UX Content Analysis - Part 1

by Rachel Peterson



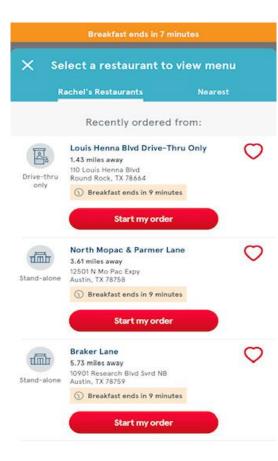
Chick-fil-A

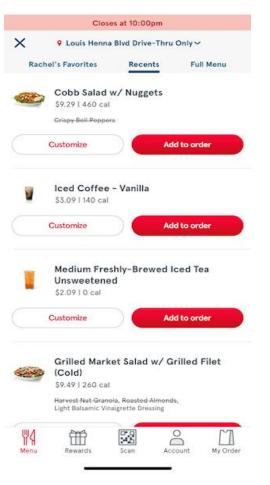
→ The Why

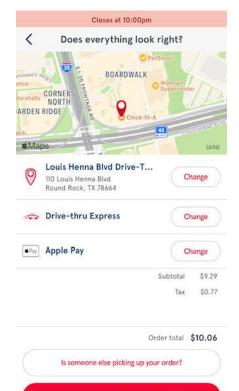
I chose the Chick-fil-A app as my first example of a user flow for ordering food. I use this app frequently and I was surprised at how seamless it is from beginning to end.

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.









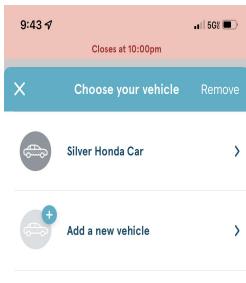
Complete my order

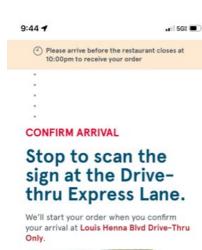
28

Rewards

0

Account







Can't scan? Scan code



Rewards







9:44 1

.∎ 5GE ■

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











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.

	ulata International De	International Se	International Sending			
Calc	ulate International Pri		How to Send a Letter Internationally			
Print	International Labels	How to Send	How to Send a Package Internationally			
	mernational East is	International S	International Shipping Restrictions			
Print C	Customs Forms	Shipping Inter	Shipping Internationally Online			
Print		International I	nsurance & Extra Servic	es First-0		
MISSORT	Use our online	Completing C	ustoms Forms	Filing an		
	scheduler to	Military & Diplor	Military & Diplomatic Mail			
	make a passport	Sending Money	Abroad			
	appointment.	Passports	Passports			

Step 1: Choose a Service

010	p 11 0110000 a 0011100				
Servic	е Туре		Adult(s)	Minor(s) under 16 years old	
Nev	w Passport Only	~	1	0	V
Ste	p 2: Search by				
Sear	rch for Appointments by				
•	Location				
0	Date				

Search for a Post Office

Use Find USPS Locations to compare Post Offices that provide passport services.



Search

Select an Appointment Date

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

Calendar Key

 Appointments available
--

No appointments available

1 Selected appointment date

November						
Su	Мо	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	Мо	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.

To commit the appointment, provide your contact morniation.	
*First Name	*Last Name
Rachel	Peterson
*Phone Number	*Email Address
512-584-0242	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.

1 adult appointment(s), no minors					
Contact Information	Post Office		Date	Time	Appointment Details
RACHEL PETERSON 512-584-0242 PLANTLADYPROSE@GMAIL.COM	PFLUGERVILLE 301 S HEATHERWILDE PFLUGERVILLE, TX 78		12/09/2022	11:45 AM Approx. 15 minutes	Arrive 10 minutes early.
Edit Ø					
Estimated USPS® Charges ¹					
Service	Price	Quanti	ty	Subtotal	
Passport Acceptance Fee	\$35.00	1		\$35.00	
Total USPS Fees				\$35.00	
Confirm Details					

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