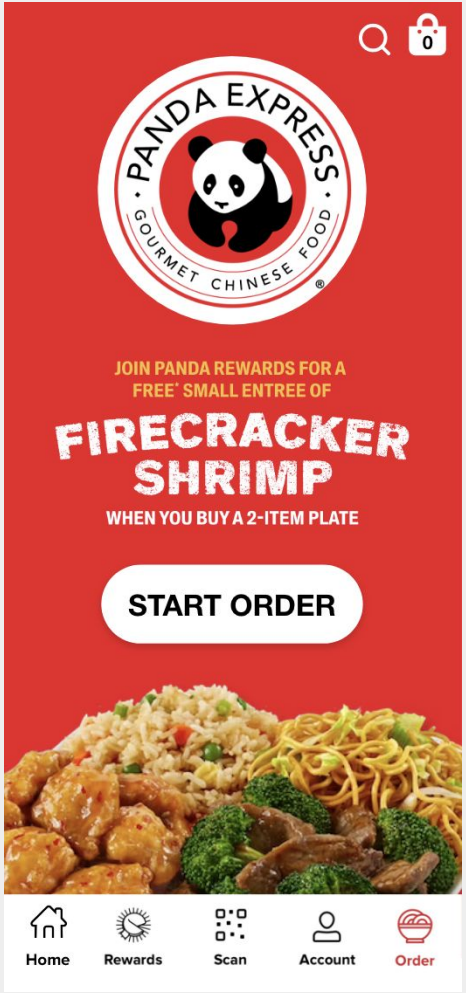
Panda Express Case Study

By Tyler Strachan



Project Overview

- Panda Express is a popular American fast-food chain known for its quick-service Chinese cuisine, offering a variety of dishes.
- You can use their mobile app to order for online pickup.





The Problem

- Clunky and overwhelming interface with confusing layout of items and unused space.

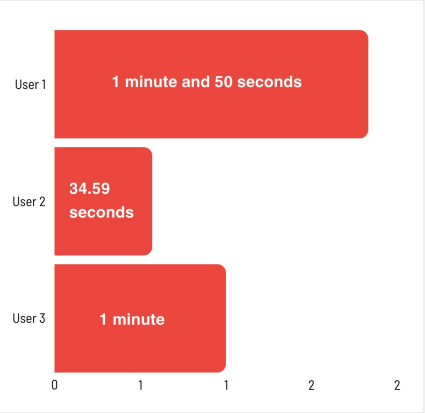
The Goal

- Create a simplified user interface, streamline product information and reorganize items into simpler categories.

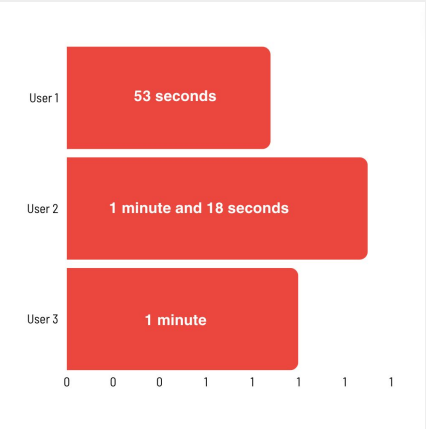
User Research

- Had my users walk through the app and order menu items and tell me key information about the product while I timed them.
- Test 1: Order a bowl with fried rice, broccoli and orange chicken
- Test 2: Order an individual item of orange chicken
- Tell me the price, allergens if applicable and the amount of calories for both items

User Test 1



User Test 2



User Pain Points

1. Overstimulating interface
2. Cluttered Layout
3. Complex navigation, difficulty finding information/ products



User Personas



- Sarah is a 20 year old college student from Minneapolis who loves hanging out with friends and being busy on campus. However she does have a couple allergies so it's important for her to know what she's ordering.

Demographics

- sex: Female
- age: 20
- occupation: student
- education: in college

Goals

- wants a quick and easy way to eat out
- use mobile app to avoid long lines

Frustrations

- Overstimulating homepage
- Not clear where to access information

User Personas



- Maggie is a 34 year old working mom with 2 children who are 4 and 6 years. Her and her partner both work full time so sometimes they find it easier to order pickup through a mobile app on the way home after a full day of work/school.

Demographics

- sex: Female
- age: 34
- occupation: marketing strategist
- education: bachelors

Goals

- wants a quick and easy way to eat out
- use mobile app to get home as quick as possible
- kids are picky eaters

Frustrations

- Overstimulating homepage
- slow loading screen
- Hard to find nutrition information

User Personas



- Jackson is a 23 year old recent college graduate from Minneapolis who is living in an apartment on his own for the first time. He is not a very good cook and relies pretty heavily on take out. He also has a lot of anxiety ordering at a counter so the mobile app is a great option.

Demographics

- sex: Male
- age: 23
- occupation: accounting
- education: bachelors

Goals

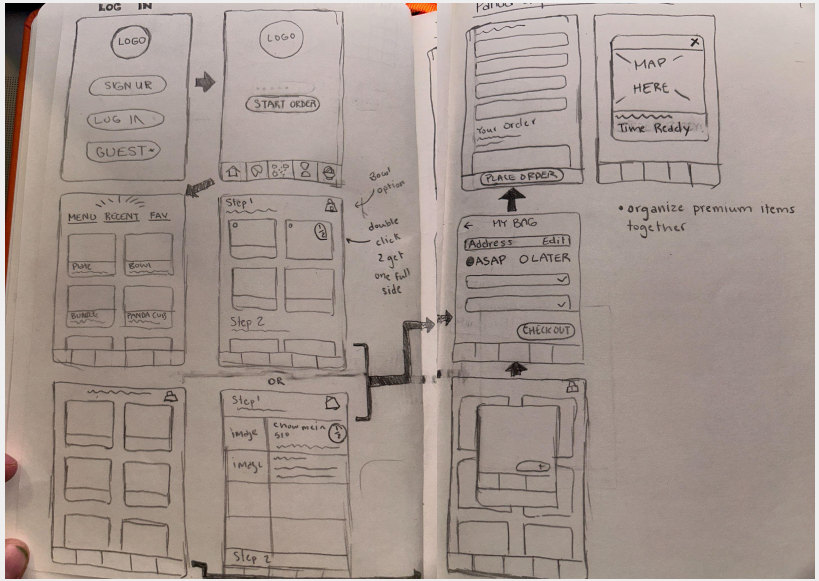
- wants a quick and easy way to eat out
- use mobile app to avoid ordering at counter

Frustrations

- Overstimulating homepage
- Not clear where to access information

Paper Wireframes

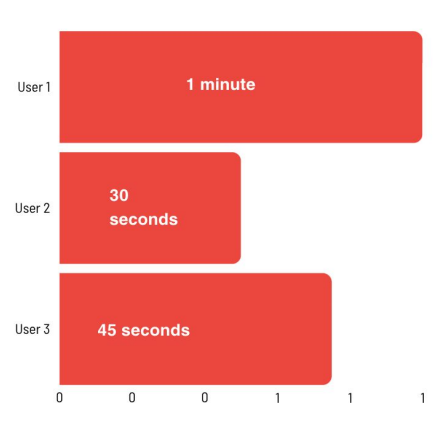
- My original concept was to switch up the style of organization from rows and into square icons.
- While doing this I wanted to focus on simplifying things while still keep things somewhat familiar for the user.



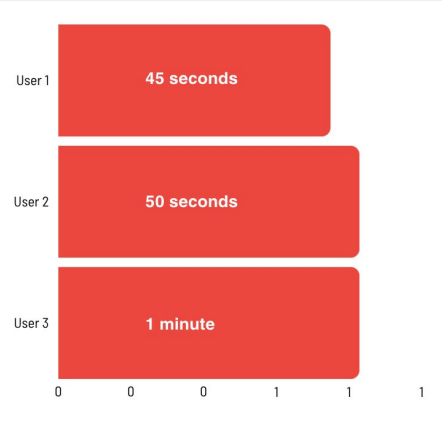
Usability Testing

- Used my same users from my original task.
- Users completed two tasks and found product information using the same test from the original app.
- Had a notable decrease in order time with my prototype.

User Test 1



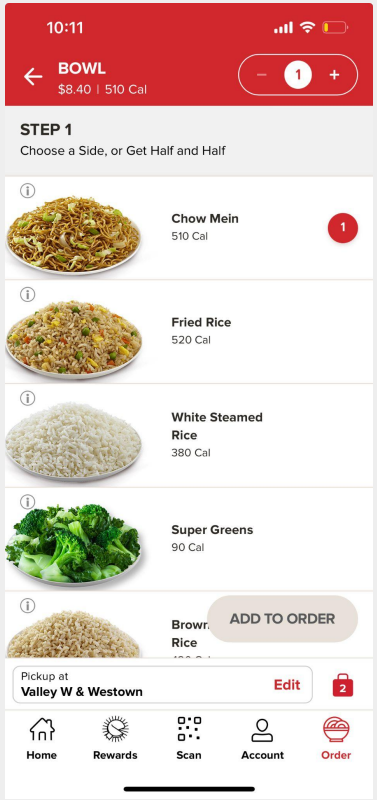
User Test 2



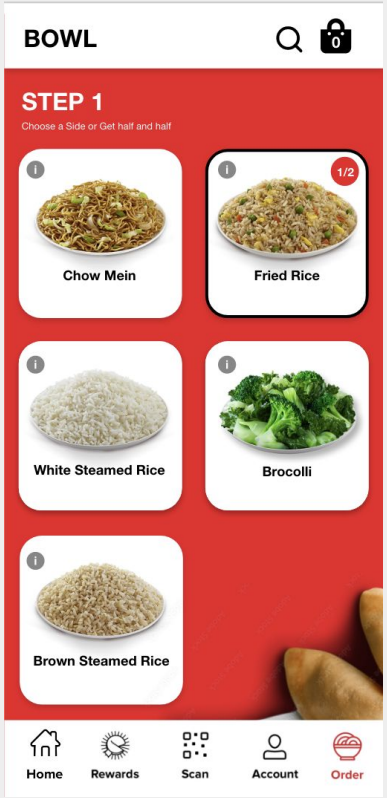
Mockups

- Got rid of rows and switched to square icons for easier use.
- Increased size of information icons for easier use.
- Added the half option when initially clicking to let users know you can choose two sides.

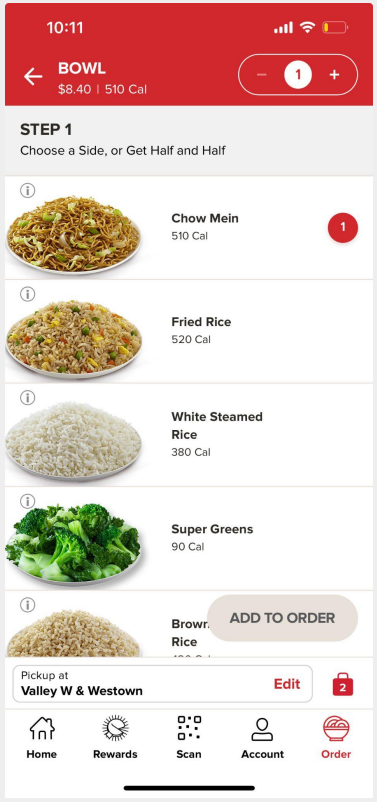
Before

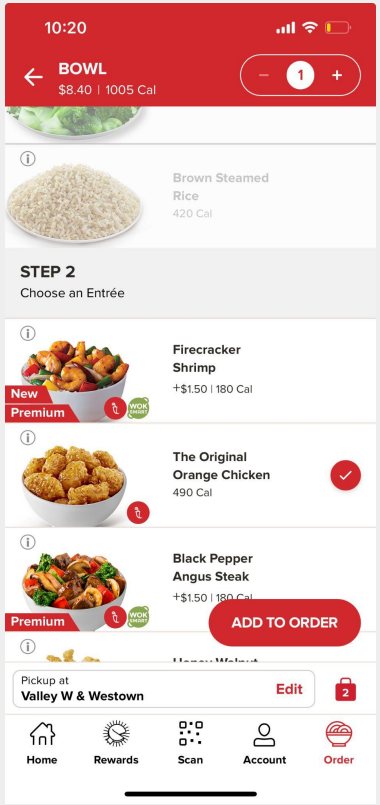


After




10:26
WELCOME,
TYLER
PANDA POINTS®
89
GET A FREE* SMALL ENTREE OF
FIRECRACKER SHRIMP
WHEN YOU BUY A 2-ITEM PLATE
1 Join Panda Rewards or login to your account
2 Add a Small A La Carte of Firecracker Shrimp and a 2-Item Plate
3 Redeem Free Firecracker Shrimp under Offers
*Tax, Delivery, and other fees still apply. Ends 3/4/2024. Must be a Panda Rewards member and include small a la carte entree of Firecracker Shrimp and a two-item plate when using the offer at checkout for discount to apply. Other restrictions apply. See pandaex.press/firecracker for more details.
START ORDER
Home
Rewards
Scan
Account
Order

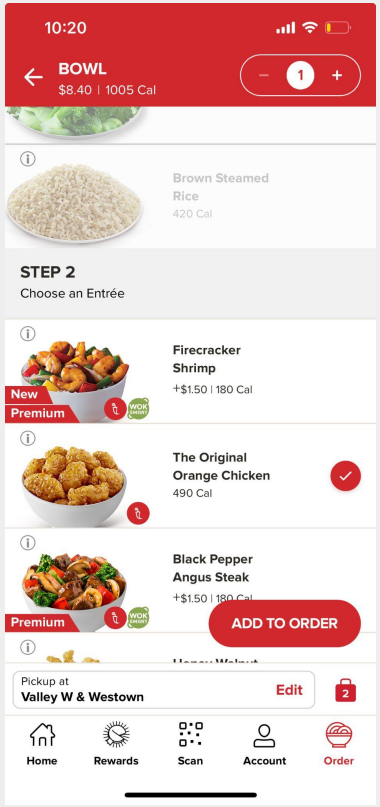

10:11
BOWL
$8.40 | 510 Cal
1
STEP 1
Choose a Side, or Get Half and Half
Chow Mein
510 Cal
1
Fried Rice
520 Cal
White Steamed Rice
380 Cal
Super Greens
90 Cal
Brown Rice
ADD TO ORDER
Pickup at
Valley W & Westown
Edit
2
Home
Rewards
Scan
Account
Order


10:20
BOWL
$8.40 | 1005 Cal
1
Brown Steamed Rice
420 Cal
STEP 2
Choose an Entrée
New
Premium
Firecracker Shrimp
+$1.50 | 180 Cal
The Original Orange Chicken
490 Cal
Premium
Black Pepper Angus Steak
+$1.50 | 180 Cal
ADD TO ORDER
Pickup at
Valley W & Westown
Edit
2
Home
Rewards
Scan
Account
Order

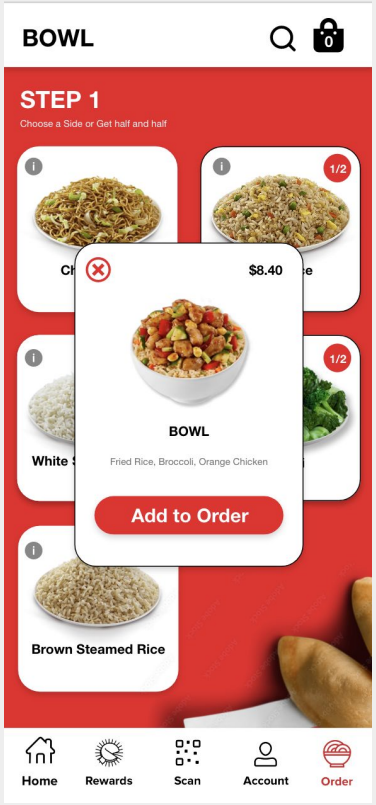
Mockups

- Created a pop up feature similar to the A La Carte feature to make everything more uniform.
- Organized items in more uniform way such as spicy, wok smart, or new/ premium items.

Before



After



Mockups

- Simplified home screen while still using imagery and rewards feature.
- Most users complained of to many things happening on the home screen.
- Tried to keep key features while still remaining pretty simple.

Before

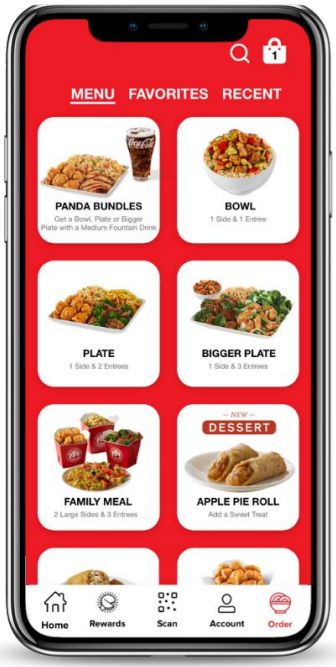


After



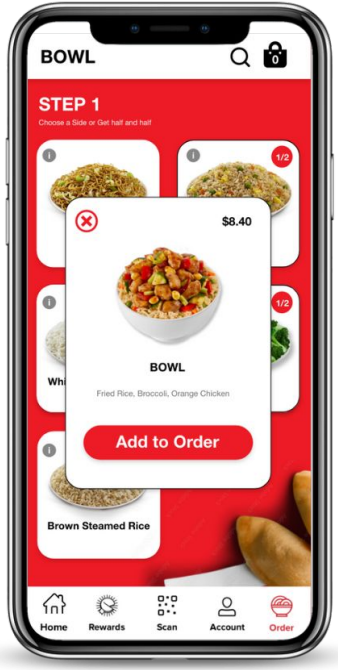
Mockups


PANDA EXPRESS
GOURMET CHINESE FOOD
JOIN PANDA REWARDS FOR A FREE* SMALL ENTREE OF
FIRECRACKER SHRIMP
WHEN YOU BUY A 2-ITEM PLATE
START ORDER
Home
Rewards
Scan
Account
Order


MENU
FAVORITES
RECENT
PANDA BUNDLES
BOWL
PLATE
BIGGER PLATE
FAMILY MEAL
DESSERT
APPLE PIE ROLL
Home
Rewards
Scan
Account
Order


A LA CARTE
Small
$5.20
Medium
$8.50
Large
$11.20
Add to Order
Sweet Fire Chicken Breast
Beijing Chicken
Home
Rewards
Scan
Account
Order


BOWL
STEP 1
Choose a Side or Get half and half
Chow Mein
Fried Rice
White Steamed Rice
Brocolli
Brown Steamed Rice
Home
Rewards
Scan
Account
Order


BOWL
STEP 1
Choose a Side or Get half and half
$8.40
BOWL
Fried Rice, Broccoli, Orange Chicken
Add to Order
Brown Steamed Rice
Home
Rewards
Scan
Account
Order

High Fidelity Prototypes



Accessibility Considerations

1. Use of images with menu items
2. Larger text sizes
3. Use of an info page with nutritional and allergen information



Key Takeaways

- Implementing a simpler user interface now makes it quicker to order.
- Use of visual indicators and images is important for a successful user interface.



Next Steps

- If I had more time I would begin to apply this system to other menu categories.
- I would also invest in finding more imagery to indicate size differences like with the large, medium and small boxes.



THANK YOU!