Coca-Cola Freestyle GUI Proposal

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Ver 1.0

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Introduction

Recently I was dining at a fast food establishment that had one of the Coca-Cola Freestyle machines. While I've always appreciated the multipe beverage options and flavors they provide, I always thought that the interface felt cluttered and unintuitive to navigate. While eating my meal, I observed people of all ages try to get their beverage of choice out of the machine. My observations are as follows:

1) While younger people were generally able to get the beverage they desired, middle aged and elderly seemed intimidated and confused by all the options presented at once.
2) The multiple advertising and promotinal screens before the main menu seemed to just confuse people more as they seemed to want to just press a button and get a beverage.
3) Several people who wanted water did not notice the water button on the category select screen, gave up, and just asked for water at the register instead.
4) Most people just drink Coca-Cola or Diet Coke
5) The existing app currenly uses flat styling, and buttons are enlarged and shrunk to show the current state of the machine. Unfortunately, these enlarged and shrunken sizes are different depending on the screen being viewed.

 Taking these things into account, I wanted to design an interface that would confuse people less and let them get exactly what they want in a more timely manner. To do this, I would use existing conventions that people already understand from the internet, and also develop a clear language of icons that would be consistanly used throughout the application. I would use shadows and shading to represent state, like a button being pressed, instead of arbitrary icon sizing.
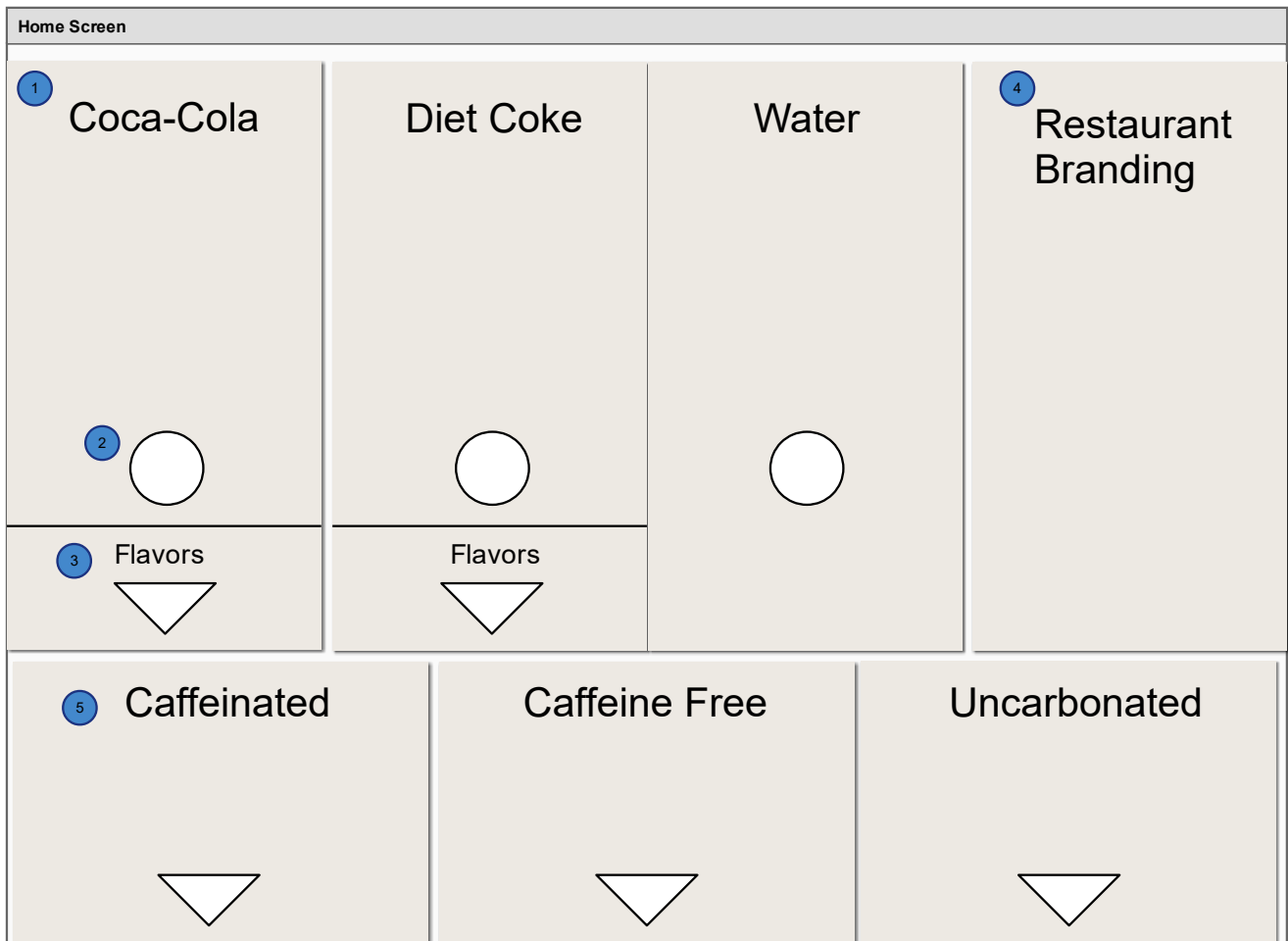
Application Language
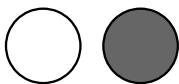
Selection:
For selectable items, a circle icon will be used. If an item is selectable but unselected the icon will be hollow. If the item is selected the icon will be filled.
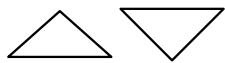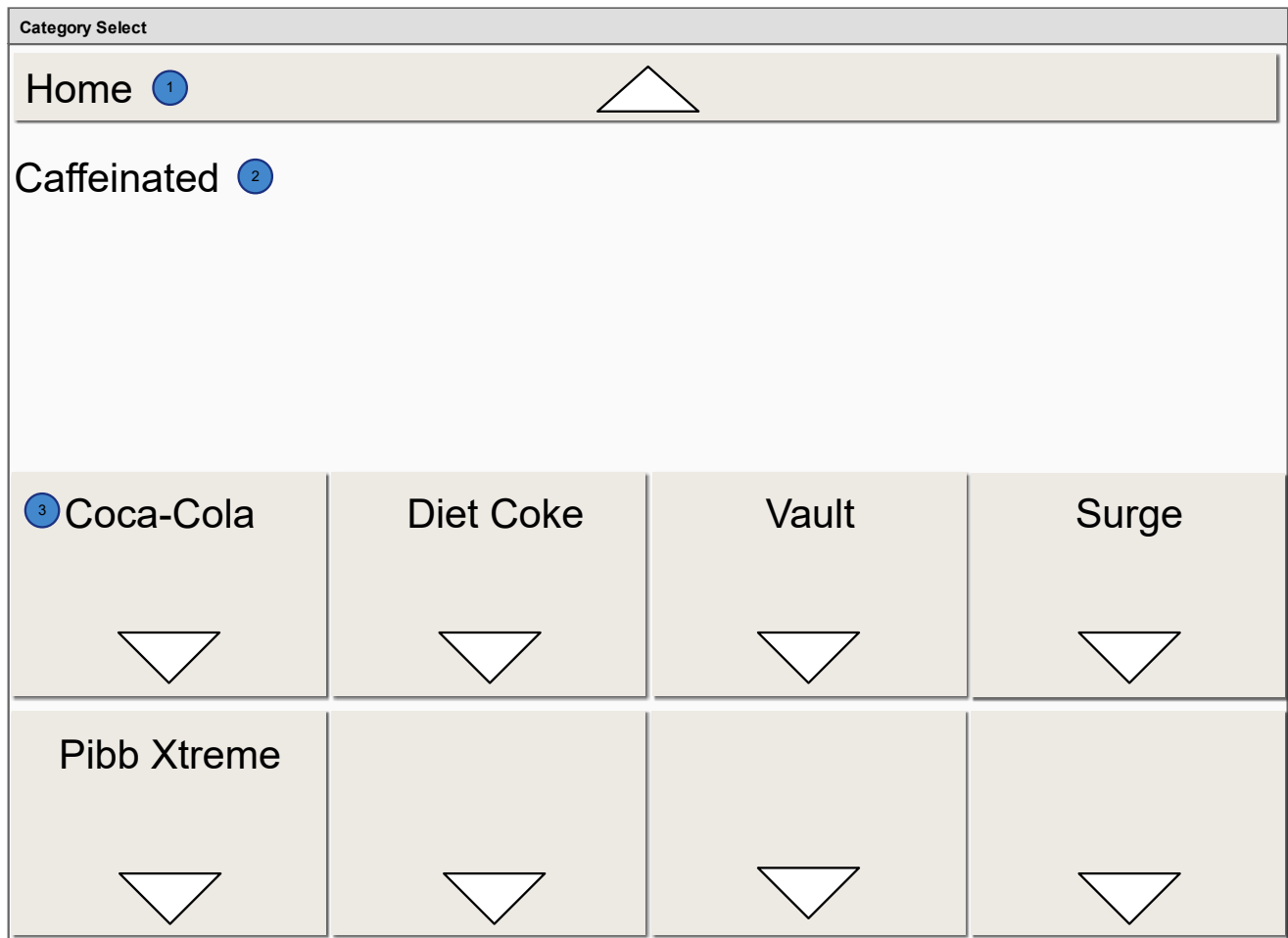

Navigation:
 Triangles will be used for navigation. Buttons that advance you to a deeper selection screen are a downward triangle. Buttons that navigate you back to a previous page will use an upward triangle.

Coca-Cola (1) (2) ○	Diet Coke ○	Water ○	Restaurant Branding (4)
(3) Flavors ▽	Flavors ▽		

(5) Caffeinated ▽	Caffeine Free ▽	Uncarbonated ▽

My goal for the home page was to allow the majority of the users to get their beverage without navigating to another page. I also wanted to allow people to better guess the full capabilities of the machine without having to view multiple screens.

1) Here I'm displaying the three most common beverages dispensed, Coca-Cola, Diet Coke, and water, in the upper left side of the home screen, right where people read first.
2) This will allow people to dispense these three items right away while simultaneuosly showing new users that circles mean something.
3) More advanced users can go right to the flavor menu here for Coca-Cola and Diet Coke. This will also show the customer that down arrows mean forward navigation and showing everyone that there are more options available than just dispensing a base beverage.
4) Companies like marketing, and this section of the home screen to show whatever the end user wants.
5) The category select is at the bottom of the screen, and the placement along with the down arrows shows the user that they can go deeper into the application.

Category Select

Home ①

△

Caffeinated ②

③ Coca-Cola ▽

Diet Coke ▽

Vault ▽

Surge ▽

Pibb Xtreme ▽

▽

▽

▽

For the category page I wanted to make the navigation intuitive and clear. Instead of floating bubbles a grid system will be used.

1) I have added a navigation back to home across the top of the page. Since this is a touch screen, makiing the buttons larger will make for easier use.
2) The currently seleted category is displayed here, but not much else to make room for possibly 3 rows of 4 selections each.
3) Actuall logos will be used the beverages instead of plain text. Aligning the buttons to the bottom and showing the down arrows conveys that there's deeper navigation to go in the machine.

Flavor Select

Home ① △   Caffienated △ ②

Coca-Cola

| ③ Cherry | Orange | Grape | Lemon |
| ○ | ○ | ○ | ○ |

| Strawberry | Strawberry | | |
| ○ | ○ | ○ | ○ |

For the flavor page, I'm just showing the flavors available instead of repeating the same logo multiple times with different flavor text as in the current GUI. This should be easier to read on the relatively low resolution of the machine.

1) The existing navigation has been split in two on the top. The upper left goes all the way back to the home screen.
2) The upper right navigation goes back to the previous page. By ordering the buttons in this way we take advantage of people already being familiar with breadcrumbs on the internet.
3) Here are the available flavors. Instead of having separate buttons for cherry, vanilla, and cherry + vanilla like the current GUI, I'm proposing instead just listing all the available flavors and let the user mix and match to their own preference.