

UX Content Analysis - Part 1

by Rachel Peterson



Chick-fil-A

→ The Why

I chose the Chick-fil-A app as my first example of a user flow for ordering food. I use this app frequently and I was surprised at how seamless it is from beginning to end.

Here, I'll give screenshots with examples of how their user flow works when placing a mobile order and why I enjoy the overall experience.

Breakfast ends in 9 minutes

IT'S VETERAN'S DAY, RACHEL
Thank you to all who have served



Lettuce Supply Chain Challenges ✕

Due to global supply chain challenges, we may be temporarily out of lettuce. Some menu items may be unavailable or prepared differently. We apologize for the inconvenience.

 Pickup at restaurant

 Deliver to me

 Order catering


 Menu
  Rewards
  Scan
  Account
  My Order


Breakfast ends in 7 minutes

✕ Select a restaurant to view menu


Rachel's Restaurants Nearest

Recently ordered from:


 Drive-thru only


Louis Henna Blvd Drive-Thru Only 

1.43 miles away
110 Louis Henna Blvd
Round Rock, TX 78664


 Breakfast ends in 9 minutes

Start my order


 Stand-alone


North Mopac & Parmer Lane 

3.61 miles away
12501 N Mo Pac Expy
Austin, TX 78758


 Breakfast ends in 9 minutes

Start my order

 Stand-alone


Braker Lane 

5.73 miles away
10901 Research Blvd Svrld NB
Austin, TX 78759


 Breakfast ends in 9 minutes

Start my order


Closes at 10:00pm

✕  Louis Henna Blvd Drive-Thru Only


Rachel's Favorites **Recents** Full Menu

 **Cobb Salad w/ Nuggets**
\$9.29 | 460 cal
Crispy-Boil-Peppers


Customize **Add to order**






 **Iced Coffee - Vanilla**
\$3.09 | 140 cal

Customize **Add to order**

 **Medium Freshly-Brewed Iced Tea Unsweetened**
\$2.09 | 0 cal

Customize **Add to order**

 **Grilled Market Salad w/ Grilled Filet (Cold)**
\$9.49 | 260 cal
Harvest-Nut-Granola, Roasted-Almonds, Light Balsamic Vinaigrette Dressing

 Menu
  Rewards
  Scan
  Account
  My Order

Closes at 10:00pm

Does everything look right?

Louis Henna Blvd Drive-Thru
110 Louis Henna Blvd
Round Rock, TX 78664

Change

Drive-thru Express

Change

Apple Pay

Change

Subtotal \$9.29
Tax \$0.77

Order total **\$10.06**

Is someone else picking up your order?

Complete my order

Menu Rewards Scan Account My Order ²

9:43

Closes at 10:00pm

Choose your vehicle Remove

Silver Honda Car >

Add a new vehicle >

9:44

Please arrive before the restaurant closes at 10:00pm to receive your order

CONFIRM ARRIVAL

Stop to scan the sign at the Drive-thru Express Lane.

We'll start your order when you confirm your arrival at **Louis Henna Blvd Drive-Thru Only.**

Expand

Can't scan? Scan code

Menu Rewards Scan Account My Order

9:44

Please arrive before the restaurant closes at 10:00pm to receive your order

PULL FORWARD AND MEET US IN THE MEAL DELIVERY ZONE

Pull around to receive your order.

Thank you! We'll meet you in the Silver Honda Sedan

See my Status

Menu Rewards Scan Account My Order

Chick-fil-A:

Overall Experience Summary

Things I love:

- Overall ease of use

(I've placed an order on the app while carrying items and trying to get my leashed dog in the car all at the same time)

- Highly customized to fit the user's needs
- Clarity of instructions (user is never left wondering what to do next)
- Tone is friendly and straightforward
- Accuracy (confirmations and checks throughout the process)
- Ability enter your receipt info if you visit a location that doesn't offer express pickup/QR order check in

Things I would change:

Nothing :)



USPS - Passport Appointment Scheduling

→ The Why

I chose the USPS desktop site to show the simplicity of a user flow for scheduling a passport appointment for a new passport holder.

I'll share the process and show screenshots of their user flow for this process and my thoughts on the overall experience.

Tools



Calculate International Prices



Print International Labels



Print Customs Forms



Use our online scheduler to make a passport appointment.

Schedule Today

Learn About

International Sending

How to Send a Letter Internationally

How to Send a Package Internationally

International Shipping Restrictions

Shipping Internationally Online

International Insurance & Extra Services

Completing Customs Forms

Military & Diplomatic Mail

Sending Money Abroad

Passports

Compari

Global

Priority

Priority

First-C

First-C

Filing an

Requesti

Search or Enter a Tracking Number

Step 1: Choose a Service

Service Type

Adult(s)

Minor(s) under 16 years old

Step 2: Search by

Search for Appointments by

Location

Date

Search for a Post Office

Use [Find USPS Locations](#) to compare Post Offices that provide passport services.

*City and State or ZIP Code™

Radius

Passport photo locations.

Search

Select an Appointment Date

You can book appointments up to 4 weeks in advance. Only available days will be displayed. Please note: Appointments are not available on holidays.

Calendar Key

- 1 Appointments available
- 1 No appointments available
- 1 Selected appointment date

November						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

December						
Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Appointment Date: **Friday, December 09, 2022**

Select Date

Step 4: Provide Contact Information

To confirm this appointment, provide your contact information.

*First Name

Rachel

*Last Name

Peterson

*Phone Number

512-584-0242

*Email Address

plantladyprose@gmail.com

Send me updates via text message.

I have read, understand, and agree to the [Terms and Conditions](#) >

Privacy Act Statement

Your information will be used to schedule an appointment for Retail Services. Collection is authorized by 39 U.S.C. 401, 403, 404, 407, and 411; 22 U.S.C. 214; 31 U.S.C. 7701. Providing the information is voluntary, but if not provided, we will be unable to provide this service to you. We do not disclose your information to third parties without your consent, except to facilitate the transaction, to act on your behalf or request, or as legally required. This includes the following limited circumstances: to a congressional office on your behalf; to financial entities regarding financial transaction issues; to a U.S. Postal Service auditor; to entities, including law enforcement, as required by law or in legal proceedings; to contractors and other entities aiding us to fulfill the service (service providers); to process servers; to domestic government agencies if needed as part of their duties; and to a foreign government agency for violations and alleged violations of law. Our [privacy policy](#) tells you more about our information practices when you provide personal information to us.

[Review Appointment](#)

Step 5: Review & Confirm Appointment Details

Review your information and click "Confirm Details" to schedule your appointment. After you confirm the appointment, you'll receive your final confirmation number.

Service Type

New Passport
1 adult appointment(s), no minors

Contact Information

RACHEL PETERSON
512-584-0242
PLANTLADYPROSE@GMAIL.COM

Post Office

PFLUGERVILLE
301 S HEATHERWILDE BLVD
PFLUGERVILLE, TX 78660-9998

Date

12/09/2022

Time

11:45 AM
Approx. 15 minutes

Appointment Details

• Arrive 10 minutes early.

Edit 

Estimated USPS® Charges¹

Service	Price	Quantity	Subtotal
Passport Acceptance Fee	\$35.00	1	\$35.00

Total USPS Fees

\$35.00

Confirm Details

¹ The Department of State charges additional fees for Passport Books and/or Cards as well as processing. See the [Passport Fee Calculator](#).

USPS Passport Appointment: Overall Experience Summary

Things I love:

- Overall easy appointment scheduling process
- Fast - only 5 steps to make an appointment
- Uses simple language, straightforward copy that tells the user exactly what to do
- Choice of search options (date or location)

Things I would change:

- Add the Passport Scheduling tool under Quick Tools
 - Color contrast in the calendar boxes and on the final confirmation screen (too much muted gray)
 - Include a simple explanation of the estimated fees so there are no surprises
 - Include the Passport Fee Calculator earlier in the process
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