

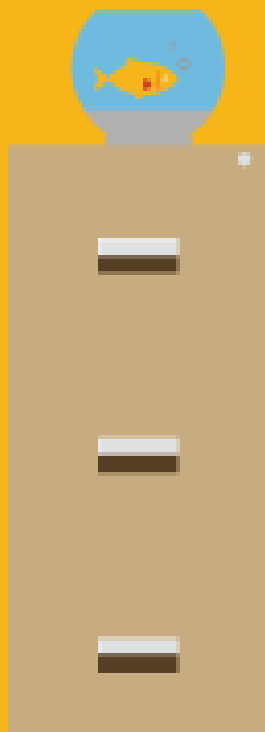


# Einstein Bros Bagels Mobile App User Experience Survey

Welcome to the seamless and savory world of the Einstein Bros Bagels mobile app, where convenience meets culinary delight. With intuitive features, exclusive promotions, and loyalty rewards, the Einstein Bros Bagels mobile app is not just a tool; it's your passport to a delightful journey of flavor, designed to elevate every bite, every day. Indulge in the extraordinary, one tap at a time.

This elicitation form aims to gather comprehensive feedback on the user experience of the Einstein Bros Bagels mobile app for food orders. The carefully crafted questions cover a spectrum of topics, including user frequency, preferences, challenges faced, and suggestions for improvements. The form seeks to understand users' perceptions of the app's features, overall ordering experience, and the role of promotions and loyalty rewards in their decision-making. The diverse range of questions ensures a holistic understanding of user interactions with the app.

\* Required



1

How frequently do you use the Einstein Bros Bagels mobile app for food orders? \*

- ☐ Daily
- ☐ 2-3 times a week
- ☐ Once a week
- ☐ 2-3 times a month
- ☐ Rarely or never

2

Are there any specific menu items or categories you frequently order from?



- ☐ Bagels
- ☐ Sandwiches
- ☐ Coffee and beverages
- ☐ Salads
- ☐ Desserts

3

Do you typically customize your orders (e.g., special requests, modifications)? \*

- ☐ Yes, always
- ☐ Yes, occasionally
- ☐ No, rarely
- ☐ No, never

4

What features do you find most appealing or user-friendly in the current app?

- ☐ Quick and easy menu navigation
- ☐ Customization options for orders
- ☐ Secure and convenient payment methods
- ☐ Order history and reordering functionality
- ☐ Promotions and discounts
- ☐ Loyalty program benefits

5

How do you prefer to pay for your orders? (e.g., credit card, mobile payment, loyalty points)

\*



- ☐ Credit card
- ☐ Debit card
- ☐ Mobile payment (e.g., Apple Pay, Google Pay)
- ☐ Loyalty points
- ☐ Other

6

What role does promotional offers, discounts, or loyalty rewards play in your decision to order from Einstein Bros Bagels?

\*

**BUY 1 GET 1  
EGG SANDWICH  
FREE**

Good for one egg sandwich with purchase of one egg sandwich. Discount is applied to lowest priced sandwich. Includes egg sandwiches, eggwhite sandwiches, egg wraps and egg paninis. Nova Lox & Bagel, bagels & toppings not included. Limit one coupon per person. Valid at participating Einstein Bros.® locations only. Not valid at licensed locations such as locations in airports, hospitals and universities. This offer cannot be combined with other special offers or promotions and is not valid for past purchases or orders. Cash redemption 1/20 of one cent. Applicable taxes paid by bearer.



- ☐ Major influence
- ☐ Moderate influence
- ☐ Minor influence
- ☐ No influence

7

How would you describe the delivery service if you've used it? (speed, accuracy, condition of the food upon arrival) \*

- ☐ Very fast and accurate
- ☐ Generally fast and accurate
- ☐ Average speed and accuracy
- ☐ Slow but accurate
- ☐ Slow and inaccurate

8

How would you rate the overall ordering experience on the app, considering factors like navigation, speed, and ease of use?

1 Star = Poor

5 Stars = Average

10 Stars = Excellent \*



9

On a scale of 1 to 10, how likely are you to recommend the app to a friend or colleague?

1 Like = Not likely

5 Likes = Neutral

10 Likes = Very likely \*



10

What improvements or additional features would you like to see in the Einstein Bros Bagels mobile app? \*

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Improved search functionality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-app promotions and discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhanced customization options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faster order processing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integration with loyalty programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



11

Are you a member of the Einstein Bros Bagels loyalty program? If yes, what benefits do you find most valuable? If no, what would encourage you to join?

12

Do you have any other suggestions for enhancing our services?

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