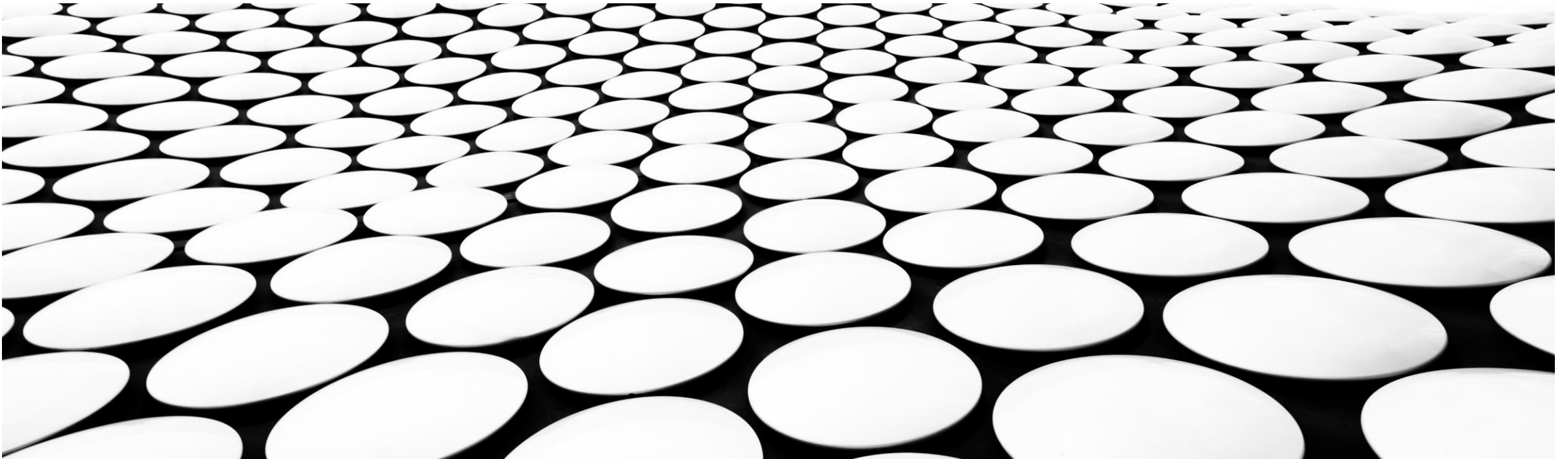
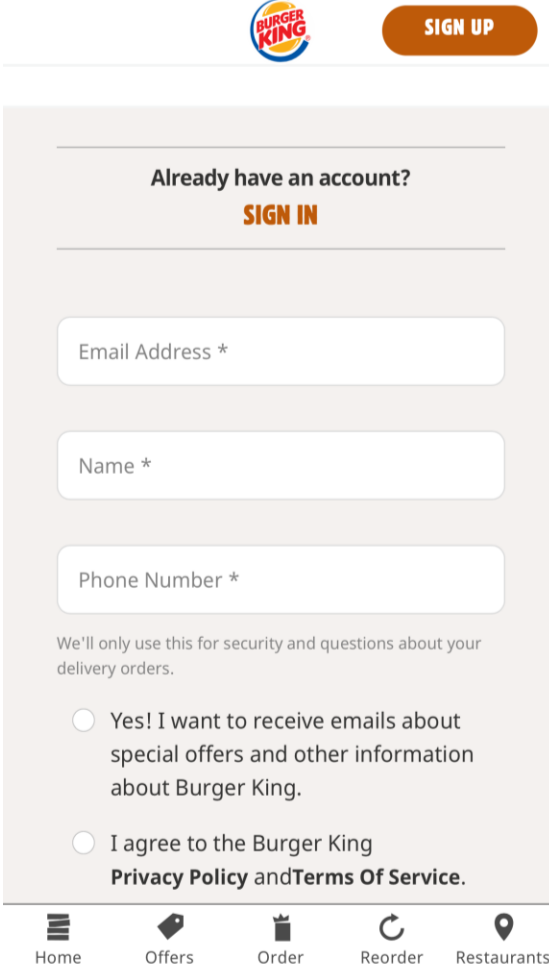

WEBSITE OR APP HEURISTIC EVALUATION BURGER KING APP

EVAN TORGERSON, YER LOR



NO GIVEN CUES

- There are no given cues inside the "Phone Number" box. Instead, they could add the format for placeholders.



The image shows a mobile app interface for Burger King. At the top, there is a navigation bar with the Burger King logo on the left and a "SIGN UP" button on the right. Below the navigation bar, there is a section for existing users with the text "Already have an account?" and a "SIGN IN" button. Below this, there are three input fields: "Email Address *", "Name *", and "Phone Number *". Below the "Phone Number *" field, there is a line of text: "We'll only use this for security and questions about your delivery orders." Below this text, there are two radio button options: "Yes! I want to receive emails about special offers and other information about Burger King." and "I agree to the Burger King Privacy Policy and Terms Of Service." At the bottom of the screen, there is a navigation bar with five icons: a hamburger menu icon labeled "Home", a crown icon labeled "Offers", a shopping cart icon labeled "Order", a circular arrow icon labeled "Reorder", and a location pin icon labeled "Restaurants".

BURGER KING SIGN UP

Already have an account?
SIGN IN

Email Address *

Name *

Phone Number *

We'll only use this for security and questions about your delivery orders.

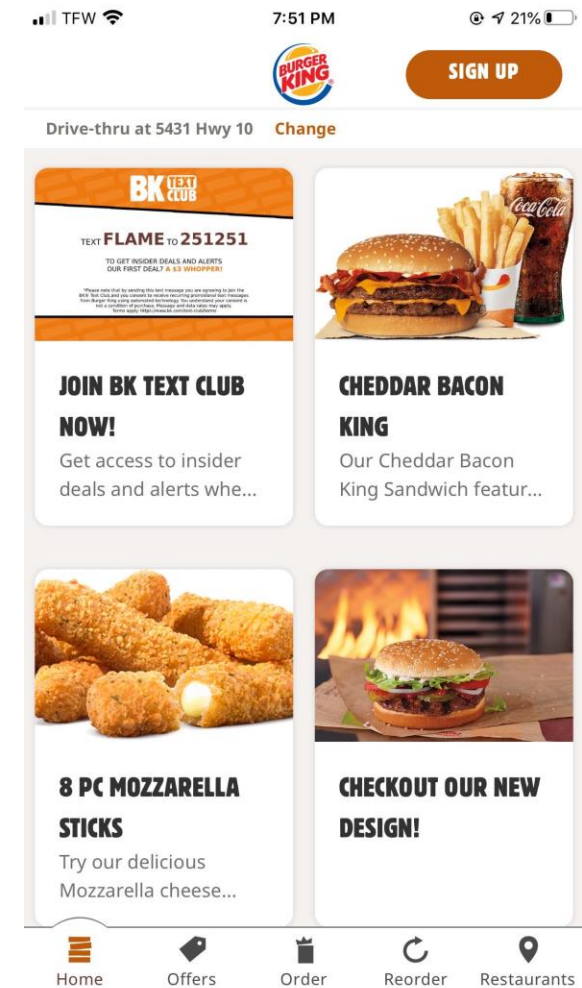
☐ Yes! I want to receive emails about special offers and other information about Burger King.

☐ I agree to the Burger King **Privacy Policy** and **Terms Of Service**.

Home Offers Order Reorder Restaurants

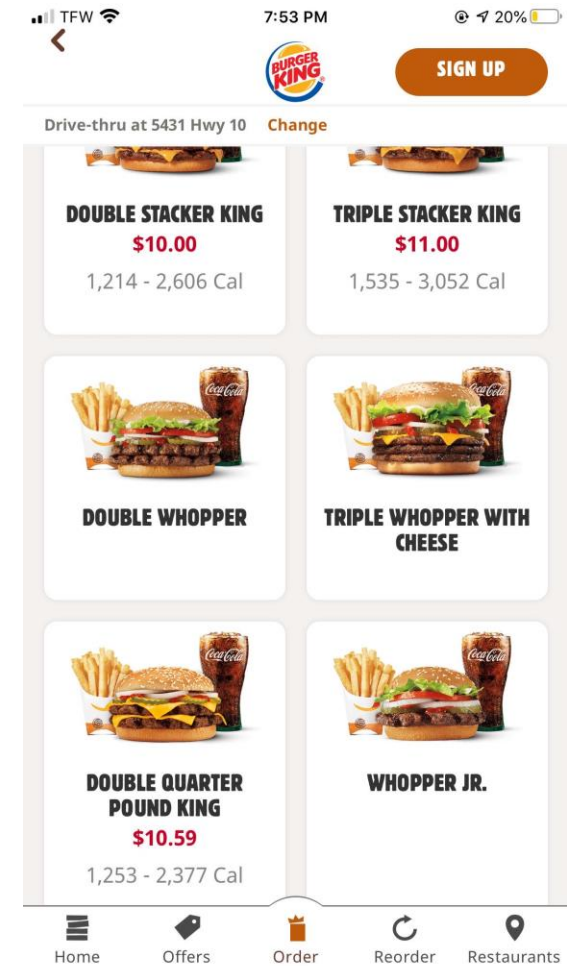
SMALL FONTS

- The font inside the "Join BK Text Club" is too small.
Small fonts make it harder to read.



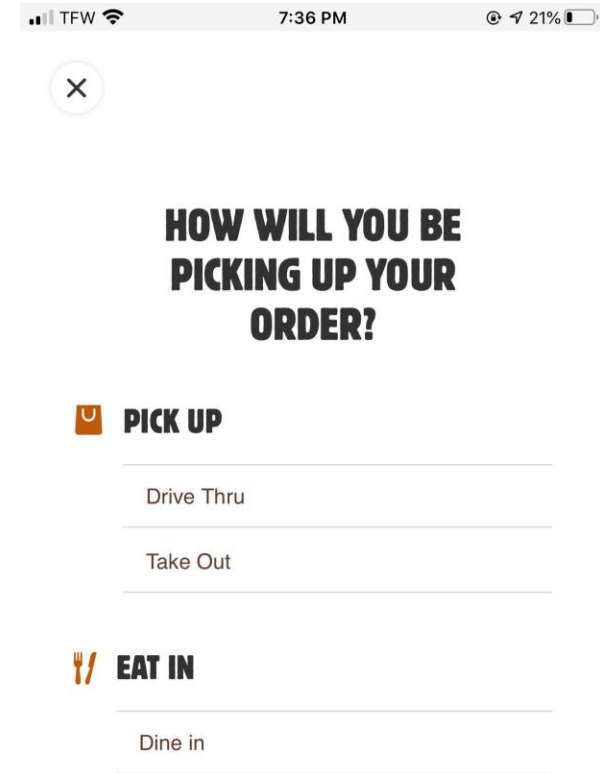
INCONSISTENCY – PRICING / CALORIES

- The prices for each item is not consistent. Most menu items have their prices in red where other have not prices at all. Same goes with the calories listed under each item.




INCONSISTENCY – FORM LABELS

- The label under "EAT IN" is not consistent with the labels under "PICK UP." PICK UP uses Title Case whereas EAT IN used Sentence case. They should be consistent with using Title Case all around the app since other places use Title Case.




The screenshot shows a mobile app interface with a status bar at the top displaying 'TFW', signal strength, Wi-Fi, time '7:36 PM', and battery level '21%'. Below the status bar is a close button (X in a circle). The main heading is 'HOW WILL YOU BE PICKING UP YOUR ORDER?'. There are two sections: 'PICK UP' with a brown bag icon and 'EAT IN' with a fork and knife icon. Each section has a list of options with horizontal lines for selection.

HOW WILL YOU BE PICKING UP YOUR ORDER?

 **PICK UP**

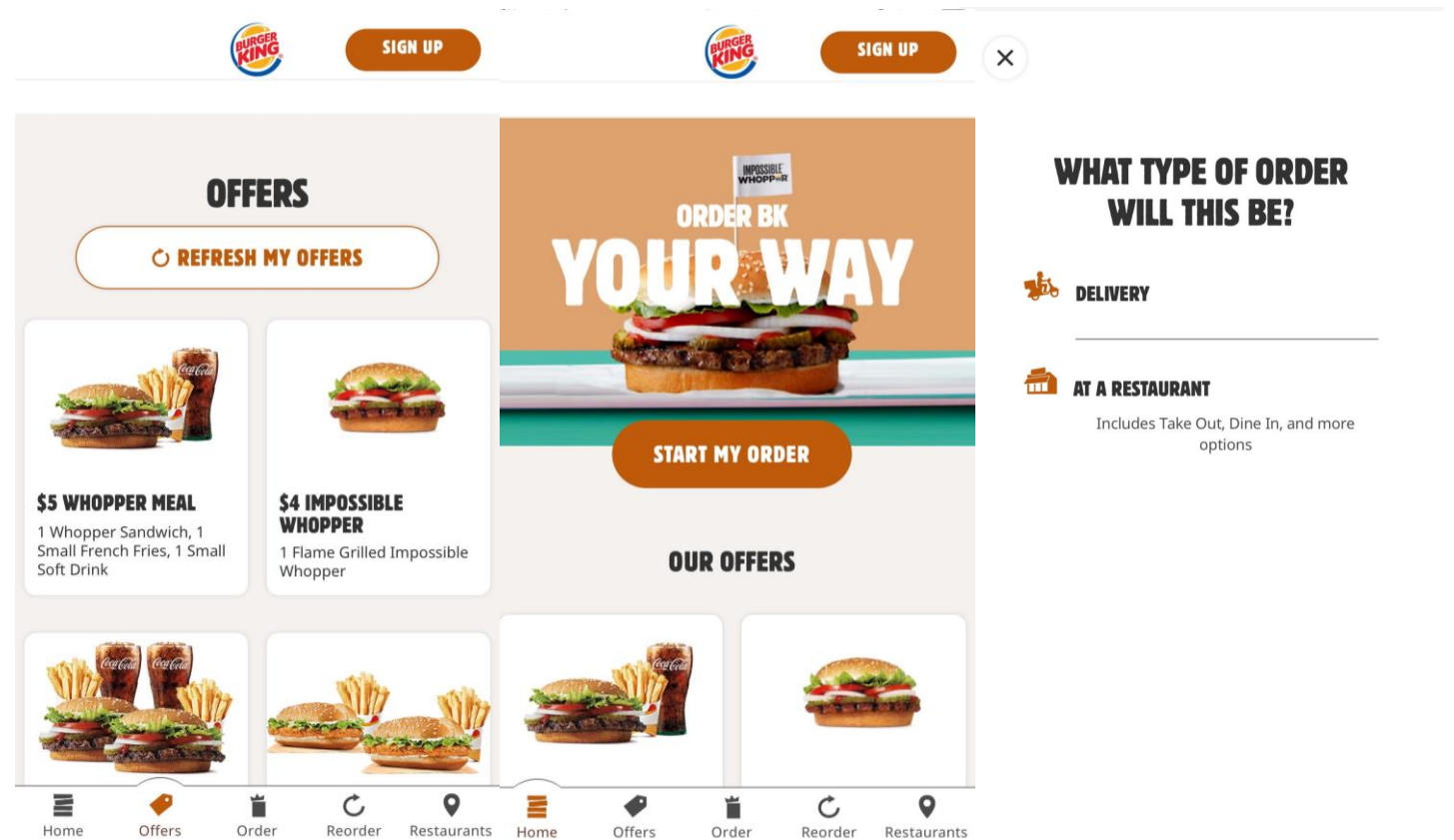
- Drive Thru
- Take Out

 **EAT IN**

- Dine in

INCONSISTENCY – BUTTONS

- The buttons across the interface are not consistent. Most of them are colored in with white text. The last image does not indicate that they're buttons at all, instead the user would just have to know that they need to press on it.



FIELD VALIDATION

- Each field wasn't validated until the end of the form where the user has to continue onto the next page.

Under the Email Address error, the form did not provide how to fix the problem, other than saying it wasn't a valid email.

The image displays two side-by-side screenshots of the Burger King mobile app's sign-in/sign-up screen. Both screens show the Burger King logo at the top, a location bar indicating 'Dine in at 1617 Schofield Ave' with a 'Change' link, and a 'SIGN UP' button. The left screen is for signing in, with the text 'Already have an account? SIGN IN'. It features three input fields: 'Email Address *' (containing 'hello'), 'Name *' (containing 'Hello'), and 'Phone Number *' (containing 'Hello'). Below these fields is a note: 'We'll only use this for security and questions about your delivery orders.' and two radio buttons: 'Yes! I want to receive emails about special offers and other information about Burger King.' and 'I agree to the Burger King Privacy Policy and Terms Of Service. You must agree to the privacy policy and terms of service before signing up.' The right screen is for signing up, with the text 'Already have an account? SIGN IN'. It features the same three input fields. The 'Email Address *' field has a red error message: 'That doesn't look like a valid email.' The 'Phone Number *' field has a red error message: 'Not a valid phone number format ex: 888-888-8888'. Below these fields is the same note and radio buttons as the left screen. A virtual keyboard is visible at the bottom of the right screen.

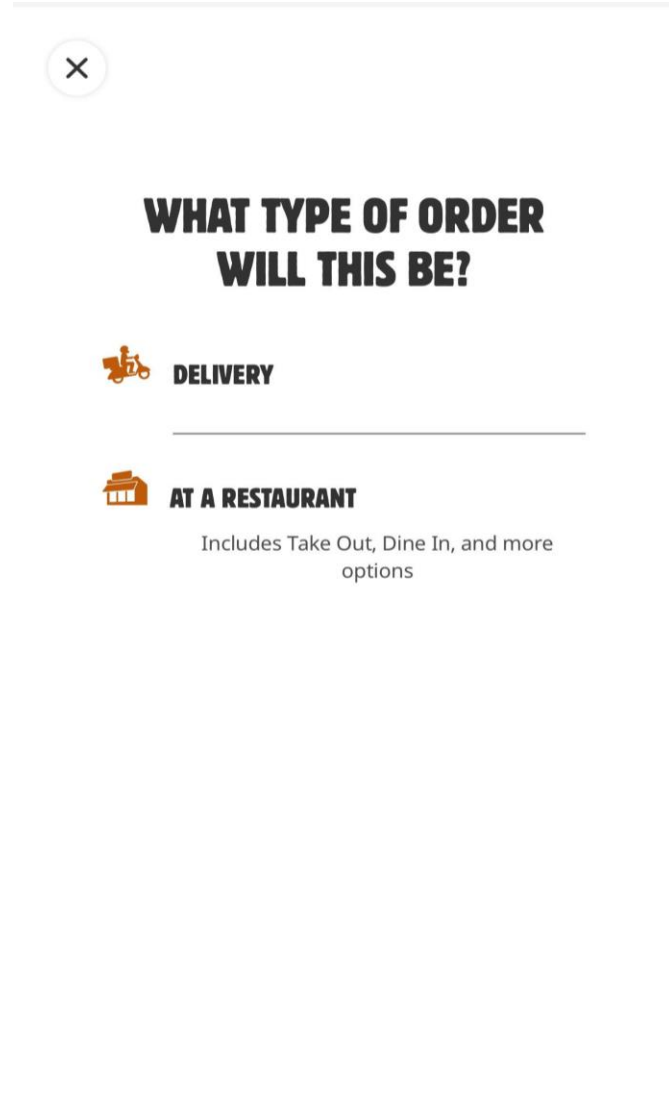
FONT

- The font on this offer at the bottom is way too small for any users to be able to read. It should be a bigger font.
- There isn't enough contrast between the background and the foreground making this more difficult to read



AFFORDANCES

- User's cannot tell that these are buttons or clickable unless they press on the words. There is no indication that "DELIVERY" or "AT A RESTAURANT" will take them to a new page on the app.



AFFORDANCES

- This also has poor affordances. It's hard to tell if "Drive Thru," "Take Out," and "Dine in" are buttons. It was a bit hard to hover over the text. Once it's hovered, then it shows in a gray background which indicated that it may be clickable.



×

HOW WILL YOU BE
PICKING UP YOUR
ORDER?

U

PICK UP

Drive Thru

Take Out

🍴

EAT IN

Dine in

COLOR

- Has a lot of red for the color. Would try to avoid this for the people that are Red-Green color blind and have a parnormality of red weakness.





COGNITIVE WALKTHROUGH

SCENARIO 1: ORDERING FROM THE OFFER'S MENU

- Type of User: College Student, Female.
- Scenario: Jackie wants to order from the Burger King application, Jackie is in a Burger King currently and she wants to order from the OFFERS option on the app.
- To start, Jackie must create an account in order to order from the offer's menu.
- She then must enter her email, her name, and then her phone number.
- She then must select agree to the terms and policies then click sign up.
- Jackie then must go to her email to validate that it is her actual email.
- After she does this, Jackie is then able to order from the application
- The app asks what type of order this will be, and Jackie wants this to be a restaurant order.
- The app offers you a coupon which you only get 15 minutes to use once you start your order.
- Jackie would then show this coupon to the cashier when she is in store.
- Jackie then decides that she wants to do a mobile order rather than a restaurant order.
- Jackie selects what kind of offer that she wants to order from the offer tab and decides on the 8.99 whopper meal for 2.
- She clicks on the offer and the app asks if she wants to customize her sandwich, which she does by adding more ketchup to each of the sandwiches.



SCENARIO 1: ORDERING FROM THE OFFER'S MENU (CONTINUED)

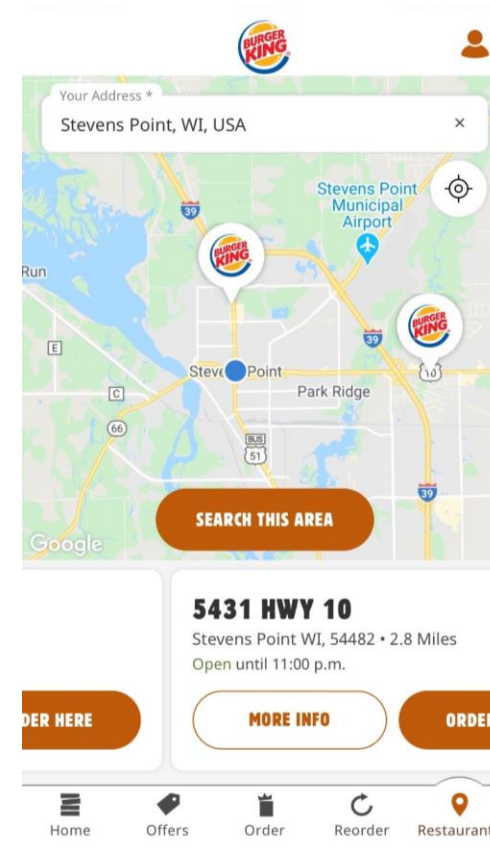
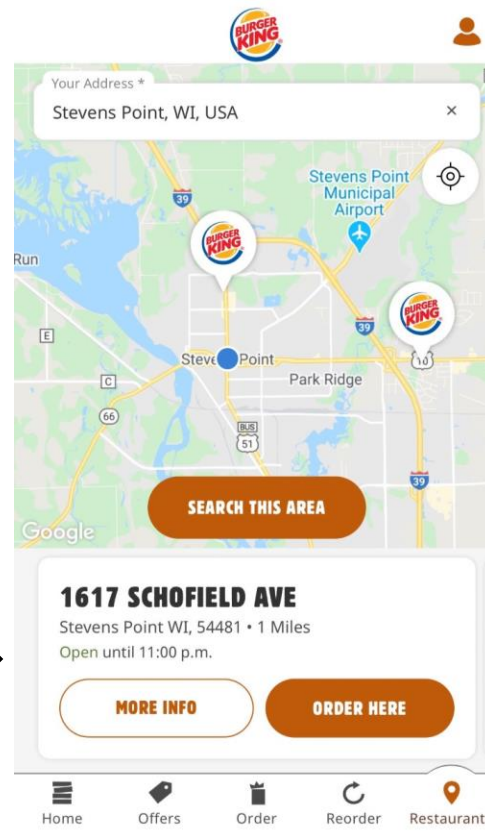
- Then the application asks what kind of sides she would like, she selects fries
- Next is the kind of drinks she would like; she decides to go with coca cola.
- After all of this, she then clicks the button at the bottom to add to cart
- She then goes to the bottom of the screen where she selects her cart where she can add in her payment method and pay for her meal
- The app will then process the order, and whichever store she selected to have make the order will then send her a notification when her order is ready, and she then can pick up her order in store

SCENARIO 2 – PLACING A TAKE OUT ORDER

- Type of User: College Student
- Scenario: Jackie would like to place a Take Out order on the Burkert King application. She would like to see which BK location is the closest to her dorm first since she is not familiar with the Stevens Point area. Jackie wants to order the food item from the TRENDING option on the home menu.
- She opens the app and presses on the Restaurants tab at the bottom right of the application.
- She enters in her address where she must select which BK location is closest to her by clicking on "ORDER HERE."
- Then she will have to select the "Take Out" option as how she'll be picking up her order.
- Next, she had to go back to the Home tab at the bottom where the TRENDING items were.
- Jackie will have to click on the Cheddar Bacon King item which brings her to a new page where she can customize the burger and add to her order.
- After adding the item to the cart, she was unable to locate her cart with that item. While searching for her cart, she realized that was located on the bottom right of the app.
- Next, she needs to sign up for an account and agree to the Privacy Policy and Terms of Service to complete the registration.
- After verifying her email, she can review her cart and enter in her card information and press continue to process the order.

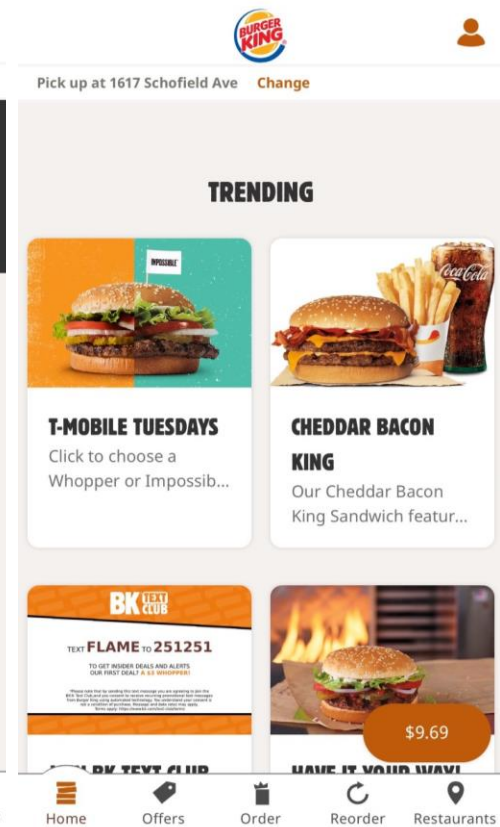
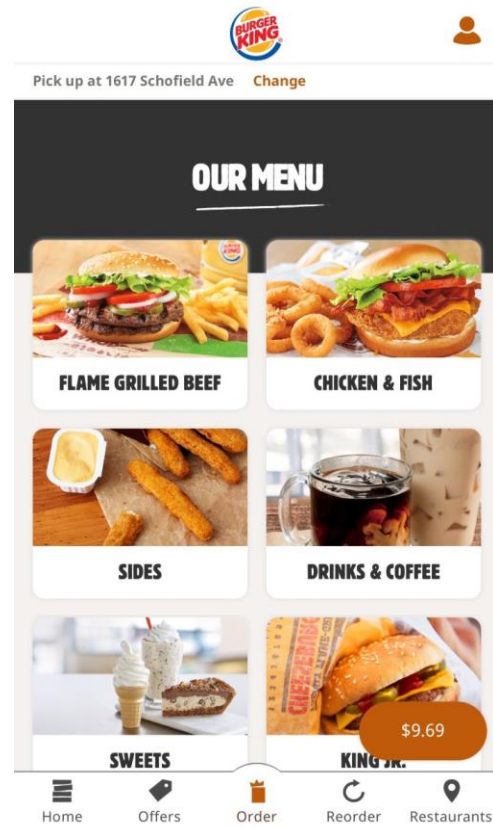
SCENARIO 2 – PLACING A TAKE OUT ORDER

She noticed that she couldn't swipe up to see the next location, instead she had to swipe left to view the location.



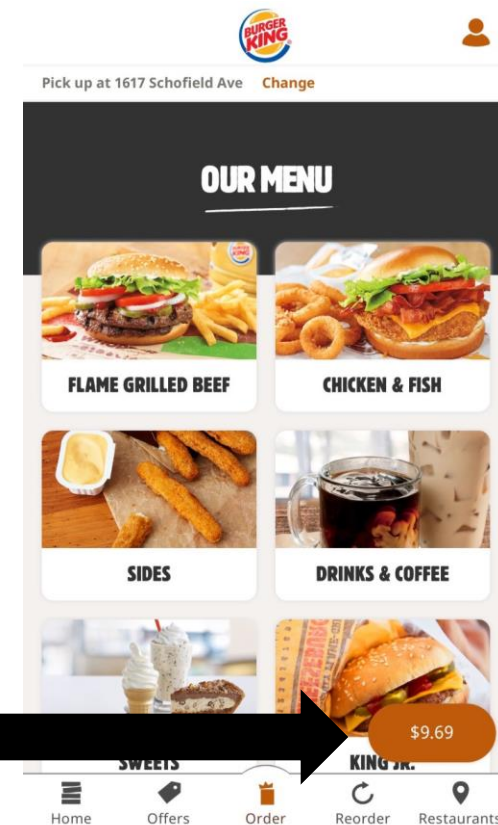
SCENARIO 2 – PLACING A TAKE OUT ORDER

She can't access the trending section from the "Order" tab and is worried in case the "Cheddar Bacon King" is no longer on there. Jackie had to navigate back to the Home tab to get that item.



SCENARIO 1 AND 2 – PLACING A TAKE OUT ORDER

It took awhile for Jackie to locate her order after adding the item to the cart. She then realized that the cart is located on the bottom right which was hard to distinguish if that was part of a menu item or the cart.



SCENARIO 1 AND 2 – PLACING A TAKE OUT ORDER

It appears that Jackie will have to create an account no matter what. She didn't want to sign up for an account but there is no option to sign in as guest.



The screenshot shows the Burger King app interface. At the top, there is a Burger King logo and a 'SIGN UP' button. Below the logo, it says 'Pick up at 1617 Schofield Ave' with a 'Change' link. The main heading is 'CREATE AN ACCOUNT TO GET STARTED'. Below this, there is a section 'Already have an account?' with a 'SIGN IN' button. The form contains three input fields: 'Email Address *', 'Name *', and 'Phone Number *'. Below the phone number field, there is a note: 'We'll only use this for security and questions about your delivery orders.' At the bottom of the form, there is a radio button option: 'Yes! I want to receive emails about special offers and other information about Burger King.' To the right of this option is a small orange button with the text '\$9.69'. At the very bottom of the screen is a navigation bar with five icons: Home, Offers, Order, Reorder, and Restaurants.

SCENARIO 1 AND 2 – PLACING A TAKE OUT ORDER

Jackie ran into an issue that with take out orders, she didn't have the option to pay in option and must enter her card to pay for the order.



Gmail

7:09 PM

17%

PICK UP ORDER

Calories will vary based on modifications made to item.
Product availability, prices, offers and discounts may vary from in-restaurant. BK printed coupons not valid on online orders.

2,000 calories a day is used for general nutrition advice, but calorie needs vary. [For additional nutrition information click here.](#)

Warning: ⚠ indicates that sodium (salt) content of this item is higher than the total daily recommended limit (2,300mg). High Sodium intake can increase blood pressure and risk of heart disease and stroke.

PAYMENT METHOD

Name on card *

Credit Card Number *

CVV *

MM/YY *

Street address *

Gmail

7:09 PM

17%

PICK UP ORDER

Apt or Suite

City *

State *

Zip Code *

☐

Save Card, by saving your card you consent for your card to be stored and used for purchases.

Subtotal

\$9.69

Tax

\$0.53

Total

\$10.22

We won't start preparing your order and your card will not be charged until you press "I'm Here" on the next screen.

CONTINUE