

Team Build-A-Beer



What is Build-A-Beer?

The Team

- ❖ Zack Albers
- ❖ Jason DeBoer
- ❖ Jason Herring
- ❖ Chris Wozniak

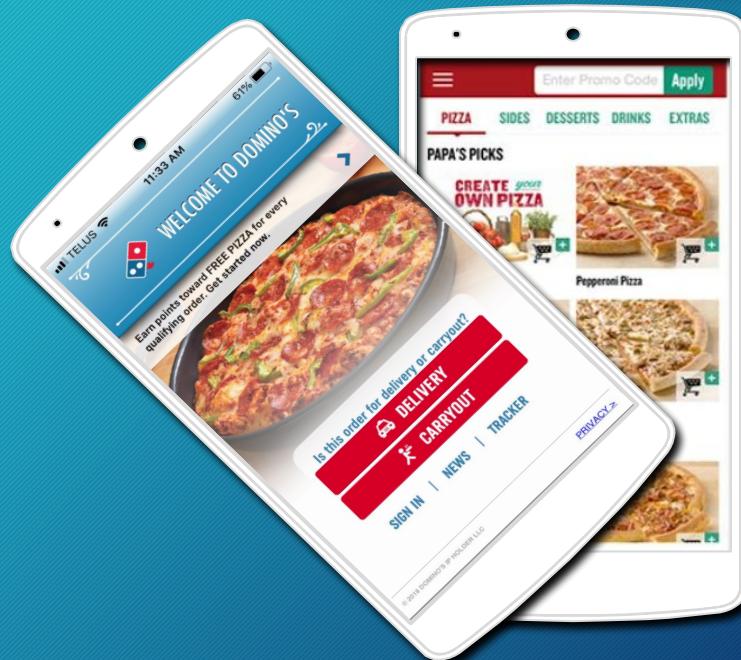


The Concept

- ❖ Create your own beer with our microbrew equipment
- ❖ We control the fermentation
- ❖ Deliver it in keg/bottle form for special events!
- ❖ **New Feature:** Ordering your brew online.

What we evaluated

Domino's Pizza app “Build-your-own-pizza” app and web-app



Heuristic Analysis



Ordering Process - Great initial impression

DOMINO'S PIZZA BUILDER

SIZE & CRUST



MY PIZZA
14" Hand Tossed Whole: Pizza Sauce, Cheese
Quantity: 1

ADD TO ORDER

NEXT STEP ▶

CHOOSE SIZE & CRUST

ORIGINAL HAND TOSSSED
The traditional, hand-angled crust that started it all.

- Small (10")
- Medium (12")
- Large (14")
- X-Large (16")

HAND TOSSSED THIN
Our classic hand stretched thin crust.

- Medium (12")
- Large (14")
- X-Large (16")

CRUNCHY THIN CRUST
Thin and crispy, seasoned with oregano and cut in squares. Chicago style.

- Small (10")
- Medium (12")
- Large (14")

HANDMADE PAN
Crispy golden crust and a buttery taste with toppings all the way to the edge.

- Medium (12")

GLUTEN FREE CRUST
Domino's pizza made with a Gluten Free Crust.

- Small (10")

SPECIAL INSTRUCTIONS ⓘ
Adults and youths (ages 13 and older) need an average of 2,000 Calories a day, and children (ages 4 to 12) need an average of 1,500 Calories a day. However, individual needs vary.
The Pizza Builder will always show a large pizza. If you choose a different size, the topping amounts will vary. The deliciousness, however, will not.
*An additional charge may apply for premium toppings and extra cheese

DOMINO'S PIZZA BUILDER

SIZE & CRUST



MY PIZZA
14" Hand Tossed Whole: Pizza Sauce, Cheese
Quantity: 1

ADD TO ORDER

NEXT STEP ▶

CHOOSE CHEESE & SAUCE

CHEESE?

- Cheese
- Pepperoni
- Sausage
- Ham
- Bacon
- Chicken

CHOOSE A SAUCE

- Sauce
- Pizza Sauce
- BBQ Sauce*
- Alfredo Pasta Sauce*
- Donair Sauce
- Ranch Dressing*
- Garlic Parmesan Sauce*
- Butter Chicken Sauce*

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DOMINO'S PIZZA BUILDER

SIZE & CRUST

LOAD PREVIOUS PIZZA



MY PIZZA
14" Hand Tossed Whole: Pizza Sauce, Cheese, Pepperoni, Jalapeño Peppers
Quantity: 1

ADD TO ORDER

NEXT STEP ▶

CHOOSE TOPPINGS

CHOOSE MEATS

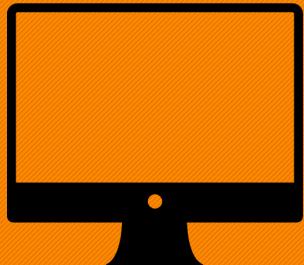
- Pepperoni
- Sausage
- Donair Meat*
- Bacon
- Chicken*
- Beef
- Ham
- Salami*
- Philly Steak

CHOOSE NON-MEATS

- Brooklyn Pepperoni
- Green Olives
- Hot Banana Peppers
- Onion
- Pineapple
- Feta*
- Provolone*
- Black Olives
- Green Pepper
- Mushroom
- Tomato
- Baby Spinach
- Roasted Red Peppers

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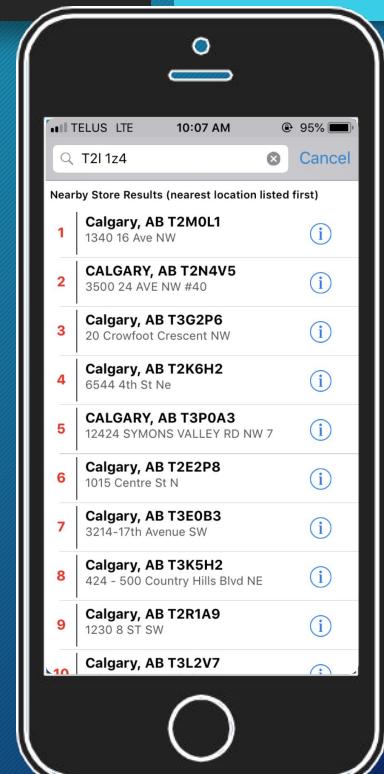
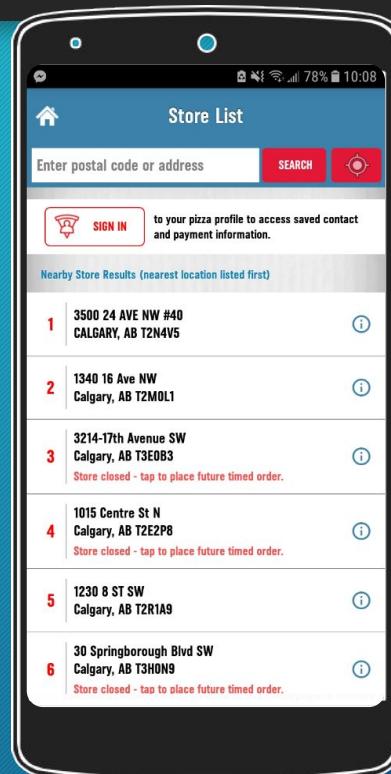
Platform Inconsistencies



Platform Inconsistencies

Visibility of System Status

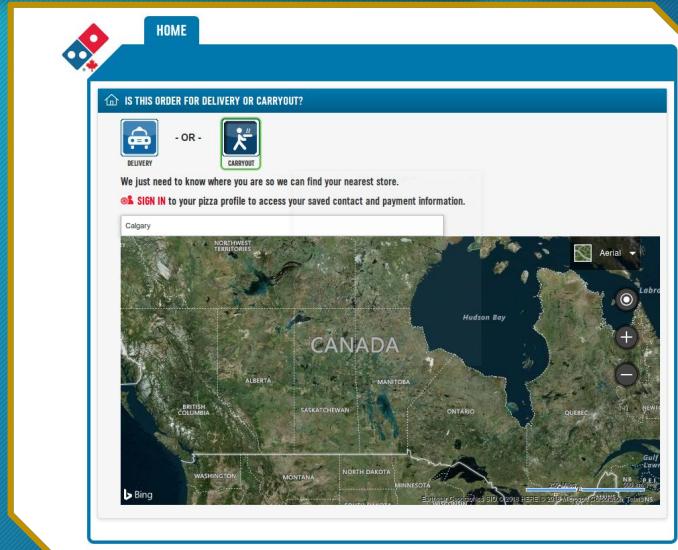
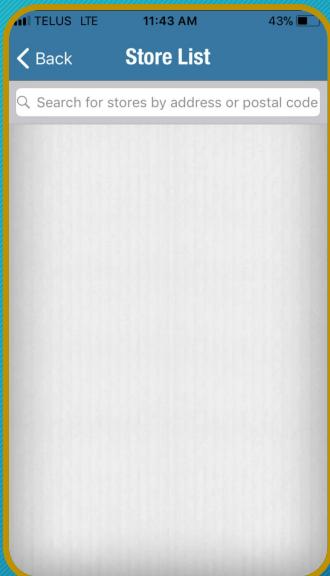
- ❖ Inconsistencies between platforms
- ❖ Store status not visible in iOS
- ❖ Different/Inconsistent on different platforms



Platform Inconsistencies

Consistency and Standards

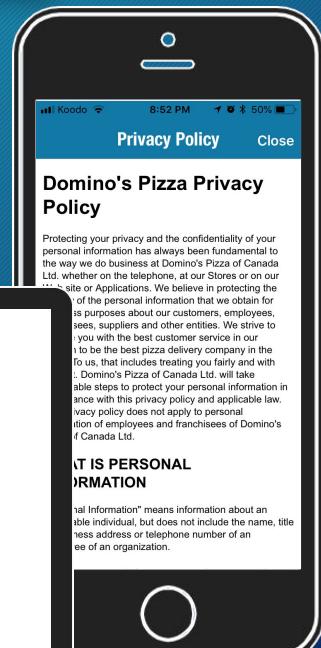
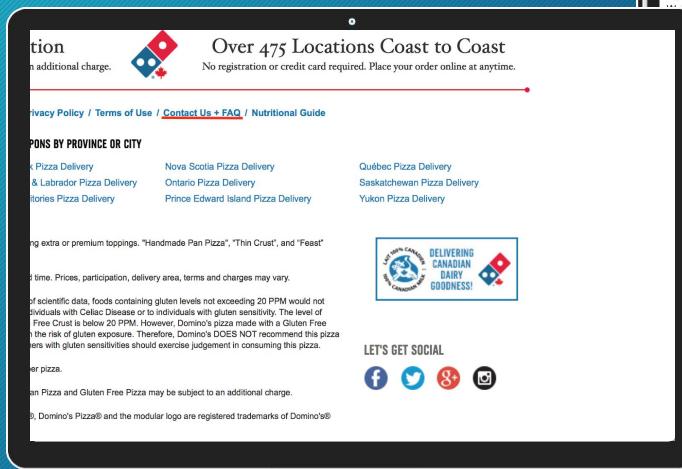
- ❖ Addresses and store selection inconsistent across platforms
- ❖ Intuitive design vs time consuming design



Platform Inconsistencies

Help and Documentation

- ❖ Documentation inconsistencies between platforms
- ❖ FAQ page obscure on website
- ❖ No formal documentation/help on mobile apps
- ❖ Irrelevant information



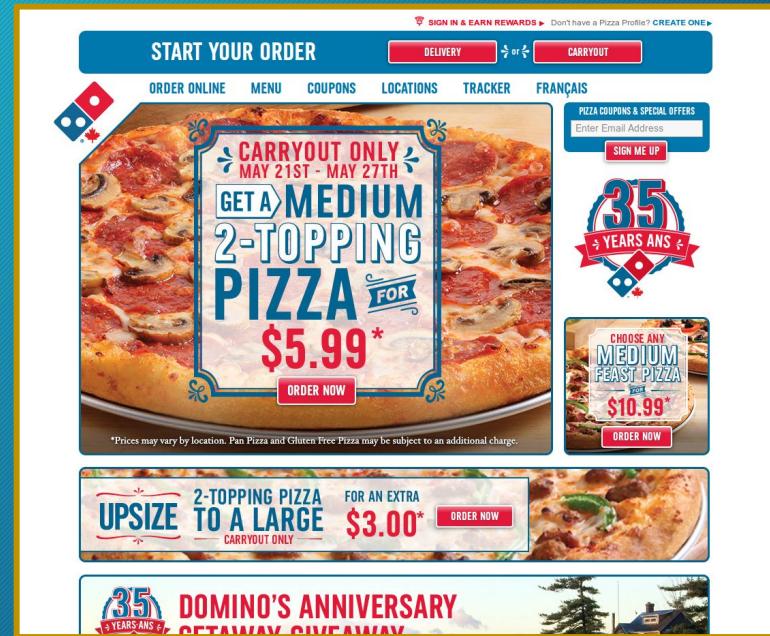
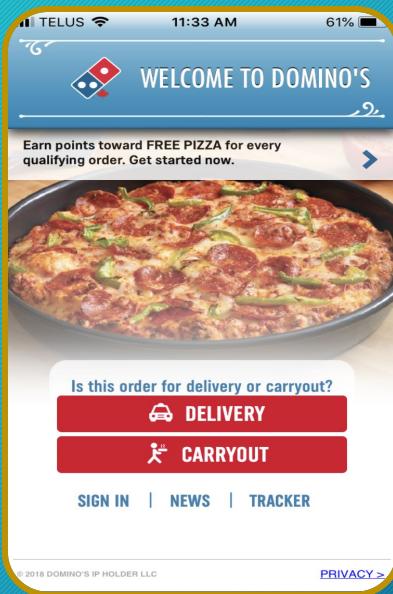
Layout & Usability



Layout & Usability

General Aesthetic
and
Minimalist Design

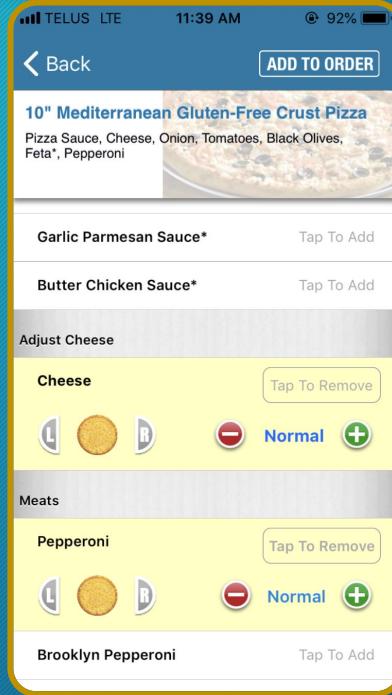
- ❖ Special Offers and coupons may be too large and distract from primary function.



Layout & Usability

Error Prevention

- ❖ Location of ‘Tap to Remove’



Layout & Usability

Flexibility and Efficiency and User Control and Freedom

- ❖ Custom pizzas cannot be saved during creation
- ❖ iOS does not allow custom instructions
- ❖ If store is closed on web app, it requires a future delivery
 - iOS does not allow the user to proceed further for later delivery

Store Selection and Addressing Issues

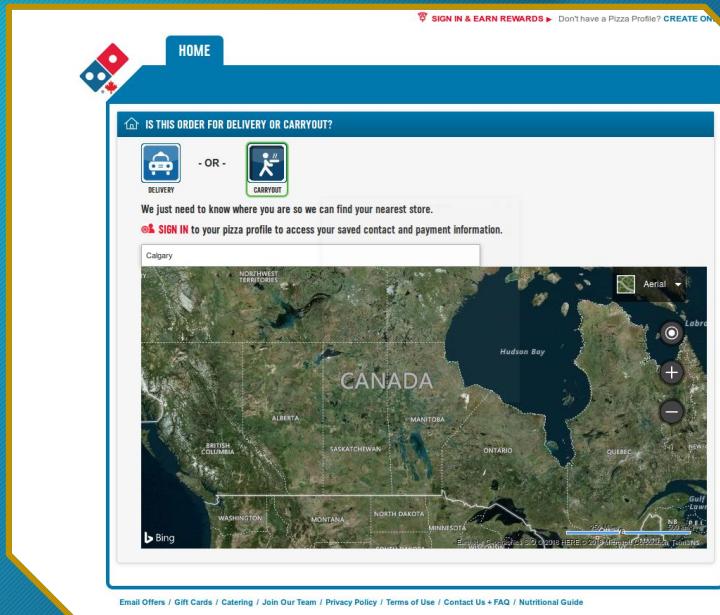
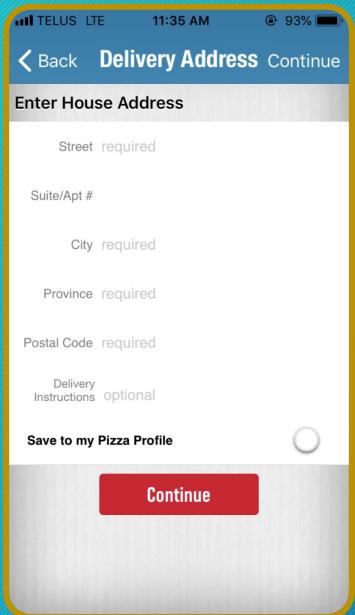
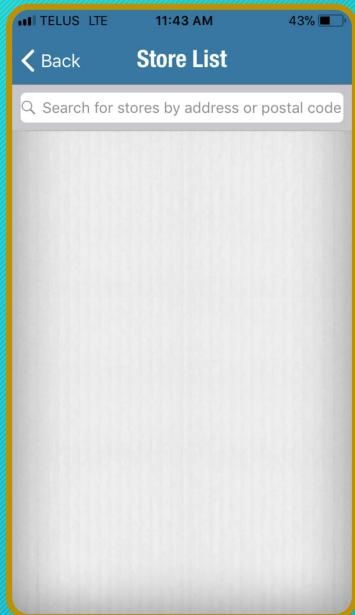


Store Selection and Addressing Issues

Match Between System and Real World and Recognition and Recall

- ❖ Not everyone knows entire address to which they want to deliver
- ❖ Full addresses are required in many entry forms
- ❖ Multiple methods to enter address not available in all platforms

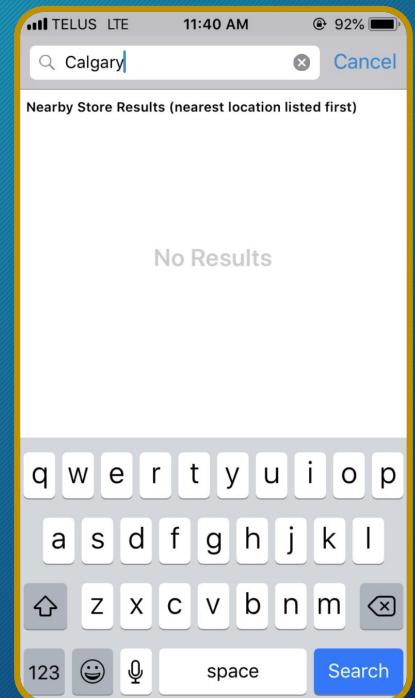
Store Selection and Addressing Issues



Store Selection and Addressing Issues

Error Prevention and Error Recognition, Diagnostics, and Recovery

- ❖ Error messages not helpful
- ❖ No correct format is given
- ❖ Web app store closed error does not close
- ❖ A better address parser would be beneficial
- ❖ A map on each location input would be beneficial



Questions?