

IN-N-OUT BURGER MOBILE APP

Synopsis

Three users, from different backgrounds matching the persona type, tested the mobile app over the past two weeks. First, a college student, the second, a mom of two, and lastly, a working professional. All were fairly proficient with using mobile food apps, frequently using them throughout their busy week.

Task

Sign up as user for the first time

Each user got through the task fairly easily. However, from observing the users I noticed some areas where there was confusion. The first area of confusion was in creating their account; the labeling was misleading, users were confused between "required" and "optional." User felt that "required" and "optional" meant that they had to re-enter their information. Another area was the add payment screen; the user was unsure as to whether to just add in payment information or select card type first.

Add menu item

This task was performed very well by the users. However, I found that the users had three areas of confusion completing the task. First, was the burger customization screen. From observing the user, I could see the hesitation and confusion regarding the difference between selecting or deselecting ingredient items. The second area was customizing and selecting their beverage, the action button located above the tap bar was misleading. The user's instinct was to select the button to add additional items when in fact it was to add more quantity of that particular item. The third area was adding a beverage, it was not clearly visible above the fold line prompting one user to second guess if she had added the item or not.

Change location

This task was performed well. The user had no hesitation or show sign of any issue.

Summary

In general, the testing went well and I felt that the testing users could navigate around the app and screen they were on easily. I will be addressing the areas of concern below to enhance the mobile app further.

1. Make the labeling on certain fields more understandable
2. Have the selectable checkboxes on customize screen more logically

3. Add payment card screen make it quick and easier process for the user
4. Verbiage on action buttons to be more clear
5. Make items more visible and not hiding behind a action button once they have been added

Interview Script

Hi, I want to thank you for taking part in this testing session. I'm working on a new mobile app for In-N-Out Burger. This redesign will make it easier for you to use the app and I would appreciate your feedback so I can enhance it further.

The Testing will be conducted in 3 parts totaling 20-30 minutes of your time. Each part consists of multiple mini tasks that will test the design of the app's functionality and site architecture. There is no right or wrong answer, I just want to capture your feedback and improving the redesign further as needed. No personal data will be collected and at the end of the testing I will provide a gift card \$20 for your participation.

I will walk you through each task and ask a few questions about that specific task. It is perfectly fine to think out loud and I encourage it. I just ask that you wait for instructions to proceed to the next task before you select anything on the screen.

The testing will be done in a prototype tool called "Invision" which mimic's how the app will look and feel to the user. However, this prototyping tool is not a fully working prototype. Not all areas will be selectable, only elements for these specific test scenarios. Since I am not testing the actual design all screens for the testing will be in black and white mode and occasionally "Latin" text for headlines, subheads or body copy.

New User Sign Up

1. You have just downloaded the app and want to create account for the first time. Take a look at the home screen tell me what you see? What would be your next step? *Prompt: select Sign up to continue.*
2. Look at the screen, tell me where you are? What do you see? What would you do next? *Prompt: select any of the input fields to continue.*
3. Assuming you have entered the necessary information requested. Tell me what you see? What would be your next step? *Prompt: to select the "submit" button.*
4. Look at the screen, tell me what you see? What would you do here? *Prompt: select "close."*

5. Looking at the screen, tell me what you see? Where are you? What would be your next step?

Prompt: select on the "error" input field.

6. What would be your next step? *Prompt: select the "submit" button.*

7. Look at the screen, tell me where you are? What do you see? What would you expect? Assuming we want to enter key information to speed up an order process what would be your next step?

Prompt: select "Payment" to continue.

8. Look at the screen, tell me what you see? Where are you in the process? What would you expect?

What would be your next step? *Prompt: select the "Add Payment Method" to continue.*

9. Look at the screen, what do you see? Where are you in the process? What would your next step be?

Prompt: select "Any of the input fields" to continue.

10. What do you see now on the screen? Where are you in the process? What would be your next step?

Prompt: select "Save."

11. What do you see now on the screen? What would you expect? *Prompt: select "Success" to*

continue.

12. Look at the screen, tell me what you see? Where are you in the process? What would be your next step?

Prompt: select "Account" to continue.

13. Look at the screen, tell me what you see? Where are you in the process? What would you do next?

Add Menu Item

1. You have just finished class and want to order a Double-Double combo meal so you can pick it up on your way home. Take a look at the screen tell me what you see? What would be your next step?

Prompt: select the "menu" to continue.

2. Look at the screen, tell me what you see? Where are you? What would you expect? What would be your next step?

Prompt: select the "Double-Double" to continue.

3. Look at the screen, tell me what you see? Where are you in the process? What do you expect? Assuming we want to customize the burger without onions. How would you go about doing this? *Prompt: select the "Customize" to continue.*
4. Look at the screen, tell me what you see? Where are you in the process? What do you expect? What would you do next? *Prompt: select the "Onions check box".*
5. Look at the screen, tell me what you see? Where are you in the process? What do you expect? What would you do next? *Prompt: select the "Save" to continue.*
6. Look at the screen, tell me what you see? What did you expect? What would you do next? *Prompt: select the "Beverage" to continue.*
7. Assuming we want to order a 7up with our meal. Looking at the screen, tell me what you see? What would you do next? *Prompt: select "7up"*
8. Assuming we want to change the drink size, how would you do this? *Prompt: select "change."*
9. Tell me what you see on the screen now? What would you do here? *Prompt: select "Medium".*
10. Looking at the screen tell me what you see? Where are you in the process? What would you do next? *Prompt: select "Save" to continue.*
11. Look at the screen, tell me what you see? Where are you in the process? What do you expect? What would be your next step? *Prompt: select the "Add Menu Item" to continue.*
12. Look at the screen, tell me what you see? Where are you in the process? What would you do next? Assuming we want to add an order of fries to our order what would be the next step? *Prompt: select "Menu" to continue.*
13. Look at the screen, tell me what you see? Where are you in the process? What would you do next? Assuming we are done with order what would be the next step?

Change Location

1. You are not familiar with a deliver area you are in and want to find a location so you can order to. How would you go about doing this? *Prompt: select the "locations" to continue.*
2. Look at the screen, tell me what you see? Where are you? What would you expect?

Assuming we want to find a location in our deliver area of 94040? How would you go about doing this? *Prompt: select the "search by city, state or zip" to continue.*

3. Look at the screen, tell me what you see? *Prompt: select "0" to continue.*

4. Look at the screen, tell me what you see? Where are you? What would you expect?
Assuming we want to view alternative locations near by what would you do? *Prompt: select "list" to continue.*

5. Look at the screen, tell me what you see? What would you expect? Where are you?

6. Assuming your next deliver is 3.3 miles away and you want to find a location nearby, what would be your next step? *Prompt: select the label "604 E. El Camino Real".*

7. Look at the screen, tell me what you see? Where are you in the process? Where are you?
Assuming you want to find more information about this location before you order here, what would be your next step? *Prompt: select on the label "604 E. El Camino Real".*

8. Look at the screen, tell me what you see? What would you expect? What would your next steps be? *Prompt: select "Select order here".*

9. Look at the screen, tell me what you see? Where are you? What would you expect?

This concludes the testing tasks.

Thank you!