Taco Bell Kiosk
Art Direction, Branding, UI/UX

Taco Bell’s first kiosk. Building on the success of its mobile ordering app, our team’s initiative was to disrupt the in-store experience. It hopes to increase the ability for users to customize, which early data indicates will lead to higher tickets.
Basic Info
First digital dine-in kiosk from Taco Bell.

Credits
Zack Dzanko
San Francisco, CA, U...

Tags
taco bell  ux/ui  interactive
kiosk  fast food  tablet
food ordering