QikServe
an access company



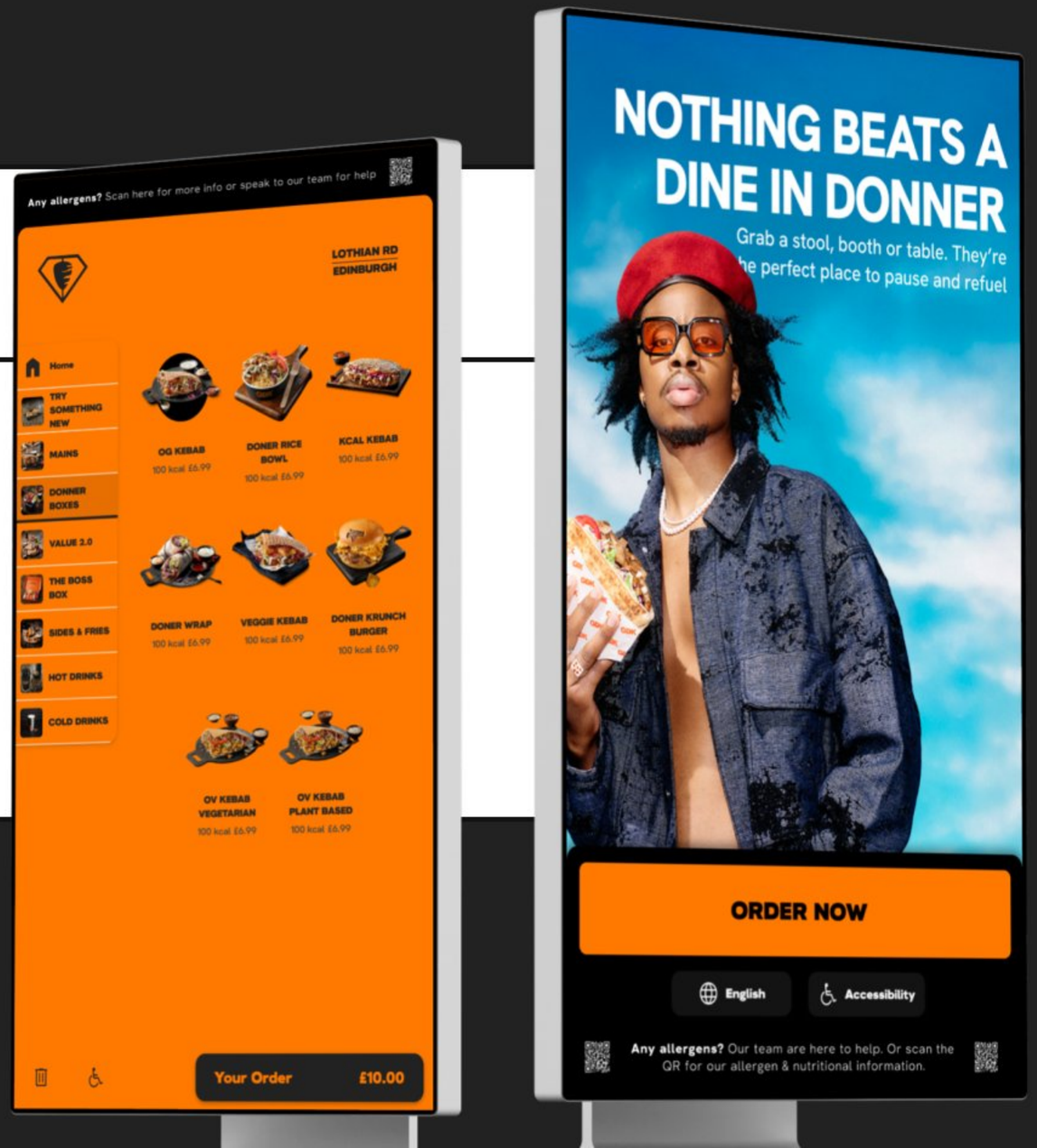
GDK

Brand Explorations
A summary of our collaboration

EXPERIENCE OVERVIEW

Over recent weeks, our teams have worked closely to shape a QikServe-powered kiosk tailored specifically to deliver the GDK experience to guests. This document presents an overview of our proposed brand interpretations and interface directions, alongside a summary of the guest journey through the kiosk.

It reflects ongoing collaboration between brand, design, and product specialists to ensure the kiosk expresses GDK's identity while supporting operational goals, enhancing the ordering experience, and preparing for launch at scale.





Brand Interpretations

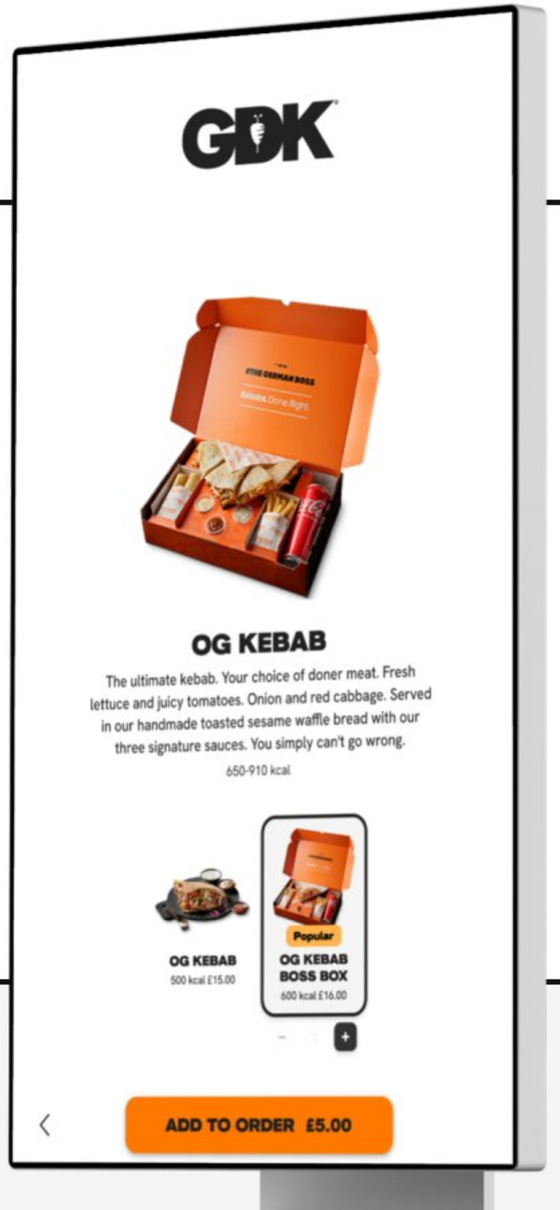
CONCEPTS DEVELOPED TOGETHER

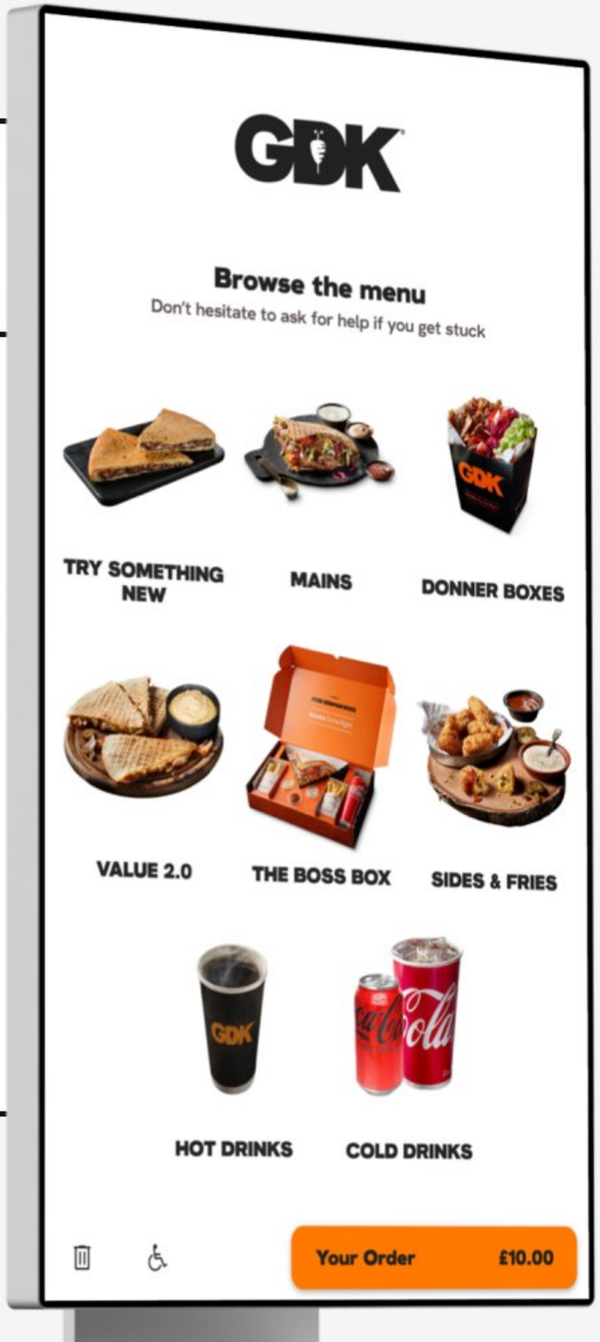
BASELINE CLARITY

This concept reflects the default QikServe kiosk design, subtly adapted to the GDK brand. It's pared back, functional, and focused—ideal for operators looking to stay close to standard UI conventions while maintaining a consistent, recognisable brand presence.

The bold GDK orange acts as a visual thread across the journey, drawing attention to CTAs and reinforcing identity without overwhelming the space. This design choice supports speed, clarity, and accessibility - particularly important in high-traffic venues where rapid decision-making is key.

Visually neutral but strategically accented, this version of the kiosk allows the food photography and key promotions to do the heavy lifting.



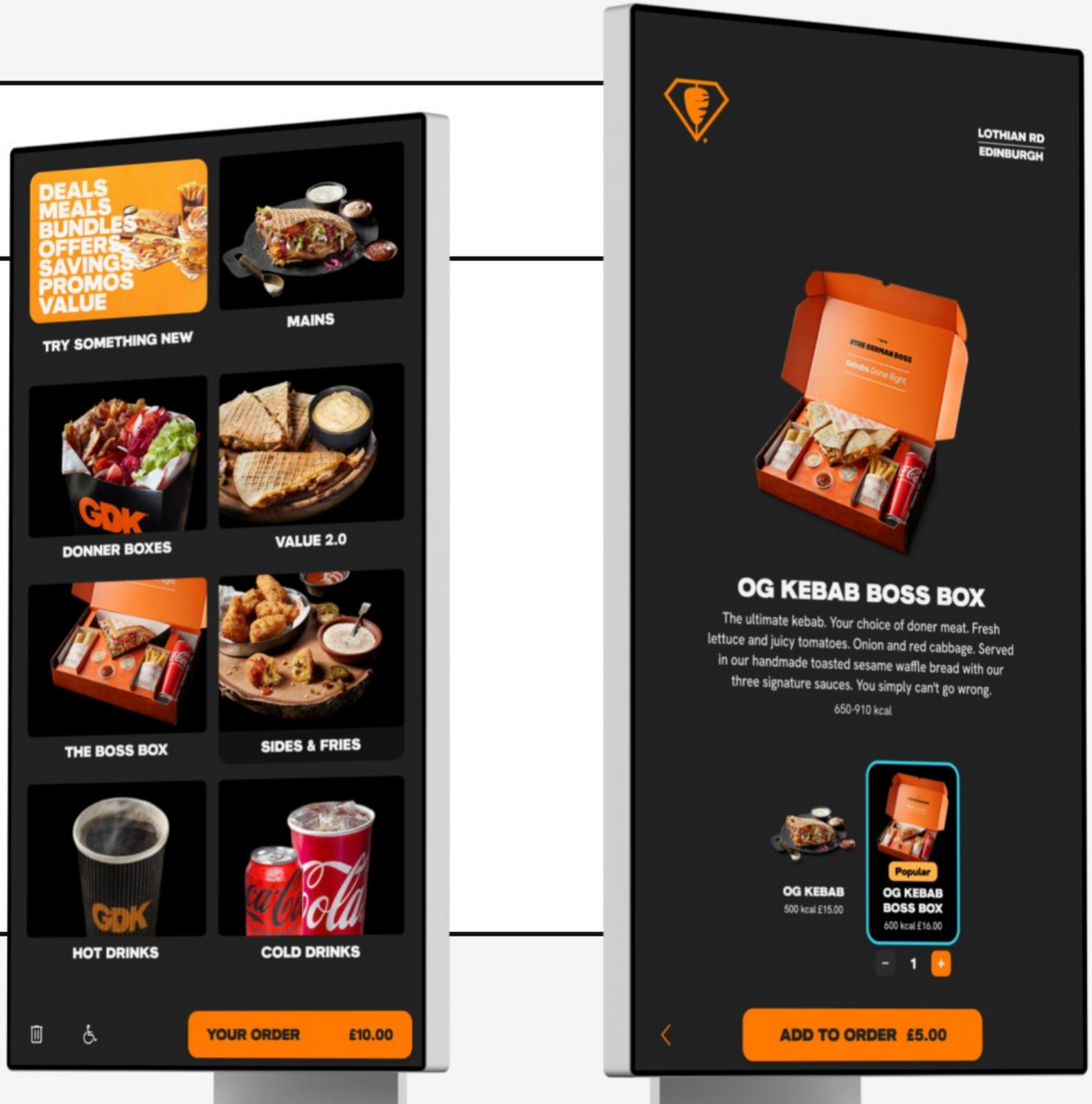


WEBSITE INSPIRED

This interpretation draws directly from the digital brand expression seen across GDK's website and social channels. It builds upon established patterns already familiar to online users, making the kiosk feel like a seamless extension of the broader digital ecosystem.

We've respected the visual rhythm of the website with high-contrast layouts, and adapted them to the demands of in-store touchscreen UX. This version still leans on the GDK orange to anchor key moments but introduces more imagery and narrative-led design to drive appetite and brand engagement.

This approach balances visual storytelling with operational practicality and could be an ideal choice for sites seeking strong digital cohesion across channels.

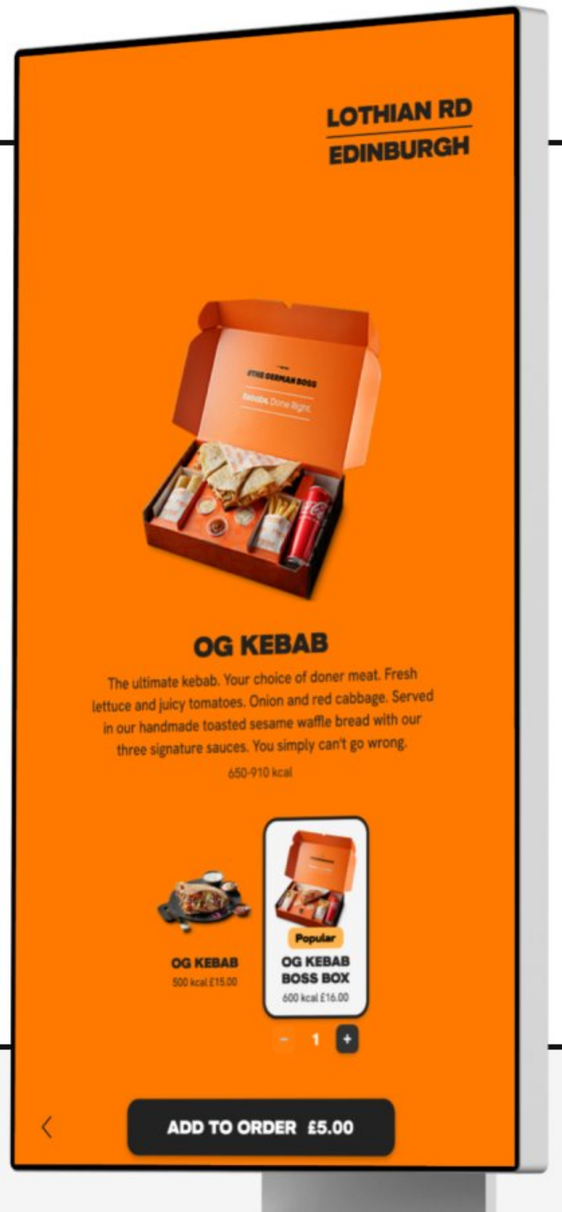


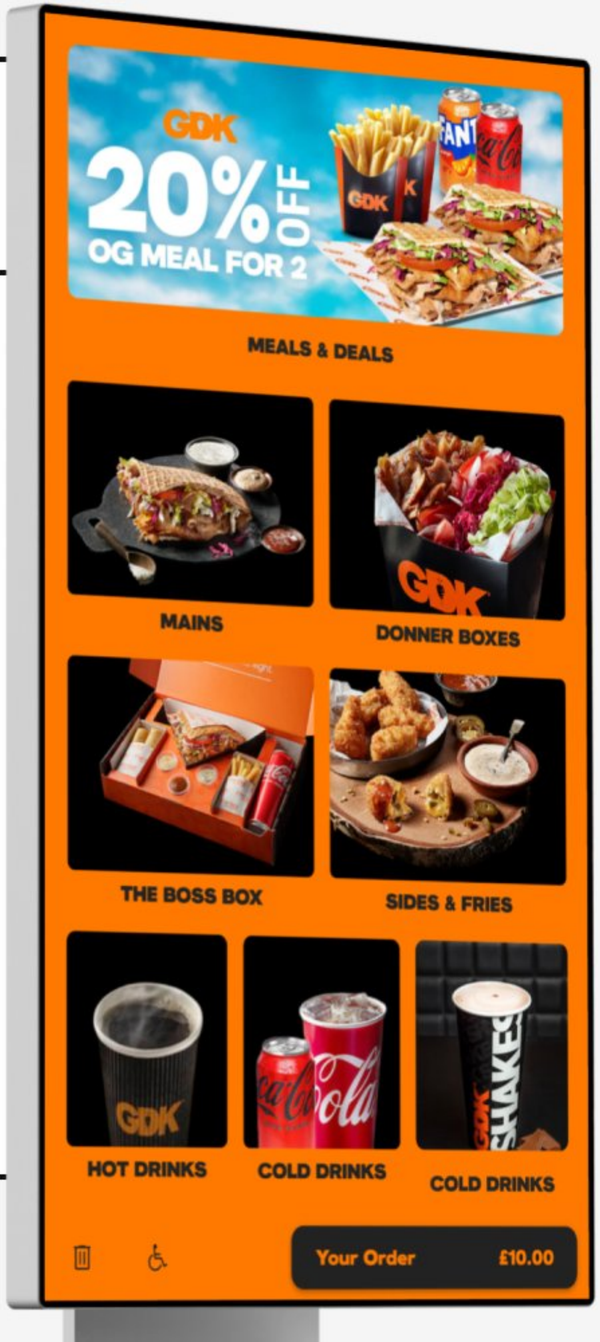
VIBRANT EXPRESSION

This direction reflects the boldest interpretation of the GDK brand; one that fully embraces its signature orange, clear typography, and unapologetically modern energy. Developed in close collaboration with GDK, this concept was led by the marketing team's creativity.

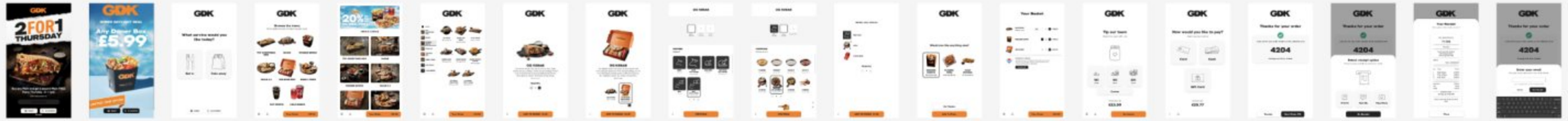
It’s a deliberate shift from the neutral kiosk baseline, it’s intended to capture attention from across the store, differentiate the kiosk from competitors, and celebrate the uniqueness of the GDK experience. Every screen is a bold brand moment. Orange becomes the backdrop, not just an accent, creating a sense of ownership and presence in the physical space.

This concept sacrifices restraint in favour of personality. It’s designed for GDK fans, for loyalty builders, and for operators who want their kiosk to be a true brand ambassador.





Baseline Concept



Web Based Interpretation



Vibrant Concept



MEAL CATEGORY

To support GDK's key commercial goals of increased meal sales we propose the introduction of a dedicated "Meals" category in the kiosk menu. Placing this category at the top of the menu, with strong visual hierarchy, delivers several benefits:

- **Increased visibility**: Eye-tracking studies show that the first row of any menu receives the most attention. Putting meals first ensures they aren't missed.
- **Guided choice**: A "Meals" category simplifies decision-making, especially for first-time guests, by presenting clear value and complete bundles upfront.
- **Basket size uplift**: Operators consistently see a lift in Average Transaction Value (ATV) when meals are presented early and visually—often between +10–15% according to industry benchmarks (source: NPD Group, QSR study).
- Operational clarity: By funnelling guests into meal flows first, we can better control modifier complexity and upsell pathways (e.g., drinks, extras).





MEAL ITEM

When a guest selects an item, we subtly introduce a parallel option: the same item as a meal. Both are presented side by side, allowing the guest to choose their preferred path before customisation begins.

- **Anchors value early**: Guests are introduced to the value of the meal before mentally locking into their solo item choice.
- **Streamlines the journey**: Customisation flows are branched clearly—avoiding complexity and repetition mid-journey.
- **Supports commercial uplift**: In comparable setups, meal-first flows have been shown to increase ATV by 8–12% (source: QikServe operator benchmarks, 2024).
- **Psychological priming**: Presenting a side-by-side choice leverages contrast bias—making meals feel like better value by comparison.

This strategy enhances guest experience and commercial performance, while respecting flow logic, UI clarity, and fast service.

