ABSTRACT

The rapid growth of fast food franchises in Indonesia requires a fast ordering and payment system through Self-service Kiosk (SSK). McDonald's as one of the largest fast food restaurants in Indonesia has used SSK in each of its outlets, but it was found that there were user doubts that indicated usability problems from McDonald's SSK. This study aims to find usability problems in the user interface (UI) of McDonald's SSK in Indonesia. This study uses the Heuristic Evaluation (HE) method in finding usability problems that make users hesitate, worry, and make mistakes when using McDonald's SSK. Evaluation of usability problems will be validated from the brand side and the research results will accommodate suggestions from experts regarding the problems found. The findings of this research are 103 usability problems along with recommendations for improvement found by experts which are grouped based on 10 heuristic assessment variables and later conditioned with the McDonald's brand. In the usability evaluation of McDonald's UI SSK, error prevention has the highest severity rating close to major with an average of 2.67, followed by flexibility and efficiency of use at 2.50. This shows that the main usability problems in the SSK UI are in error prevention and flexibility and efficiency of use. In future research, it is recommended that validation in the form of interviews with experts after conducting evaluations using HE and improvements be made to the McDonald's SSK UI in terms of usability referring to expert recommendations.

Keywords: *Heuristic Evaluation, User Interface, Self-Service Kiosk, McDonald's*