Pizza Shop

Ordering Kiosk

TABLE OF CONTENTS

Walk through the UX design process of a food ordering kiosk.

Pi Craft offers a unique experience of being able to customize your own pizza and primarily serves families and college students. To add delight to creating a custom pizza, we sought to incorporate the nostalgia of pizza-making video games.

Create a delightful kiosk experience through an extensive user experience process for youth and young adults.

Product Requirements

Replace the tables so that the kiosks will be close to the door without blocking the exit.

The kiosk will be mounted against the wall and will have a table for people to put their belongings on top of. This will also allow for people in wheelchairs to roll closer to the kiosk with leg room underneath the tabletop.

ADA Guidelines

Height complies with ADA guidelines and screen enables a vertical tilt for ease-of-use at multiple heights..
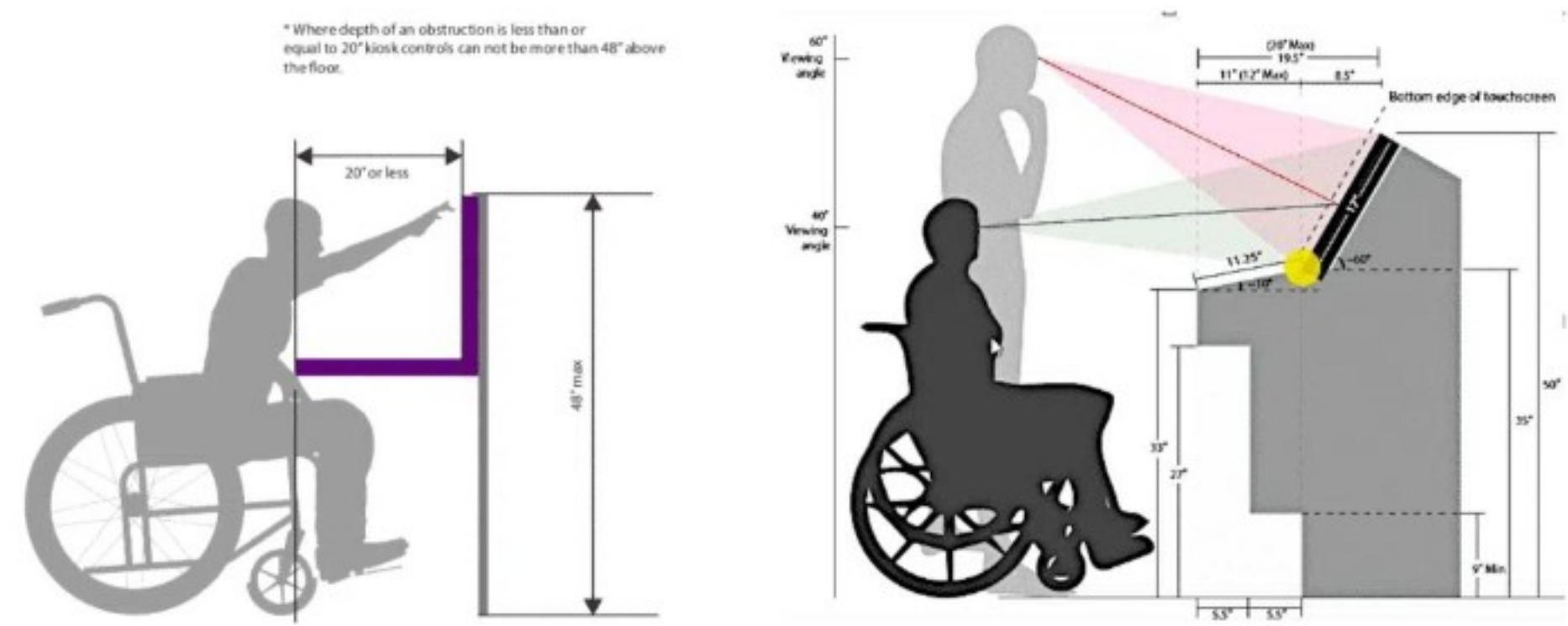
Kiosk Height
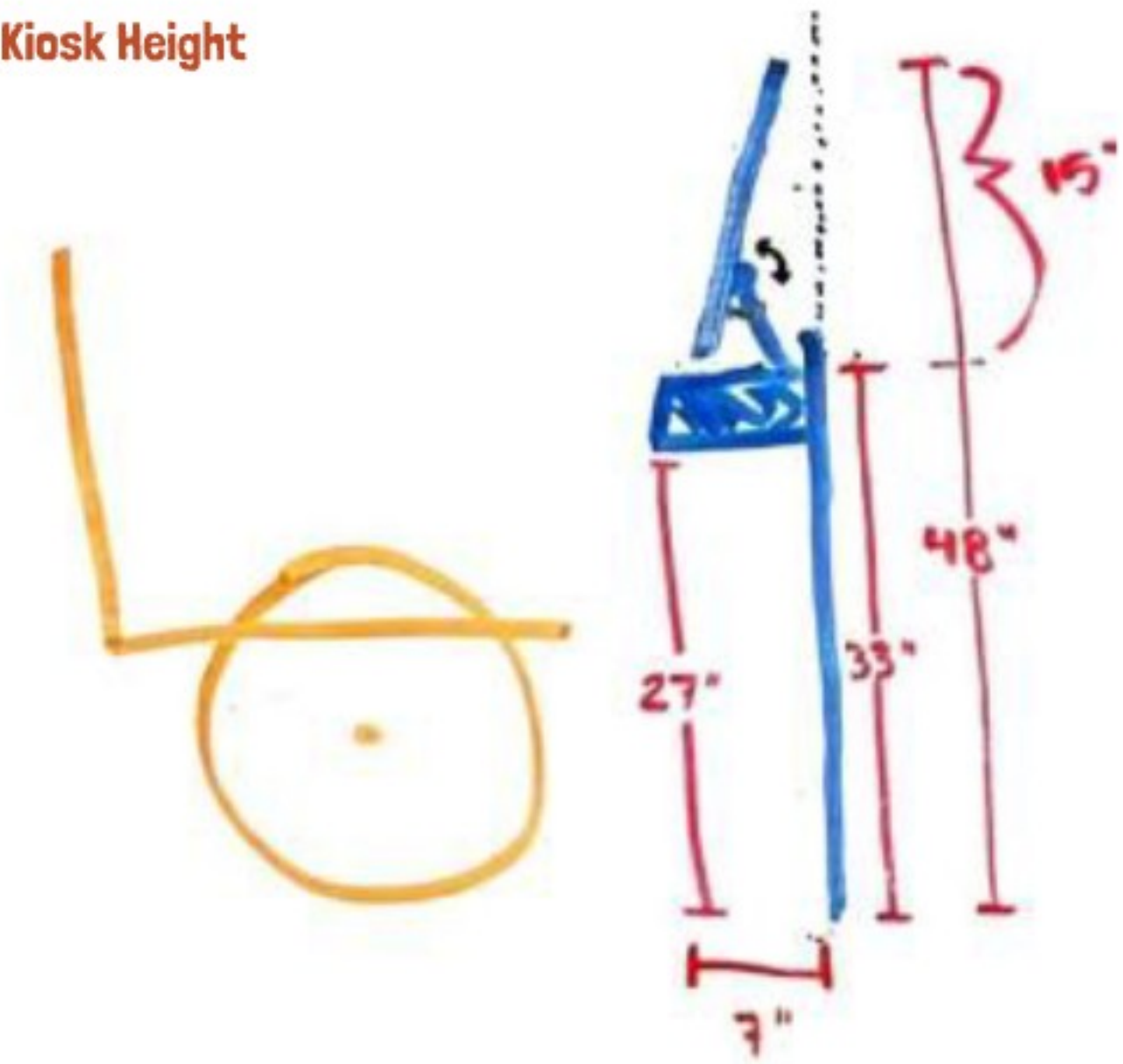
Dimensions

15" x 15" screen touchscreen
Square monitor

Resolution

150 pixels per inch
2250 pixels by 2250 pixels

Additional Components

Receipt printer ❶
Card reader ❷
QR code reader ❸

15 in.
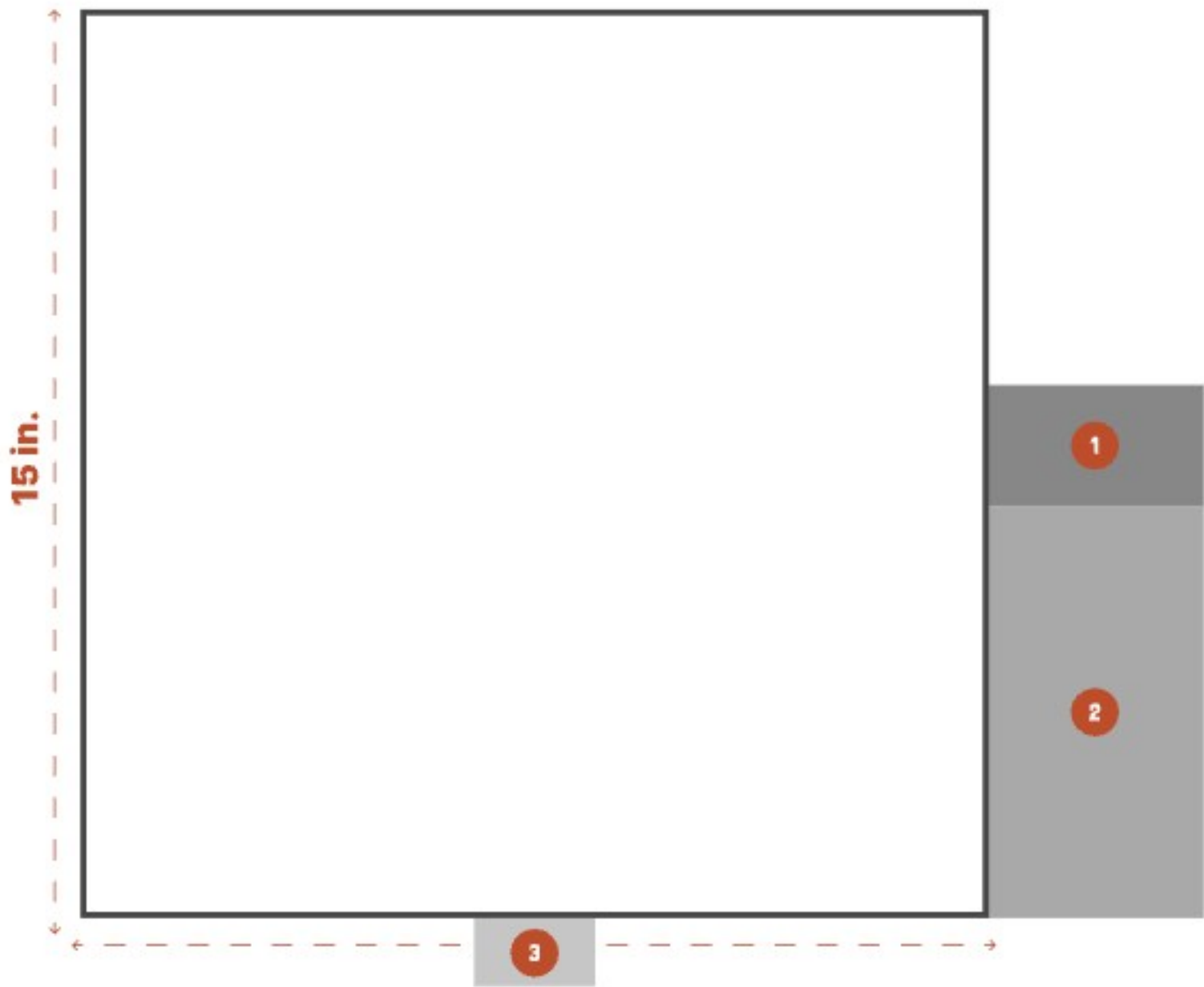
Front View
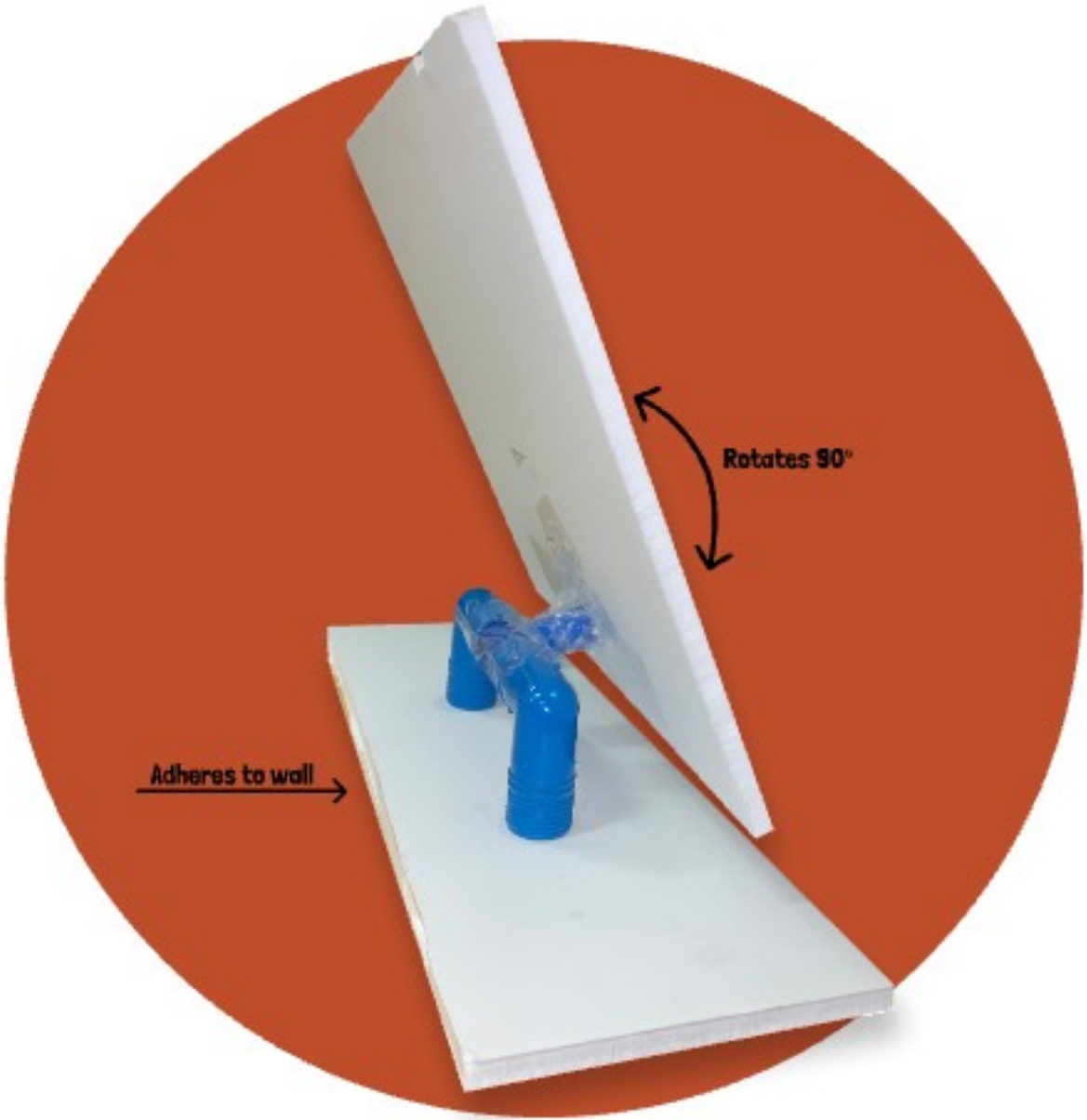
Back View

Workflow Diagram

Pi Craft
Kiosk Flow
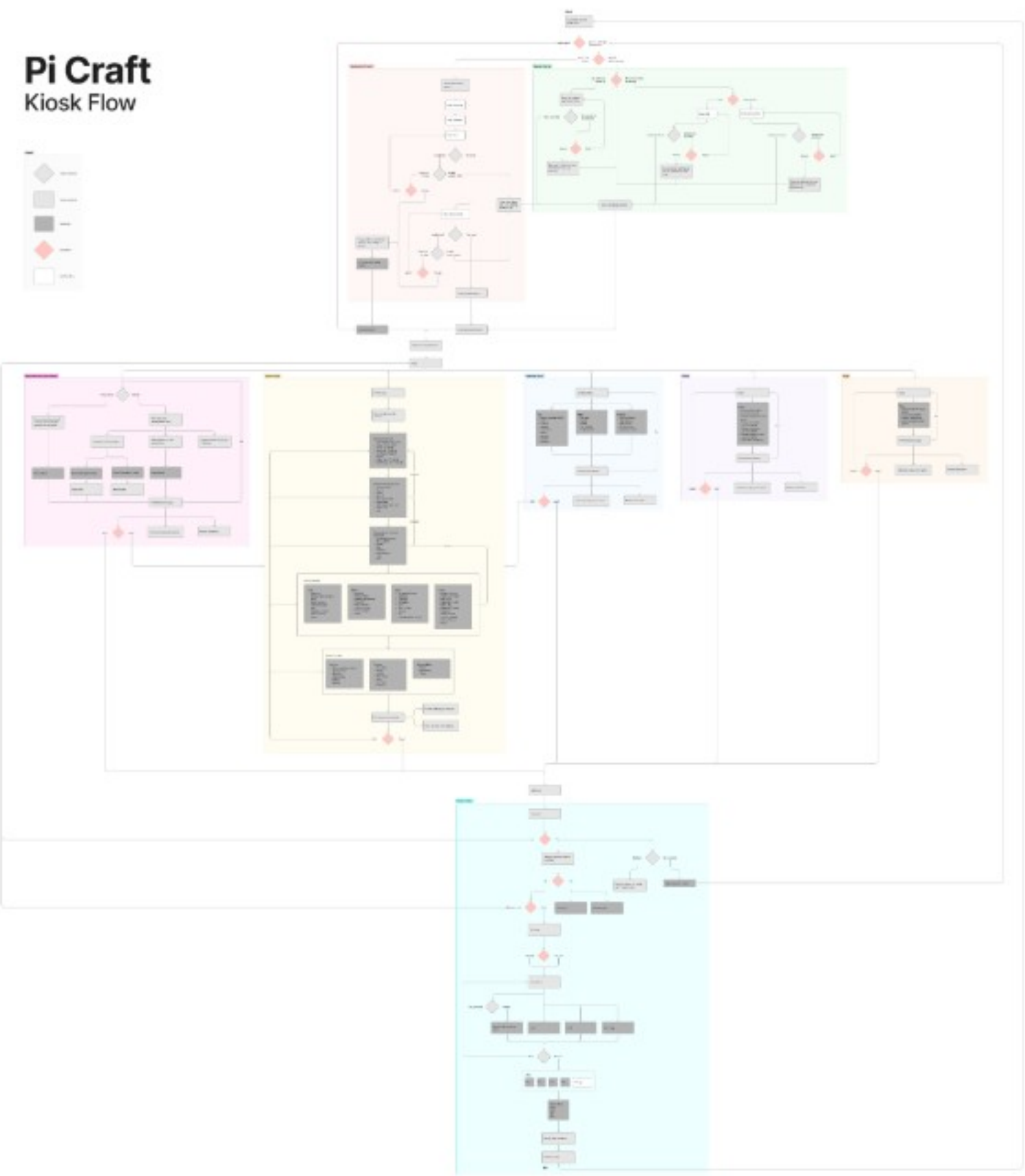
Flows

- Membership Creation
- Membership Sign-In
- Recommended & Past Ordered
- Custom Pizza
- Signature Pizzas
- Drinks
- Sides
- Payment

Legend
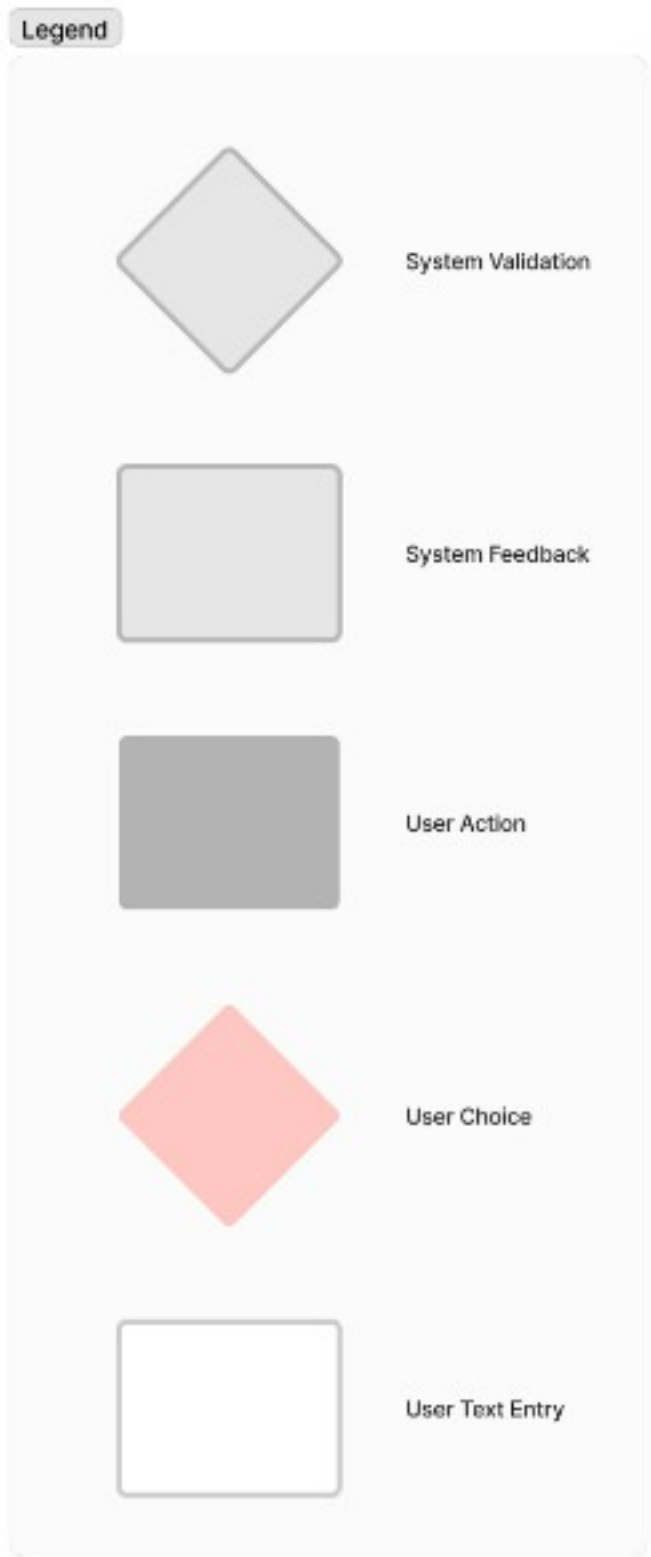
System Validation — System validates between different variants

System Feedback — System's response to user interaction or input or previous system validation

User Action — User interaction with system

User Choice — User selects option

User Text Entry — Text or numeric input from user

User may enter flow by

- Pressing the "Create account" on the idle screen.
- When user attempts to sign into an account that does not exist.

Directs user to

Recommended & Past Orders flow
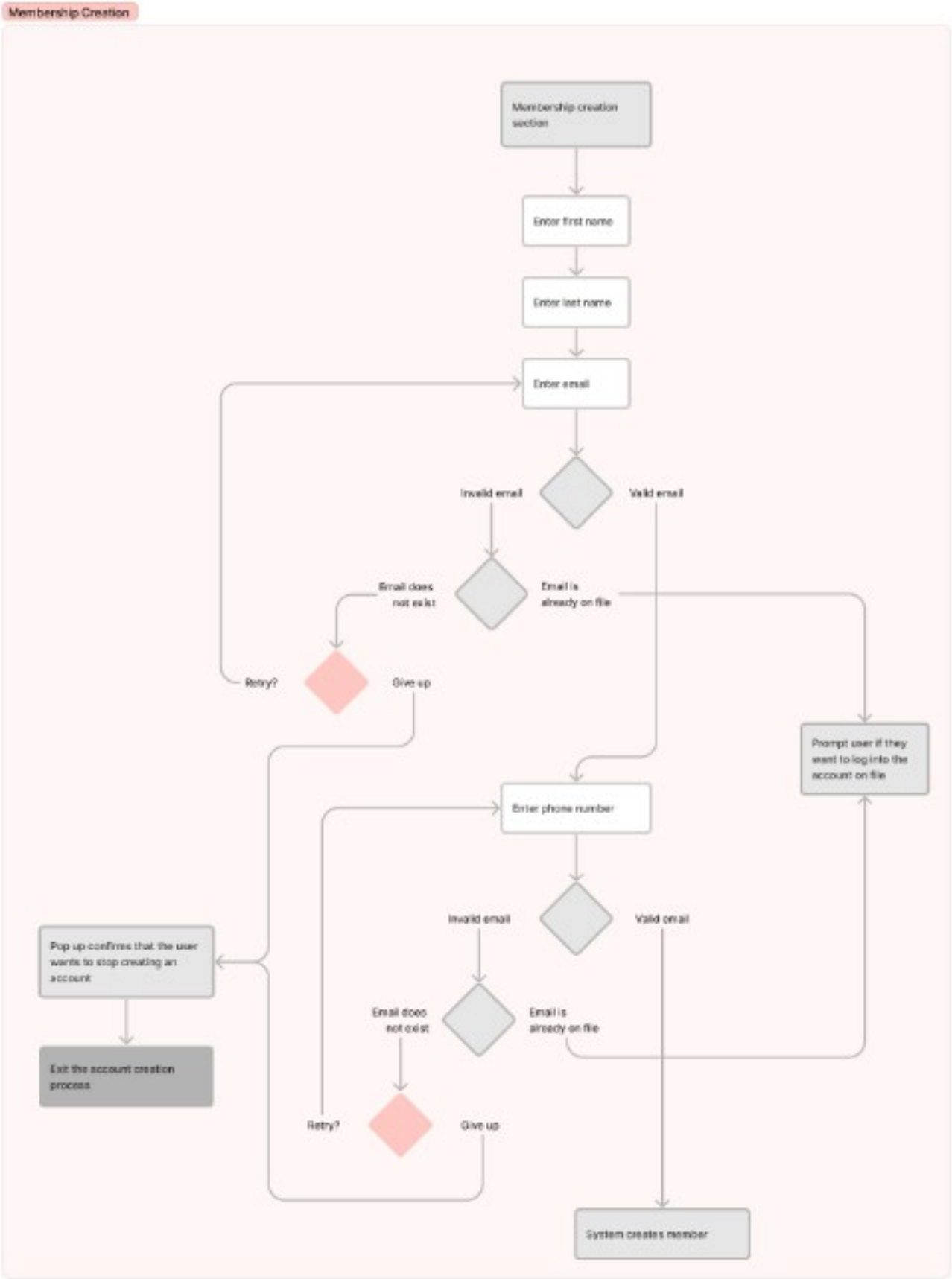
User may enter flow by

· Pressing the "Sign into account" on the idle screen.
· When user attempts to create an account that already exists.
· When user wants to view past orders or recommended based on orders.

Directs user to

Recommended & Past Orders flow
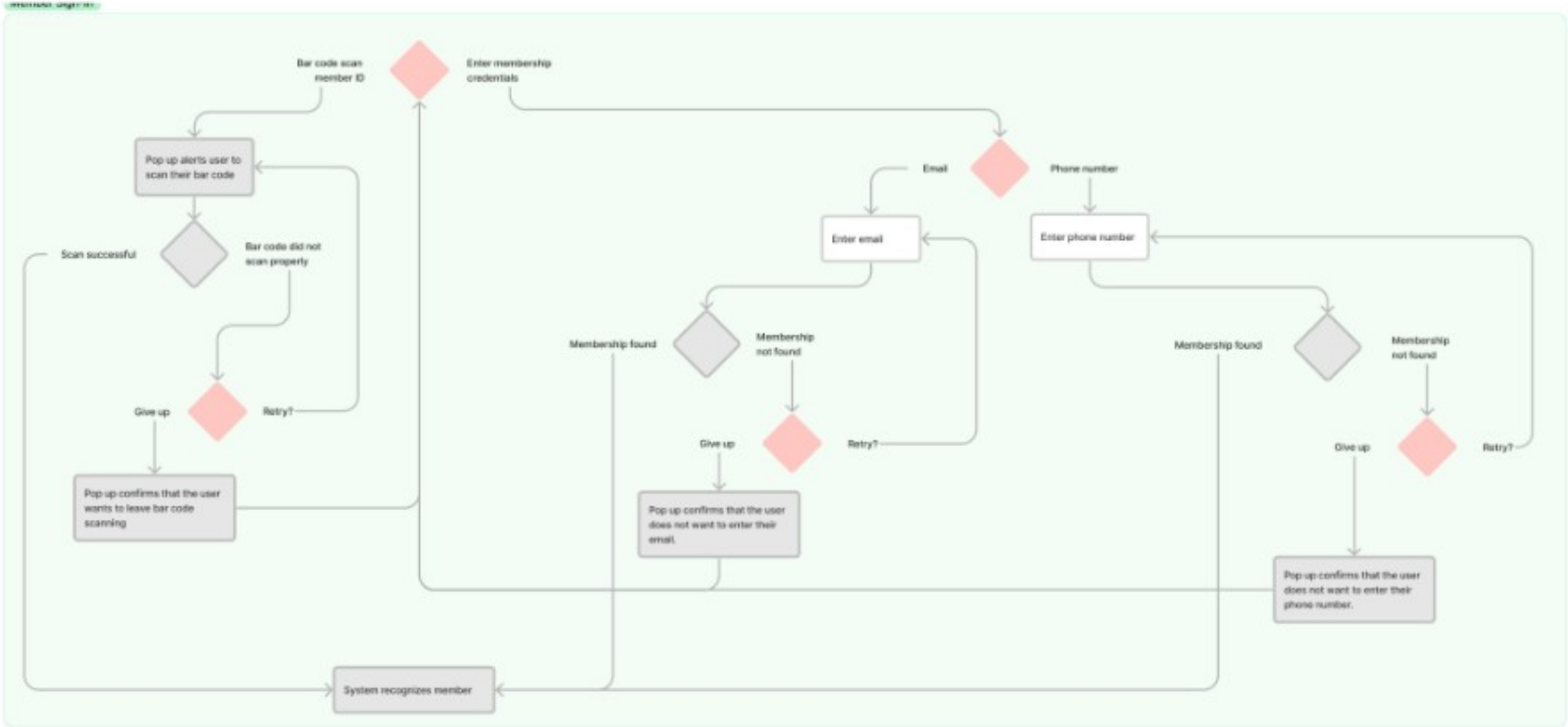
User may enter flow by
- Guest sign in.
- Account sign in.
- Account creation.

Directs user to
Payment or alternative menu flow
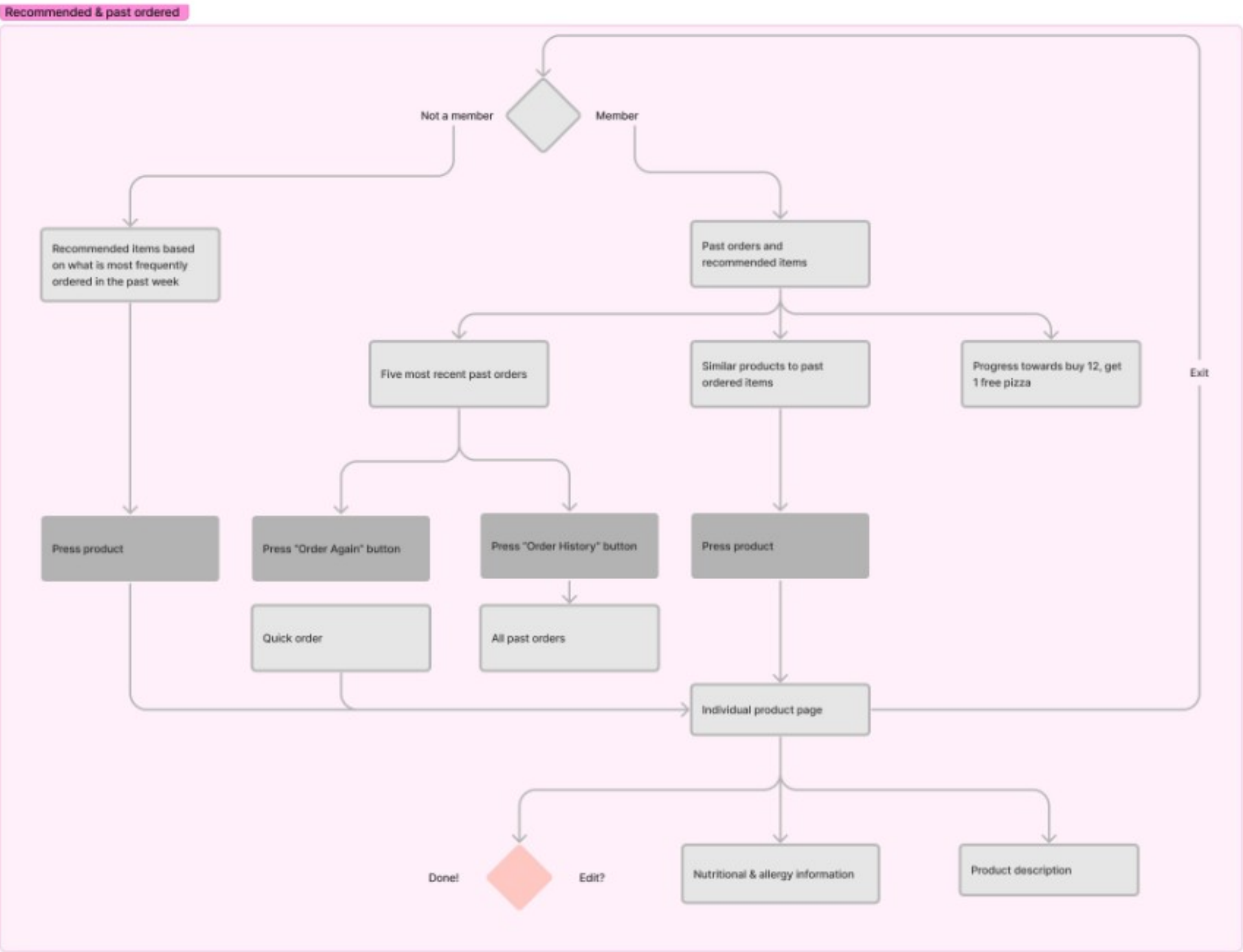
Recommended & past ordered

Not a member — ◇ — Member

Recommended items based on what is most frequently ordered in the past week

Past orders and recommended items

Five most recent past orders

Similar products to past ordered items

Progress towards buy 12, get 1 free pizza

Exit

Press product

Press "Order Again" button

Press "Order History" button

Press product

Quick order

All past orders

Individual product page

Done! — ◇ — Edit?

Nutritional & allergy information

Product description

User may enter flow by

· Alternative menu flow through menu navigation.

Directs user to

Payment or alternative menu flow

User may enter flow by
- Alternative menu flow through menu navigation.

Directs user to
Payment or alternative menu flow

Signature pizzas

Signature pizzas

Red
- Smokey Mountain (NEW!)
- Funghi
- Diavola
- Lasagna
- Capricciosa
- Pacific
- Sausage
- Eggplant
- Buffalo NY

White
- Caprese
- Garden
- Alfredo
- Four Cheese
- Mediterranean

California
- Mac and Cheese
- Pesto Chicken
- BBQ Chicken
- Buffalo Chicken
- Spinach Artichoke

Exit

Individual product page

Edit?   Done!

Nutritional & allergy information

Product description

User may enter flow by

- Alternative menu flow through menu navigation.

Directs user to

Payment or alternative menu flow

Drinks

```
                    Drinks
                      │
                      ▼
              ┌──────────────────────┐
              │ Drinks               │
              │ • Fountain Drinks $2.75
              │ • Bottle Water $2.00
              │ • Calypso Original Lemonade
              │   $3.50                       Exit
              │ • Calypso Ocean Blue
              │   Lemonade $3.50
              │ • Calypso Strawberry
              │   Lemonade $3.50
              │ • Calypso Southern Peach
              │   Lemonade $3.50
              │ • Hank's Root Beer $2.75
              └──────────────────────┘
                      │
                      ▼
              Individual product page
```
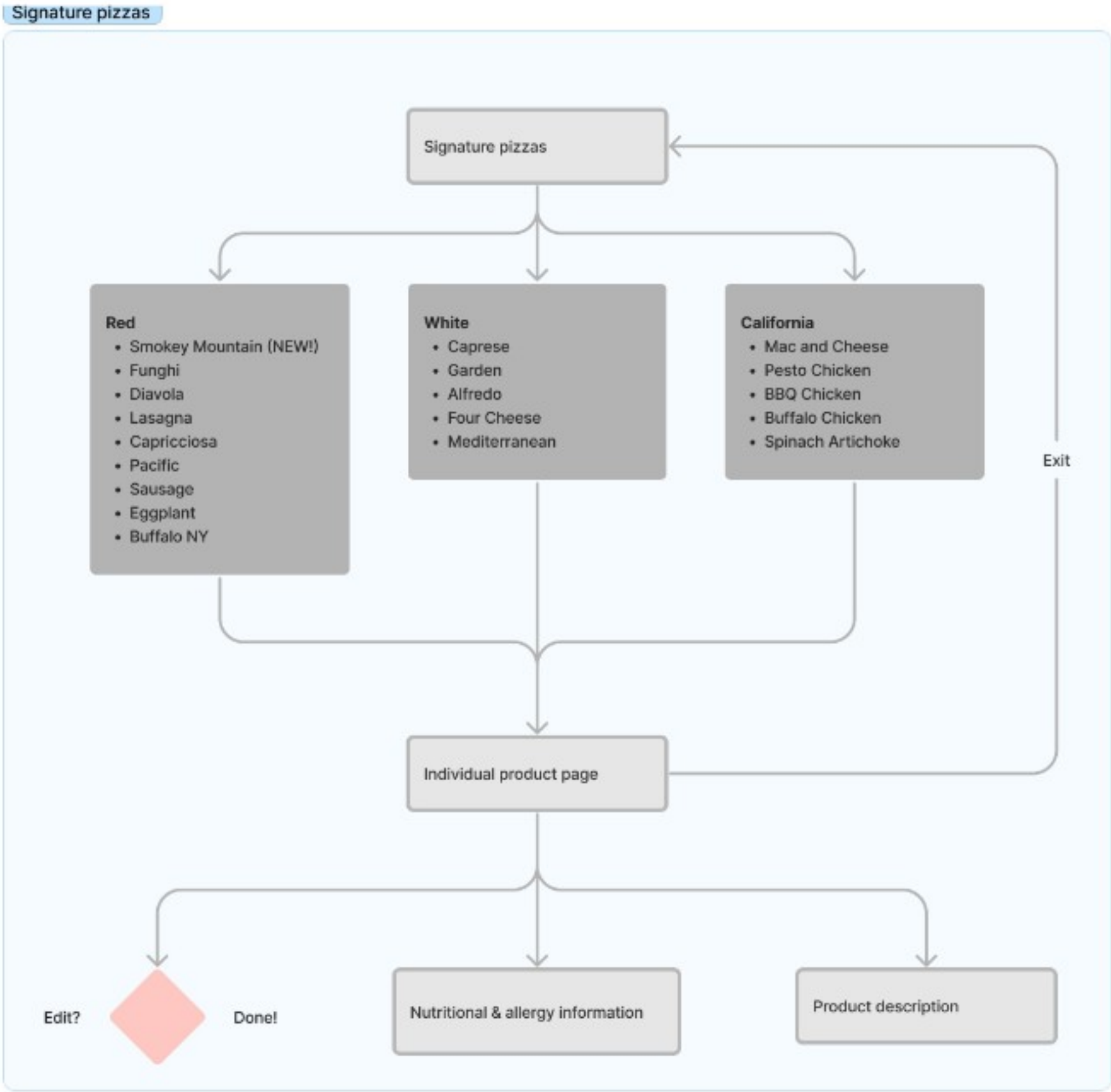
Cancel   ◆ Add?   Nutritional & allergy information   Product description

User may enter flow by
· Alternative menu flow through menu navigation.

Directs user to
Payment or alternative menu flow

Sides

Sides

Sides
- Cheesy Garlic Pan Bread $9.49
- Caesar Salad $3.99
- Dessert Dough $4.95
- Beet and Arugula Salad $3.99

Exit

Individual product page

Cancel

Add?

Nutritional & allergy information

Product description

User may enter flow by

· Adding product to cart.
· Pressing the cart icon from the menu navigation.

Directs user to

End of the flow. Returns to idle.
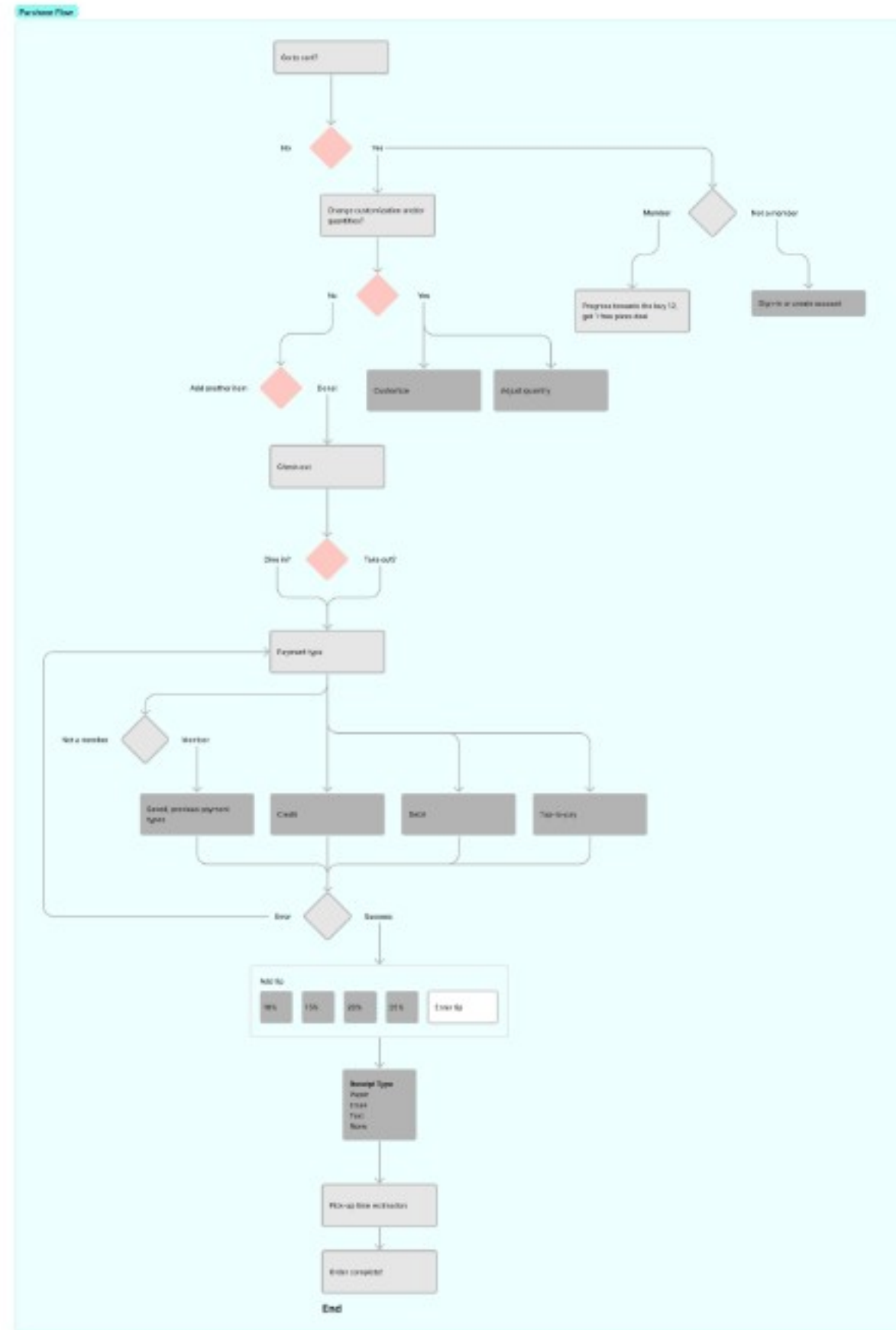
Wireframes

High-fidelity wireframes to visualize the workflow diagram.

Wireframes were mocked up and displayed on a mock-up screen to test the resolution and dimensions of intractable components.

This idle screen will be present when there is not a user interacting with the kiosk.

The user can start the ordering process by tapping on the screen.

Welcome to
Pi Craft
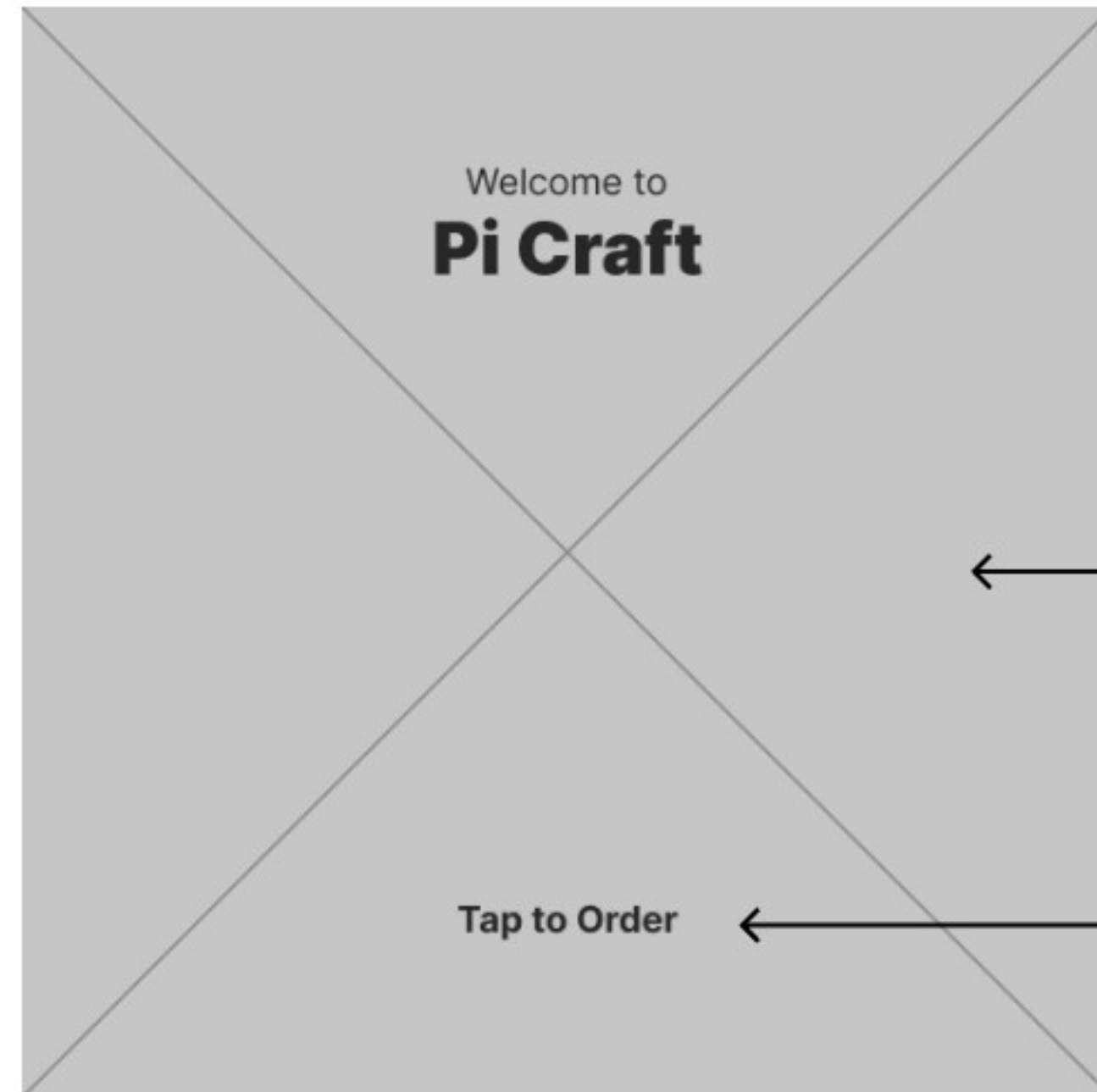
Graphic for Pi Craft in the background.

Tap to Order

User can tap anywhere on the screen to start the ordering process.

The sign-in page will allow the user to sign into their loyalty account or continue through the ordering process as a guest.

There is also a tertiary element that allows the user to create an account.

The user my also exit back to the idle screen through an arrow icon.

Exit back to the idle screen.

Pi Craft

Brand graphic in the background.

Sign in

Sign into your loyalty account.

Continue as guest

Continue without signing in.

Don't have an account? Sign up now!

Create account.
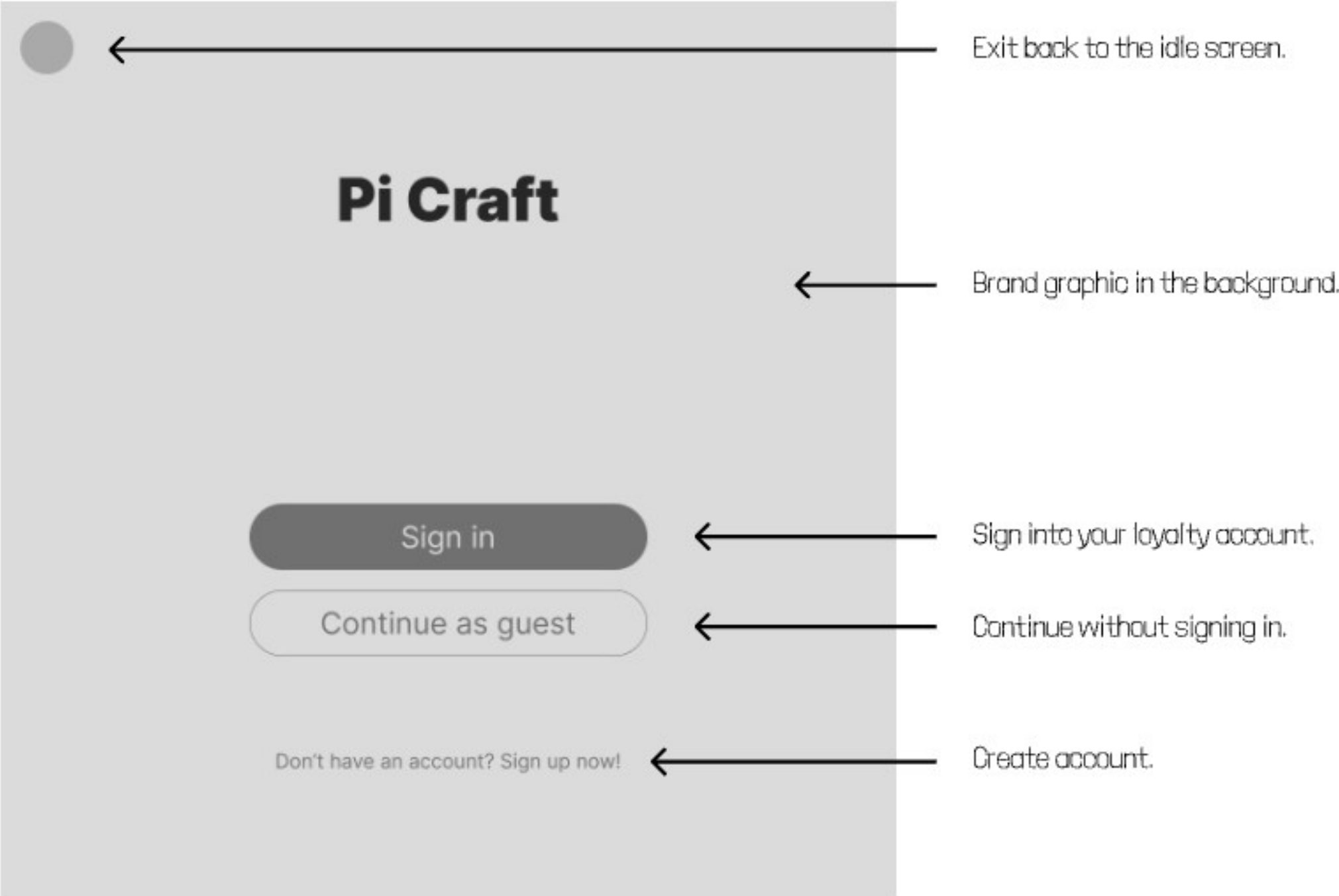
When the user indicates that they want to sign into their loyalty, they will be prompted to scan or their mobile app or enter a phone number or email.

Back

Returns to previous page.

Sign-In
Select a sign-in method.

Scan

Phone

Email

Pressing will prompt that the user sign in with that respective method.
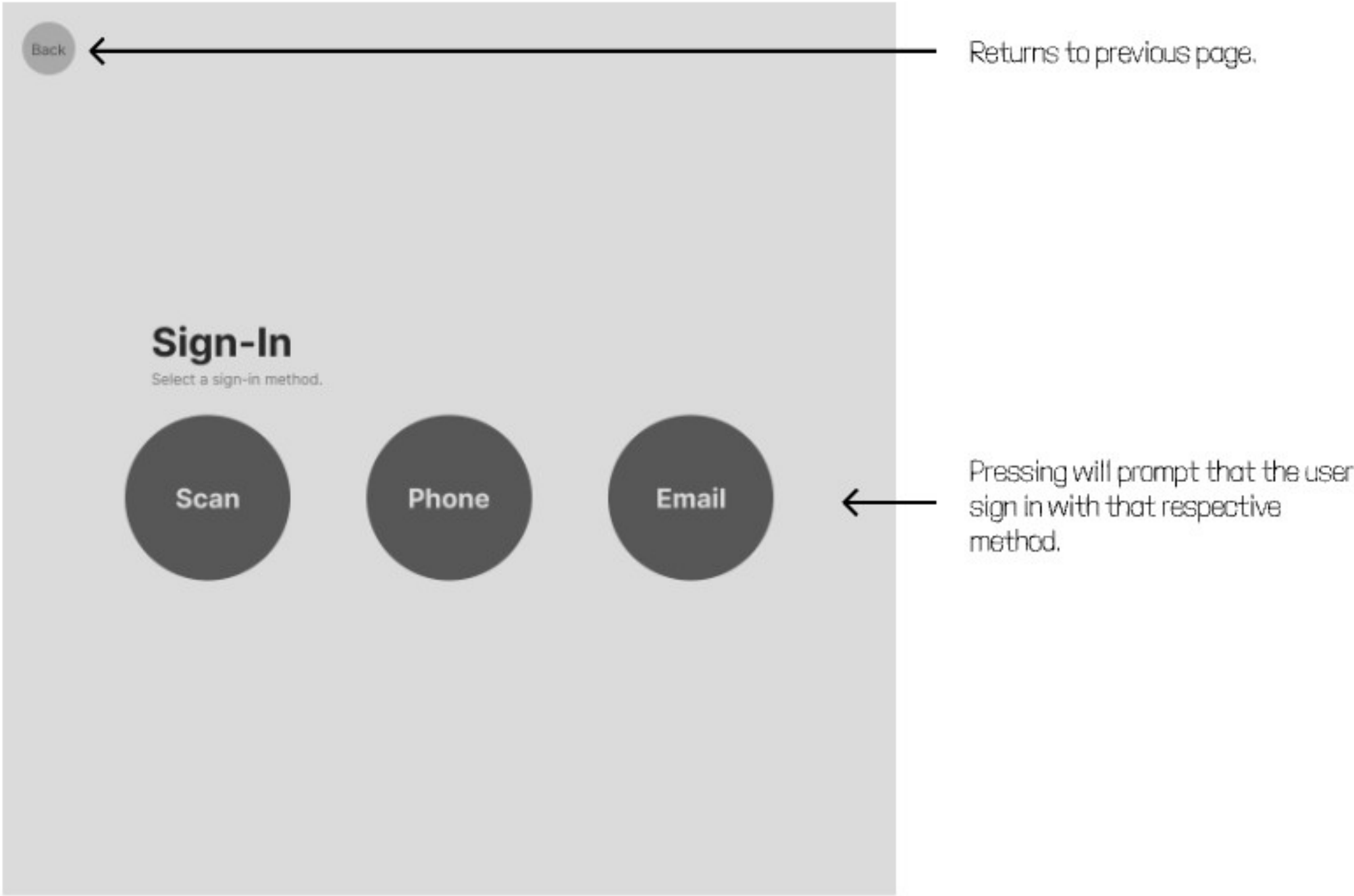
If the user selects the phone number sign-in, they will be prompted to enter their number.

Back

Returns to previous page.

Phone Number

Enter your phone number.

(123) 456 - 7890

1	2	3
4	5	6
7	8	9
	0	

Enter phone number with keypad.

Continue

Continues to validate log-in information.
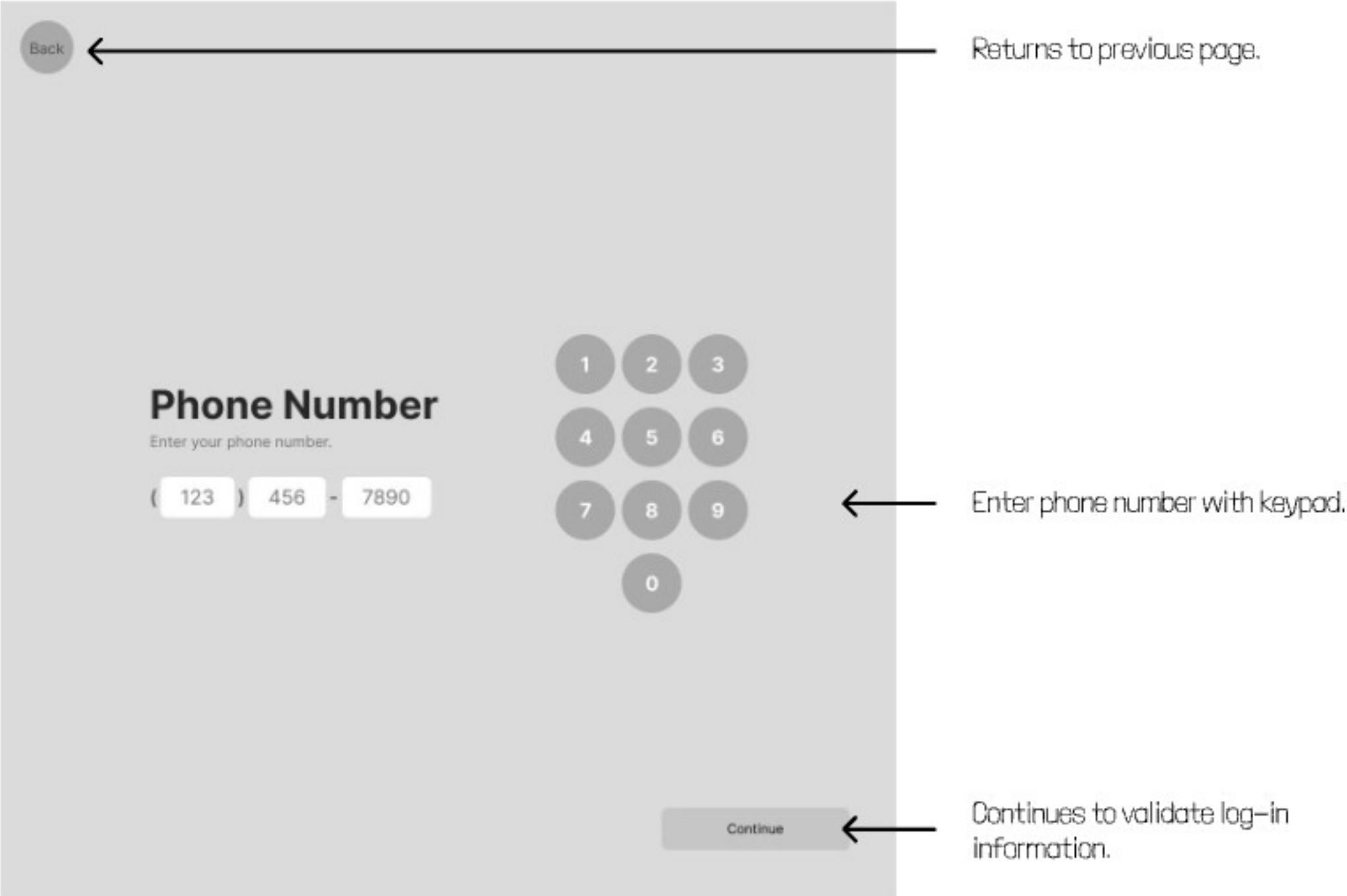
If the user selects the email sign-in, they will be prompted to enter their email.

Returns to previous page.

Back

Email

Enter your email.

name@email.com

Q W E R T Y U I O P

A S D F G H J K L

123 Z X C V B N M

Enter email to sign in.

Continue

Continues to validate log-in information.
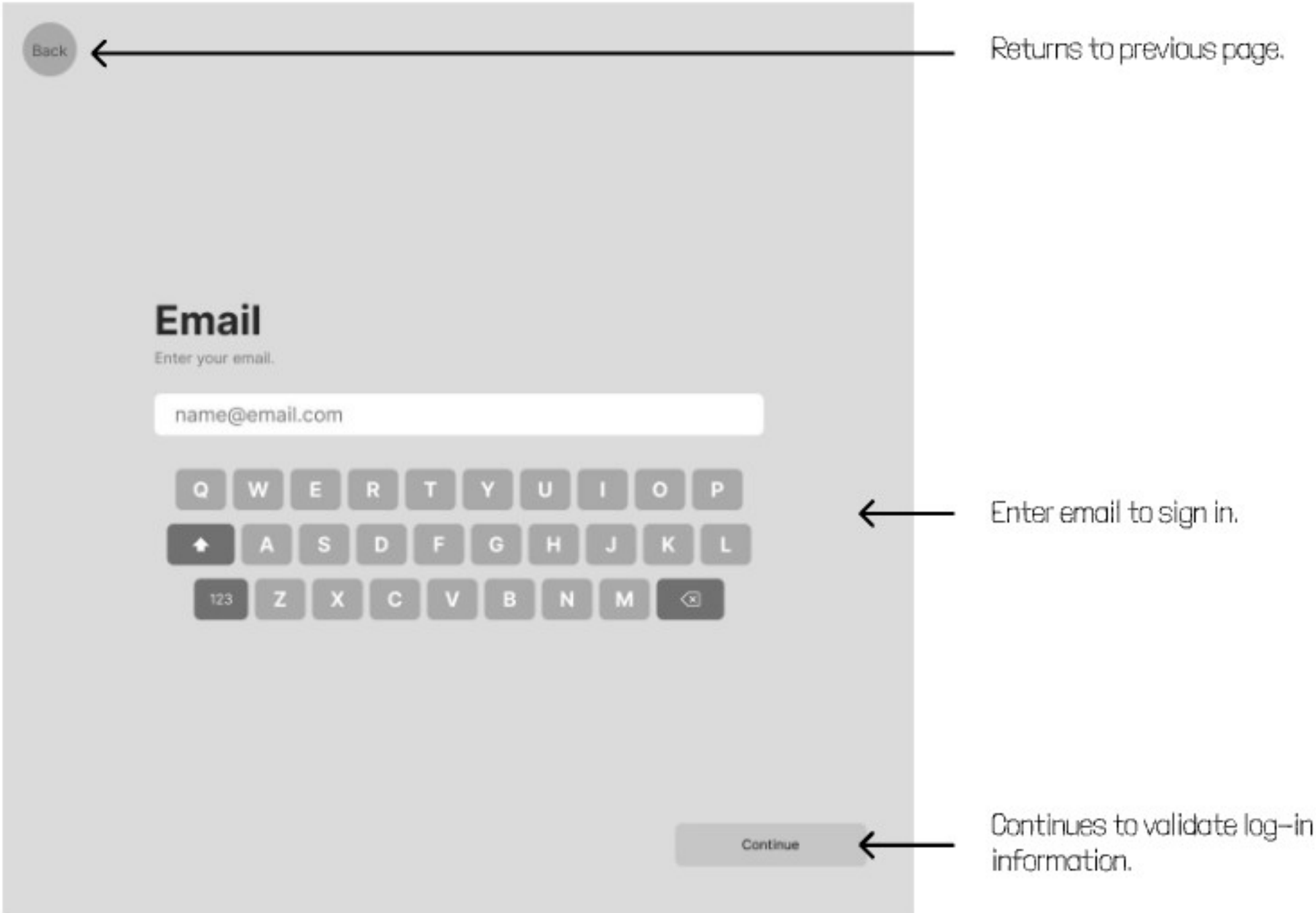
If the user selects the scan sign-in, they will be prompted to scan a QR code from the mobile application.

There will also be a red light around the scanner to further signify where the user should scan their QR code.
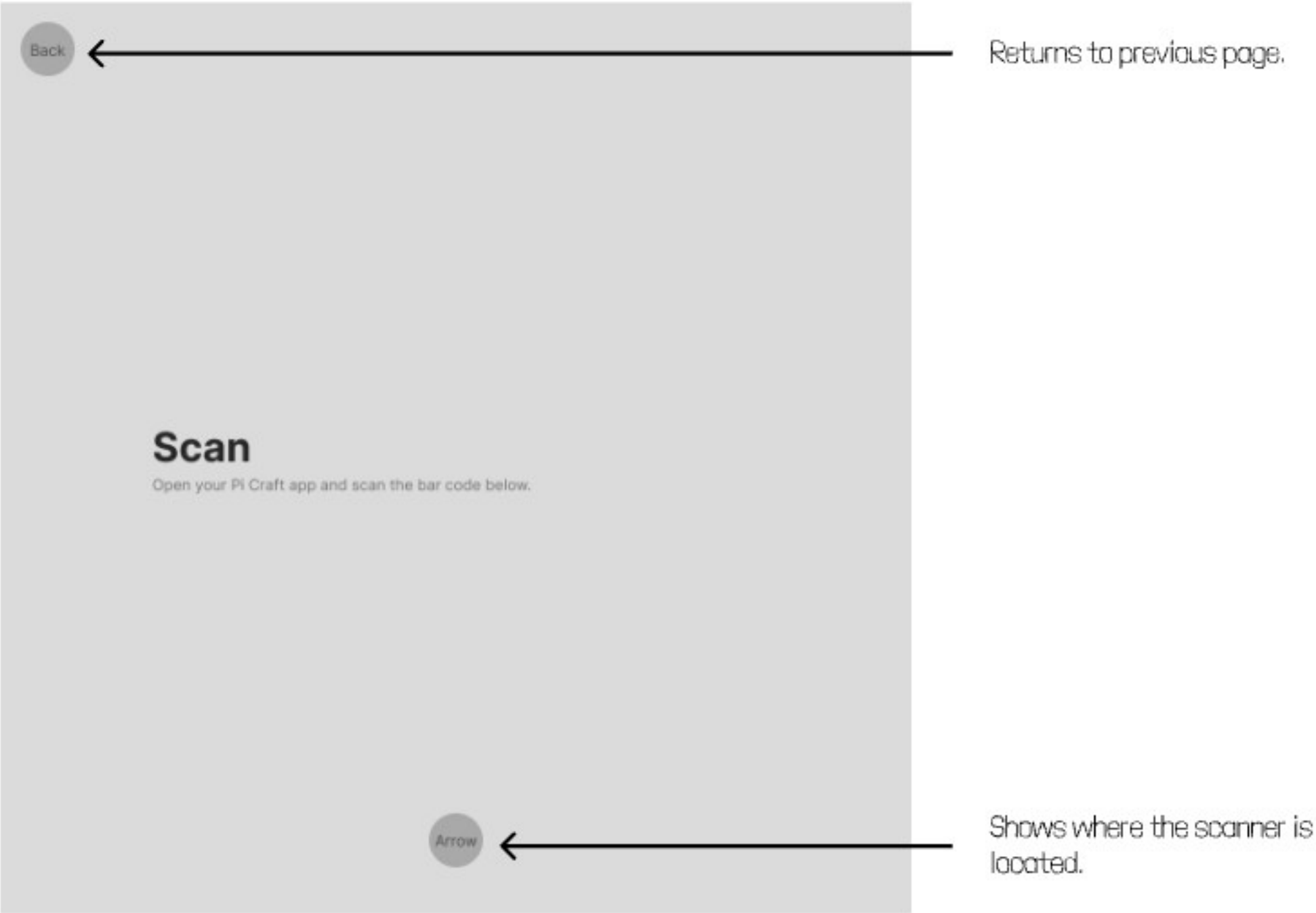
Returns to previous page.

Back

Scan

Open your Pi Craft app and scan the bar code below.

Arrow

Shows where the scanner is located.

If a user's identity is successfully validated, there will be a brief pop-up that will acknowledge that the user has signed in.

This page will automatically close after a delay or on tap.

Welcome Megan

Feeling hungry? Let's get something cooking!

The recommended screen will have a product promotion at the top, below the global navigation. Tapping this promotion will move the user to the product page.

If the user is not signed in, the kiosk will recommend popular signature pizzas. If they are signed in, the recommendations will be based on their past orders.

If the user is signed in, the kiosk will show their past orders here with a quick add functionality.
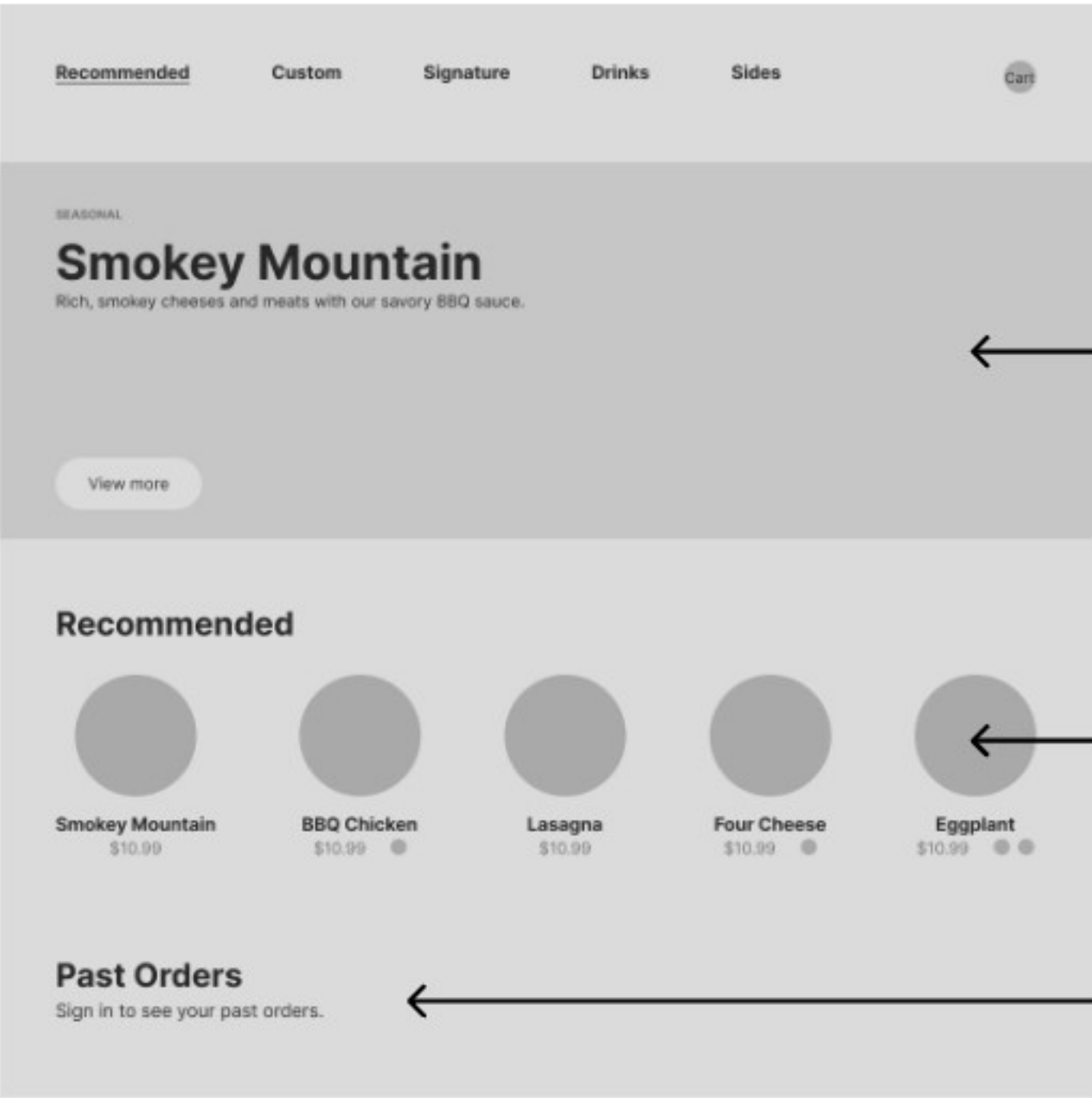
| Recommended | Custom | Signature | Drinks | Sides | Cart |

SEASONAL

Smokey Mountain
Rich, smokey cheeses and meats with our savory BBQ sauce.

View more

Product promotion with picture background.

Recommended

| Smokey Mountain | BBQ Chicken | Lasagna | Four Cheese | Eggplant |
| $10.99 | $10.99 | $10.99 | $10.99 | $10.99 |

Recommended products based on popularity or past orders.

Past Orders
Sign in to see your past orders.

If signed in, the user will be able to see their past orders.

When the custom flow is entered from the global navigation, the user will be entered into the creation flow.

There will be a picture of the dough to the left that will show the selected pizza dough option.

Choose Your Dough.

Thin
$8.49   12"

Pan
$9.49   12"x12"

Pi
$8.99   13"x7"

Round
$10.99   12"

Cancel Custom

Total $8.49

Navigation for the custom flow.

Dough options and their prices.

Picture of the selected pizza dough.

Exit custom build.
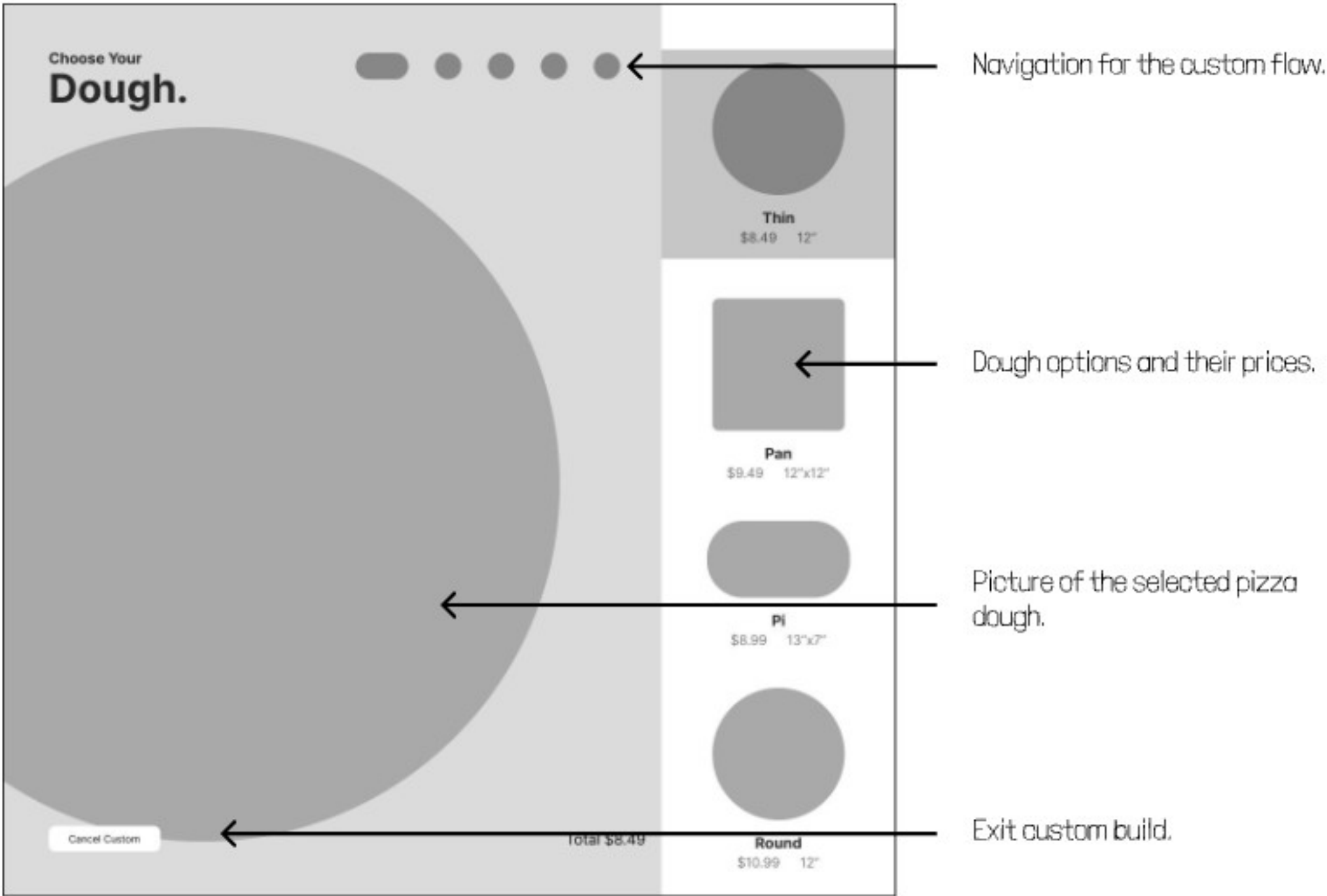
There will be a picture of the sauce to the left that will show the selected pizza sauce option. It will include the previously chosen dough as well.

Navigation for the custom flow.

Sauce options and their prices.

Picture of the selected pizza dough and sauce.

Exit custom build.

Choose Your
Sauce.

Herb Red

Tomato

Buffalo

Pesto

Cancel Custom

Total $8.49
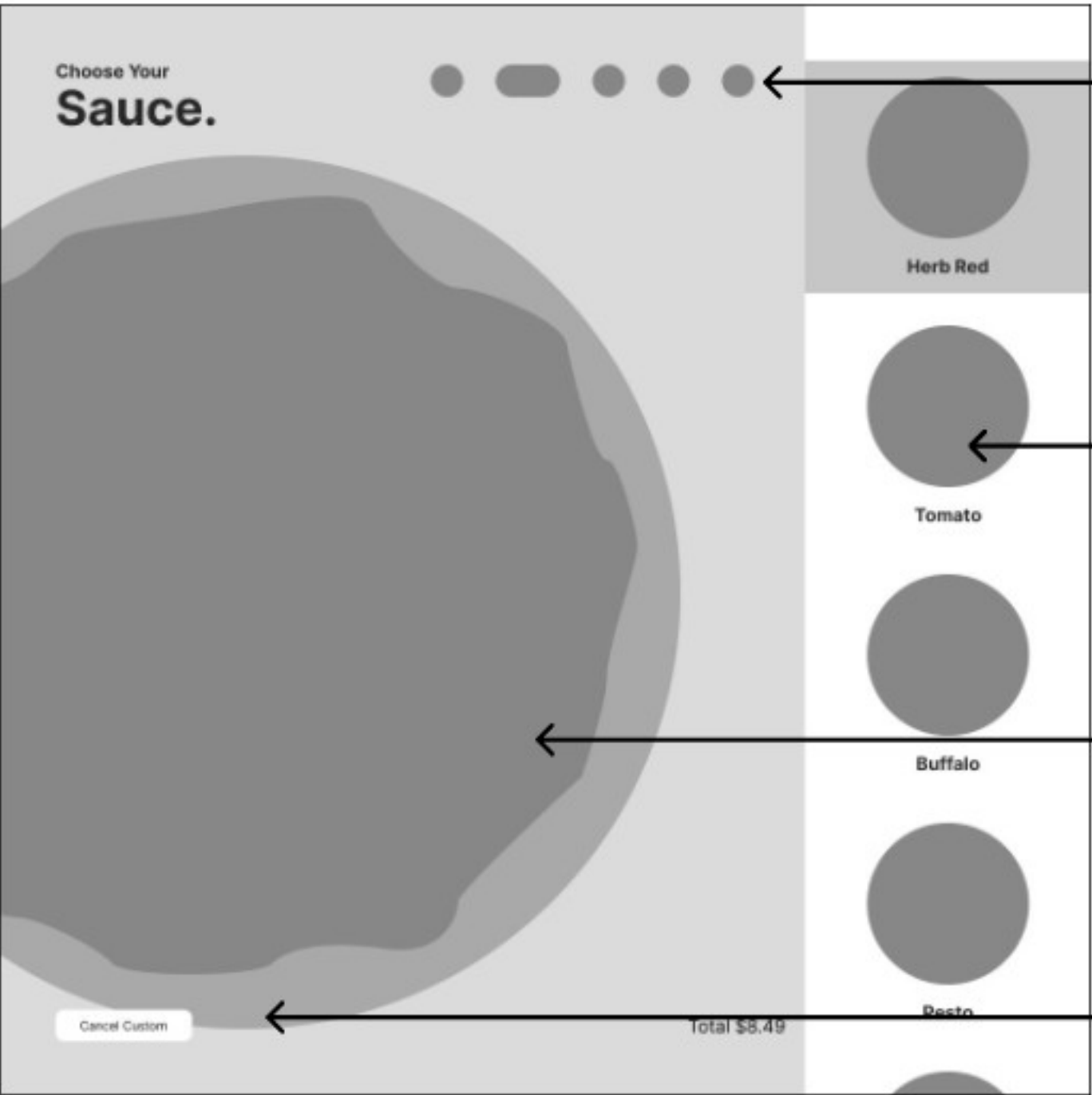
There will be a picture of the cheese to the left that will show the selected pizza cheese option. It will include the previously chosen dough and sauce as well.
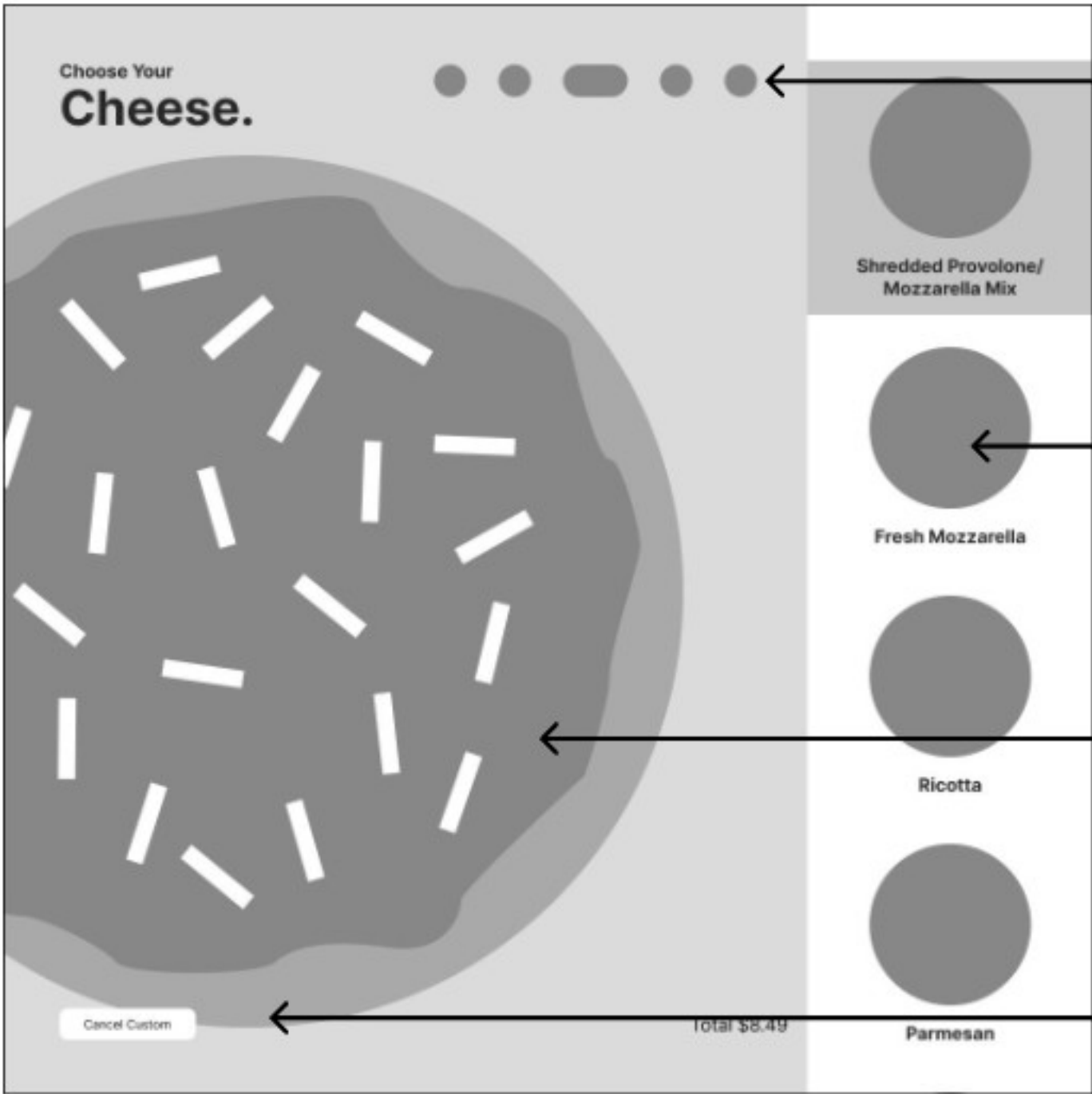
Choose Your
Cheese.

Navigation for the custom flow.

Shredded Provolone/
Mozzarella Mix

Cheese options and their prices.

Fresh Mozzarella

Picture of the selected pizza dough, sauce, and cheese.

Ricotta

Cancel Custom

Total $8.49

Exit custom build.

Parmesan

The toppings will be separated into categories. Based on the flavor of the topping, the user can find their desired toppings.

Choose Your
Toppings.

Meat

Spicy

Sweet

Savory

Cancel Custom

Total $8.49
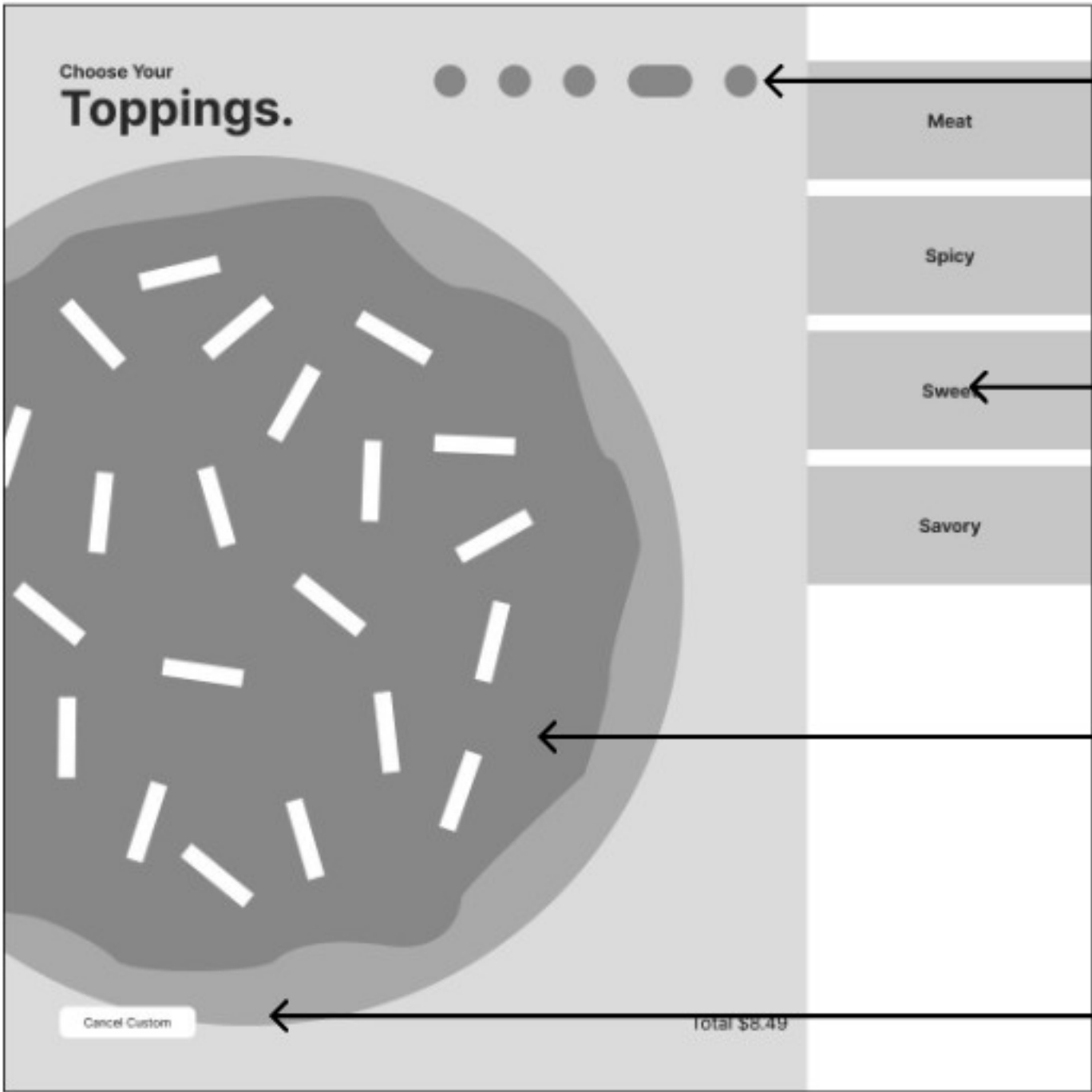
Navigation for the custom flow.

Categories of the toppings.

Picture of the selected pizza dough, sauce, cheese, and topping(s).

Exit custom build.

There will be a picture of the toppings to the left that will show the selected pizza toppings option. It will include the previously chosen dough, sauce, and cheese as well.

Choose Your
Toppings.

Pepperoni

Meatball

Bacon

Ham

Cancel Custom

Total $8.99
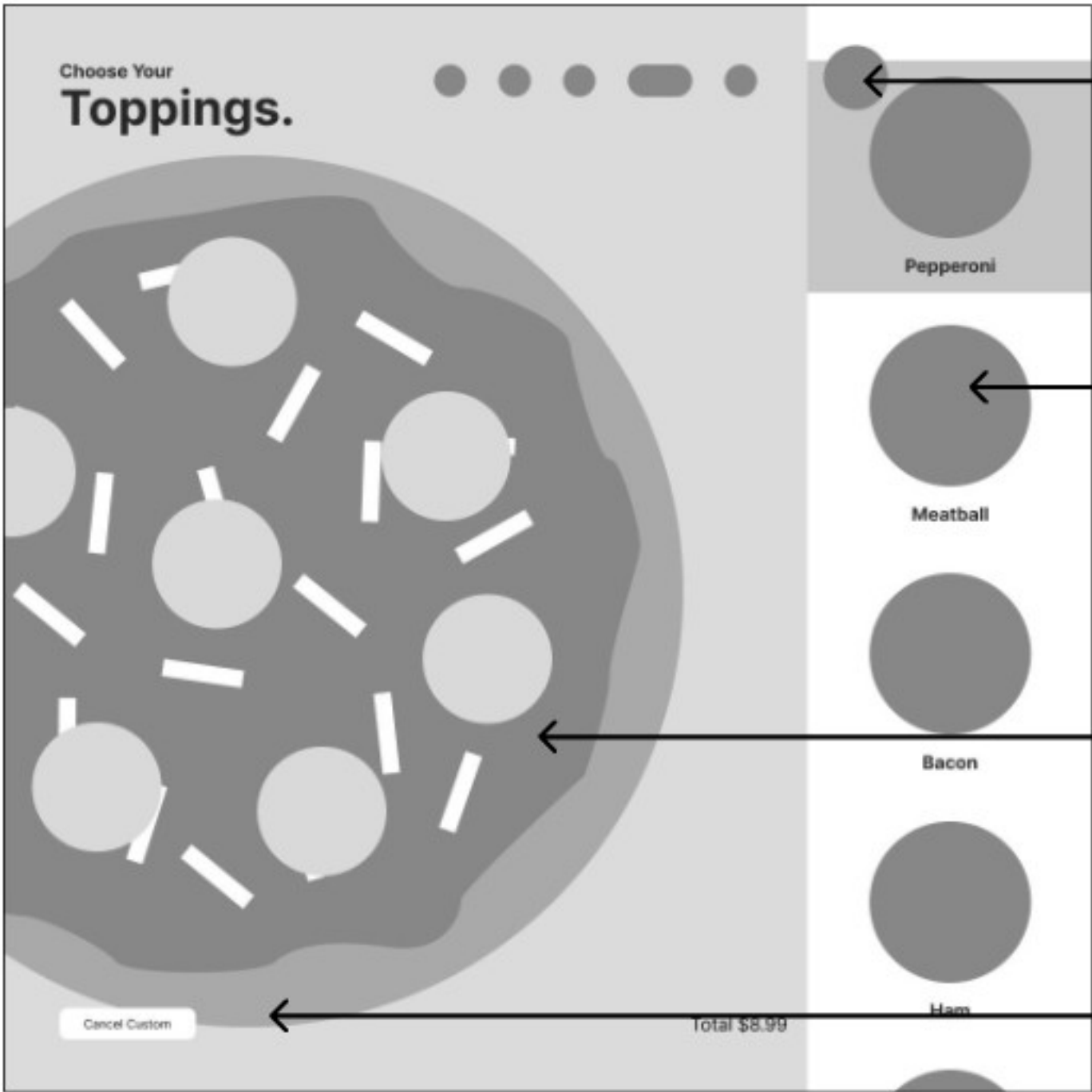
Exit from this category.

Topping options.

Picture of the selected pizza dough, sauce, cheese, and topping(s).

Exit custom build.

There will be a picture of the extra flair to the left that will show the selected pizza extra flair option. It will include the previously chosen dough, sauce, cheese, topping(s) as well.
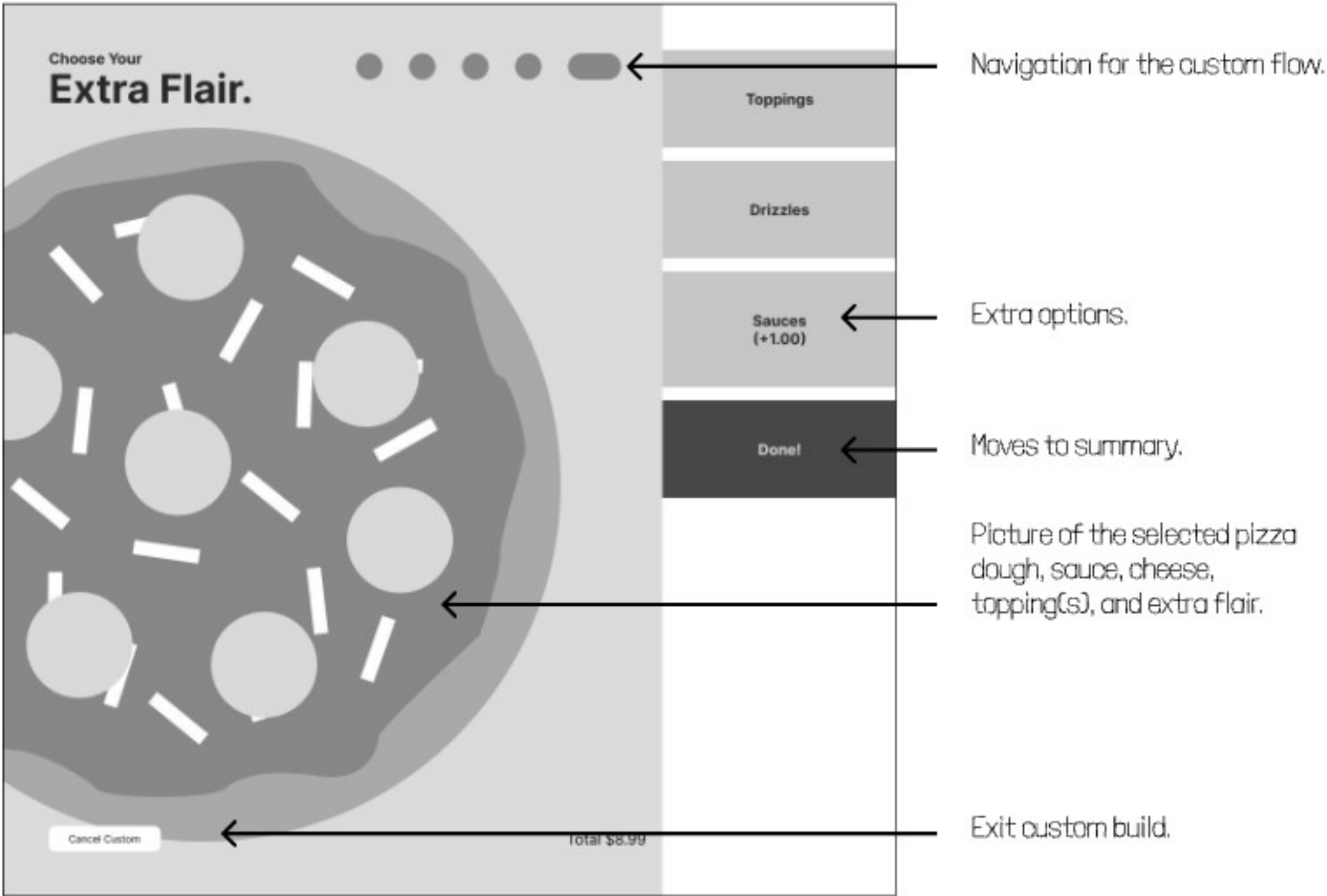

Choose Your
Extra Flair.

Toppings

Drizzles

Sauces
(+1.00)

Done!

Cancel Custom

Total $8.99

Navigation for the custom flow.

Extra options.

Moves to summary.

Picture of the selected pizza dough, sauce, cheese, topping(s), and extra flair.

Exit custom build.

There will be a picture of the created pizza.

Confirm Your
Custom Pizza.

Navigation for the custom flow.

Dough
Thin Crust
$0.49

Sauce
Herb Red

Sauce
Shredded Provolone & Mozzarella Mix

Toppings
Pepperoni
+$.50
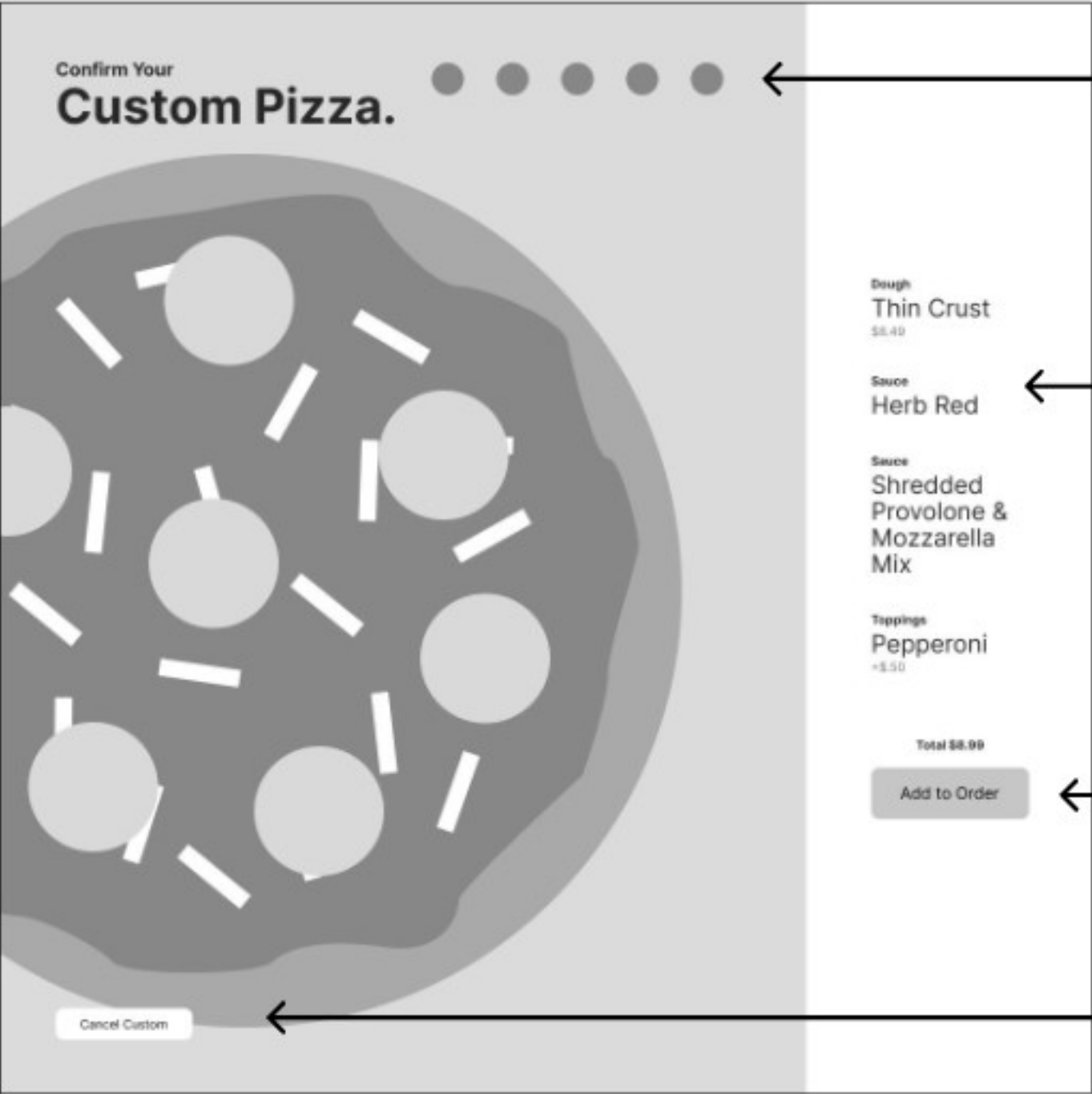
Summary of chosen pizza.

Total $8.99

Add to Order

Add the custom pizza to cart.

Cancel Custom

Exit custom build.

The signature pizzas will be sectioned into the following categories: California, Red, and White. The user may scroll through these options.

Pressing on a product will navigate the user to the product page.

Recommended   Custom   Signature   Drinks   Sides   Cart

Signature

Dietary

⬤ Vegan   ⬤ Vegetarian   ⬤ Gluten Free   ⬤ Dairy Free ← Dietary restriction filters.

California

Pesto Chicken   BBQ Chicken   Spinach Artichoke   Four Cheese ← Scroll-able signature pizza picture and label.

Buffalo Chicken   Mac & Cheese

Red

The drinks will have a quick add feature so that the user does not need to view a product page, unless they wanted additional informational about the product.

Recommended   Custom   Signature   Drinks   Sides   Cart

Drinks

Fountain Drink
$2.75

Bottled Water
$2.00

Hank's Root Beer
$2.75

Calypso Original
Lemonade
$3.50

Drinks with image, title, and price. Reveals product page when pressed.

Calypso Ocean
Blue Lemonade
$3.50

Calypso Southern
Peach Lemonade
$3.50

Quick add feature.

The sides will have a quick add feature so that the user does not need to view a product page, unless they wanted additional informational about the product.

Recommended   Custom   Signature   Drinks   Sides   Cart

Sides

Cheesy Garlic Pan Bread
$9.49

Caesar Salad
$3.99

Dessert Dough
$4.95
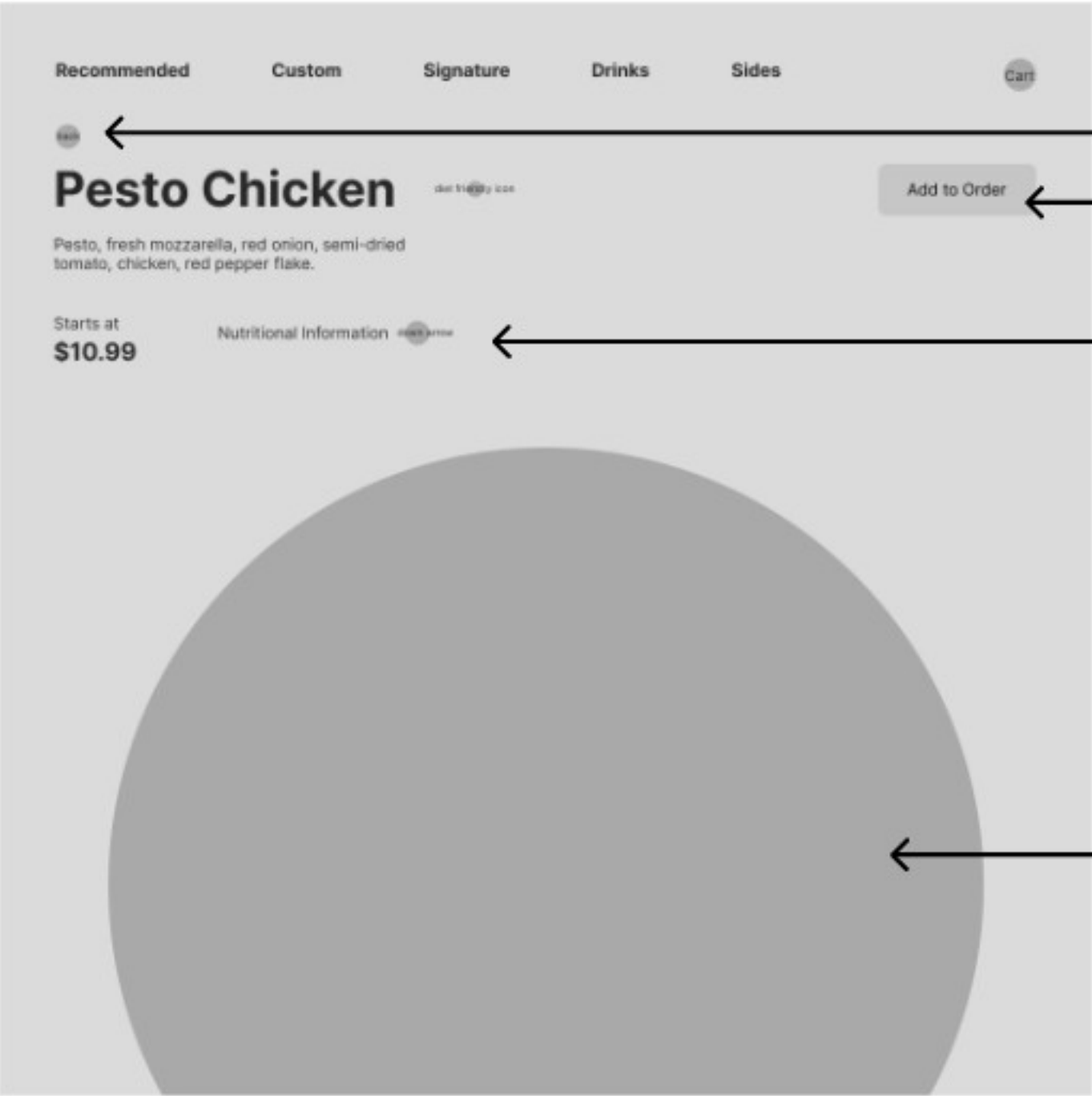
Beet and Arugula Salad
$3.99
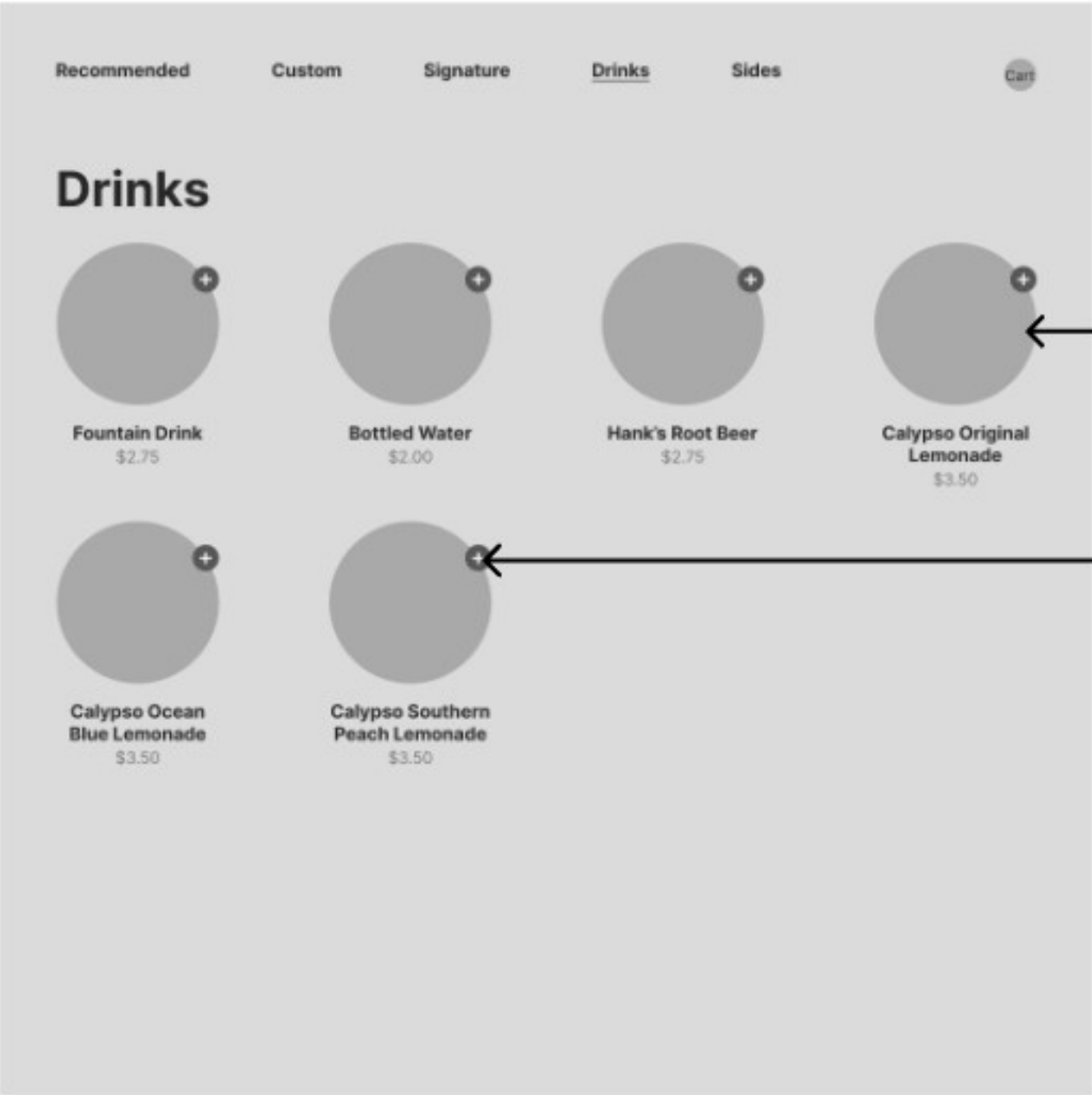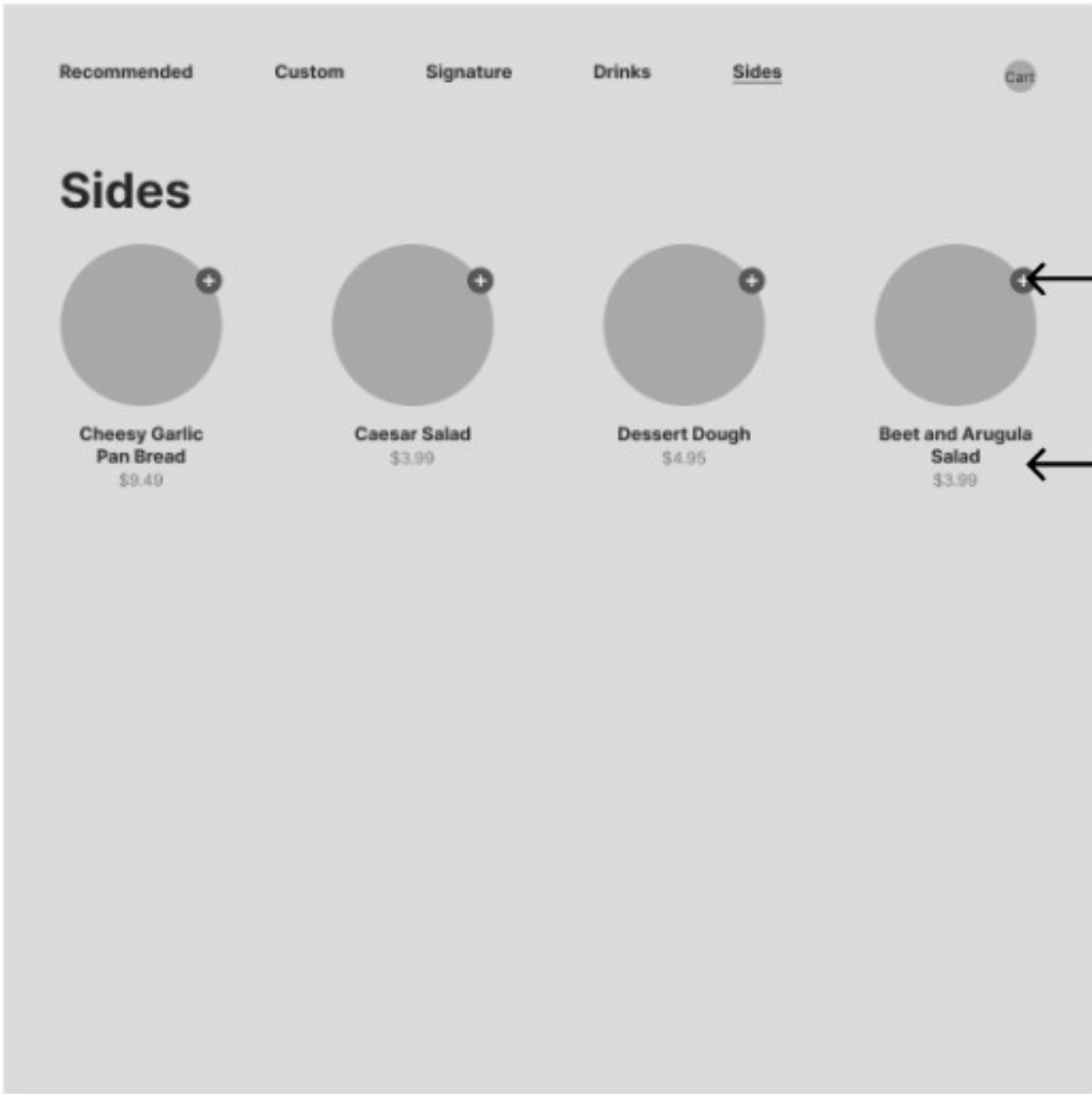
Quick add feature.

Sides with image, title, and price. Reveals product page when pressed.

When a product is pressed, the user will be navigated to a product specific page.

When the "add to cart" button is pressed, the user will be prompted to select the pizza's size.

Recommended   Custom   Signature   Drinks   Sides   Cart

Exits product page.

Pesto Chicken

Add to Order

Opens a size selection window.

Pesto, fresh mozzarella, red onion, semi-dried tomato, chicken, red pepper flake.

Starts at
$10.99

Nutritional Information

Displays the nutritional information.

Pizza picture.

When the user hasn't added anything to their cart, they will be given this message.

Recommended   Custom   Signature   Drinks   Sides   Cart

Cart

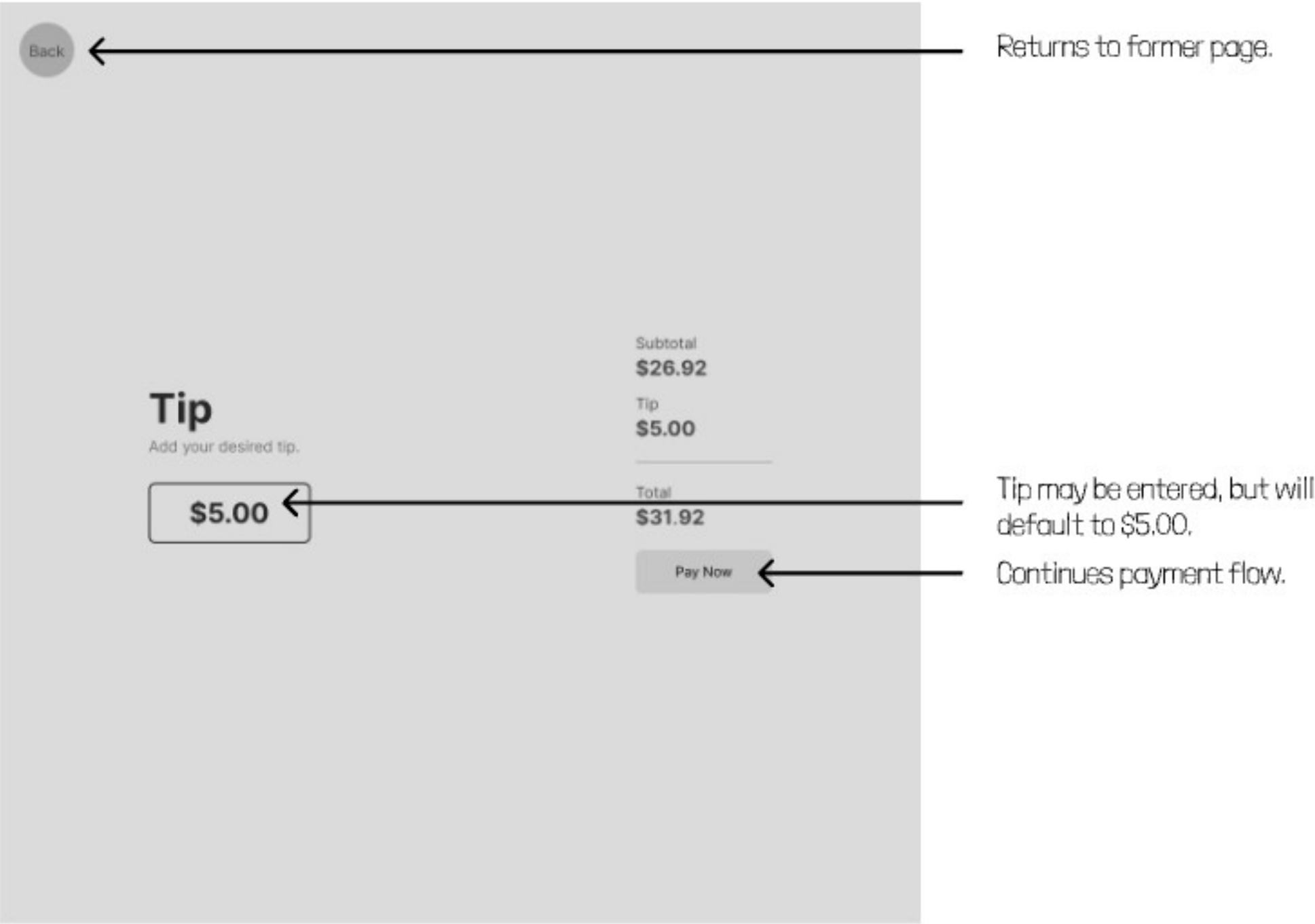Nothing here. Just growling stomachs. ← Message indicating that the cart is empty.

When the user has added at least one item to their cart, the cart will provide an overview of the items in it and the subtotal with tax.

Recommended   Custom   Signature   Drinks   Sides   Cart

Cart

Pesto Chicken
$10.99 ●   QTY 1 ●

Dessert Dough
$4.95 ●   QTY 1 ●

Custom Pizza
$8.99 ●   QTY 1 ●
Thin crust with herb red sauce,
shredded provolone & mozzarella,
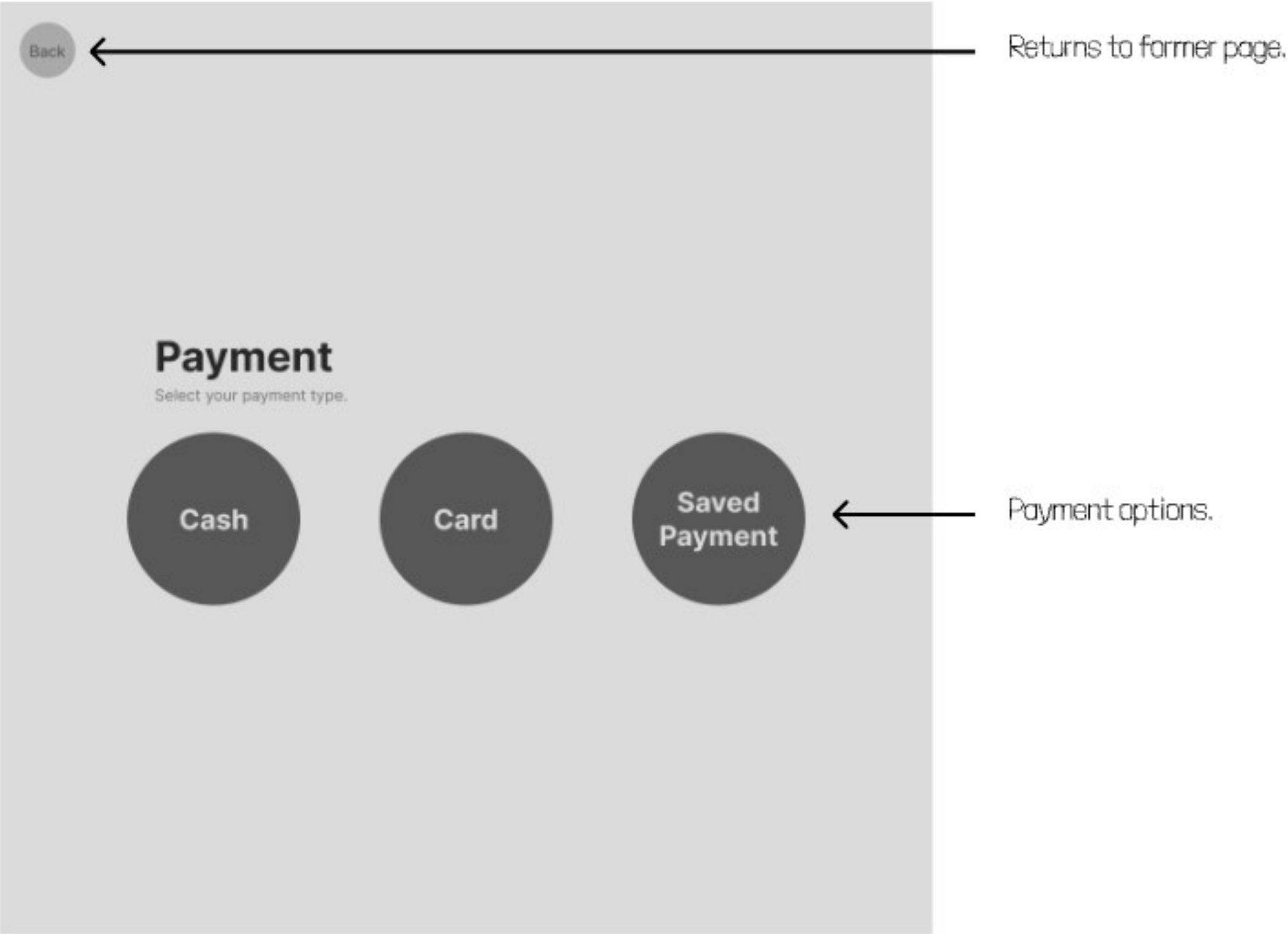and pepperoni.

Subtotal
$24.93

Tax
$1.99

Total
$26.92
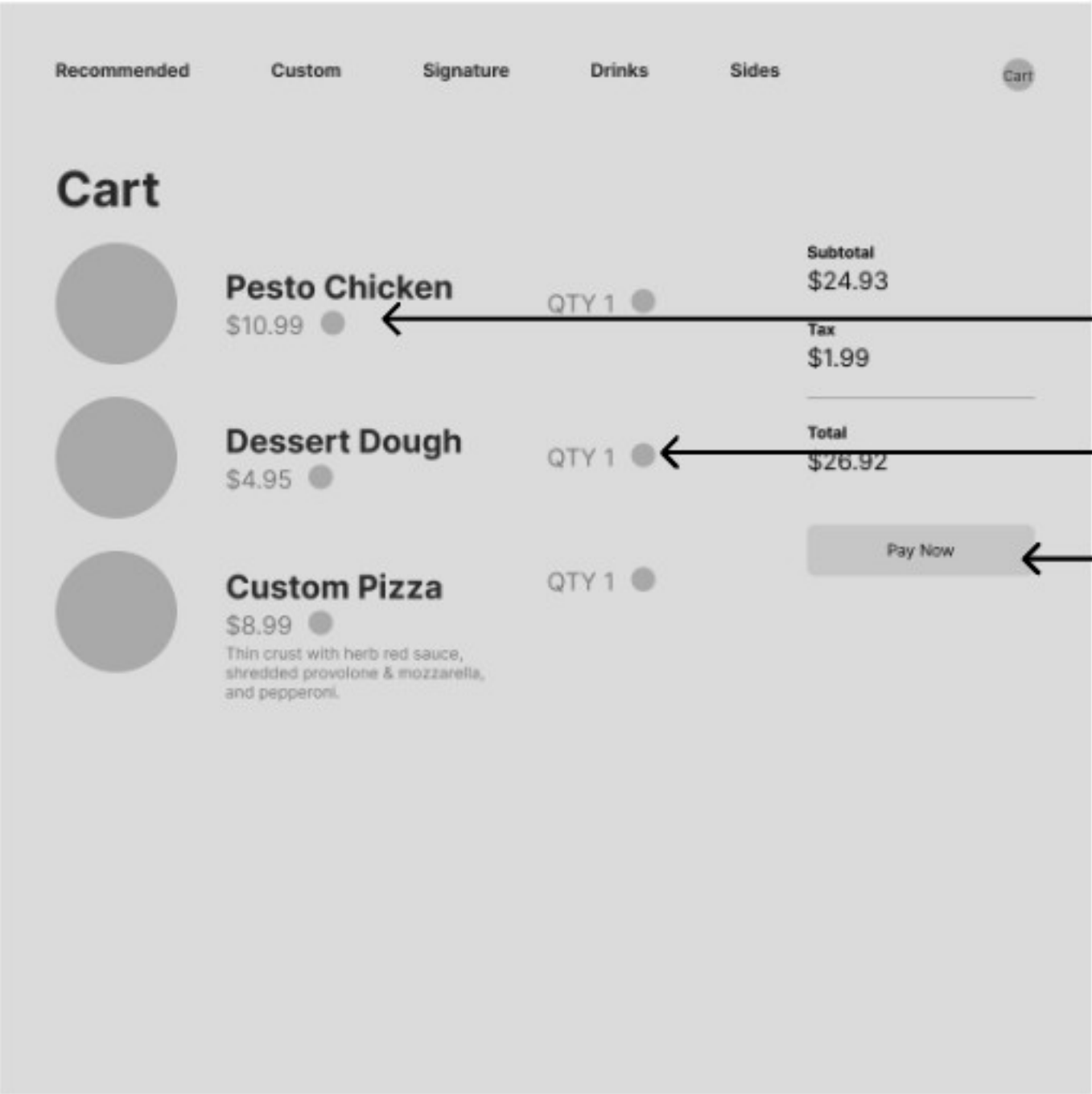
Pay Now

Added items and their dietary accommodations.

Allows user to adjust the quantity.

Starts payment flow.

The tip will default to $5.00, but the user may press the tip amount to type in a new tip value.

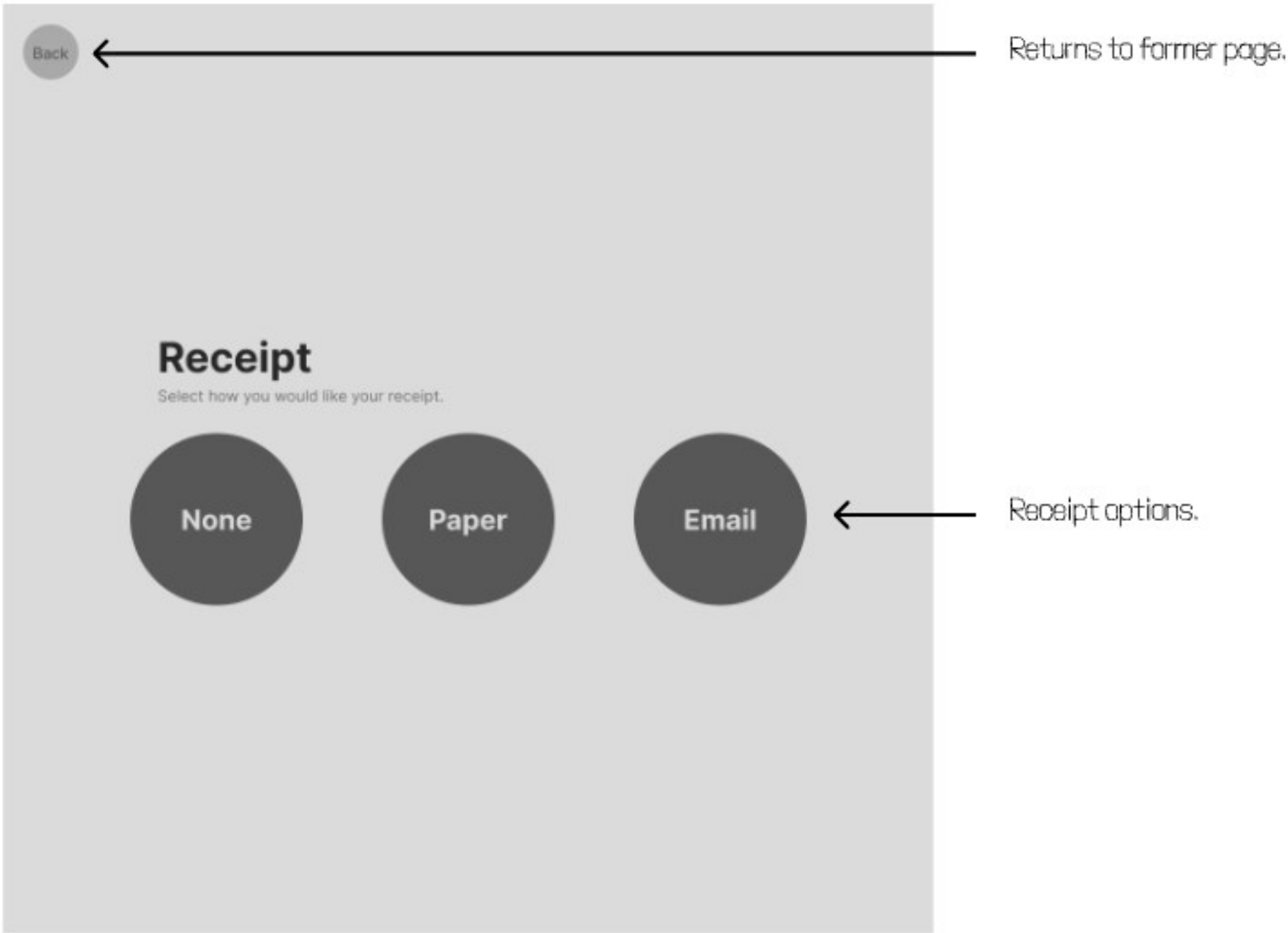Pressing the "pay now" button will continue the payment flow.

Back

Returns to former page.

Tip
Add your desired tip.

Subtotal
$26.92

Tip
$5.00

Total
$31.92

$5.00

Tip may be entered, but will default to $5.00.

Pay Now

Continues payment flow.

Pressing one of the buttons will enable that specific form of payment for the user.

Returns to former page.

Payment

Select your payment type.

Back

Cash

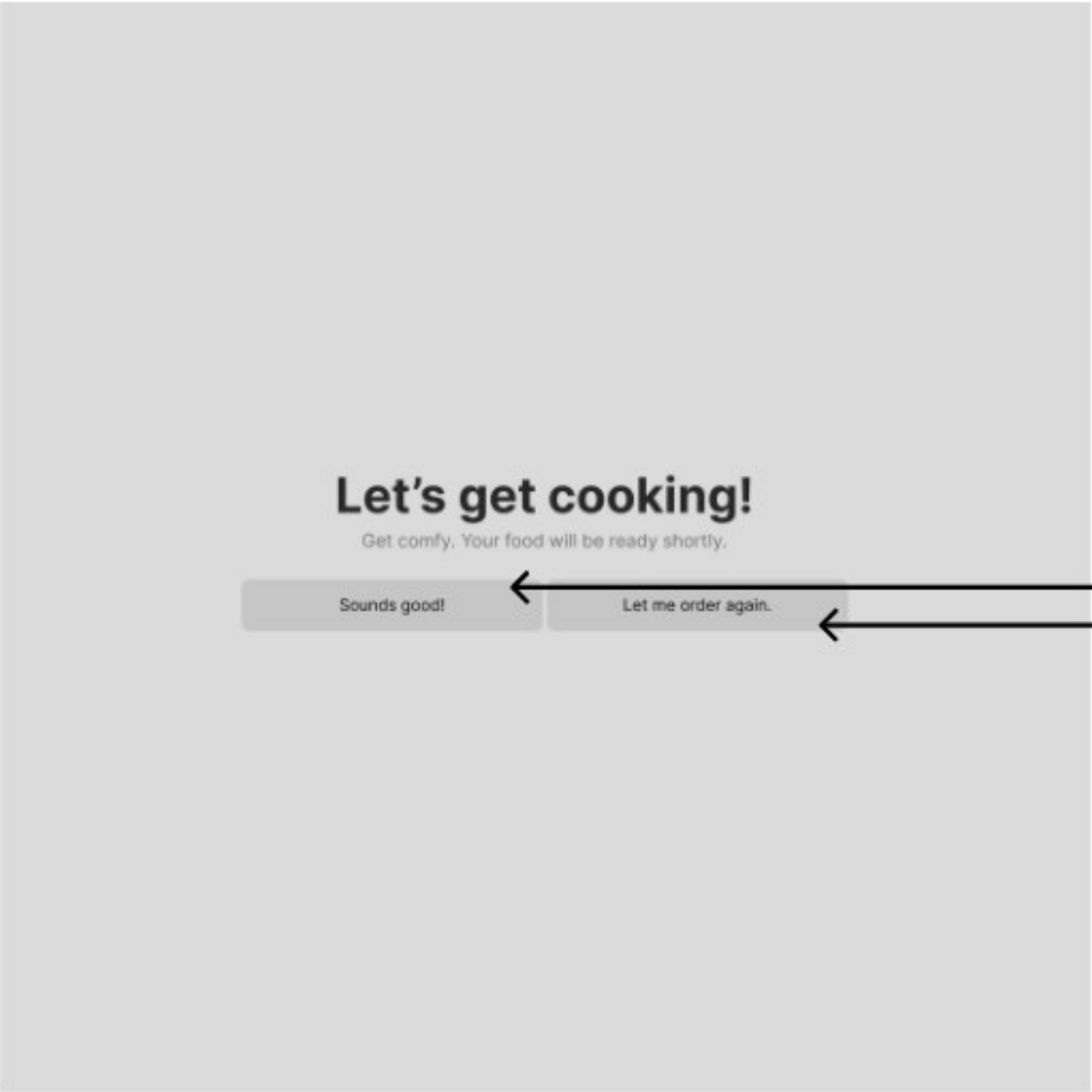Card

Saved Payment

Payment options.

Pressing one of the buttons will send the receipt. If the user wants an emailed receipt, it will be sent to the information on file or the user may type in a new email.

Returns to former page.

Back

Receipt

Select how you would like your receipt.

None   Paper   Email

Receipt options.

Once the transaction has been successfully paid for, the user will be able to go back to the idle screen or create another order.

If the user does not press either option, the screen will time out and return to the idle screen.

Let's get cooking!
Get comfy. Your food will be ready shortly.

Sounds good!   Let me order again.

Back to idle screen.

Restarts ordering in the same account.

Style
Guide

Visual style will pull inspiration from cooking video games.

To appeal to families and young adults, we will gamify the pizza creation process through customized vector graphics.

Image from Papa's Pizzeria

The primary colors for the Pi Craft kiosk are burnt orange and gray. The burnt orange is the primary call-to-action and the text is gray.

Burnt Orange 800
75240B
RGB: 117, 36, 11

Burnt Orange 500
BE4E2B
RGB: 190, 78, 43

Burnt Orange 400
EBAC98
RGB: 235, 172, 152

Burnt Orange 100
FFD3C6
RGB: 255, 211, 198

Gray 800
272727
RGB: 39, 39, 39

Gray 600
575757
RGB: 87, 87, 87

Gray 100
DBDBDB
RGB: 219, 219, 219

White
FFFFFF
RGB: 255, 255, 255

All text used is Londrina Solid in either Black or Light weights.

The button text is written in all capital letters and titles are burnt orange 500 unless they are on a dark background, which then they are white.

Title | **Londrina Solid 96pt**

H1 | **Londrina Solid 48pt**

Button | **LONDRINA SOLID 32PT**

Body | Londrina Solid 24pt

All icons had a maximum width and height of 66 pixels. They are scaled proportionally to be the largest size possible within these values without being distorted.

Shopping bag
Navigates to cart

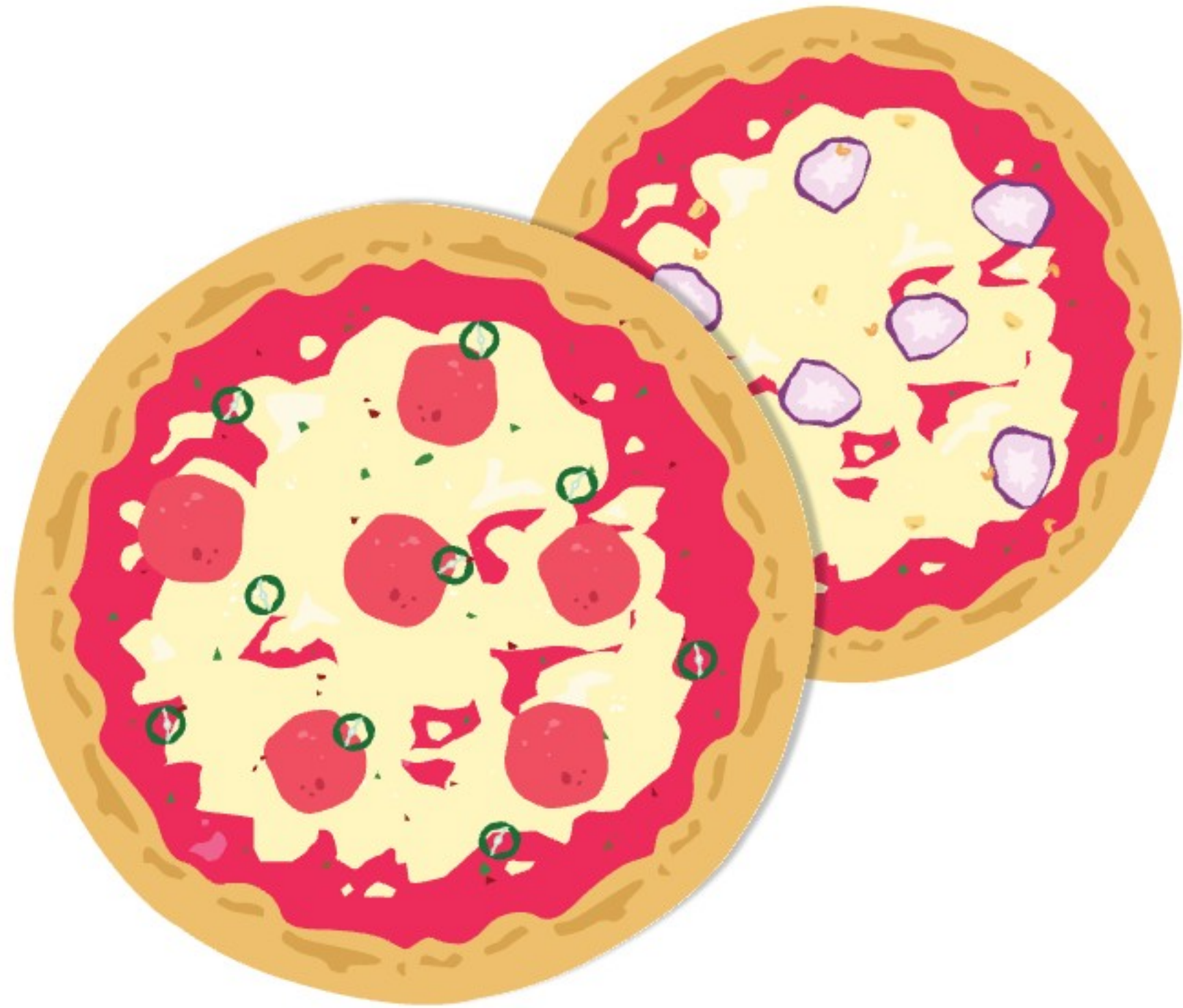**Quick add**
Adds item directly to bag

Back arrow
Returns to previous screen

Collapsible arrow
Open and close widget

To compliment the idea of gamifying the pizza making process, the products have been individually drawn to match the aesthetic of the chosen typeface Londrina Solid.

Because imagery is a big part of this kiosk, the images are much larger on product specific pages in comparison to the catalogs.

Cart Section
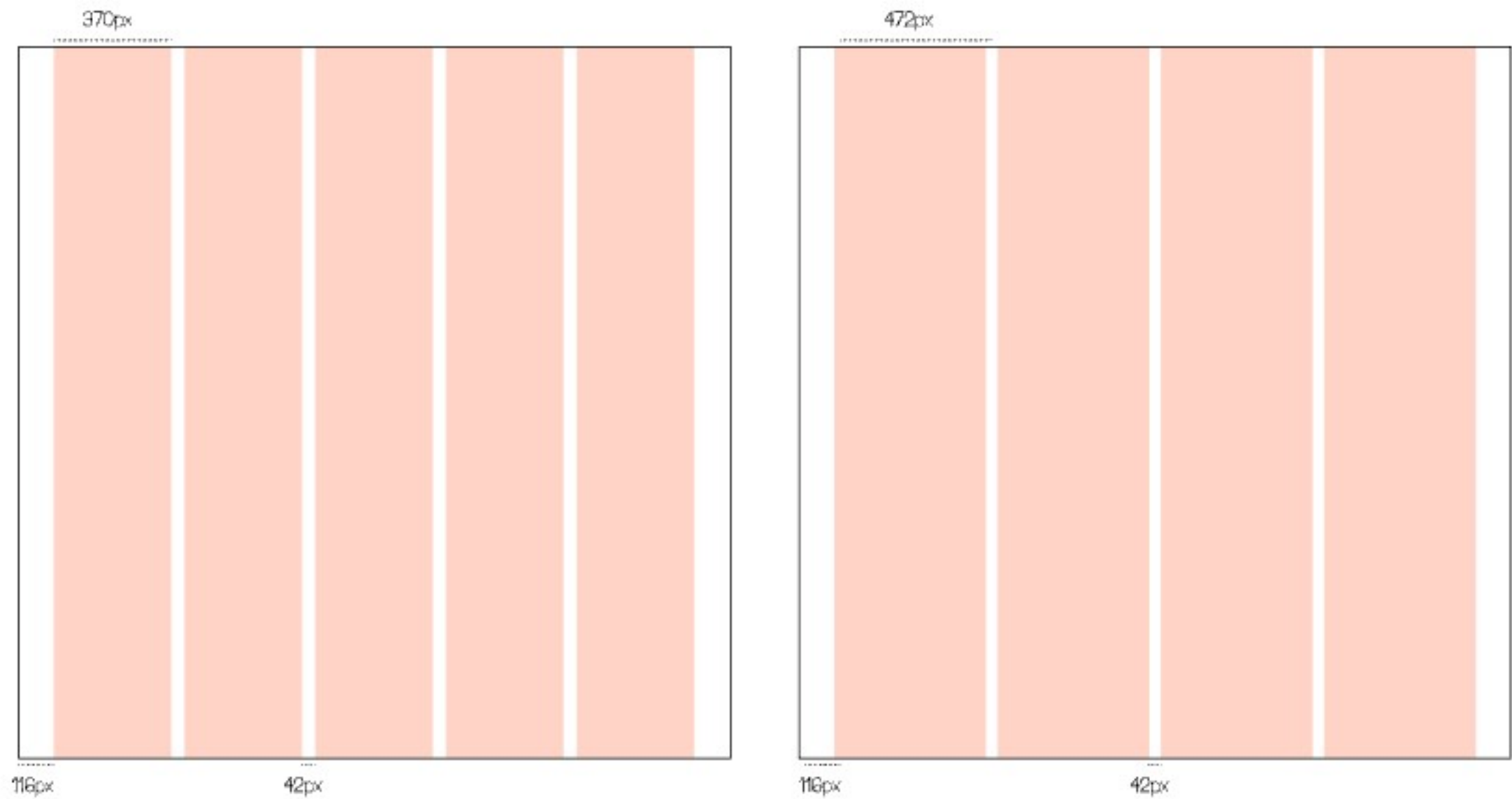250 x 250 px

Product Pages
300 x 300 px

Custom Builder
1500 x 1500 px

370px

472px

116px   42px

118px   42px

The kiosk is organized through a five and four column grid system.
Gutters are 42 pixels and gutters are 116 pixels.
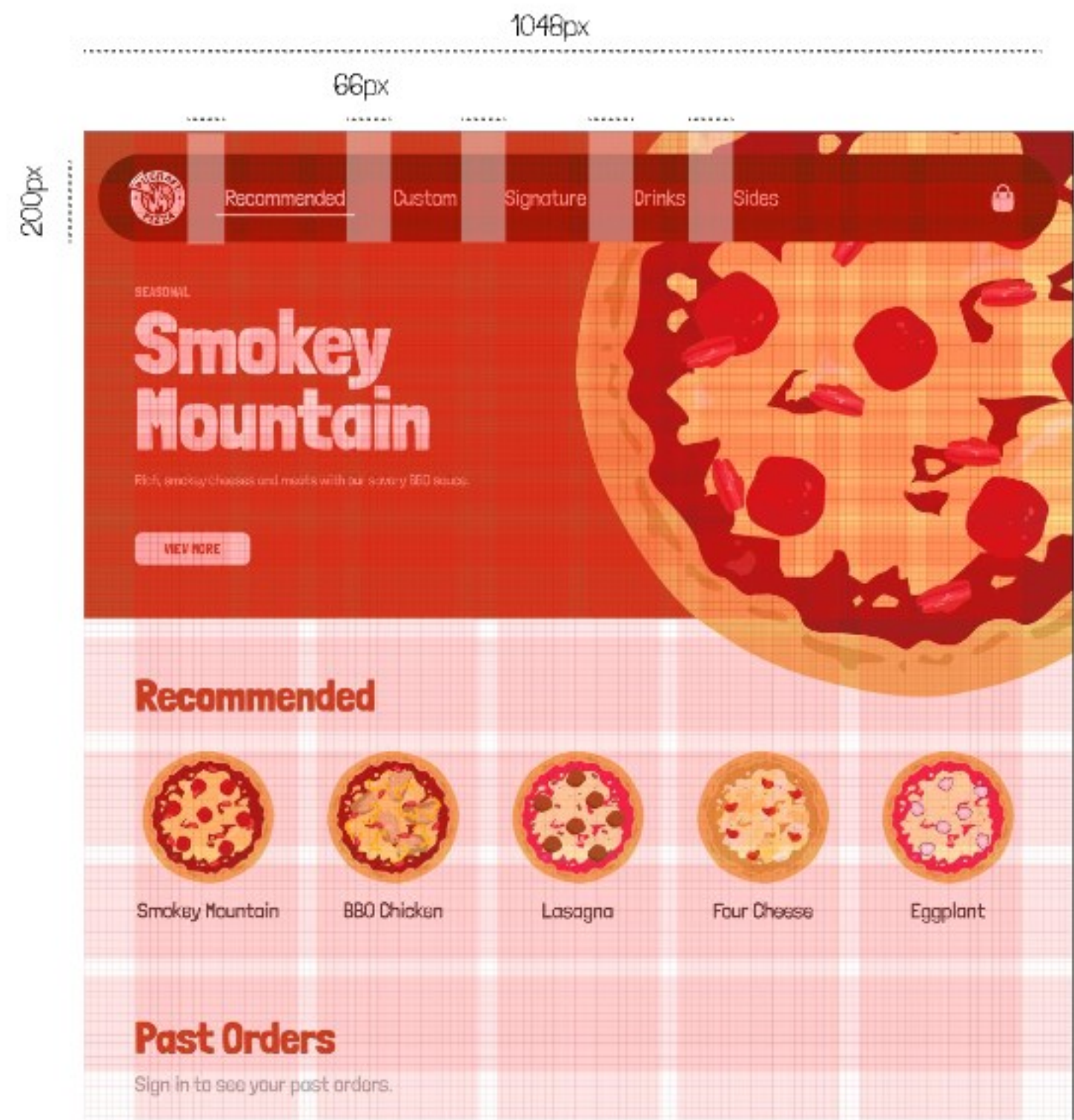
The primary navigation was spaced 66 pixels apart in a 200 pixel by 2183 pixel bar. The corners of the navigation bar are rounded by 100 pixels.

Visual
Compositions

The idle screen was combined with the log-in screen to increase the efficiency of the application.

Pi Craft

Sign In → Sign into your loyalty account.
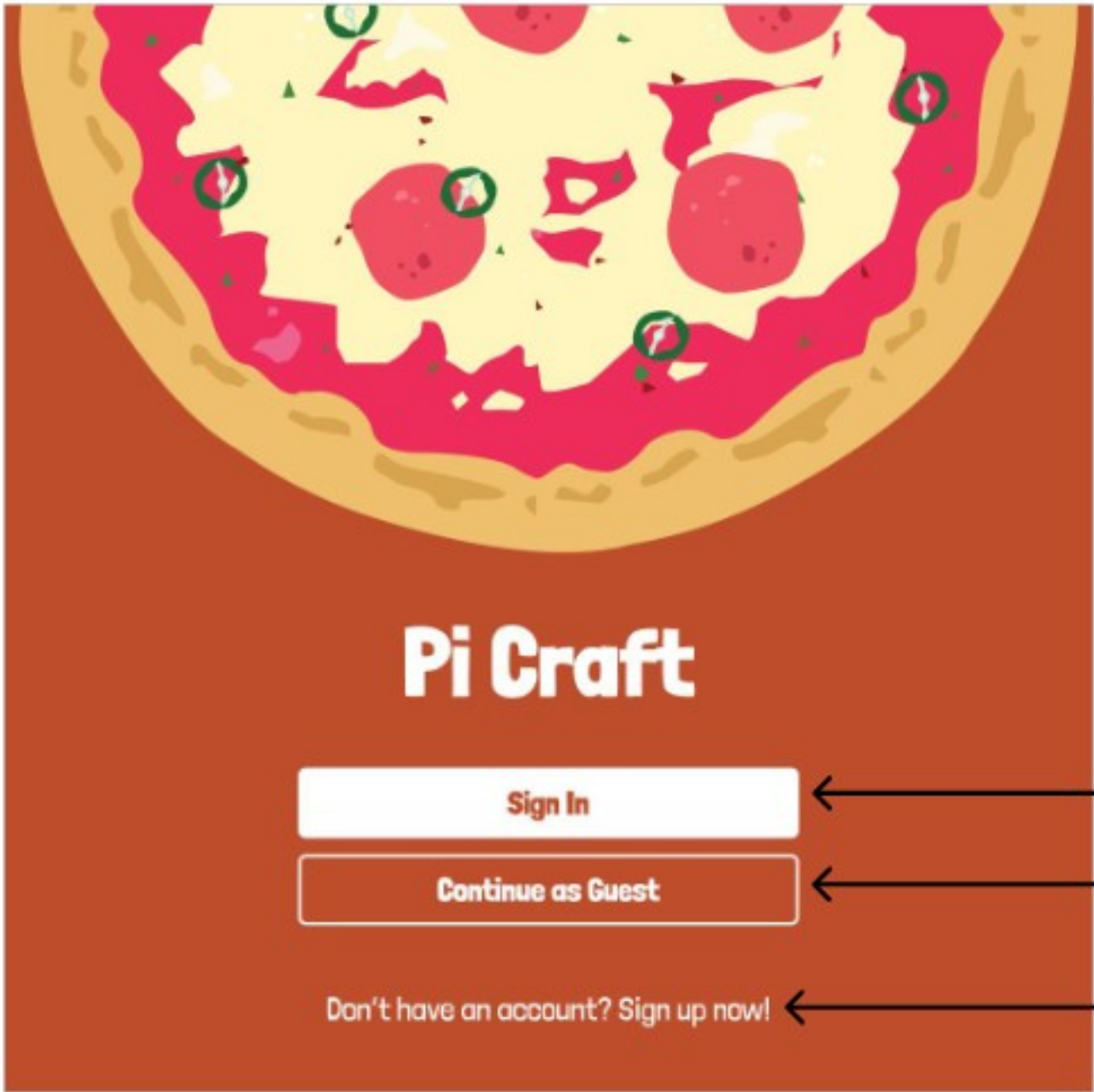
Continue as Guest → Continue without signing in.

Don't have an account? Sign up now! → Create account.

The sign-in page will allow the user to sign into their loyalty account.

The user my also exit back to the idle screen through an arrow icon.

Sign In

Select a sign-in method.

Scan

Phone

Email

Options to sign into account.

Cancel

Proceed as Guest

Skip account sign-in

Exit back to the idle screen.
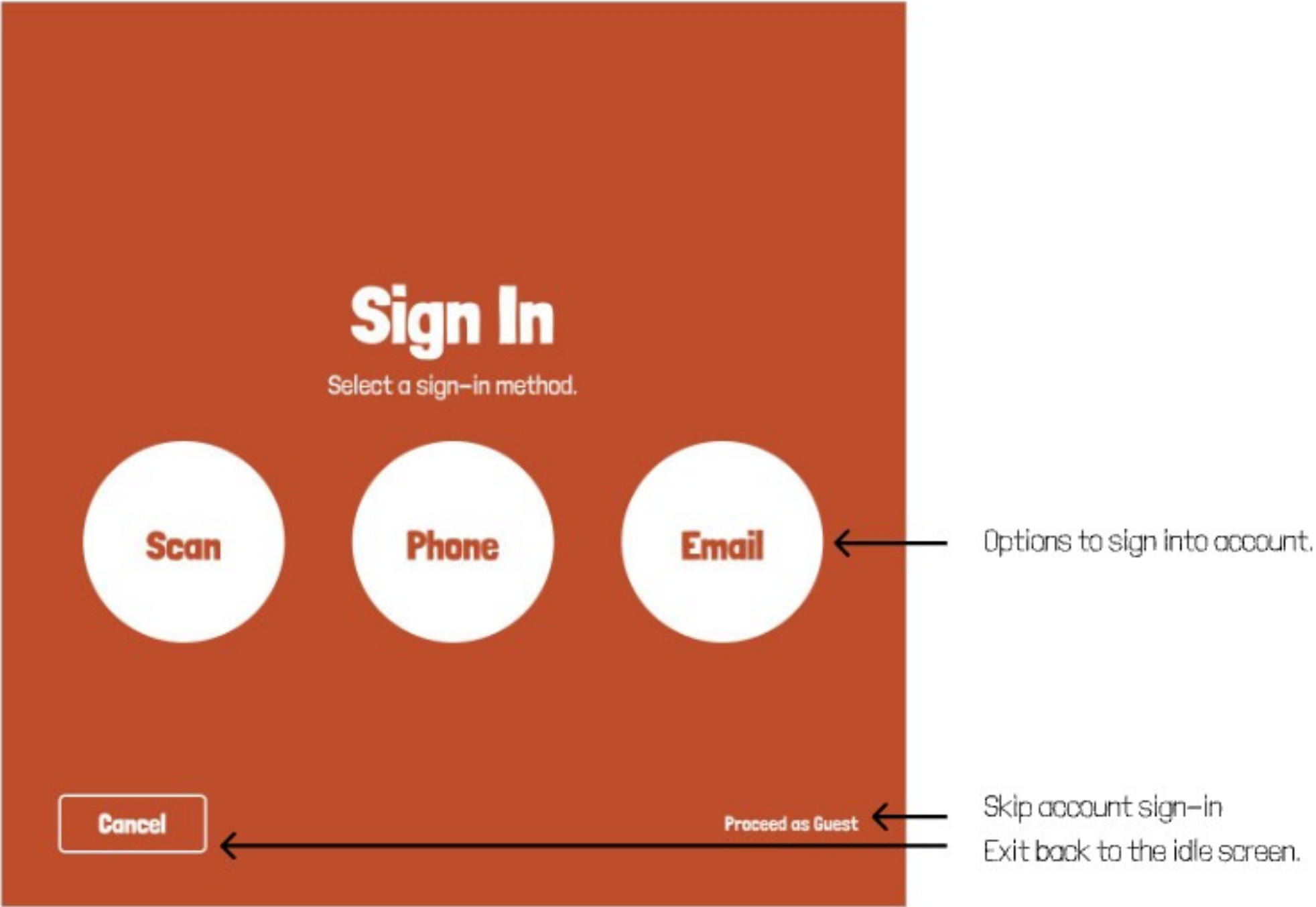
The sign-in allows for the user to enter their phone number and validates it to other phone numbers associated with loyalty accounts.
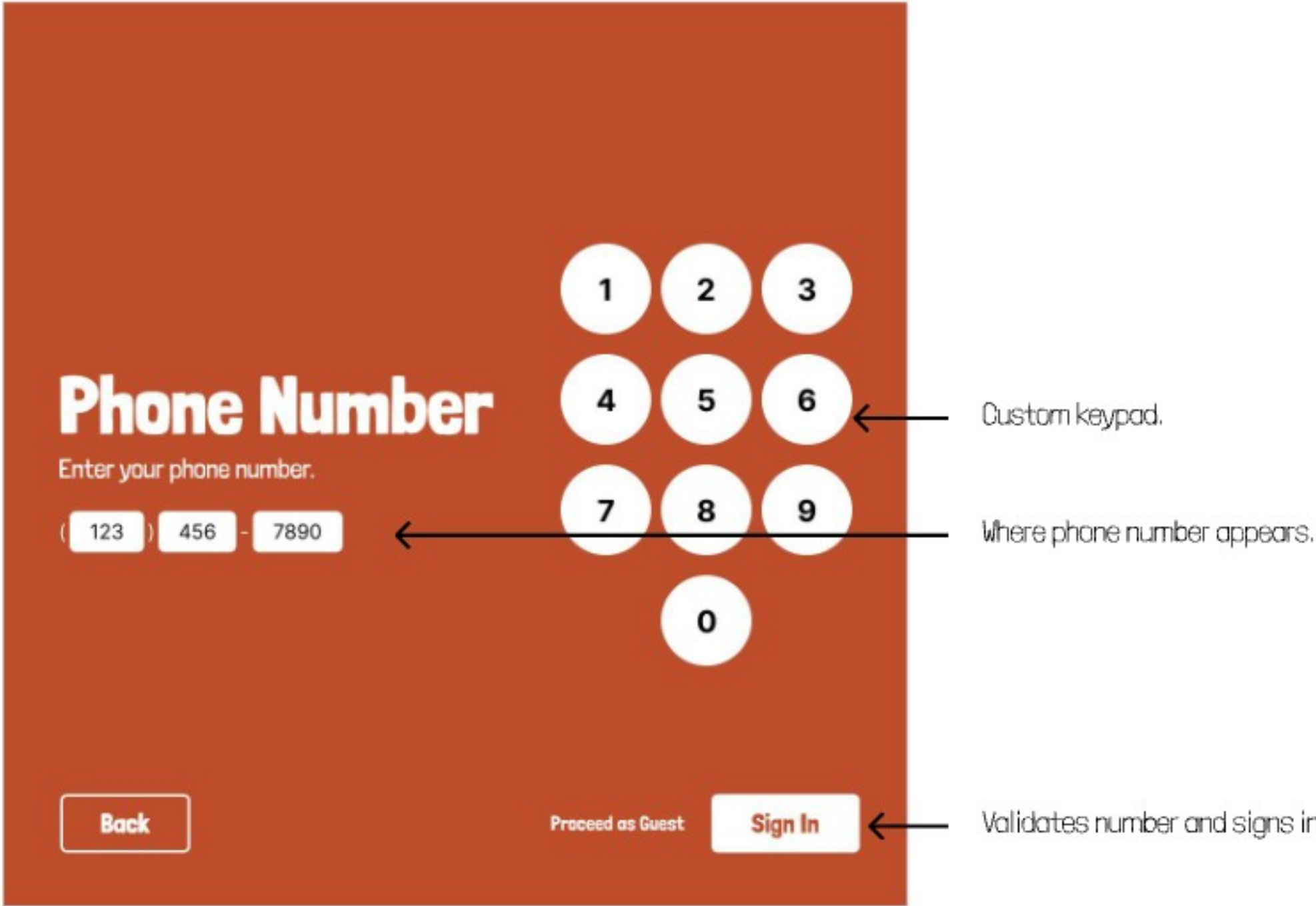
Phone Number

Enter your phone number.

(123) 456 - 7890

1 2 3
4 5 6
7 8 9
0

Back

Proceed as Guest   Sign In

Custom keypad.

Where phone number appears.

Validates number and signs in

If a user's identity is successfully validated, there will be a brief pop-up that will acknowledge that the user has signed in.

This page will automatically close after a delay or on tap.

Welcome back, Meg!

Feeling hungry? Let's get something cooking!

The top of the screen will highlight a seasonal or new product.

If the user is not signed in, the kiosk will recommend popular signature pizzas. If they are signed in, the recommendations will be based on their past orders.

If the user is signed in, the kiosk will show their past orders here.

Recommended   Custom   Signature   Drinks   Sides

SEASONAL

Smokey Mountain

Rich, smokey cheeses and meats with our savory BBQ sauce.

VIEW MORE

Recommended

Smokey Mountain   BBQ Chicken   Lasagna   Four Cheese   Eggplant
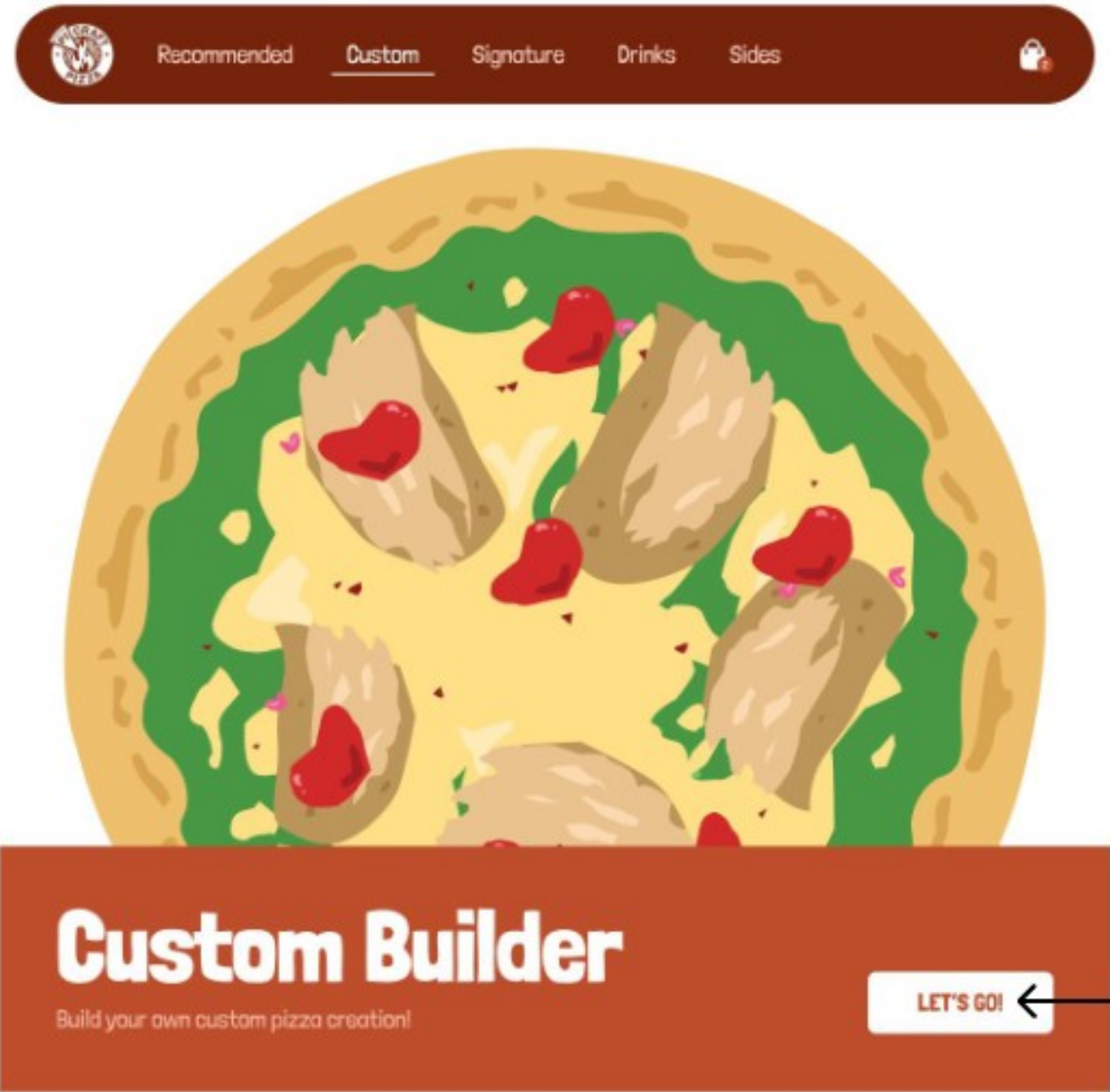
Past Orders

Sign in to see your past orders.

Product promotion with picture background.

Recommended products based on popularity or past orders.

If signed in, the user will be able to see their past orders.

The landing screen for the custom pizza builder has a button that the user will need to press to initiate the flow.

Starts custom build process.

There will be a picture of the dough to the left that will show the selected pizza dough option.

The text at the top will update to reflect the current pizza creation.

Current stage.

Dough options and their prices.

Picture of the selected pizza dough.

Exit custom build.

Enters next stage.

There will be a picture of the sauce to the left that will show the selected pizza dough option.

The text at the top will update to reflect the current pizza creation.

Current stage.

Sauce options and their prices.

Picture of the selected pizza sauce.

Exit custom build.

Enters next stage.

STAGE 2
Sauce

CURRENT CREATION
Thin crust pizza with tomato sauce

Tomato

Herb Red

White
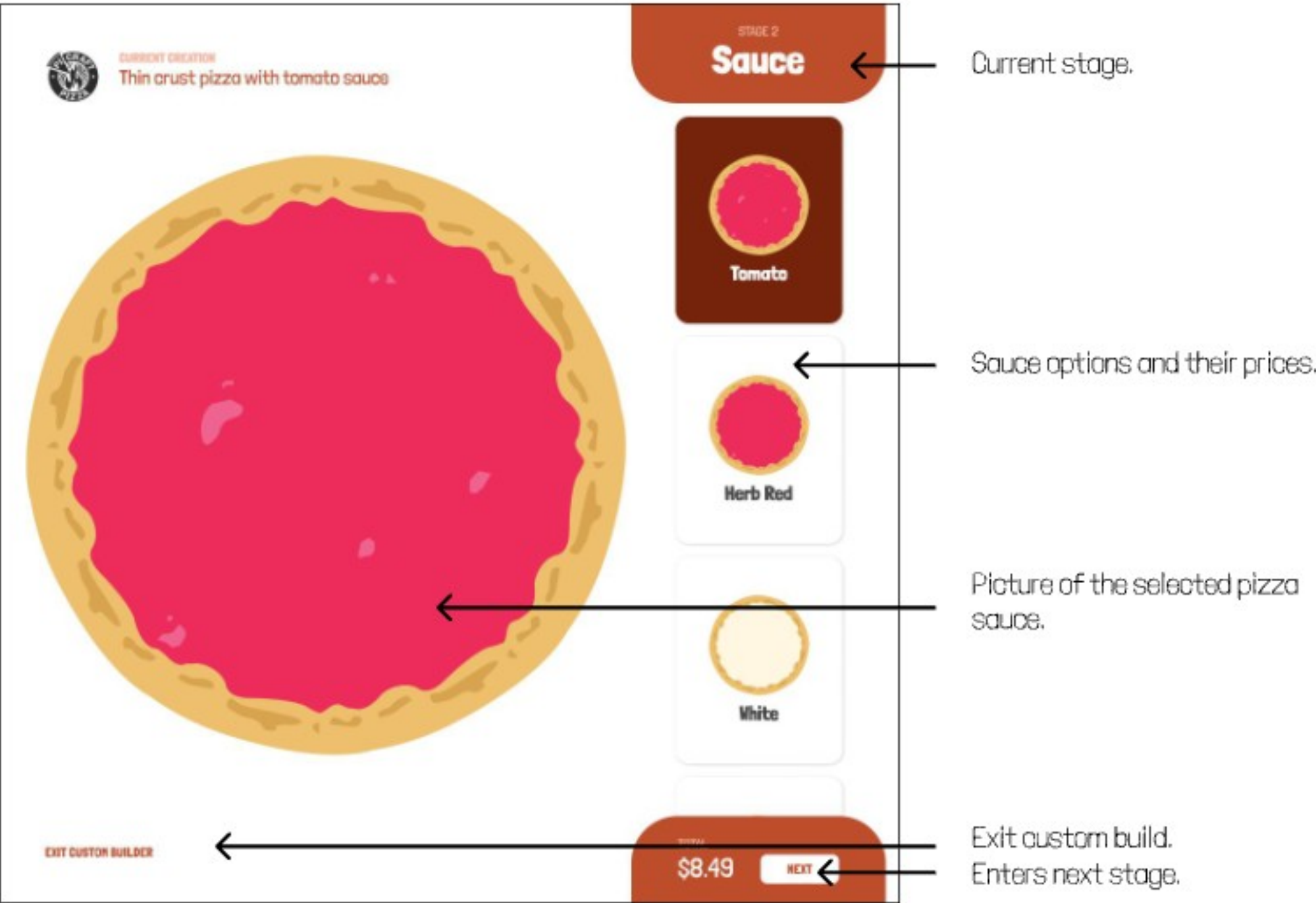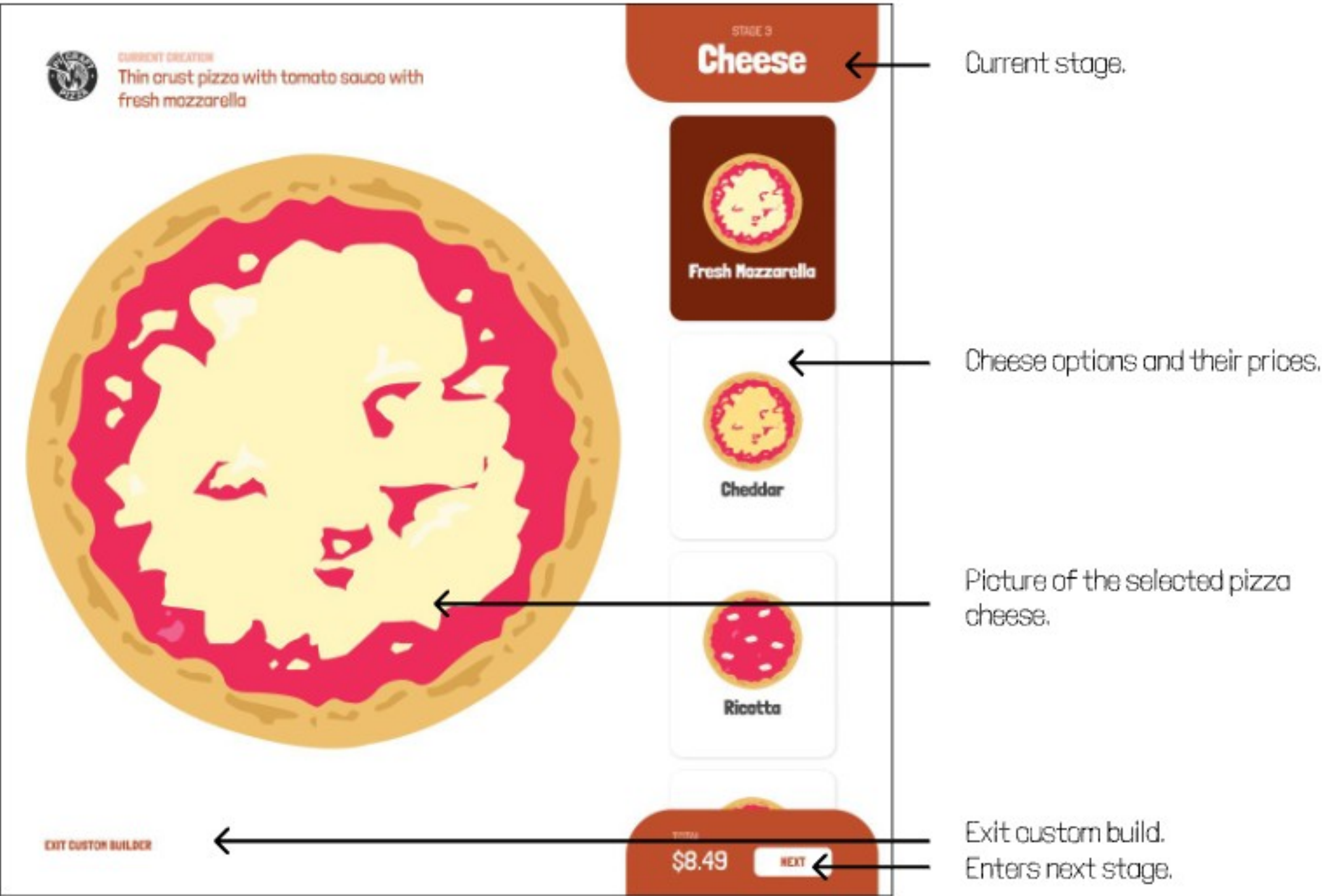
EXIT CUSTOM BUILDER

$8.49   NEXT

There will be a picture of the cheese to the left that will show the selected pizza dough option.

The text at the top will update to reflect the current pizza creation.

CURRENT CREATION
Thin crust pizza with tomato sauce with fresh mozzarella

STAGE 3
Cheese ← Current stage.

Fresh Mozzarella

Cheddar ← Cheese options and their prices.

Ricotta

← Picture of the selected pizza cheese.

EXIT CUSTOM BUILDER ← Exit custom build.

$8.49 NEXT ← Enters next stage.

The toppings will be separated into categories. Based on the flavor of the topping, the user can find their desired toppings.

Current stage.

Topping categories.

Picture of the selected pizza toppings.

Exit custom build.
Enters next stage.

CURRENT CREATION
Thin crust pizza with tomato sauce with fresh mozzarella

STAGE 4
Toppings

Meat

Spicy

Sweet

Savory

EXIT CUSTOM BUILDER
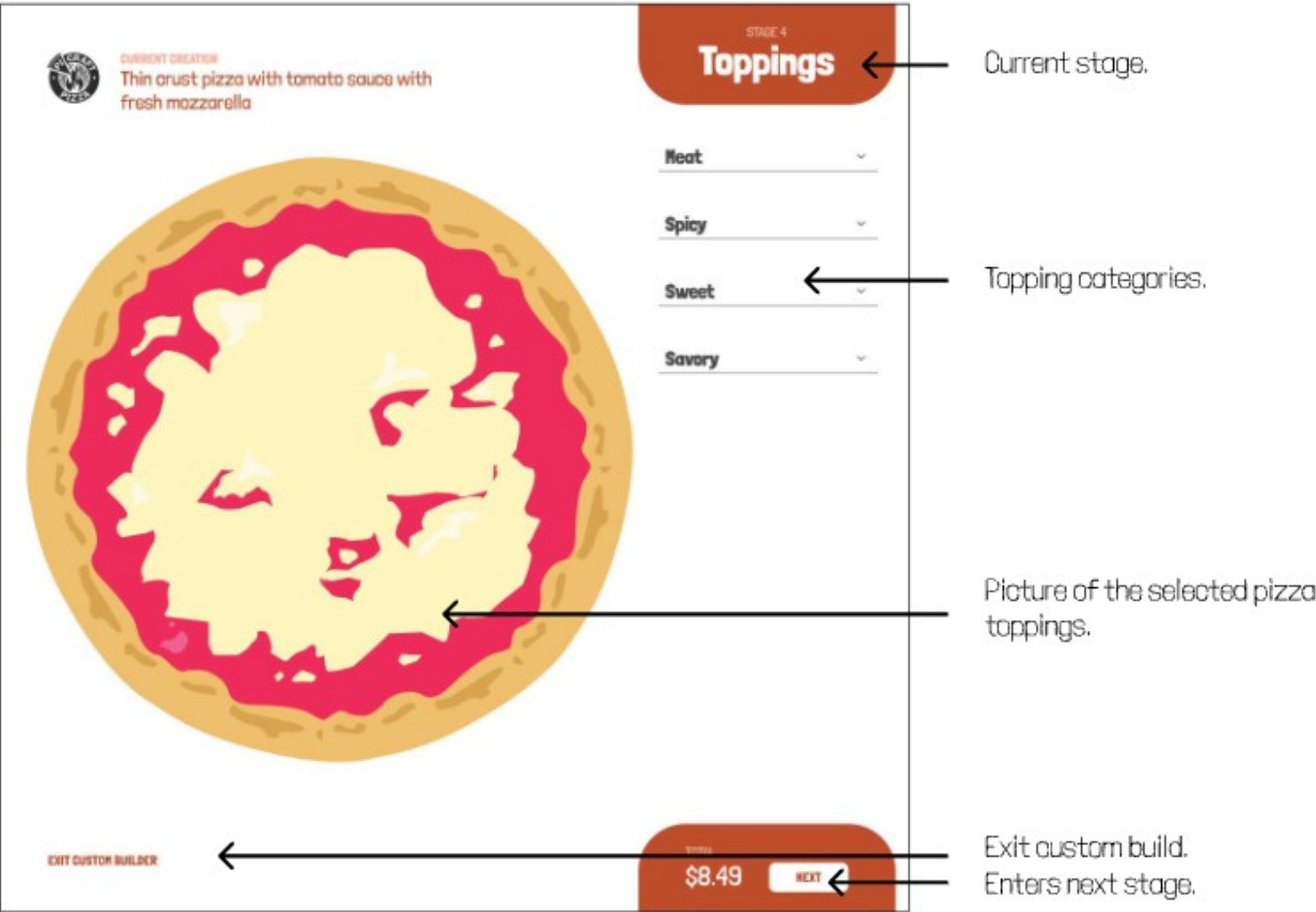
TOTAL
$8.49   NEXT

There will be a picture of the toppings to the left that will show the selected pizza dough option.

The text at the top will update to reflect the current pizza creation.

CURRENT CREATION
Thin crust pizza with tomato sauce with fresh mozzarella with pepperoni

STAGE 4
Toppings ← Current stage.

Meat

Pepperoni → Topping options and their prices.

Meatball

Bacon

Picture of the selected pizza toppings.

EXIT CUSTOM BUILDER ← Exit custom build.

$8.49 | NEXT ← Enters next stage.

There will be a picture of the extra flair to the left that will show the selected pizza dough option.

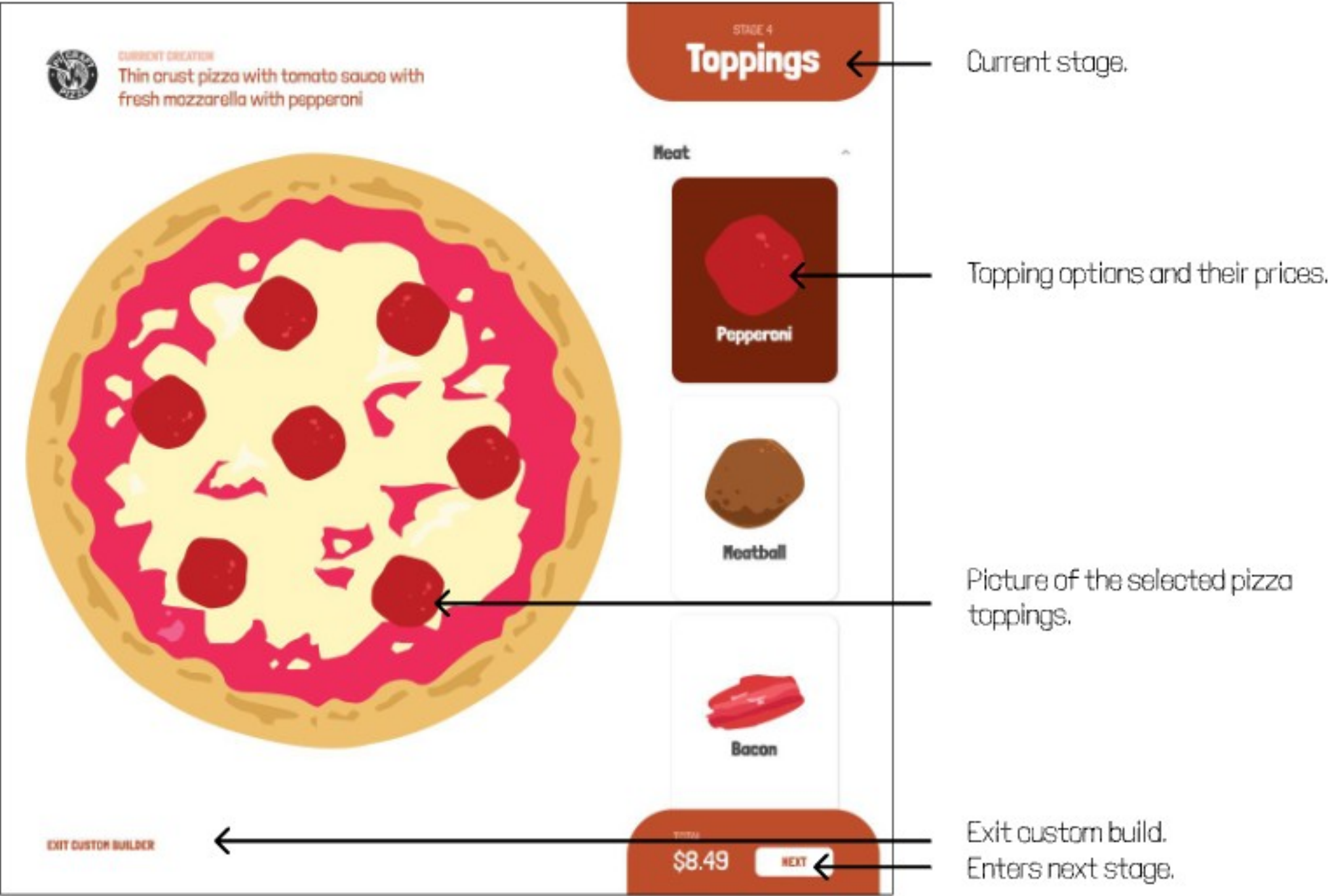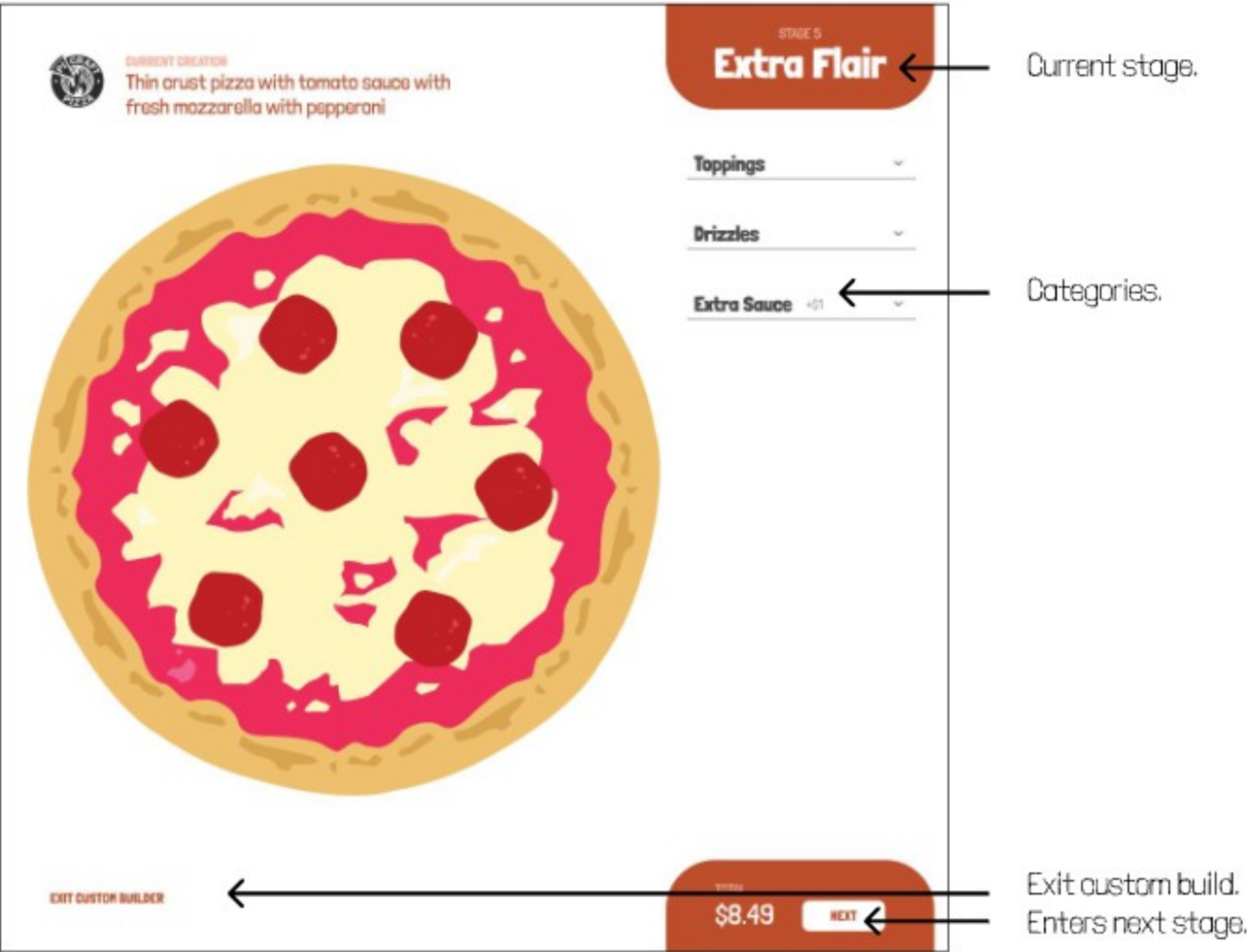The text at the top will update to reflect the current pizza creation.

CURRENT CREATION
Thin crust pizza with tomato sauce with fresh mozzarella with pepperoni

STAGE 5
Extra Flair — Current stage.

Toppings

Drizzles

Extra Sauce +01 — Categories.

EXIT CUSTOM BUILDER — Exit custom build.

TOTAL
$8.49   NEXT — Enters next stage.

There will be a picture of the created pizza.

User may directly edit the categories through pressing the pencil icon.

CURRENT CREATION
Thin crust pizza with tomato sauce with fresh mozzarella with pepperoni

Confirmation

CRUST
Thin ✎

SAUCE
Tomato ✎

CHEESE
Fresh Mozzarella ✎

TOPPINGS
Pepperoni ✎

EXTRA FLAIR
None ✎

EXIT CUSTOM BUILDER

TOTAL
$8.49   ADD TO CART

User's selection with editing capabilities.

Exit custom build.
Confirms order.

The signature pizzas will be sectioned into the following categories: California, Red, and White. The user may scroll through these options.

Pressing on a product will navigate the user to the product page.

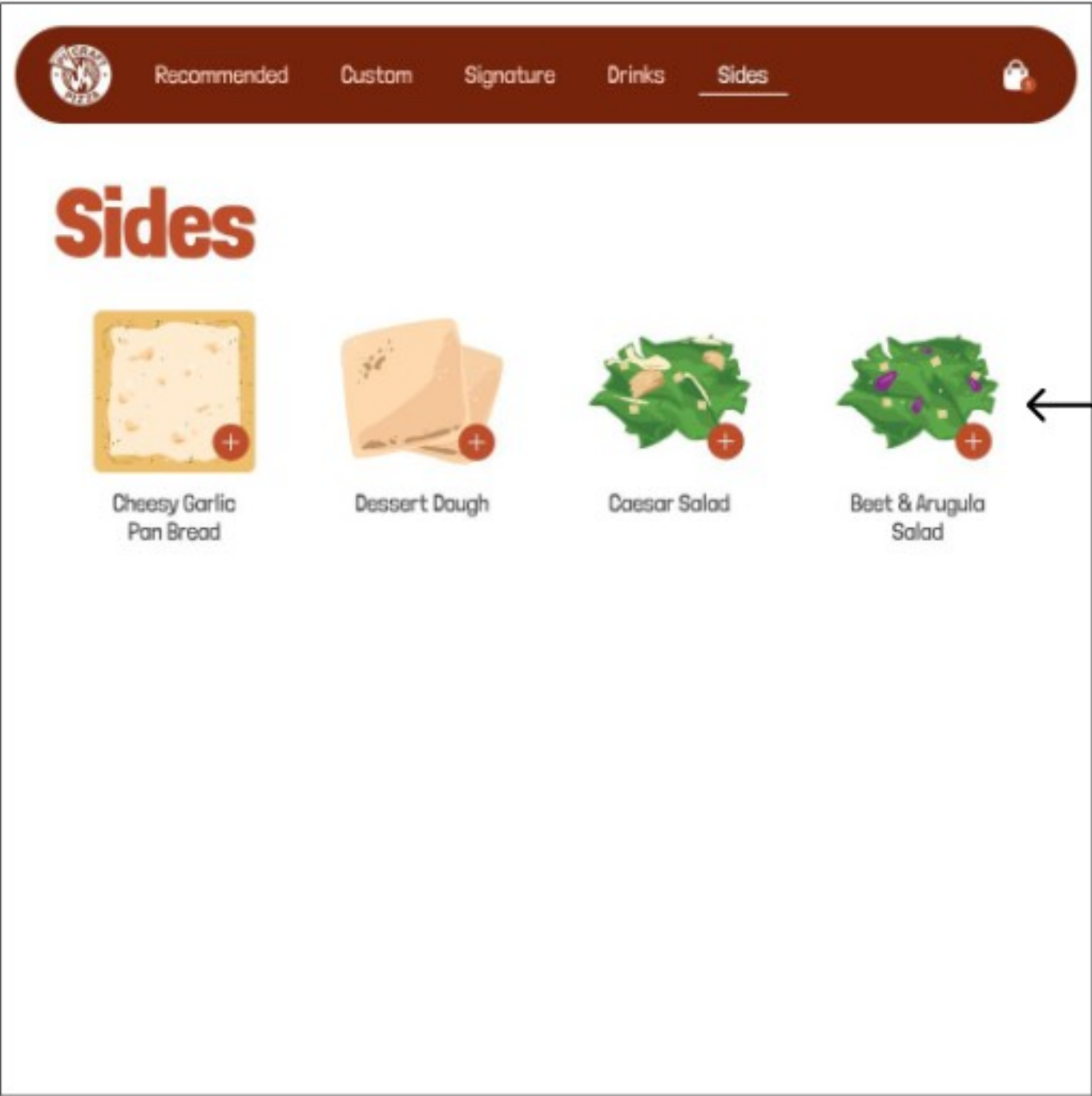Scroll-able signature pizza picture and label.

The drinks will have a quick add feature so that the user does not need to view a product page, unless they wanted additional informational about the product.
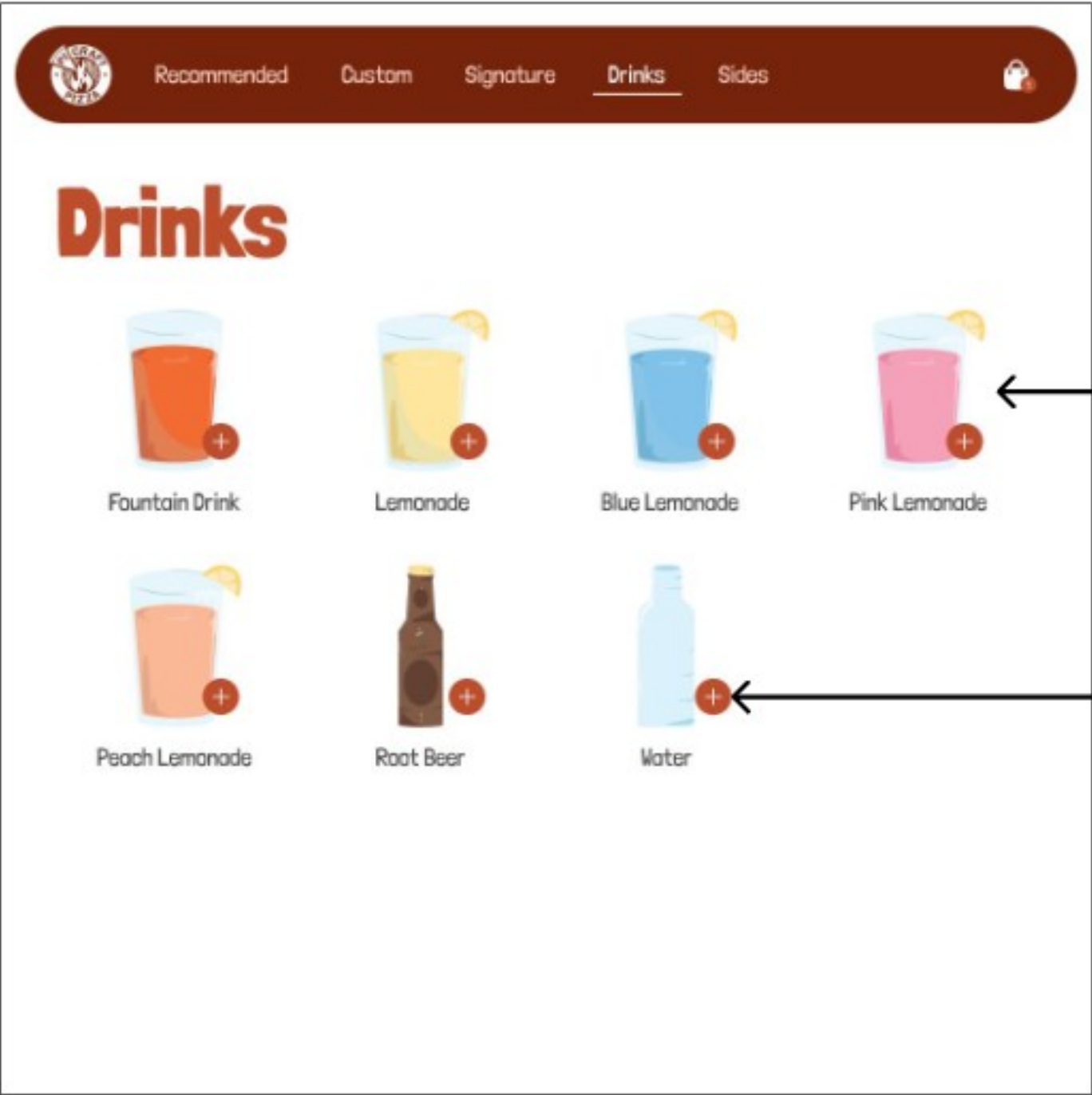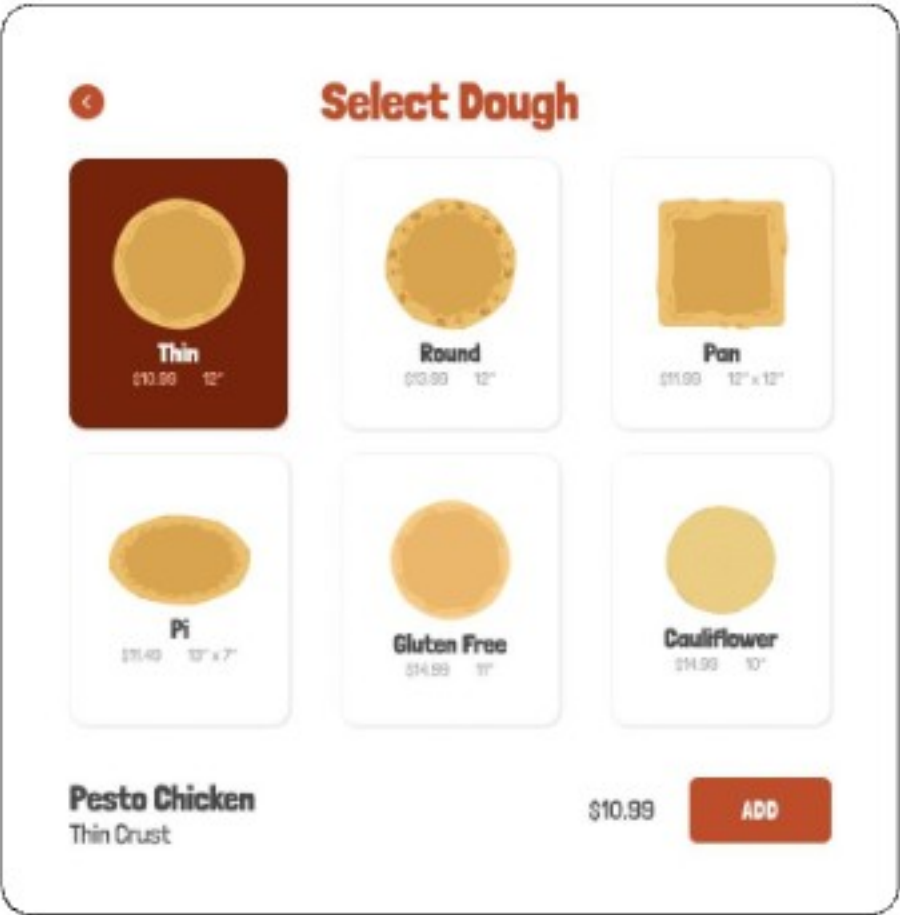

Drinks with image, title, and price. Reveals product page when pressed.

Quick add feature.

The sides will have a quick add feature so that the user does not need to view a product page, unless they wanted additional informational about the product.

Sides with image, title, and price. Reveals product page when pressed.

Select Dough

Thin
$10.99   12"

Round
$13.99   12"

Pan
$11.99   12" x 12"

Pi
$11.49   12" x 7"

Gluten Free
$14.99   11"

Cauliflower
$14.99   10"

Pesto Chicken
Thin Crust

$10.99   ADD

When the "add to cart" button is pressed, the user will be prompted to select the pizza's size.

Exits product page.

Pesto Chicken

$10.99   ADD TO CART

Opens a size selection window.

Pesto, fresh mozzarella, red onion, semi-dried tomato, chicken, red pepper flake.

Nutritional Information

Displays the nutritional information.

Pizza picture.

When the user hasn't added anything to their cart, they will be given this message.

Recommended   Custom   Signature   Drinks   Sides
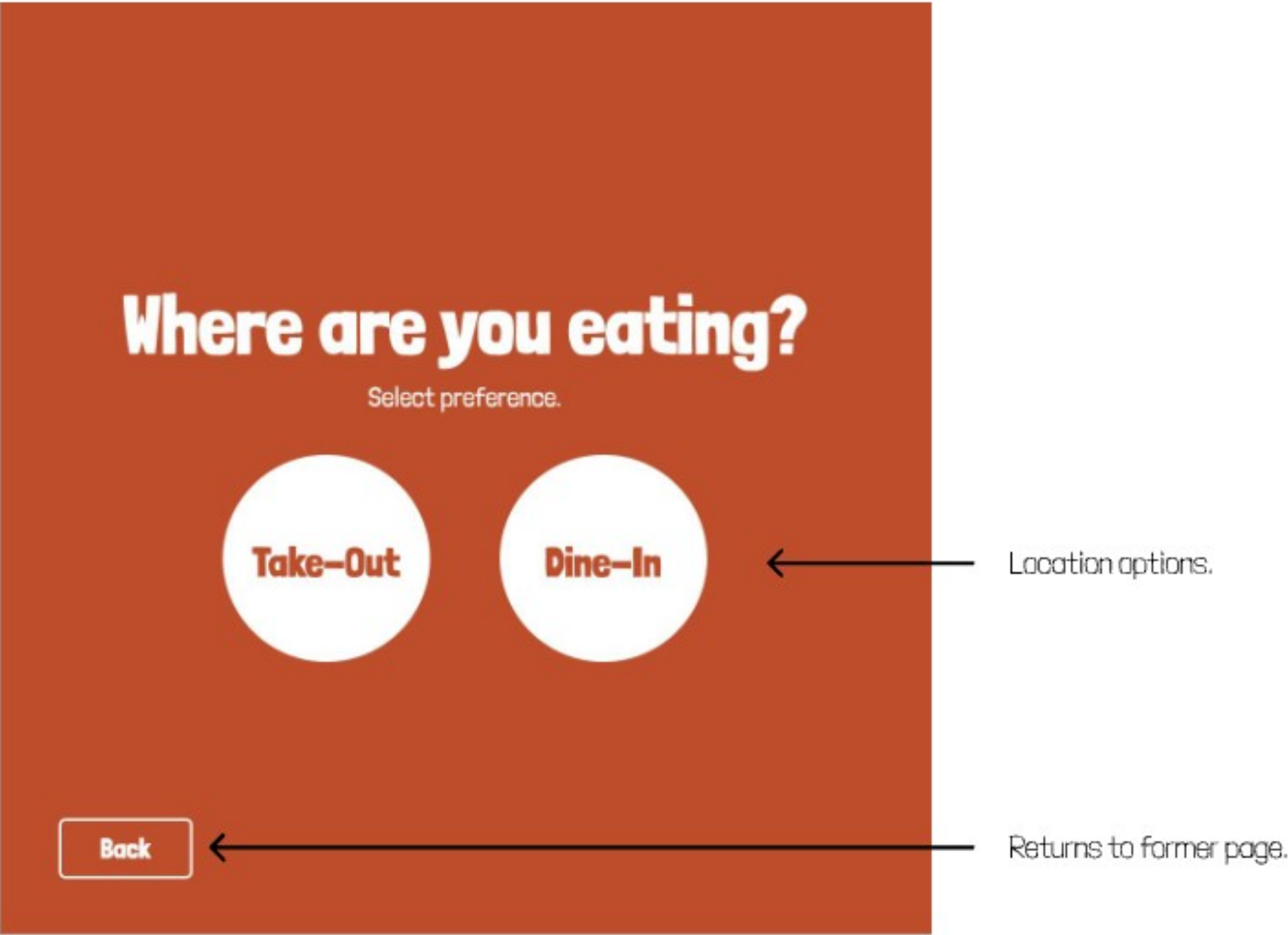
Cart

Nothing here. Just growling stomachs.

Message indicating that the cart is empty.

When the user has added at least one item to their cart, the cart will provide an overview of the items in it and the subtotal with tax.

Cart

Pesto Chicken ✎
$10.99
Thin crust

QTY [1 ▾]

SUBTOTAL
$10.99

TAX
$0.87

TOTAL
$11.86

[Pay Now]

Added items.

Starts payment flow.

Recommended   Custom   Signature   Drinks   Sides
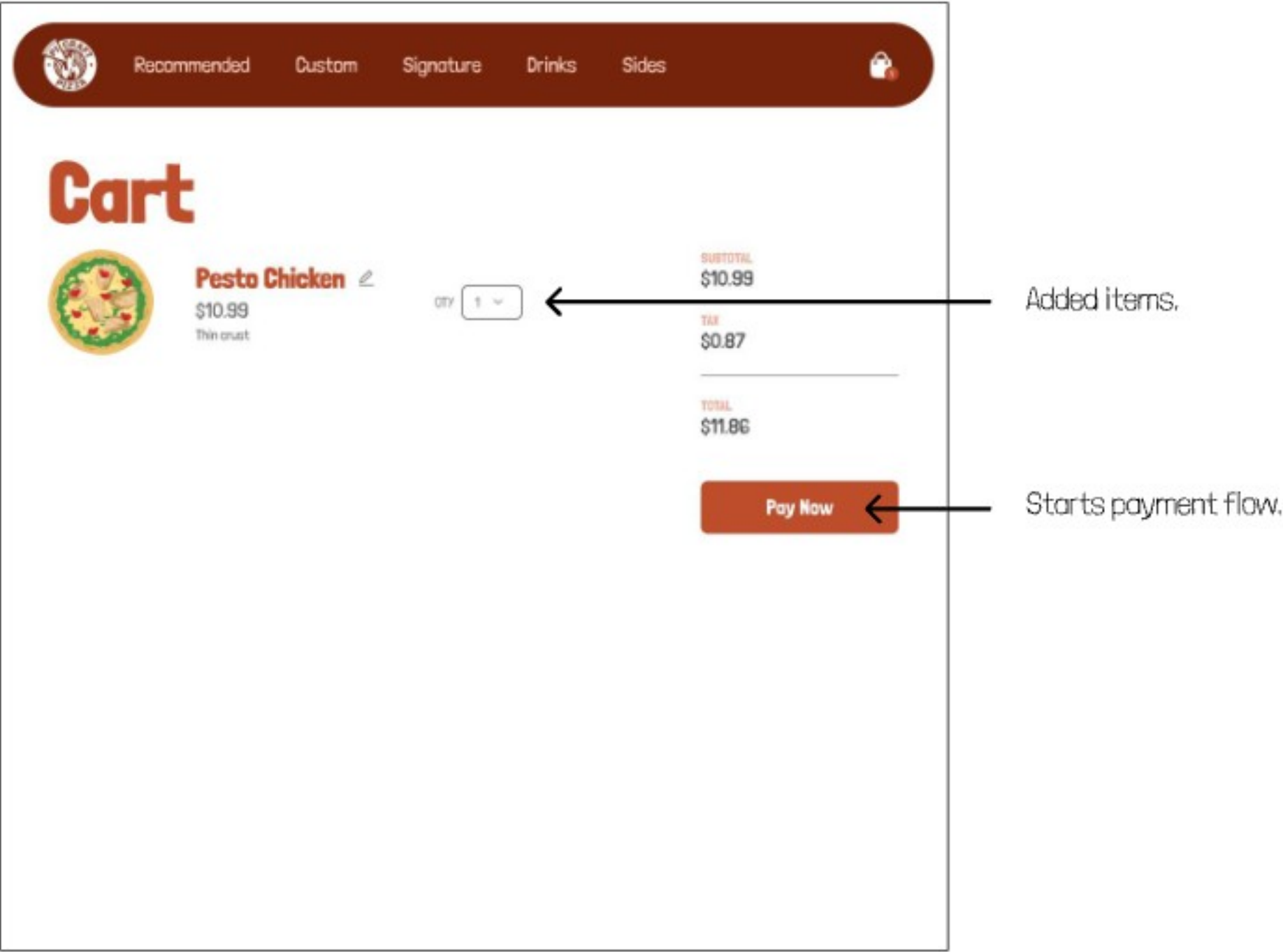
User must select where they are eating the food so that the order can be packaged accordingly.

Where are you eating?

Select preference.

Take-Out

Dine-In

Location options.

Back

Returns to former page.

User can either choose a suggested tip amount or they can enter a custom tip.

Tip

Add your desired tip.

| 10% | 15% | 20% | 25% | Custom |

SUBTOTAL
$24.93

TAX
$1.99

TIP
$2.69

TOTAL
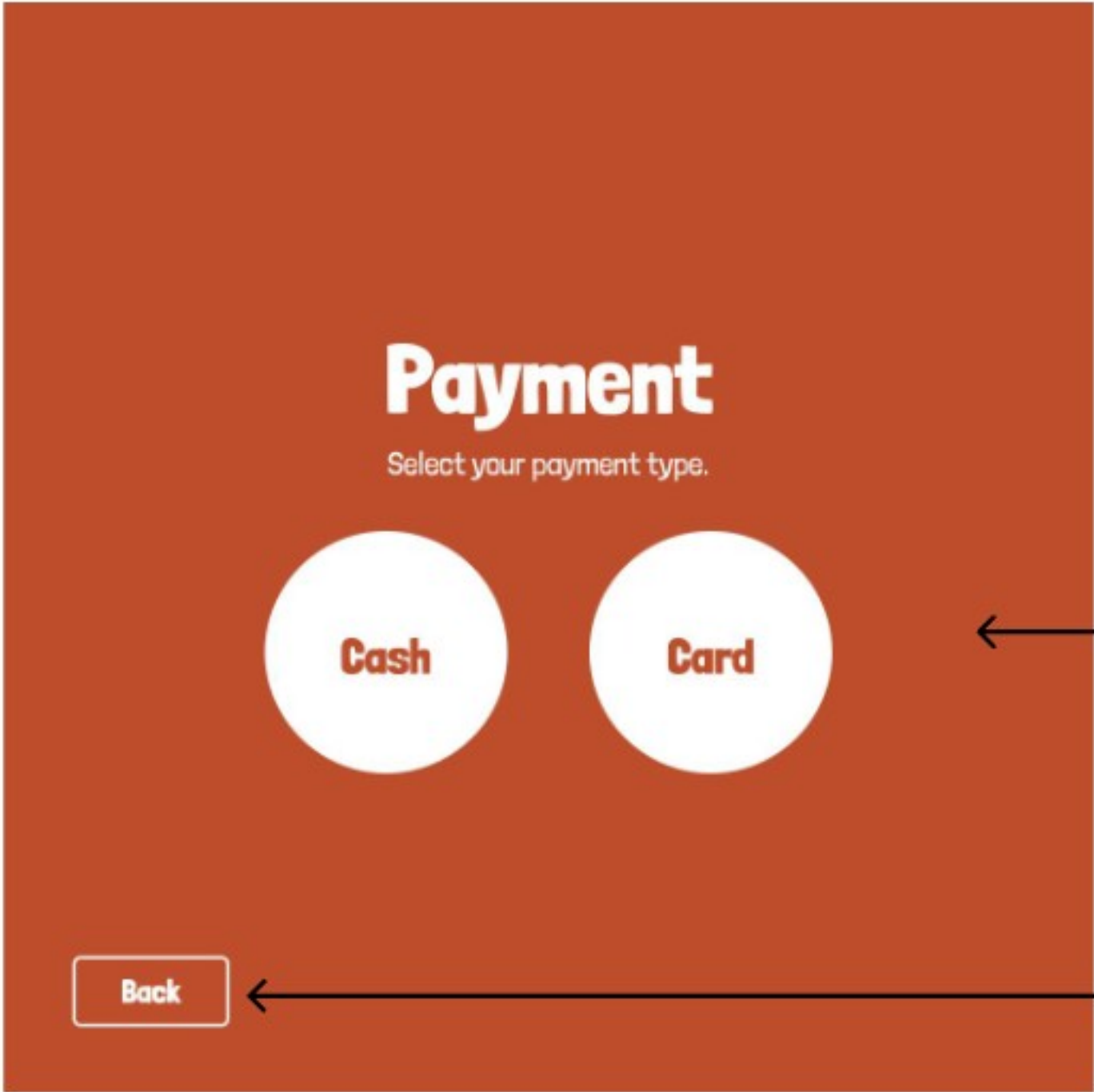**$31.61**

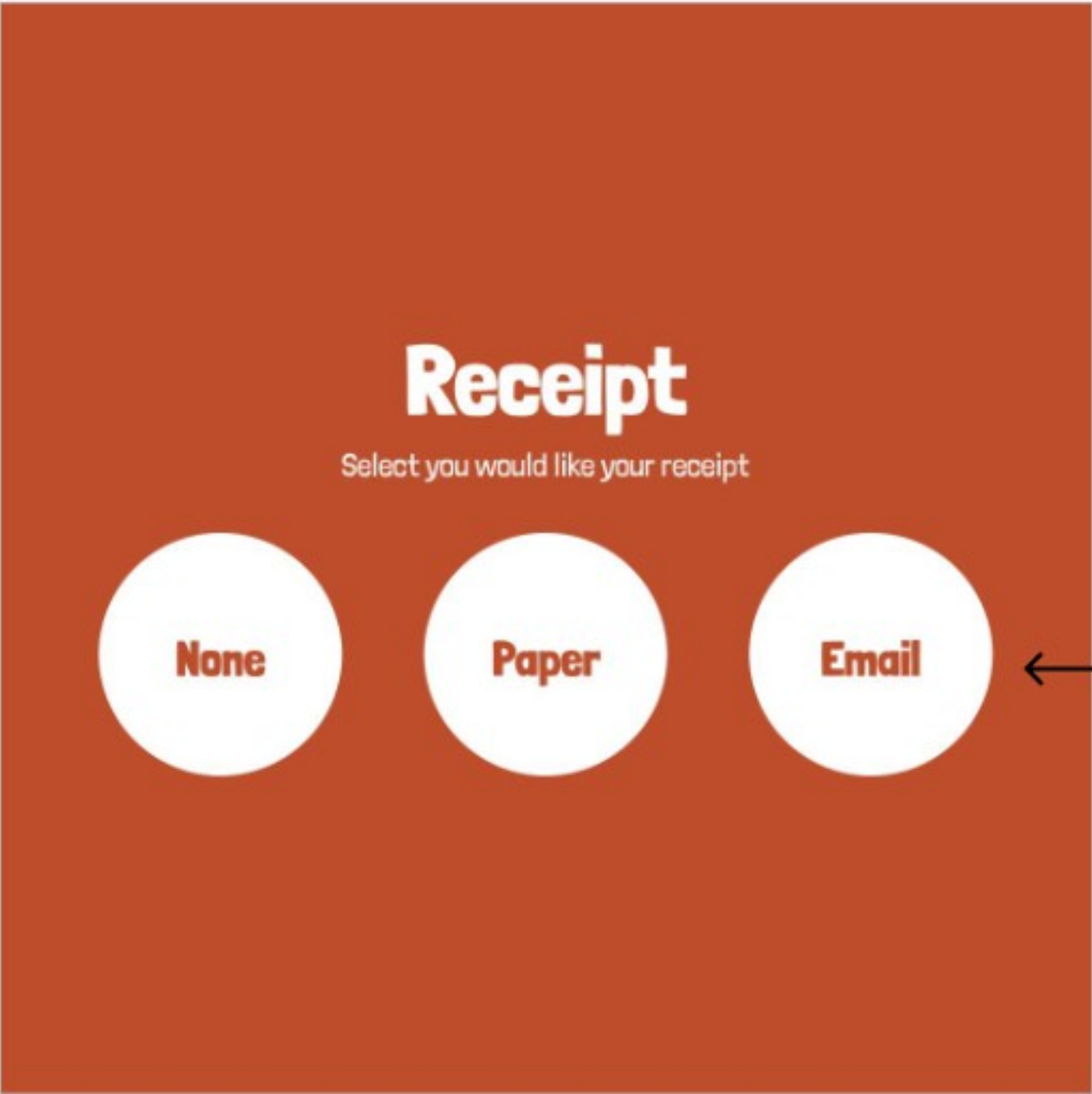**Back**

Pay Now

Add a suggested or custom tip.

Moves to next page

Returns to former page.

Pressing one of the buttons will have the user pay with that specific method.

Saved method will only appear if the user is signed into an account that they have previously saved their card information on.

Payment

Select your payment type.

Cash

Card

Payment types.

Back

Returns to former page.

Pressing one of the buttons will send the receipt. If the user wants an emailed receipt, it will be sent to the information on file or the user may type in a new email.

Receipt

Select you would like your receipt

None   **Paper**   **Email**   ← Receipt types.

If the transaction has been completed successfully, the user may go back to the idle screen by pressing the "sounds good!" button or return to the "recommended and past orders" screen by pressing the "order again." button.

Let's Get Cooking!

Get comfy. Your food will be ready shortly.

Sound Good!

Order Again

New order options

Thank you!