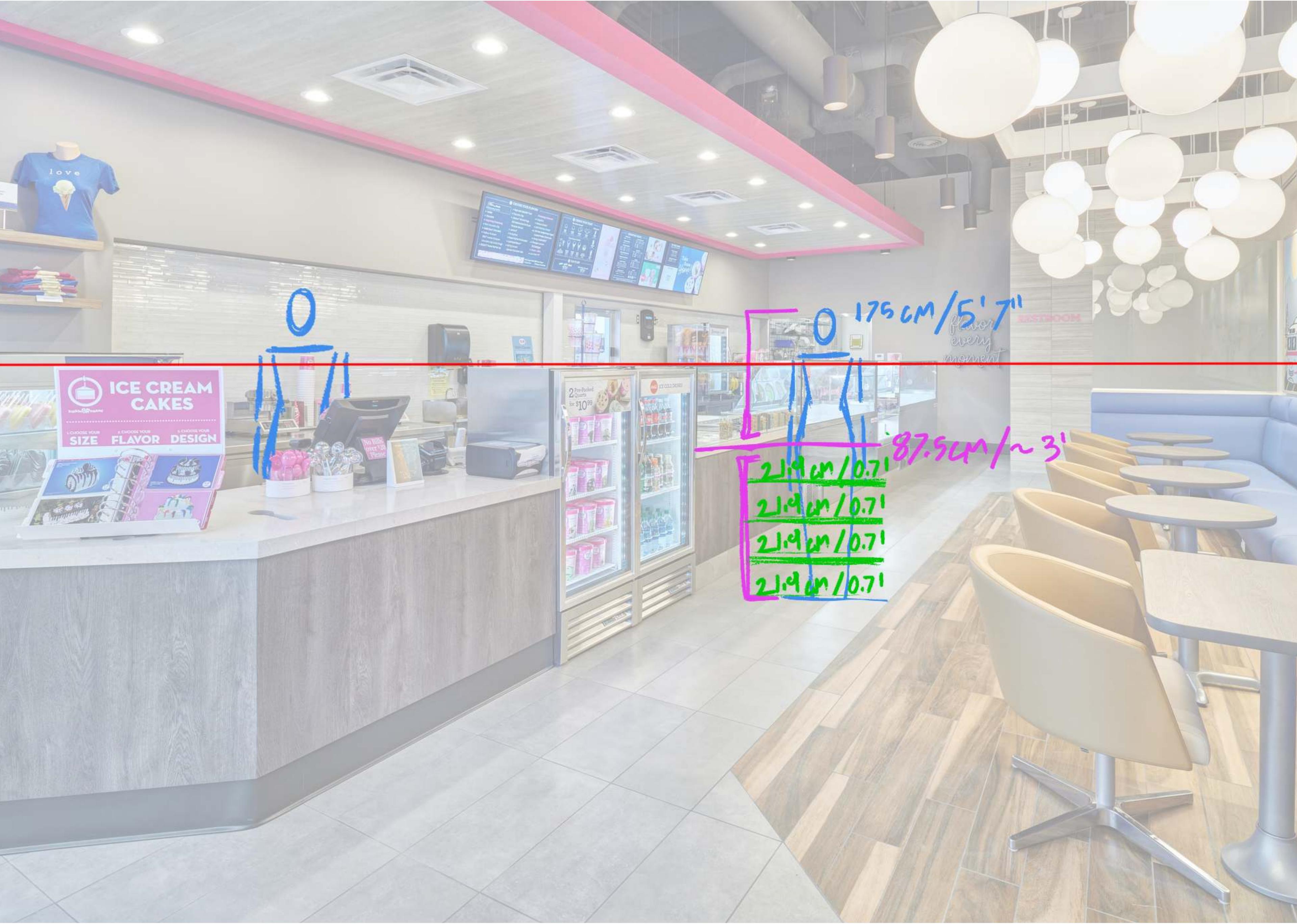
The next step in the process is to visualize the type of kiosk I'd like to use, where exactly it will be placed in the establishment, and its size relative to its common users

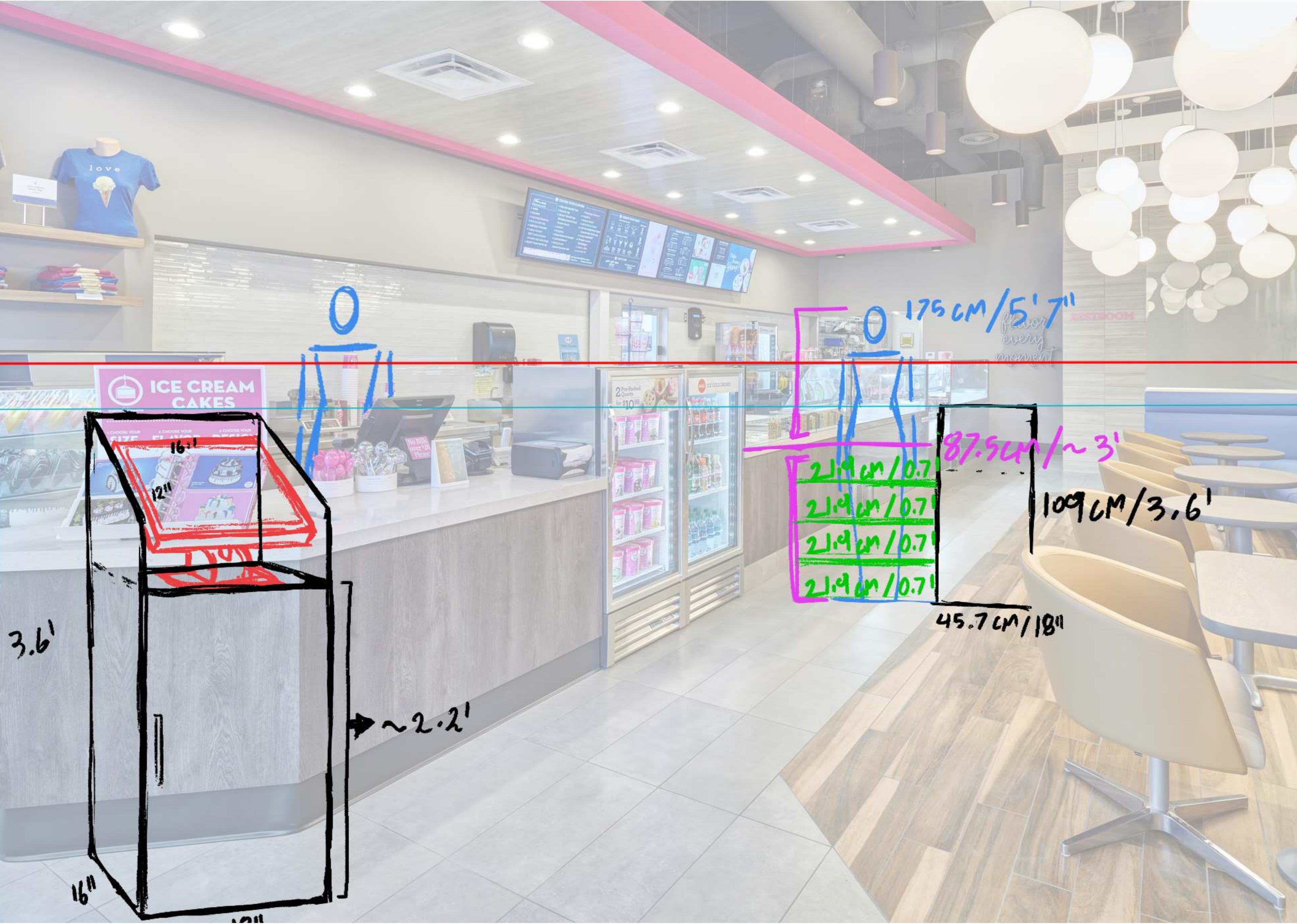


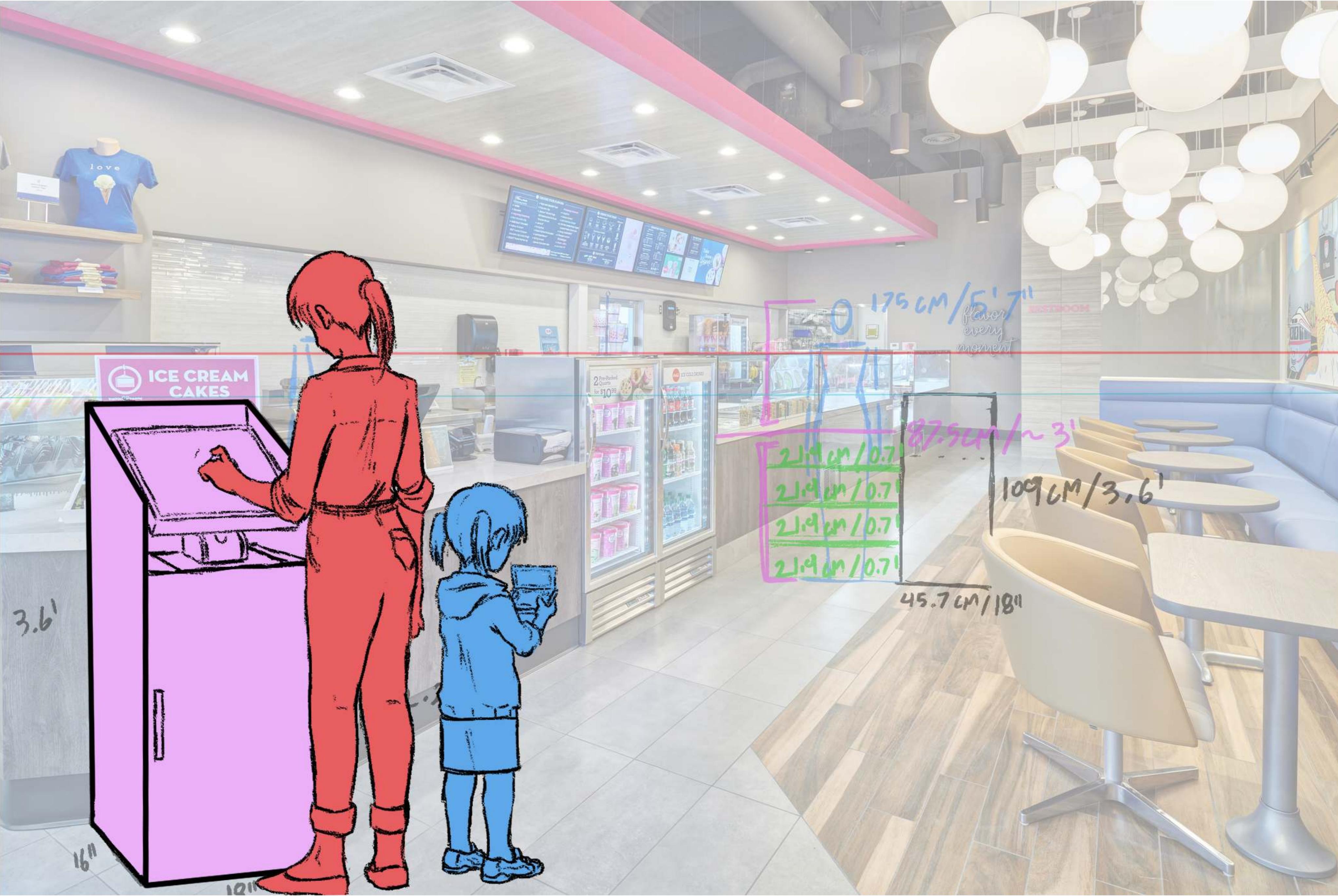












Wireframes & Styling

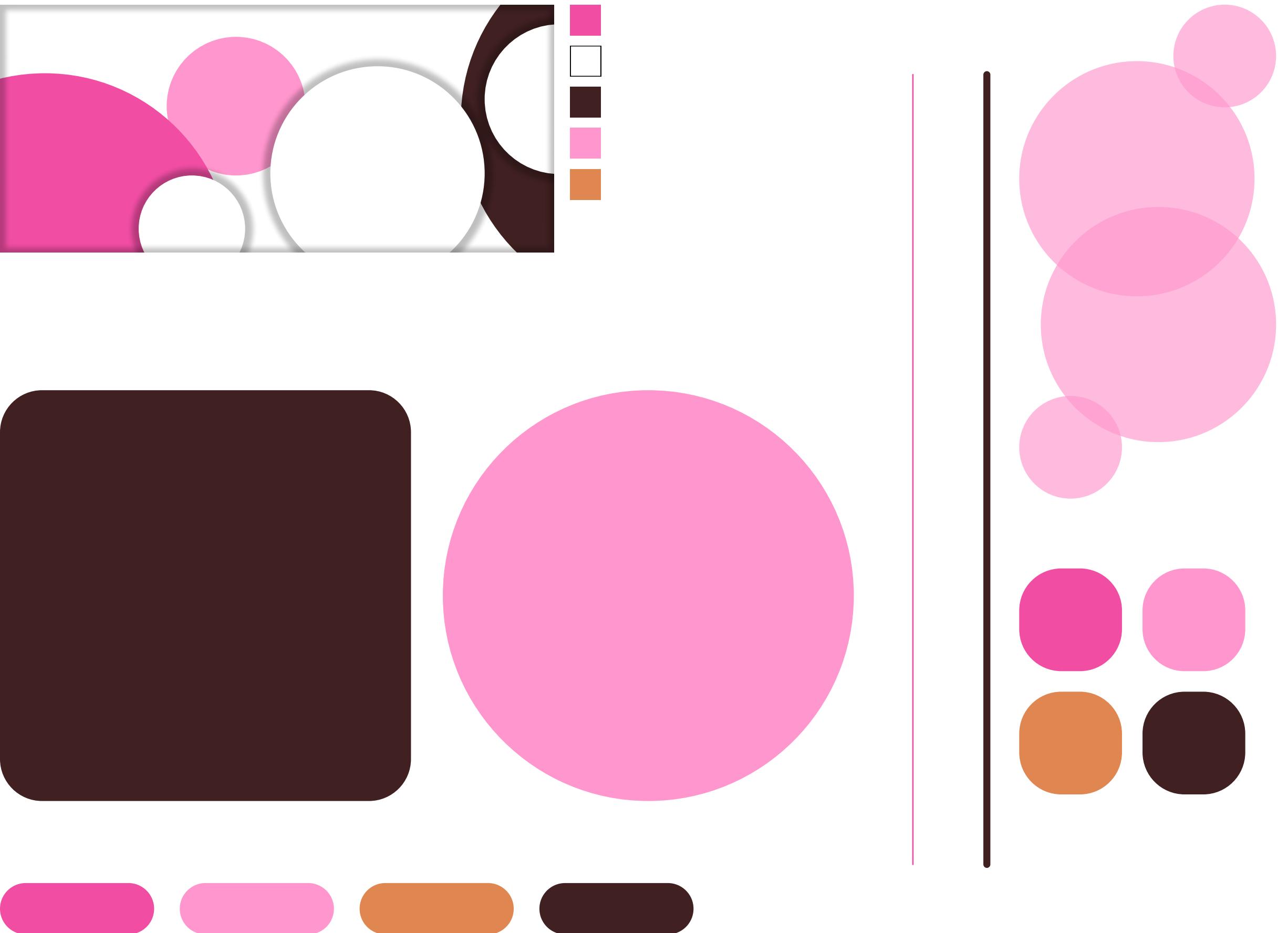
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Styling

Colors and Graphics

The more blocky an element is, the darker it should be in relation to the color scheme. The colors won't deviate too much from the original branding



Mood

Feel and Language

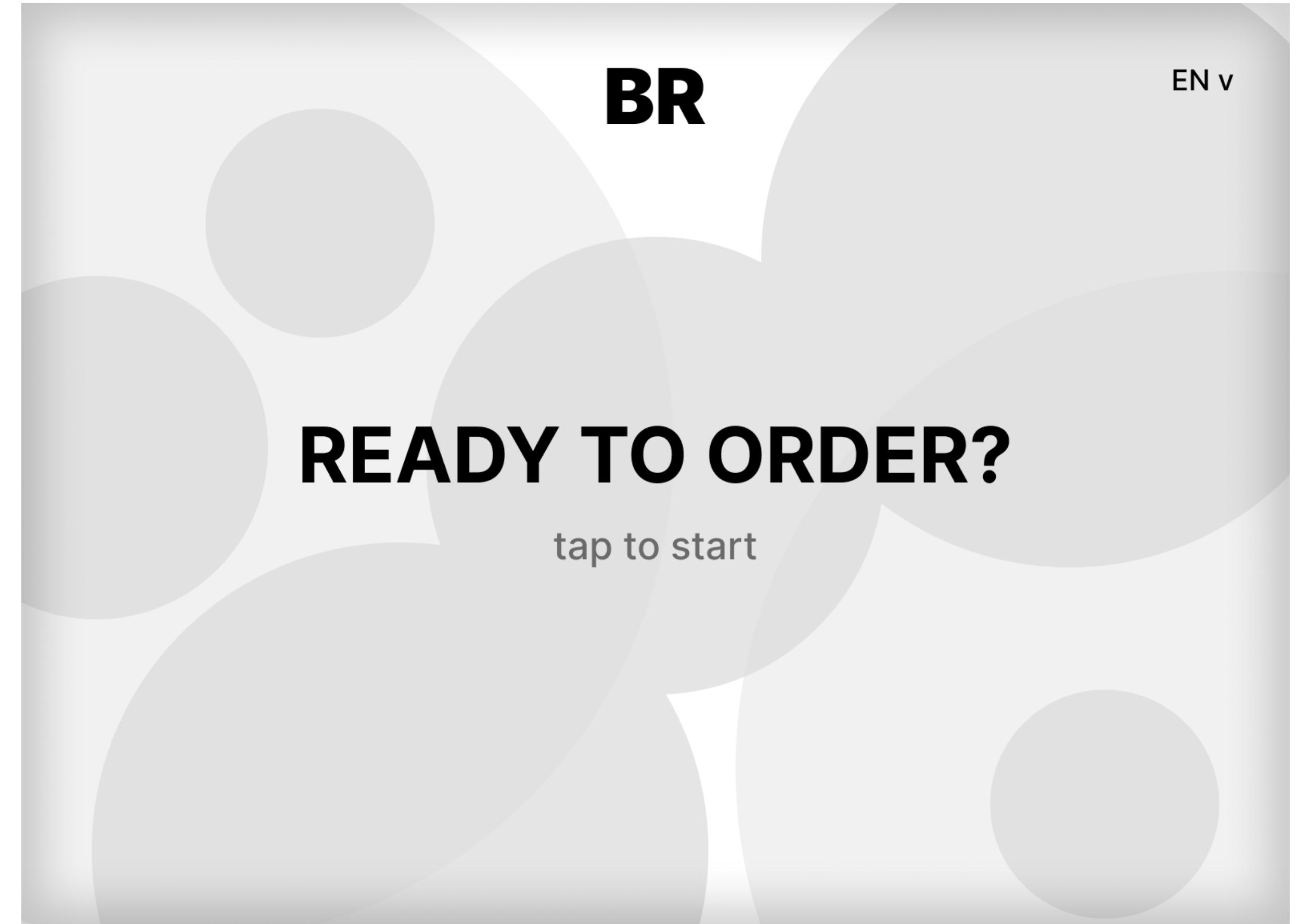
Chipper and warm, but a bit more serious when need be



Wireframes V1

The First Draft

This is just a part of the first draft of wireframes



Wireframes V1

The First Draft

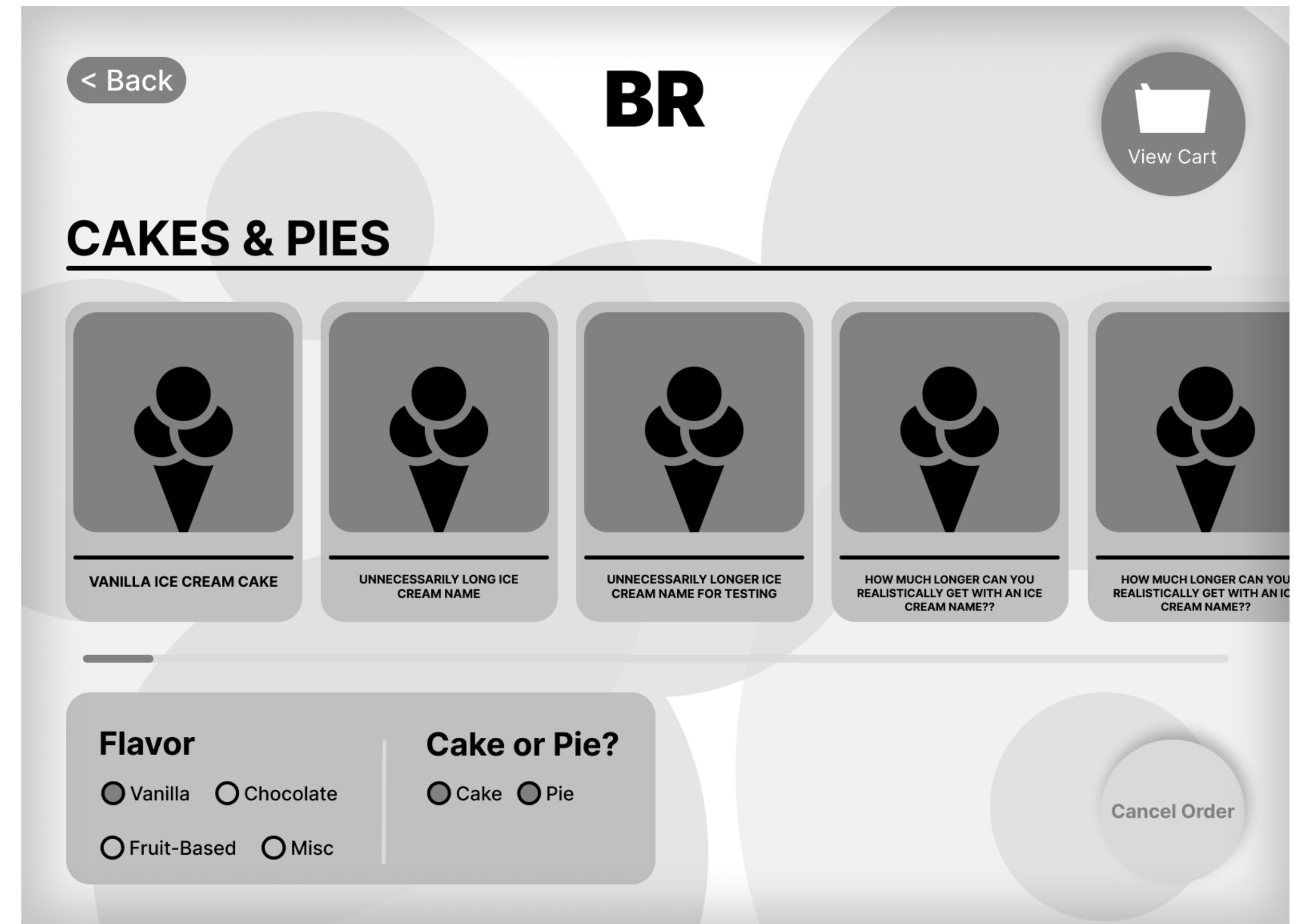
This is just a part of the first draft of wireframes



Wireframes V1

The First Draft

This is just a part of the first draft of wireframes



Wireframes V1

The First Draft

This is just a part of the first draft of wireframes

The wireframe shows a product page for a "Vanilla Ice Cream Cake". At the top right is a circular "View Cart" button with a shopping cart icon. In the top center, there's a large "BR" logo. On the left, a "Back" button with a left arrow icon is visible. The main title "VANILLA ICE CREAM CAKE" is centered above a horizontal line. Below the title is a circular image of a slice of cake showing its layers. To the right of the image, the word "Description" is underlined, followed by a paragraph of text: "Your basic ice cream cake with vanilla flavored cake mix. The frosting can be whatever flavor you want it to be, but the cake base is what you get: vanilla." Below the description is another underlined section "Allergens" with a list: "Vanilla Extract, Eggs, Wheat Gluten, Butter, Milk". At the bottom left, nutritional information "360 Cal" and the price "\$14.50" are displayed. Below the price are two buttons: "Add to cart" and "Customize". In the bottom right corner of the page area, there is a circular button labeled "Cancel Order".

Wireframes V1

The First Draft

This is just a part of the first draft of wireframes

The wireframe shows a mobile application interface for placing an order. At the top right is a close button (X). Below it is a large input field labeled "Special Instructions" with placeholder text "Touch to type..." and a character count of "0/100". To the right of this is a vertical sidebar titled "Price" containing a table of toppings and their costs:

	Price
Choco Sprinkles	\$0.10
Peanuts	\$0.05
Rainbow Sprinkles	\$0.10

Below the sidebar is a summary section with "Subtotal" and "Total" fields, both set to "\$0.25" and "\$14.75" respectively. At the bottom is a large "Add to cart" button.

Special Instructions

Touch to type... 0/100

Toppings

- Rainbow Sprinkles Vanilla Sprinkles
- Choco Sprinkles Peanuts
- Candy

	Price
Choco Sprinkles	\$0.10
Peanuts	\$0.05
Rainbow Sprinkles	\$0.10

Subtotal \$0.25

Total \$14.75

Add to cart

Wireframes V1

The First Draft

This is just a part of the first draft of wireframes

Special Instructions

Can you pls reduce the amount of frosting
41/100

Toppings

Choco Sprinkles \$0.10
Peanuts \$0.05
Rainbow Sprinkles \$0.10

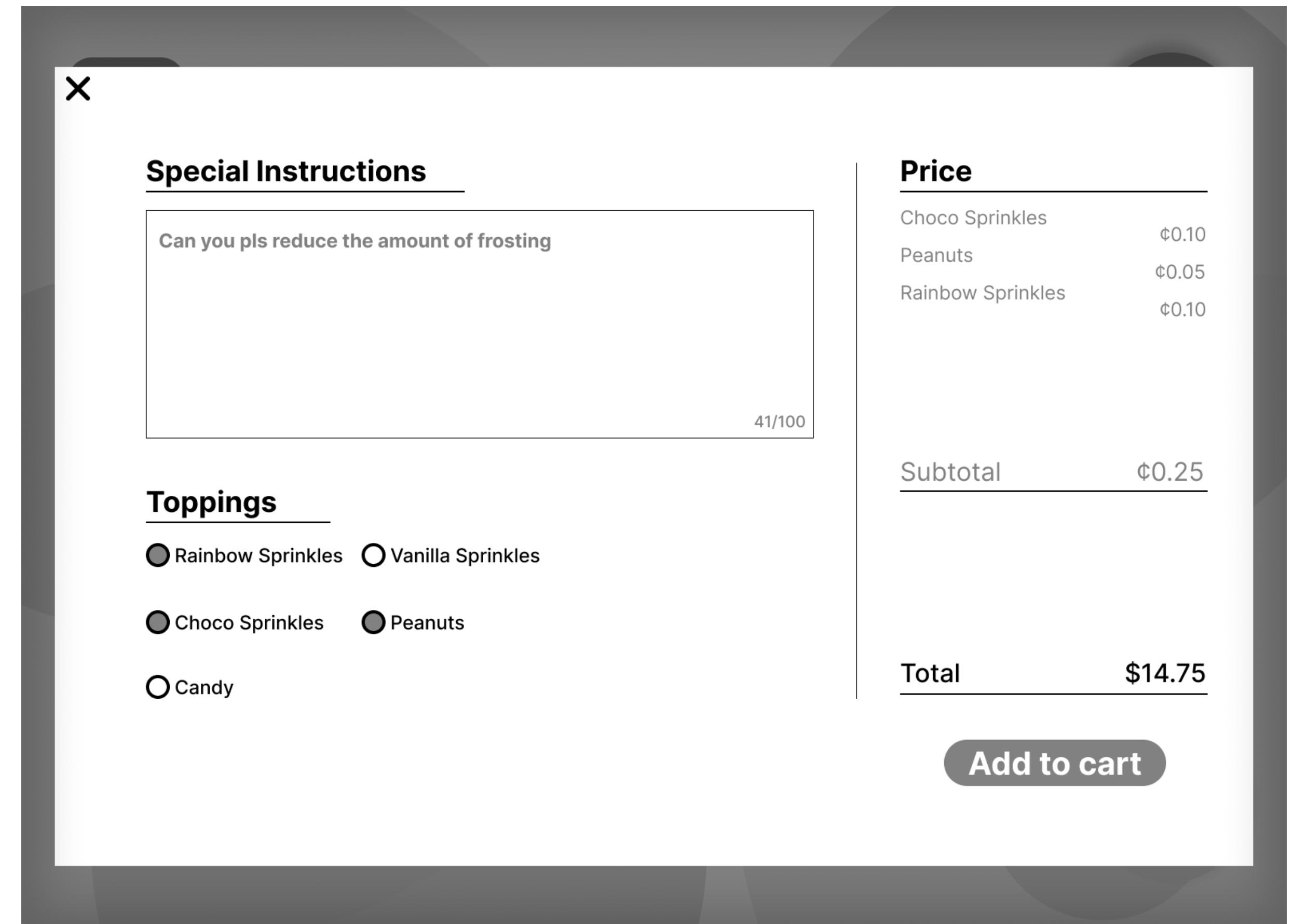
Subtotal \$0.25

q w e r t y u i o p delete
a s d f g h j k l
z x c v b n m
↑ space @/123 ✓

Wireframes V1

The First Draft

This is just a part of the first draft of wireframes



Wireframes V1

The First Draft

This is just a part of the first draft of wireframes

BR

< Back

VANILLA ICE CREAM CAKE

Description

Your basic ice cream cake with vanilla flavored cake mix. The frosting can be whatever flavor you want it to be, but the cake base is what you get: vanilla.

Allergens

Vanilla Extract, Eggs, Wheat Gluten, Butter, Milk

360 Cal

\$14.50

Add to cart

Customize

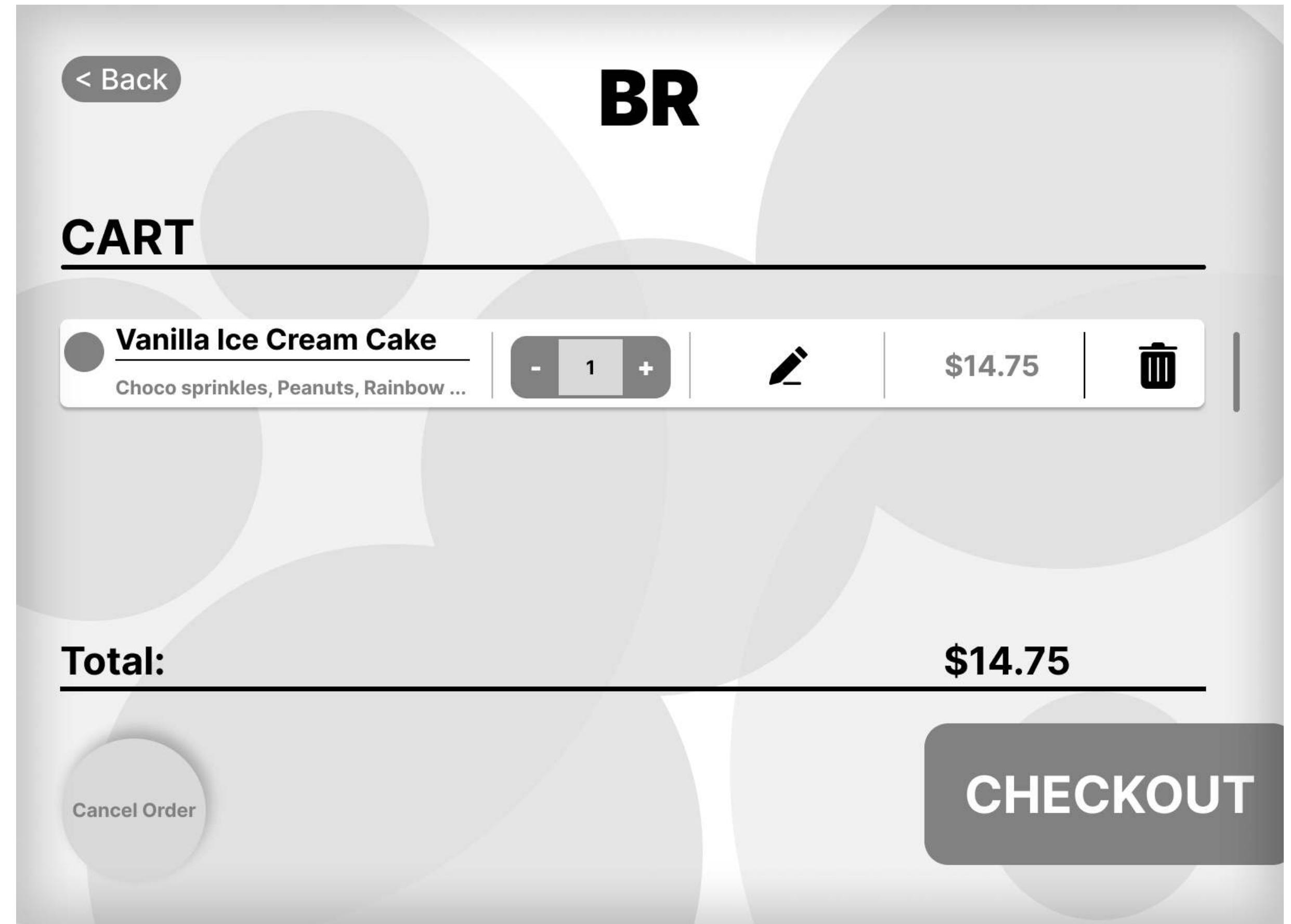
Cancel Order

1
View Cart

Wireframes V1

The First Draft

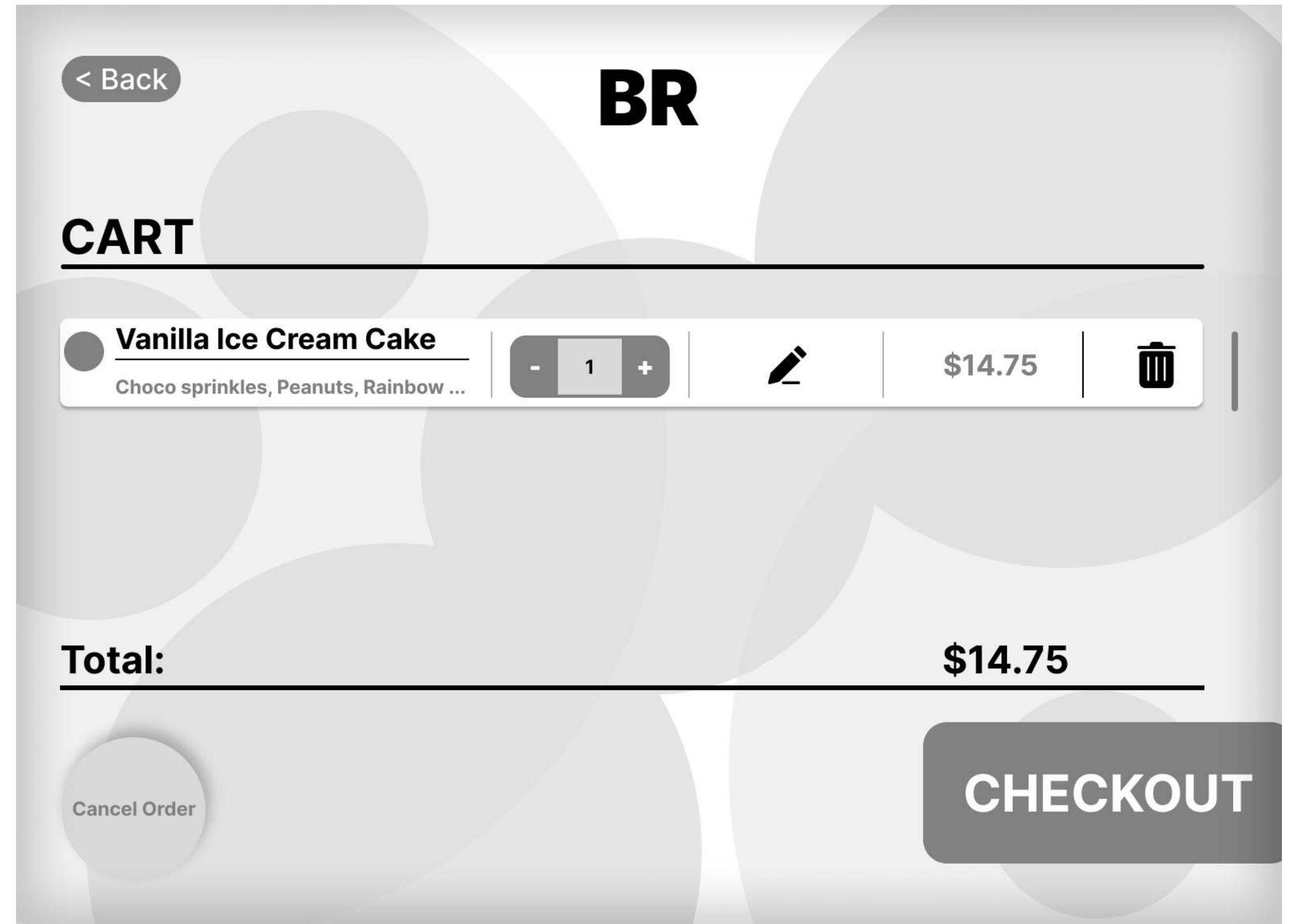
This is just a part of the first draft of wireframes



Wireframes V1

The First Draft

This is just a part of the first draft of wireframes



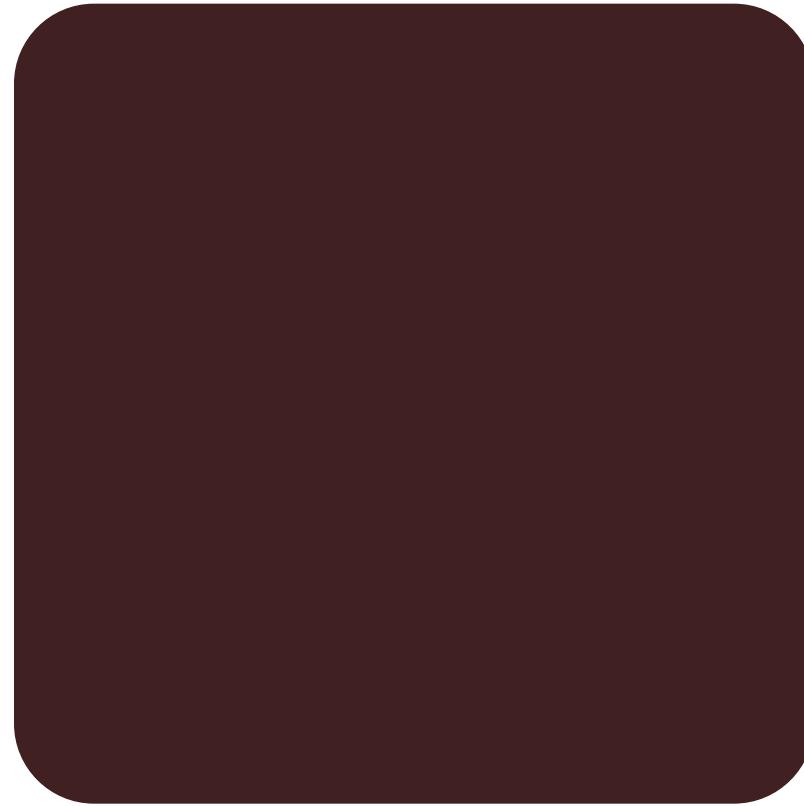
Advanced Development

Marc Miango

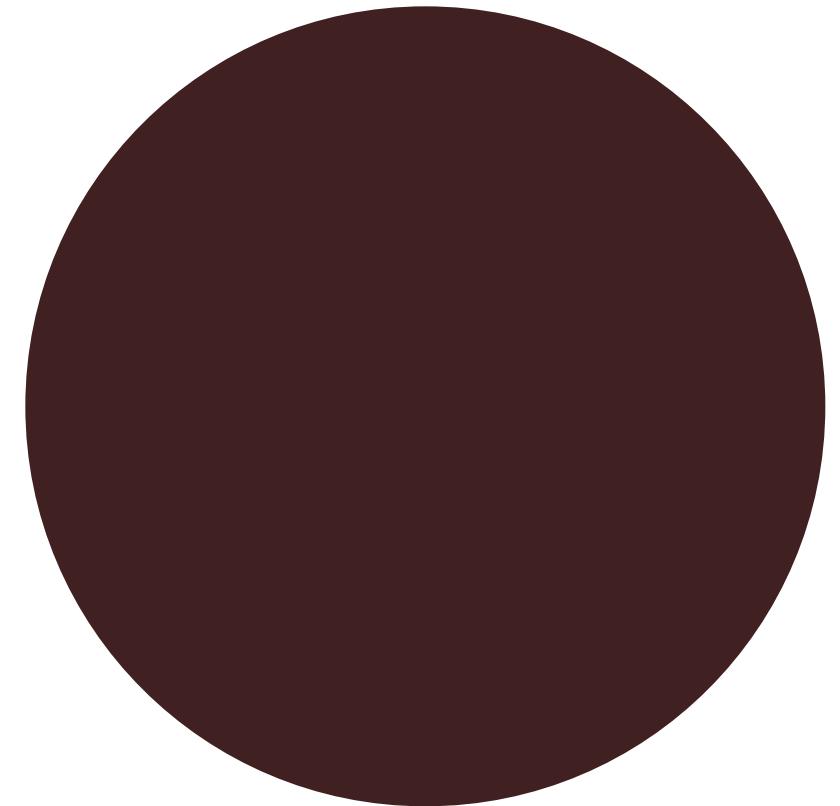
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Wireframes v2: Design Choices

Some basic elements that I've chosen to use repeatedly for foundational design are:



Rounded corners to reduce sharp edges in the overall design and make the mood a bit more fun and playful



Circles for category selection and some main actions. They contrast the blockier shapes in the design while furthering the playful mood. The more circular a button, the more important it is, but that's just one aspect of the visual hierarchy

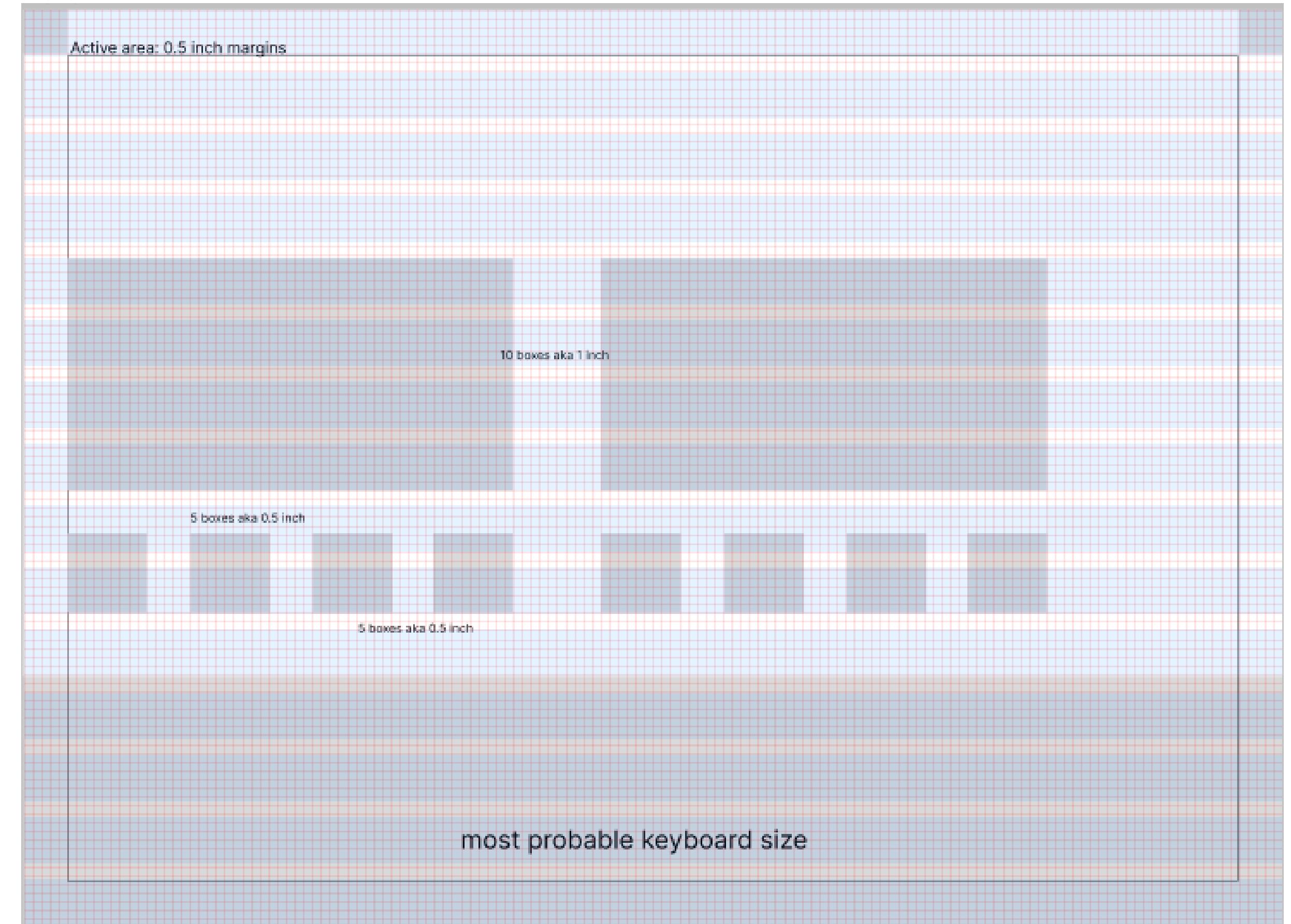


Bold text that will help show off color and energy. It will also provide some chunkiness and stability all of the roundness in the design

Wireframes V2: Basic Layout

These are some of the basic measurements taken into account when placing elements on the screen

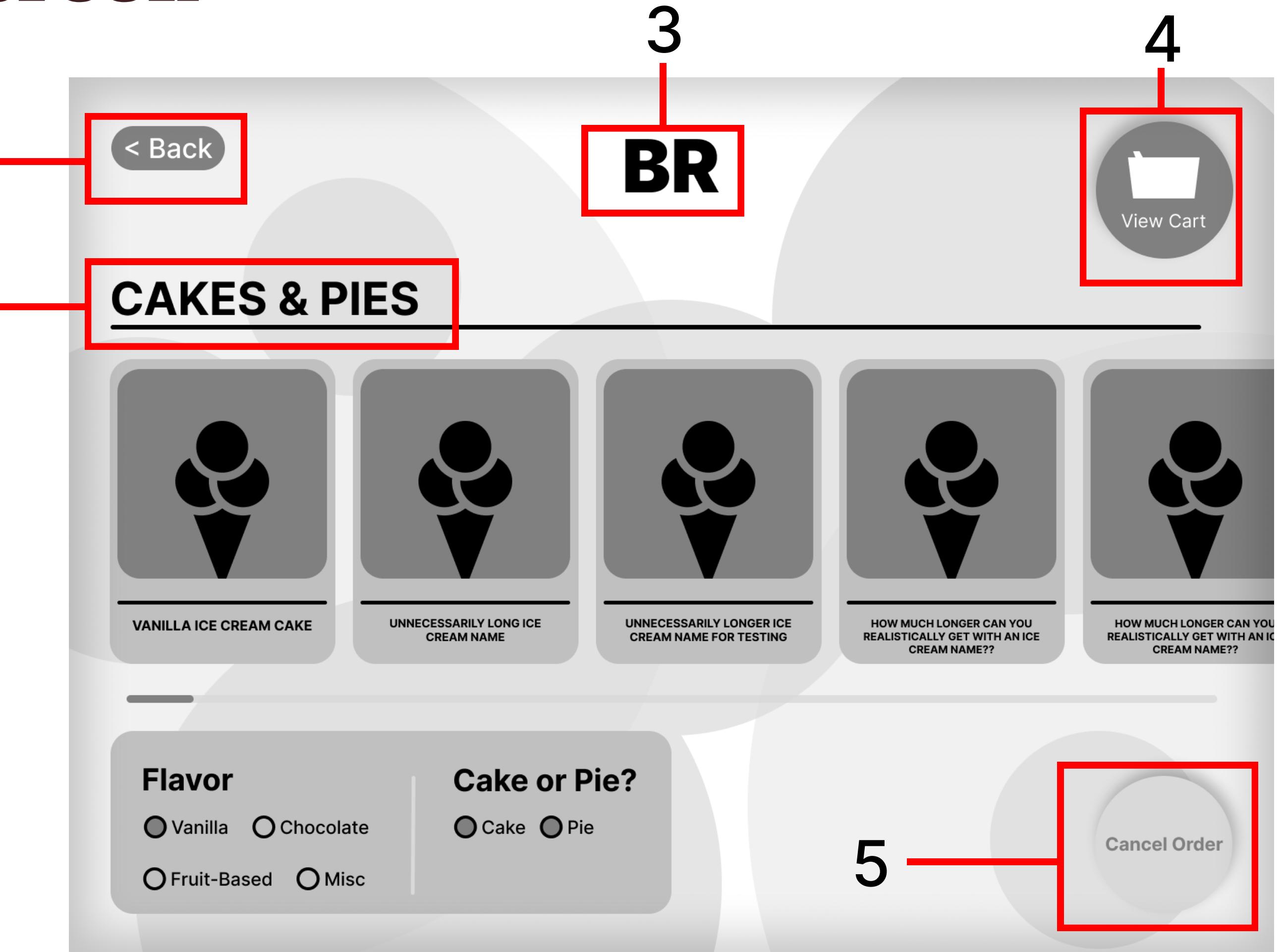
1. 16" x 12" screen display, which is 1584px by 1152px 98 ppi
2. Each of the small boxes on the screen is 0.1 inches in width and height
3. The blue rows are each 0.5 inches in height. They don't line up perfectly with the screen, but the number is consistent in the active screen area



Wireframes v2: Sample Screen

This page just outlines some common features that most screens have in common:

1. Back button that can be always be found in the upper left corner of screens that need it
2. Titles for screens. They tell the user where they are
3. Logo for branding. It will always be center-aligned with the screen that it's on
4. Cart that will function as a global navigation element. The user can check their cart any time
5. Cancel button that ends the current order and clears the cart. Shows up when applicable and prompts a confirmation



Wireframes v2: Idle Screen

This is the first thing that the user will see upon walking up to a kiosk:

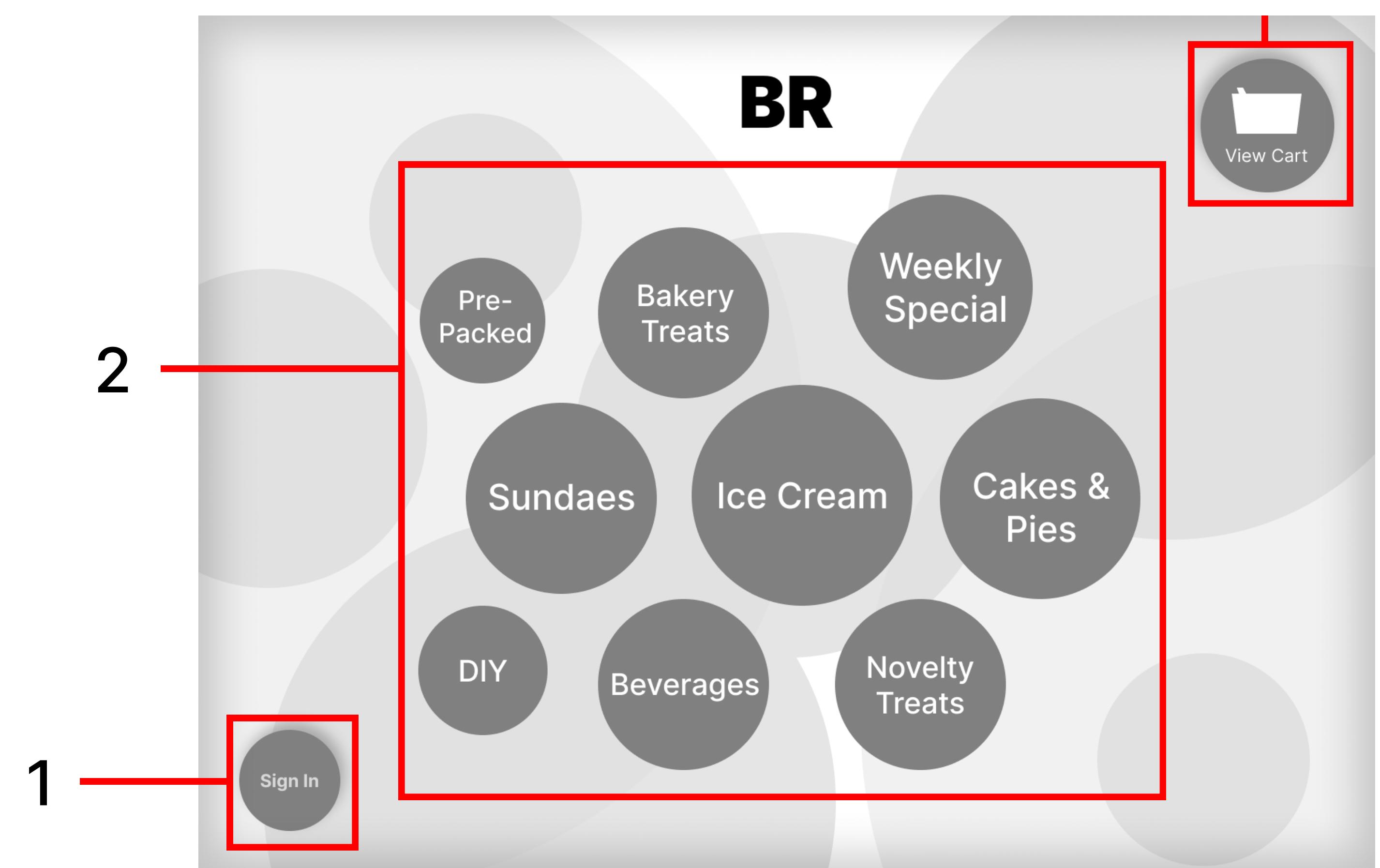
1. Logo for branding. It will always be center-aligned with the screen that it's on
2. Language setting that will change the language for the whole experience
3. Prompting the user to begin with large, centered text and instruction



Wireframes v2: Category Select

After tapping on the idle screen, the user is presented with the main categories store items fit into

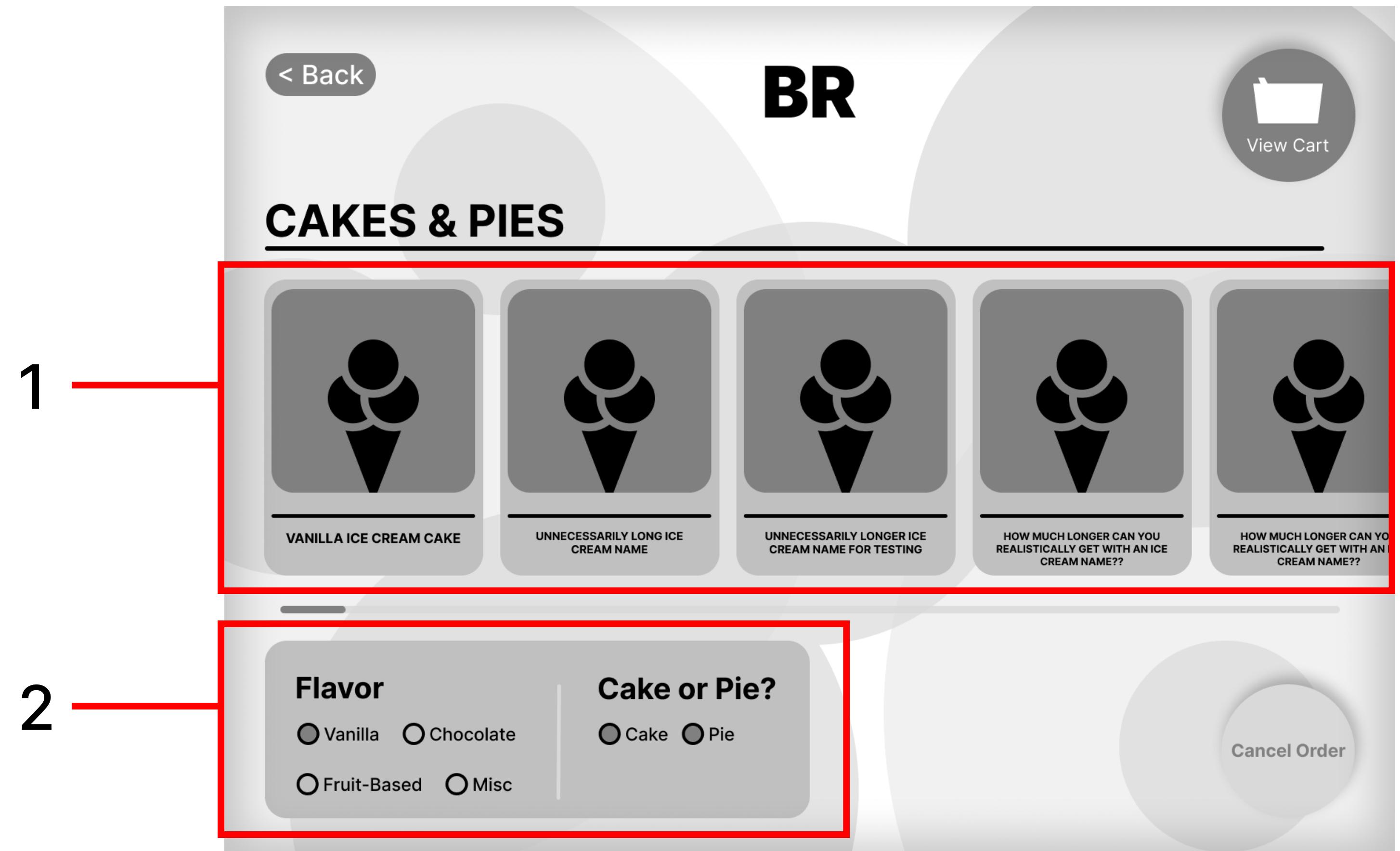
1. Sign in button that's dark colored to make it easy to see, but small and out of the way so that only those looking for it, find it
2. The categories are grouped in an asymmetric hexagonal shape, with the most popular and advertised categories being bigger
3. Cart that will function as a global navigation element. The user can check their cart any time



Wireframes v2: Inside a Category

Once a category is selected, the user is presented with items to chose

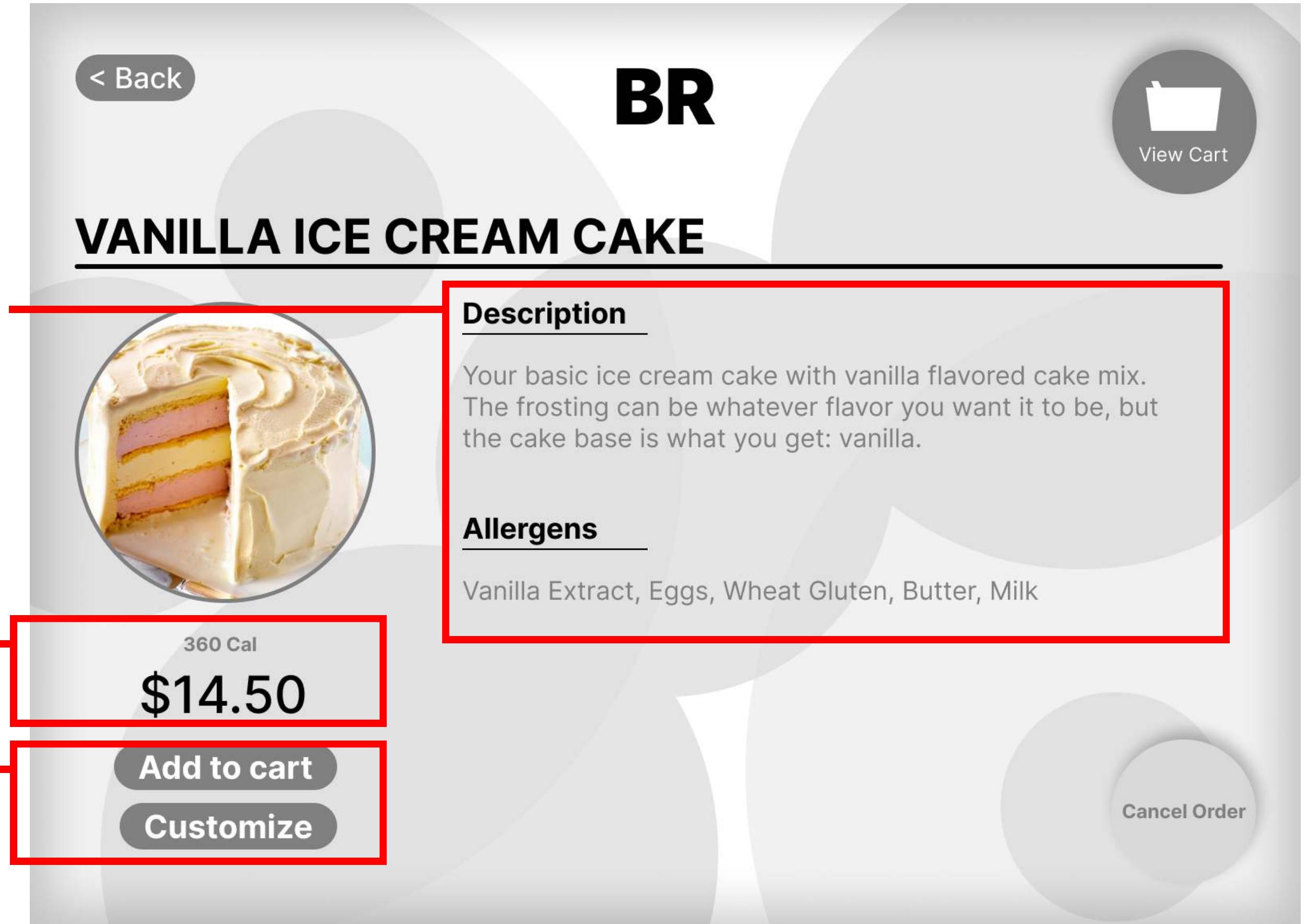
1. Horizontally sliding menu of items to pick. The cards will display the picture and name of an item
2. Filter options that will change depending on the category selected



Wireframes v2: Item Screen

All items for sale will have this kind of information display

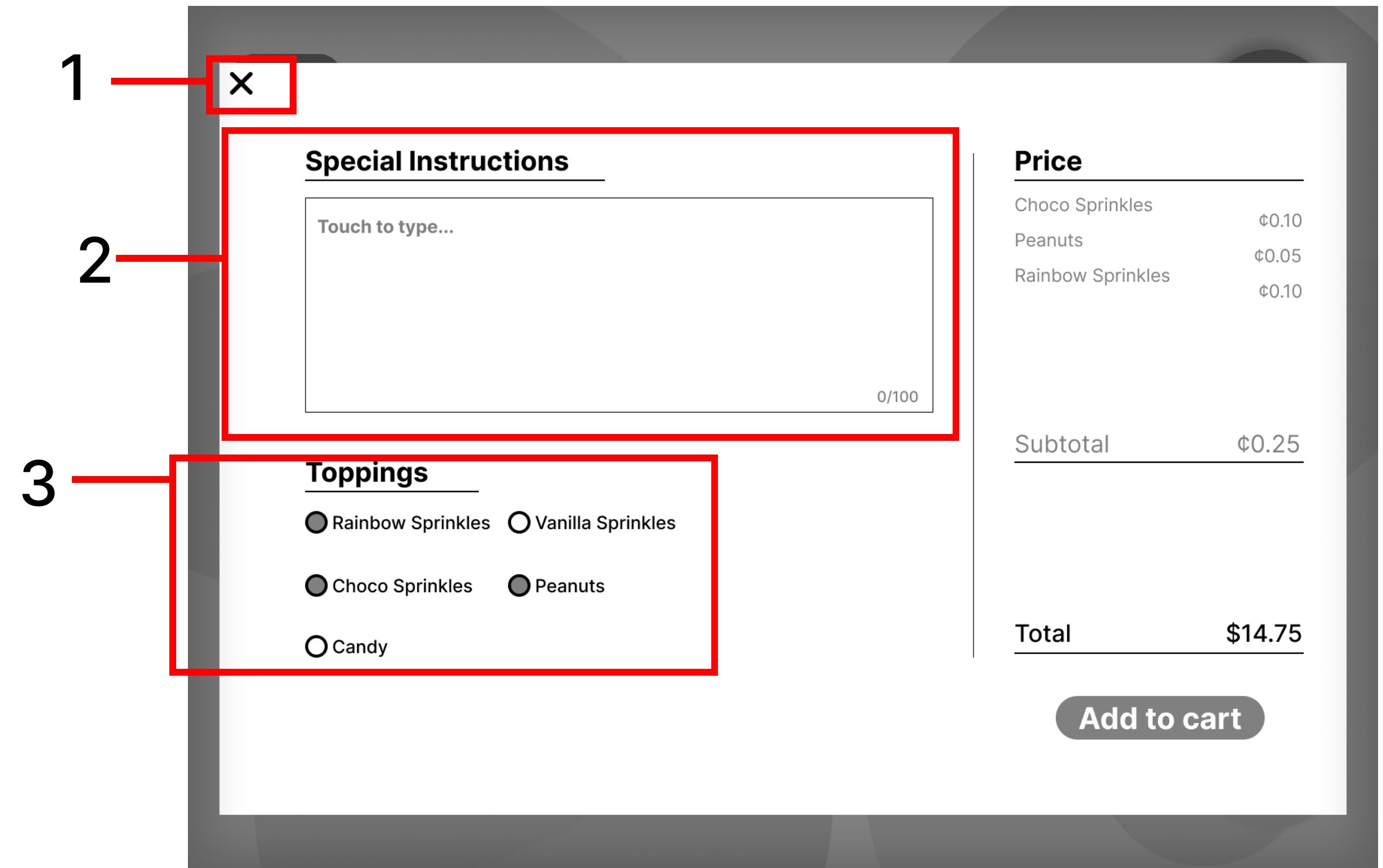
1. Detailed information about the item and a list of allergens. These are always spaced an inch away from the item picture
2. Item details like price and calorie count
3. The user can choose to either add the item to their cart or customize it. These buttons, like others of their kind, are 58px tall with the width depending on the text



Wireframes v2: Customization I

This window will pop up when the user taps the customize button

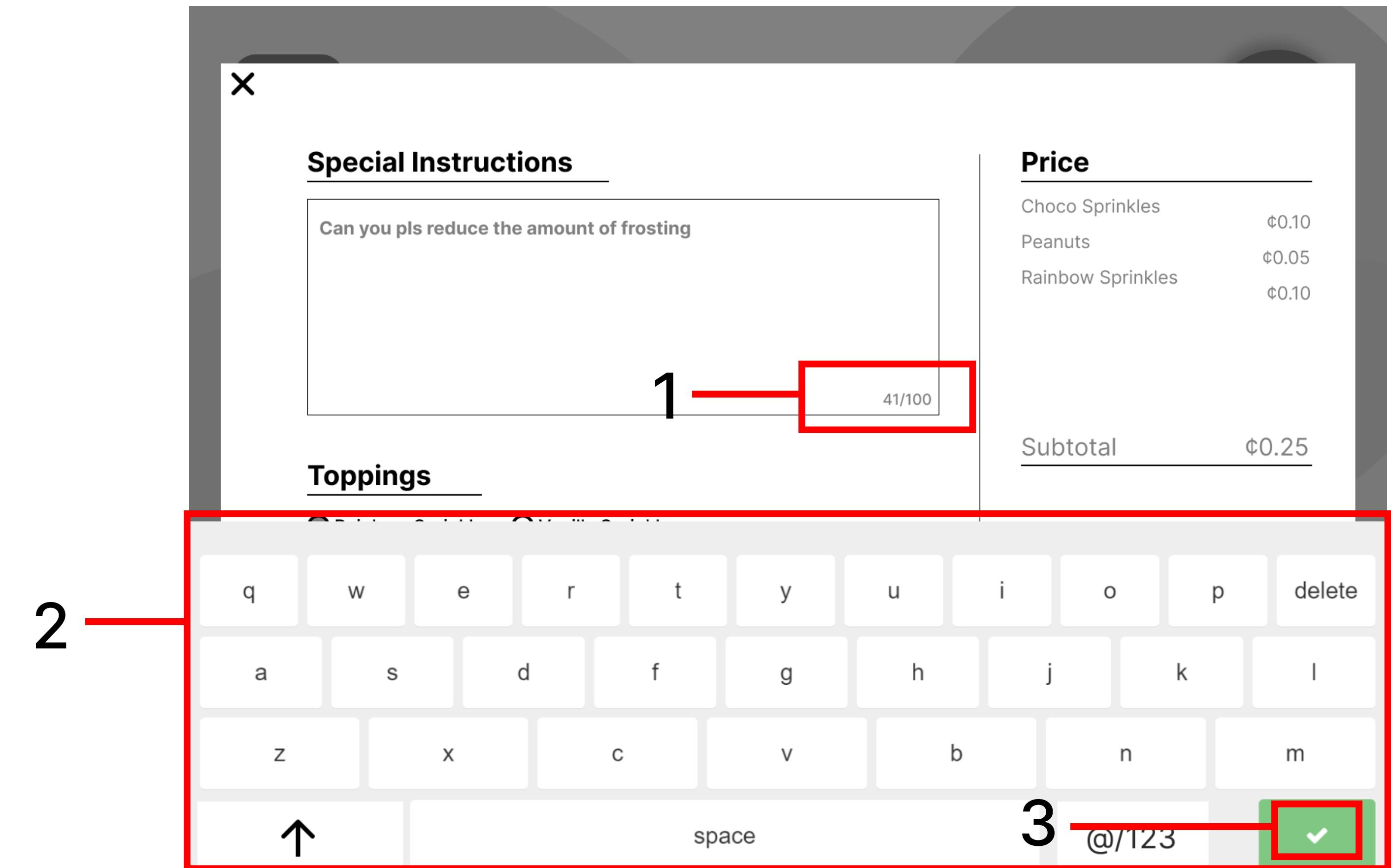
1. 30 × 30px button to close the pop-up window
2. Special instructions text input box. The char limit is 100
3. Checkbox topping selection. Toppings will depend on the item



Wireframes v2: Customization II

This window will pop up when the user taps the customize button

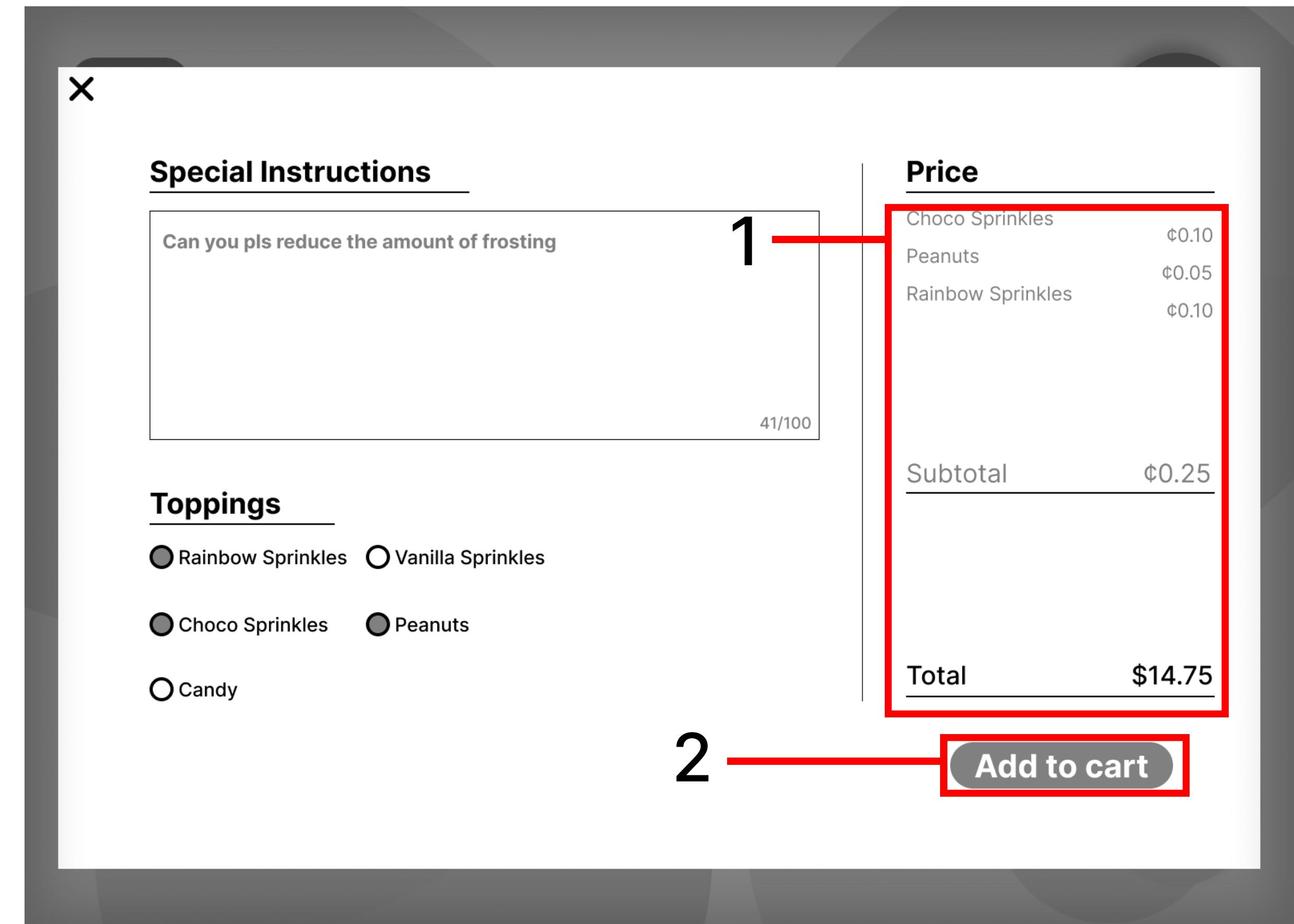
1. Character count updates as the user types
2. A keyboard that takes up about 4.8 inches of space. It won't block the input field
3. Confirmation button that will close the keyboard interaction. Like with most other typing interactions, Tapping off of the keyboard can also close the interaction



Wireframes V2: Customization III

This window will pop up when the user taps the customize button

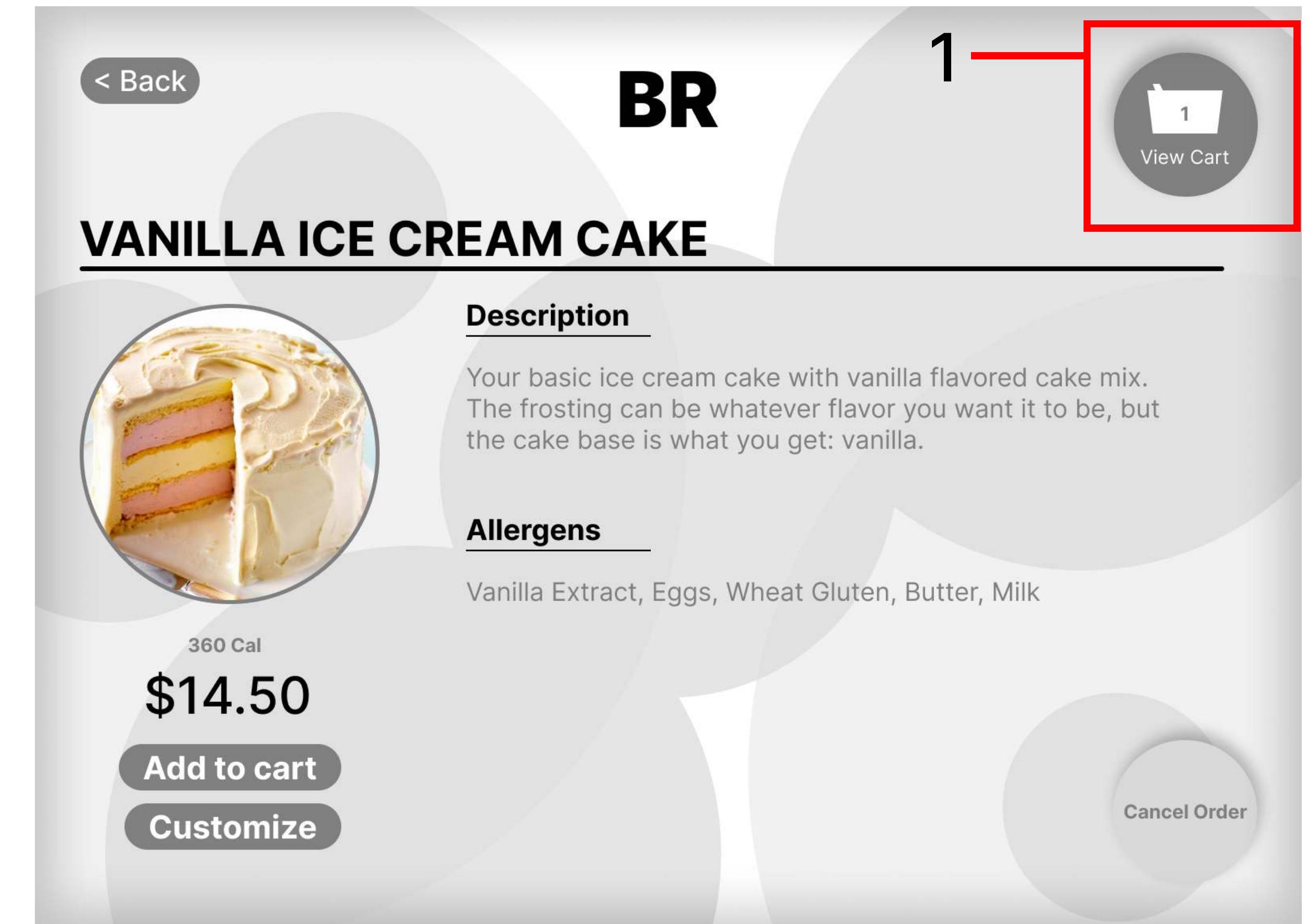
1. The price of the toppings and the total price of the customized item
2. The user can decide to add this customized item to their cart. Should they wish to cancel the customization. They can just simply push the x button in the upper left corner of the screen



Wireframes v2: Confirmed Customization

After closing the customization window, the user is brought back to the item screen

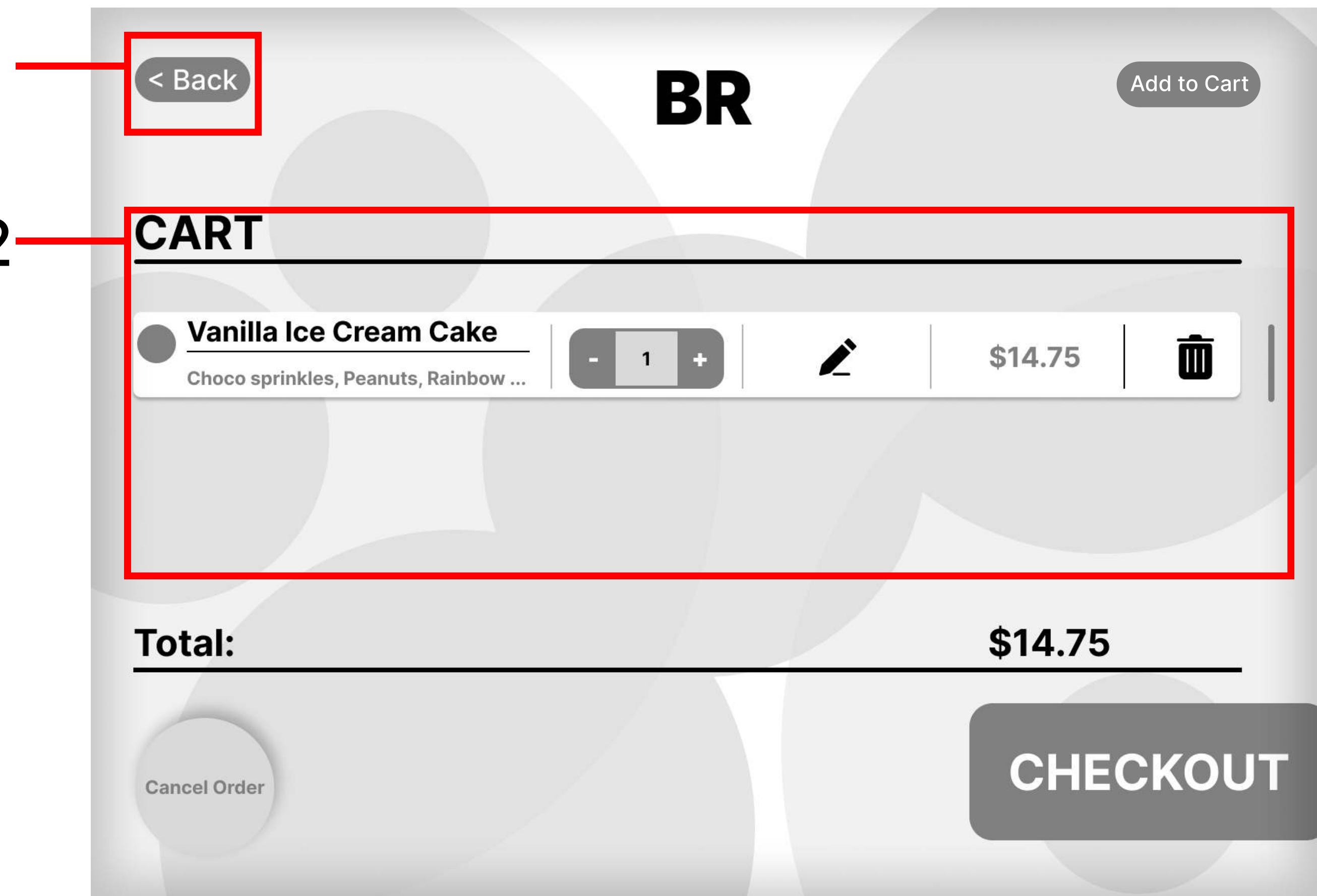
1. The cart now displays that it has an item in it with a number



Wireframes v2: Cart and Checkout

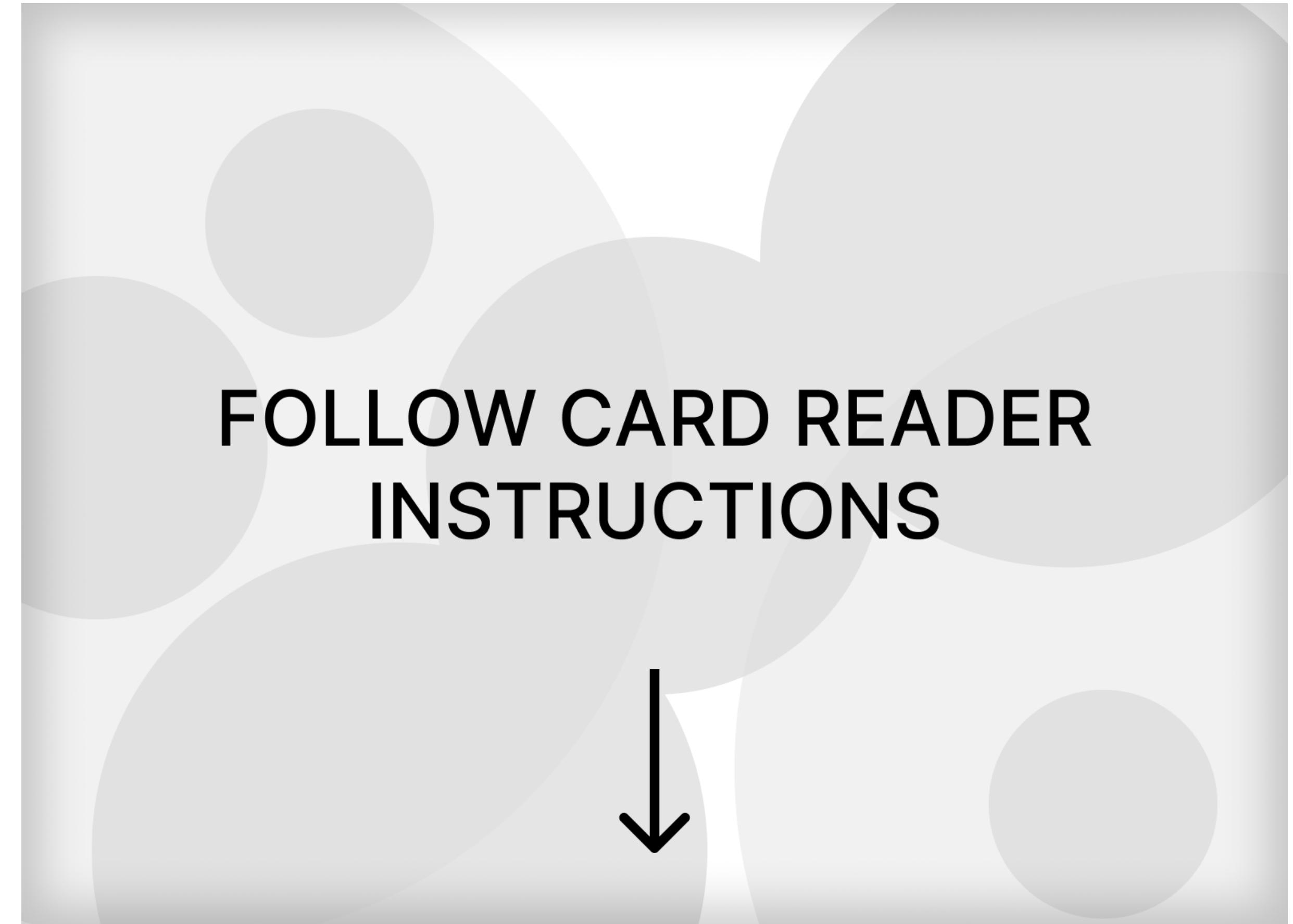
Should the user decide to tap on the cart button at any point in the ordering process, they'll be taken here

1. The back button here will take the user back to whatever screen they were on previously
2. This is the cart's main area. Items that list on won't go beyond the bounds of the area. There's a scroll bar on the right to let the user know they can go down



Wireframes v2: Payment

After the user checks out, this screen will prompt them to use the card reader device separately to pay



Compositions

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Compositions

After some messing around in terms of UI elements, color, type, and alignment, I finally created the visual comps of the screens outlined in my wireframes.

Ready to order?

tap to start

BR

48



*Weekly
Special*



**Bakery
Treats**

**Ice
Cream**

**Cakes &
Pies**

**Novelty
Treats**

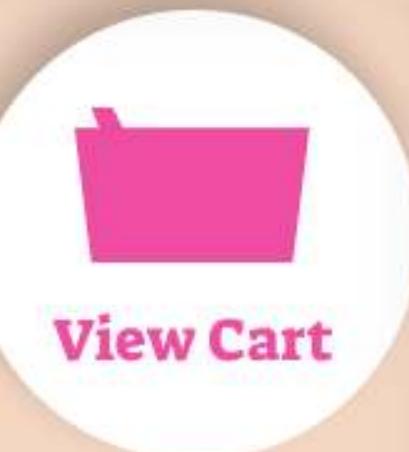


Sign In

[◀ Back](#)

BR

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View Cart

CAKES & PIES



VANILLA ICE CREAM CAKE



UNNECESSARILY LONG ICE
CREAM NAME



UNNECESSARILY LONGER ICE
CREAM NAME FOR TESTING



HOW MUCH LONGER CAN YOU
REALISTICALLY GET WITH AN ICE
CREAM NAME??



HOW MUCH LONGER CAN YOU
REALISTICALLY GET WITH AN IC
CREAM NAME??

Flavor

- Vanilla
- Chocolate
- Fruit-Based
- Misc

Cake or Pie?

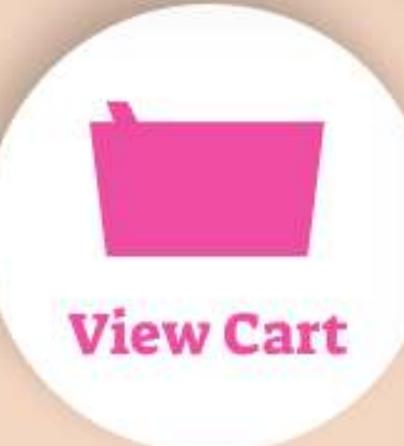
- Cake
- Pie

Cancel
Order

[**< Back**](#)

BR

50



VANILLA ICE CREAM CAKE



Description

Your basic ice cream cake with vanilla flavored cake mix. The frosting can be whatever flavor you want it to be, but the cake base is what you get: vanilla.

Allergens

Vanilla Extract, Eggs, Wheat Gluten, Butter, Milk

360 Cal

\$14.50

Add to cart

Customize

**Cancel
Order**



Special Instructions

Touch to type...

0/100

Price

Choco Sprinkles	\$0.10
Peanuts	\$0.05
Rainbow Sprinkles	\$0.10

Subtotal \$0.25

Total \$14.75

Toppings

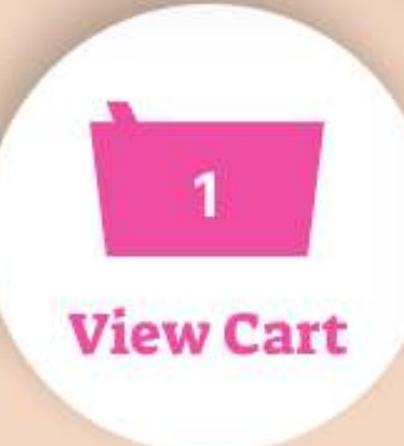
- Rainbow Sprinkles Vanilla Sprinkles
- Choco Sprinkles Peanuts
- Candy

Add to cart

[**< Back**](#)

BR

52



VANILLA ICE CREAM CAKE



Description

Your basic ice cream cake with vanilla flavored cake mix. The frosting can be whatever flavor you want it to be, but the cake base is what you get: vanilla.

Allergens

Vanilla Extract, Eggs, Wheat Gluten, Butter, Milk

360 Cal

\$14.50

Add to cart

Customize

**Cancel
Order**

< Back

BR

CART



Vanilla Ice Cream Cake

Choco sprinkles, Peanuts, Rainbow ...

- 1 +



\$14.75



Total:

\$14.75

Cancel
Order

CHECKOUT

ORDER NUMBER

32

**FOLLOW CARD READER
INSTRUCTIONS**



Prototype

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Animated Prototype

<https://vimeo.com/manage/videos/823520004>

Thanks for Viewing!