

Chipotle.com UX Walkthrough

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Part I:

- Product walk through
- Navigate as the first time user
- Check if the design match expectation

Prep:

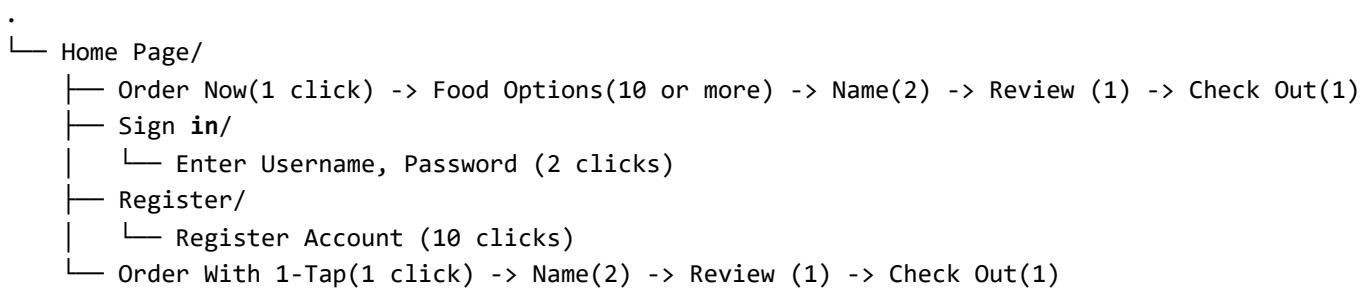
- Open private window in Edge
- Navigate to Chipotle.com
- Use Location 46825
- Create 3 different order (**NO CATERING**)

Test functionality:

- Test the responsiveness of button and link: **All Pass**
- Test the color consistency: **All Pass**

Home Page Evaluation:

1. Structure:



2. Evaluation:

Expected:

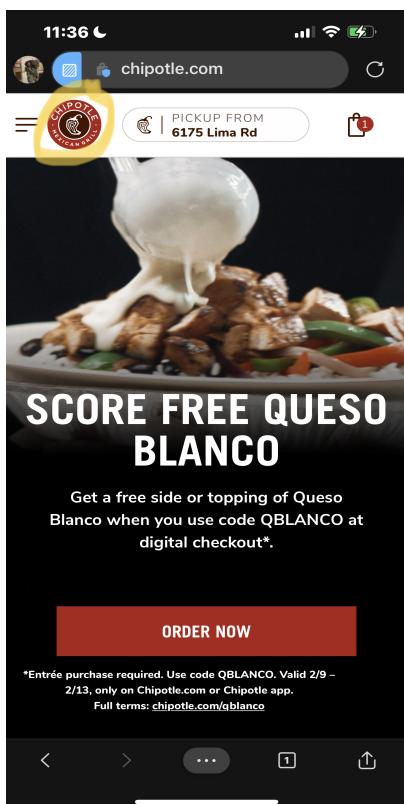
- + Home Button work as expect and through all the pages
- + refreshing pages work as expected and store the previous food that confirm in order
- + Good design with 'sign in' and 'register button' is optional

Need Improve:

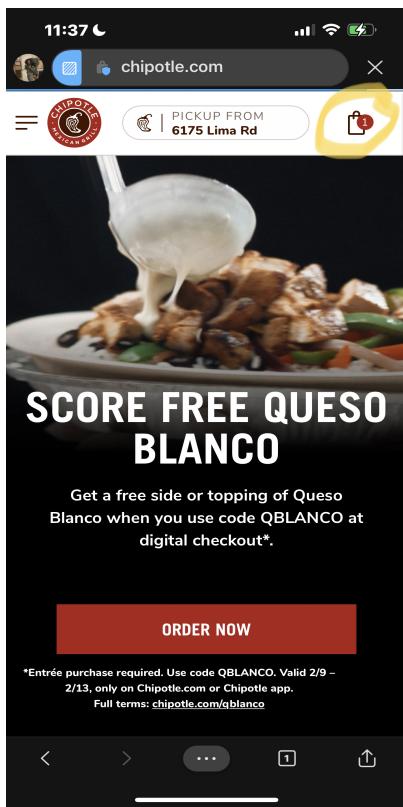
- Lacking smoothness on the 1-Tap menu: images is delay and not smooth when scrolling
- Order Now stay on top and took More than 15 Click to get the food
- Order With 1-Tap took 5 clikcs to check out and stay on the bottom (not make sense for 1st time user)

3. Explain:

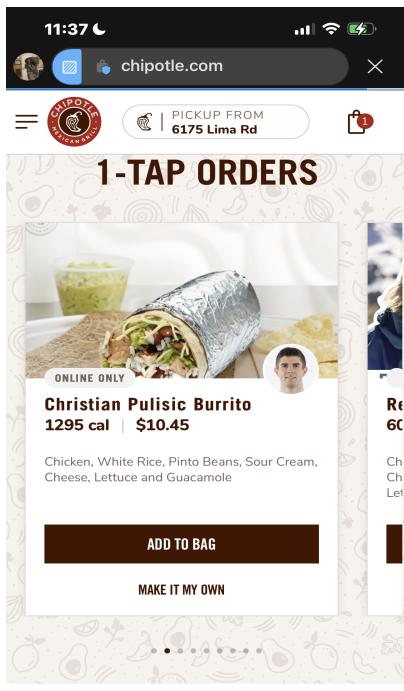
- Home Button:
 - work as expect and through all the pages provide user control freedom
 - design looks good and focus on the main page



- Refreshing Button:
 - work as expected
 - store the previous food that confirm (even after refreshing or come back later). User don't lost their order



- 1 Tab-Order Section:
 - Scrolling is not smooth
 - Useful but set in the bottom of the mobile app.
 - User will not pay attention to the exist of this feature, may go somewhere else (since many clicks on the order food)



The Build-Your-Own-Food Page Evaluation:

1. Structure:

```
# Too many option put on 1 pages this can definately confused people
.

└─ Order/
    └─ Buritto/
        └─ Nutrion Preferences (Filter the options -> faster)(same click but less cross)
            └─ Protein or Vegie /
                └─ Chicken
                └─ Steak
                └─ Plant Based
                    └─ ...
            └─ Rice/
                └─ White Rice
                    └─ ...
            └─ Beans/
                └─ Black Beans
                    └─ ...
            └─ Top Thing Off/
                └─ Sour cream
                └─ cheese
                └─ Romaine lecture
                    └─ ...
            └─ Option/
                └─ Double wrap
            └─ Side/
                └─ Totilaon the side
                └─ Chip
                └─ Guacamole
                    └─ ...
            └─ Drink/
                └─ ...
    └─ Burito Bowl/
        └─ ...
    └─ Lifestyle Bowl/
        └─ ...
    └─ Salad/
        └─ ...
    └─ ...
```

2. Evaluation:

Expected:

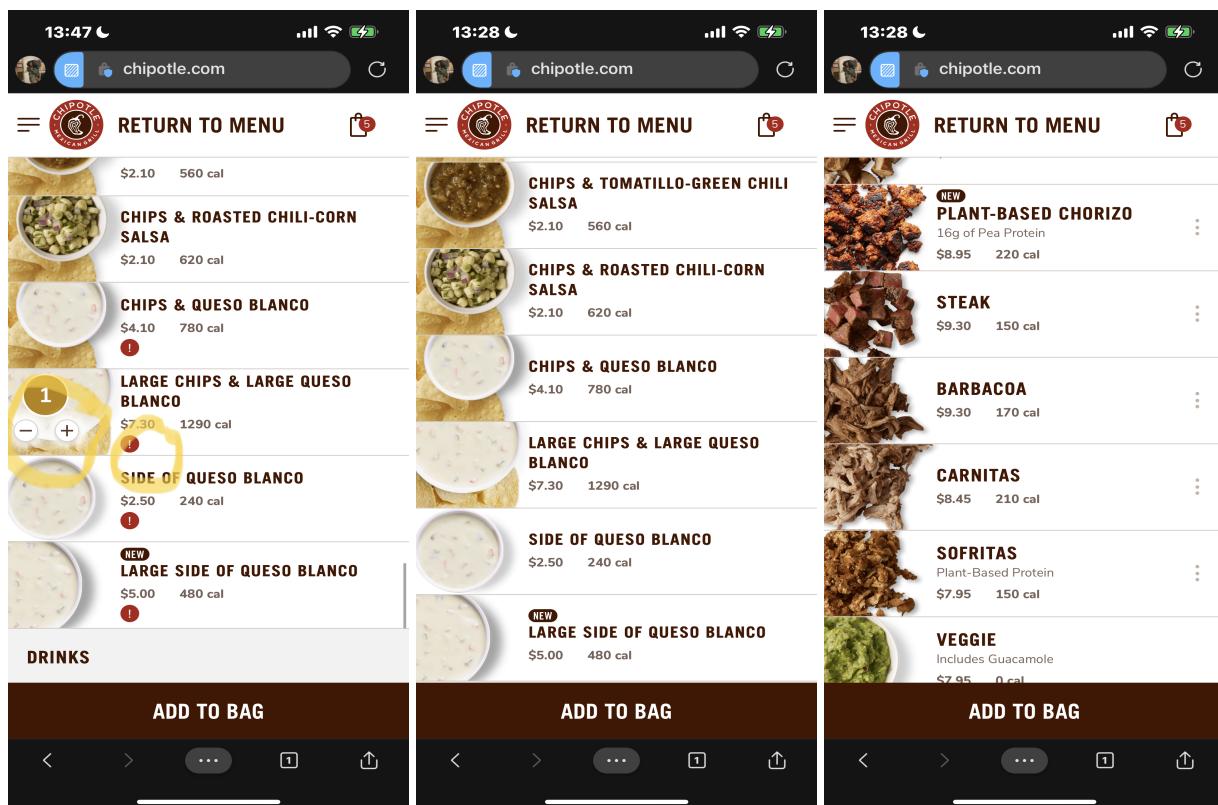
- + Food Picture is responsive and easy to choose from
- + Enter a meal name is a good idea: we only need to change 1 meal and complete in a few click
- + Refreshing clear all the form as expected
- + Not process to the next page unless choose the main dish (meat, bean, rice...) -> Good exception handling
- + Option (Remove - Edit - Duplicate) is nice to have
- + Hyperlink work as expected

Need Improve:

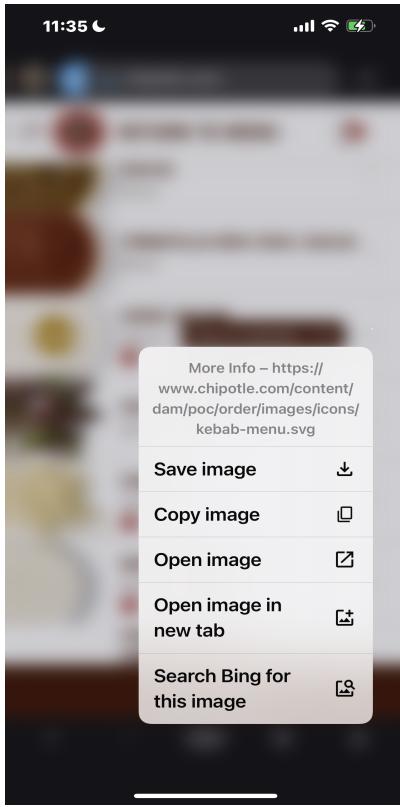
- The click to customize button need more responsive. Accidentally click on that can cause a pop up menu
- The (-) button need more responsive
- The option for food is way too long -> need cut short (e.g. hidden menu)
- Check out need more pop (stay in the bottom and dark theme)

- The menu overview:

- The (-) button need more responsive: (+) is easy to click on, but (-) has to do many time for 1 click



- The click to customize button need more responsive. Accidentally click on that can cause a pop up menu



- Check out need more pop (stay in the bottom and dark theme)

11:49 11:49

chipotle.com

PICKUP FROM
6175 Lima Rd

MAKE IT A GROUP ORDER

Steak Burrito \$12.05

Steak (½), Carnitas (½), Guacamole (\$2.50), Fajita Veggies, Fresh Tomato Salsa, Tomatillo-Red Chili Salsa, Sour Cream, Romaine Lettuce, and Double Wrap with Tortilla (\$0.25)

Chips & Guacamole \$4.10

[REMOVE](#) [EDIT](#) [DUPLICATE](#)

bean \$9.30

Steak Salad \$9.30

Steak (½), Barbacoa (½), Fresh Tomato Salsa, Roasted Chili-Corn Salsa, Cheese, Chipotle-Honey Vinaigrette, and Brown Rice

[REMOVE](#) [EDIT](#) [DUPLICATE](#)

bin \$13.10

CHECKOUT

The Check Out Page:

- Evaluation

Expected:

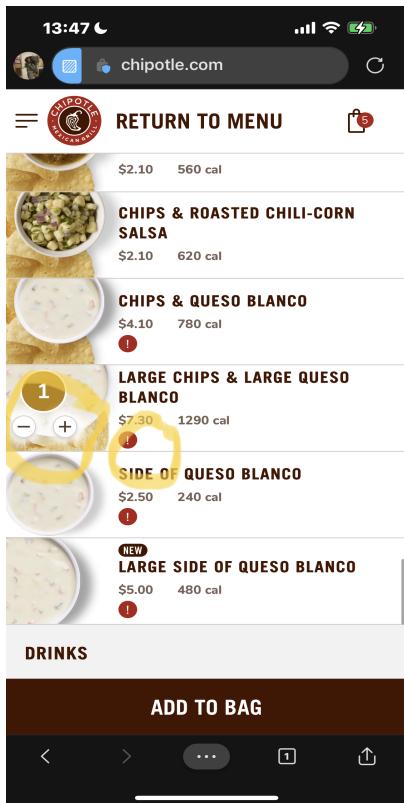
- + Has the option to change pickup location
- + Users can choose the pickup time until user want to pickup (within day) -> flexible
- + Guess Check out, so do not force user to sign in or register

Need Improve:

- Credit Card is the only payment option (should add more: Paypal (1 click check out))
- Submit button need more clear

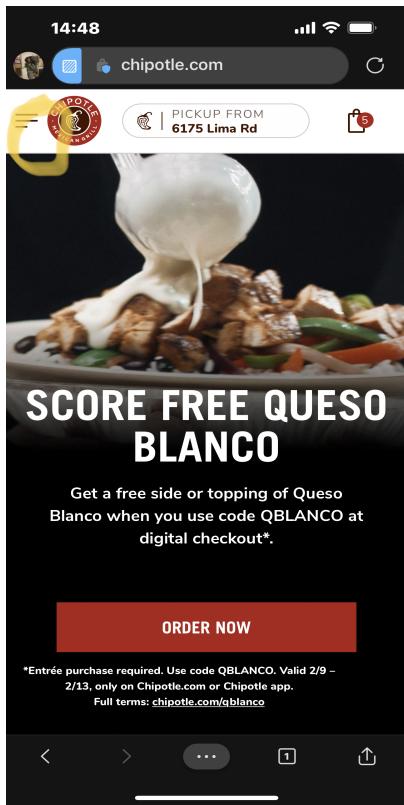
Task 2:

- Jakob's Ten Usability Heuristics ### Visibility of System Status:
- application show what user need to go next in a few steps ✓ ### Match between System and Real World
- The (-) button need more responsive: the (+) is easy to click on, the (-) has to do try many time for 1 click



User control and freedom.

- Navigation Drop down menu is not responsible, make user annoy when trying to navigate (not fully control)



Consistency and standards.

- Design and font is consistent ✓

Error prevention.

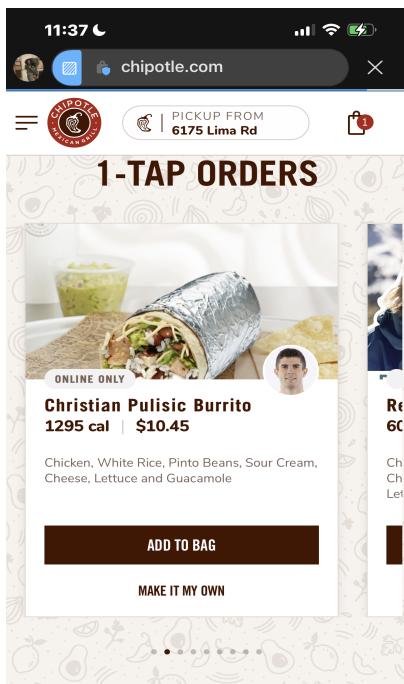
- Application show messages and also prevent user make mistakes (e.g. when user forgot to choose a main dish from the options. Application will prevent user from processing the next steps. Even though users do not want something, they have to choose no.) ✓

Recognition rather than recall.

- The user should not have to remember information from one part of the interface to another ✓

Flexibility and efficiency of use.

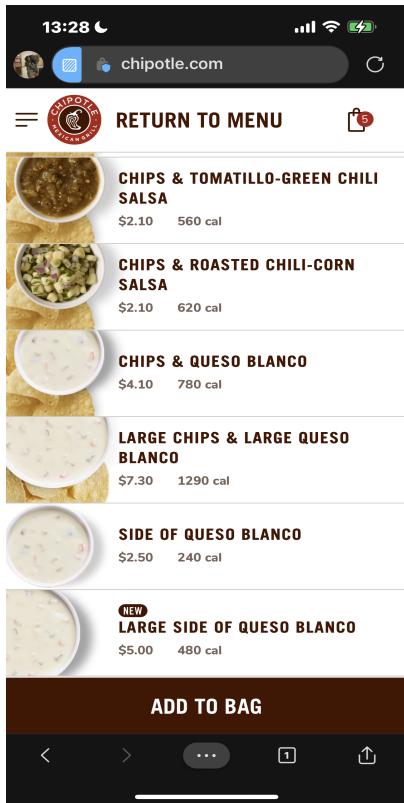
- 1 Tab-Order Section:
 - Scrolling is not smooth
 - Useful but set in the bottom of the mobile app.
 - User will not pay attention to the exist of this feature -> they don't know they can make short cut and check out faster



- The (-) and (+) button should be bigger

Aesthetic and minimalist design.

- The option for food is way too long -> need cut short(e.g. hidden menu)



Recognize, diagnose, recover from errors.

- Error messages is expressed in plain languages, and suggest a solution ✓

Help and documentation.

- All Help and documentation work as expected ✓