

QUANTITATIVE MEASURE OF USABILITY



CHIPOTLE

MEXICAN GRILL



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Usability I



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Chipotle will invest **\$15 million** to improve **IT infrastructure**, a portion of which will support and enhance its **digital programs** and **digital experience**.

JOHN HARTUNG
CFO

FOCUS ON TECHNOLOGY

Over the last year, we've been building new competencies around improving the **guest experience** through **technology** and testing new or enhanced offerings. Each of these is designed to improve convenience, add interest to our menu, and deliver a **better overall experience for our guests**.

STEVE ELLS
CEO AND FOUNDER

To manage demand from tablets and online orders, Chipotle's restaurants have started adding what the company calls a **second "make-line,"** or team of workers that prepares virtual orders from a prep table in the kitchen.

IN 2018, TIME IS THE CATALYST FOR CHANGE.



350 stores employ second digital make-lines

1000 locations will be equipped by the end of 2018

To complement these improvements, the online, web-based ordering system must be investigated.

Recommendation:

CONDUCT TIME ON TASK USABILITY TESTS

GOALS

Chipotle values a **fast** customer experience, as evidenced by the implementation of the second make-line and an investigation into “virtual drive-throughs” expedite the order, check-out, and pickup process for online orders.

THE ONLINE EXPERIENCE SHOULD

- Mirror the in-store options, emphasizing **fast** and **easy** order completion
- Emphasize a **streamlined, simplistic** approach to order creation
- Provide **clear instructions** on selection of menu options
- Present the user with **feedback** once menu items are selected

MEASURING TIME ON TASK:

How long it takes users to complete a task in **minutes/seconds**

Quantitative – focuses collection of the following metrics

- time on task
- rate of successful completion
- rate of failure

Qualitative – users can speak aloud and narrative their progress



THREE METRICS

- 1 Average task completion times with users who complete the task successfully
- 2 Average time on task – total time spent on task
- 3 Mean time to failure – average time spent before a user gives up or incorrectly completes the task

METHODOLOGY



1 Develop realistic task-based scenarios

2 Using individuals on development, marketing, or other internal team, complete baseline testing with tasks

3 Develop personas and recruit a large sample of users – approximately 25-35 participants

4 Test with participants, recording the task times

5 Refine the site as needed:

- If there are excessively high task times or failures, investigate other methods of qualitative user testing to discover problems within the interface
- Think aloud methods may resolve some problematic areas, allowing for fast diagnosis and repair of errors

6 Iterate process and retest as needed

ADVANTAGES

TIME-ON-TASK MAY:

- **Diagnose** usability problems
- **Indicate** there are problems with the interface
- **Track** progress between releases of website
- **Assess** competitive position with tests of competitor's sites
- **Establish** a benchmark for subsequent tests

EXCESSIVE TIME TO COMPLETION CAN SUGGEST:

- Too much complexity
- Too many steps
- Technological issues
- Poor usability

ALLOWS YOU TO DETERMINE:

- **Effectiveness** with successful task completion rates
- **Efficiency** with the mean task completion times
- Participant **satisfaction** rates

ADVANTAGES

- **Learnability**
How easy is it for your users to complete basic tasks?
High/abnormal task times may indicate problems with the interface
- **Efficiency**
How quickly can users perform the task?
- **Memorability**
How easily the interface can be used after a period of inactivity
- **Error rate**
How many errors do users make?
Can users recover from errors in a timely manner?
High task times may indicate errors or backtracking to complete task
- **Frustration**
What is the length of time before users abandon the task?

DISADVANTAGES

- Thinking aloud process may slow down the process
- May not tell you **what** the problem is
- Does not tell us **why** users may be frustrated or why they fail
- Unable to identify the **source of confusion**
This may be overcome by utilizing the speak aloud method of testing
- Unable to determine user expectations: **what** they would like to do, **what** they need, **what** their goals are, or the **process** they complete to select a choice or abandon a task



Online orders represent a large portion of Chipotle's ongoing improvement focus.

By measuring the **time** it takes users to complete a task, Chipotle can gauge where users are struggling.

Long task completion times indicate a problem with the interface and can guide us where to **refine** the user's ordering process.

If task to completion times are short, we can focus our attention on **other areas** of the ordering process.

The website's **effectiveness** and **efficiency** may not be an area of concern. It may not need improvement, thus freeing the team to **investigate other ways to enhance** the customer's experience.

RESOURCES

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