

# User Experience Improvement for McDonald's Application

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# Overview

- Introduction
- Project plan
- Usability Test Report
- Data Collection Methods:
- Wireframe prototype
- high-fidelity prototype

Macdonald's

# Introduction

# Introduction

The McDonald's app is an application that allows you to order food, access offers, find restaurants, and earn rewards from McDonald's. The app is available for Android and iOS devices in different languages and regions. The app has mixed reviews from users, with some praising its features and others complaining about its interface, functionality,



# Project plan

# Project plan:

A. What existing system are you going to test?

- o The existing system, the Macdonald's application, will be thoroughly tested and evaluated to identify areas for enhancement.

B. What users and tasks are you going to test?

- 1- Customers of all ages
- 2- McDonald's Manager
- 3- User satisfaction with communication tools:

## 1- Customers of all ages

Task	Description
Place an Order	Customers can select their desired items from the menu and customize them according to their preferences. They can choose the quantity, add or remove ingredients, select meal options, such as size
Updating account information	Customers can update her account information in the McDonald's app by editing personal details and saving changes
Providing feedback	provides feedback in the McDonald's app by writing a detailed message and submitting it

## 2- McDonald's Manager

Task	Description
Order Management	modify/cancel as 'View/manage incoming orders needed.
Sales and Performance Analytics	make decisions. 'generate reports 'Access sales data
Promotions and Discounts	apply discounts. 'Implement/manage campaigns
Customer Feedback and Complaints	identify 'handle complaints 'Monitor feedback improvements.
Communication Tools	receive notifications. 'Facilitate staff communication
Menu and Pricing Management	manage variations. 'Update menu/prices

### 3- User satisfaction with communication tools

Task	Description
<b>Reviewing Promotions and Offers</b>	Users explore promotional offers and discounts communicated through the app, evaluating the effectiveness of communication tools in conveying promotional information.
<b>Contacting Customer Support</b>	Users attempt to contact customer support through the app, The user can send a request to be contacted if there is any type of these issues: Food and Nutrition, Restaurant Feedback, Social responsibility, Marketing Advertising, Other Question.
<b>Tracking Order Status</b>	Users check the status of their placed orders, tracking the progress from preparation to delivery, and assess the clarity of communication regarding order status.



## C. What is the user experience factors you try to consider?

- **Usability:**  
How easy is it for users to navigate the McDonald's application and complete their tasks?
- **Effectiveness:**  
Are users able to achieve their goals when using the app?
- **Efficiency:**  
Can users accomplish their tasks quickly and with minimal effort?
- **Accessible:**  
Does the app work well on different devices and platforms, including mobile and desktop?
- **Desirable:**  
Is the visual design appealing and engaging to users?  
How does the app encourage user engagement, such as through notifications, personalization, or gamification?

# Usability Test Report:

- What are the user experience metrics and usability scenarios you are going to implement (explain in detail), and why?

## 1. User Experience Metrics:

- Task Success Rate: To measure the success of various tasks
- Task Efficiency: Measuring the time, it takes to complete tasks.
- User Satisfaction Surveys: Collect feedback from users to gauge their overall satisfaction with the mcdelivery application.
- Error Rates: Monitoring the frequency of user errors during tasks.
- Task Completion Rate: Determine the proportion of users who complete each task successfully.
- App Usability Metrics: To evaluate the overall usability of the application, , such as the System Usability Scale (SUS).

# Usability Test Report

# Usability Test Report:

## 2. Usability Scenarios :

- o Task: Handling Menu Changes

**Scenario Description:** McDonald's manager introduces a new menu item, and the app needs to reflect this change, including updating prices and providing information about the new item.

**Why:** Testing the app's responsiveness to menu changes ensures that users have accurate and current information, avoiding confusion and potential order errors.

- o Task: Handling Customer Complaints

**Scenario Description:** A manager receives a customer complaint through the app and needs to resolve it promptly.

**Why:** Tests the app's effectiveness in facilitating quick responses to customer feedback and complaints.

## 2. Usability Scenarios :

### o Task: Tracking Order Status

Scenario Description: You have successfully submitted an order and are currently anticipating its delivery. Utilize the application to monitor the current status of your order. Evaluate the accessibility of information pertaining to the preparation, dispatch, and projected delivery time of the order. Verify that the information is updated frequently and is clear.

Why: Order status monitoring is an essential component of the user experience. This scenario assesses the efficacy of the application in furnishing the user with up-to-date and transparent information pertaining to their order.

# Data Collection Methods:

Online Surveys: Using Likert scale questions and open-ended questions to collect user opinions

# Data type:

Qualitative Data: User feedback from surveys and feedback forms.

# Data Analysis Methods:

What is the data presentation forms you are going to use (explain in detail), and why?

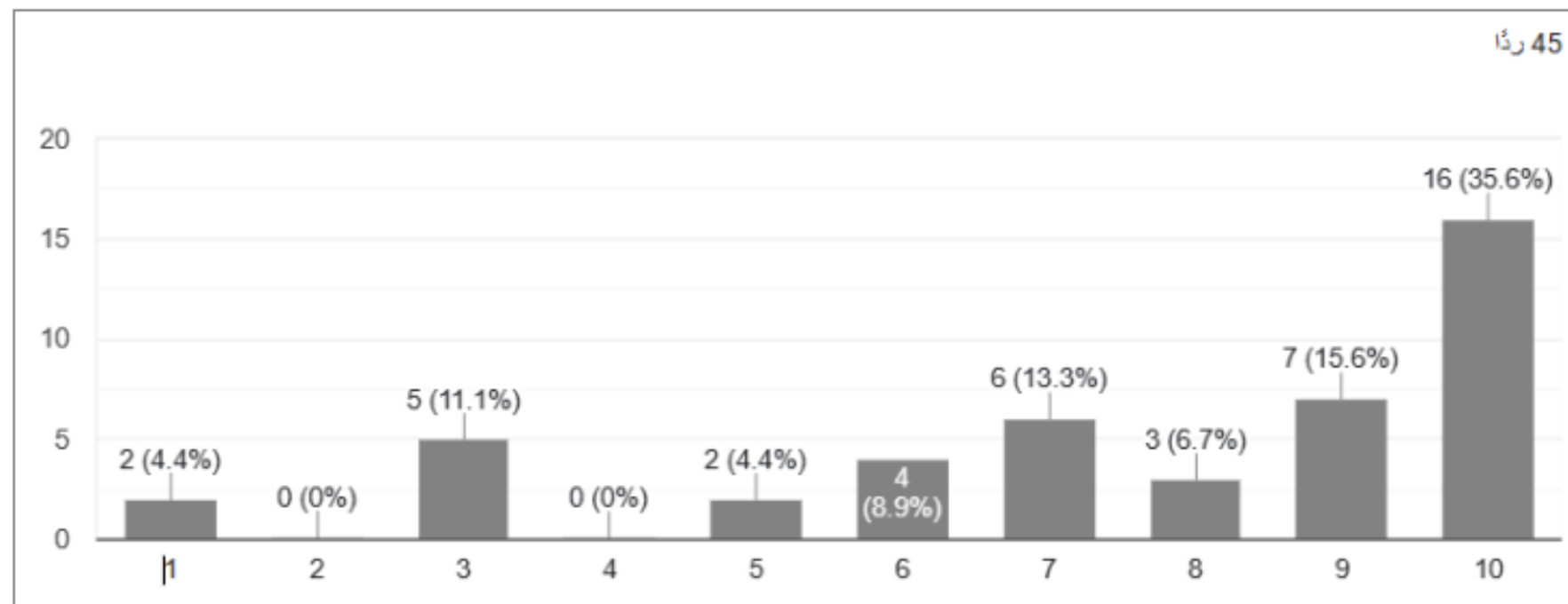


Data presentation form

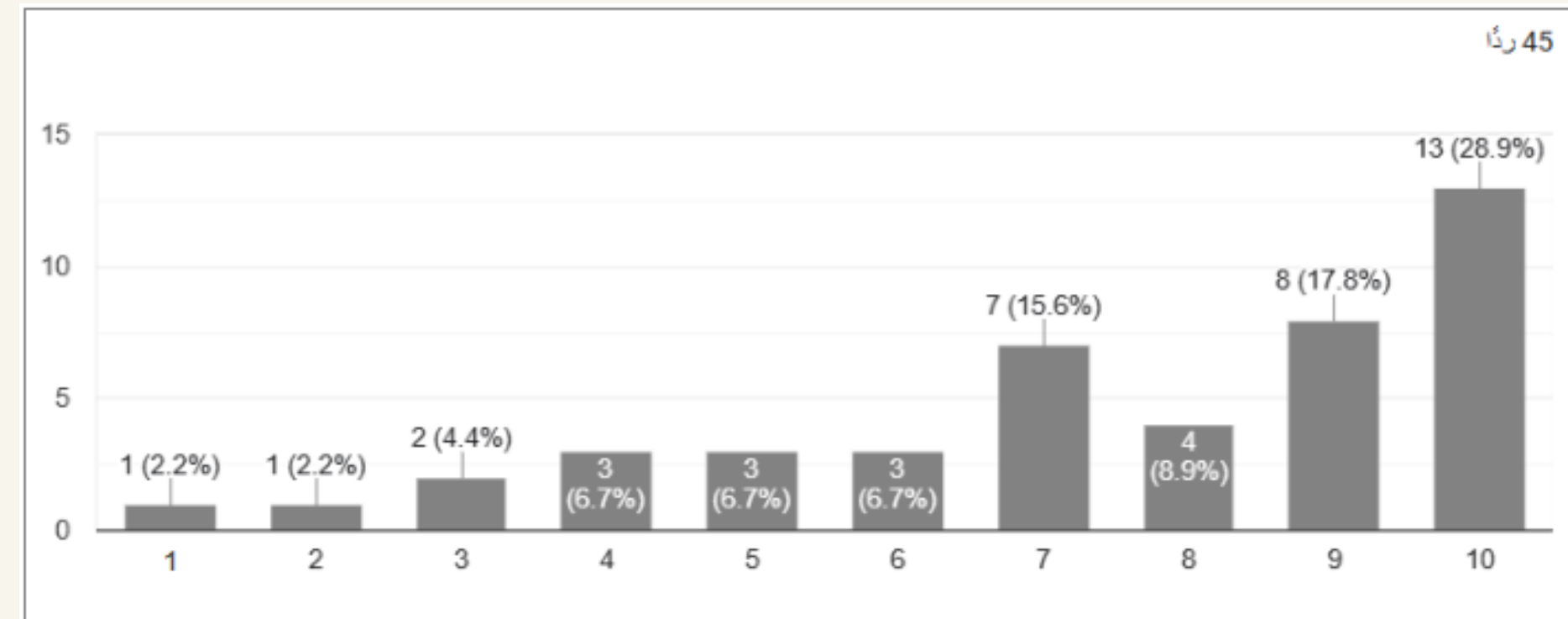
# Data presentation form

## Linear measure

is a unit or system of units for measuring length. It is also a measurement of the distance between two points or objects.

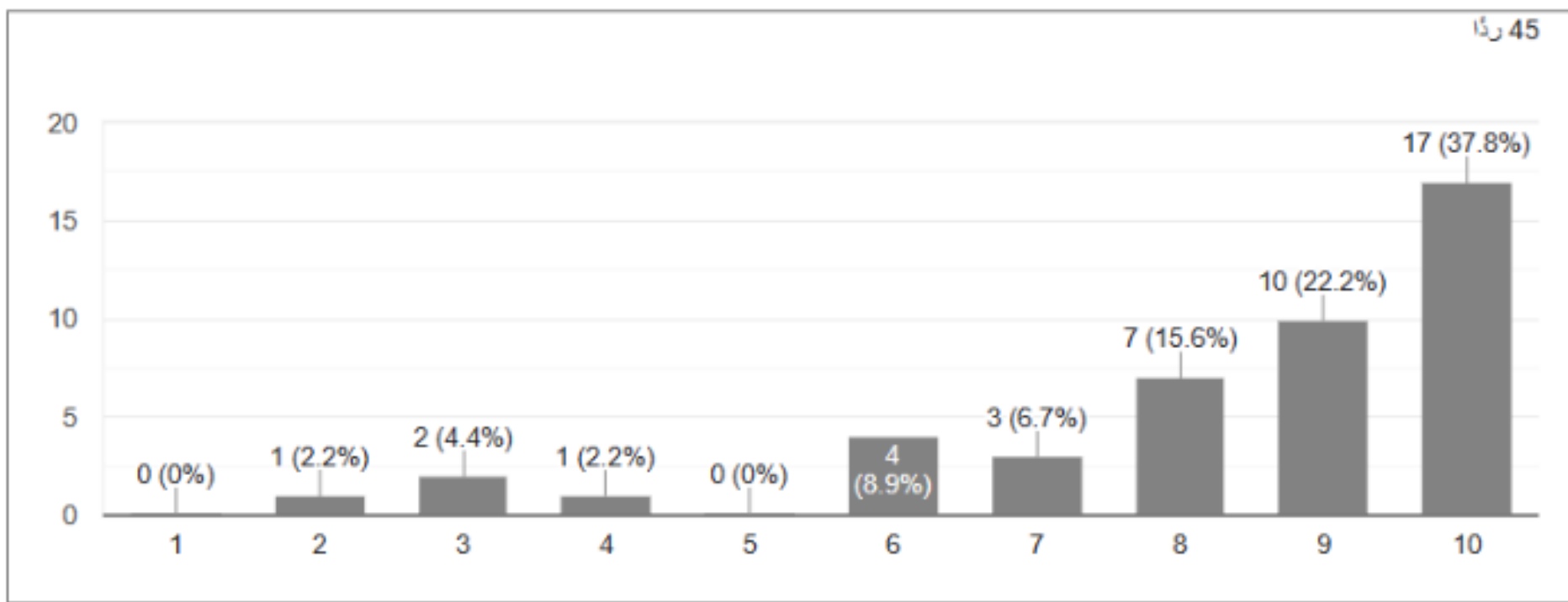


Please rate the ability to find information you want on this application

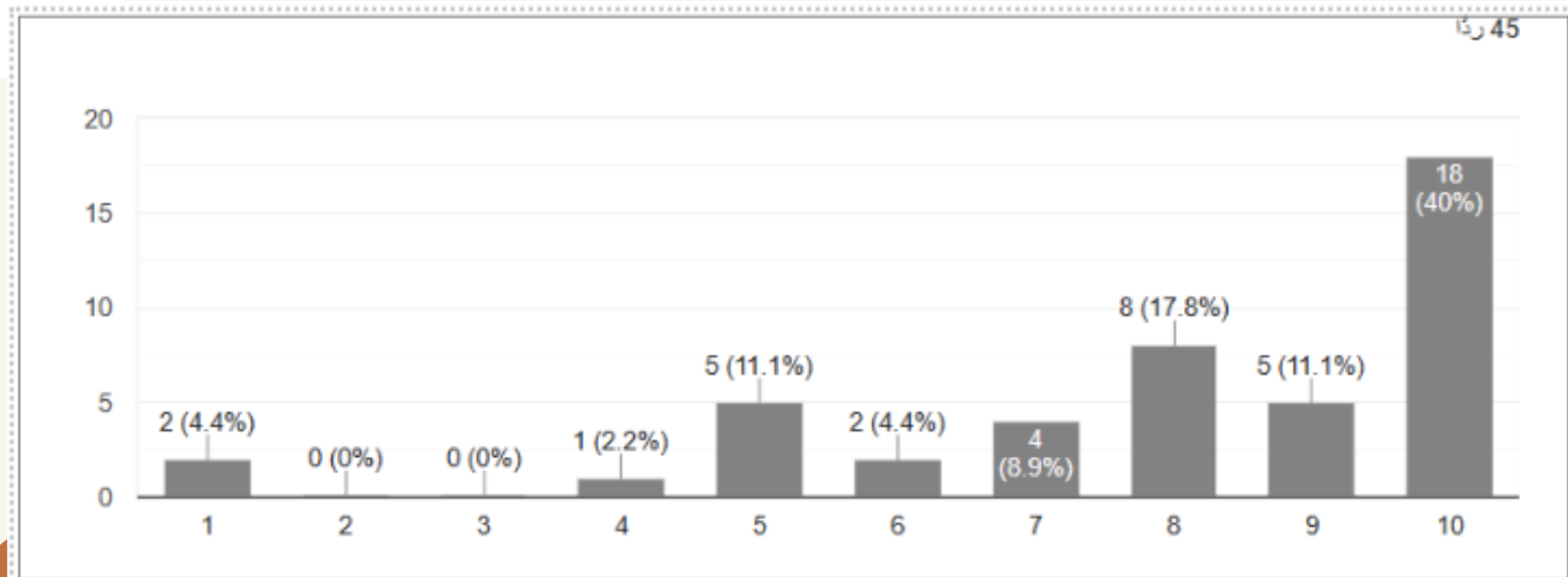


What is your overall satisfaction with this application?

# Data presentation form

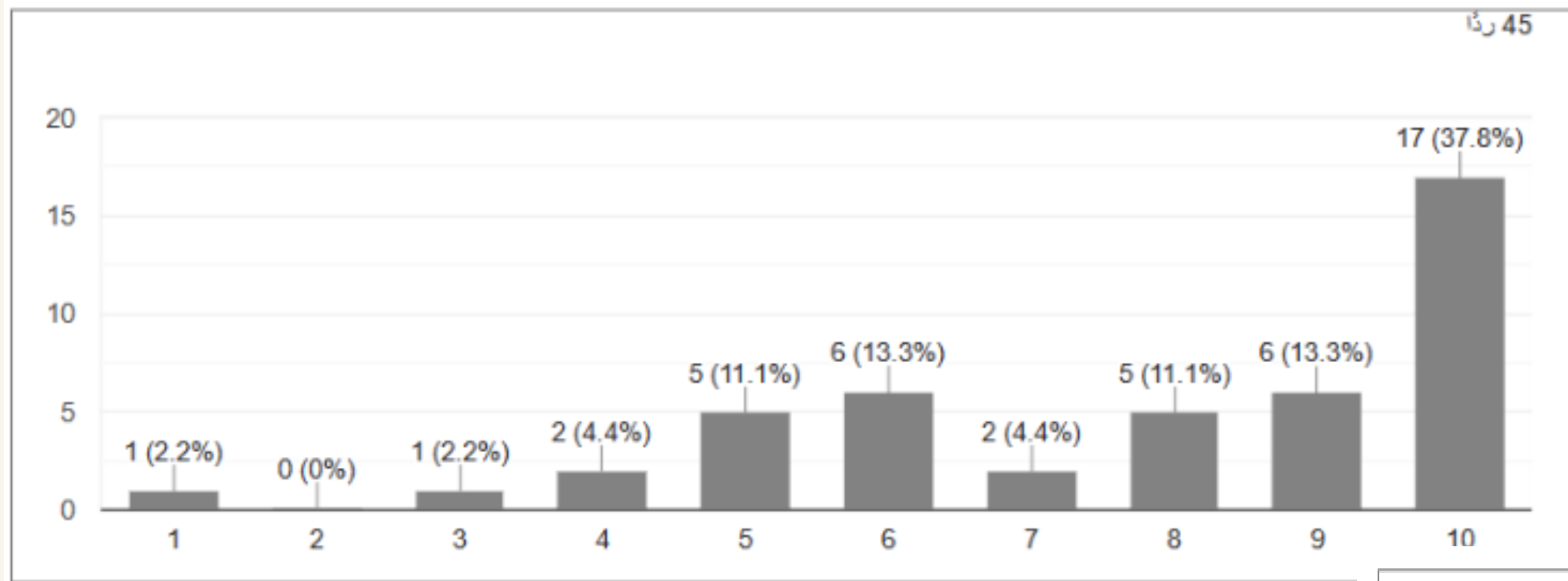


How did your experience compare to your expectations?

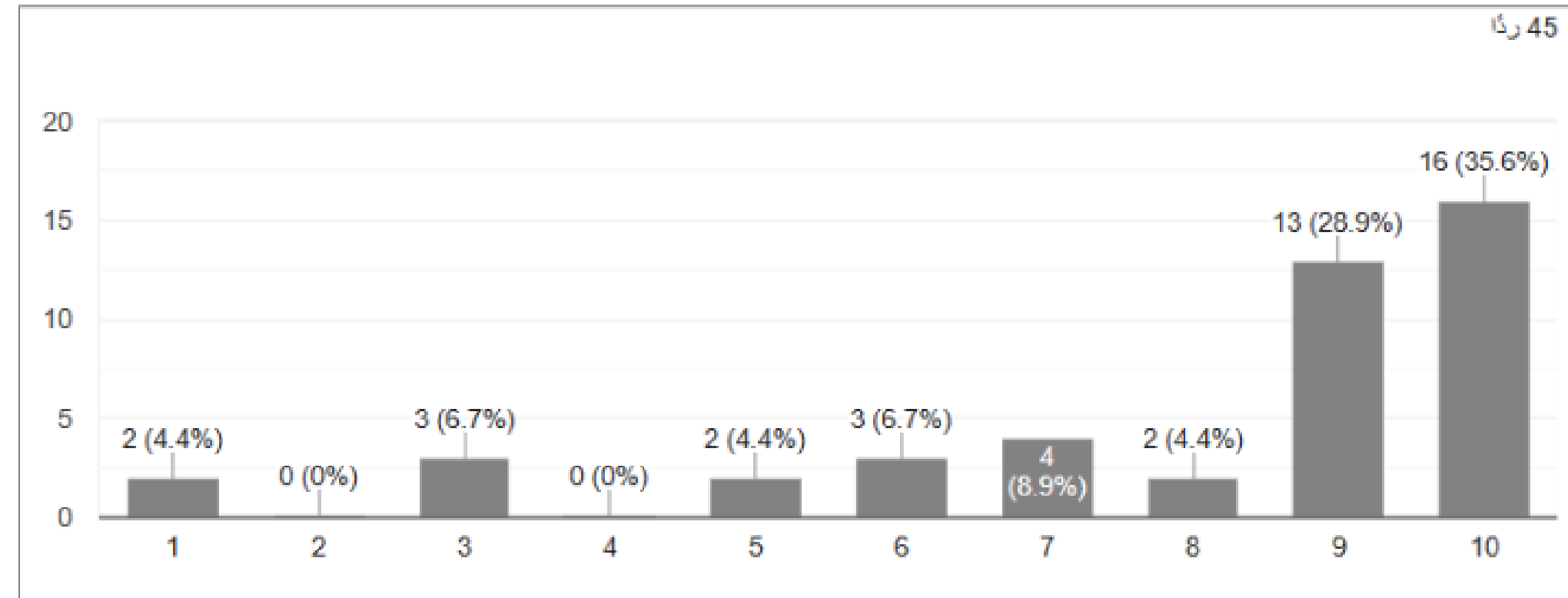


How do you rate the overall payment experience?

# Data presentation form

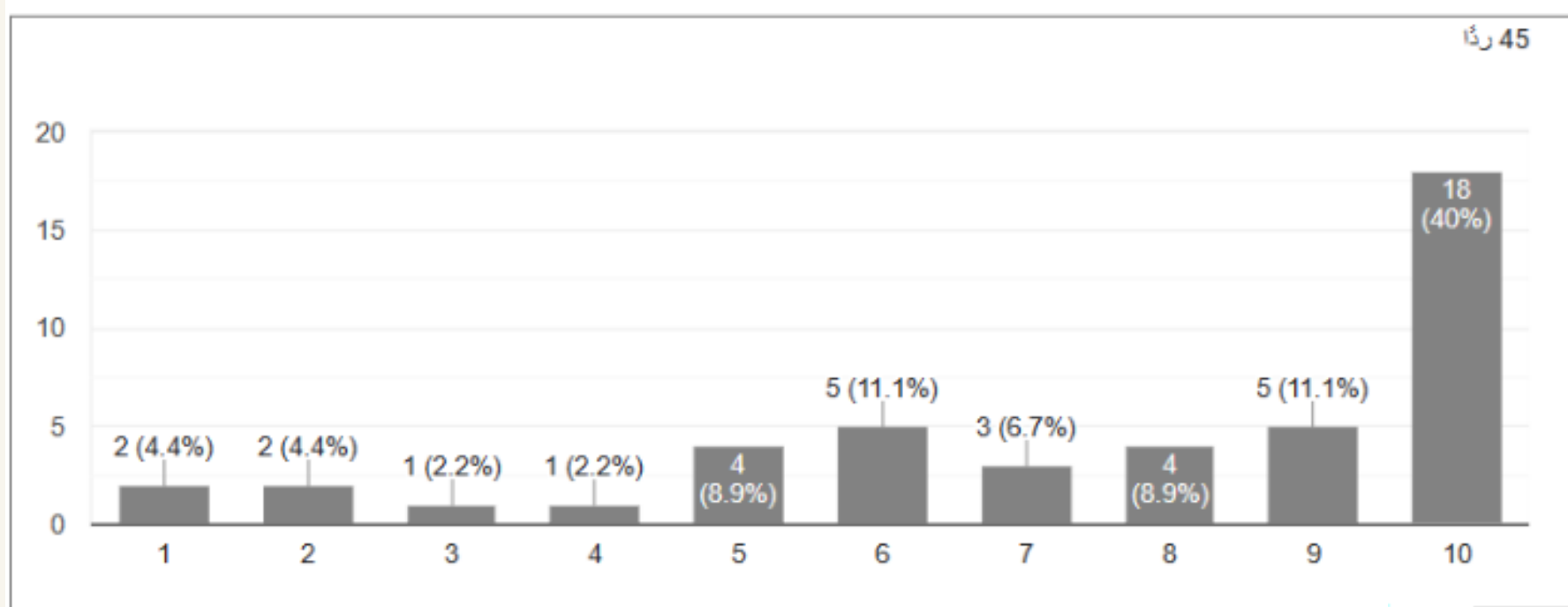


How would you rate the usability of mcdelivery application?

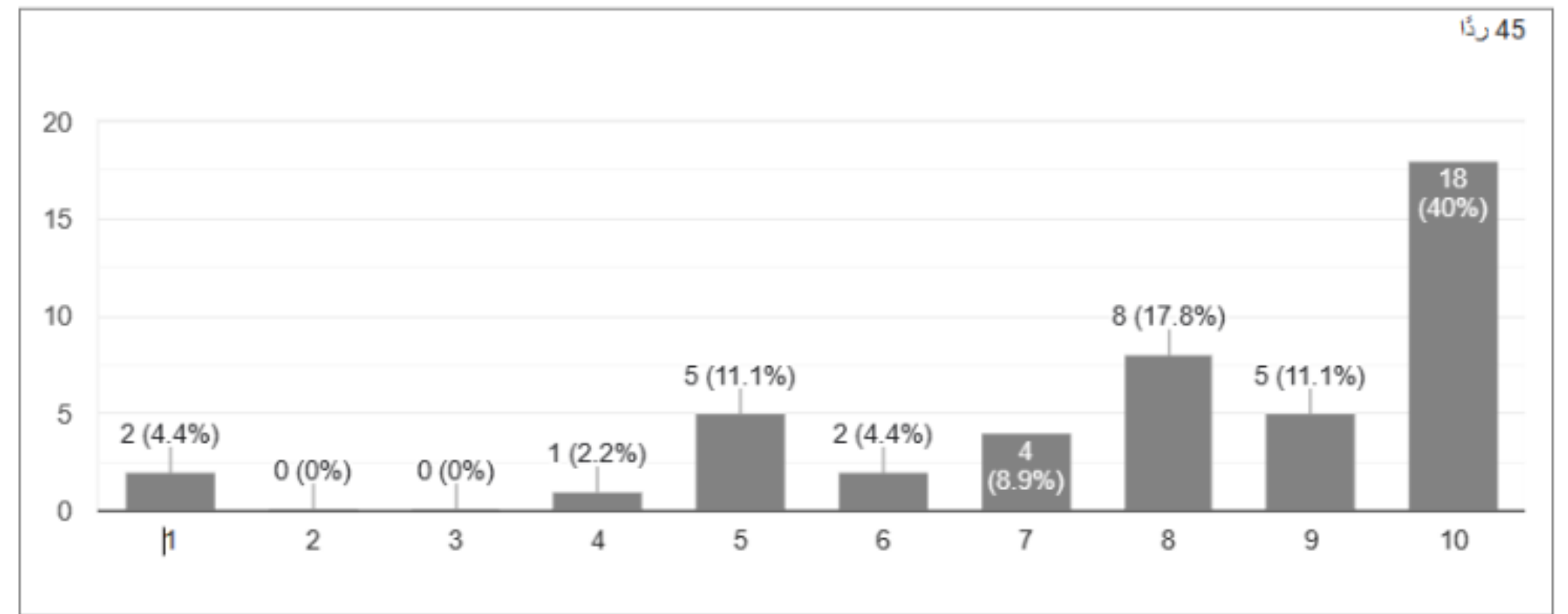


How would you rate the performance of mcdelivery application?

# Data presentation form



How frequently do you visit Mcdelivery application?

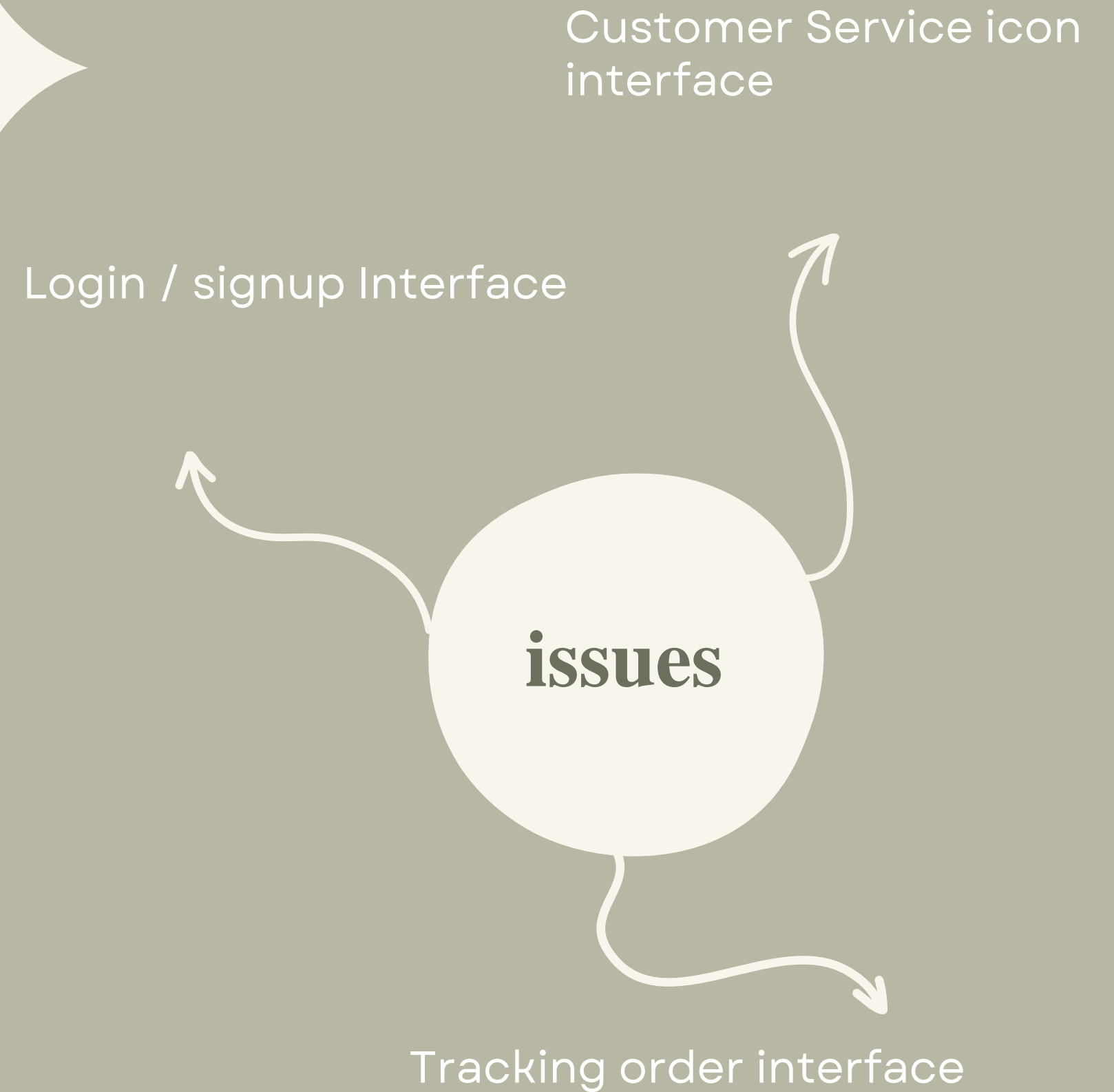


How likely are you to recommend Mcdelivery application to your friends or family.

Wireframe prototype

Analyze your concerns regarding the issues and/or redesign and otherwise innovate and augment the selected version

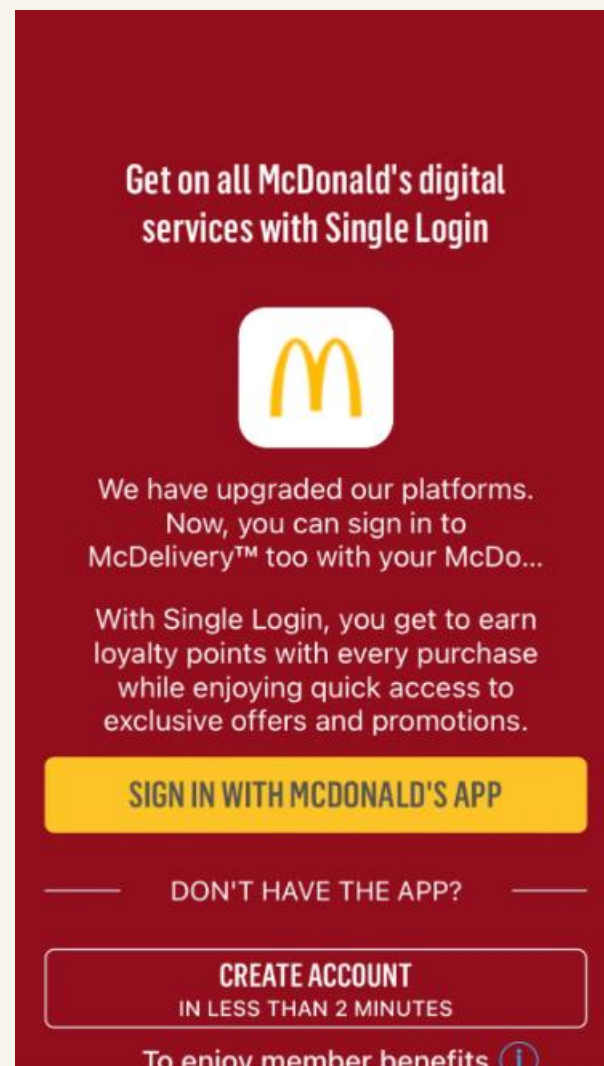
What is the issue you are going to improve (explain in detail), and how?



# Login / signup Interface

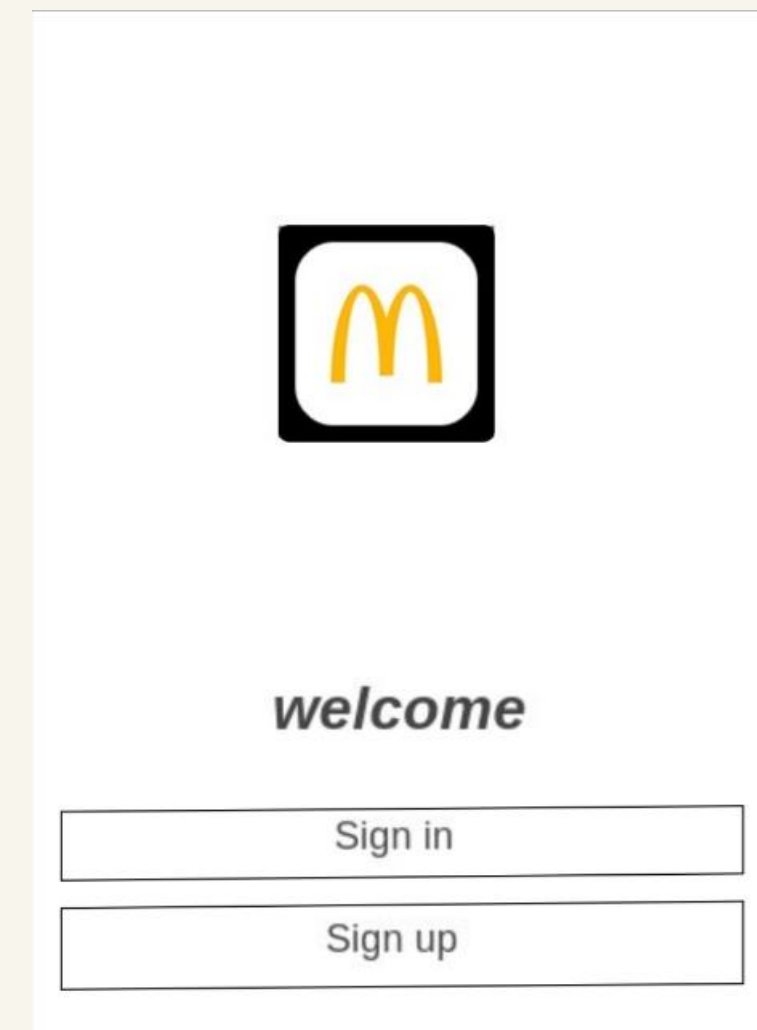
## Description of the interface problem:

When the user wants to register or log\in. the application interface is not clear for the user and there's no clear instructions on how to register or log in.



→

We modified the login / sign up interface, by make it very easy and clear for the user





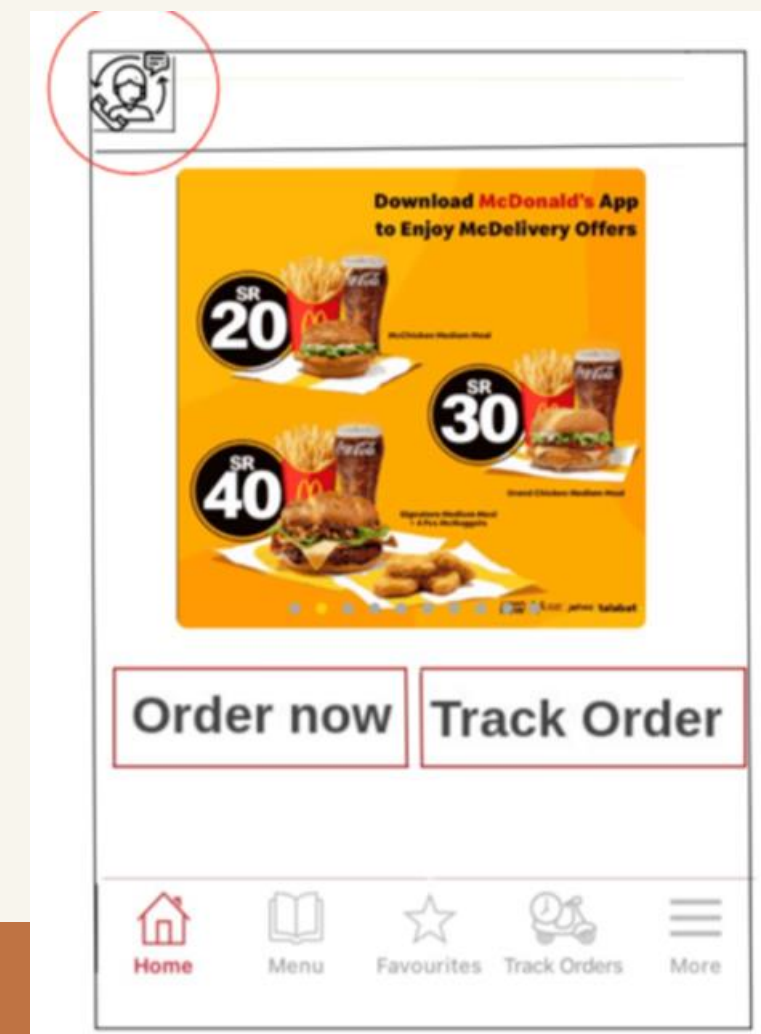
# Customer Service icon interface

## Description of the interface problem:

when the user wants to contact with the customer service for any questions about the order they can't find any icon to contact.



There's no customer service icon in the main interface, the user get distracted and can't communicate with the customer service, we create a customer service icon



# Tracking order interface

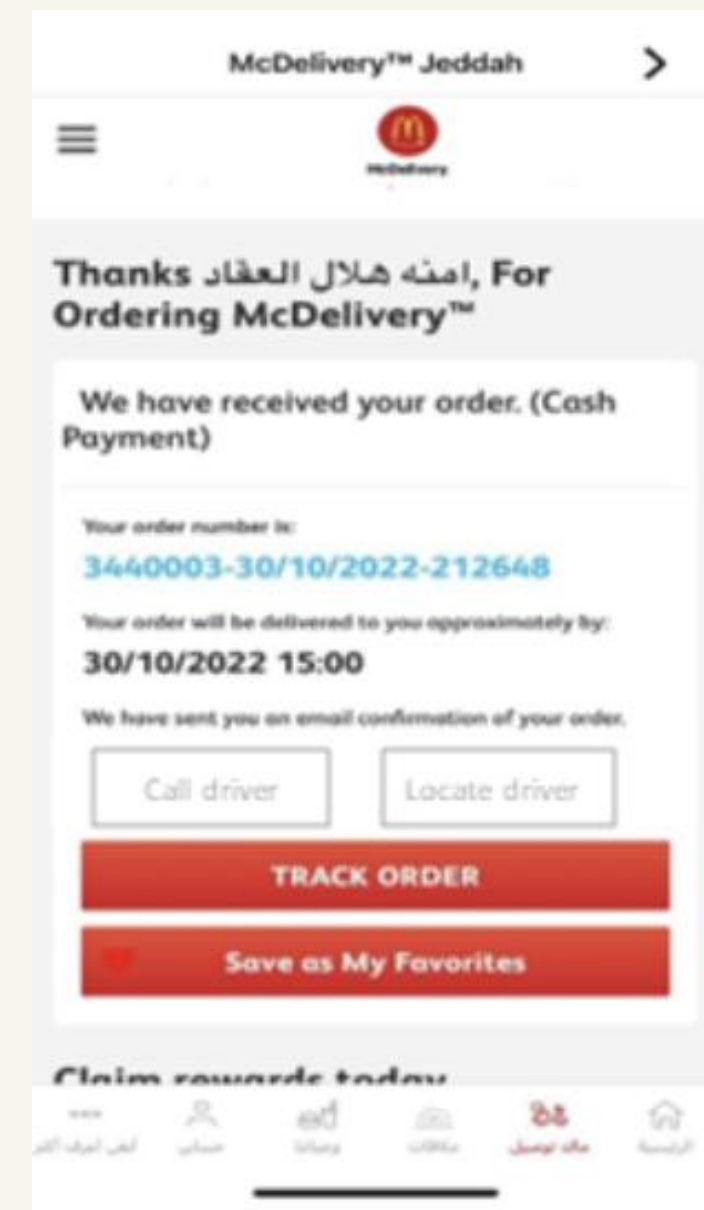
## Description of the interface problem:

When the customer confirms the order, they can't track the driver location or the order status.



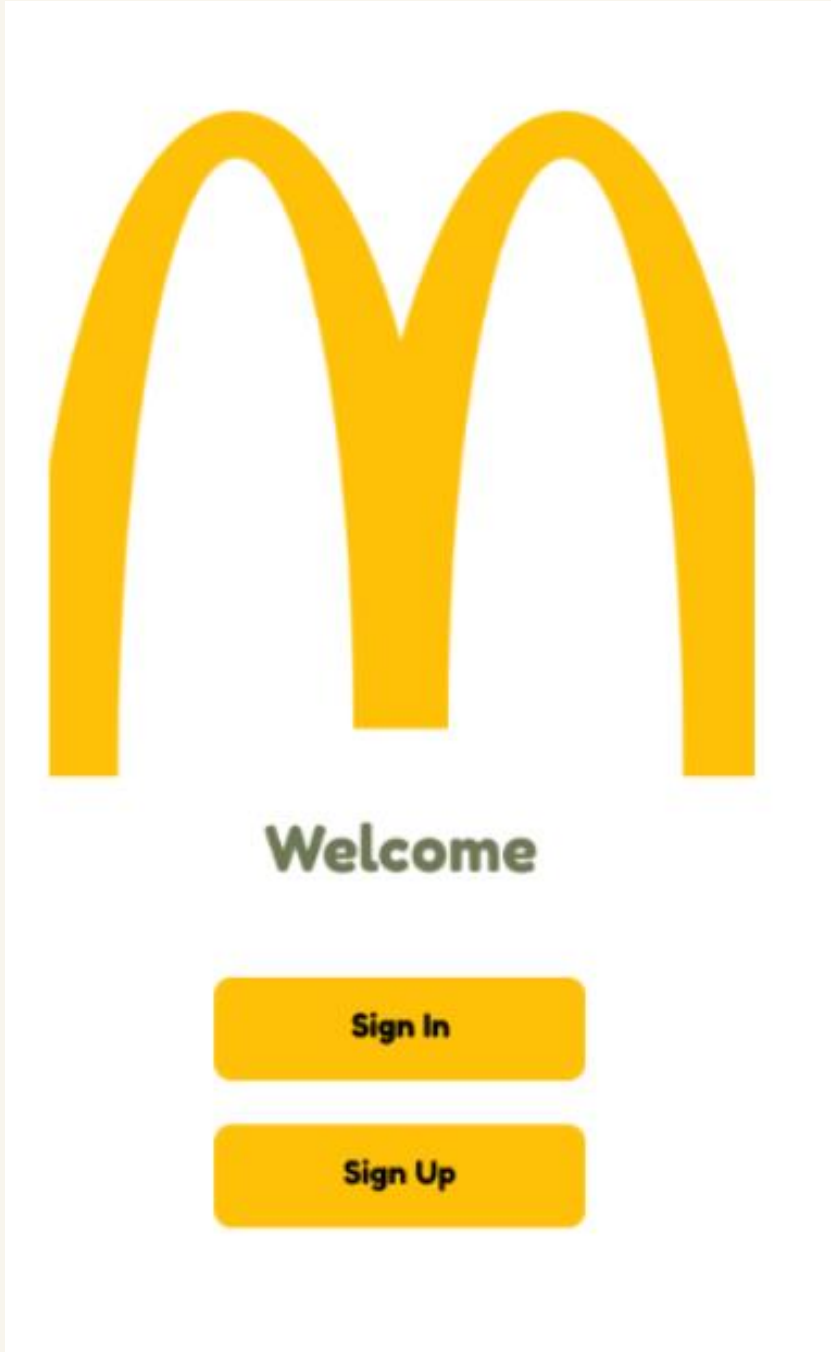
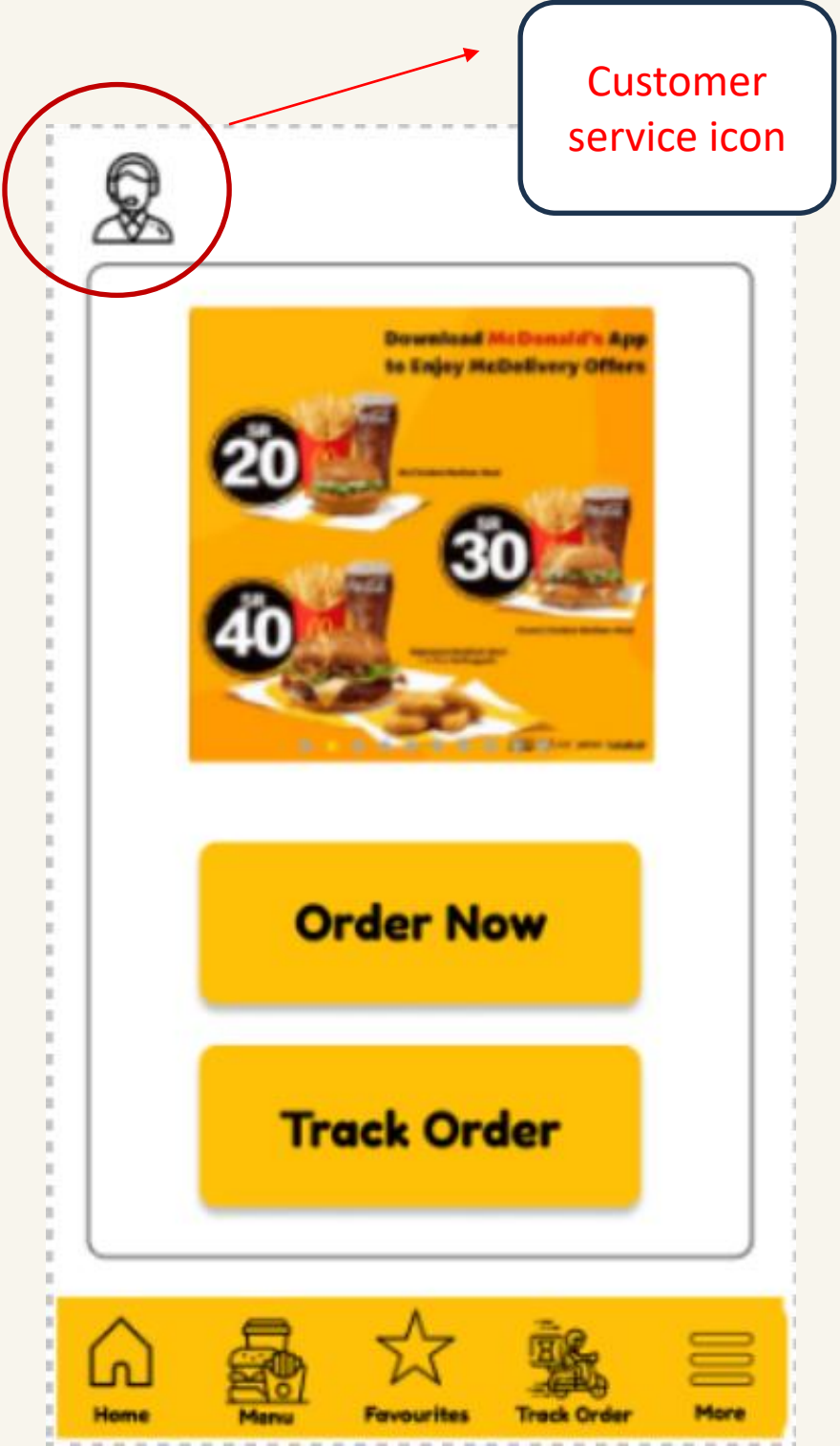
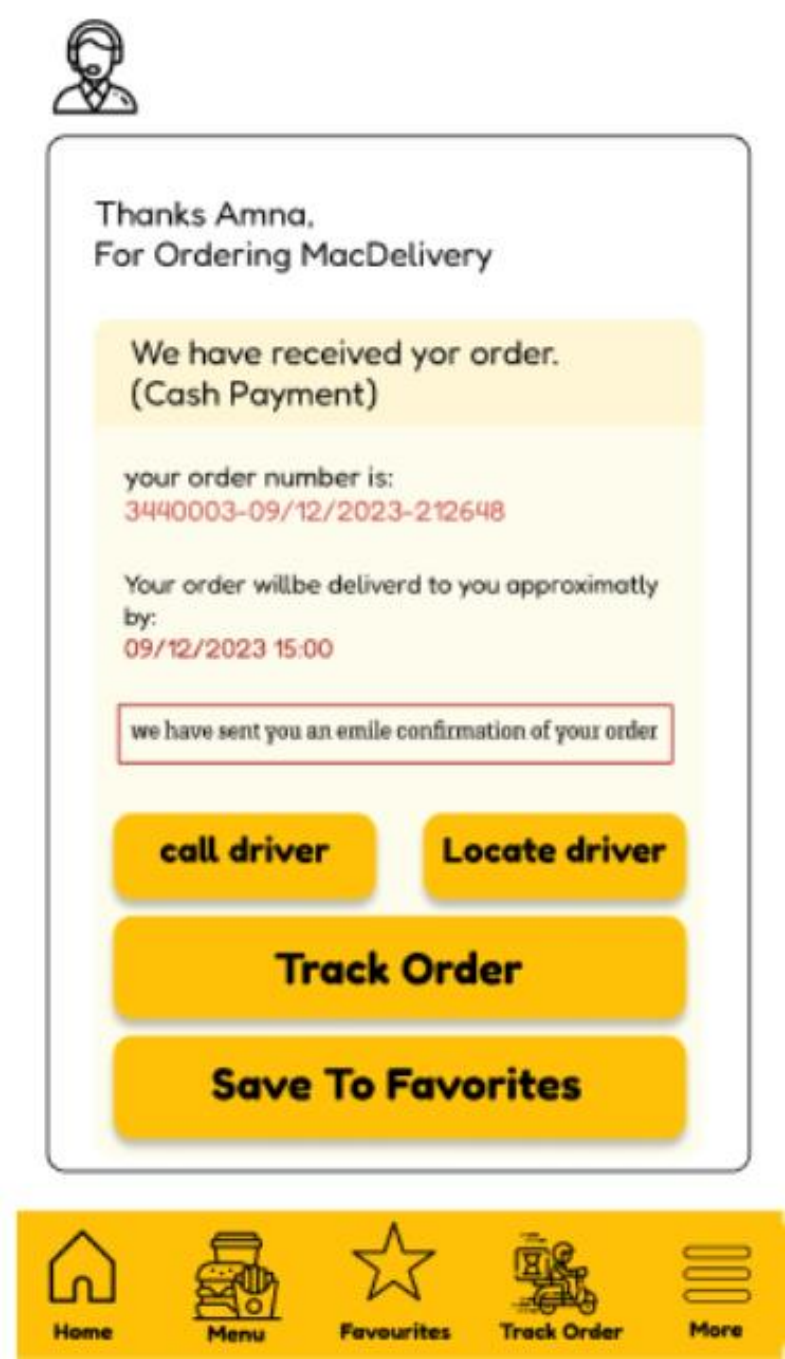
→

Add two buttons to help ease the communication process with the delivery man



high-fidelity prototype

Complete the high-fidelity version of your redesign (either as interactive wireframe or html/css or interactive wireframe)



# Thank you

Done by:

- Roya
- Nora
- Alya
- Sara

Any questions?