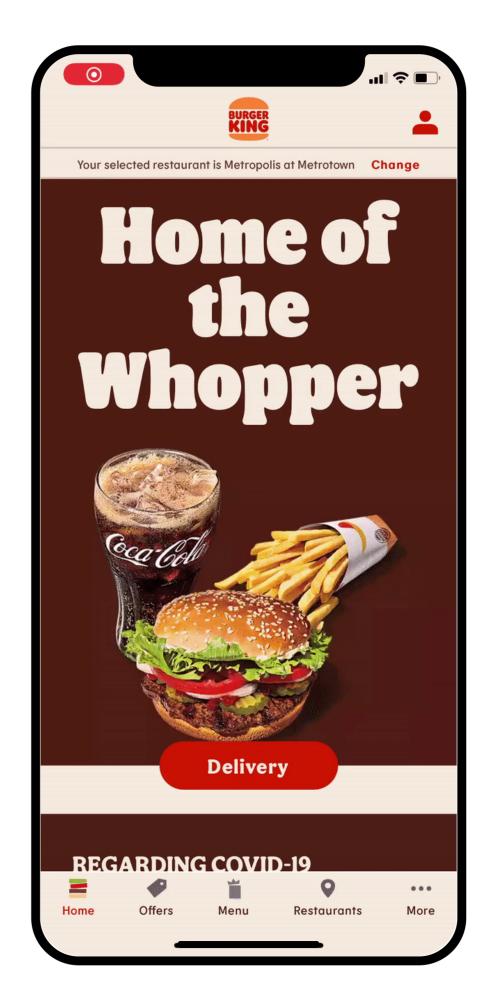
## Heuristic Evalution & App Redesign Burger King Mobile App







## **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.

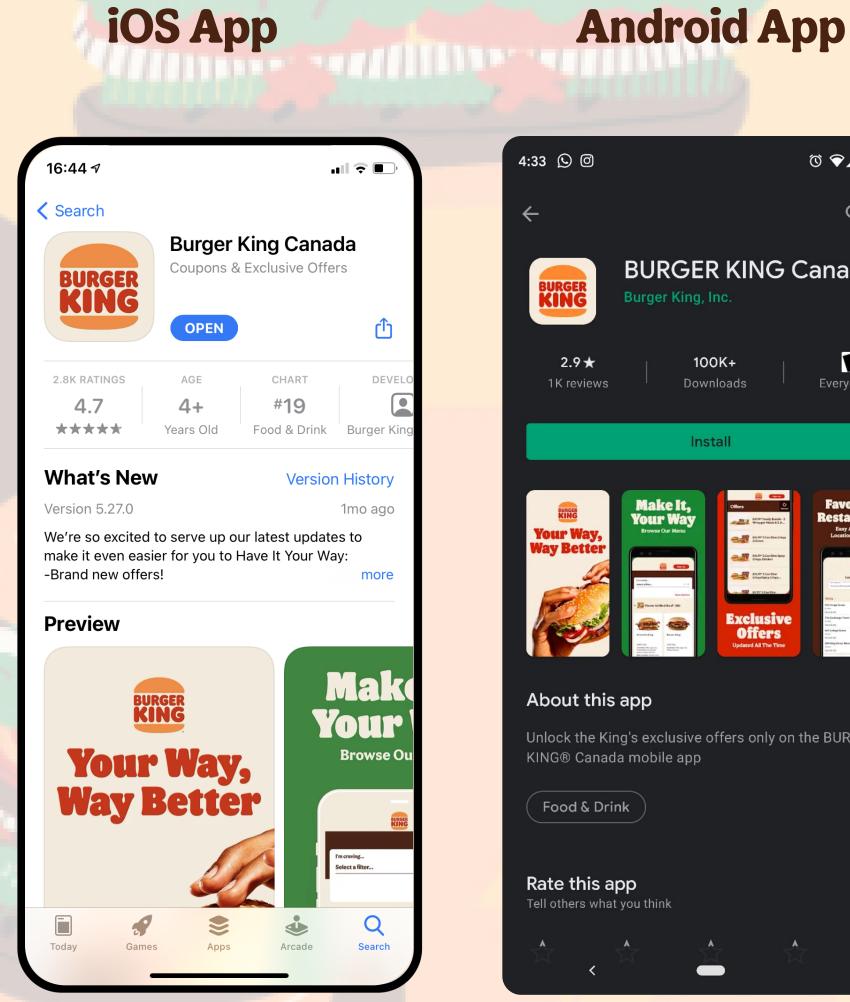
With this new rebranding, we anticipated the app to be one worth looking at, so we took a deep dive into it.

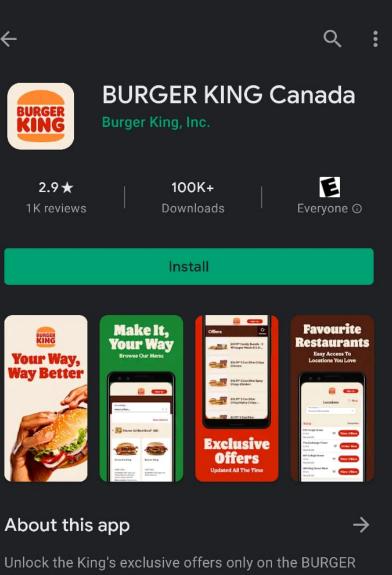






## **iOS VS ANDROID**

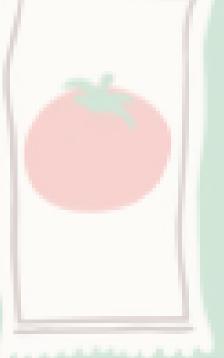




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### iOS Ratings

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#### **Android Ratings**

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Ratings and reviews 💿 🔶	>
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<b>*</b> 12/31/20	
Not sure why all coupon suddenly doesnt work any	
more. Should at least remove them or mark.as expired. Cant use it for ordering either. It has no use except tell	
Was this review helpful? (Yes) No	
iee gold	
★★★★ 1/10/21	
One of the best apps for fast food. Click the item you want and give them the code and you done.update	
coupons are on a timer now ? why ?? really why ?	
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## **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 stoc from the **10 heuristics** as defined by the Nielse Norman Group and organized them by their se

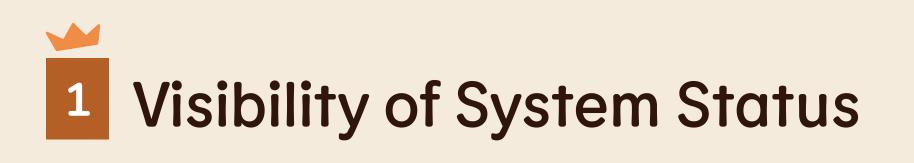
Following the ratings, we then organized our s changes on a prioritization matrix, which we u our selection for our redesign.

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.

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 Wor	Id <b>O</b>
	<ul> <li>H7- Flexibility and Efficiency of Use</li> <li>H4-Consistency and Standards</li> <li>H3- User Control and Freedom</li> <li>H8- Aesthetics and Minimalist Design</li> <li>H1- Visibility of System Status</li> </ul>

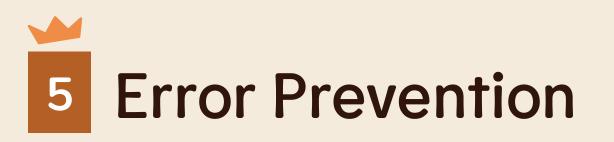
## JAKOB'S TEN USABILITY HEURISTICS

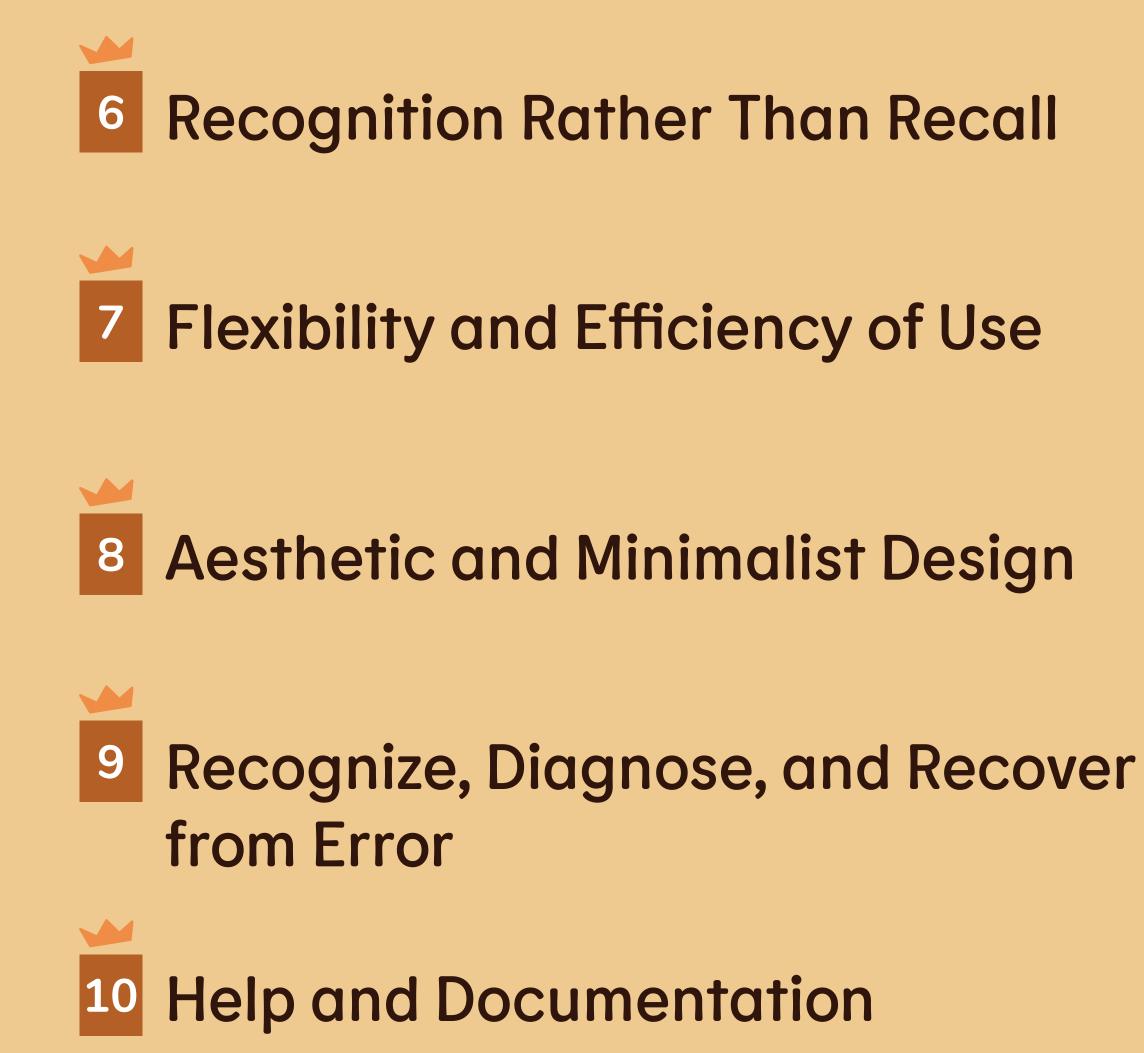




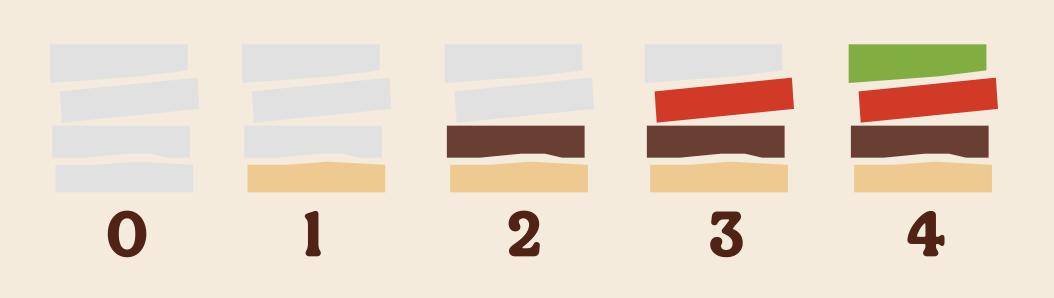








## **SEVERITY RATING SCALE**

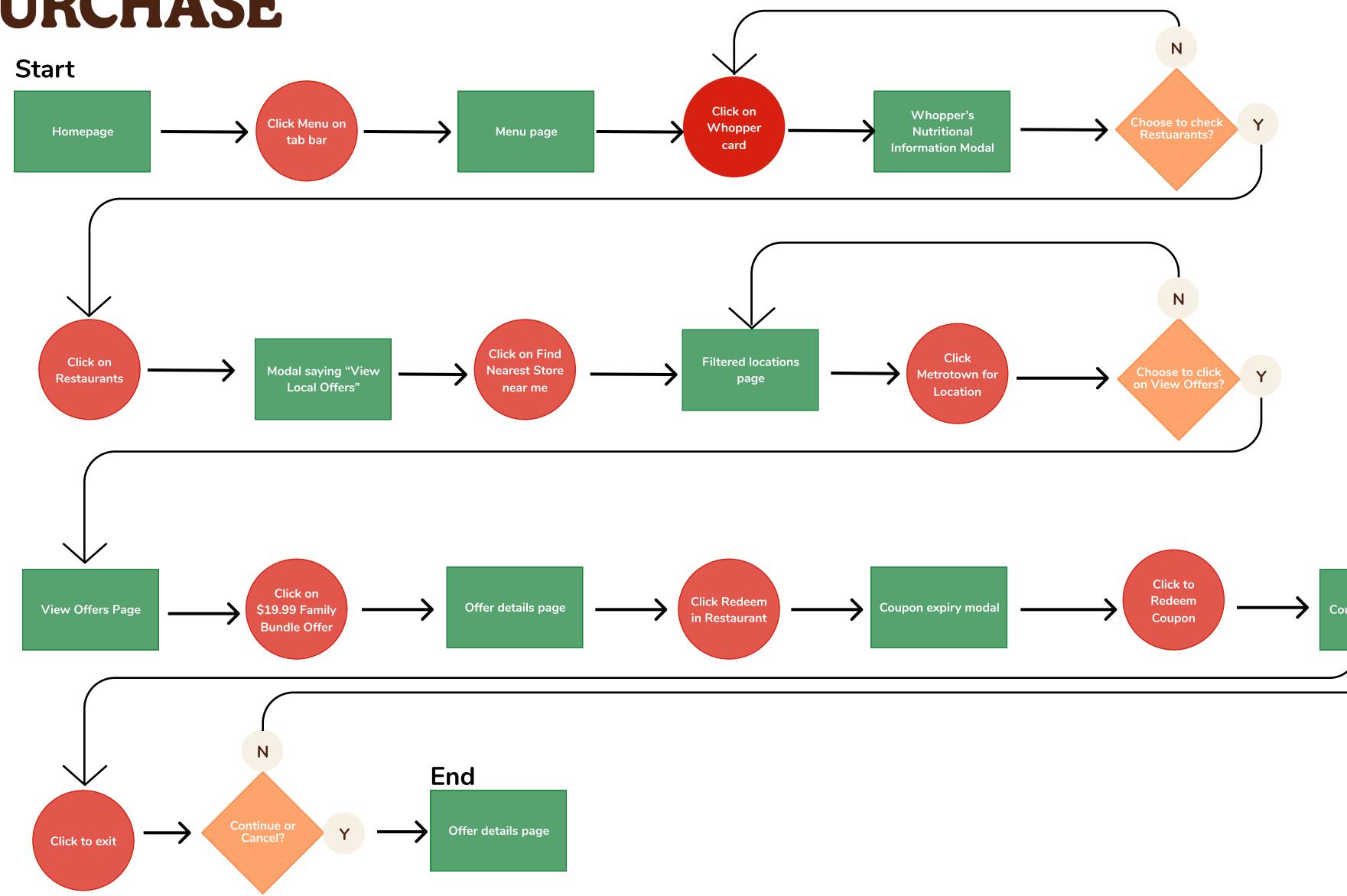


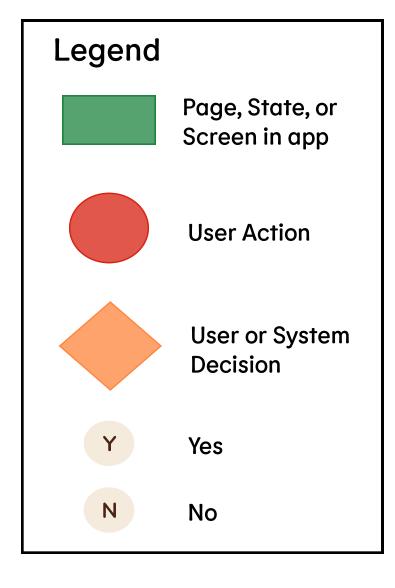
- $\mathbf{O} = \mathbf{I}$  don't agree that this is a usability problem at all
- **I** = Cosmetic problem only: need not be fixed unless extra time is available on project
- $\mathbf{2}$  = Minor usability problem: fixing this should be given low priority
- $\mathbf{3} = Major$  usability problem: important to fix, so should be given high priority
- 4 = Usability catastrophe: imperative to fix this before product can be released

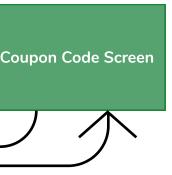
## **TASK FLOW: TRYING TO ORDER FROM MENU AND COMPLETE PURCHASE**

#### **User Story:**

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







## **DESIGN UPDATE PRIORITIZATION MATRIX**



Low

H8-Ae Minin

H1-Visibility of System Status

**H5-Error Prevention** 

### **EFFORT REQUIRED TO FIX**

High		H4-Consist and Stand	
		exibility and ency of Use	
	User Cor d Freedor		High
	tics and Design		
NO			

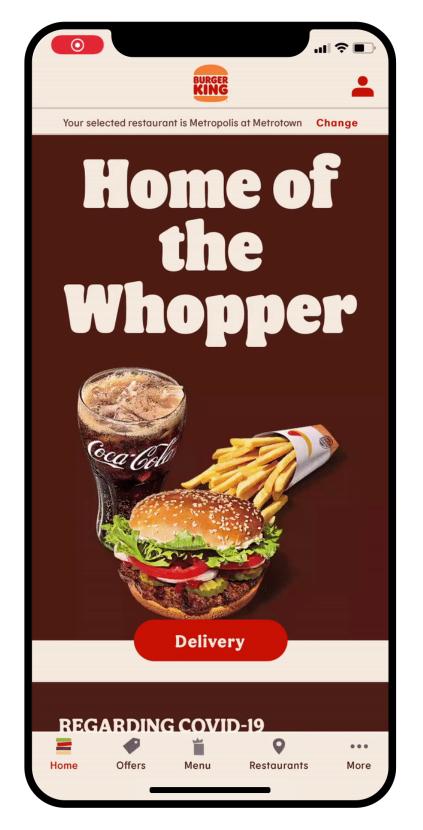
### Heuristic **Aesthetic and Minimalist Design : Homepage**

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

Minor Usability Problem



#### Original Design





#### Redesign

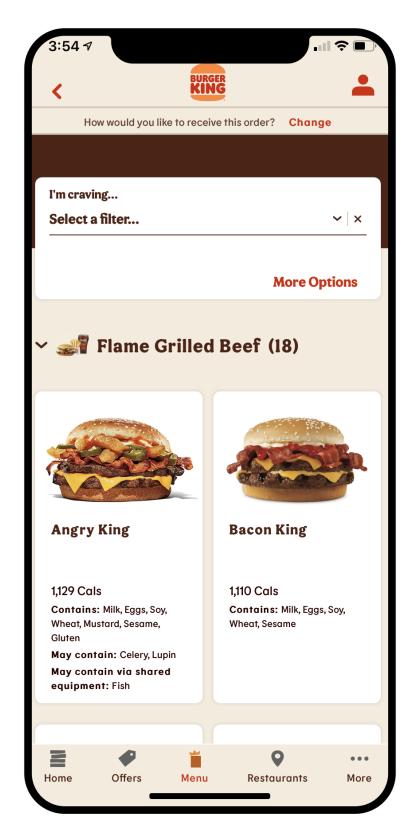


Redesign: Toned down signal-to-noise ratio and turned "Special Offers" into modals instead.



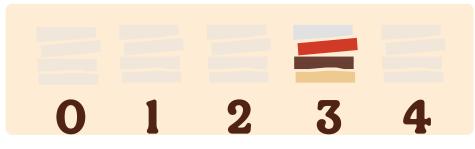
## Heuristic **Consistency and Standards : Menu**

#### Original Design



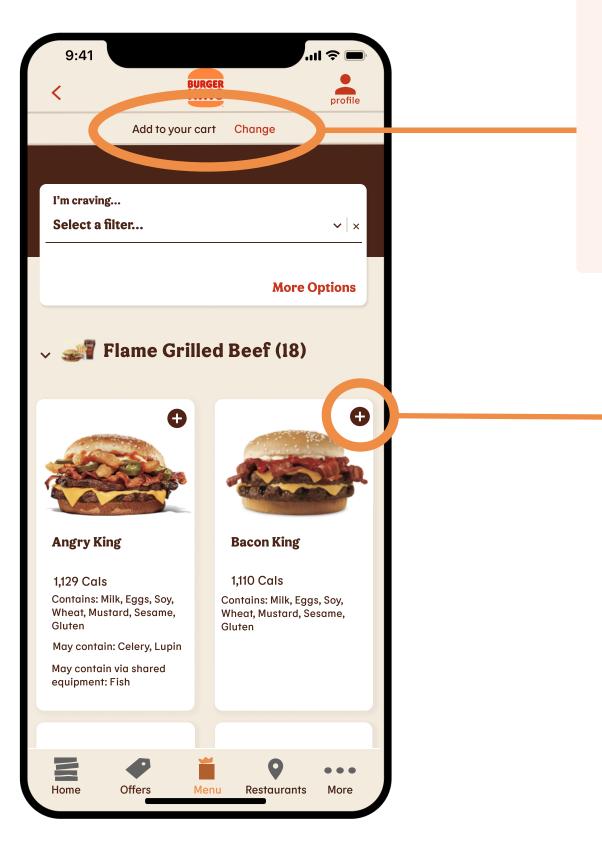
**Problem:** The user cannot order items directly from the menu tab.

Major Usability Problem

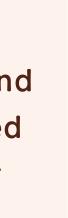




#### Redesign



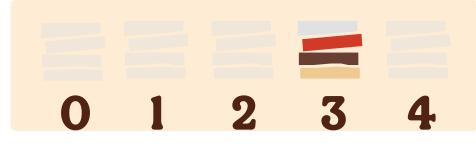
Redesign: Made Cart option more obvious and accessible, and created the option to add right from the item.



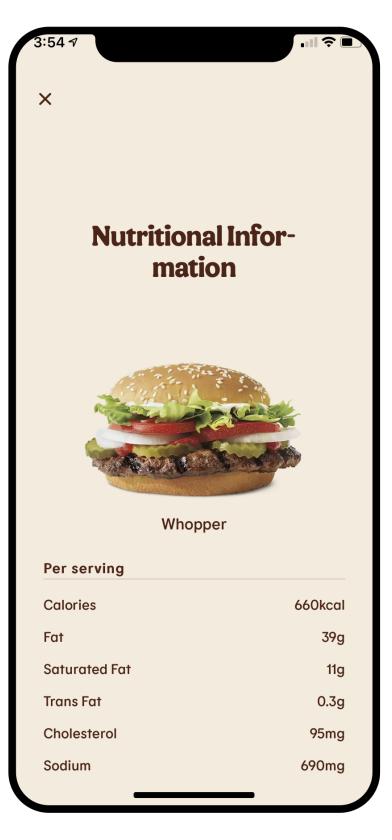
# Heuristic Flexibility and Efficiency of Use : Whopper Page

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

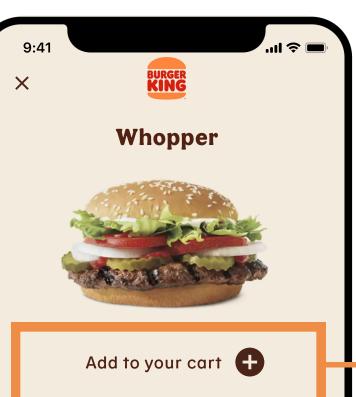




#### Original Design



#### Redesign



#### Nutritional Information

Calories	660kcal
Fat	39g
Saturated Fat	11g
Trans Fat	0.3g
Cholesterol	95mg
Sodium	690mg

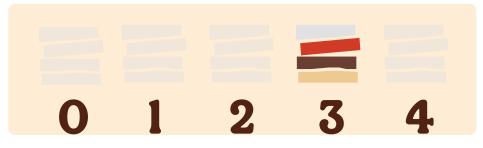
**Redesign:** Cleaned up the overall readability of this page and added logo for brand consistency.

Also added a button to add item to cart.

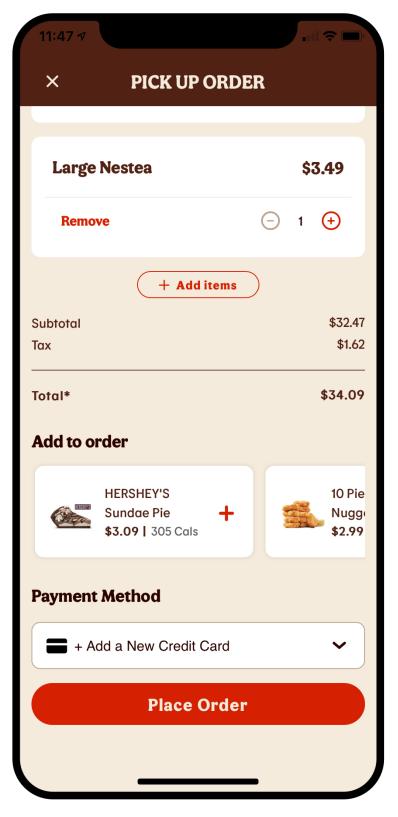
# Heuristic Flexibility and Efficiency of Use : Cart Details

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

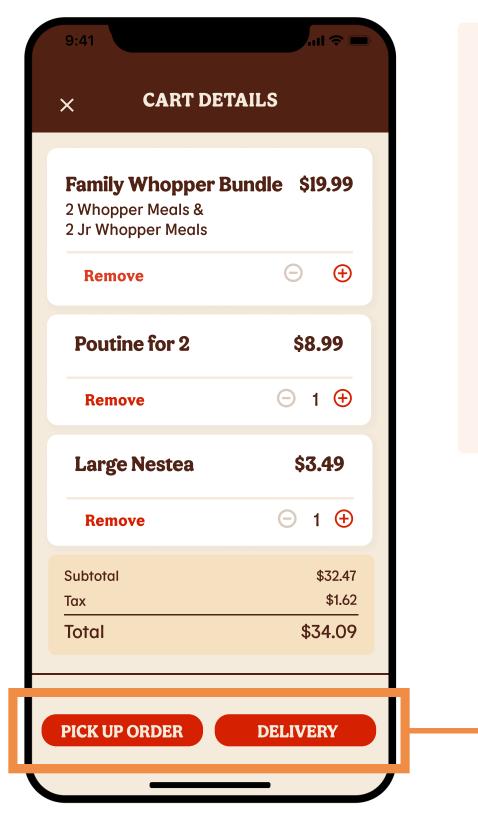
Major Usability Problem



#### 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.

