

ABSTRACT

Self-service Kiosks (SSK) have become increasingly popular in recent years, one of which is in the fast-food restaurant industry. Using SSK allows customers to place orders, modifications and make payments safely. However, in the SSK Interface there are instructions that are not clear enough when selecting menus and when making menu adjustments. This results in users needing help because they cannot understand the information provided. The impact of this problem is that customer waiting times and queues increase when using SSK. This research aims to evaluate User Experience (UX) Content, which refers to copywriting elements and how communicating visual forms in words contributes to the overall user experience of digital services. This research uses the User Experience Content Heuristic (UXCH) method. The data will also be strengthened by literature studies, field observations, desk research and questionnaires related to the information presented on SSK and also the McDonald's brand. Based on the analysis carried out, it is proven that evaluation using UXCH can help find problems related to McDonald's SSK UX Content. Moreover, this method divides the evaluation into two parts, namely evaluation from the Usability side and also the Voice side, so that the UX Content problems found are more specific and in-depth. The total problems found were 160, consisting of 54 UX Content Usability problems and 106 UX Content Voice problems. The results of UX Content problems are also linked to the brand to produce more specific analysis, in accordance with the concept promoted by McDonald's.

Keywords: *Interface, User Experience Content, User Experience Content Heuristic, Self-Service Kiosk*