Ordering a Burger
Old Process

Approach counter → Order burger → Want fries? — yes → Order fries → no → Want drink? — yes → Order drink → no → Pay Cashier
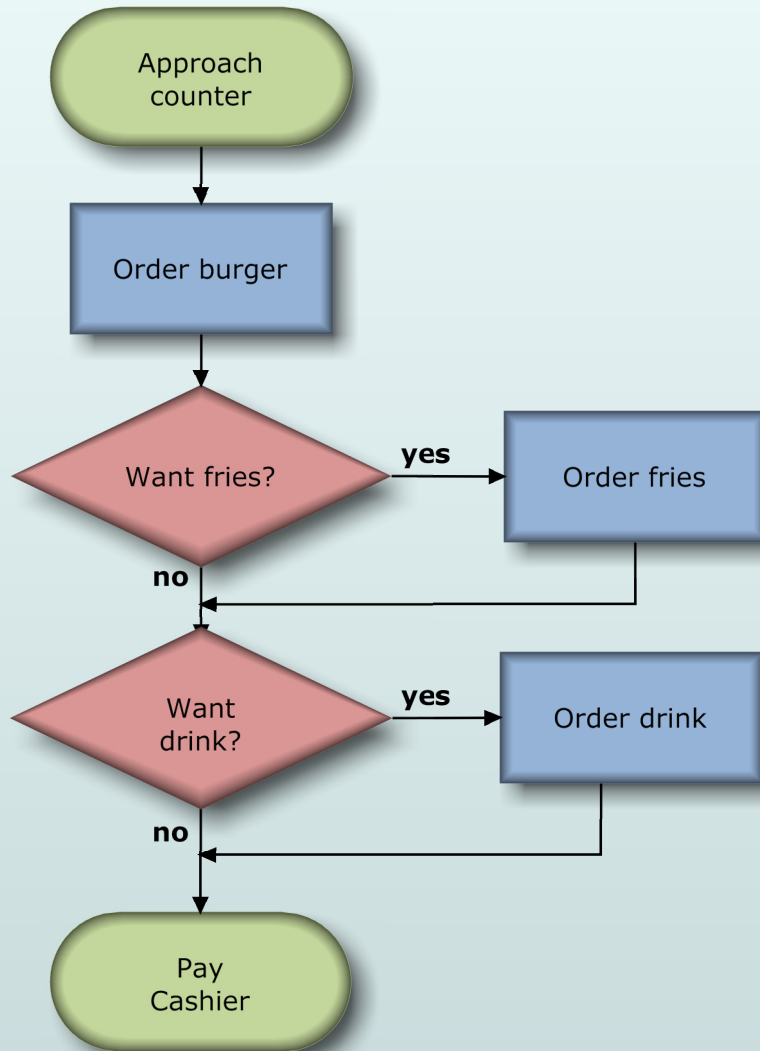
Ordering a Burger
Improved Process

Approach counter → Order combo meal → Pay Cashier