ABSTRACT

This research aims to create a concept and implement a visual measuring tool called Visual Aesthetic Evaluation (VAE) by adopting the heuristic evaluation (HE) method using design principle parameters that are adapted to the visuals on the McDonald's self-service Kiosk (SSK) user interface (UI) in Indonesia. Qualitative and quantitative approaches are applied with various methods. First, SSK McDonald's observations were carried out to determine the social situation and user experience (UX) environment regarding SSK McDonald's visuals. Second, determine visual parameters and create a visual VAE measuring tool using card sorting. Third, evaluate visual problems on the McDonald's SSK UI using VAE. Fourth, carry out a brand analysis of the visual problems found. The results of the card sorting analysis produce 10 design principles, namely context, continuation, consistency, hierarchy, chunking, simplicity, balance, alignment, contrast, and space. Then, the VAE results on SSK McDonald's found 180 visual problems with detailed severity ratings of 36 cosmetic, 71 minor, 73 major, and 0 catastrophes. The biggest problem that is close to major is continuation with a value of 2.8, chunking 2.64, and hierarchy 2.56. Then, the results of the brand analysis found several contradictory findings and recommendations from VAE. Therefore, the results of recommendations for design improvements based on visual problems also need to maintain the McDonald's brand perspective.

Keywords: *Visual Aesthetic Evaluation, Brand, Design Principle, Self-Service Kiosk, User Interface, Card Sorting*