



User Research

UX-115

By Erika Zimmermann.

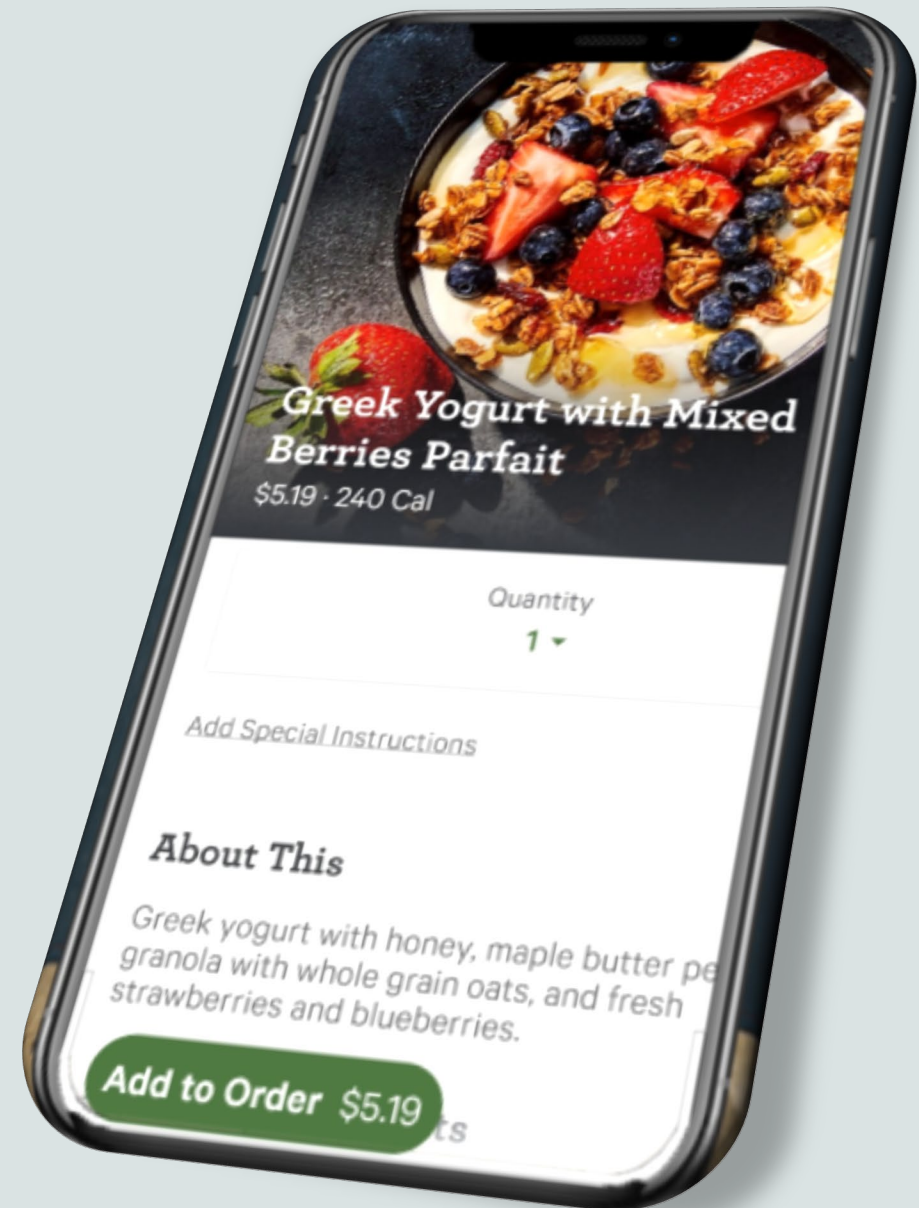
Panera Bread



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



Claudia



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.





Key Findings

- ❑ 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.)
- ❑ Ovarions to rewards for using the application. (e.g: Free dessert.)
- ❑ 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!

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