

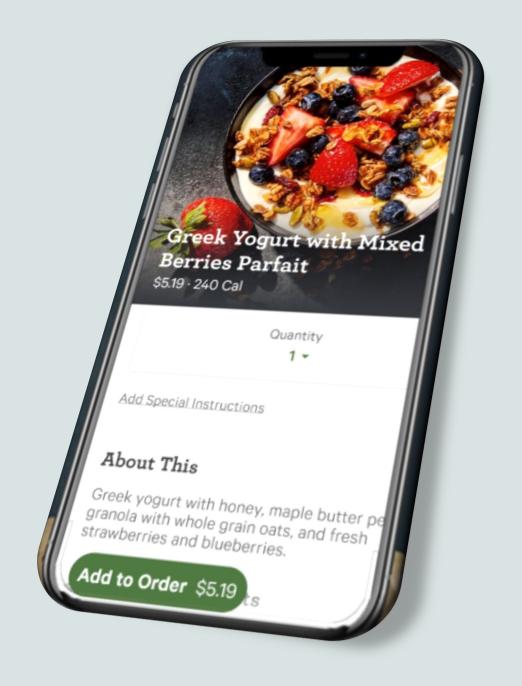
User Research UX-115

By Erika Zimmermann.

Panera Bread

What was the Aim of your Research?

- My goal was to gain knowledge and understanding of other users' perspectives.
- ✓ Also, I wanted to identify possible problems to find solutions.



Research Participants







Patricia

"The visual aspect, including the pictures in high resolution are very appealing!"- Patricia.

"Fast and easy to order!"- Claudia.

Criteria:

- ✓ First-time users of the Panera app. that enjoy good food and want to take advantage of the practicality of ordering quality food online.
- ✓ Thus, could find the Panera app. likable and useful.

Participants Profile

PATRICIA ZUBIAUR

- ☐ Female, 46 years old.
- Wife and accountant in Arkansas,United States.



CLAUDIA DROUET

- ☐ Female, 46 years old.
- Mom, wife and aviation worker in California, United States.



Methodology

- The research was performed using a questionnaire containing questions about the usability of the application as well as likeability and other users' preferences.
- ✓ The method of delivery and retrieval was Facebook messenger and personal email.

Microsoft Form Q&A

Jser Research Questionnaire	9. What is the most appealing thing in this app? *
USET RESEARCH QUESTIONNAILE is questionnaire aims to get your opinion about the usability of the Parera app.	Enter your answer
Dia Diazibi Immeritive Reader	
Erika. When you submit this form, the owner will see your name and small address.	10. What feutures you liked the most from the three lines on the upper left side of the homepage? *
Required	Enter your answer
. What are some of your favorite restaurant apps or casual restaurants?*	
Enter your answer	
	11. What would you change in the Panera app? *
10	Enter your answer.
2. In what circumstances would you use the Panera app? (e.g. Breakfast take out, a date) *	
Enter your answer	12. Was there anything missing that you were expecting? *
	Enter your answer
. Does the Panera app reminds you of another app? *	
Enter your answer	13. How would you rate the usability of the Panera app? *

I. What was your favorite feature? Why? *	14. Why did you give that rating? *
Enter your answer	Enter your answer
	Y
. What are your first impressions of the app in general? *	15. How incline are you to recommend the Paners app to friends and family? *
Enter your answer	
i. What do you think about the visuals of the Panera app.? (e.g. colors, photos) *	16. What might keep people from using the Panera app? *
	Enter your answer
Enter your answer	
	17. What is your age group? *
Did you find something unexpected or surprising in this app? *	□ 16 to 25
Enter your answer	26 to 45
	- 46 to 55
	_ ss ·
I. How do you think the Panera app can help you? *	
Enter your answer	18. Please, include your name if you wish. *
	Enter your answer
	12 Plassa Indude your name it you vish, *



- ☐ The need to add online ordering from the website to make remote ordering accessible. To all (e.g: The elderly with low storage capacity phones.)
- Ovations to rewards for using the application. (e.g.
 Free dessert.)

Key Findings

- Keeping the UI colors and high fidelity and quality photos are features appreciated by users.
- ☐ Ease and speed will keep users coming back.
- □ The need for security reassurance when confiding personal information to check out. (e.g: Credit card information.)

Chocolate Croissant \$3.59 · 380 Cal

Thank You!

Erika Zimmermann. Bryan University, 2022.