

MCDONALD'S

SELF-ORDER KIOSK TRAINING DESIGN GUIDE

"ENGAGE AND EMPOWER CUSTOMERS TO EXPERIENCE ON DEMAND ORDERS EFFICIENTLY"



Figure 1: Image: Kowitz - McDonald's To Roll Out Self-Order Kiosk

ASSIGNMENT 2: TRAINING DESIGN GUIDE

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MTB INSTRUCTIONAL DESIGN & TECHNOLOGY

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PROJECT REQUIREMENTS

Designers will develop training for selected McDonald's employees to work the touch screen, self-order kiosks as customer service representatives for all McDonald's based on the following project requirements:

- The instructional materials designed and developed will support McDonald's employees specifically selected for touch screen kiosk training, known as the self-order kiosk associate. McDonald's employees are from varied educational backgrounds and will have been identified as possessing strong customer service and computer literacy skills.
- The design will further develop the individual employee customer service skills in addition to teaching them to be proficient at operating a touch screen kiosk in order to eliminate mistakes in customer orders.
- The training will enable employees to navigate customers through a user-friendly experience while ordering from the kiosk.
- The instructional materials designed will be implemented specifically for a training program to occur 30 minutes prior to the employee shift.
- All instructional materials developed must result in the employee being able to acquire transferable skills which can be implemented in an on-the-job training context allowing experienced self-order kiosk associates to train future new trainees.

If McDonald's chooses to mimic the touch screen ordering experience for a smartphone application, we anticipate that the skills learned for the kiosk training program would be transferable to an app ordering experience.

PART 1: LESSON DESCRIPTION

Lesson Title

Training the McDonald's Touch Screen Kiosk Customer Service Representative.

Abstract

- **Context:** The first lesson in the series begins by demonstrating the basic functions of the kiosk to the future touch screen kiosk customer service representative by providing examples that allow the trainee to better understand through relational context. An introduction into customer relational skills is also applied to foster the exceptional service McDonald's is looking for to make the ordering process a more stress-free experience for the customer while eliminating order errors.
- **Relevance:** Learning the basic functions of the system and introducing the trainee to frustrated customer environment will allow them to reflect on how to build on navigating the touch screen menu while staying positive when dealing with the stress of customers that demonstrate negative attitude.

Learner Audience / Primary User

The *Learner Audience* deployed for the "kiosk" training provided to expedite and effectually assist customers in taking their orders from the kiosk shall consist of McDonald employees including store managers who shall take oversight and eventually perpetuate its undertaking. The training shall be designed with the focus of no more than five crew members at a time who have spent a quality period with the company and have proven potential to cross-train as a *Self-Order Kiosk Associate*.

Firstly, McDonald's store managers shall identify and select specific crew members. These crew members must have been employed for at least one year with a base training and

have proven ability in being responsible, working independently, influencing others as a leader, and capable of training others.

Secondly, these crew members must have had front counter and order terminal experience. They are customer service oriented and have been observed for handling customer disputes professionally and working well under pressure. Also, these selected individuals are proficient in the order process; they've worked the order terminals fluidly and are familiar with the menus and specials. More importantly, they make accurate adjustments when customers on-the-fly change their orders.

Thirdly, these crew members are customer service friendly. They naturally smile and automatically greet customers on arrival. They enjoy working directly with customers and are always going the extra mile to keep or make them happy.

Fourthly, these crew members have attained at least a 10th grade education or are in the pursuit of earning a diploma. In other words, the selected crew member should have attended school up until at least the 10th grade or in the case of a high school student in which may work at the age of fourteen (depending upon the state and local jurisdiction), but may only be in the 9th grade which therefore would not qualify for the opportunity until the next year. Furthermore, these crew members (trainees) would more than likely possess the basics in Reading and Math, in which would be an essential training block for the cross-training provided for the *Self-Order Kiosk Associate*. Moreover, the crew member would have had some class room experience with the discipline to learn within the provided environment and apply oneself accordingly.

Fifthly, these crew members daily and comfortably utilize technology frequently as a part of their lives. They are tech savvy and more than likely own or possess a mobile "smart" phone, tablet, laptop, or desktop computer. They like to customize their computer platforms to their

preference, and they are not weary or frustrated in the process. They play favorite and new games where they make adjustments through settings in which they are familiar. They engage in social media and communicate in words, video, audio, emojis, and numerous icons and accents by Email, Instagram, Messenger, Twitter, Facebook and so much more. They explore the internet and research through the likes of Google, Yahoo, and Bing to name a few and may be able to document through Microsoft Professional or Adobe.

Lastly, these selected crew members are of various ethnicities and very diverse. They are capable of reaching the likes of themselves by way of culture and language therefore able to relate and reach the global market for today's industry.

Moreover, the Learner Audience known as *the Crew Member* is ambitious and always looking to learn with an intent to grow for and with the McDonald's industry through the cross-training to the role of a *Self-Order Kiosk Associate*.

Educational Use

- Customer Service Training
- Technical Training

Language

English

Material Type

- Instructional Material
- Full Course
- Simulations
- Lesson Plans

Keywords

- Touch Screen Kiosk

- Customer Service Representative
- On-the-job Training
- Menu Ordering

Time Required for Lesson

Each lesson in this course of study is 30 minutes.

Targeted Skills

1. Learning How to Use a Special Computer

- A) A Kiosk (A unique computer designed for a company with a special focus)
 - Identify the Computer Uniqueness
 - Recognize Its Benefits to the Customer
 - Engage in its Strengths & Weaknesses
 - Explore its Features

- B) A Touch Screen (Transferrable skill to any computer platform with added feature)
 - Touch Technique

- C) Utilize a Restaurant Computer (Transferrable skill to any Store)
 - Navigate Computer Menus Proficiently
 - Move fluidly from one screen to another
 - Following Directions Carefully
 - Process Orders Without Errors
 - Basic Orders
 - Combos
 - Specials
 - Customizations

2. Customer Service Leadership

- A) Develop Servant Leadership
 - Develop Sensitivity to Others
 - Multi-Culture

- Diversity
- Temperance

B) Empower Customers

- Guiding Customers to Independence

C) Effective Communications

- Meet and Greet
 - Conversation Starters

3. Personal Development

- Following Directions Carefully
- Overcoming Apprehensions
- Facing Adversity
- Developing Patience
- Problem Solving
- Expanding Knowledge Base

Learning Objectives

By the end of this lesson, the learner should be able to:

- Identify customers in need of assistance using the touch screen kiosk.
- Assist customers in customizing their orders by modifying size and ingredient portions.
- Assist a customer in selecting a method of payment.
- Navigate the customer through each available menu in order to complete an order.
- Demonstrate a positive attitude while assisting a customer.

Prior Knowledge

Prior to this course of study, all trainees will have professional working knowledge of all food items offered by McDonald's. Furthermore, they are expected to know the assembly process required for the making of all complex dishes(e.g. Big mac, Fish fillet) in order to help navigate customers through the kiosk in the most time efficient manner possible.

Required Resources

No advance preparation is required other than that the employee should be familiar with McDonald's full menu. A kiosk will be used to teach and demonstrate how orders are placed.

Lesson Authors and License

- Lesson Authors: Teresa Hernandez, Mercury Thomas-Ha, and Bret Savitski
- License: Creative Commons License; [Creative Commons CC BY 4.0 license](#) is requested which can be linked through hyperlink under general training on McDonald's website.

PART 2: LESSON

Lesson Segment	Important Considerations
1. Warm-up <i>Time:</i> 5 minutes	Specific Activities <ul style="list-style-type: none">● Each pair of trainees will take turns sharing their answers with the group.● The trainer will recording all answers on paper and ask trainees to expand when needed.
2. Introduction <i>Time:</i> 2 minutes	<ul style="list-style-type: none">● The Instructor will introduce the new touch screen kiosk to the trainee class.● The instructor will explain the importance of how the kiosk can facilitate more customized orders for the customers.● Emphasis will be placed upon the importance of their role in ensuring the accuracy of each order.● The instructor will define the role of the Touch Screen Kiosk Customer Service Representative by the ability of the trainee to A) assist customers will touch screen orders B) the ultimate goal of eliminating inaccurate orders as part of the McDonald's customer experience

<p>3. Presentation / Modeling / Demonstration</p> <p><i>Time:</i> 8 minutes</p>	<p><i>Specific activities to consider:</i></p> <ul style="list-style-type: none"> • Demonstrate how an order is placed by the customer on the kiosk using a training mode. • If trainer has a smartphone they can demonstrate how the similarities between the McDonald’s app and the kiosk can give them an additional resource to learn outside the lessons being taught. • Ask the trainee if they can recite how to order a value meal without looking at the kiosk.
<p>4. Guided Practice</p> <p>Let the learners practice the new skill. Model the activity. Make it safe for them to make mistakes. Remember that the best lessons have more practice than presentation.</p> <p><i>Time:</i> 10 minutes</p>	<p><i>Think about:</i></p> <p>How will learners practice the skill or concept targeted by the standard? How will you gradually withdraw support as learners become capable of independent performance?</p> <p><i>Specific activities to consider:</i></p> <ul style="list-style-type: none"> • Model the activity or skill that learners are to practice the activity or skill. • Monitor learner practice by moving around the room. • Provide an immediate feedback of the activity to learners.
<p>5. Evaluation</p> <p><i>Time:</i> 2 minutes</p>	<p><i>Specific activities to consider:</i></p> <ul style="list-style-type: none"> • Verbally ask them how they would approach the customer and what they would do to assist. • Have the employee enter an order of medium complexity given by the trainer from the training book.
<p>6. Application</p> <p><i>Time:</i> 3 minutes</p>	<p><i>Activity:</i></p> <ul style="list-style-type: none"> • Trainer will pose as a frustrated customer and assist in inputting an order with more complex requirements given in the training book. Coach them before that they need to treat the customer like they want to be treated.
<p>Source:</p> <p>Gigante, L. (2012), What do Common Core State Standards have to do with me and my classroom lesson? presentation at CASAS National Summer Institute 2012</p>	

Key Terms and Concepts

- Customer Service Representative
- Positive Attitude
- Touch Screen Kiosk Navigation

PART 3: SUPPLEMENTARY RESOURCES AND REFERENCES

Supplementary Resources

How McDonald's values the sustainability of its consumable resources, the nutritional value of the food it serves, how it values its employees, what the company does to support its local community, and the history of the company can be found by visiting

<https://www.mcdonalds.com/us/en-us/about-us/values-in-action.html>

References

None.