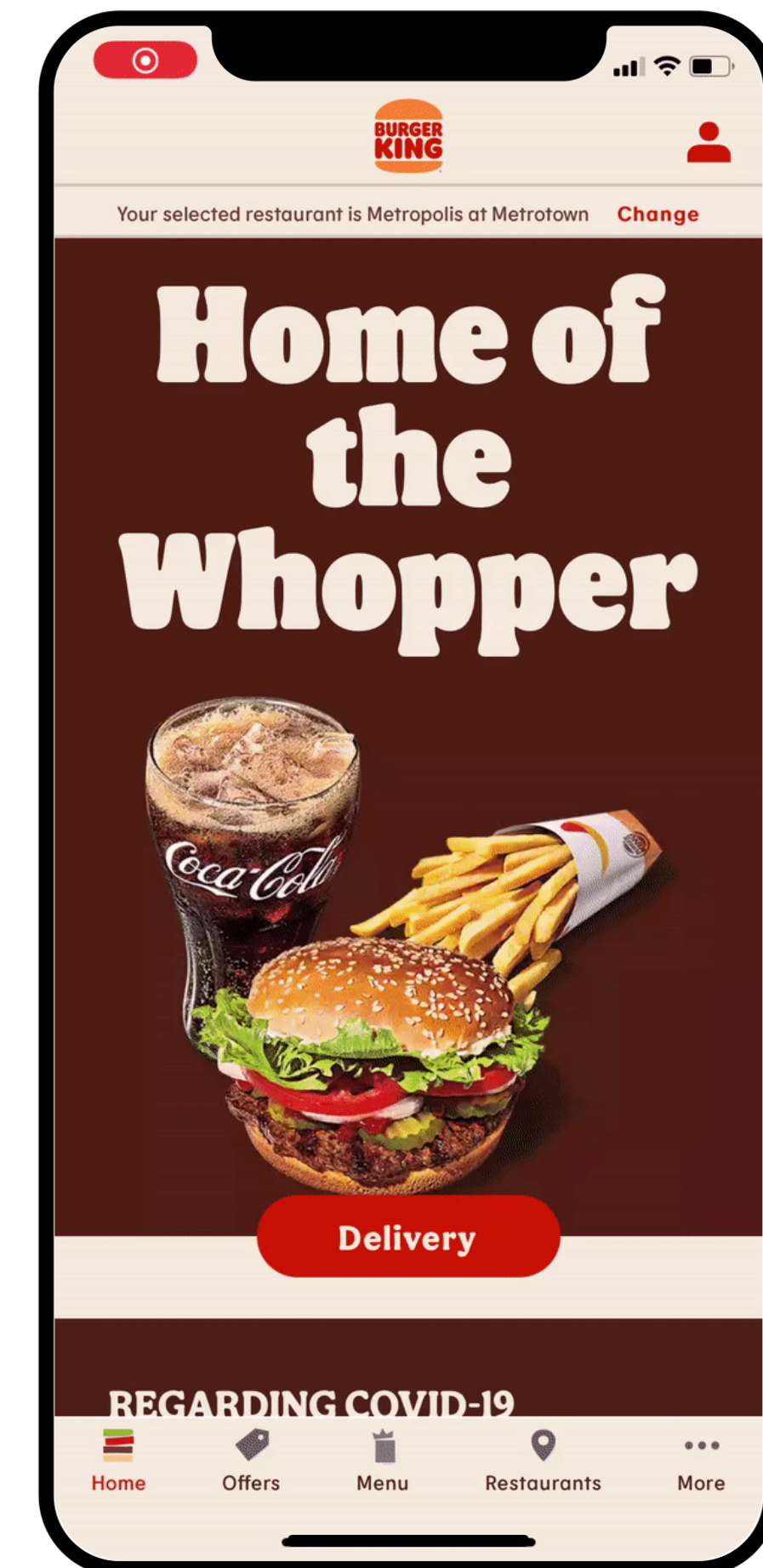


# Heuristic Evaluation & App Redesign Burger King Mobile App



# BURGER KING APP

The year 2021 brought a new look for Burger King—a throwback to their logo from 1969. This rebranding appeals to customers' nostalgia, a marketing technique widely embraced during the pandemic.

The new look took on a flat design aesthetic, trading in their previous rich design of gelled full textures with multiple colours and surface finishes.

With this new rebranding, we anticipated the app to be one worth looking at, so we took a deep dive into it.



Before



After





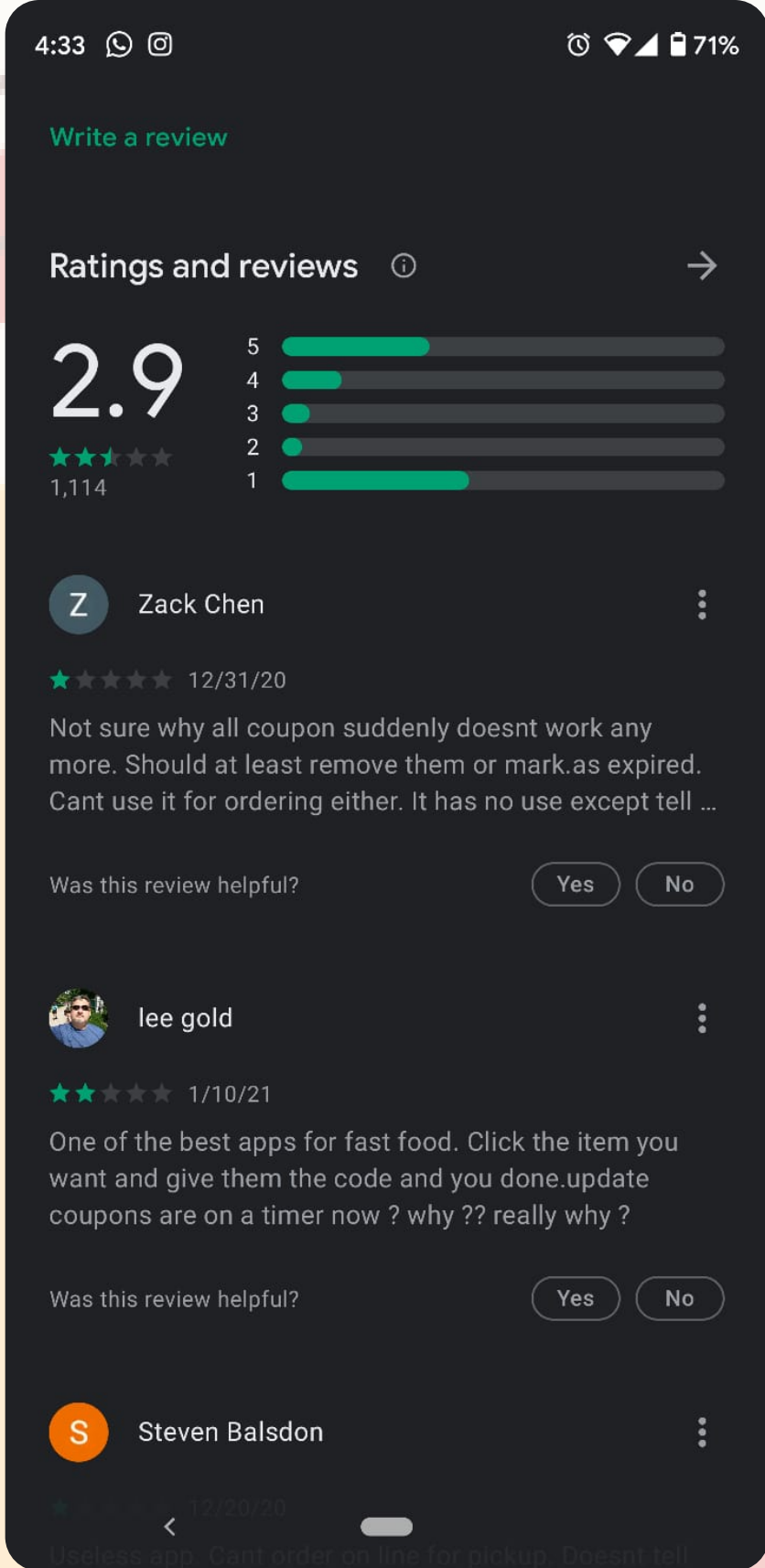
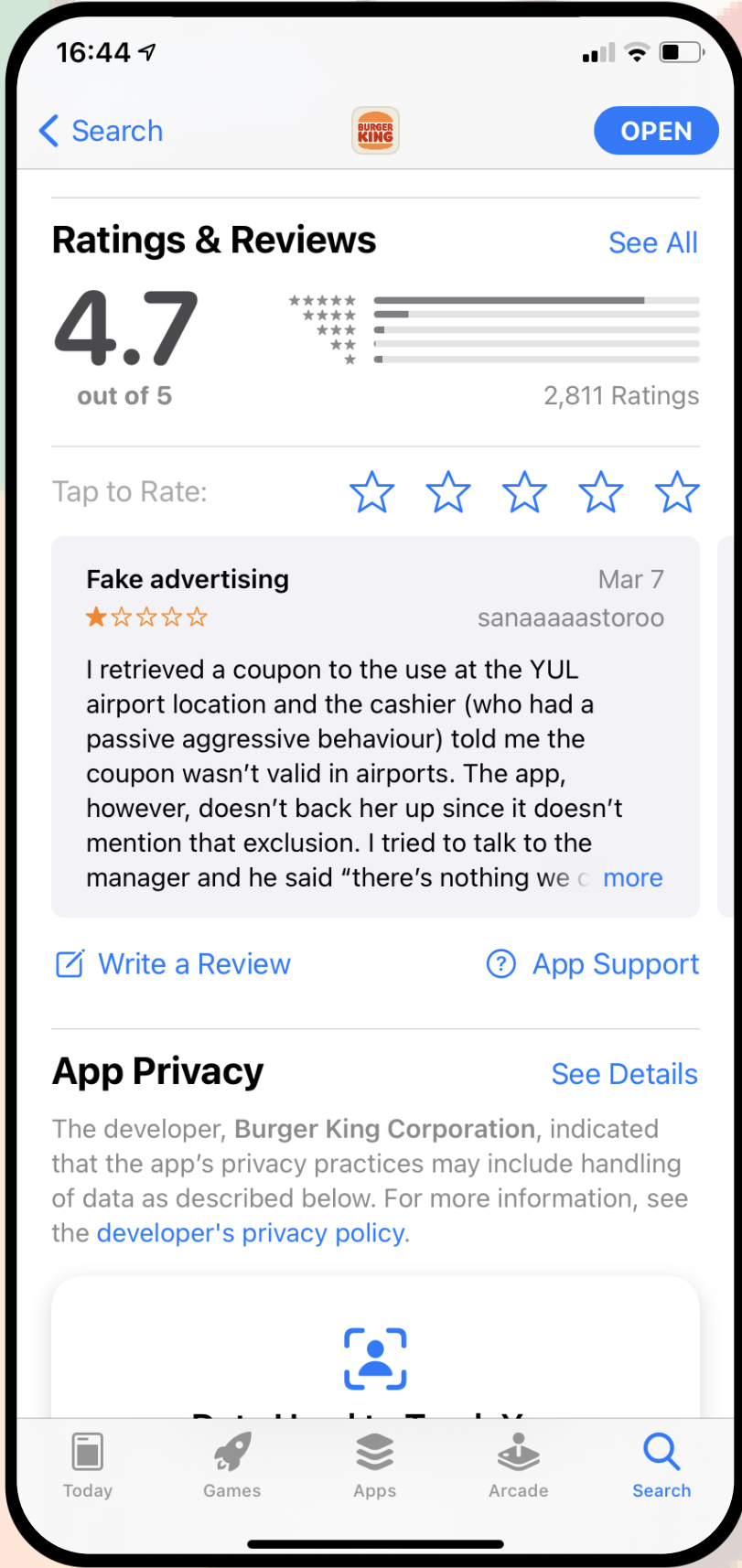
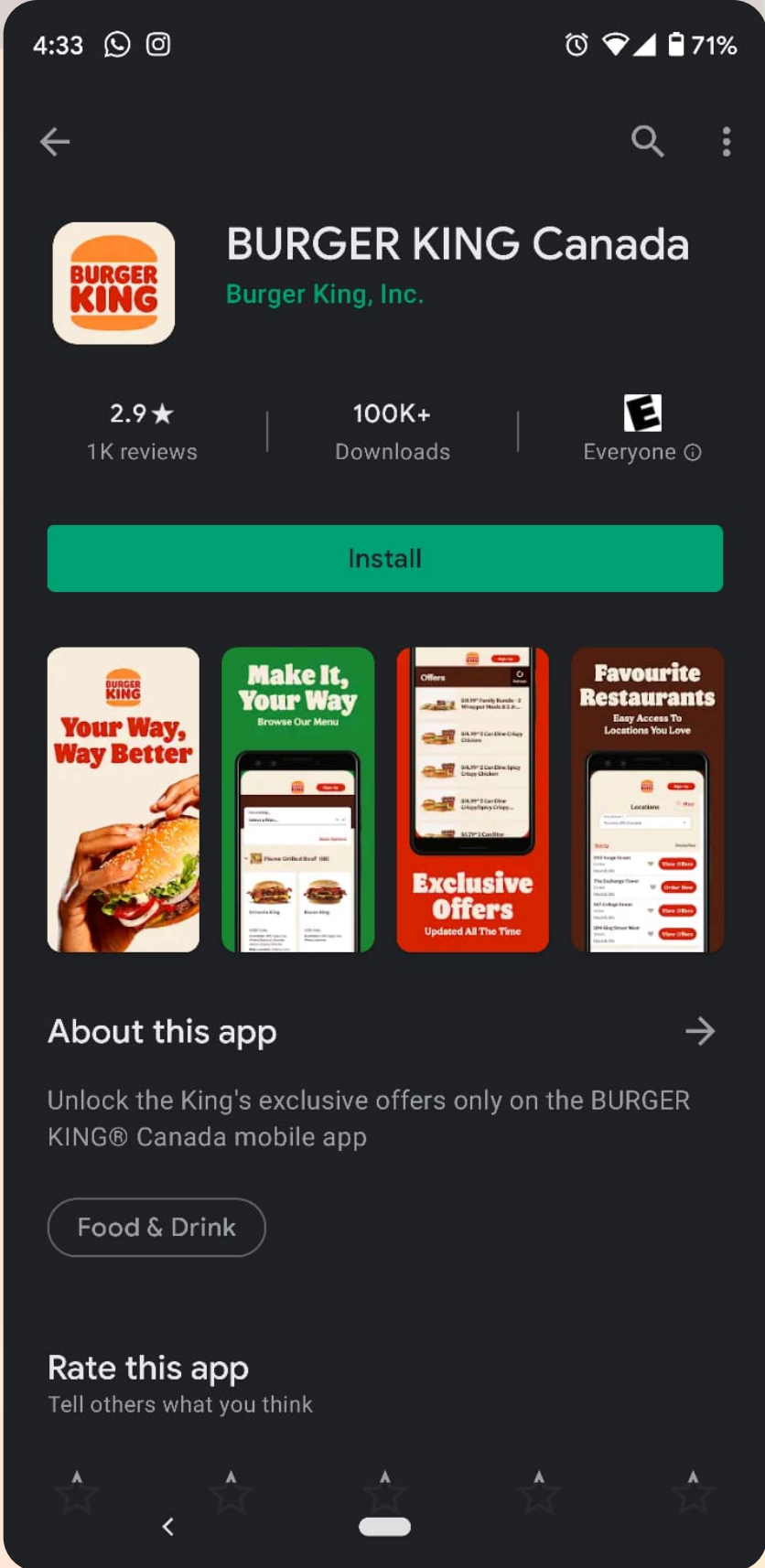
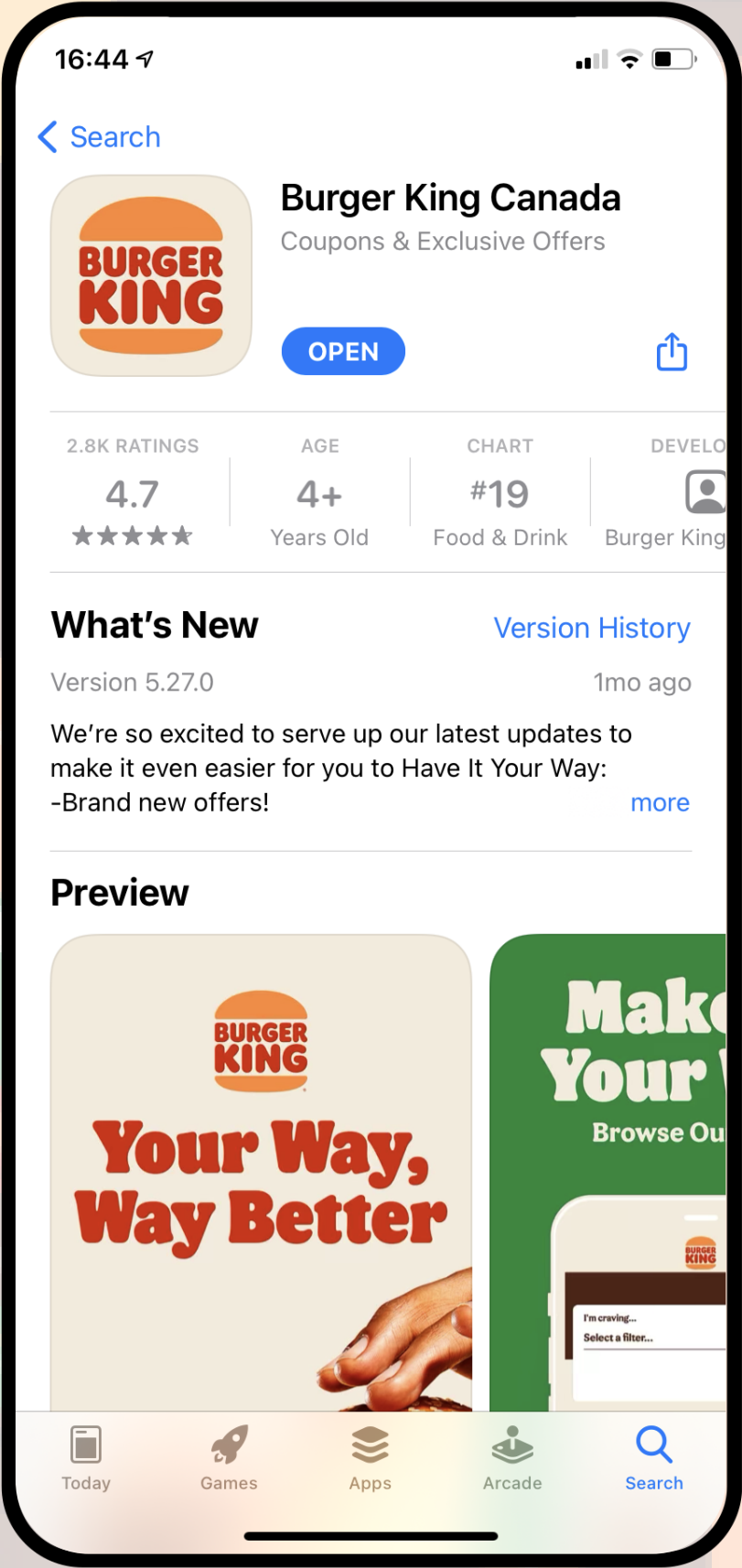
# iOS VS ANDROID

## iOS App

## Android App

## iOS Ratings

## Android Ratings



# EXECUTIVE SUMMARY

Our team was tasked with evaluating the usability of an existing digital product. We chose the Burger King Canada app, since it had recently undergone a visual rebranding and menu updates. We decided to evaluate the app through the iOS viewport.



We began by creating a task flow conveying the process of ordering a Family Bundle for a hungry family of four from the app. We then explored the app in detail and applied “Jakob’s Ten Usability Heuristics” to it in order to identify potential usability problems.

From our exploration, we rated it highly on Aesthetic and Minimalist Design, and Match Between System and the Real World, while lower ratings were given for User Control and Freedom, and Flexibility and Efficiency of Use.



In total, we identified **7 key heuristics** that stood out from the **10 heuristics** as defined by the Nielsen Norman Group and organized them by their severity:











Following the ratings, we then organized our suggested changes on a prioritization matrix, which we used in our selection for our redesign.

HEURISTICS	SEVERITY RATING
H7- Flexibility and Efficiency of Use	3
H4-Consistency and Standards	3
H3- User Control and Freedom	3
H8- Aesthetics and Minimalist Design	2
H1- Visibility of System Status	2
H5- Error Prevention	1
H2- Match Between System and Real World	0

We also noticed that there was a difference of user experience between iOS and Android users. In which, higher performance ratings were given from iOS users and lower performance ratings to Android users.

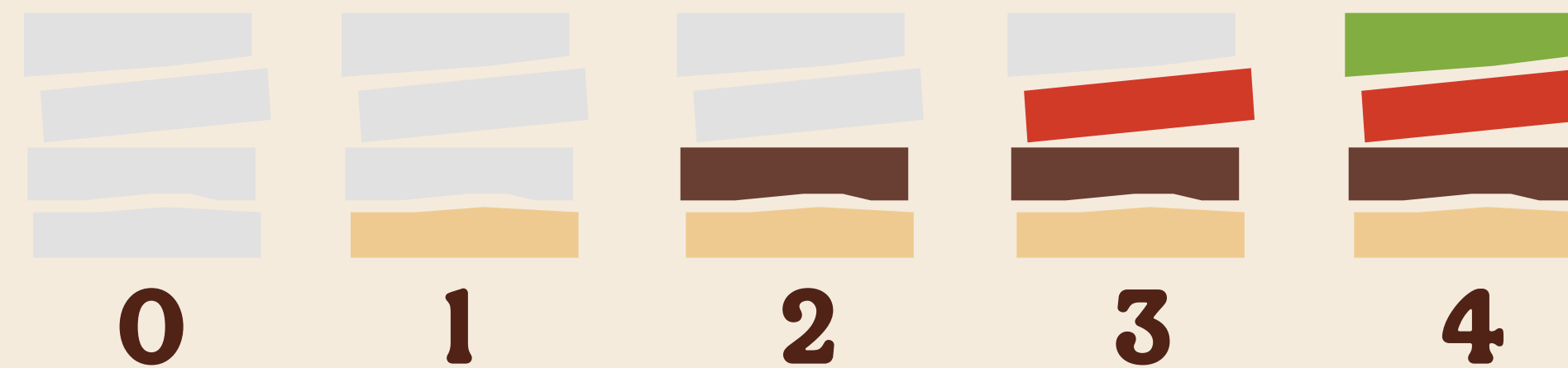
Overall, we found that the app was mostly user-friendly and user-centred, but it still had some points which would cause confusion for the user. With some improvements made to the app, it could provide an even better usability experience to users.

# JAKOB'S TEN USABILITY HEURISTICS

-  **1** Visibility of System Status
-  **2** Match between System and the Real World
-  **3** User Control and Freedom
-  **4** Consistency and Standards
-  **5** Error Prevention
-  **6** Recognition Rather Than Recall
-  **7** Flexibility and Efficiency of Use
-  **8** Aesthetic and Minimalist Design
-  **9** Recognize, Diagnose, and Recover from Error
-  **10** Help and Documentation



# SEVERITY RATING SCALE



**0** = I don't agree that this is a usability problem at all

**1** = Cosmetic problem only: need not be fixed unless extra time is available on project

**2** = Minor usability problem: fixing this should be given low priority

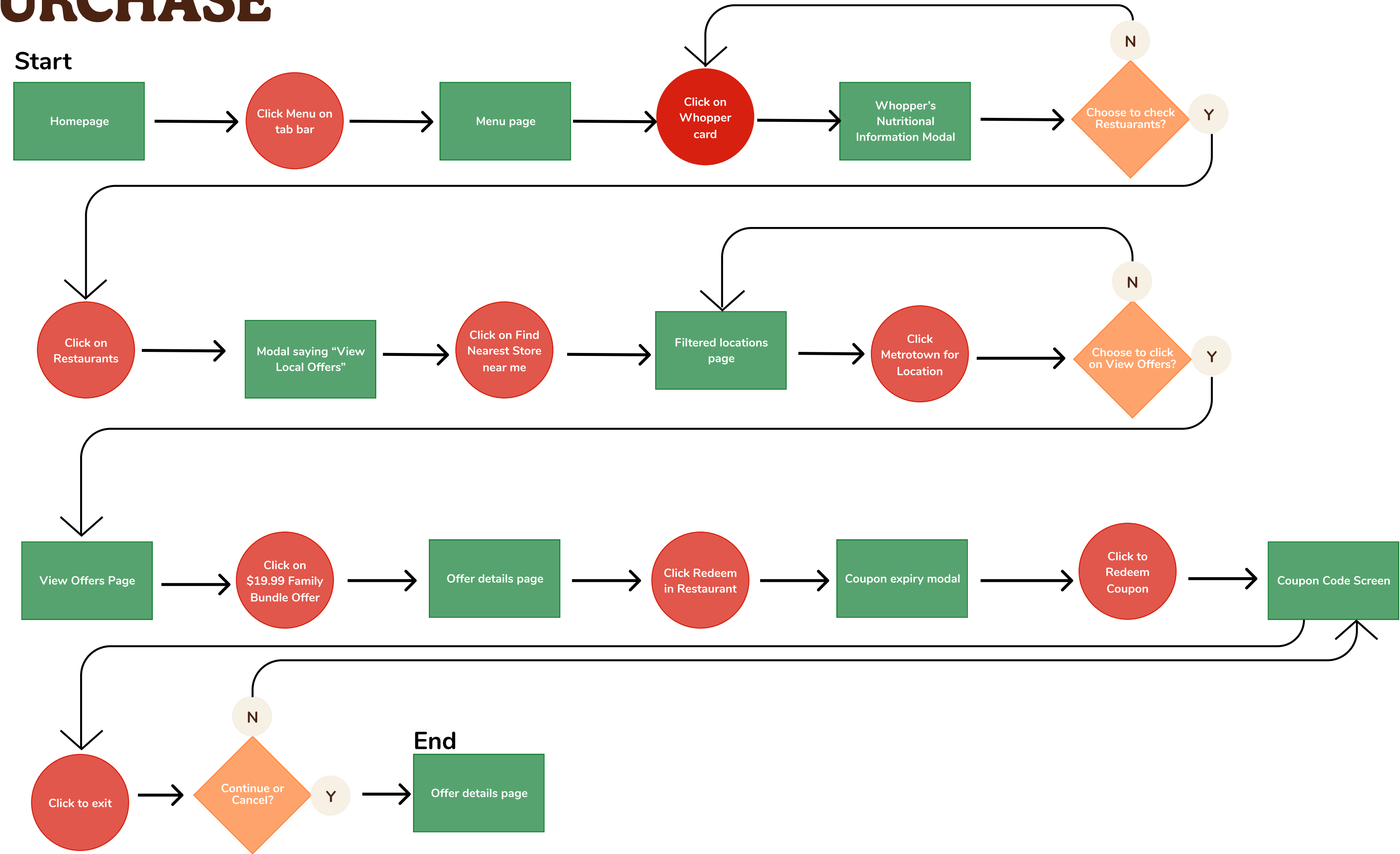
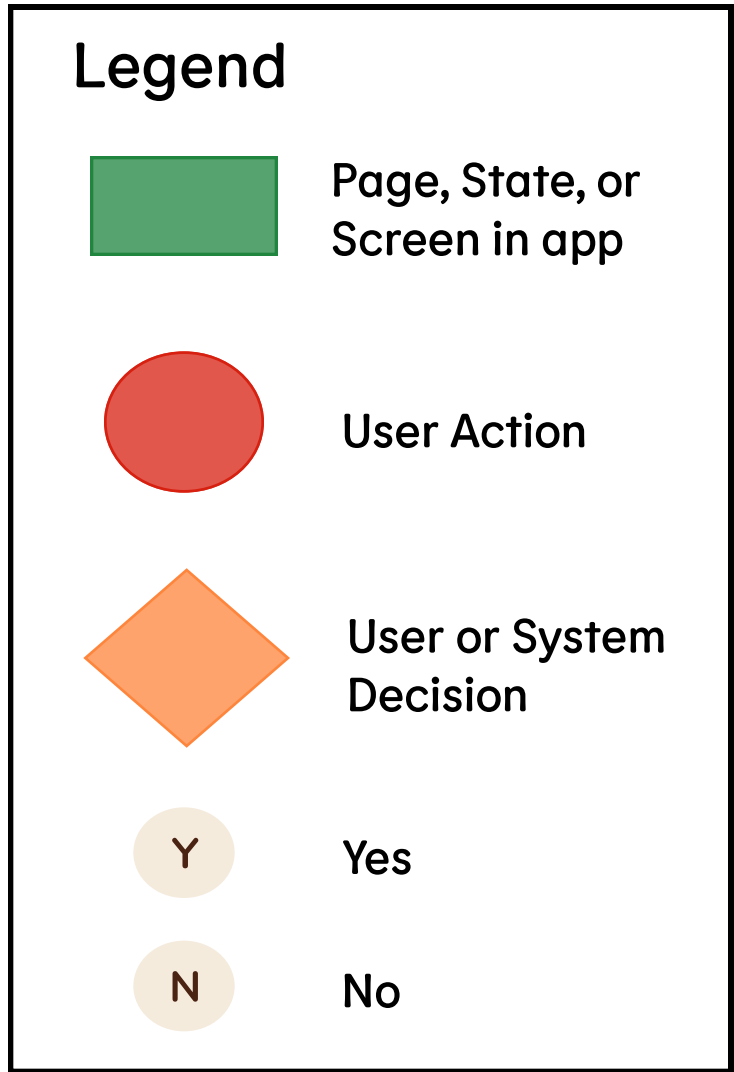
**3** = Major usability problem: important to fix, so should be given high priority

**4** = Usability catastrophe: imperative to fix this before product can be released

# TASK FLOW: TRYING TO ORDER FROM MENU AND COMPLETE PURCHASE

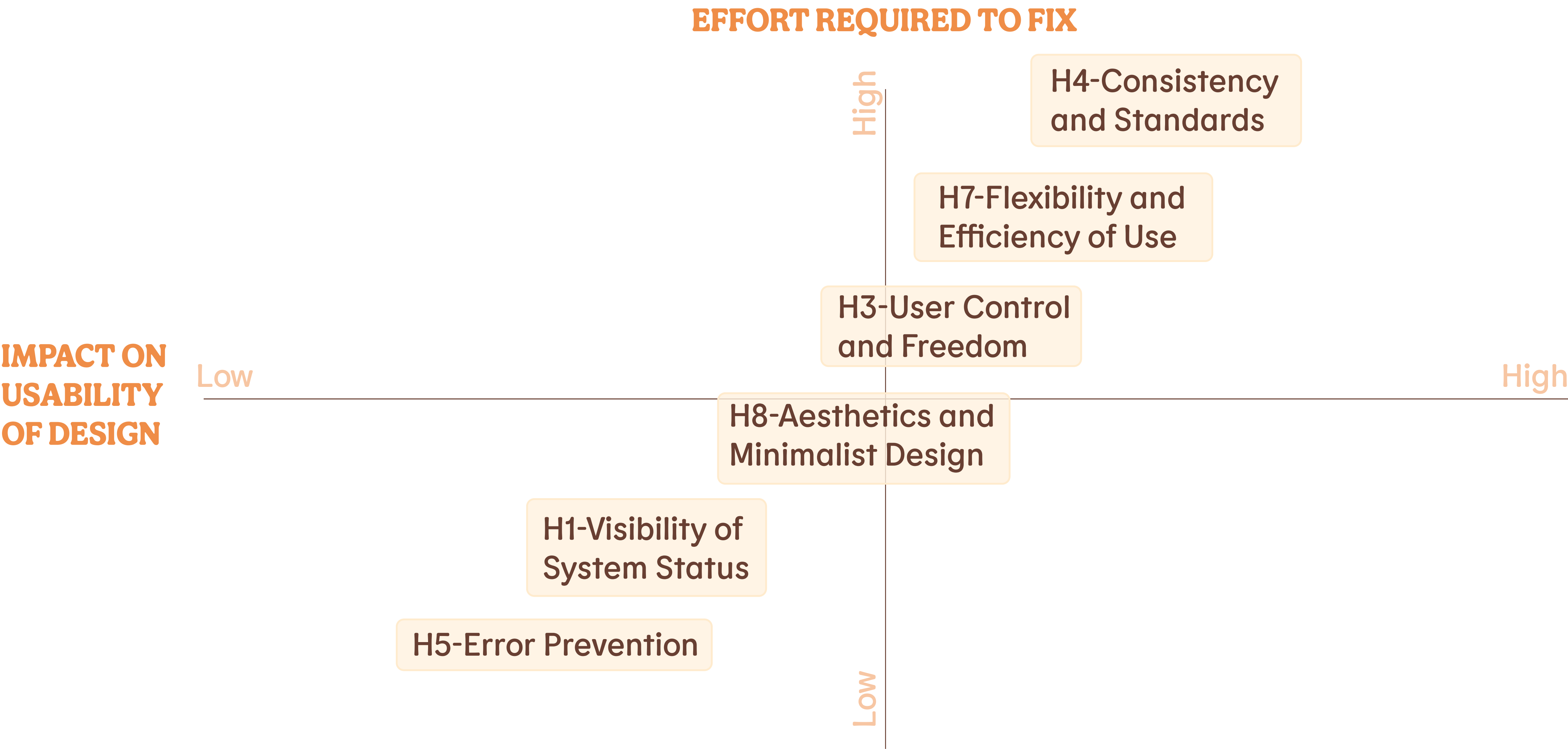
## User Story:

A hungry family of four trying to order a Burger King meal for lunch.





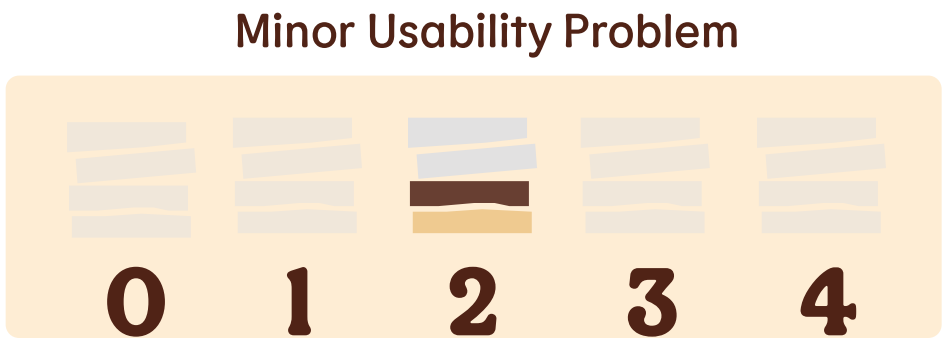
# DESIGN UPDATE PRIORITIZATION MATRIX



Heuristic

# Aesthetic and Minimalist Design : Homepage

**Problem:** Signal-to-noise ratio is quite high on the Home screen.



Original Design



Redesign



**Redesign:** Toned down signal-to-noise ratio and turned “Special Offers” into modals instead.





Heuristic

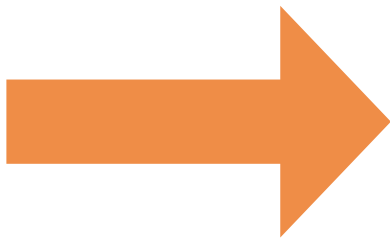
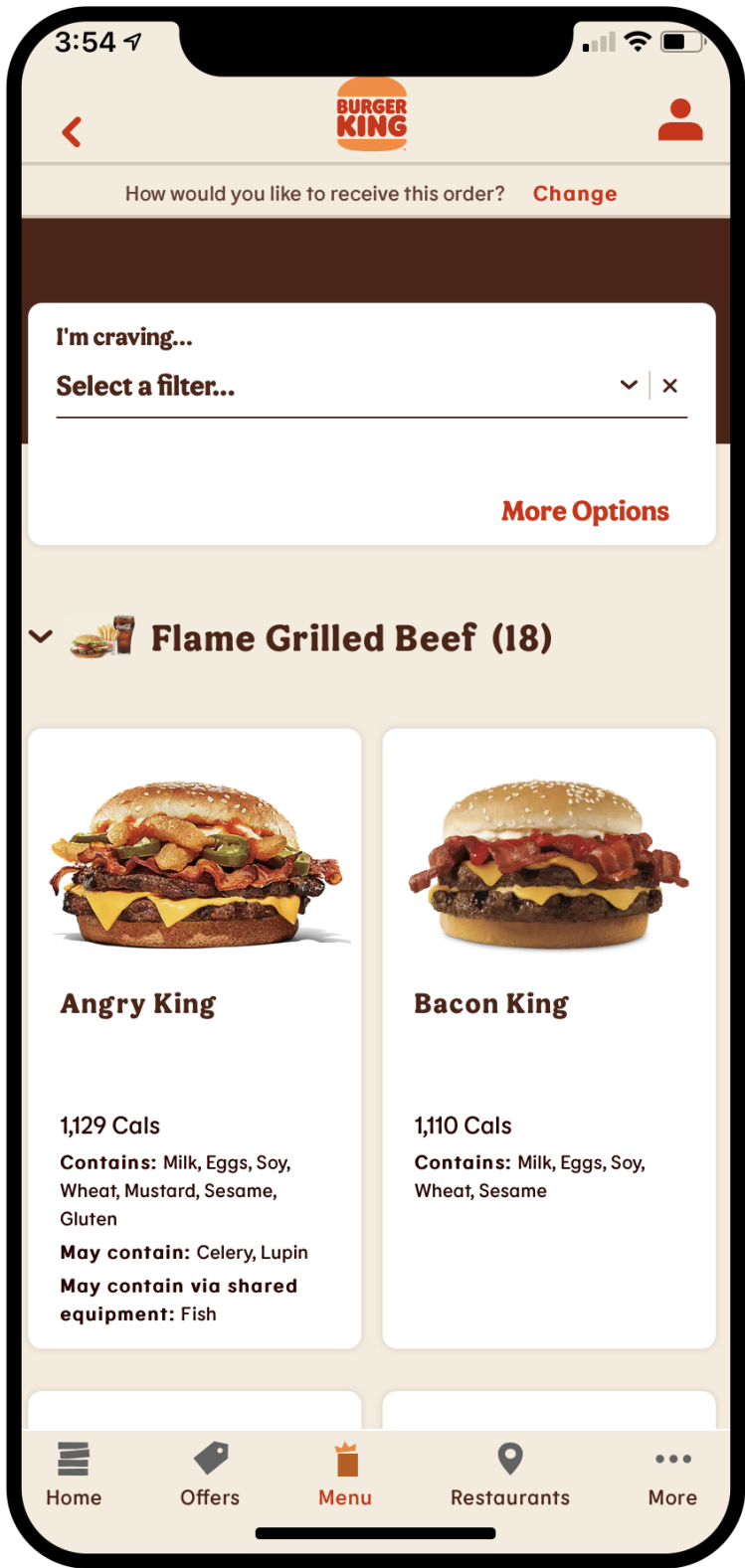
# Consistency and Standards : Menu

**Problem:** The user cannot order items directly from the menu tab.

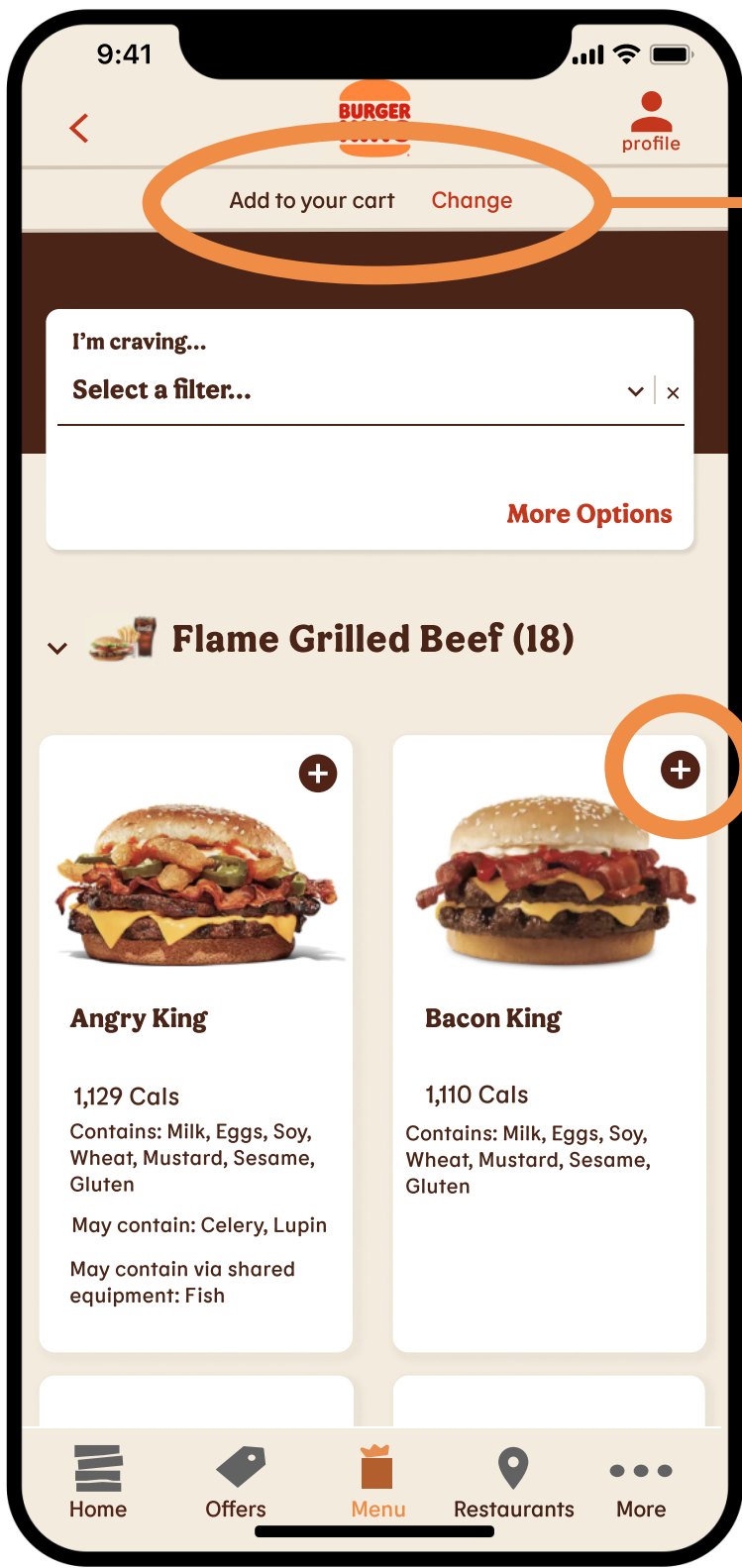
Major Usability Problem



Original Design



Redesign

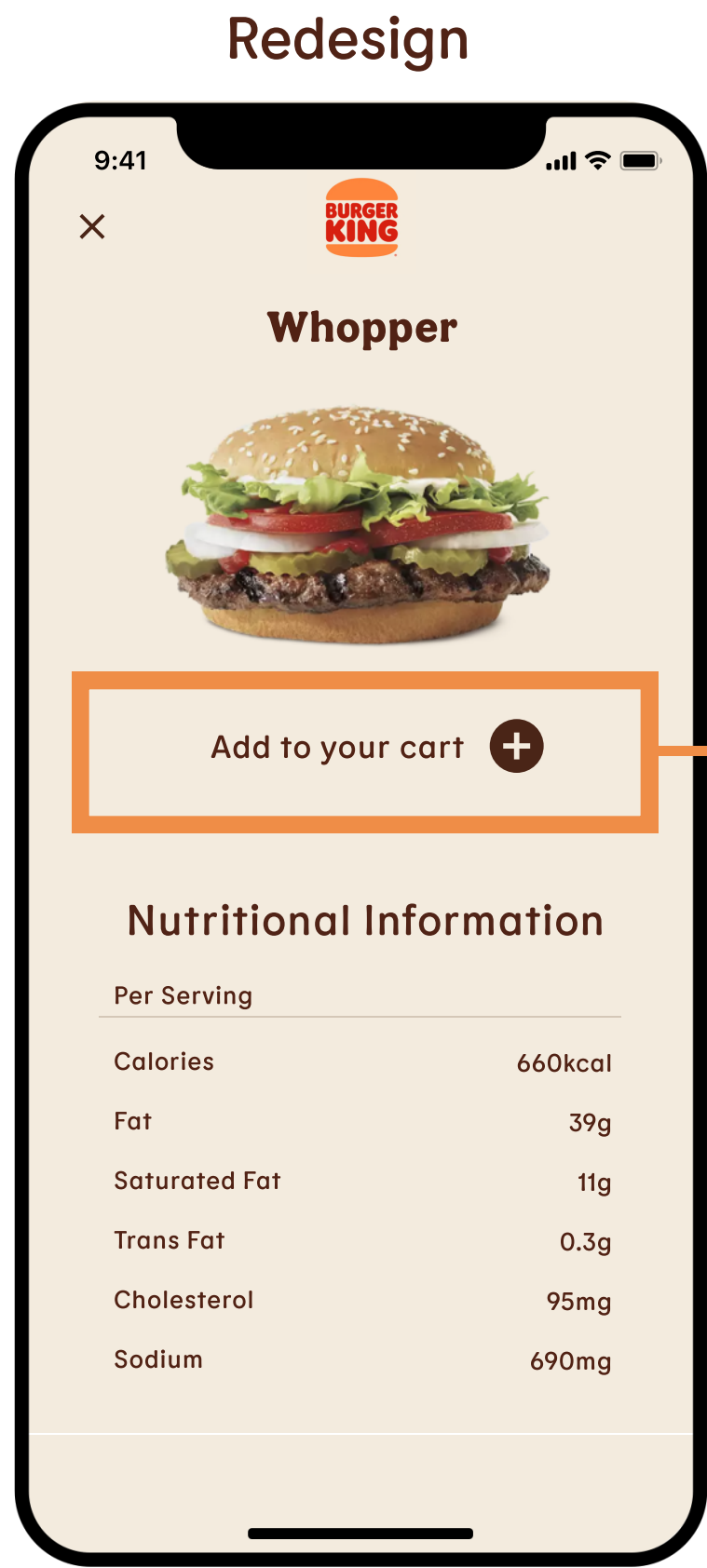
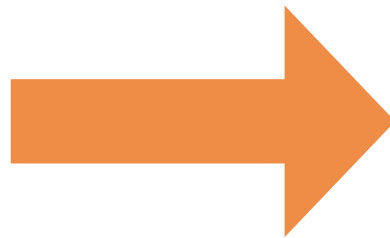
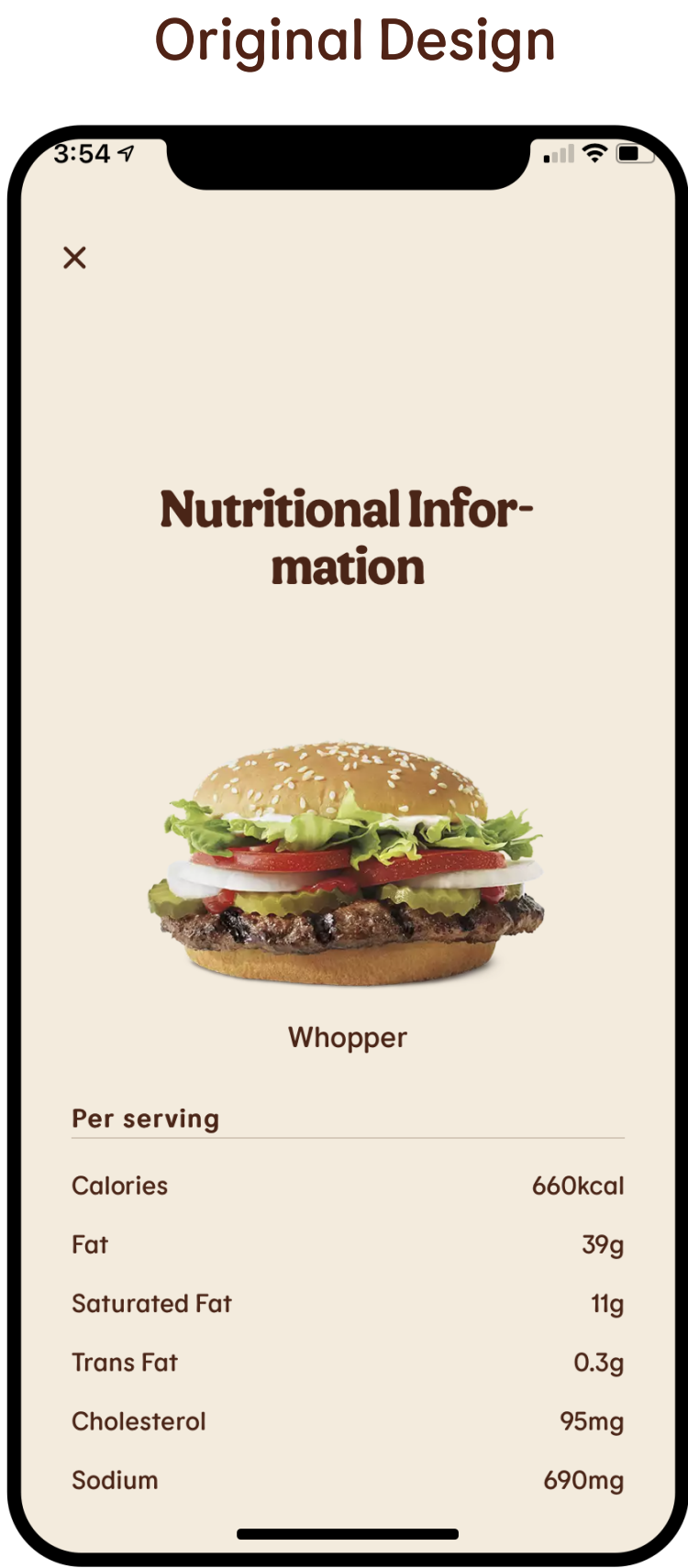
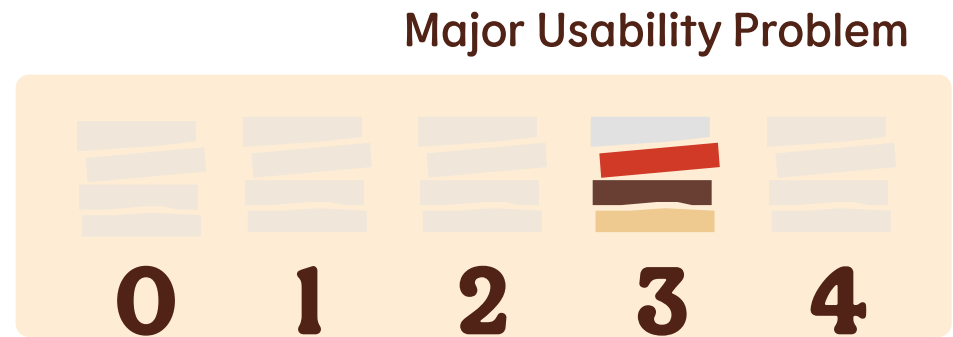


**Redesign:** Made Cart option more obvious and accessible, and created the option to add right from the item.

Heuristic

# Flexibility and Efficiency of Use : Whopper Page

**Problem:** Detailed menu only takes user to the nutritional information page.



**Redesign:** Cleaned up the overall readability of this page and added logo for brand consistency.

Also added a button to add item to cart.



Heuristic

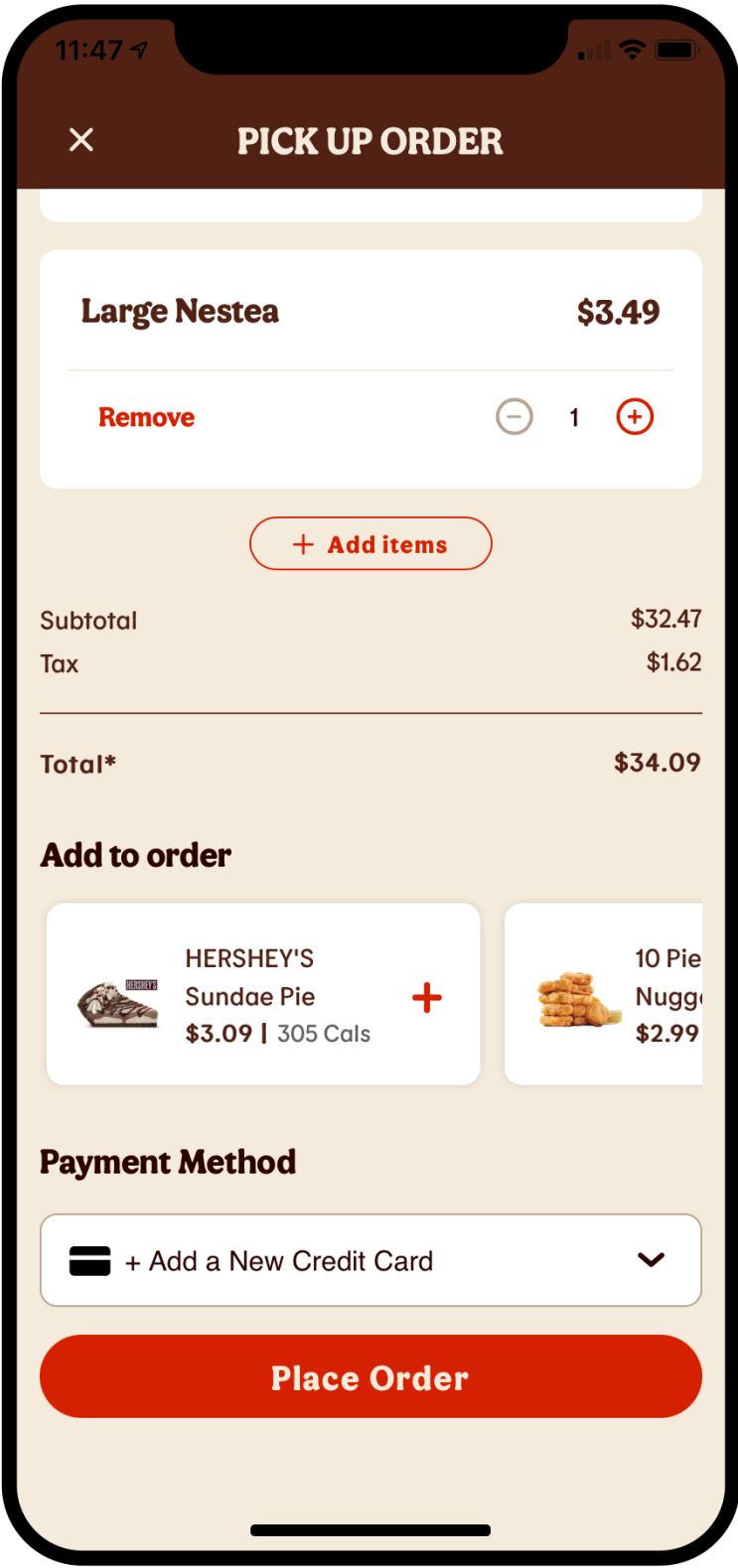
# Flexibility and Efficiency of Use : Cart Details

**Problem:** No clear option in the cart screen for whether the user can pick up an order or have it delivered.

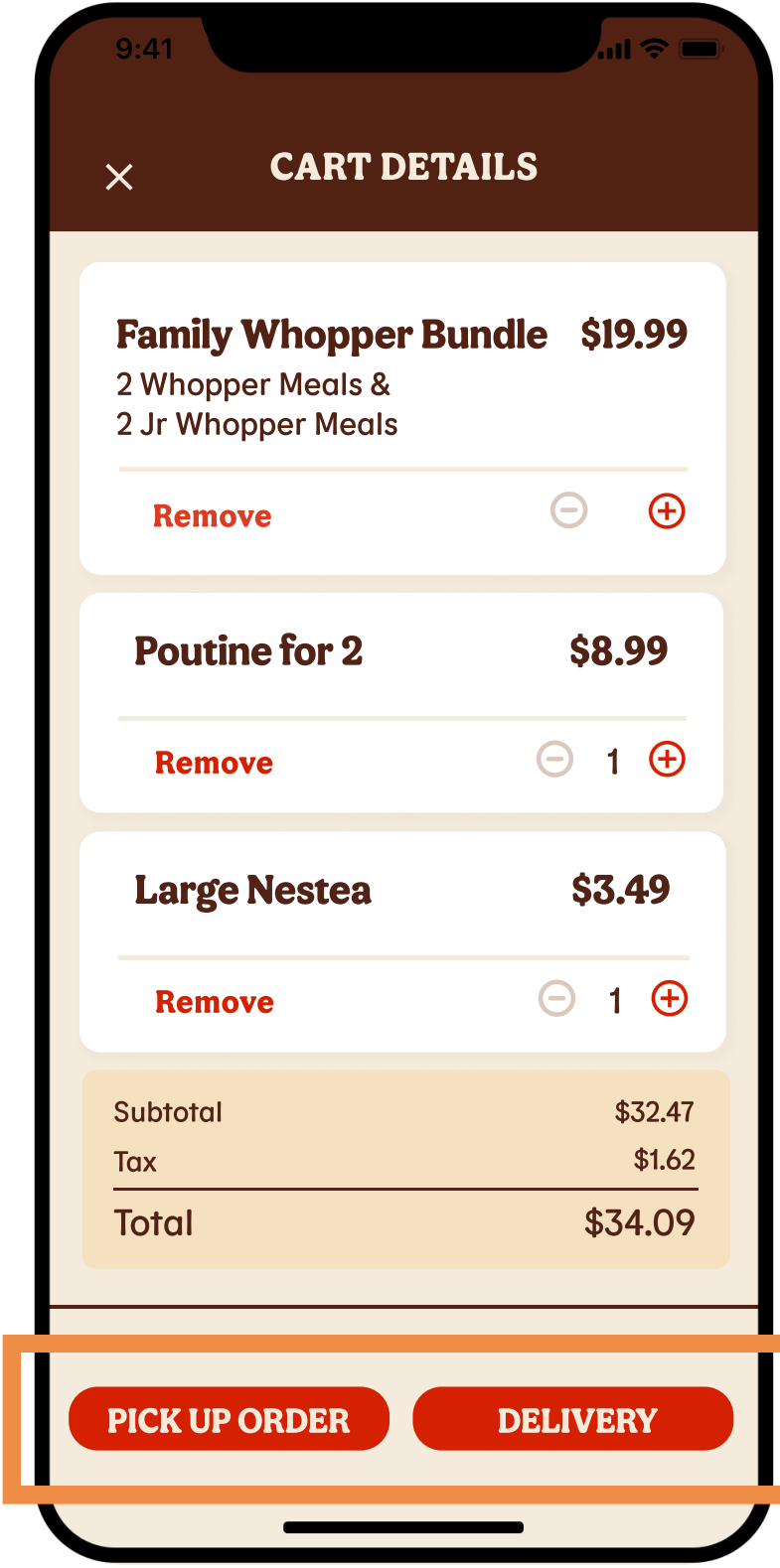
Major Usability Problem



Original Design



Redesign



**Redesign:** Created a screen detailing the user's cart, so the user knows exactly what they have added.

There is also the option for "Pick Up" or "Delivery" that is clearly marked with buttons.