



Self-Service Kiosk Process

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Interactive Design One | 4/27/20



Research



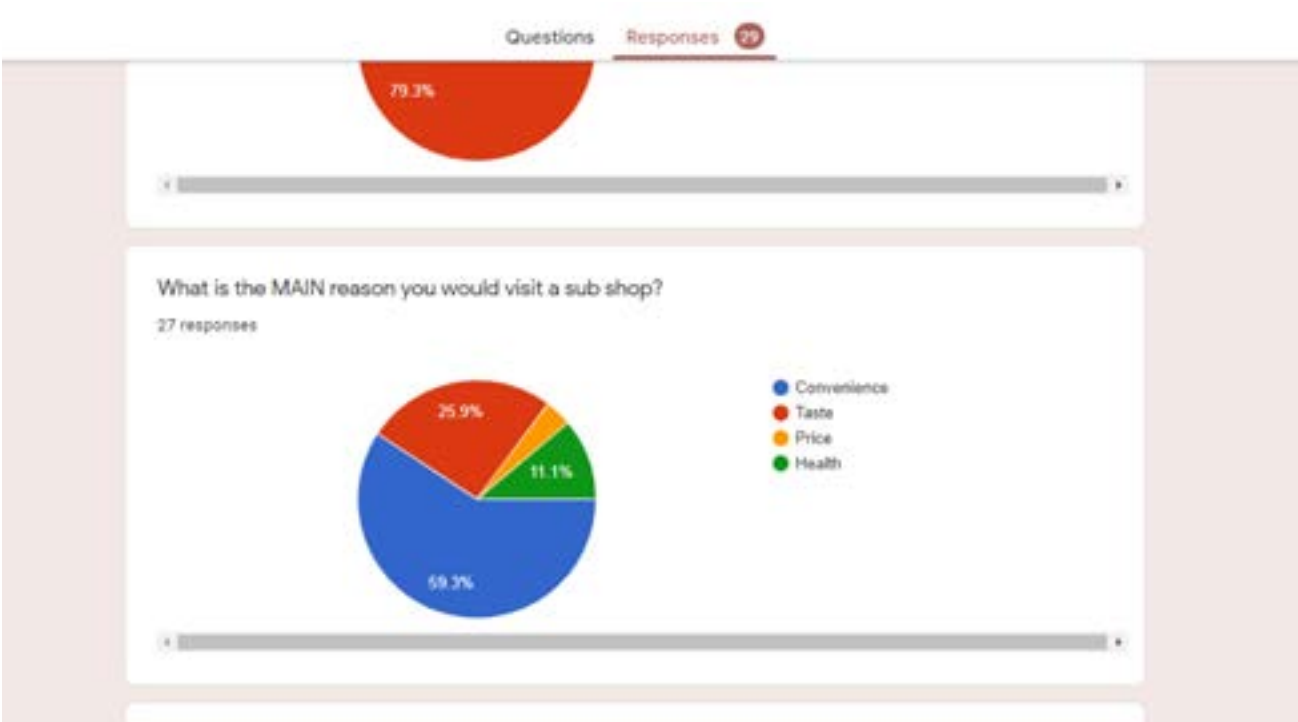
It is key in any project to understand what has been done before. For this project, I researched self-service kiosk interfaces. This included what they generally look and function like, what people enjoy and find annoying, and how they can be improved.

From this research, I learned that the basic structure of a kiosk consists of clearly pressable buttons, descriptive imagery, and clear choices. Generally, my favorite kiosks had very clean and simple interfaces and tended to be monochromatic, or even just mainly white.

Sheetz is a relatively local chain from my area, known for their self-service kiosks. I grew up with their interface, so I was partial to it from the start. I like that the receipt is always on the screen when ordering. I also like that the interface is clean yet super fun and engaging. They use bright colors and graffiti like imagery.

Panera Bread, however, is one that I did not like. Although I never used one of their kiosks, all of the research I did pointed to it being over-complicated and cluttered.





I sent out two surveys, totaling 47 responses. Based on the responses, I learned more about what people like and do not like about kiosks.

The most surprising thing that I learned from the survey is that a majority of people (at least those in my testing sample) preferred the cashier to the kiosk. I had participants explain their answer to that question, which proved to give valuable insight.

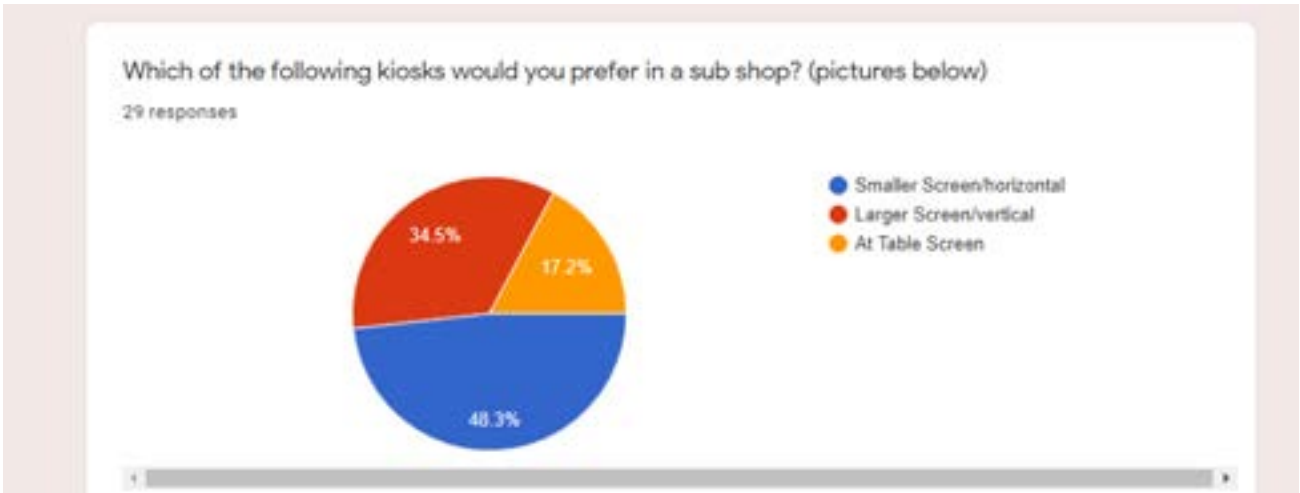
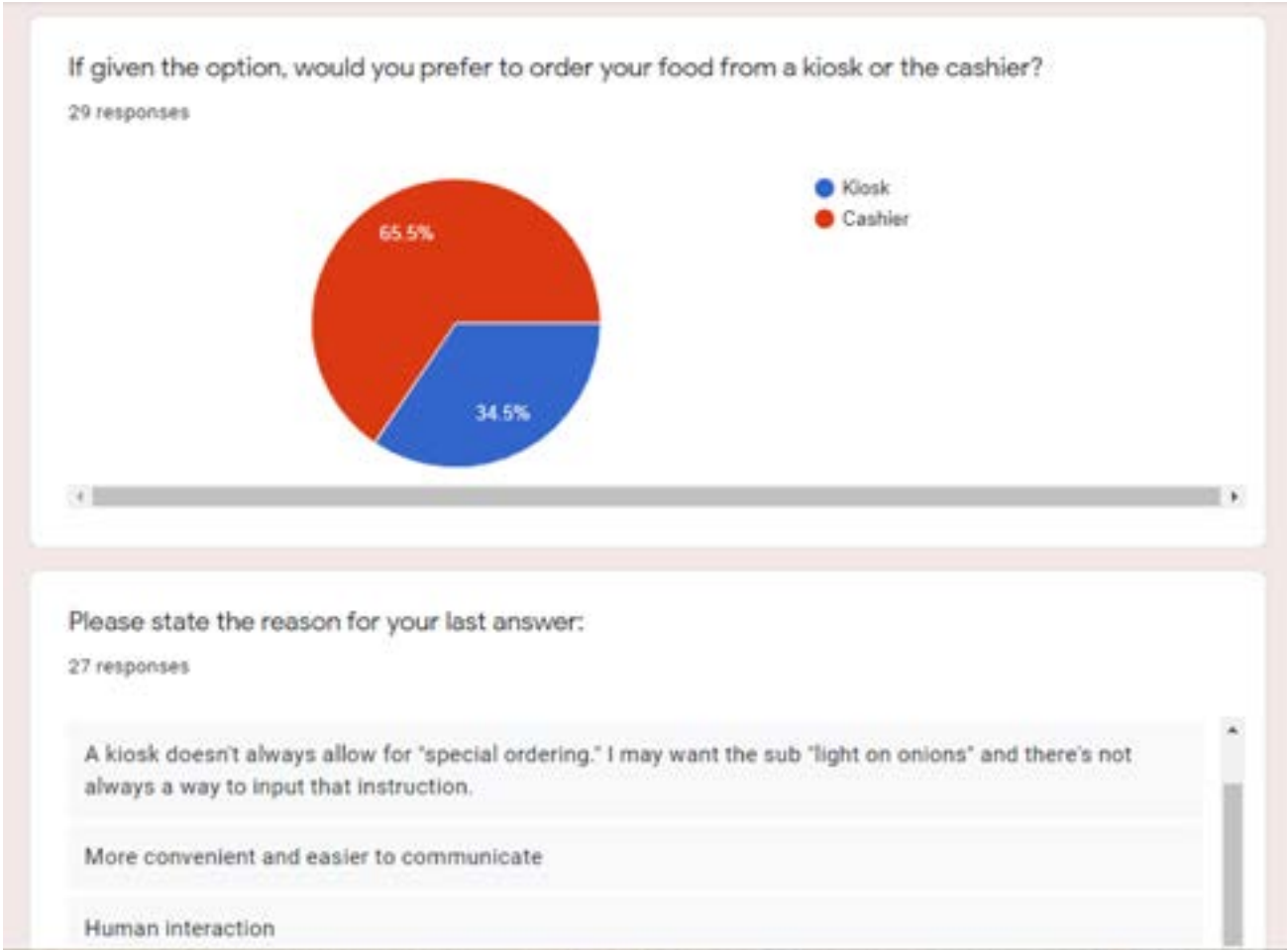
“A kiosk doesn’t always allow for ‘special ordering’ I may want a sub ‘light on onions’ and there’s not always a way to input that instruction.”

Because of this comment I made a special “instructions” box in my interface.

I chose to make the kiosk the size of an ipad and horizontal in orientation because it was the most popular option among the three common kiosk formats.

My survey also showed that people go to a sub shop and order at a kiosk mainly for convenience. Therefore, I made my kiosk simple and clean.

I also asked other questions which helped form the basis of how I approached my kiosk. However, these three were the most important.



Advent Pro

Based on my survey data, the look that I envisioned for my kiosk began to come to life. Because I wanted it to feel clean, I included white and bright colors. I also wanted it to feel friendly, as one response to my survey pointed out that kiosks can feel very impersonal and cold. I also wanted to use images, because they are helpful to users.

My moodboard shows the feeling that I hoped to capture, with movement, energy, and light. It also feels fast and very clean.

As for the typeface, I chose Advent Pro. The choice fit the slightly quirky and friendly aspect that I hoped to achieve, while also feeling clean and modern. Among all of the typefaces I tested, it fit the feel the best.



Empathy Maps / Personas



Empathy maps and user personas helped me to identify my audience. These gave me a clearer vision of who exactly I'm designin for. The four personas, meant to represent the audience of my interface, were a teenage soccer player, a middle-aged working professional, a busy college student, and an on-the-go mom.



Charles Johnson

Age: 42

Gets a sub on his lunch break

Education: College Bachelor's Degree in Accounting

"I don't have a long lunch break, and since I try to stay away from greasy fast-food, the Sub Hub is the best option for me."

He works from 8AM – 4:30PM with a half-hour lunch break at noon. He usually tries to pack a salad, but he likes to buy something quick every once in a while.

He is a married man with two teenage daughters. He's worked at the same accounting firm since he graduated from college and he loves it. While he makes a good living, he's saving for his daughter's college funds, so he doesn't like to spend a lot on himself. Nevertheless, he's trying to lose some weight, so he has started eating healthier.

Income: \$80,000 a year

Tech skills: Familiar with computers, but not newer tech

Social Media Skills: Some Facebook, LinkedIn

Mobile Skills: Chgo to his flip phone

Motivations: Convenience, Health

Product Goals: Quick, cheap lunch



Tamara Anne

Age: 20

Needs a quick and cheap meal before heading to the library

Education: In-progress College Degree in Computer Science

"I try to cook my own meals, but when it's a really stressful night, I like to grab something quick and filling that won't weigh me down."

She normally has class from 8AM – 2PM, but she often finds herself working in the library until 5PM (especially close to finals). She brings snacks with her but sometimes a quick drive off campus to grab something quick is just what she needs.

Tamara is a first-generation college student studying computer science. She is constantly studying and working on the computer. She has a work-study as a TA in first-year computing field while she doesn't have a lot of money to spend, she tries to maintain a healthy lifestyle.

Income: \$75 every two weeks

Tech skills: Extremely tech savvy; it is her major after all.

Social Media Skills: Instagram, SnapChat, Facebook, LinkedIn

Mobile Skills: Owns the best Android on the market; she's done a lot of research on it and grabbed the best one for a bargain.

Motivations: Convenience, Health, Cheap

Product Goals: Cheap dinner/snack



Chrsi Peterson

Age: 31

Takes her kids out to eat on busy nights

Education: College Bachelor's Degree in History

"It's nice to take the kids to Sub Hub. They love customizing their subs and I love that it's fast and healthier than McDonald's."

Monday and Wednesdays, when she works at the library are hectic. Her 3 and 5 year old take swim lessons immediately after she picks them up from daycare at 4:00. At 5:00, they have time for a quick dinner before she has to take her 7 year old to dance class at 5:45.

She is a married, part-time librarian and a full-time mom. Between her job and all of the activities her 3 little kids do (ages 3, 5, and 7), sometimes she feels like all she does is run. Nevertheless, she loves the health, even if it means grabbing dinner on the go a night or two a week.

Income: (with husband) \$100,000 a year

Tech skills: Fairly tech savvy. She loves internet blogs.

Social Media Skills: Facebook, Twitter

Mobile Skills: Owns the latest iPhone for the great camera.

Motivations: Convenience, Kid-friendly, Health

Product Goals: Quick, healthy dinner



Ethan McAndrews

Age: 16

Gets a sub with his friends after school before soccer practice

Education: in-progress high school

"I like to get a sub with my friends so I'm not starving during soccer practice."

He goes to school from 8AM – 2:30PM then has soccer practice from 5PM – 7PM. He likes to get a snack with his friends in between school and practice, and maybe work on some homework.

He's an athletic teen who has a hectic schedule. He studies hard in school and is hoping to be a captain on the soccer team next year. He also loves hanging out with his friends. He doesn't have a job during the school year, but over the summer he collects spending money by mowing lawns.

Income: \$200 from the summer

Tech skills: Very tech savvy

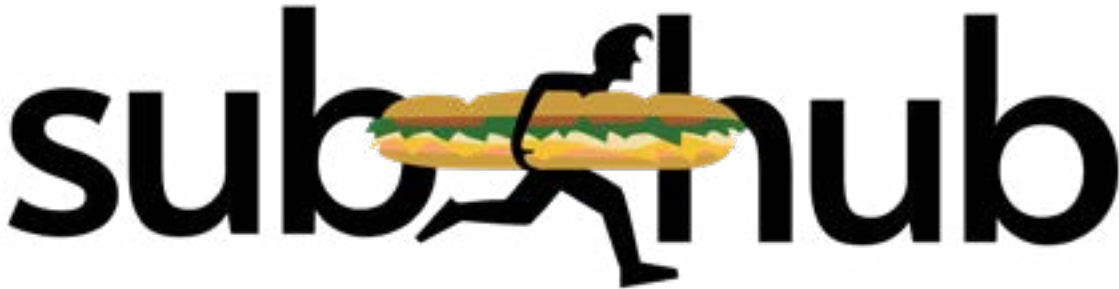
Social Media Skills: SnapChat, TikTok, Instagram, Reddit

Mobile Skills: Owns his brother's hand-me-down iPhone.

Motivations: Convenience

Product Goals: Satisfying, cheap, and quick snack

Logo Sketches

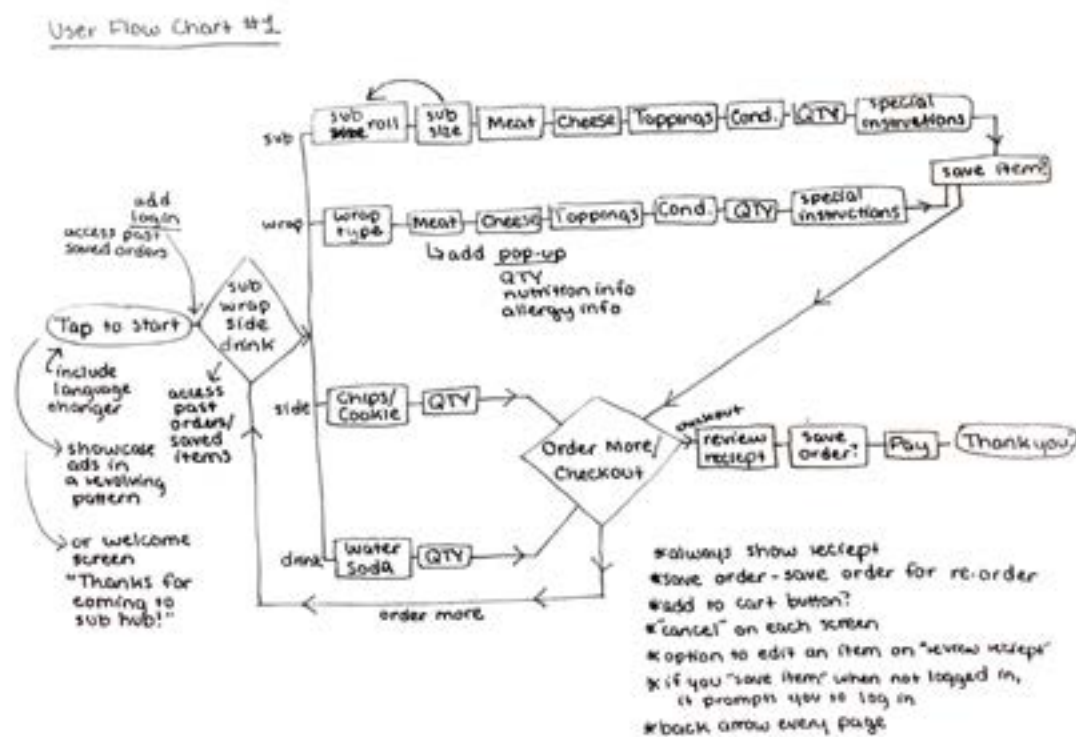


The logo needed to reflect all of the information that I knew about the interface and my users. I chose a running man because it showed “fast.” He was also quirky and fun, which added to that appeal.

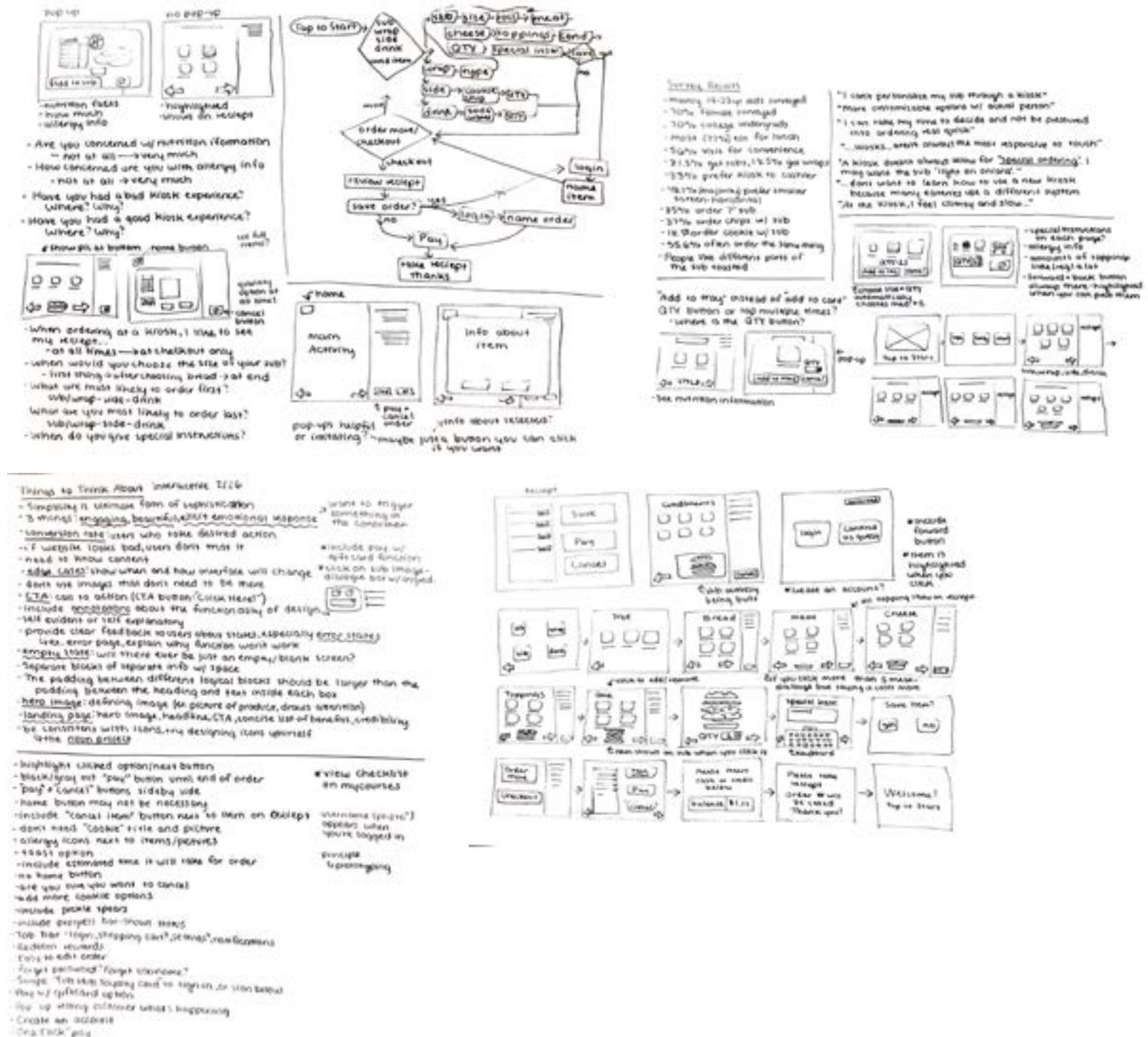
I originally went for a more “sketchy” style to keep the personality and movement. However, once I brought it onto the computer, I decided to make it more graphic and clean. The guy still feels fun without all of the extra lines.



Interface Sketches

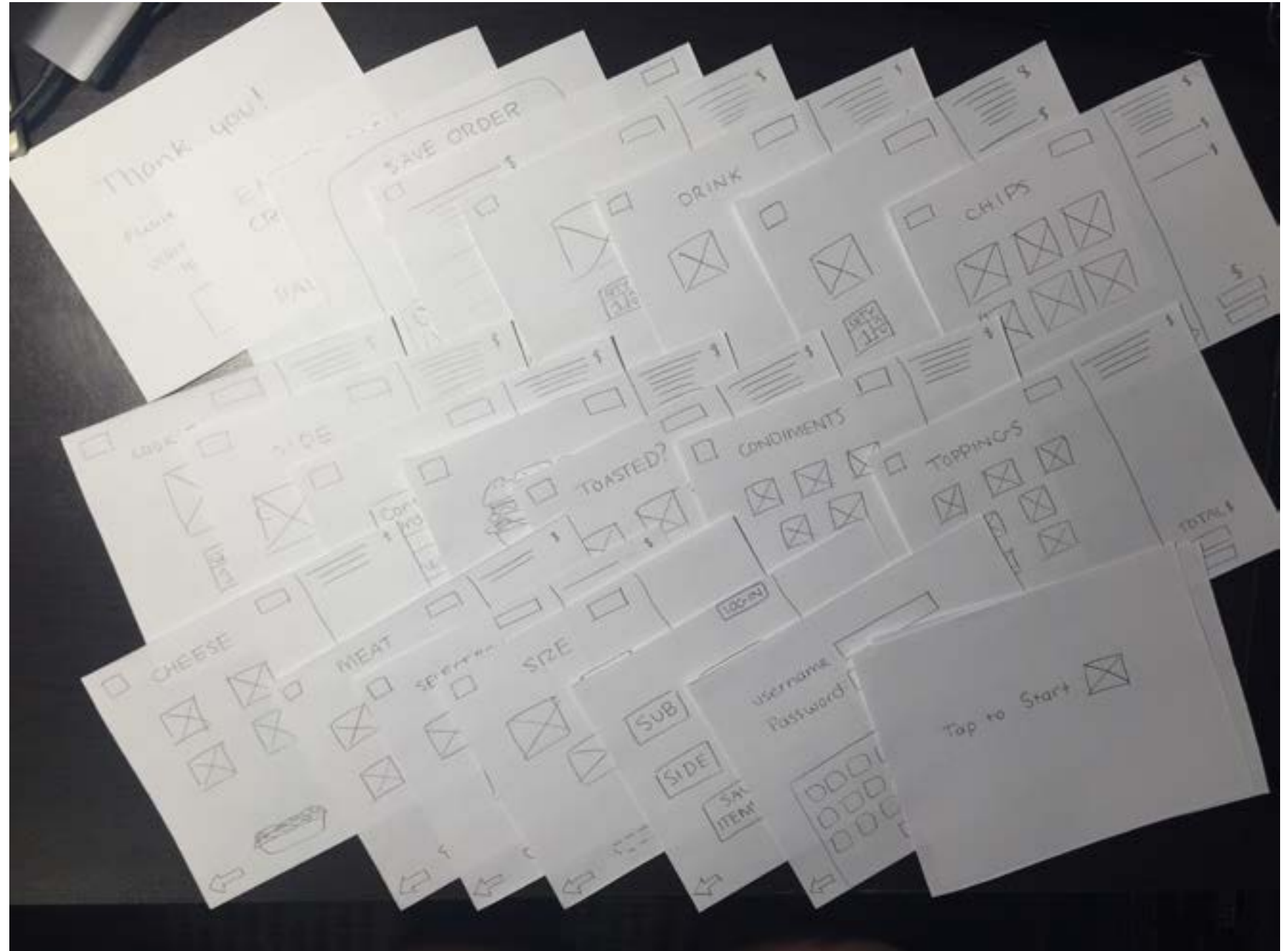


The user flow of an interface is extremely important. Therefore, I worked and re-worked the flow until it provided a comfortable and convenient avenue for the user to create their order. I based the initial sketches off of user flows that I liked and then tweaked them according to my survey, user personas, and research.



Paper Prototypes

In order to ensure that my user flow worked in reality, I created paper prototypes. These papers were low-fidelity representations of my finished kiosk screens. I used these paper prototypes to test user experiences. Based on feedback, I re-worked screens and changed the order of others.



Assets



The look of my kiosk was becoming ever more playful and fun. Therefore, I decided to have plenty of playful and fun assets.

One of my favorite ideas was turning the Sub Hub man into different characters. The idea behind this is that users can customize and create their own character. While I did not also create the interface for the Sub Hub app, that is where the user would make their character. I thought about making this function in the kiosk, but based on user feedback, it would just slow interaction.

Assets

To make my interface even more fun, I animated my running man and made him into a gif. He appears on the welcome screen and when an order is processing.

To create him, I made multiple frames and linked them together in After Effects, essentially stop-motion, but completely digital.



Food Photo Shoot!

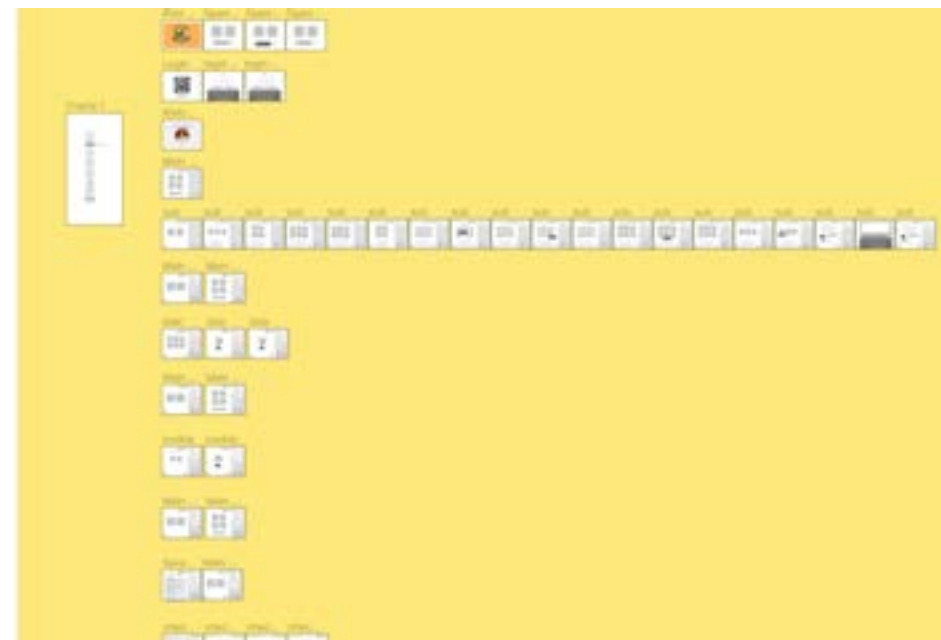
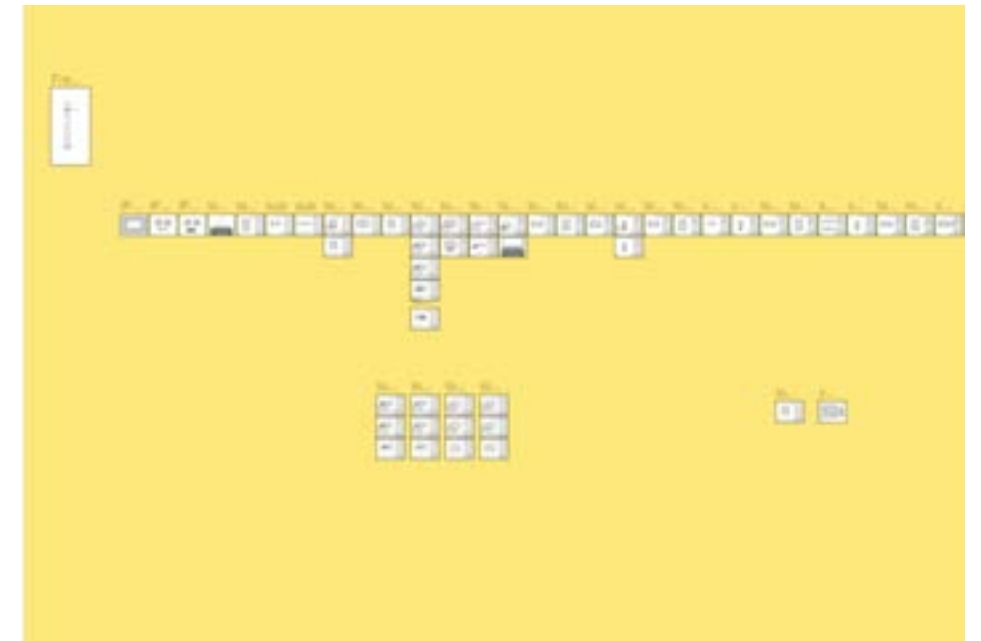
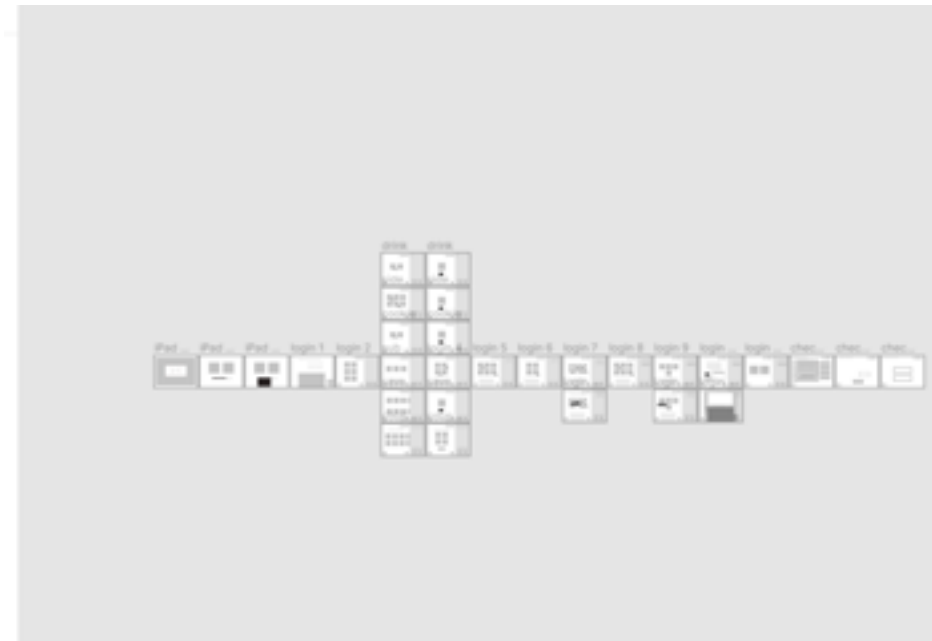


Though I by no means claim to be a professional photographer, photographing food seemed to be my only option. I combed free image websites for high-quality images of the food items that I needed but, while some existed, they felt disconnected and strange as a grouping.

I tried to do illustrations, but even though it may have gone with the aesthetic of the kiosk, the illustrations did not provide the descriptive imagery that I had hoped for.

The images of the food provide the most continuity. And if I were to ever make this project a reality, I would hire a professional photographer.

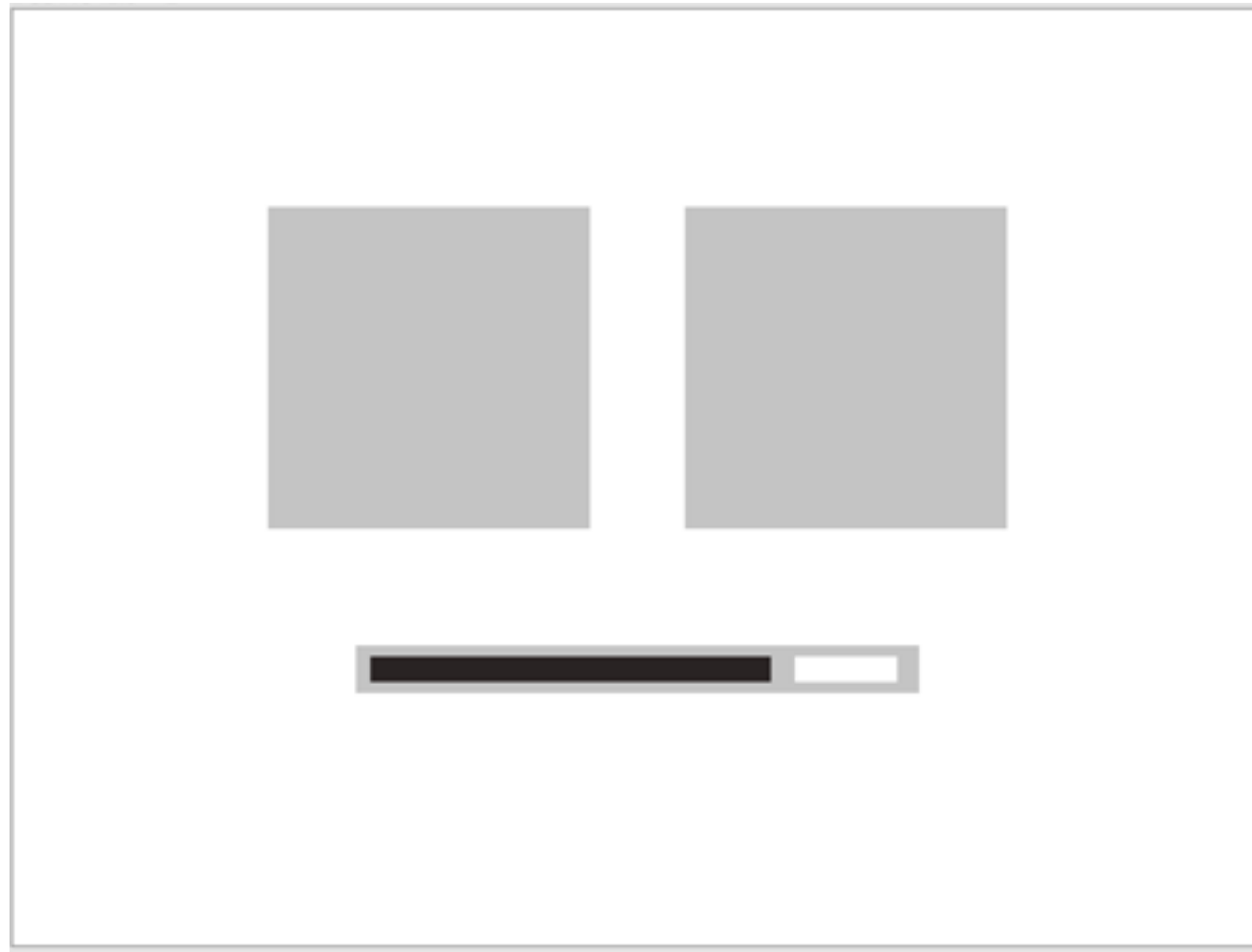
Changes in Fidelities



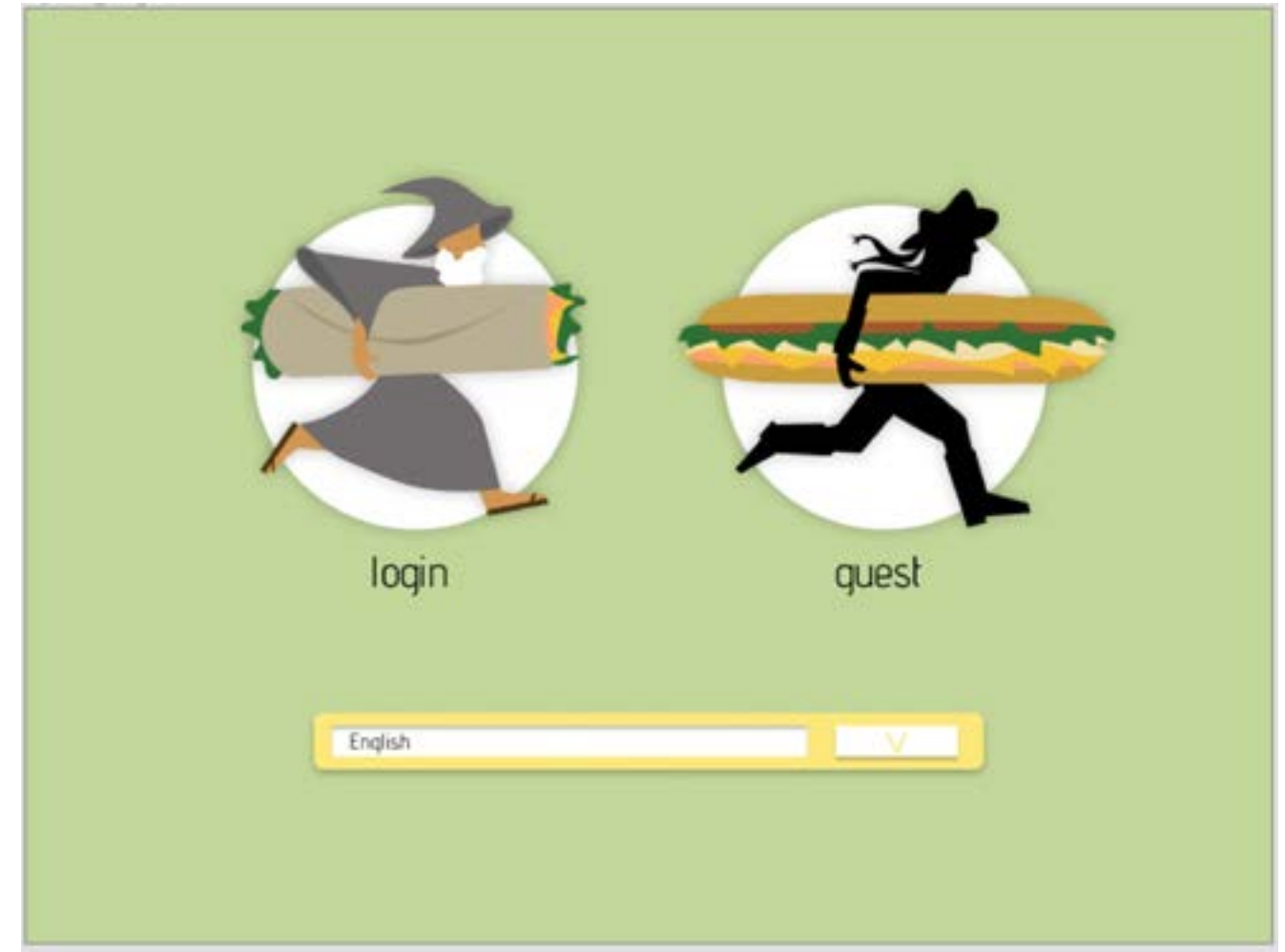
I began with a very low-fidelity digital prototype on Figma. This allowed me to continue user testing and flesh out more of my ideas without wasting time on graphics. From there, I progressed to mid-fidelity, where I added more text and the start of icons and graphics. Layout was emphasized more as I moved onto a higher-level mid-fidelity. I ended with a high-fidelity prototype, where I imported all of my icons and graphics and used interactions.

Comparison

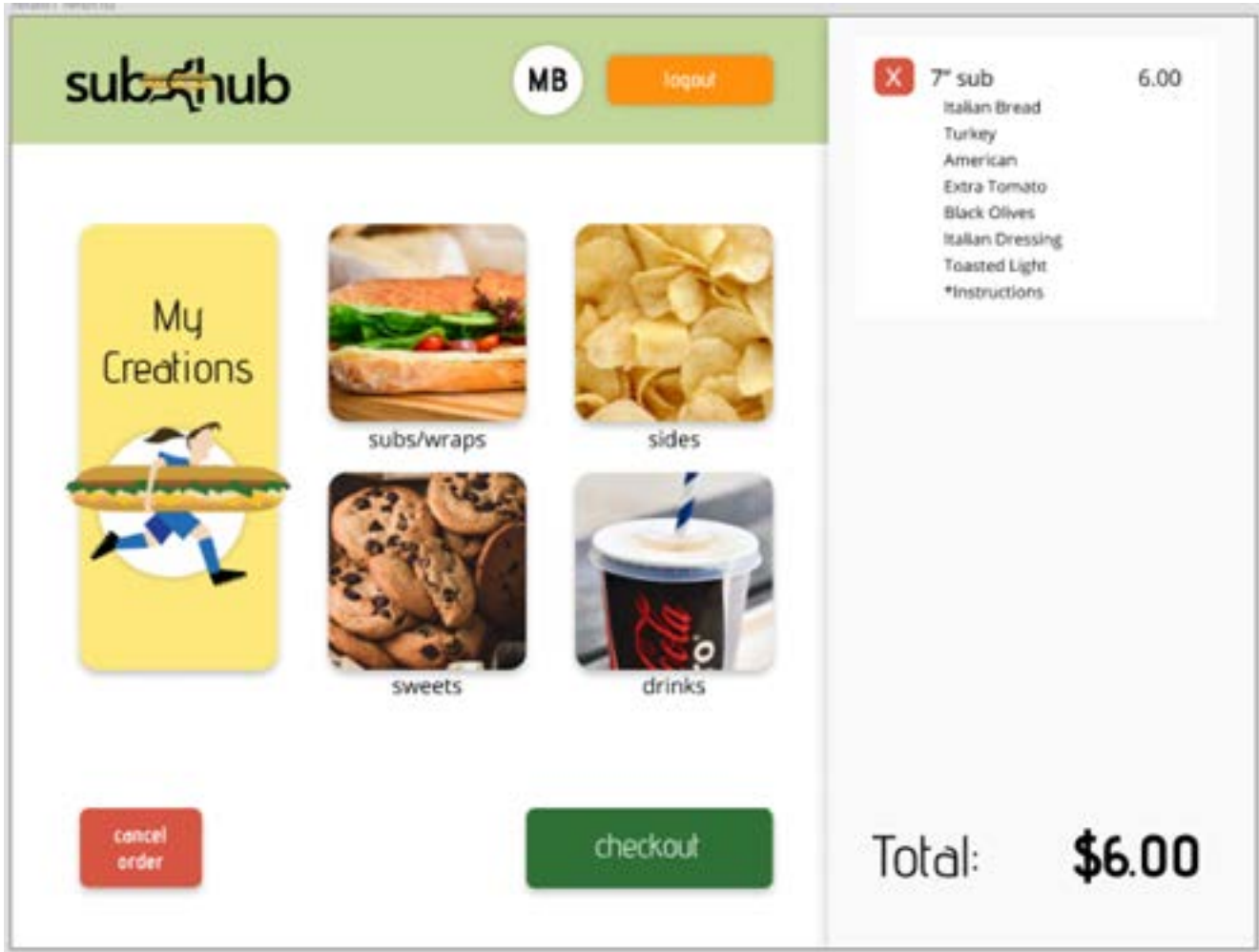
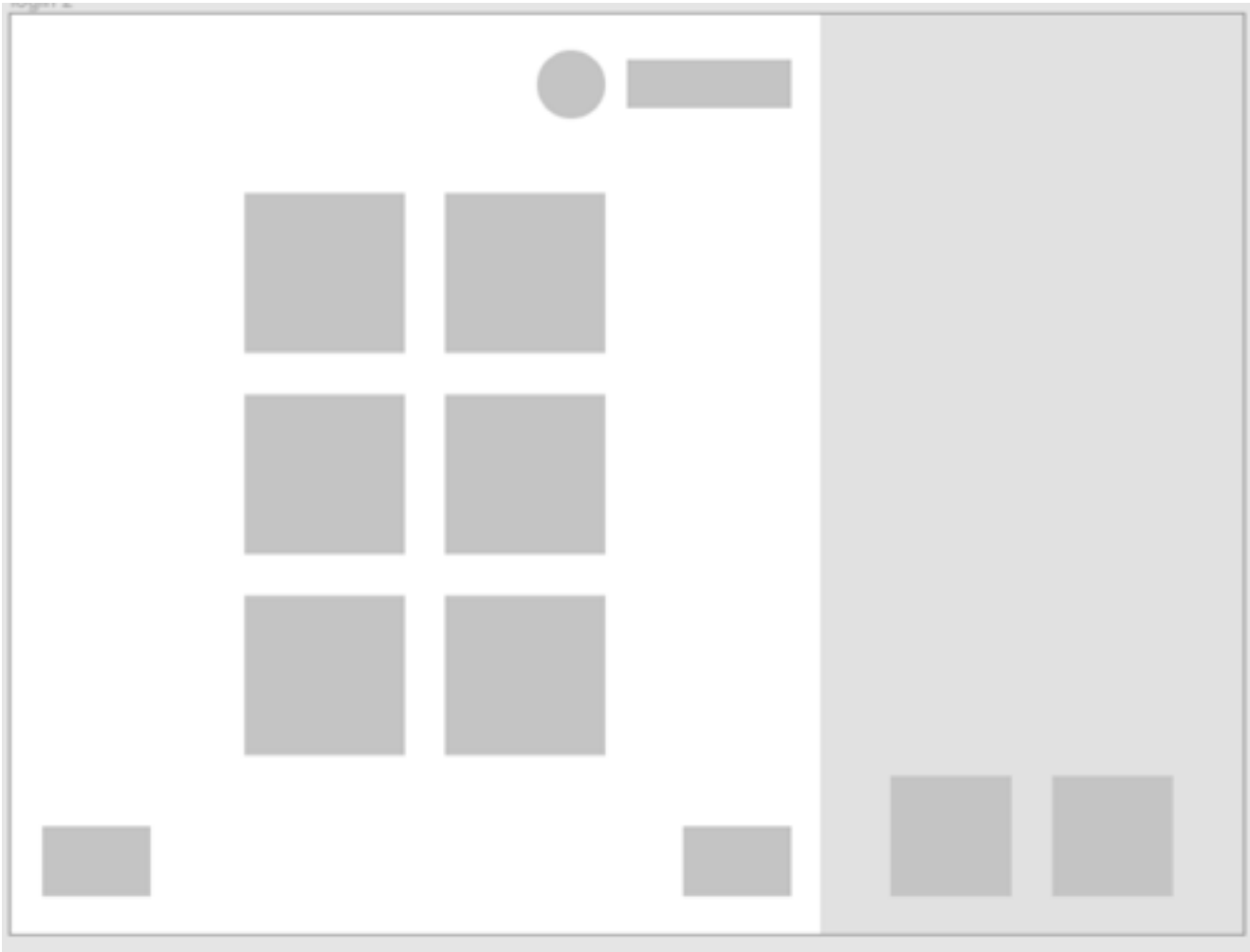
Low Fidelity



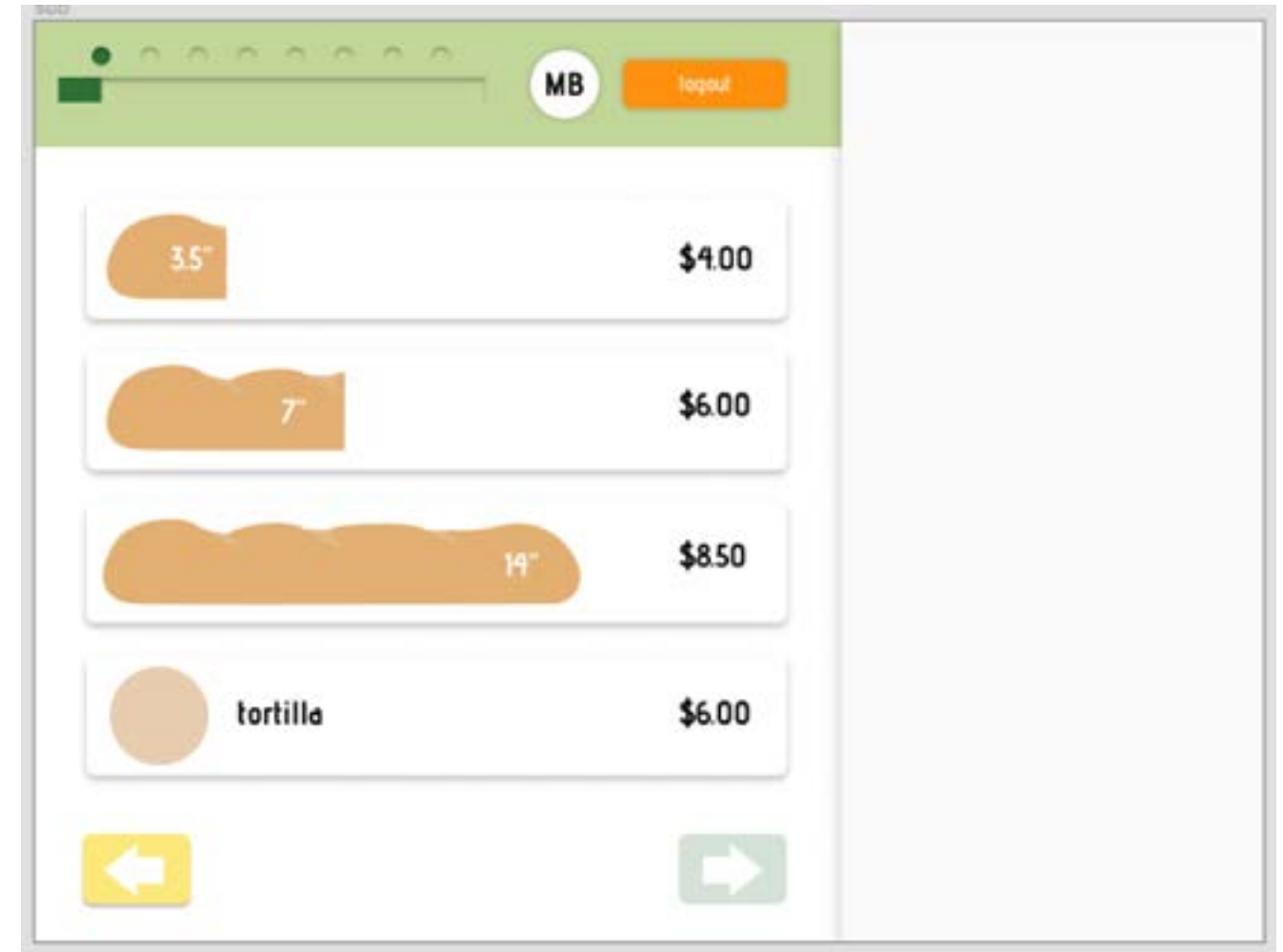
High Fidelity



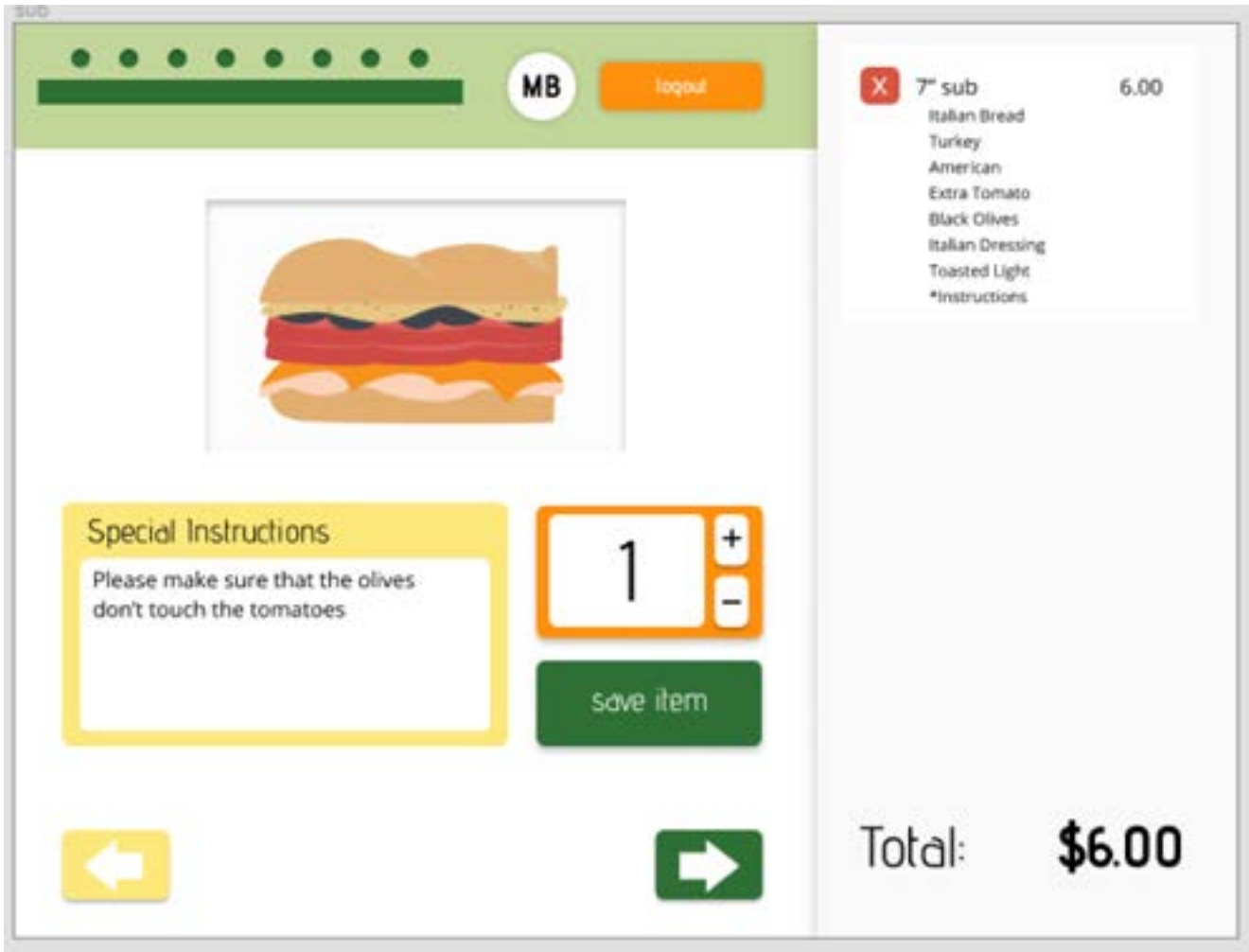
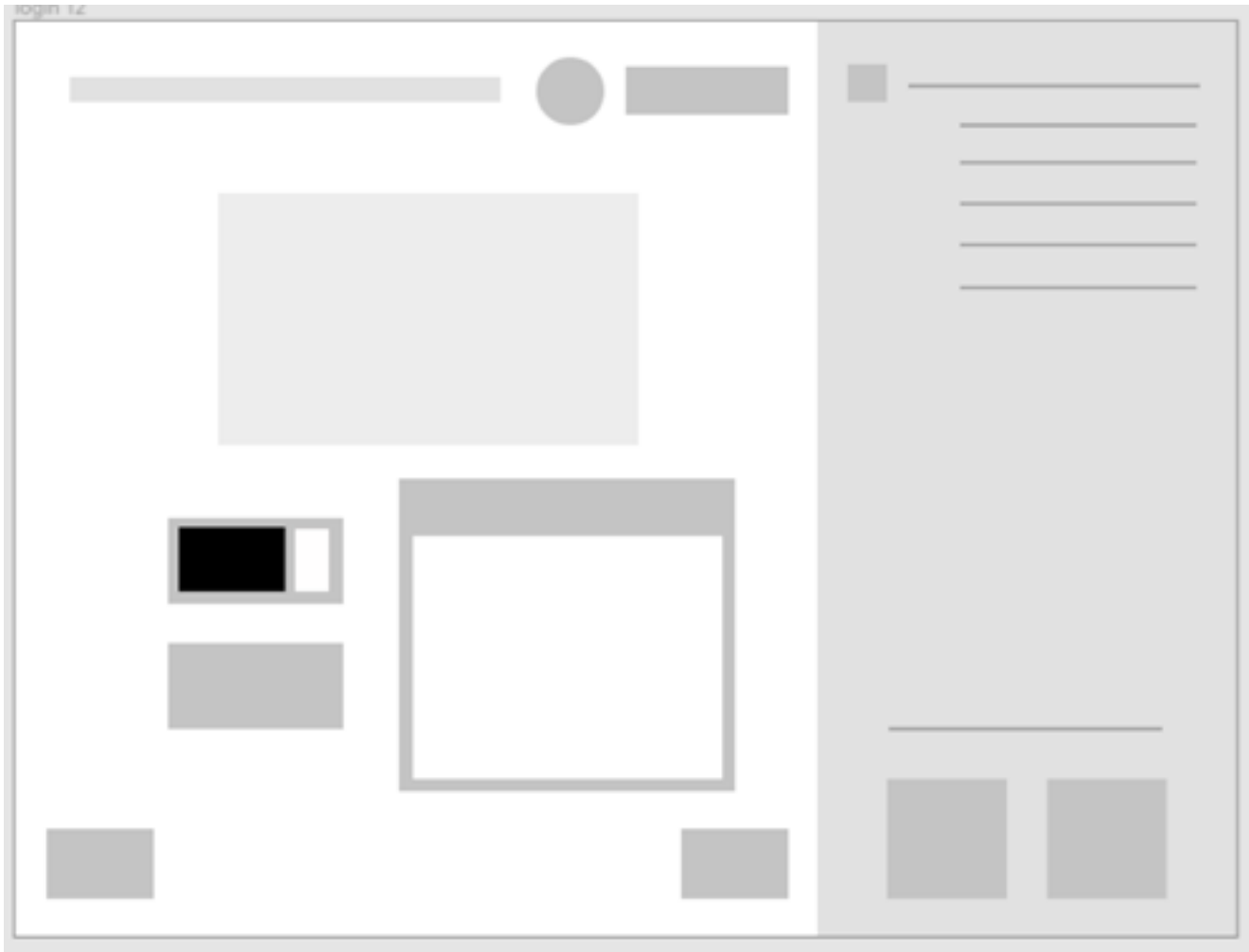
Comparison



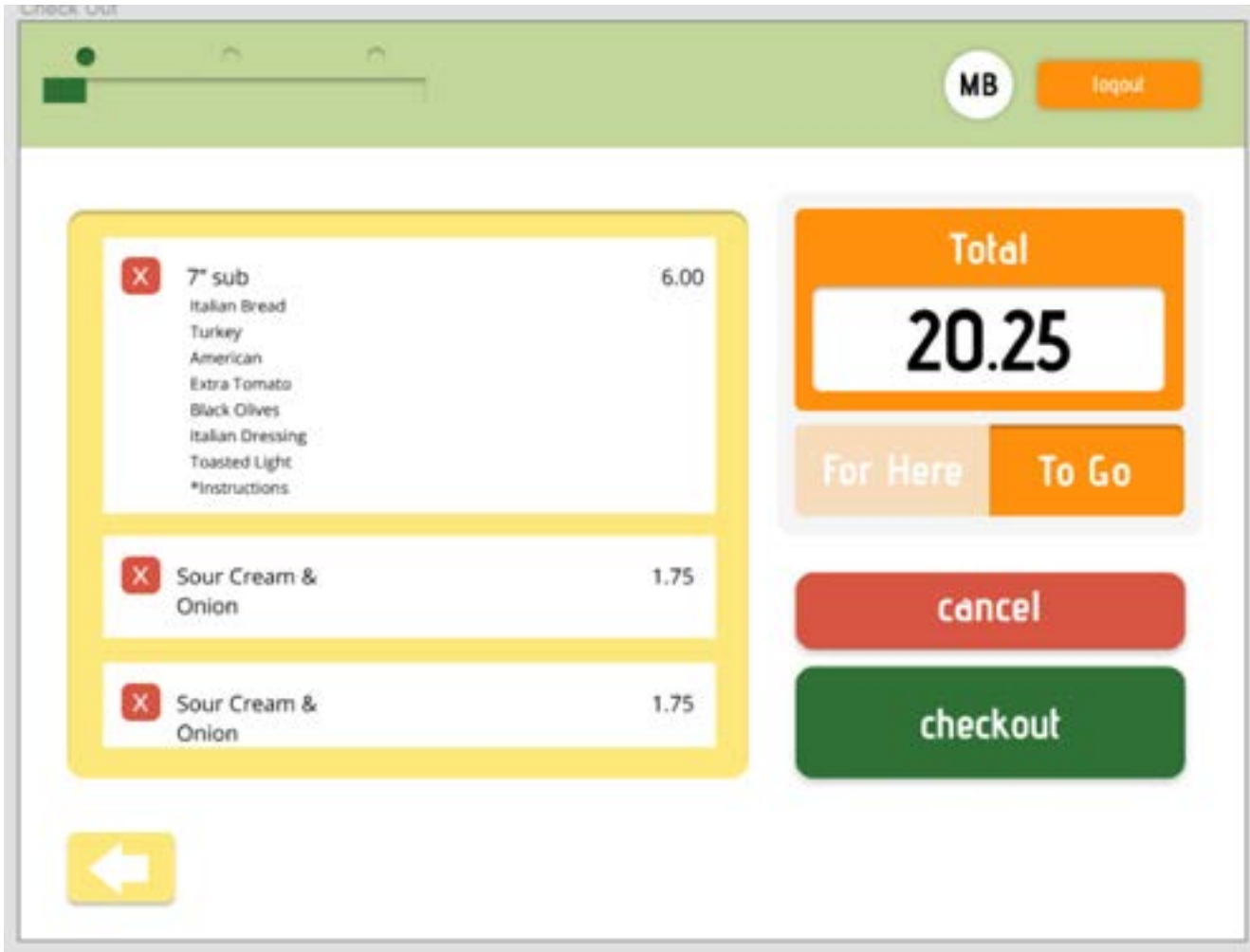
Comparison



Comparison



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Thank You!

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