



**Sending CARE to Others**

**USER RESEARCH**

# OBJECTIVE

---

Our priority for this project is to create a functioning extension of the Chick-fil-A (CFA) delivery where users can “send Care to others,” otherwise known as gifting CFA to friends and family through delivery. We conducted research to help us learn more about the current CFA user’s habits when it comes to ordering delivery and gifting delivery products to other people. We also aimed to determine what might prevent people from using this feature which will help inform new developments of the feature.

We developed a survey that was sent out to current CFA customers to identify what their current habits are. Based on our survey results, we reached out to several respondents and conducted interviews to give them the opportunity to elaborate on survey questions and help us identify areas of improvement for the product we are developing.

By conducting initial user research, we hope to have a better understanding of where we might need to improve our product before we progress further in the project. With the knowledge we’ve gained from this round of research, we have identified aspects where we may need to pivot our initial ideas as well as additional components we should add to our product.

# RESEARCH METHOD

---

We began our research by requesting current data from Shane Todd’s CFA franchises. The data Elizabeth sent us helped give us a better idea of Athens’ current customer habits. From the data she shared, we learned that the overall delivery transaction count from the restaurants on Barnett Shoals, Beechwood, and Downtown equal about 15% of total transactions. The Barnett Shoals location receives the most delivery transactions than the other two locations with about 20% of total transactions equalling delivery. After considering this data, we developed a survey that Elizabeth shared with customers through the Chick-fil-A newsletter. We also shared the survey with our friends and family to gather a wider geographic sample.



# SURVEY QUESTIONS

---

The first section of survey questions asks about demographics, including age, gender, and location. The next section considers the respondent's enjoyment of Chick-fil-A, including how much they like it and how often they eat there.

## Chick-fil-A Mobile Gifting Survey

Do you enjoy Chick-fil-A?

Not at all      ☐      ☐      ☐      ☐      ☐      Absolutely Love  
1                      2                      3                      4                      5

How often do you eat Chick-fil-A?

- Not at all
- A few times per year
- Once per month
- Once per week
- Multiple times a week

Have you used the Chick-fil-A mobile app to order food from

- Yes
- No

If yes, how have you ordered? (Select all)

- ☐ Dine-in
- ☐ Drive-thru
- ☐ Curbside Pickup
- ☐ Chick-fil-A Delivery
- ☐ DoorDash
- ☐ Other: \_\_\_\_\_



**How often do you use food delivery services?**

- Not at all
- A few times per year
- Once per month
- Once per week
- Multiple times a week

**Have you heard about Chick-fil-A Delivery?**

(If you live within a restaurant's delivery radius, you can have your food delivered by a local Chick-fil-A Team Member.)

- Yes
- No

**If yes, where have you heard about it?**

- Social Media
- In app
- Friends/Family
- Other: \_\_\_\_\_

**Have you ever used a gifting service that sends items, such as cards, sweet treats, flowers, etc.?**

- Yes
- No

**What factors have prevented you from using a gifting service in the past? (Select all)**

- ☐ Not enough options
- ☐ Too expensive
- ☐ Difficult to order
- ☐ Takes too long



## SENDING TO OTHERS

Have you ever purchased a Chick-fil-A gift card for someone?

- Yes
- No

For what occasion are you mostly likely to gift a meal?

- ☐ Birthday
- ☐ Thank you gift
- ☐ Holiday (Valentine's Day, etc.)
- ☐ Get better soon/Sympathy
- ☐ Milestone (Graduation, Anniversary, etc.)
- ☐ Other: \_\_\_\_\_

If Chick-fil-A were to offer a gift delivery option, what options would you be interested in sending in addition to your meal?

- ☐ Bouquet of flowers
- ☐ Handwritten card
- ☐ Chick-fil-A merchandise
- ☐ None of the above
- ☐ Other: \_\_\_\_\_

Additionally, we asked if the responders would like be contacted for a follow up interview.



# INTERVIEWS

---

We conducted five 10-15 minute interviews over the phone. We made sure our interviewees were diverse in age and gender. Interview topics included questions about food delivery services, gift delivery services, their feelings surrounding the two, branding, and user experience. Below you will find a highlight of a handful of our interviewees along with useful feedback we received from each of them.

## Ann Honoites, 52, Female, Athens, GA

Ann responded in the survey that she eats Chick-fil-A multiple times a week and uses the mobile app. She orders CFA delivery, but she does not use other delivery apps. Also, she has sent a gift delivery, but she is unlikely to use them because she believes they're too expensive.

During the interview, Ann mentioned that she does not use food delivery much because she likes her food hot and usually receives room temperature or cold food from delivery. However, she does use CFA delivery because she trusts the restaurant. She said she loves the Chick-fil-A mobile app and has nothing she would change about it. She stated that it's easy to use, and her husband can quickly pick it up when she orders takeout. If she could send Chick-fil-A to her friends, she would most likely use it for birthdays, special occasions, graduation, and to cheer someone up. She also mentioned that she would prefer to send someone a gift card instead of a meal because she wouldn't know if they already had eaten. She would have to ask them if they had eaten and what they would like to eat, which she thinks would be more difficult than sending a gift card.

“

If you're thinking about gift giving, I like that idea a lot. It's really convenient to be able to say 'Hey, I'm gonna send you some Chick-fil-A.' I think that's a great idea.  
I mean, who doesn't like getting Chick-fil-A?

”



## Marvin Brown, 20, Male, Athens, GA

Marvin rarely uses food delivery due to their expensive markups. He has used Chick-fil-A delivery a few times, but he would be more likely to use it if the delivery order was free. During the interview, he stated that he thinks the CFA app is great, and he loves the UI and ease of it. He has never used a gift delivery service before. When it comes to gifting, he usually will just buy people gift cards to a store or restaurant they like. He typically gives gift cards to people who he doesn't know what to get for, but he prefers to pick out an actual gift for someone. He stated that there's nothing that could incentivize him to use a gift delivery service, but if Chick-fil-A had one, he thinks having the opportunity would be great.

“

If it's a birthday, I'm just, you know, not really caring about the \$5 it takes [for delivery], but if it's just like, sending somebody food, I'm probably going to think about the five bucks. I'd rather just go pick it up myself and bring it to him.

”

## Meghan Armstrong, 31, Female, Athens, GA

Meghan uses several different food delivery services, but her favorite is Chick-fil-A Delivery. She prefers them because she knows several employees at the CFA near her, and she likes to be able to support a business that she trusts. During her interview, Meghan stated that has used gift delivery services a few times as well. She has sent cookies, artisan items, and paintings as a gift to friends and family. She likes gift delivery because it can be more convenient for other people's schedules. She has a flexible work schedule, but she has found that other people might find it more bothersome for her to stop by and drop off a gift. She stated that both sending a gift card through the app as well as sending care packages would be great. She would be able to send gift cards to people she doesn't know well and care packages as a more meaningful gift. If someone sent her a Chick-fil-A care package, she would think, "Wow, you really know me" because she loves the food chain.

“

Usually, what I have found is that it's [gift delivery] just more convenient for the schedules of people.

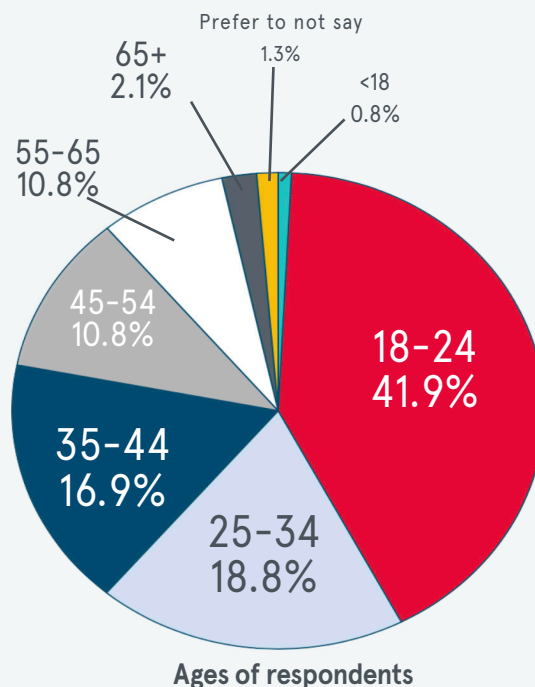
”



# SURVEY RESPONSES

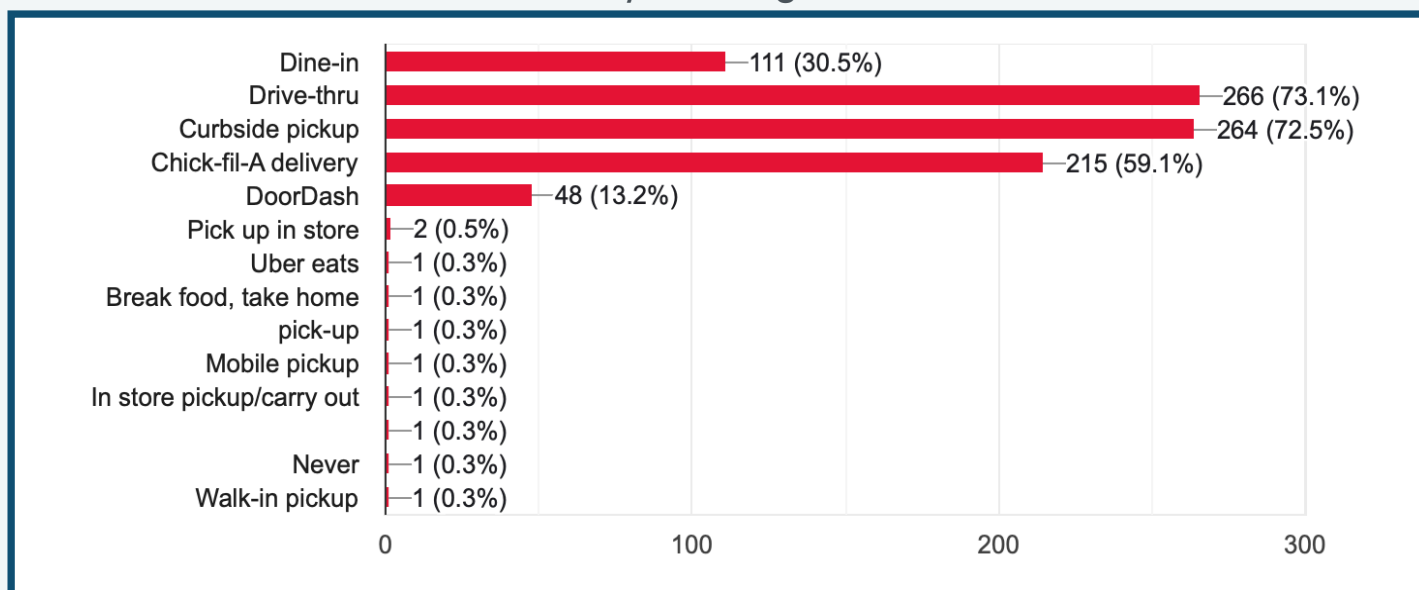
## DEMOGRAPHICS

As of Tuesday, February 21, we received 370 responses on the survey. Of those respondents, around 41.9% were 18-24, 18.6% were 25-34, 16.8% were 35-44, 10.8% were 45-54, 7.6% were 55-64, and 2.2% were 65 or older. A majority of respondents were female with only 30% male. Finally, most of our respondents were from Georgia, particularly the Athens area.



## CHICK-FIL-A ORDERING:

Most of the respondents eat at CFA either multiple times per month, once per week, or multiple times per week. A large majority also have used the Chick-fil-A mobile app. The following chart shows how they normally order, indicating that most people use drive-thru and pickup with CFA delivery coming in third.

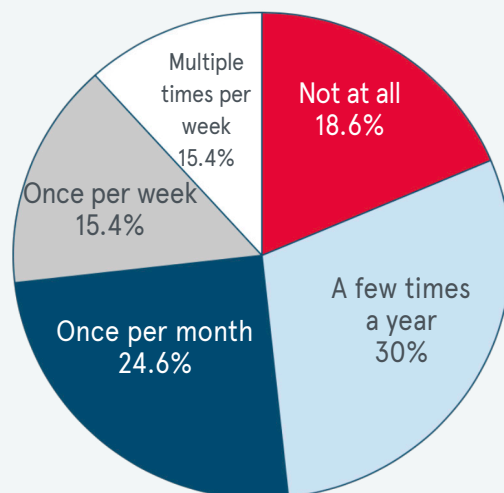




## DELIVERY SERVICES

The respondents' use of food delivery services was pretty evenly distributed with more people selecting a few times per year. This response suggests that most people only use delivery at most once per month or a few times per year. Meanwhile, 92.4% of respondents have heard of Chick-fil-A delivery, mostly through the app.

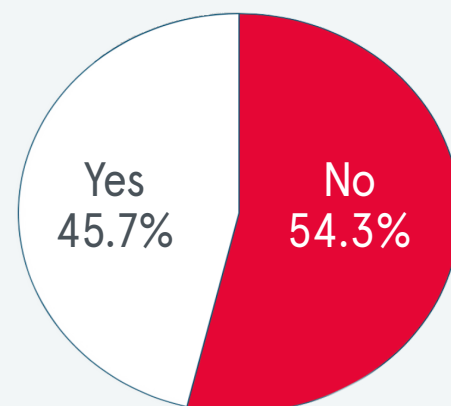
How often do you use delivery services?



## GIFTING SERVICES

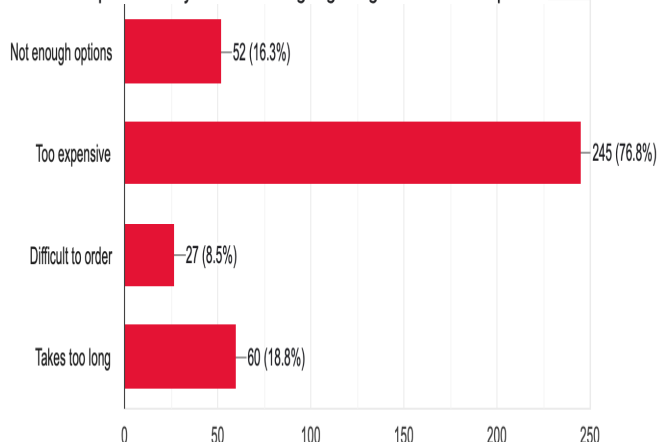
Majority of respondents said they have never used a gifting service before, however the answer is almost split between "yes" and "No".

Have you ever used a gifting service?

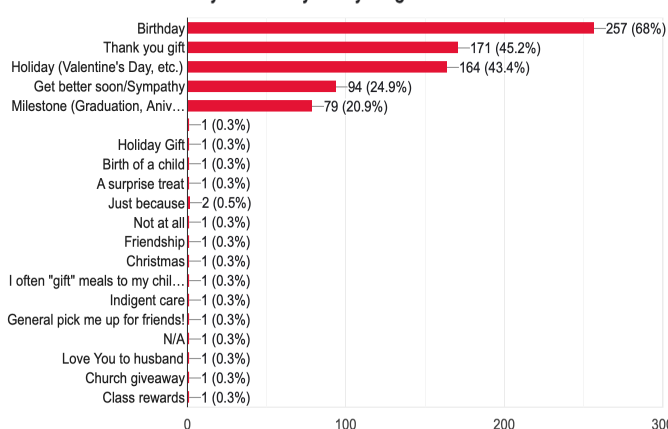


Most informative is that many respondents said gifting services are too expensive with "takes too long" coming in second. The survey also indicated that most people would be interested in sending a delivery gift for a birthday, a thank you gift, or a holiday.

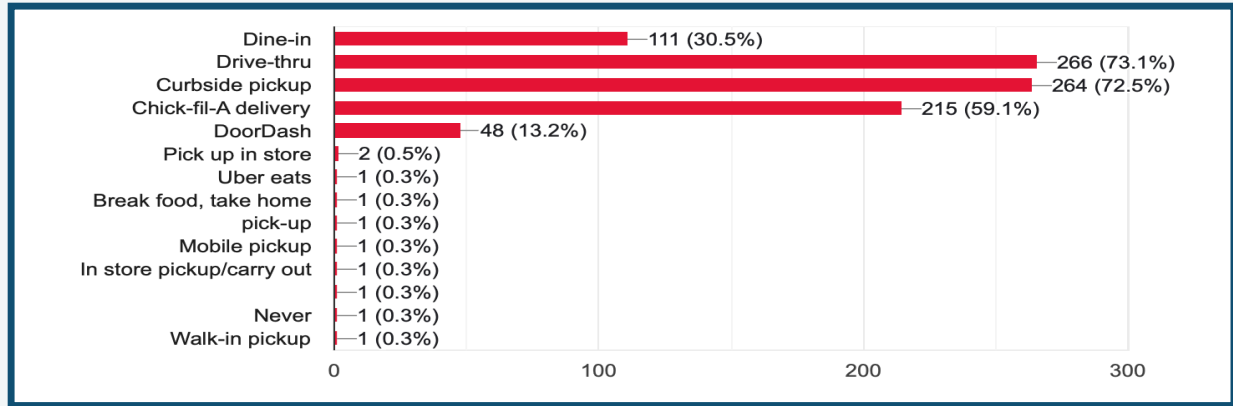
What factors have prevented you from using a gifting service in the past?



For what occasion are you mostly likely to gift a meal?



We were also interested in what Chick-fil-A customers would like to see in addition to a meal. Most respondents said a bouquet of flowers, handwritten notes, and CFA merchandise. The written responses gave us a variety of answers including balloons, a cookie, chocolates, and rewards with one person stating they probably wouldn't use this feature.



## OBSERVATIONS

Based on the feedback and research we have analyzed, we have gathered some overall insights. First, we believe one of the biggest challenges in getting customers to participate in Chick-fil-A gift delivery is making the extra price for delivery worth it as well as making the experience efficient and unique.

Many of the interviewees suggested brand loyalty is a big part of Chick-fil-A's appeal. The customers trust CFA, so they're more likely to order something from them since they may know people who work there and are confident they'll receive a good product. Most customers we spoke to also had no complaints when it came to Chick-fil-A's mobile app usability. We think this product would especially stand out to loyal CFA customers as long as we advertise it sufficiently and make the price acceptable.

Although many people avoid doing gift deliveries because of the price, one person from our interview said they're more likely to splurge for a birthday gift. Assuming the pre-made gift sets and meal delivery costs aren't too expensive, I think people will be willing to pay a bit extra. Additionally, convenience is a big plus for gift deliveries. Allowing the recipient to select what day and time they want the delivery would be a huge advantage.

Some customers also suggested special packaging that keeps the food warm and organized and shows the food hasn't been tampered with. After considering the survey results, we decided a worthwhile use of time would be to design some potential packaging for gift delivery. It will still have to stay on-brand for CFA, but if it's convenient, creative, logical, and clever, we think that will help this product stand out.

Finally, many respondents seemed interested in being able to send gift cards to friends through the app as an alternative option to gift deliveries.



# FUTURE RESEARCH

Moving forward, we will continue to conduct research about potential packaging for the delivery product. We will work on finding more ways to make customers decide the extra money is worth spending, and we plan to ensure that every step is convenient, accessible, and pleasant to use. It will be useful in the future to speak to a group of customers again when we have a more fleshed out product to show them and receive feedback on.

