

## Heuristic Evaluation #1

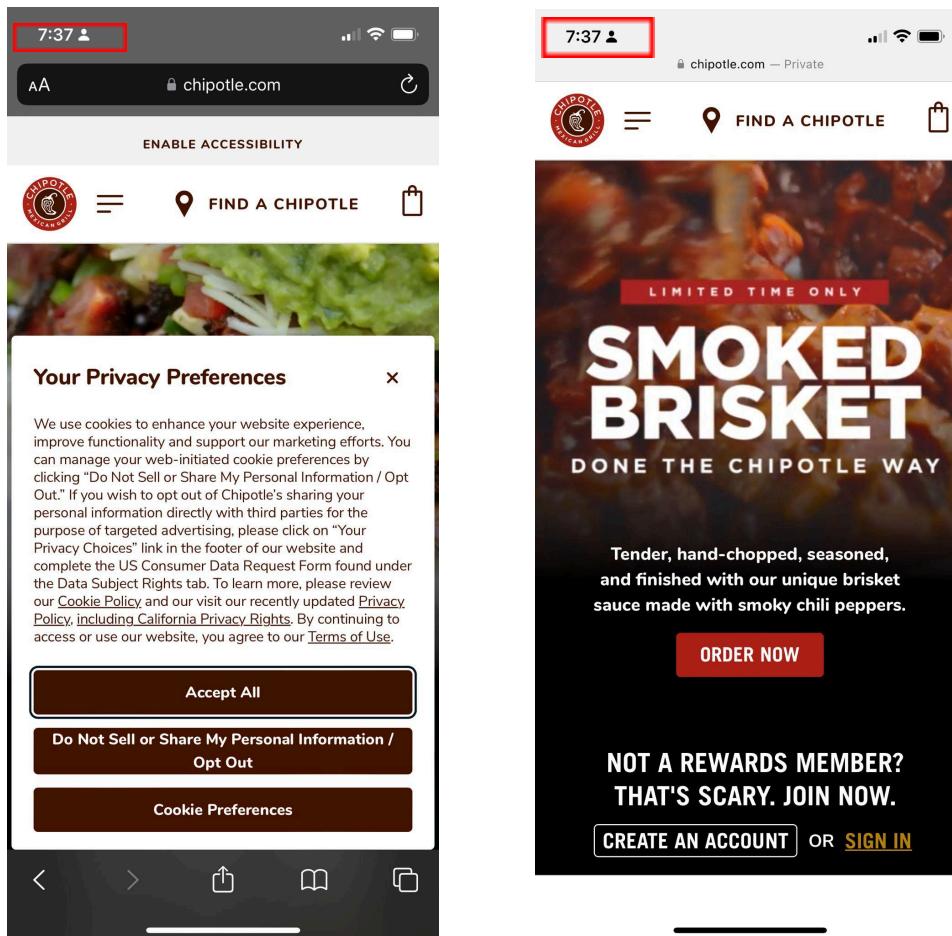
### Q1 Product Walkthrough

For this section, we will walk through an example use case of the product. In this assignment, we are assigned a well-designed product. Some steps were assigned to us which I followed through, all the screenshots were also taken to understand the pathway to the ordering.

Today's product walkthrough is of Chipotle's mobile ordering system ([www.chipotle.com](http://www.chipotle.com)), the website, not the app.

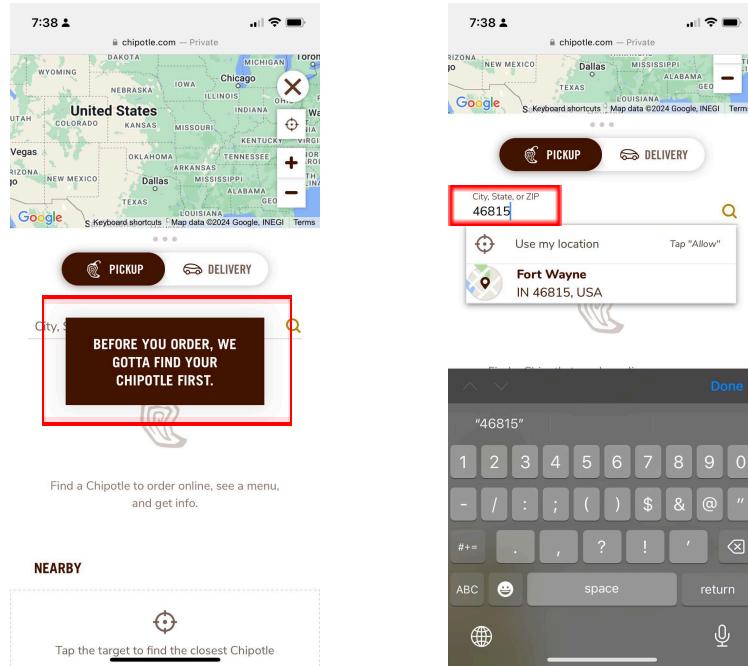
#### Perform the following tasks:

1. Reminder, we are testing the mobile interface:
  - a. During Business hours! (The ordering section closes when store hours end)



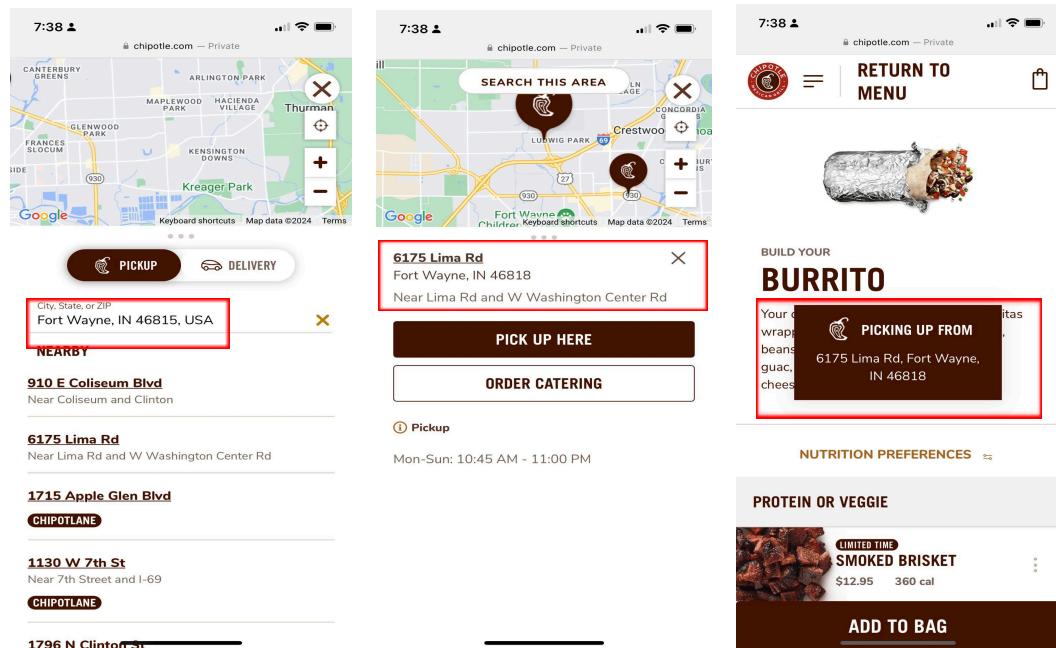
The ordering was based during the business hours, which was around 7:37 pm, while the store was open.

- b. With your phone, open a new Private Window on your web browser. (This ensures that the system does not instantly know your location. Especially if you have previously ordered from Chipotle.) Go to [www.chipotle.com](http://www.chipotle.com).



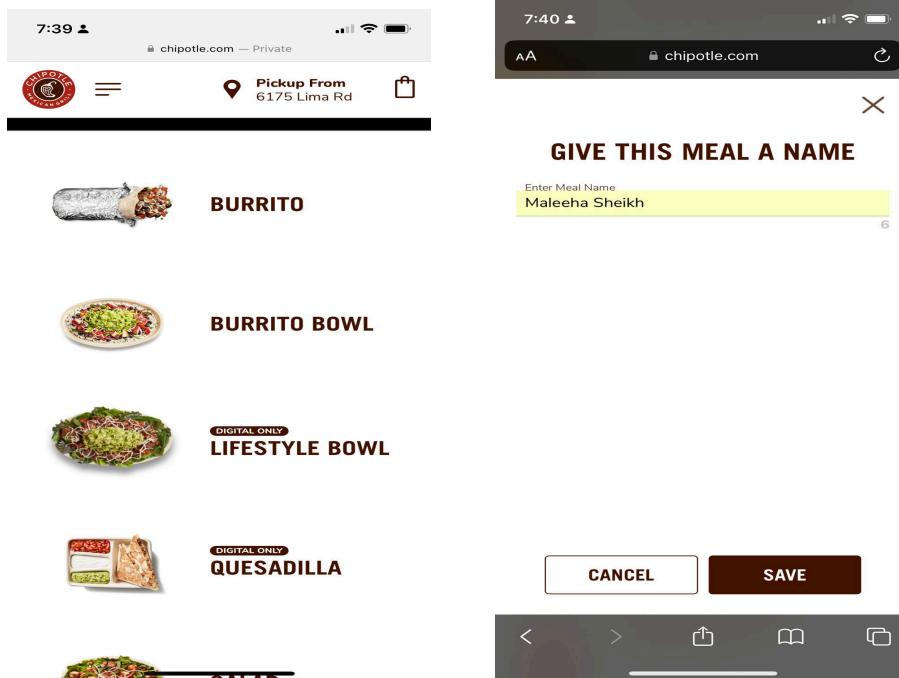
As viewed, a new Private Window on my web browser (Safari) was opened and the app asked to assist me with a location. I have then entered the zip code “46815”, as provided in the next action step.

- c. If you are ever asked to input a location, type 46815 zip code and choose any of the Fort Wayne locations.

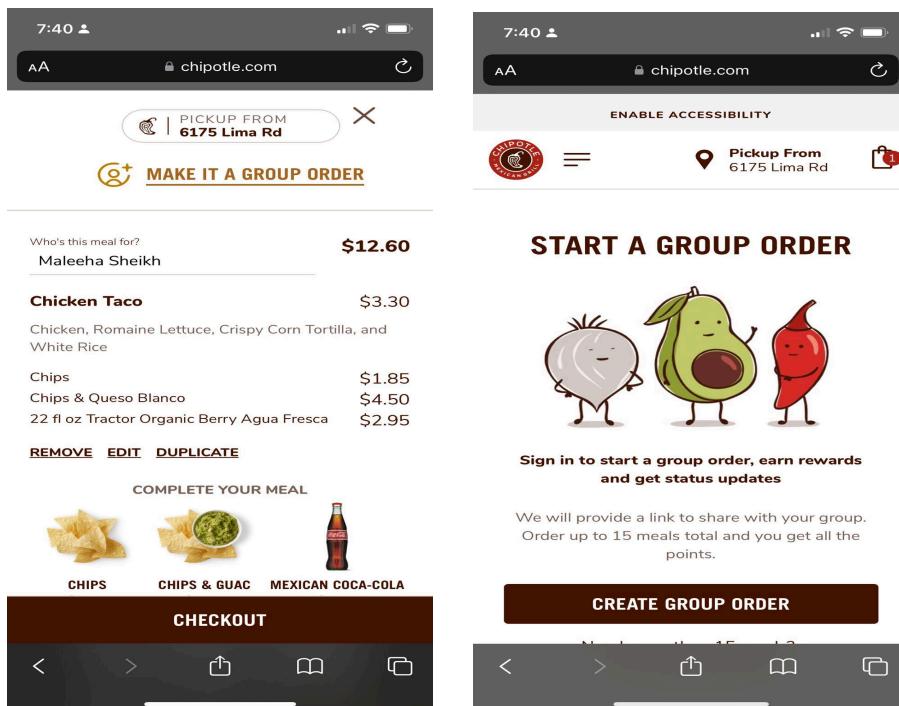


After putting the zip code, I chose to go with the “Lima Road” location and placed the order accordingly.

## 2. Create three different orders. – Not the Catering Section



I then started putting orders keeping my mind that it was not to be chosen as a catering one. I have also explored the option of making a group order and its UI; (I did not order through the “Group Order” option)



- a. The contents of the three orders are up to you. (Don't worry, you will not actually need to order/pay anything for this assignment)

The three orders are provided below;

The three screenshots show the following meal details:

- Order 1 (Maleeha Sheikh):**
  - Chicken Taco: \$3.30
  - Chips: \$1.85
  - Chips & Queso Blanco: \$4.50
  - 22 fl oz Tractor Organic Berry Agua Fresca: \$2.95
- Order 2 (Rishikesh Fulari):**
  - Steak Quesadilla: \$14.05
  - Mexican Sprite: \$3.25
- Order 3 (Mia Cooper):**
  - Smoked Brisket Bowl: \$15.60
  - Chips & Queso Blanco: \$4.50
  - CHIPS: \$1.85
  - CHIPS & GUAC: \$4.50
  - MEXICAN COCA-COLA: \$3.25

3. Once you have the three different orders created, go to the check-out page.

- a. **Do not purchase the meal** but look at the checkout page and see if the design fits your expectations.

The screenshots show the following checkout details:

- Order 1 (Maleeha):**
  - Bag Total: \$50.00
  - Subtotal: \$50.00
  - Tax: \$4.00
  - TOTAL: \$54.00**
- Order 2 (Rishikesh Fulari):**
  - PICKUP LOCATION: 910 E Coliseum Blvd, Fort Wayne, IN 46805
  - PICKUP TIME: QUICKEST (8:00pm, 8:10pm, 8:20pm)
- Order 3 (Mia Cooper):**
  - PICKUP INFO:
    - Customer Name: Maleeha
    - Phone Number: (260) [redacted]
    - Email: sheim03@pfw.edu
  - ORDER DETAIL:
    - Bag Total: \$50.00
    - Subtotal: \$50.00
    - Tax: \$4.00
    - Tip the Crew: 10% (\$5.00), 15% (\$7.50), 20% (\$10.00), Custom (\$0.00)

The image displays two side-by-side screenshots of the Chipotle website on a mobile device at 7:50 AM, viewed in private mode.

**Screenshot 1 (Left): Tip the Crew**

- Header: CHIPOTLE MEXICAN GRILL RETURN TO MENU
- Section: Tip the Crew
- Description: Show some love to the team that prepares your order.
- Buttons: 10% (\$5.00), 15% (\$7.50), 20% (\$10.00), Custom (\$0.00)
- Section: Round Up & Donate
- Description: The American Red Cross ⓘ Provides humanitarian relief for those affected by Hurricanes Helene and Milton
- Link: Learn More
- Text: Yes, I want to round up \$1.00
- Text: TOTAL \$55.00
- Text: PAY \$55.00
- Text: + ONE-TIME PAYMENT
- Text: Buy with Apple Pay

**Screenshot 2 (Right): Payment Summary**

- Header: CHIPOTLE MEXICAN GRILL RETURN TO MENU
- Section: American Red Cross ⓘ Provides humanitarian relief for those affected by Hurricanes Helene and Milton
- Link: Learn More
- Text: Yes, I want to round up \$1.00
- Text: TOTAL \$55.00
- Text: PAY \$55.00
- Text: + ONE-TIME PAYMENT
- Text: Buy with Apple Pay
- Text: SUBMIT ORDER

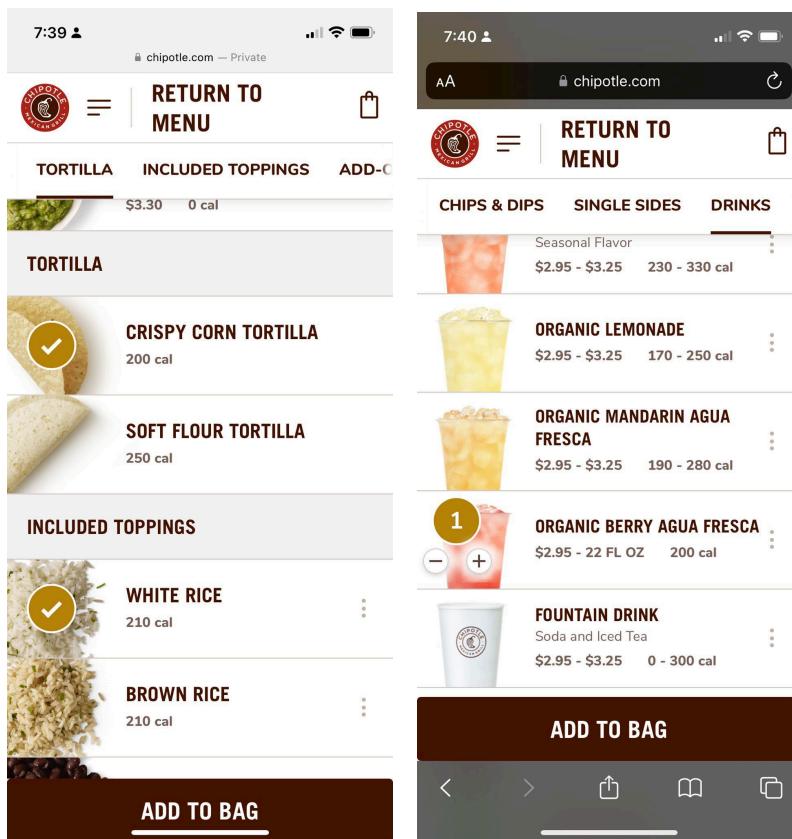
All the actions taken seemed pretty natural and were smooth all throughout the end. The system reacted pretty much how I had imagined it to. This was the first time I tried ordering from the Chipotle website on a mobile browser.

## Q2 For this assignment, I got my first look at a **Heuristic Evaluation**.

It was already mentioned that Chipotle's ordering system is well-designed. I took a look at ([www.chipotle.com](http://www.chipotle.com)) to provide feedback, screenshots are taken on how the generic ordering system goes and every interface was checked keeping Heuristic Evaluation in mind. Considering Nielsen's heuristics of user experience design, provided below:

### ① Visibility of system status.

The website effectively communicates system status, as I got to see real time updates on what I had selected;

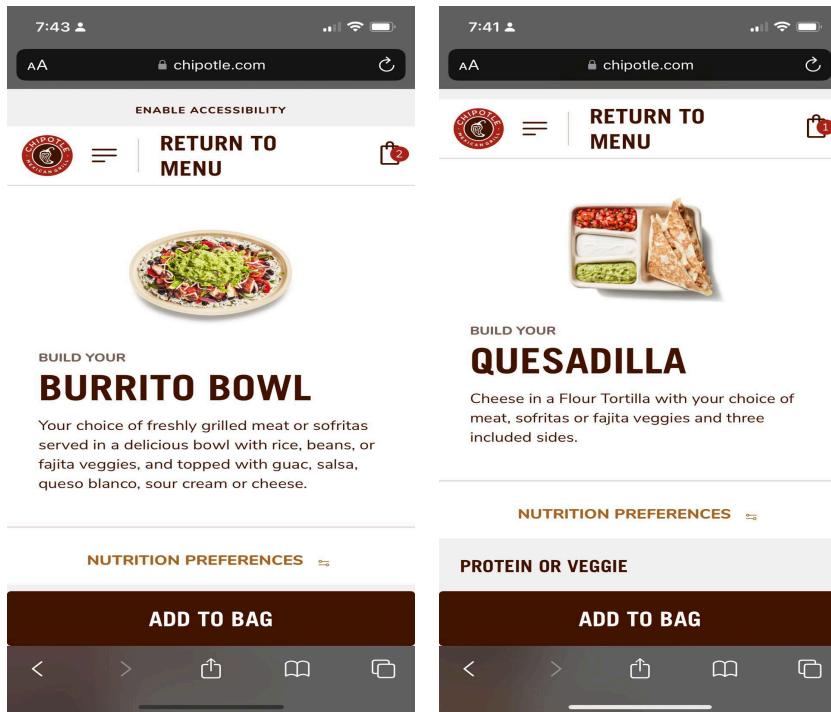


In this scenario, I get a clarity on what ingredients or items I have wished to pick for my meal with a proper tick sign and also an option to keep or remove the item.

### ② Match between system and real world.

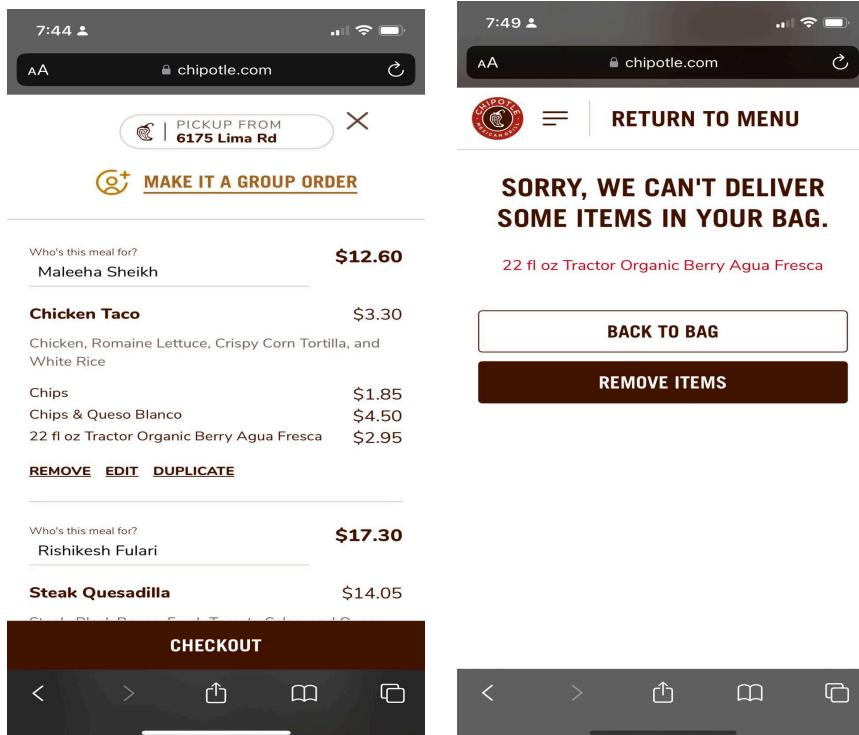
The language and design were met to such an extent, that it helped to understand how the real time "Burrito" would look. There felt an authentic sense of picking as if it was real-time experience just with a few clicks. Based on the topping or add-ons the food might look different but overall idea is received.

Images of food in the website is provided here, to show the match;

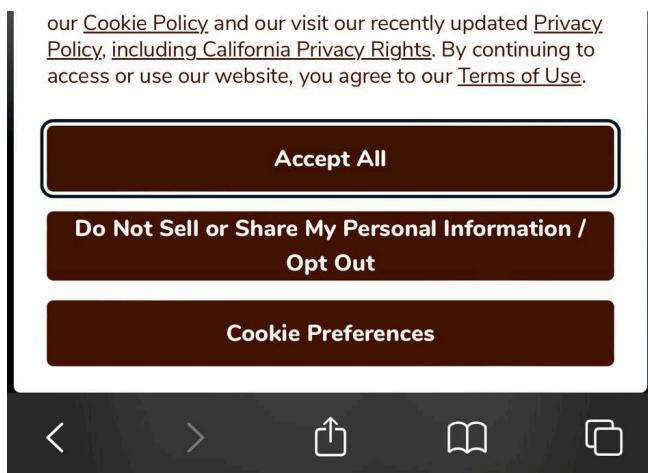


◎ User control and freedom.

Here, the website allows an ease of modification to my orders, I can “remove” or even “duplicate” my order. Even while trying the delivery, if Chipotle had any issues, an information to even remove items or edit the bag choices were put for showcasing the freedom of choices and sense of control.



Again, when I first entered the site, I received a control on picking “opting out”;



- ④ Consistency and standards.

Chipotle website has maintained a smooth consistency between its design and standards. I followed the pages each with a similar color ratio and a well put standard of framework.

<b>GIVE THIS MEAL A NAME</b>		
Meal Name Is Required	20	
Chicken Taco	\$3.30	
Chicken, Romaine Lettuce, Crispy Corn Tortilla, and White Rice		
Chips	\$1.85	
Chips & Queso Blanco	\$4.50	
22 fl oz Tractor Organic Berry Agua Fresca	\$2.95	
<a href="#">REMOVE</a> <a href="#">EDIT</a> <a href="#">DUPLICATE</a>		
Who's this meal for?	\$17.30	
Rishikesh Fulari		
Steak Quesadilla	\$14.05	
CHECKOUT		
<a href="#">CANCEL</a>	<a href="#">SAVE</a>	

ENABLE ACCESSIBILITY

RETURN TO MENU

PICKUP DELIVERY

er Rd

Google Keyboard shortcuts Map data ©2024 Terms

**PICKUP LOCATION**

6175 Lima Rd Fort Wayne, IN 46818 [CHANGE](#)

**PICKUP TIME**

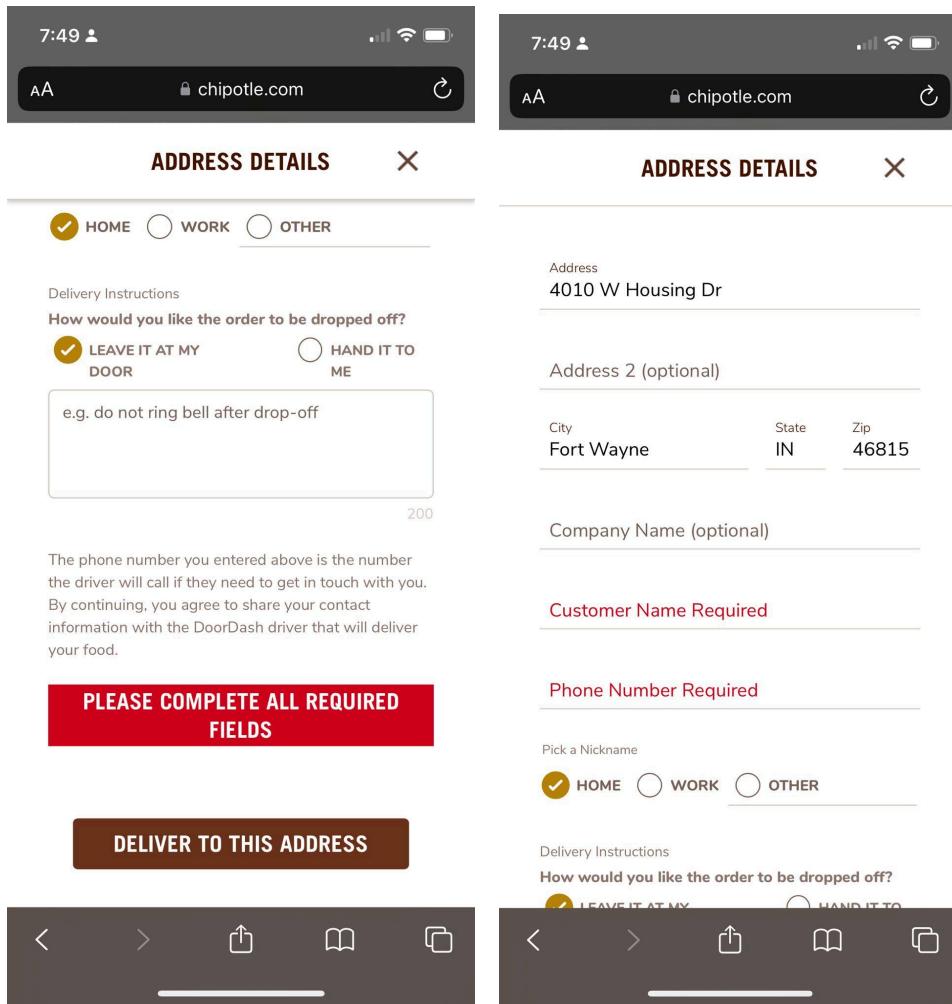
QUICKEST

8:00pm 8:10pm 8:20pm

- ⑤ Error prevention.

Before delivering, the website did have prompts to make sure I had filled up the address details and requested me to humbly complete the required steps.

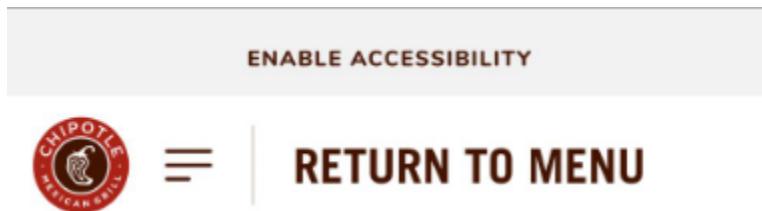
The blanks were specifically marked with red writing to assist me to prevent errors. The color red clearly indicated as an appearance of something being missed which helped me greatly with everything.



④ Recognition rather than recall.

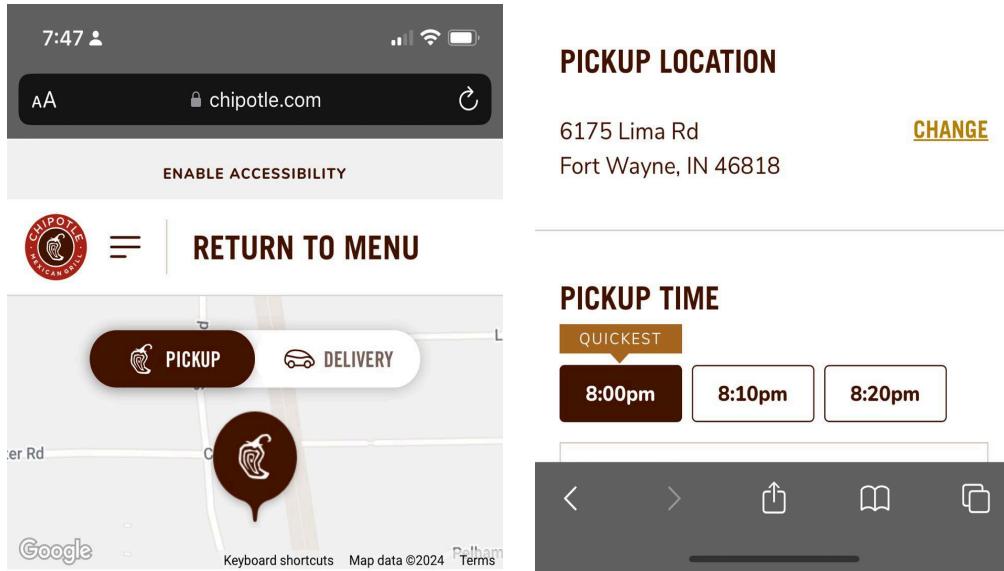
All menu items with distinct images and ingredients with a clear big tick mark in between demonstrates minimizing cognitive load. Even when I forgot what I had ordered I can check back in the options, as each menu or meal I have ordered had a

I can simply return to menu from the pages I was passing to make orders;



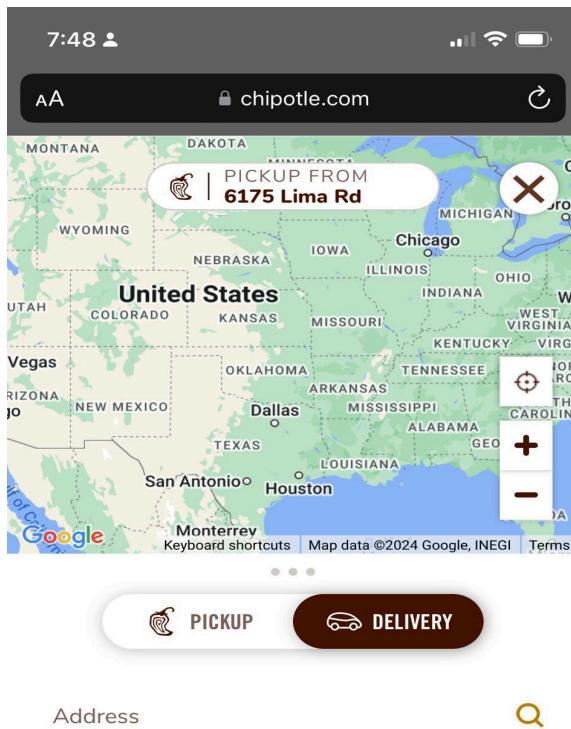
⑤ Flexibility and efficiency of use.

The design of the website seemed pretty straightforward, I was able to understand being a first time user in this scenario. For instance with the map and small icons I had options to choose "Pickup" or "Delivery", it showed me the quickest pickup time too.



◎ Aesthetic and minimalist design.

Essential information is being passed without any unnecessary information. With selection to my location, I can see that it places “Pickup From” Lima road, which I had selected, which easily indicated what address to put for the delivery.

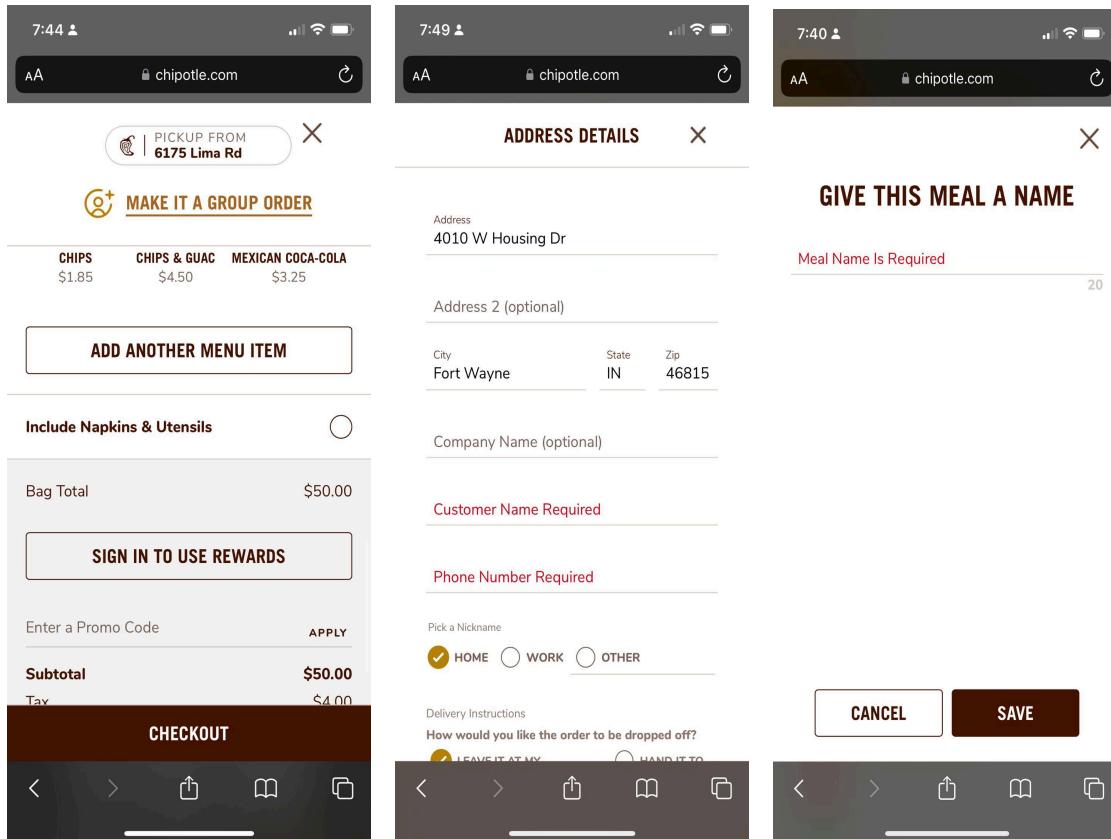


The Map, here indicates to focus on putting a location or address, without any context even it could visually be easily to point out.

- ⦿ Help users recognize, diagnose, recover from errors.

For instance, I was about to checkout and I noticed that I had checked the napkin utensils portion, it was easier since there was a green button which made a clear indication, separate from the other colors, being a spot on.

It helped me to not select that option. Even the color portions helped me know that I haven't signed in and there are rewards that can be earned through signing in. It was clear and user-friendly, the red written portions helped to navigate and diagnose where to recover from errors.



- ⦿ Help and documentation.

Chipotle website emphasizes more on the essential information while supporting images and clean structure with minimal documentation. Even the documentation assists to see the maximum number of orders that can be made and even different color of texts or font size to highlight the points to be considered.

Overall easily accessible when needed when there is any assistance required. Even with reaching the Contact support, the Typography gave importance to better visibility to help and showcase a set of good documentation frames.

The image displays two side-by-side screenshots of the Chipotle website. Both screenshots feature a dark header bar with the URL 'chipotle.com' and a magnifying glass icon. Below the header, there's a light gray bar with the text 'ENABLE ACCESSIBILITY'.

**Left Screenshot (Start a Group Order):**

- Header:** CHIPOTLE MEXICAN GRILL logo, three horizontal bars menu icon, location pin icon 'Pickup From 6175 Lima Rd', and a shopping cart icon with '1'.
- Section Title:** START A GROUP ORDER.
- Illustration:** Three anthropomorphic food items: a purple onion, a green avocado, and a red chili pepper.
- Text:** 'Sign in to start a group order, earn rewards and get status updates'. Below it, 'We will provide a link to share with your group. Order up to 15 meals total and you get all the points.'
- Buttons:** A large brown 'CREATE GROUP ORDER' button.
- Footer:** Navigation icons for back, forward, search, and refresh, along with a progress bar.

**Right Screenshot (Contact Support):**

- Header:** CHIPOTLE MEXICAN GRILL logo, three horizontal bars menu icon, location pin icon 'FIND A CHIPOTLE', and a shopping cart icon.
- Section Title:** CONTACT SUPPORT.
- Section Headers:** COMMON QUESTIONS (with a dropdown arrow), CONTACT SUPPORT (with a dropdown arrow).
- Links:** CAREERS, CHIPOTLE GOODS, ASK PEPPER, GIFT CARDS, FUNDRAISING.
- Footer:** Navigation icons for back, forward, search, and refresh, along with a progress bar.

I checked out the link for a full explanation of the different heuristics, as provided by the following given link(<https://www.nngroup.com/articles/ten-usability-heuristics/>). It was truly a well defined Website and overtime surely something my truly come up to find issues, but till now the website looked pretty much ticking off all the 10 points of evaluations.