



# UX CREATIVE REVIEW

SPRINT 1

APRIL 29, 2015



# AGENDA

1

**CONTEXT &  
COMPETITIVE ANALYSIS**

2

**WIREFRAMES**

3

**DESIGN DIRECTION**

# AGENDA

1

**CONTEXT &  
COMPETITIVE ANALYSIS**

2

**WIREFRAMES**

3

**DESIGN DIRECTION**

# DESIGN PRINCIPLES

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## TACO BELL BRAND

- Live Más
- youthful
- fun
- immediate
- authentic

## SPEED & EFFICIENCY

- People are hungry
- Offer a streamlined experience toward satisfying that goal
- 3 tap rule to order
- Intuitive (or quickly able to comprehend and master)

## RE-DISCOVER

- Experience the menu in a whole new way
- Find what you're looking for
- Find new items to try
- Customize any item
- Emphasize product craveability: quality ingredients, healthy & hearty options

## DELIGHTFUL

- Make the customer smile
- Menu is no longer out of reach — you make it your own and personal through touch and interaction
- Little details go a long way

## MATERIAL/MINIMAL DESIGN

- Intentional use of animations creates meaning
- Visual feedback/confirmation inspires confidence
- Take things one task at a time

# TAKE AWAYS FROM IDEO

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## INTERFACE

- Don't need to see all items at once — know to scroll
- Initial touch responsiveness sets the tone for digital ordering
- CTA lower right
- Payments: CC payments ok — just let them know there's a cash only line in advance

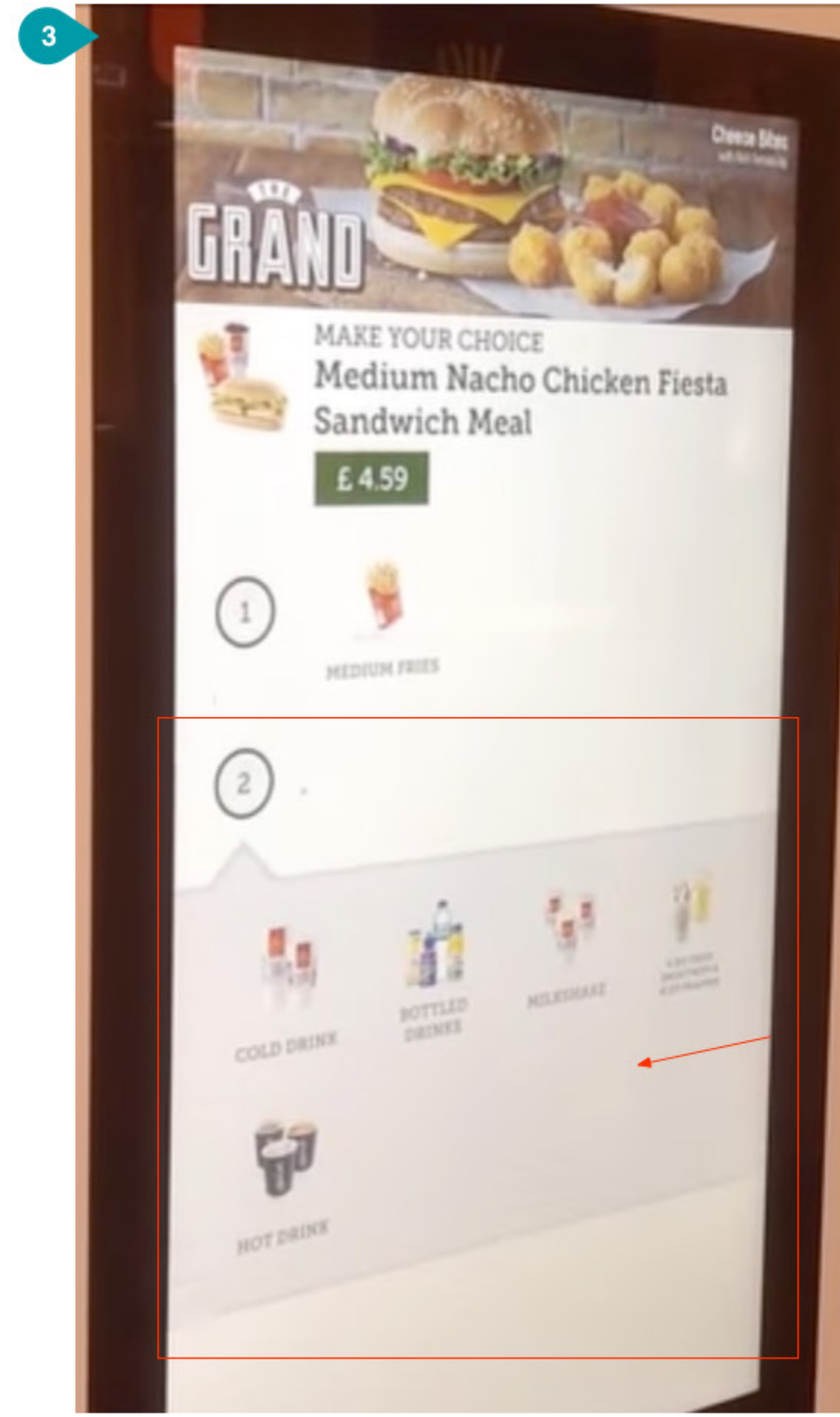
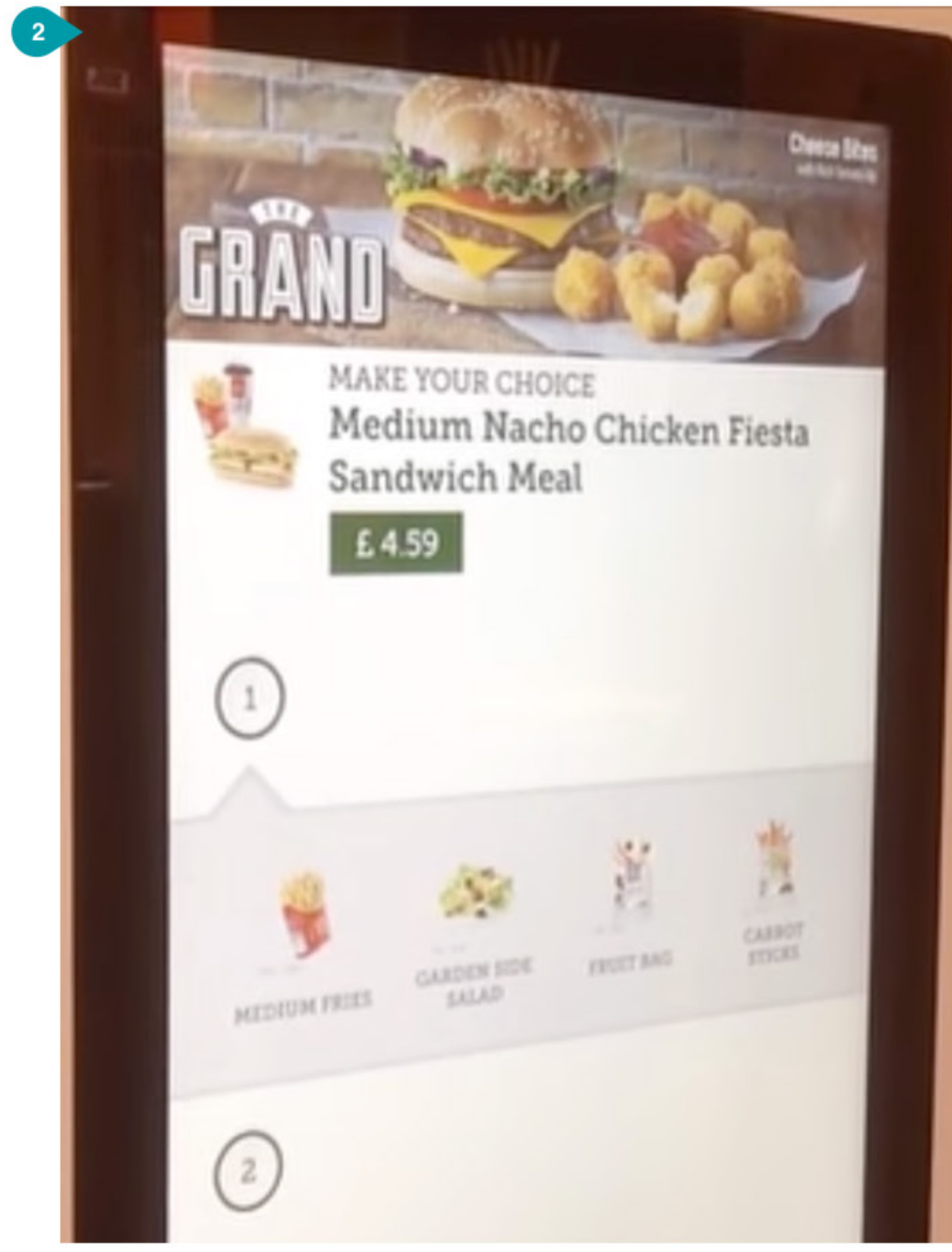
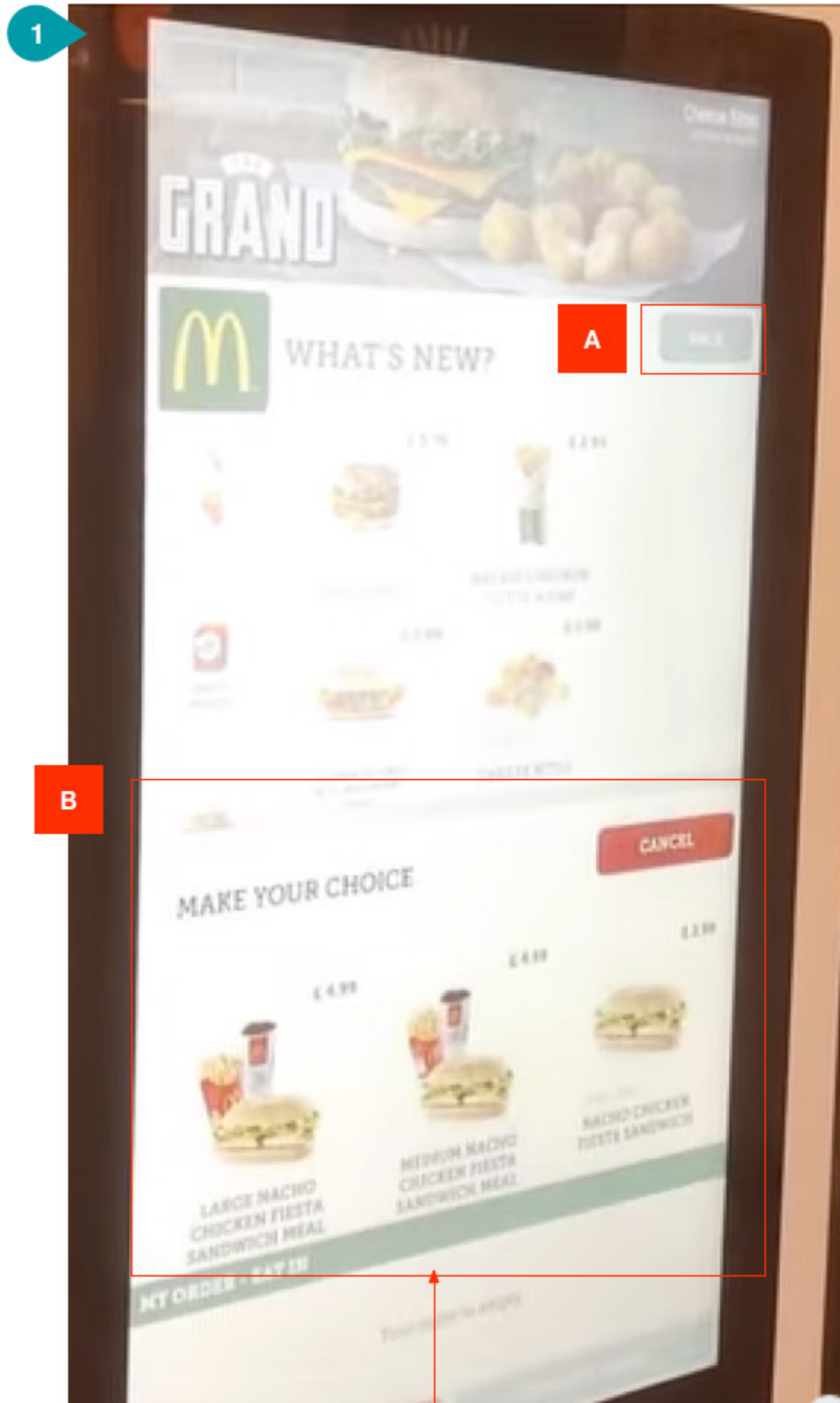
## MENU

- Large central buttons
- Back button
- What's new: prominent and different style
- Help button needed
- Promote upsell items with bright color
- Meat customizations: most important, sides and add-ons less

# COMPETITIVE ANALYSIS

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Notes
<p><b>1. Interface Details</b></p> <p>[A] Prominent "Back" button</p> <p>[B] Panel slides in from bottom</p>
<p><b>2. Wizard Interface</b></p> <p>Wizard style interface for customization</p>
<p><b>3. Slide in From Right</b></p> <p>Options slide in from right</p>

# KIOSK BEST PRACTICES

## 1 CLEAR INTRO

Informative language to engage the user and indicate the function of the device.

- Touch to start
- Order and Pay Here
- Order right here.  
Come on it's easy!
- I'm friendly! I'm fast!

## 2 EASE IN

Secondary screen to ease the user into the ordering process.

- Branding/Animation/  
Advertisement
- Dine in or take away (simple question)

## 3 SIMPLE BROWSING

Presenting the categories as clear navigation so a user always knows which category they are in and know how to get to other categories.

## 4 BACK TO CATEGORIES

Once a user adds something to their cart, take them back to the categories screen to encourage users to add more items.

## 5 UPDATED CART

As a user adds an item it is very clear something has been added to their cart. A running subtotal and item count of their order is updating throughout the process.

## 6 CUSTOMIZATIONS

Simple step by step process for users to customize their order, but also keeping a quick 'Add To Cart' if no customization is necessary.

## 7 PAY/CHECKOUT CTA

Always in the bottom right of the screen, this is where people's arm naturally rests and is an established usability pattern.

## 8 VERIFY ORDER

Ask customers to confirm their order. Users are used to when an employee reads their order back prior to payment.

## 9 INSTRUCTION

Very clear instructions on how to pay, when and where to swipe your card. Once payment is successful clear instruction and direction on what to do next and where to go.

## 10 FEEDBACK

Visual feedback when a user has successfully tapped something on screen. If a user is waiting for processing of payment a waiting animation is important to educate they are not done with the process.

## 11 SUBTLE ANIMATIONS

Don't overdo animations so they become a distraction to repeat users or detract from ease of ordering (waiting for animations to play through).

# LO-FIDELITY SKETCHES

#2A home: new categories ✓

#2B All in one ✓

#1 screen size

#3 list view

#4 intro/option ✓

#5 my order + cart + checkout

#6 confirmation / directions

#7 survey

+ combo builder ✓  
+ add ons [2] more/less ✓  
+ promotions [2] 100% off ✓

+ mini loyalty plug  
+ upsell: drink (S/M/L+M)  
dessert  
dips

THANK YOU, NAME!  
how would you like your receipt?  
 paper  
 screen  
 no thanks

LATE US  
\$0.00

PICK UP YOUR ORDER THERE →  
DONE

if there is no table option  
for receipt - use QR code  
→ show QR + phone

essential  
work  
not order: 1 to 10?  
on login (only)  
in checkout (new)  
intro email per-row:  
"hot back"

detail  
"my bell"  
not history  
cashback/rewards  
- name  
- "bell"  
- store  
- pickup  
- like

capabilities  
mobile job integration  
loyalty integration  
- series  
instagram feed  
- .png/images

user suggestions  
+ 100 new  
+ 100 new  
- items: new [100]

interactions:  
tap  
zoom? - tap tap  
scroll/scroll  
- scroll  
- zoom

Giving Principles  
- cat-brand  
- 3 taps

Categories: 12  
\* what's new (18)  
\* breakfast (25)  
\* combos (20)  
\* tacos (16)  
\* burritos (15)  
\* specialties (27)  
\* drinks/sides (29)  
\* sides (9)  
\* color crazies (11)

mini loyalty  
full menu

never ending menu

tiles for every item  
flip when filter applied

DEDICATED UPSELL FULL ESTIMATE

Categories: 12  
what's new (18)  
breakfast (25)  
combos (20)  
tacos (16)  
burritos (15)  
specialties (27)  
drinks/sides (29)  
sides (9)  
color crazies (11)

mini loyalty  
full menu

THANK YOU, NAME!  
how would you like your receipt?  
 paper  
 screen  
 no thanks

LATE US  
\$0.00

PICK UP YOUR ORDER THERE →  
DONE

if there is no table option  
for receipt - use QR code  
→ show QR + phone

essential  
work  
not order: 1 to 10?  
on login (only)  
in checkout (new)  
intro email per-row:  
"hot back"

detail  
"my bell"  
not history  
cashback/rewards  
- name  
- "bell"  
- store  
- pickup  
- like

capabilities  
mobile job integration  
loyalty integration  
- series  
instagram feed  
- .png/images

user suggestions  
+ 100 new  
+ 100 new  
- items: new [100]

interactions:  
tap  
zoom? - tap tap  
scroll/scroll  
- scroll  
- zoom

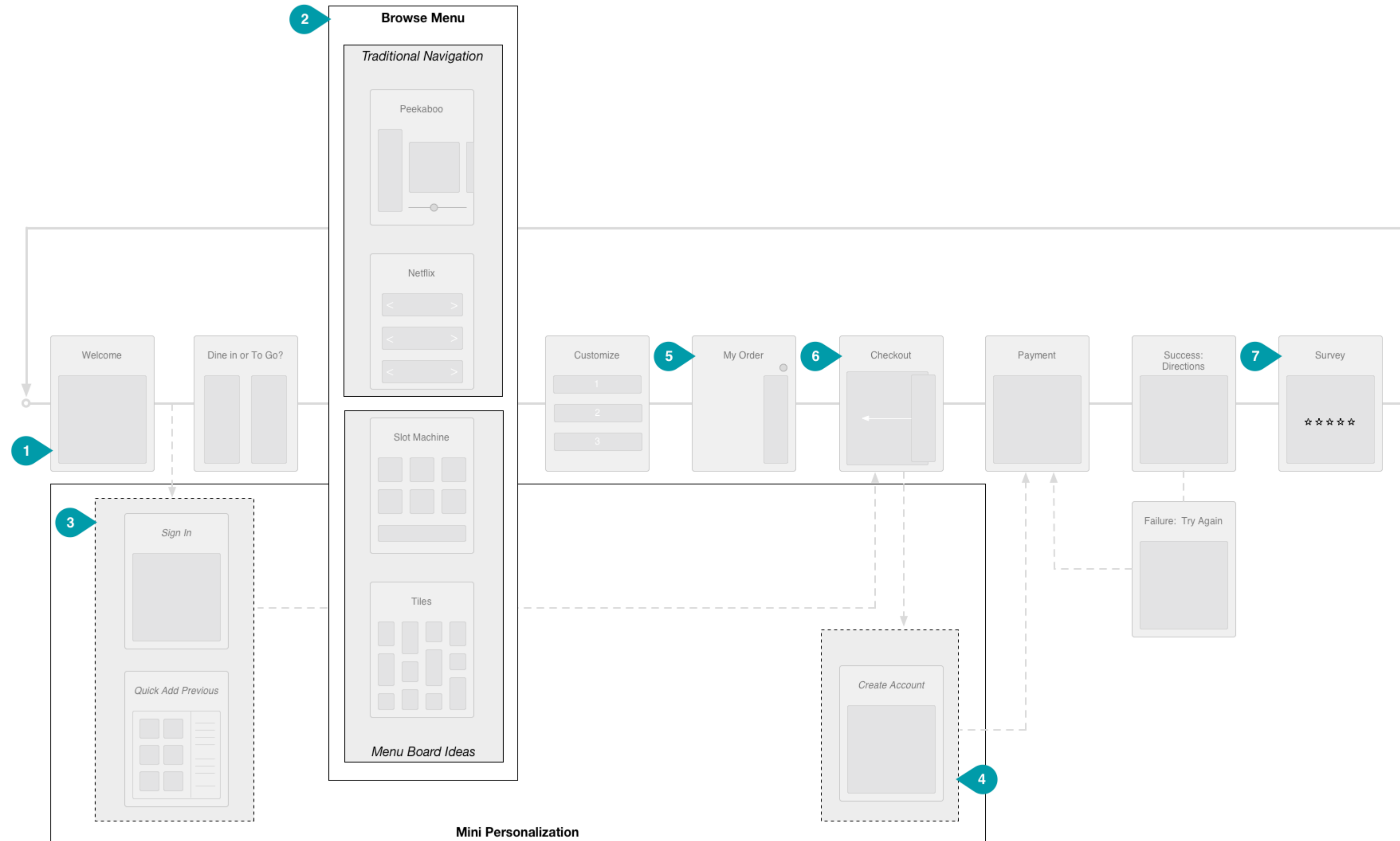
Giving Principles  
- cat-brand  
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\* burritos (15)  
\* specialties (27)  
\* drinks/sides (29)  
\* sides (9)  
\* color crazies (11)

mini loyalty  
full menu



# TEMPLATE FLOW



- Notes**
- 1. Screen Saver**  
Cash only or Credit/Debit/  
Gift Card Only
  - 2. Find Items**  
4 options under  
consideration at this time
  - 3. Existing User**  
An existing user logins in  
and has a chance to  
"quick add" previously  
customized items or entire  
orders (proceed to  
checkout)
  - 4. New User**  
Option to create a user  
account to save this order  
for speedier future  
checkout (proceed to  
payment)
  - 5. My Order**  
Dynamic price/quantity  
update with "click to  
reveal" cart contents. Can  
edit quantity, delete or  
click to open the individual  
item in the Customizer  
screen
  - 6. Checkout**  
Full screen version of cart
  - 7. Survey**  
Optional - with cancel  
button for abandonment

# AGENDA

1

**CONTEXT &  
COMPETITIVE ANALYSIS**

2

**WIREFRAMES**

3

**DESIGN DIRECTION**



Returning Customer?



## Notes

### 1. Branding

Taco Bell branding on the screensaver could animate.

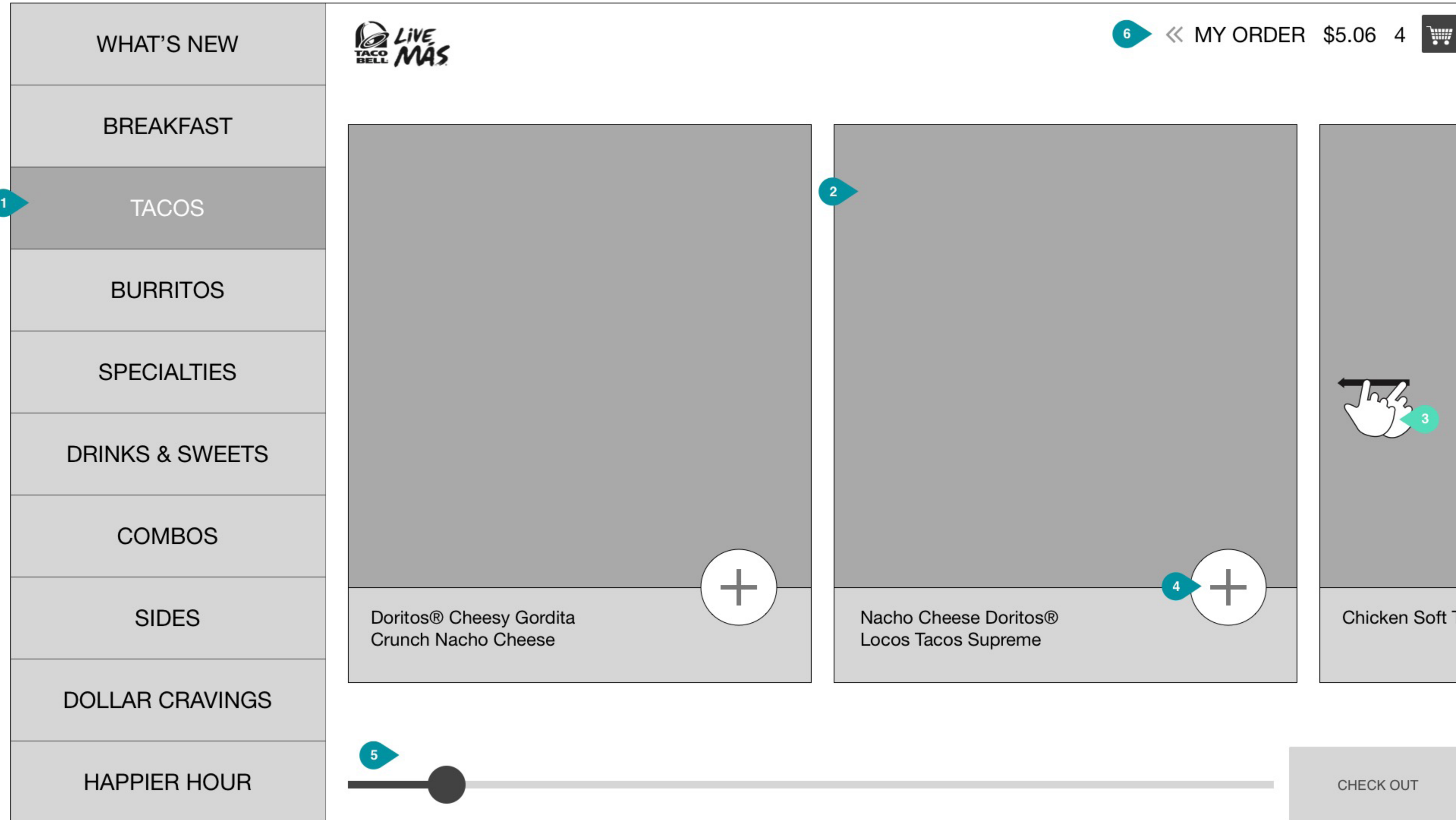
### 2. CTA

Order Here call to action and description of what type of cards are accepted at each kiosk.

### 3. Sign In

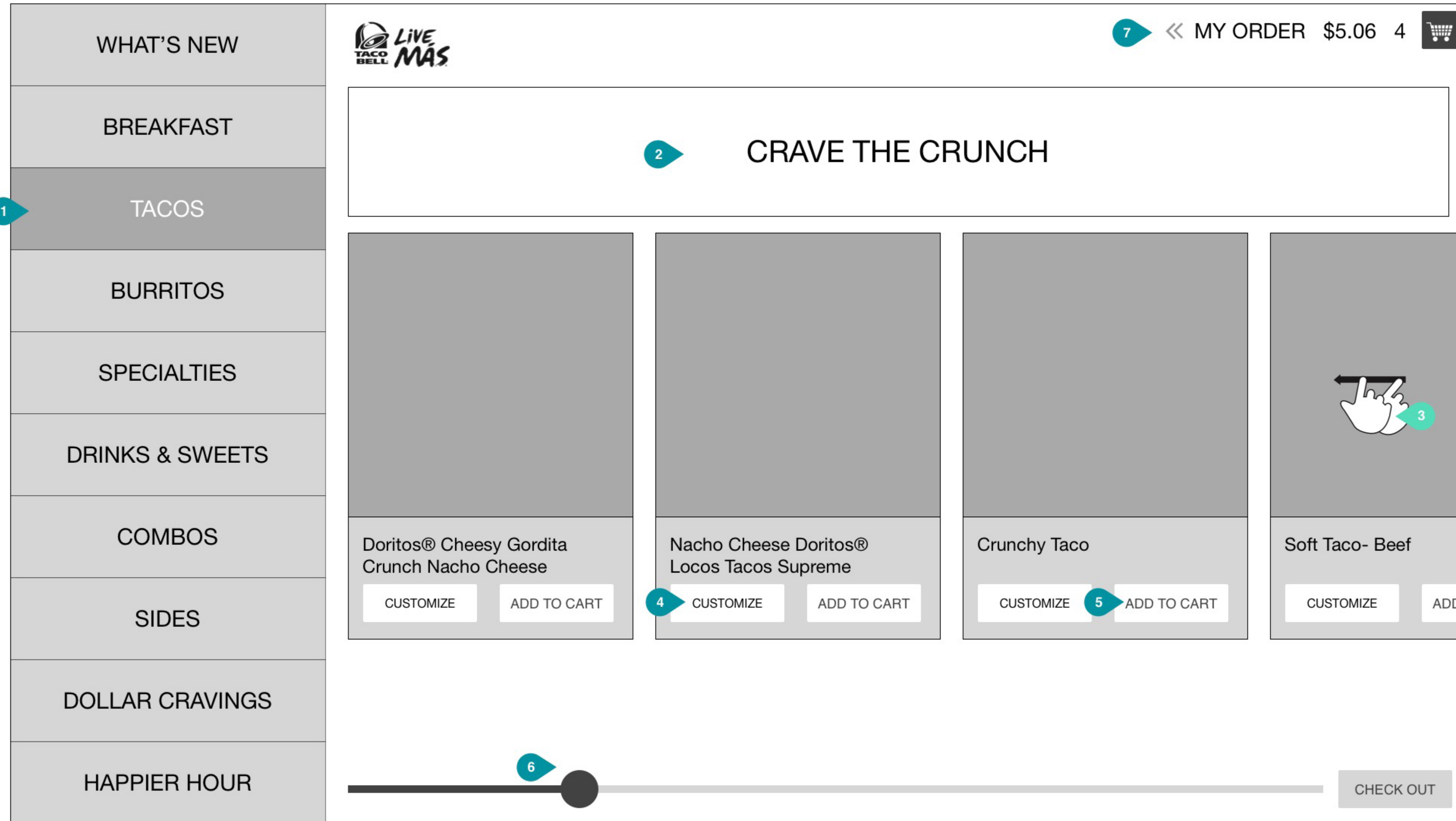
For returning customers who have saved their phone number, they will be promoted to enter it to remember their previous order.

# TRADITIONAL MENU NAVIGATION: PEEKABO









Notes
<p><b>1. Navigation</b> Left hand navigation of each of the categories.</p>
<p><b>2. Menu Items</b> Large images of each of the menu items for cravability. Showing 2.25 images.</p>
<p><b>3. User Behavior</b> Fling scroll, all the way to the end of the item list. The faster a user moves their finger the faster the list of items moves.</p>
<p><b>4. Add to Cart</b> One tap to add directly to cart without customization. Tapping on the image or text below would bring a user to the customization screen.</p>
<p><b>5. Secondary Navigation</b> Scrubber navigation to quickly move forward through the menu items. Users could also tap anywhere right of the cursor to move through the list.</p>
<p><b>6. My Order</b> Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.</p>

# TRADITIONAL MENU NAVIGATION: PEEKABO SMALL



Notes
<p><b>1. Navigation</b> Left hand navigation of each of the categories.</p>
<p><b>2. Hero Image</b> Area for category lifestyle imagery, branding, or special promotions.</p>
<p><b>3. User Behavior</b> Fling scroll, all the way to the end of the item list. The faster a user moves their finger the faster the list of items moves.</p>
<p><b>4. Customize</b> One tap to customization screen.</p>
<p><b>5. Add to Cart</b> One tap to add directly to cart without customization.</p>
<p><b>6. Secondary Navigation</b> Scrubber navigation to quickly move forward through the menu items. Users could also tap anywhere right of the cursor to move through the list.</p>
<p><b>7. My Order</b> Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.</p>

# TRADITIONAL MENU NAVIGATION: SLOT MACHINE

 <span style="float: right;">5 &lt;&lt; MY ORDER \$5.06 4 </span>					
Nacho Cheese Doritos® Locos Tacos		Fiery Doritos® Locos Tacos Supreme		Fiery Doritos® Locos Tacos	
Chicken Soft Taco		Grilled Steak Soft Taco		<div style="text-align: center;">  <b>HAND-ROLLED PERFECTION</b> </div>	
					
WHAT'S NEW	BREAKFAST	 TACOS	BURRITOS	SPECIALTIES	 CHECK OUT
DRINKS & SWEETS	COMBOS	SIDES	DOLLAR CRAVINGS	HAPPIER HOUR	

Notes
<p><b>1. Navigation</b> Category navigation on the bottom of the screen. When tapped the infinitely scrolling list would auto-advance.</p> <p><b>2. Menu Items</b> Individual items within a category are broken up by lifestyle category imagery and copy.</p> <p><b>3. User Behavior</b> When a user scrolled vertically through all of the tacos and got to burritos the category on-state would advance when burritos were in the top row.</p> <p><b>4. Check Out</b> Check out button persistent in bottom right.</p> <p><b>6. My Order</b> Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.</p>

# MENU BOARD: PINTEREST

The screenshot shows a Taco Bell menu board with a top navigation bar and a grid of menu items. Annotations are as follows:

- Annotation 1:** Points to the 'TACOS' category filter in the right-hand navigation menu.
- Annotation 2:** Points to a teal arrow icon in the top right corner of the menu grid.
- Annotation 3:** Points to a hand icon with a vertical double-headed arrow, indicating a scroll gesture, located in the bottom right area of the menu grid.
- Annotation 4:** Points to the 'CHECK OUT' button at the bottom of the right-hand navigation menu.
- Annotation 5:** Points to the 'MY ORDER' button in the top navigation bar.



The menu items displayed in the grid are:

- Doritos® Cheesy Gordita Crunch Nacho Cheese
- Doritos® Cheesy Gordita Crunch Cool Ranch
- Doritos® Cheesy Gordita Crunch Fiery
- Crunchy Taco Supreme®
- Crunchy Taco
- Soft Taco Supreme® Beef
- Soft Taco Beef
- Nacho Cheese Doritos® Locos Tacos Supreme
- Nacho Cheese Doritos® Locos Tacos

The right-hand navigation menu includes: ALL, NEW, BREAKFAST, TACOS, BURRITOS, SPECIALTIES, COMBOS, SIDES, DRINKS & SWEETS, DOLLAR CRAVINGS, HAPPIER HOUR, and CHECK OUT.

**Notes**

- 1. Navigation**  
Category navigation act as filters at the right of the screen. All would be the default view.
- 2. Menu Items**  
Individual items are represented as tiles. When a category is selected the tiles will flip and rearrange to show only that category. Tiles could vary in size within the grid for promotions or branding call outs.
- 3. User Behavior**  
Users scroll vertically through all the tiles of the menu. Items which are repeated in 2 or more categories would only have one tile.
- 4. Check Out**  
Large check out button persistent in bottom right.
- 5. My Order**  
Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.


5 << MY ORDER \$5.06 4 

1

## WHAT'S NEW

	Chicken Jalapeno Honey Biscuit Taco	Mountain Dew® Kickstart™ Orange Citrus	Chickstar Bacon Ranch	Chickstar Mango BBQ <span style="background-color: #00a651; color: white; border-radius: 50%; padding: 2px 5px; display: inline-block;">2</span>	Tropicana® Pink Lemonade	Chickstar Chipotle	▶
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## TACOS

◀	Free Doritos® Locos Taco Nacho Cheese	Free Doritos® Locos Taco Cool Ranch	Free Doritos® Locos Taco Fiery	Cheesy Gordita Crunch	Soft Taco Beef	Double Decker Taco Beef	▶
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## BURRITOS

Quesarito Steak	Beefy 5-Layer Burrito	Bean Burrito	Cheesy Potato Burrito	Smothered Burrito Beef	Beefy Nacho Griller	
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4
CHECK OUT

### Notes

- 1. Navigation**  
Category navigation set in rows. Users can scroll within a category (right & left) using the arrows and between categories (up & down).
- 2. Menu Items**  
Individual items within a category.
- 3. User Behavior**  
Paginated scroll, when user taps the arrow all 6 items in the row are replaced with a new page of items.
- 4. Check Out**  
Check out button persistent in bottom right.
- 6. My Order**  
Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.



TACO BELL

5 << MY ORDER \$5.06 4

### 1 WHAT'S NEW

- Chicken Jalapeno Honey Biscuit Taco
- Mountain Dew® Kickstart™ Orange Citrus
- Chickstar Bacon Ranch
- Chickstar Mango BBQ
- Tropicana® Pink Lemonade
- Chickstar Chipotle

### TACOS

- Soft Burrito®
- Free Doritos® Locos Taco Nacho Cheese
- Free Doritos® Locos Taco Cool Ranch
- Free Doritos® Locos Taco Fiery
- Cheesy Gordita Crunch
- Soft Taco Beef
- Double Decker Taco Beef

### BURRITOS

- Quesarito Steak
- Beefy 5-Layer Burrito
- Bean Burrito
- Cheesy Potato Burrito
- Smothered Burrito Beef
- Beefy Nacho Griller

4 CHECK OUT

### Notes

- 1. Navigation**  
Category navigation set in rows. Users can scroll within a category (right & left) and between categories (up & down).
- 2. Menu Items**  
Individual items within a category.
- 3. User Behavior**  
Fling scroll all the way to the end of the item list. The faster a user moves their finger the faster the list of items moves.
- 4. Check Out**  
Check out button persistent in bottom right.
- 6. My Order**  
Users can tap the arrows to expand the My Order drawer. Shows the Subtotal and number of items in My Order.

# MENU BOARD: NETFLIX & MY ORDER

The screenshot displays the Taco Bell mobile app interface. At the top left is the Taco Bell logo. The main menu is divided into three sections: 'WHAT'S NEW', 'TACOS', and 'BURRITOS'. The 'WHAT'S NEW' section features four items: Chicken Jalapeno Honey Biscuit Taco, Mountain Dew® Kickstart™ Orange Citrus, Chickstar Bacon Ranch, and Chickstar Mango BBQ. The 'TACOS' section includes Soft Burrito®, Free Doritos® Locos Taco Nacho Cheese, Free Doritos® Locos Taco Cool Ranch, Free Doritos® Locos Taco Fiery, and Cheesy Gordita Crunch. The 'BURRITOS' section lists Quesarito Steak, Beefy 5-Layer Burrito, Bean Burrito, and Cheesy Potato Burrito. On the right side, a 'MY ORDER' drawer is open, showing a total of \$5.06 and 4 items. The items in the cart are: 1 Nacho Cheese Doritos Locos Tacos (\$1.79 each), 2 Crunchy Taco Supreme (\$0.99 each), and 1 Crunchy Taco Supreme + extra cheese (\$1.29 each). A 'Cancel Order' button is visible in the drawer. At the bottom right, a large 'Add a Drink!' button is highlighted with a callout '9'. At the very bottom, a 'CHECK OUT' button is highlighted with a callout '10'.

**Notes**

**6. My Order**  
After a user adds an item to their order they are taken back to the categories screen and a My Order drawer slides out. They can minimize the drawer by tapping the arrows or anywhere to the left of the drawer.



**7. Order Items**  
Users are able to quickly edit their cart


**8. Cancel Order**  
Ability to remove everything from the order and cancel.

**9. Upsell**  
Ability to Add a drink, chips & salsa, or desert from the My Order drawer.

**10. Check Out**  
Check out button persistent in bottom right. When tapped opens the drawer to full screen and let's user review their order prior to payment.

# CUSTOMIZE: STEP 1

< BACKMY ORDER \$5.06 4



**Beefy Fritos® Burrito**

Seasoned beef, Frito® chips, and premium Latin rice wrapped in a flour tortilla and filled with warm nacho cheese sauce.

1 ▼

\$2.99  
490 Cal.

1 Choose Protein 2 Modify Basics 3 Add-Ons 4 Optional

Seasoned Beef Chicken Shredded Chicken Steak Beans No Protein

Add Extra Beef +0.50

Next: Basics

ADD TO CART

Notes

**1. Menu Item**  
Large image of the menu item for cravability.

**2. Description**  
Individual item name and description.



**3. Quantity**  
Ability to change the quantity prior to adding to cart. Price would update based on quantity.

**4. Build**  
Step by step wizard to customize your order. Breaking out protein as the first step. The add extra would dynamically update based on a user's selection of protein.

**5. Next**  
Steps 2 through 4 are optional changes and users could tap on either the number button or the next button.

**6. Add to Cart**  
Users always have the ability to add directly to their cart. This would be inactive if a choice had to be made.

# CUSTOMIZE: STEP 2

< BACKMY ORDER \$5.06 4 

## Beefy Fritos® Burrito

Seasoned beef, Frito® chips, and premium Latin rice wrapped in a flour tortilla and filled with warm nacho cheese sauce.

1 ▼ \$2.99  
490 Cal.

1 Choose Protein   2 Modify Basics   3 Add-Ons   4 Optional

1

<input type="checkbox"/>	Cheese	<input type="checkbox"/>	<input type="checkbox"/>	Red Sauce	<input type="checkbox"/>
<input type="checkbox"/>	Onions	<input type="checkbox"/>	<input type="checkbox"/>	Beans	<input type="checkbox"/>

2 Back: Protein

Next: Add-Ons



ADD TO CART


### Notes

**1. Build**  
Step by step wizard to customize your order. Step 2 is modifying the basics that come with the order either by adding extra or removing that item. As items are added the price above would update.

**2. Back**  
Users could tap on either the number button or the back button to return to the previous step.

# CUSTOMIZE: STEP 3

< BACKMY ORDER \$5.06 4



## Beefy Fritos® Burrito

1 ▼

\$2.99  
490 Cal.

Seasoned beef, Frito® chips, and premium Latin rice wrapped in a flour tortilla and filled with warm nacho cheese sauce.

1 Choose Protein   2 Modify Basics   **3 Add-Ons**   4 Optional

Nacho Cheese Sauce <input checked="" type="checkbox"/>	Guacamole <input checked="" type="checkbox"/>	Bacon <input type="checkbox"/>	Premium Latin Rice <input type="checkbox"/>
Baja Sauce <input type="checkbox"/>	Pico de Gallo <input type="checkbox"/>	Black Beans <input type="checkbox"/>	Chunky Salsa <input type="checkbox"/>
Reduced Fat Sour Cream <input type="checkbox"/>	Creamy Jalapeno Sauce <input type="checkbox"/>	Romanine Lettuce <input type="checkbox"/>	Spicy Ranch <input type="checkbox"/>
Nacho Cheese Sauce <input type="checkbox"/>	Lettuce <input type="checkbox"/>	Mango BBQ <input type="checkbox"/>	Jalapeno Honey <input type="checkbox"/>
Tomatoes <input type="checkbox"/>	3 Cheese Blend <input type="checkbox"/>	Avocado Ranch Sauce <input type="checkbox"/>	Potatoes <input type="checkbox"/>
Jalapeno Peppers <input type="checkbox"/>			

2 Back: Basics



Next: Optional

ADD TO CART

### Notes



**1. Build**  
Step by step wizard to customize your order. Step 3 is Add-Ons. As items are added the price above would update.


**2. Back**  
Users could tap on either the number button or the back button to return to the previous step.

 &  | DIGITAL DINE-IN

CONFIDENTIAL | 21

# CUSTOMIZE: STEP 4

< BACK<< MY ORDER \$5.06 4



### Beefy Fritos® Burrito

Seasoned beef, Frito® chips, and premium Latin rice wrapped in a flour tortilla and filled with warm nacho cheese sauce.

1 ▼ \$2.99  
490 Cal.

1 Choose Protein   2 Modify Basics   3 Add-Ons   4 Optional

1

Grilled

Supreme

Fresco



2 Back: Add-Ons

ADD TO CART

### Notes



**1. Build**  
Step by step wizard to customize your order. Step 4 is the optional choices. As items are added the price above would update.


**2. Back**  
Users could tap on either the number button or the back button to return to the previous step.

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# CUSTOMIZE COMBO: TEMPLATE 1

< BACKMY ORDER \$5.06 4 



### Gordita Supreme® Deal

1 ▼

\$2.99  
450-730 Cal.

A quesadilla with two helpings of juicy grilled steak and real melted cheese in a freshly grilled tortilla served with a side of chips and salsa. Also available with marinated and grilled all-white-meat chicken.

1 Choose Large Drink   2 Choose Protein   3 Modify Basics   4 Add-Ons   5 Optional

MTN Dew® Baja Blast™ Freeze	Starburst® Strawberry Freeze	Snapple® Lemonade Freeze	Lemonade/ Strawberry Freeze	Lemonade/ Baja Blast Breeze	Baja Blast/ Strawberry Freeze	Fountain Drink
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Want to make it an XL? +0.10



3 ADD TO CART

### Notes

**1. Choose**  
Step by step wizard to customize combo orders. The first step is choosing the drink. The next steps are dependent on what is in the combo and if you are able to customize specific items or not.



**2. Mini upsell**  
Ability to upsell the drink to an extra large.


**3. Cart**  
The button to Add to Cart would not be tappable until the drink in the combo is chosen.

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CONFIDENTIAL | 23

# CUSTOMIZE COMBO: TEMPLATE 2

< BACKMY ORDER \$5.06 4



## Cheesy Gordita Crunch Combo

1 ▼ \$5.99  
840-1250 Cal.

Warm, pillowy flatbread covered in a melted three-cheese blend, wrapped around a Doritos® taco and topped with a zesty Pepper Jack sauce.

**1** Choose Large Drink   **2** Gordita Crunch   **3** Taco 1   **4** Taco 2

**2**

MTN Dew® Baja Blast™ Freeze	Starburst® Strawberry Freeze	Snapple® Lemonade Freeze	Lemonade/ Strawberry Freeze	Lemonade/ Baja Blast Breeze	Baja Blast/ Strawberry Freeze	Fountain Drink
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Want to make it an XL? +0.10



**3** ADD TO CART

### Notes

**1. Choose**  
Step by step wizard to customize combo orders. The first step is choosing the drink and the other three steps are optional.

**2. Mini upsell**  
Ability to upsell the drink to an extra large.



**3. Cart**  
The button to Add to Cart would not be tappable until the drink in the combo is chosen.

 &  | DIGITAL DINE-IN

CONFIDENTIAL | 24



# CUSTOMIZE COMBO: TEMPLATE 3

< BACK<< MY ORDER \$5.06 4 

## Taco 12 Pack

▼

\$11.99  
1920-2020 Cal.

A quesadilla with two helpings of juicy grilled steak and real melted cheese in a freshly grilled tortilla served with a side of chips and salsa. Also available with marinated and grilled all-white-meat chicken.

1 Choose 6 Tacos

2 Choose 6 Tacos

6 Crunchy Tacos

6 Soft Tacos

6 Crunchy Tacos

6 Soft Tacos



2 ADD TO CART

### Notes

**1. Choose**  
Step by step wizard to customize combo orders. This combo template is when a user must choose between two options.

**3. Cart**  
The button to Add to Cart would not be tappable until both options in the combo are chosen.

# CUSTOMIZE COMBO: TEMPLATE 4

< BACK« MY ORDER \$5.06 4 

## Grande Meal

▼

\$11.90  
1680-3810 Cal.

A quesadilla with two helpings of juicy grilled steak and real melted cheese in a freshly grilled tortilla served with a side of chips and salsa. Also available with marinated and grilled all-white-meat chicken.

**1** Choose any combination of 10

Crunchy Tacos

- 0 +

Soft Tacos

- 0 +

Bean Burritos


- 0 +


**2** ADD TO CART

### Notes

**1. Choose**  
Only one step for this combo template. Users must add enough items until they add up to a total of 10.

**2. Cart**  
The button to Add to Cart would not be tappable until the requirements of the combo are chosen.


» MY ORDER


4

### WHAT'S NEW

Chicken Jalapeno Honey Biscuit Taco

Mountain Dew® Kickstart™ Orange Citrus

Chickstar Bacon Ranch

Chickstar Mango BBQ

Tropicana®

### TACOS

Free Doritos® Locos Taco Nacho Cheese

Free Doritos® Locos Taco Cool Ranch

Free Doritos® Locos Taco Fiery

Cheesy Gordita Crunch

### BURRITOS


Quesarito Steak


Beefy 5-Layer Burrito


Bean Burrito

Cheesy Potato Burrito


Smothered Beef

1  **Nacho Cheese Doritos Locos Tacos** 1 ✕  
 + extra cheese  
 + extra chicken  
 - no tomatoes  
 ...  
\$1.79 each

2  **Crunchy Taco Supreme** 2 ✕  
 tap to customize  
\$.99 each

1  **Crunchy Taco Supreme** ✕  
 + extra cheese  
\$1.29 each

3 CANCEL ORDER



+


Add  
a Drink!

CHECK OUT

### Notes

- 1. Return to Customizer**  
Clicking on the item name or image takes the user back to the Customizer screen
- 2. Inline Delete**  
Easily remove items from My Order
- 3. Cancel**  
Start over (in case of abandonment)

# MY ORDER: QUANTITY



## WHAT'S NEW

Chicken Jalapeno Honey Biscuit Taco

Mountain Dew® Kickstart™ Orange Citrus

Chickstar Bacon Ranch

Chickstar Mango BBQ

Tropicana®

## TACOS

Free Doritos® Locos Taco Nacho Cheese

Free Doritos® Locos Taco Cool Ranch

Free Doritos® Locos Taco Fiery

Cheesy Gordita Crunch

## BURRITOS

Quesarito Steak


Beefy 5-Layer Burrito


Bean Burrito


Cheesy Potato Burrito


Smothered Beef

### >> MY ORDER

4

1  Nacho Cheese Doritos Locos Tacos  
+ extra cheese  
+ extra chicken  
- no tomatoes  
\$1.79 each

2  Crunchy Taco Supreme  
tap to customize

1  Crunchy Taco Supreme  
cheese

CANCEL ORDER

+

Add a Drink!



CHECK OUT

### Notes

- Quantity Selector**  
Drop down menu to select how many of an item.
- Scroll**  
If more than 9 items are desired, a user scrolls down by swiping, or by tapping and pressing the down arrow

# REVIEW MY ORDER

< BACK 🛒 4

1		Nacho Cheese Doritos Locos Tacos + extra cheese + extra chicken - no tomatoes + sour cream	\$1.79 each	✕
3		Crunchy Taco Supreme	\$.99 each	✕

ADD ANOTHER ITEM


Subtotal: \$4.76  
Tax: \$0.34

Total: **\$5.10**

### All set?

- 1 Swipe your card
- 2 Pick up your cup/drink  
(if you ordered one)
- 3 Check the status board

1 Save this order?




+

Add a Drink!


#### Notes

1. **Personalization**  
Prompt the user to save their order if they did not login

< BACK 🛒 4

**1**  **Nacho Cheese Doritos Locos Tacos**  
+ extra cheese  
+ extra chicken  
- no tomatoes  
+ sour cream \$1.79 each ✕

---

**2**  **Crunchy Taco Supreme**  
\$.99 each ✕

---

Subtotal: \$3.77  
Tax: \$0.24

**Total: \$4.01**

ADD ANOTHER ITEM

**For Speedy Checkout**  
Enter your phone number

(415) 555-1212

CANCEL CREATE ACCOUNT

1	2	3
4	5	6
7	8	9
Del	0	


**Notes**

**1. Phone Number Input**  
The user enters their phone number via on screen numeric keypad


# PERSONALIZATION SUCCESS

< BACK 🛒 4

---

**1**  **Nacho Cheese Doritos Locos Tacos**  
+ extra cheese  
+ extra chicken  
- no tomatoes  
+ sour cream **\$1.79** each ✕

---

**3**  **Crunchy Taco Supreme**  
**\$.99** each ✕

---

ADD ANOTHER ITEM

Subtotal: \$4.76  
Tax: \$0.34

---


**Total: \$5.10**

### All set?

- 1 Swipe your card
- 2 Pick up your cup/drink (if you ordered one)
- 3 Check the status board

---

**1** Account Created!



+

Add a Drink!

PAY NOW!

Notes

**1. Success Message**  
Let the user know their account has been created. Next step is to Pay Now.

# AGENDA

1

**CONTEXT &  
COMPETITIVE ANALYSIS**

2

**WIREFRAMES**

3

**DESIGN DIRECTION**



WELCOME, JEREMIAH

ORDER FOR PICKUP

# VARIETY TACO 12 PACK

800-1120-1120

BUILD YOUR COMBO:

SOFT TACO SUPREME \$2.99

CHOOSE MEAT

INGREDIENTS

ADD-ONS

ADD TO ORDER

\$0 0 ITEM

SHOP GEARS

CAREERS

NUTRITION

COMPANY

GIFT CARD \$20

CONTACT US

THE NIGHT IS YOUNG.

FUEL YOUR FUN.

SMOTHERED BURRITO

PUZZLE NUMBER 3

WELCOME, JEREMIAH

ORDER FOR PICKUP

# ONE HAND FOR EATING ONE HAND FOR HIGHFIVING

CRISPY CHICKEN CHICKSTAR

CUSTOMIZE IT

ADD TO CART

TACO BELL CUSTOMIZER

1 MEAT BAGS

2 ADD TOPPINGS

3 CHOOSE

TOMATO

LETTUCE

CHICKEN

NEXT TOPPINGS

DRINKS

COMBOS

TACOS

BURRITOS

WHAT'S NEW

CRAVINGS

SPECIALTIES

SEARCH

MY BELL

TACOS

BURRITOS

CANTINA BELL

SPECIALTIES

SOFT TACO

CRUNCHY TACO

CHICKEN SOFT TACO

FIERY DORITOS® LOCOS TACO

COOL RANCH® DORITOS® LOCOS TACO

NACHO CHEESE DORITOS® LOCOS

YOUR ORDER

1 DORITOS LOCOS TACOS COMBO \$3.69

1 COOL RANCH® DORITOS® LOCOS TACO SUPREME COMBO \$3.69

ADD A CARAMEL APPLE EMPANADA

1 CANTINA CHICKEN BURRITO \$4.70

1 CANTINA CHICKEN BOWL \$4.70

1 DORITOS LOCOS TACOS COMBO \$3.69

CONTINUE

WHERE SHOULD WE SEND YOUR REWARD?

ADDRESS LINE 1

ADDRESS LINE 2

CITY

STATE

ZIP

Save address for future rewards

SUBMIT

TACO BELL CUSTOMIZER

1 MEAT BAGS

2 ADD TOPPINGS

3 CHOOSE

ONIONS

PICO DE GALLO

JALAPENOS

BACON

POTATOES

BLACK BEANS

BEANS

PREMIUM LATIN RICE

BACK BASICS

NEXT TOPPINGS

LIVE MAS

FOOD | NUTRITION | LIVE MAS STORE | NEWS

LOCATE US

# CRISPY CHICKEN CHICKSTARS

CHECK EM OUT

GRILLERS

NEW BISCUIT TACO

CELEBRATE THE MOMENT

Twitter

Facebook

Instagram

LinkedIn

YouTube

WhatsApp

Telegram

Order

Cart

Account

Help

Feedback

Privacy Policy

WELCOME, JEREMIAH

ORDER FOR PICKUP

# THE CULT OF DLT

FOOD

NEW

SPECIALTIES

TACOS

BURRITOS

COMBOS

BREAKFAST

DRINKS & SWEETS

DEALS

LOCATIONS

5:30 PM

HINT, HINT...

LOREM IPSUM DOLOR SIT AMET

SHARE THE REWARD

NACHO CHEESE DORITOS LOCOS TACOS

COOL RANCH DORITOS LOCOS TACOS

DOUBLE DECKER TACO SUPREME

SOFT TACO SUPREME

GRILLED STEAK SOFT TACO

CRUNCHY TACO SUPREME

REVIEW ORDER

\$0 0 ITEM

ADD A MEDIUM DRINK

LIVE MAS

FOOD | NUTRITION | LIVE MAS STORE | NEWS

LOCATE US

CITY, STATE, OR ZIP

# TACOS

FOOD TYPES

MENUS

TACOS

BURRITOS

GORDITA

SALADS

NACHOS

CHALUPAS

SPECIALTIES

BEVERAGES

DESSERTS & SIDES

FEATURED

4:20 PM

WHAT'S INCLUDED

ADD-ONS

SEASONED BEEF

EXTRA CHEESE

MAKE IT SUPREME

MAKE IT FRESCO

4:20 PM

YOUR ORDER

1 DORITOS LOCOS TACOS COMBO \$3.69

TACO #1

TACO #2

TACO #3

1 CANTINA CHICKEN BOWL \$4.70

SUBTOTAL: \$18.78

5:30 PM

WAYS TO PLAY

RISE, JOE, RISE, CONNECT WITH US AT ANY TIME.

TACO BELL ORDERS

FACEBOOK

TWITTER

INSTAGRAM

5:30 PM

MY DORITOS LOCOS TACO

Bacon .80¢

Sour Cream .30¢

TOTAL: \$2.48

ADD TO ORDER

# DESIGN DIRECTION 1

LIVE  
WAS<sup>®</sup>

## Fonts

### FRANCHISE

HELVETICA NEUE 57 CONDENSED

### HEADING 1

### HEADING 2

### HEADING 3

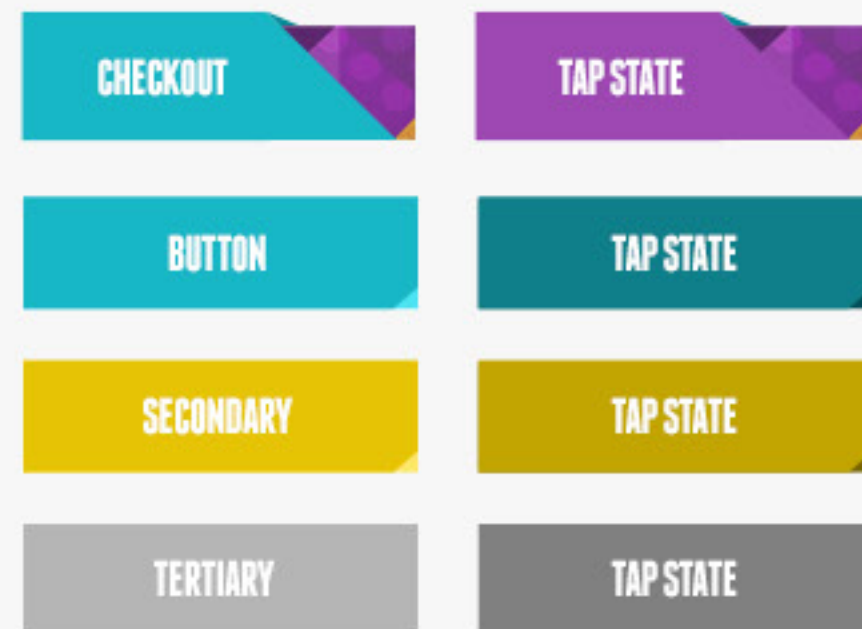
### PARAGRAPH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere ante non tempor iacinia. Mauris sed iaculis eros, ac semper orci. Curabitur nec massa tortor.

## Color

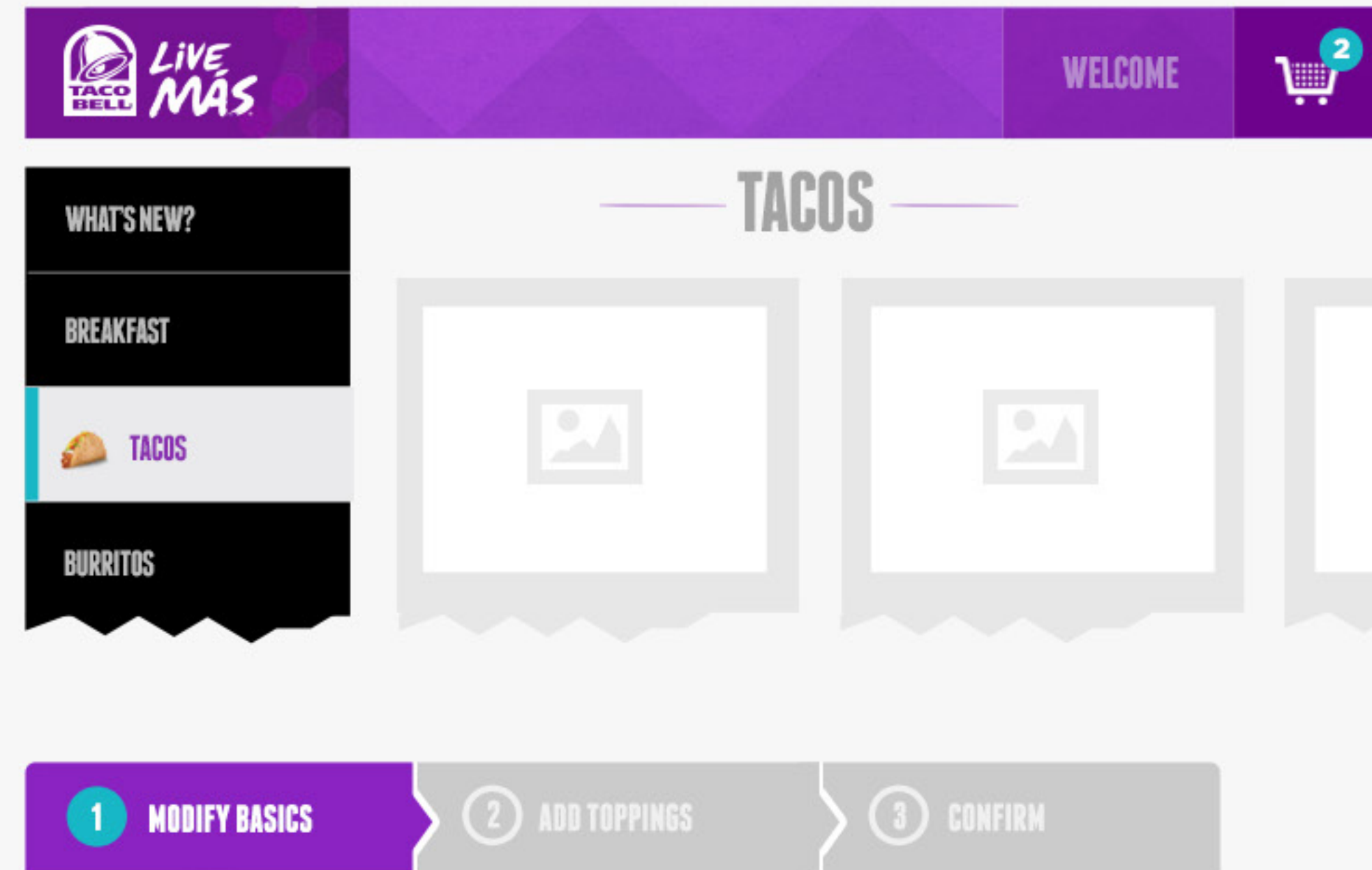


## Buttons

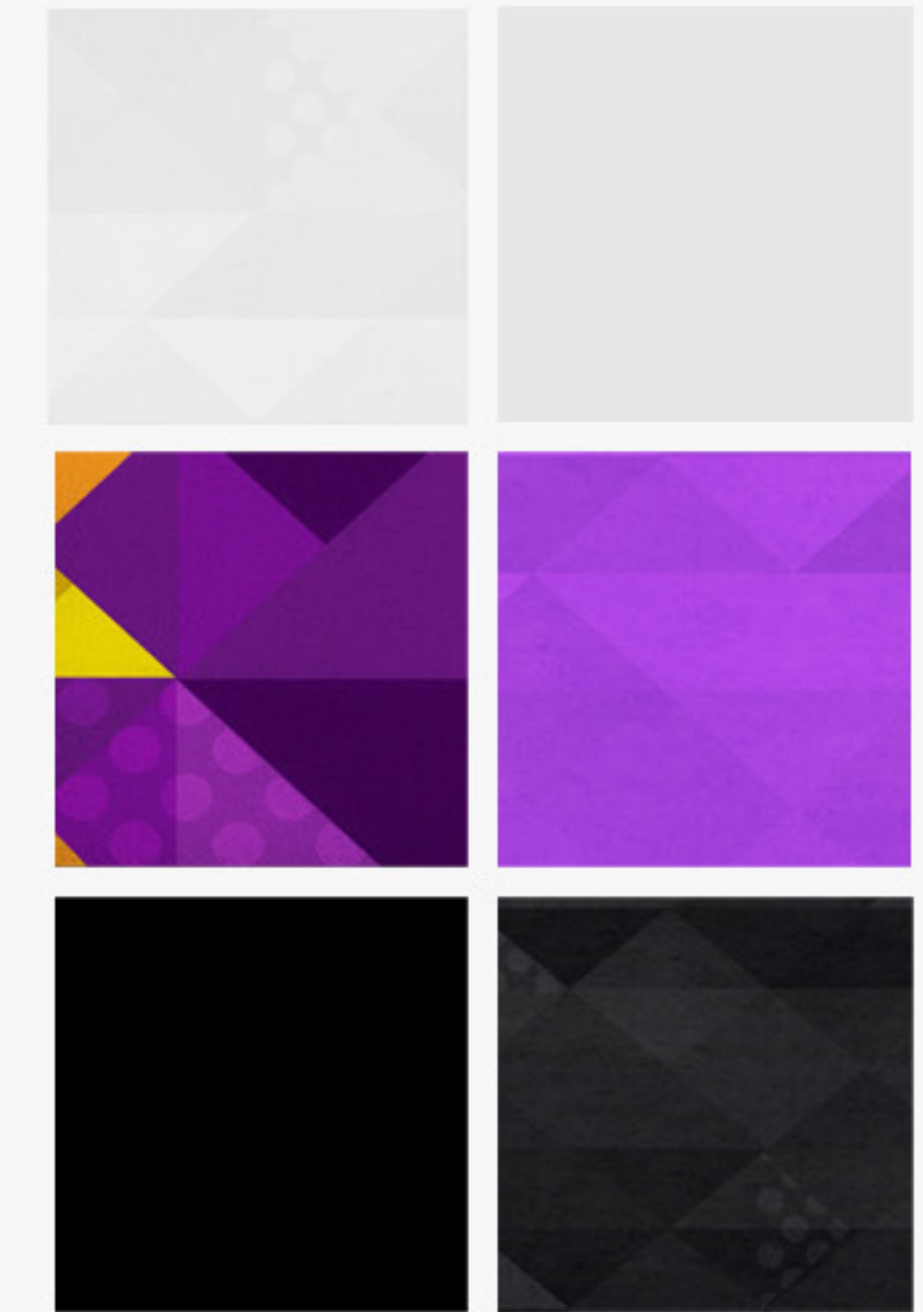


TEXT LINK >

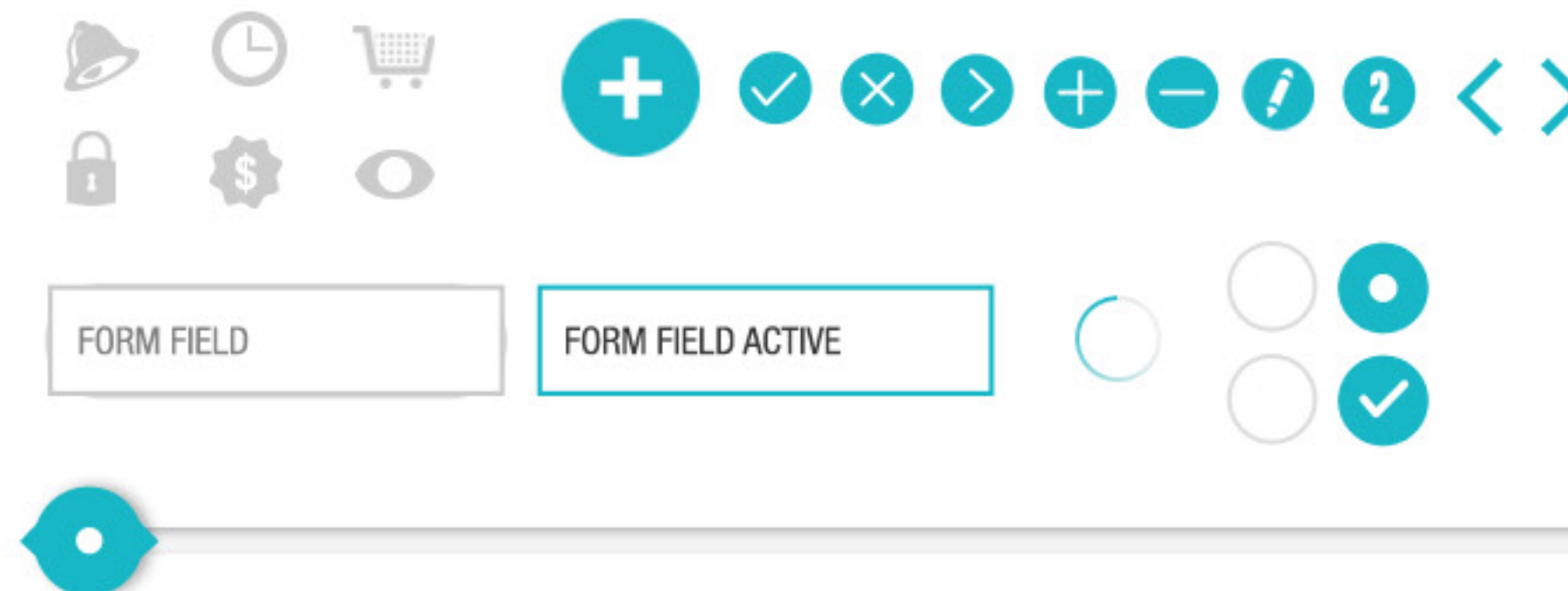
## Navigation



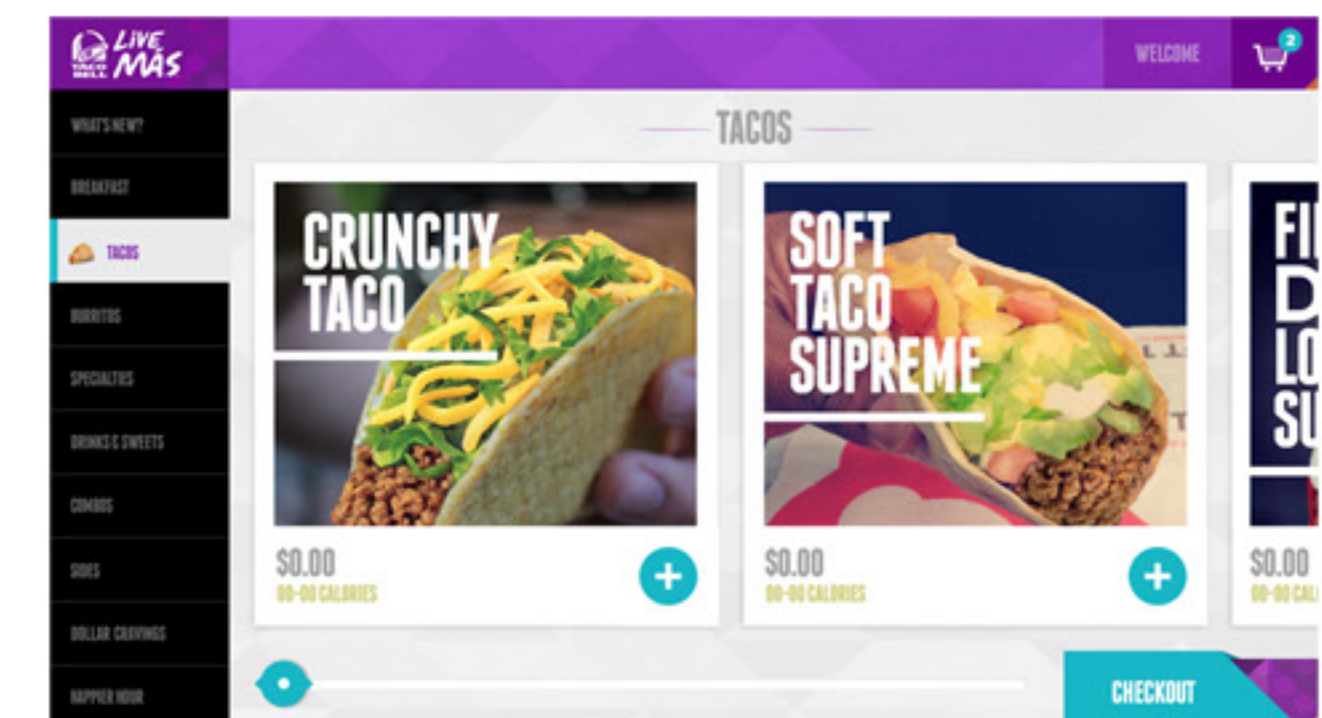
## Backgrounds & Patterns



## Iconography and Interactive elements



## Putting it together



WHAT'S NEW?

BREAKFAST

TACOS

BURRITOS

SPECIALTIES

DRINKS & SWEETS

COMBOS

SIDES

DOLLAR CRAVINGS

HAPPIER HOUR

# CRAVE THE CRUNCH

## CRUNCHY TACO



\$0.00  
00-00 CALORIES



## SOFT TACO SUPREME



\$0.00  
00-00 CALORIES



## FI D LO SU

\$0.00  
00-00 CAL



CHECKOUT

# DESIGN DIRECTION 2

## Fonts

### FRANCHISE

HELVETICA NEUE 57 CONDENSED

*Thirsty Rough Regular* (display font only)

### HEADING 1

### HEADING 2

### HEADING 3

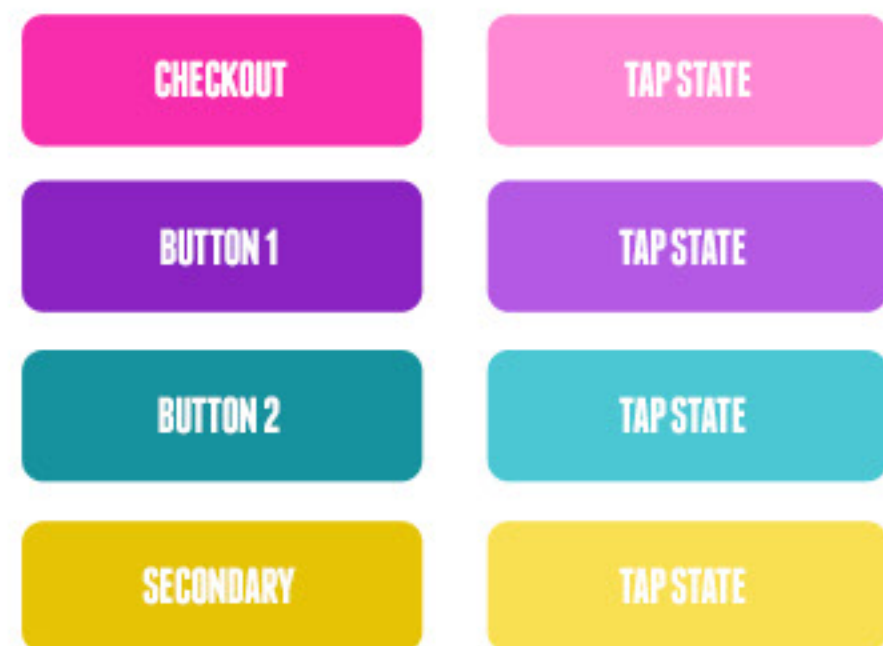
### PARAGRAPH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin posuere ante non tempor lacinia. Mauris sed laculis eros, ac semper orci. Curabitur nec massa tortor.

## Color

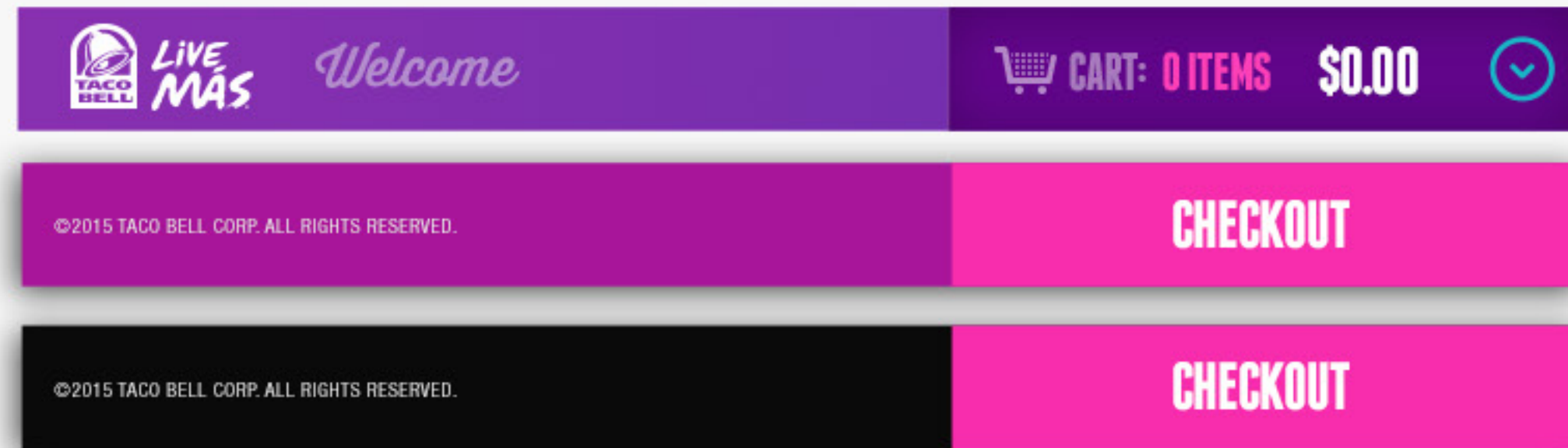


## Buttons



TEXT LINK →

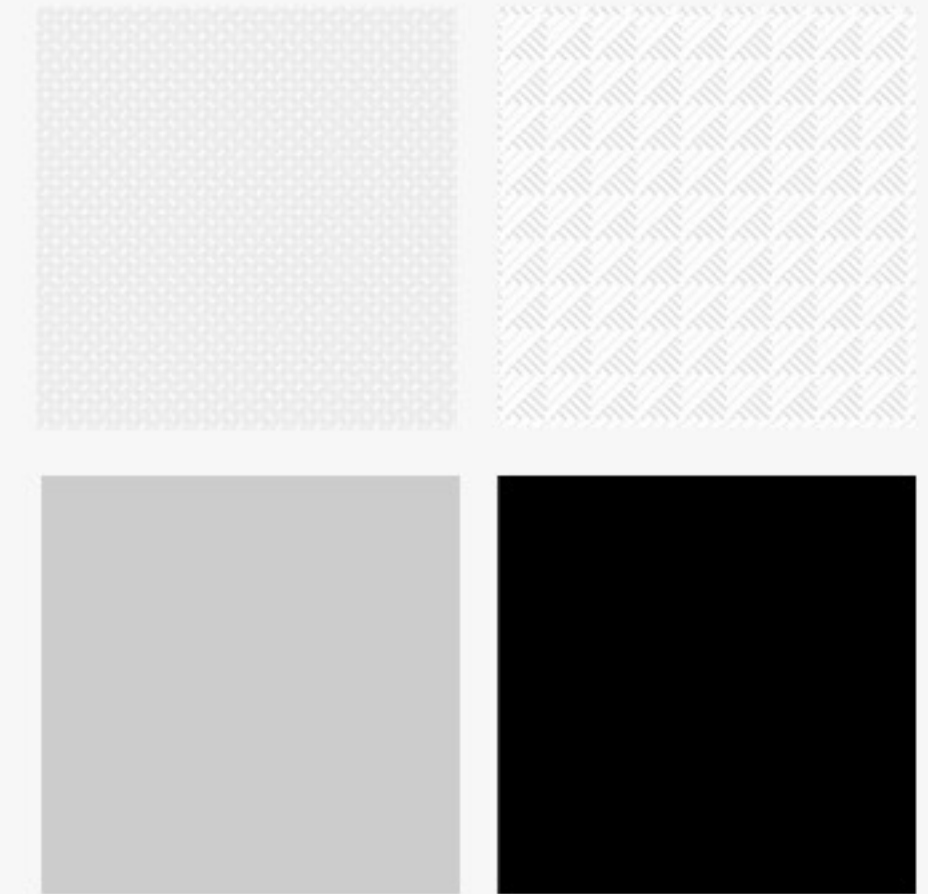
## Navigation



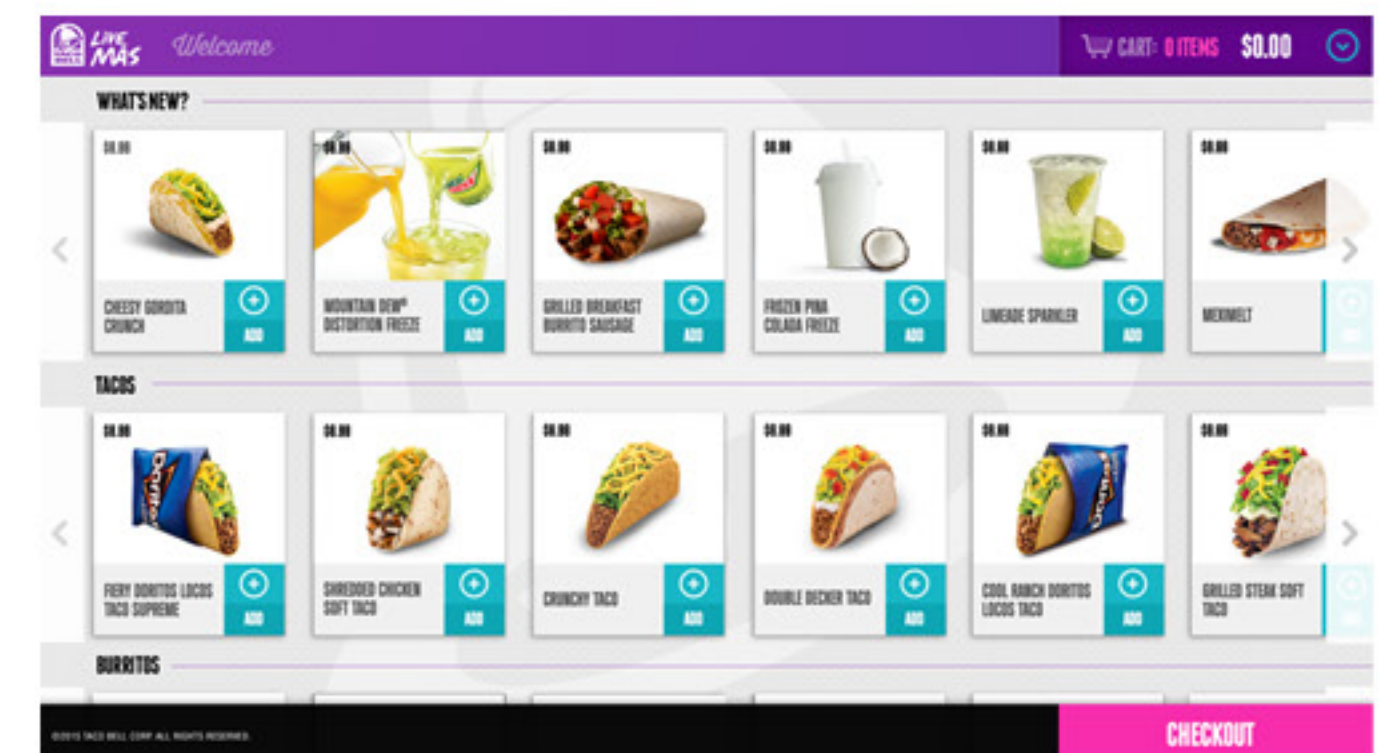
## Iconography and Interactive elements



## Backgrounds & Patterns



## Putting it together





LIVE MAS


Welcome

CART: 0 ITEMS \$0.00



### WHAT'S NEW?

\$0.00



CHEESY GORDITA CRUNCH

+  
ADD


\$0.00



MOUNTAIN DEW® DISTORTION FREEZE

+  
ADD


\$0.00



GRILLED BREAKFAST BURRITO SAUSAGE

+  
ADD


\$0.00



FROZEN PINA COLADA FREEZE

+  
ADD


\$0.00



LIMEADE SPARKLER

+  
ADD

\$0.00




MEXIMELT

+  
ADD

### TACOS


\$0.00



FIERY DORITOS LOCOS TACO SUPREME

+  
ADD


\$0.00



SHREDDED CHICKEN SOFT TACO

+  
ADD


\$0.00



CRUNCHY TACO

+  
ADD


\$0.00



DOUBLE DECKER TACO

+  
ADD


\$0.00



COOL RANCH DORITOS LOCOS TACO

+  
ADD

\$0.00



GRILLED STEAK SOFT TACO

+  
ADD

### BURRITOS

CHECKOUT