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Dr.Xu

IME6600 Interactive Media Strategies

October 7th, 2021

Justification for Chick-Fil-A

The interface I chose to interact with is the mobile application of Chick-Fil-A. I chose to go with the Chick-Fil-A because I use it frequently and I know a lot of people who use it as well. I am used to the application, but I will say it was very interesting watching interviewees interact with the app. My persona is based on my brother who ordered a sandwich and then discussed his issues with the apps. With that being said, I'm going to walk you through the redesigns I created in efforts to resolve the issues.

The first redesign was based on the interviewee's request to have the entrée and the meal in the same category menu. I designed it so the entrées and meals can be in the same category. Once you click on the "Chicken, Nuggets and More", you will have an option where you can click whether you would like a meal or an entrée. For example, if you would like to order a Spicy Chicken Sandwich, you can choose the entrée or the meal. The meal has an icon that indicates that it will come with a drink and a side of fries. You can switch out the fries for another side, but for the icon, fries are implied. The price is right underneath the pictures which shows the cost for a single item vs. a combo.

The second application redesign I chose to go with is the checkout options. The people that I interviewed were having a hard time with the payment section. They did not like that Chick-fil-A would automatically link up to Apple Pay. People like to choose

what they are going to pay with because the majority of people I interviewed do not use Apple Pay. In my redesign, I incorporated a 'choose' option making it possible for them to choose between cards they have saved on the account. This will help customers with a fast checkout option because it will prompt them to choose an account they already have or add a new card.

The last redesign is adding names to people's order, making it personalized. The interviewees brought up a great point. Some people order dinner for the whole family and would prefer everything be named so it would not be a hassle trying to figure out who's order is who's. For example, say my sister and I both get the same combo meal. Jennifer orders a spicy chicken sandwich deluxe with pepper jack, fries and a Coca Cola. I placed a similar order. My order would be a spicy chicken sandwich deluxe with Swiss cheese, fries and a Coca Cola. When I place the order on the app, it will include a box where you can enter the name of the person who ordered that. It will help organize everything making sure nothing is missing from the bag. It would be able to be added to the 'recents' tab which would make checking out easier because it will allow you to reorder an order you have placed previously if you enjoy that.

These redesigns are targeting all issues that my interviewee had. It would make the application more successful and efficient.

Citation: *Chick-Fil-A - home of the original Chicken Sandwich*. Chick. (n.d.).

Retrieved October 7, 2021, from <https://www.chick-fil-a.com/>.



Alex Mahone

Alex loves to eat Chick-Fil-A, so he ordered a Spicy Chicken Combo with fries and lemonade on the app that he uses for rewards.

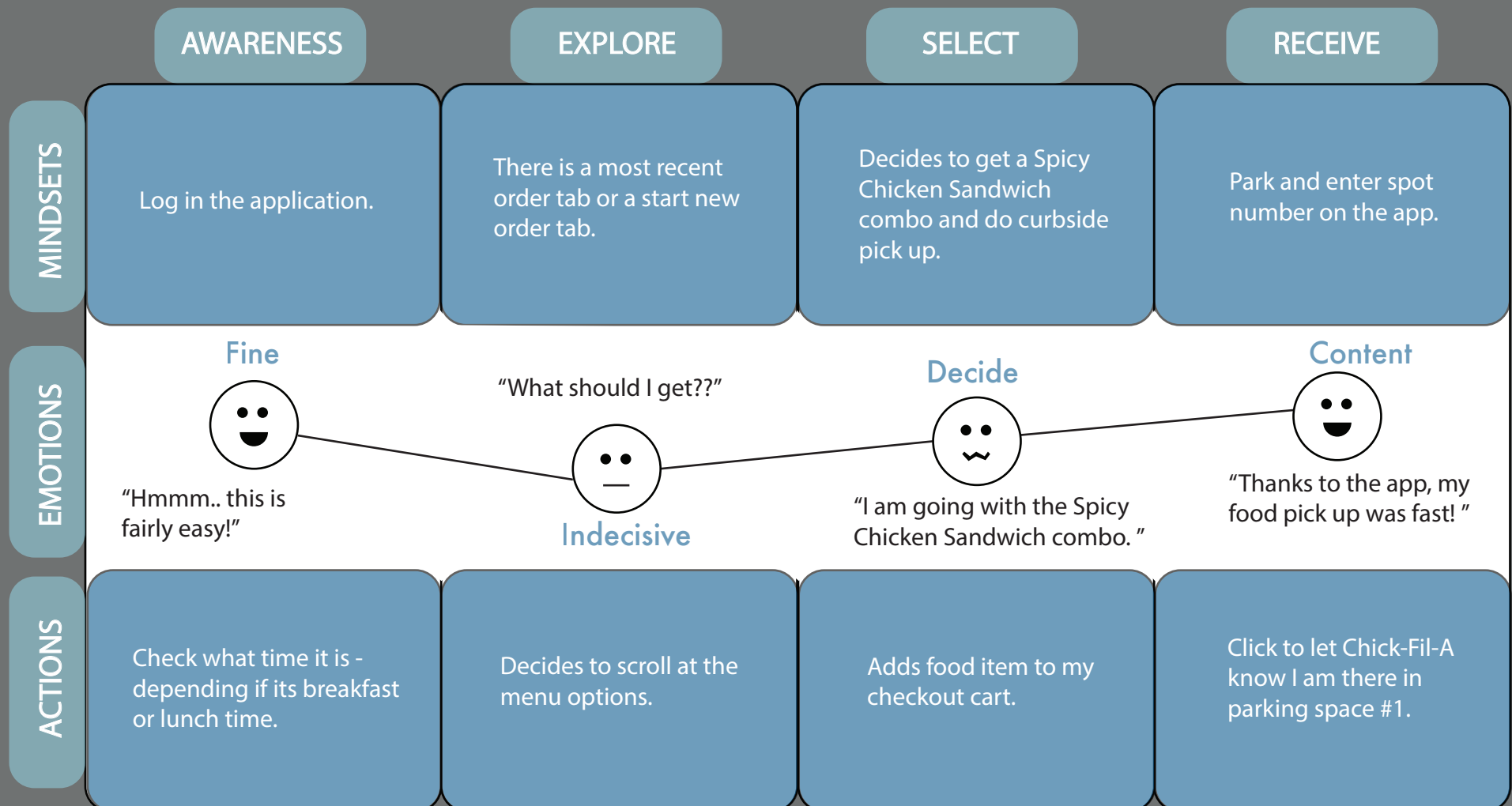
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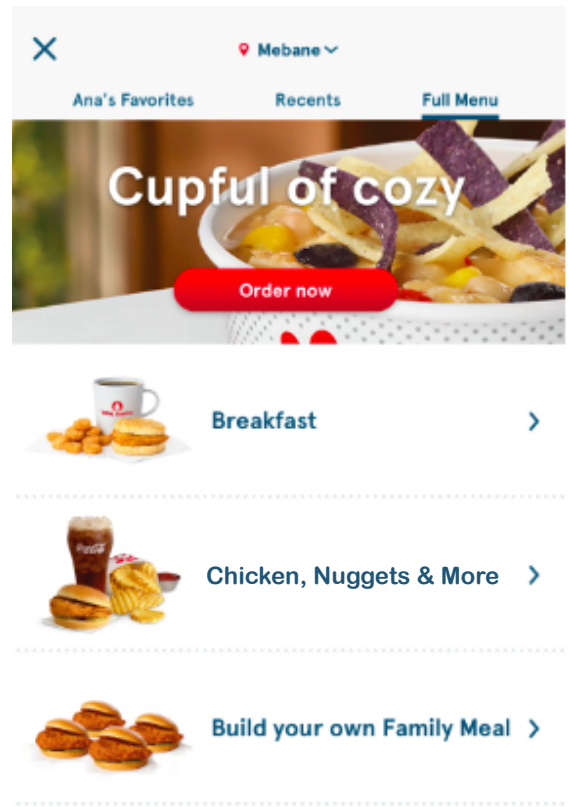
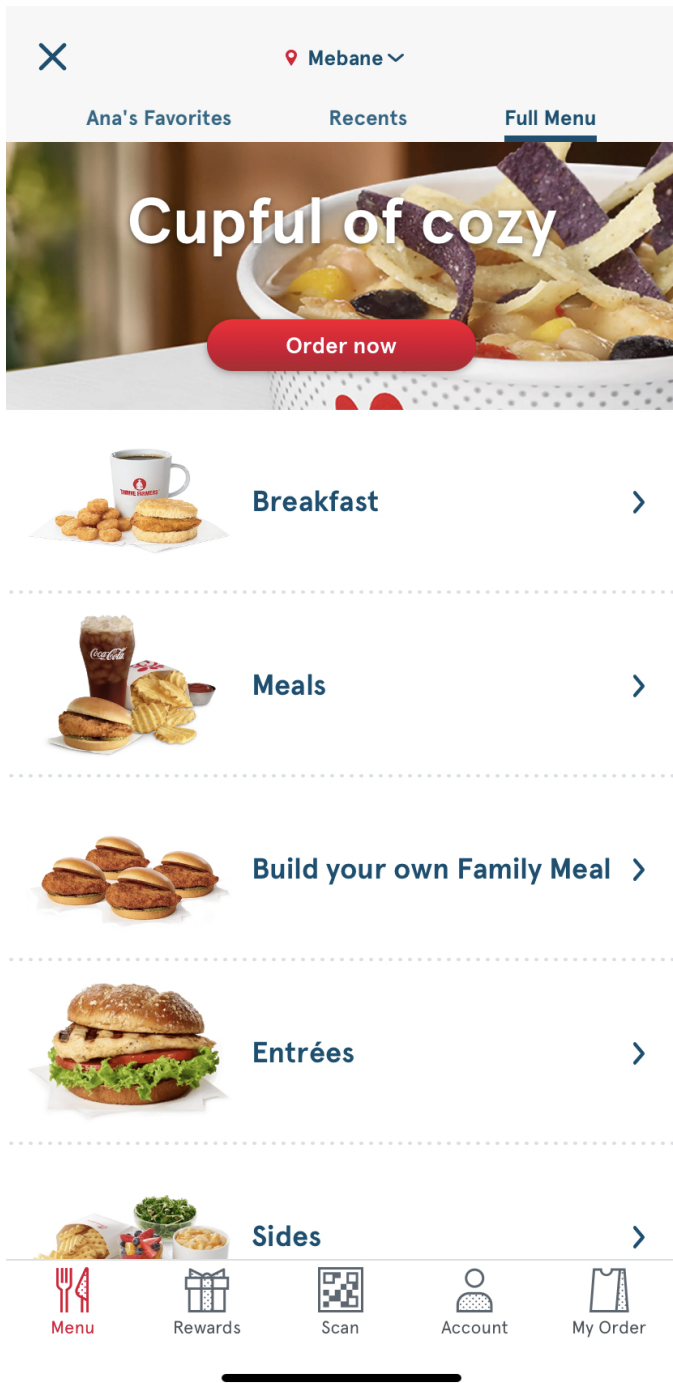
Location: Greensboro, NC

Occupation: Undergrad student

GOALS

- Self-explanatory navigation
- Easy to order
- Ability to filter ingredients in or out.







SPICY CHICKEN SANDWICH

\$4.99

NUTRITION



Make it a Combo >

What's On It?

Tap tile to edit, tap the check to remove.

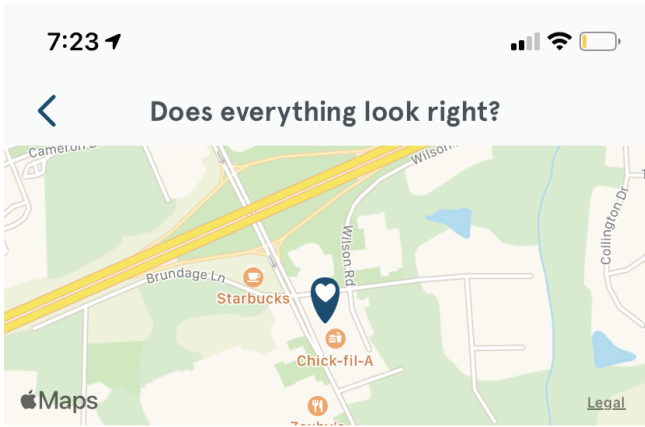
Make it a Combo?



Single Item
\$5.99
810 cal



Combo
\$8.79



< Does everything look right?



Mebane

1311 Mebane Oaks Rd
Mebane, NC 27302

Change



Curbside

Change



Apple Pay

Change

Order total **\$8.74**

Complete my order



Menu



Rewards



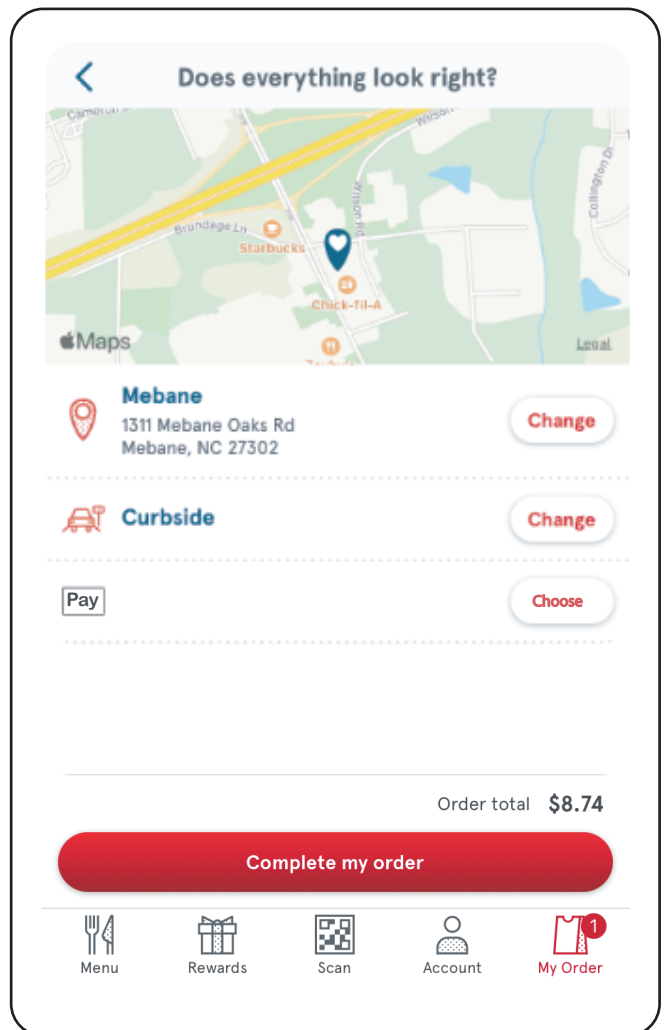
Scan



Account



My Order



< Does everything look right?



Mebane

1311 Mebane Oaks Rd
Mebane, NC 27302

Change



Curbside

Change



Choose

Order total **\$8.74**

Complete my order



Menu



Rewards



Scan



Account



My Order


7:33

Mebane

Ana's Favorites

Recents

Full Menu



Spicy Deluxe w/ Pepper Jack Meal

\$8.19 | 1020 cal


Spicy Deluxe Sandwich w/ Pepper Jack

Medium Chick-fil-A Waffle Potato Fries®

Medium Chick-fil-A® Diet Lemonade

Customize

Add to order




Strawberry Milkshake

\$3.45 | 565 cal

Gherry

Customize

Add to order



Chick-fil-A® Spicy Chicken Sandwich Meal

\$7.15 | 1160 cal

Spicy Chicken Sandwich


Chick-fil-A® Sauce

Medium Chick-fil-A Waffle Potato Fries®

Medium Coca-Cola®

Customize

Add to order



Spicy Chicken Sandwich

\$4.09 | 460 cal

Customize

Add to order

Menu

Rewards

Scan

Account

My Order


7:33

Mebane

Ana's Favorites

Recents

Full Menu



Ana's Order
Spicy Deluxe w/ Pepper Jack Meal

\$8.19 | 1020 cal


Spicy Deluxe Sandwich w/ Pepper Jack

Medium Chick-fil-A Waffle Potato Fries®

Medium Chick-fil-A® Diet Lemonade

Customize

Add to order




Ana's Order
Strawberry Milkshake

\$3.45 | 565 cal

Gherry

Customize

Add to order



Jennifer's Order
Chick-fil-A® Spicy Chicken Sandwich Meal

\$7.15 | 1160 cal

Spicy Chicken Sandwich


Chick-fil-A® Sauce

Medium Chick-fil-A Waffle Potato Fries®

Medium Coca-Cola®

Customize

Add to order



Anthony's Order
Spicy Chicken Sandwich

\$4.09 | 460 cal

Customize

Add to order

Menu

Rewards

Scan

Account

My Order