



# IMPROVING THE USER EXPERIENCE (UX)

GRUBHUB'S MOBILE APPLICATION



# OVERVIEW

As the mobile on-demand food ordering sector grows in popularity, it is important to understand the needs and goals of Grubhub's mobile app users. I analyzed Grubhub's user reviews to provide alternate user experience (UX) solutions.

**The purpose and intention of this study was to gain an understanding of Grubhub users and how Grubhub can potentially improve the mobile app UX through answering the following:**

- How is Grubhub's mobile app meeting user expectations?
- How can Grubhub improve the mobile app experience?

# USER FEEDBACK

- **50 Grubhub user reviews** were selected for analysis from the Apple iOS app store. The reviews were among the top 50 voted as *Most Helpful* by other users. These user reviews are considered the most trusted in the community, written by power users, and up-voted by others.
- **I discovered 5 themes after analyzing user reviews.** The themes were beneficial to potential UX improvements and were considered throughout my wireframe design of solutions.
- Performing an analysis of user reviews helped pinpoint potential areas of improvement.

## Methods

Grubhub's user reviews are a direct reflection of user experiences. By analyzing the current user reviews, it helps gain a better understanding of user frustrations and can outline a plan of potential UX improvements.

## How were reviews analyzed?

Reviews were sorted through and divided into categories based on the users' mention of their experience with functions and features of the Grubhub app.

## The analysis uncovered...

Users have high expectations of on-demand food delivery features and functionality.

Nearly 1 in 4 users base their expectations on past experiences with competing apps.

Communication tools and tracking functionality were high on the list of mentions by users.

longer than is advertised (e.g. delivery time 45-55min has sometimes taken 90min), food has arrived barely warm despite coming from a few blocks away, drivers don't know how to read maps (our condo complex is a little confusing but there are maps & they don't bother looking - I've been called & expected to walk out to the front of my complex which I cannot do because I have a small toddler & probably ordered food vector was inconvenient to go out in the first place, & several drivers were rude or unprofessional. That being said, there have been a couple great driver & they have comped delivery fees or given 'free next delivery' codes when I've contacted the company but I don't appreciate having to

### G Competitors

11

showing up when they're not open. I could care less if a restaurant was open to browse the menu! For me, the app is rendered useless before 8AM, I can't do anything but look at the places I've ordered from in the past. The main screen literally just tells you to come back later. If this app is designed to help restaurants gain business and to link customers to places they may have never known existed, Grubhub is doing a pretty pisspoor job. I mean, at least have a live tracking option. On numerous occasions, drivers have had difficulty finding my place of work. Provide a better GPS interface and hire smarter drivers who actually read the delivery instructions.

### G Tracking

18

is better than the service

★☆☆☆☆ Click

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it always works. though it s

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### G Menu

11

food at 12:00, with the delivery ETA of 12:45. I checked the status on my app and it said my food was delivered at 12:24. I spoke with customer service via chat and they stated they spoke with the delivery driver and he was three minutes away and my food would be delivered shortly. Another 30 mins went by no food. I called the restaurant this time and they stated my food was ready and had been sitting there for 45 mins. I called GrubHub customer service to see what was going on, the customer service guy apologized offered me \$10 off my next order and said he would call the driver. He got back on the phone and said he attempted to call the driver multiple times but the driver turned off his phone. I was outraged, the

### G Communication

15

phone such as received a phone call or send a message, when you go to go back in to GrubHub your order is completely gone. It in NO WAY saves your order to you bag. This has been a large inconvenience a few times. Also it doesn't often seem to be very convenient way to add extra small things that aren't always automatic optional extras. Like if you want to add peppers to your soup (a cheap but important add for some) and you have to message in the comment you then and hope that they add it and possibly price adjust your order. The thing that the app is outstanding. I use it constantly. Not to mention their customer service is amazing! Recently we were missing an addition to a main dish that was supposed to be

### G Checkout

8

The interface of this app is so painstakingly dumb. First of all, I live in a decent sized town, it's not a major city but there's a ton of restaurant options. With this grubhub app, those restaurants don't even pop up when you search by category- you have to type in the restaurant name to get it to come up. I wonder if that's some kind of under-the-table promotional idea Grubhub has with some restaurants. It's moronic. This brings me to my next point of restaurants not showing up when they're not open. I could care less if a restaurant was open to browse the menu! For me, the app is rendered useless before 8AM, I can't do anything but look at the places I've ordered from in the past. The main screen

### G Search

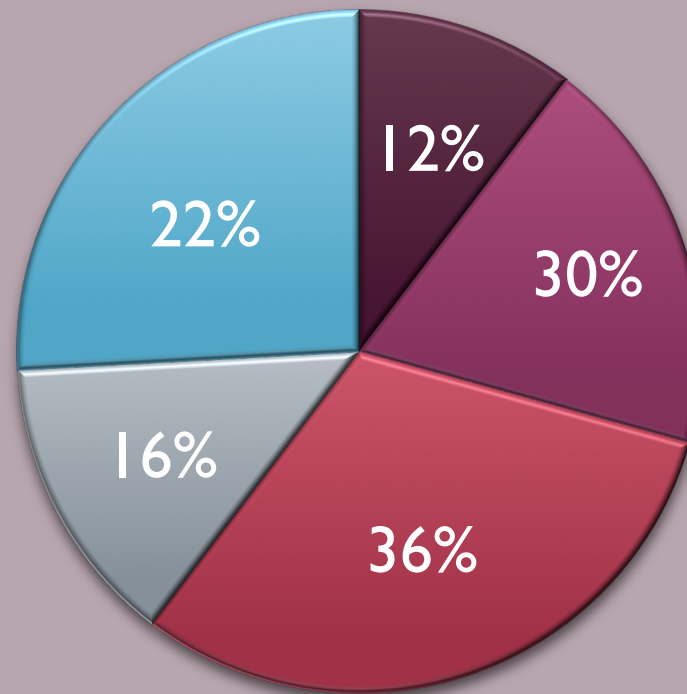
6

The top 50 reviews in the Apple iOS app store were analyzed in total and separated into categories.



# CONTENT ANALYSIS – USER RESEARCH

## 5 Key Functions and Features Mentioned in User Reviews



■ Search ■ Menu ■ Tracking ■ Checkout ■ Communication

**not user friendly** Apr 24  
 ★★☆☆☆ klpal000

The interface of this app is so painstakingly dumb. First of all, I live in a decent sized town, it's not a major city but there's a ton of restaurant options. With this grubhub app, those restaurants don't even pop up when you search by category- you have to type in the restaurant name to get it to come up. I wonder if that's some kind of under the table promotional idea Grubhub has with some restaurants. It's moronic. This brings me to my next point of restaurants not showing up when they're not open. I could care less if a restaurant was open to browse the menu!! For me, the app is rendered useless before 8AM, I cant do anything but look at the places I've ordered from in the past. The main screen literally just tells you to come back later. If this app is designed to help restaurants

'search' terminology

**Could use improvement** Sep 20  
 ★★☆☆☆ ~~hailee~~

I think this app has a lot of potential however is lacking compared to other delivery apps because it seems as though they haven't made many major necessary improvements to ensure quality delivery for customers.

The app doesn't offer many updates on the order process or at least doesn't offer them accurately. I never get a notification saying my food is ready to be picked up nor on its way for delivery. There are also no updates on driver location or when the driver arrives.

There isn't any in app customer service, I have to physically call if my order is messed up which makes the correction process longer. Customer service through messages or complaint filing would be much more accurate and prevent language barriers.

'tracking' & 'communication' terminology

**Not worth it** 1y ago  
 ★☆☆☆☆ Allthecoolkidnamesaretaken

Sooo buggy! It's like this app was developed in 1998... There are no notifications to update the status of your order, you have to go in and refresh it. Same thing with track your delivery, there's no real time map showing the driver's location. I've gotten calls from their customer service that my driver is waiting but nothing in the app to indicate my order was even out for delivery. The most recent time I used it the status of my order went right to "delivered" even though the driver was still at the restaurant. There was no way to get the driver's contact info or car description. Customer service was less

'tracking' & 'communication' terminology

**Delivery updates needed** Sep 17  
 ★★☆☆☆ ngb25

First time user and was less than impressed with the service. App is extremely easy to use and there were no issues with my order. That gives it the 3 stars. However, there were absolutely no updates on my order without having to manually refresh the app myself. Of all the food delivery apps, this is the only one I've used that hasn't let me know when the delivery person was on the way via push notifications. The ETA is a 10-min window and the driver called me prior to that window saying he was outside. Having a baby, I was in the middle of a diaper change and would have had to make the driver wait 5+ minutes if my husband hadn't been home to help. Getting a push notification that the driver was on the way and a specific estimated time of arrival based on how long it would take to drive from the restaurant to drop off would make this app so much better.

'tracking' & 'communication' terminology

# USER REVIEW EXAMPLES

The app is better than the service 1y ago  
★★★★☆ Classtaker

I have used gh at least 20 times. The app is great, it always works. though it seems inconsistent from restaurant to restaurant in its menu application and usage - sometimes confusing what comes with an item. The service from grub hub

‘menu’ terminology

User default settings Dec 20  
★★★★☆ tytttyyjsfkddohdfkj

Why can't I set default search settings in the App? I always search based on distance to my location primarily because I walk to pick it up. If I search for pick up, I then have to sort by distance instead of your default setting. Most of the time if set the sort to distance but the search is either pick up or delivery and I need to change it to the opposite, I then have to go back and change the sort setting to distance again.

I understand your default sort settings are likely based on the company's that pay you extra for the opportunity to be at the top of the list, but I will never go to that restaurant unless its within a reasonable distance from me.

‘search’ terminology

Great concept, just needs more... Jul 23  
★★★★☆ nopinic

Used Grubhub three times already. First time, order was delayed, but food arrived warm as ordered. Unfortunately one of the items on the menu was listed as vegan/vegetarian and later found out it was not - so that is a menu issue on the restaurant's side. Second time ordered, food on time and warm, but the menu was not up to date so combos arrived with completely different sides. Third time ordered, food arrived warm and on time, special instructions were given (sauce on side) which were followed, but unfortunately- an entire meal combo was missing. It is a hassle to refund and reorder because of the wait time for the refund and adding the food prep and delivery all over again (if you experience this, might just consider a straight refund). It is a good concept, just not sure how they could fix issues with outdated menus or orders being correct.

Maybe a fix like Instacart - where you can see when things are being added to cart as they happen in real time and the shopper/driver can text you about problems like substitutes, but that would be something on the restaurant's end.

‘menu’ & ‘communication’ terminology

★★★★☆ FV3NS00ZU0

First time using and was using a gift card. When I got to checkout it did not give me the option to use the gift card. I did finally see under My Grub there was a place to enter the gift card. Did that and still would not work! Finally went to Help function and called. Had a hard time understanding the person on the other end and she didn't seem to understand what I was trying to tell her the problem was and put me on hold. While on hold I saw there were many fields to My Grub profile that needed completion. Did all of those while on hold and tried again to checkout but again no choice to use gift card. The only field I didn't fill out was credit card payment-lol and behold once I entered that information I was able to have the option at checkout to use my gift card! Your customer service person returns to the line and I told her I figured it out and had placed my order...she still didn't seem to understand that as well!!! Very frustrating to say the least....my suggestion is when you sign up it forces you to submit all information needed. Also was extremely disappointed in choices of restaurants as you TV ads make it seem like you have lots of choices-even before signing up it said I had 82

‘checkout’ & ‘communication’ terminology

# USER REVIEW EXAMPLES

# GRUBHUB VS COMPETITORS & USER EXPECTATIONS

- Prior user experiences have led users to expect certain things, such as being able to accomplish their tasks in similar ways across all mobile on-demand platforms.
- Grubhub does not need to be exactly like competitors but should keep an eye on industry trends and best practices to ensure up-to-date features and functionality.

**Next, we'll look at Grubhub's interface and breakdown the current obstacles users are encountering, as well as how they can be improved to create a streamlined user experience.**



**From the user review analysis, I identified three problems. The following three features and functions are considered top factors to users:**

### PROBLEMS

- Search
- Menu
- Tracking

**My design proposes three solutions to help improve the user experience (UX) with:**

### SOLUTIONS

- ✓ New search functions
- ✓ New menu layout
- ✓ Improved tracking communication

## Search

- The current search features require multiple steps without clearly depicting the path a user should take.
- Having multiple search options clutters the small space of a mobile screen and doesn't create a clear path for users.
- Currently, users must go back and forth between search options. If a user wants to search by cuisine, as well as by one of the refine options or choose pickup versus delivery, they must take 3 different steps (see Image 1-4).
- Search functions can be condensed to simplify content and reduce the steps for users - making it simple for users to choose a restaurant and complete their task. By displaying restaurants in a categorical way (such as by cuisine), the restaurants screen can be optimized for users to view more options without having to scroll or use multiple search functions. This reduces steps for users and allows for more restaurants to be displayed.

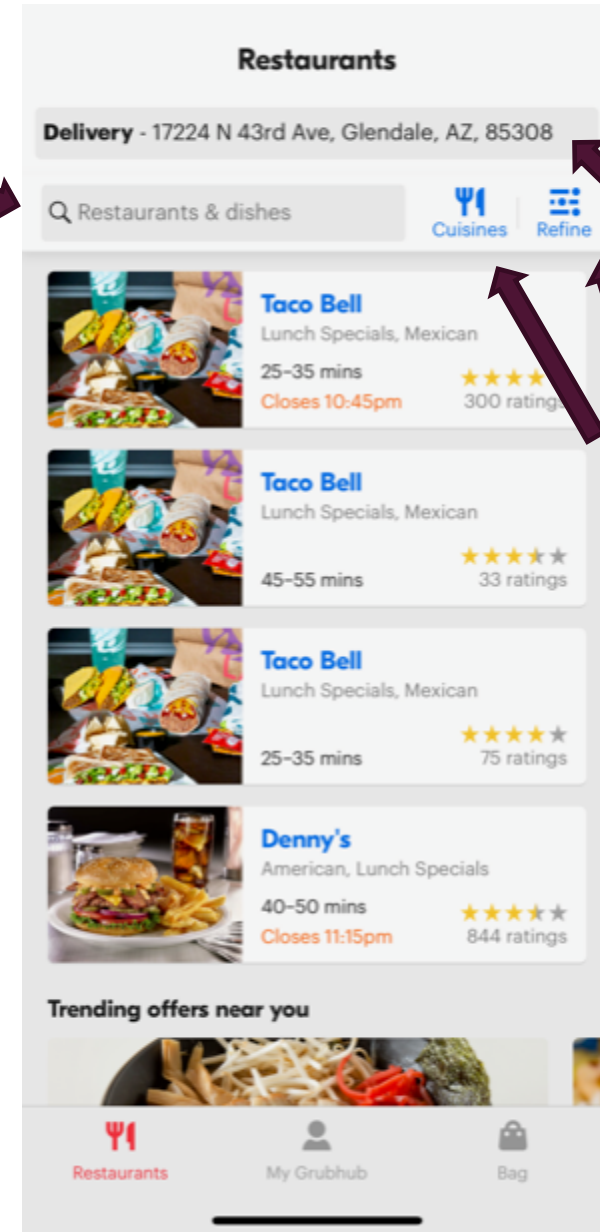


Image 1 Showcases all 4 functions available to users for searching

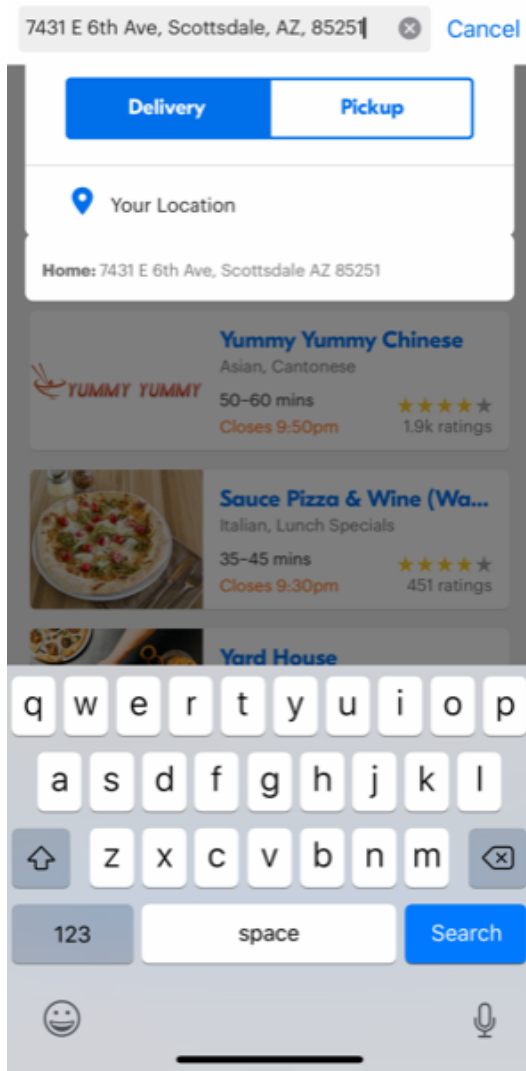


Image 2 Searching delivery vs pickup.

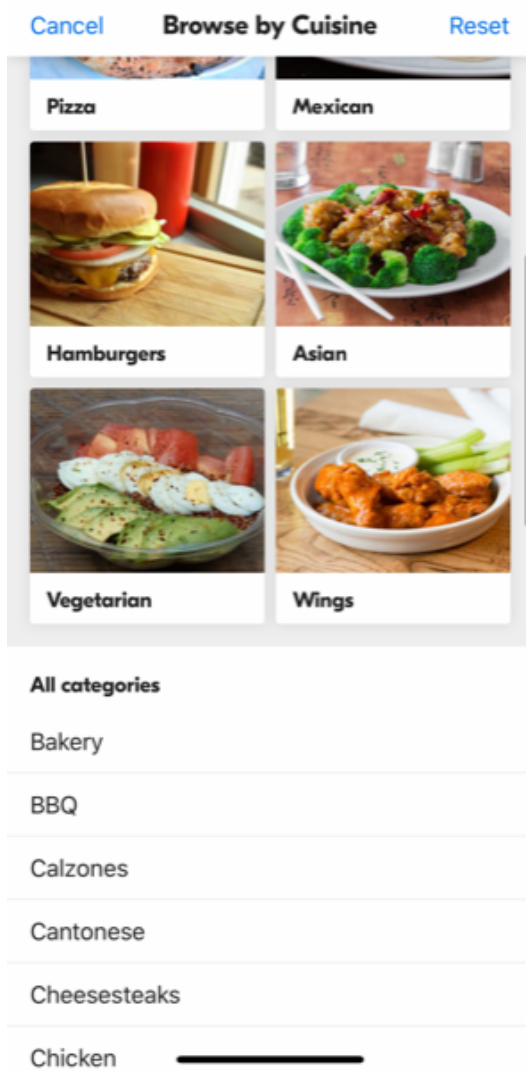


Image 3 Searching by cuisine. Some are single items, while others are by cuisine.

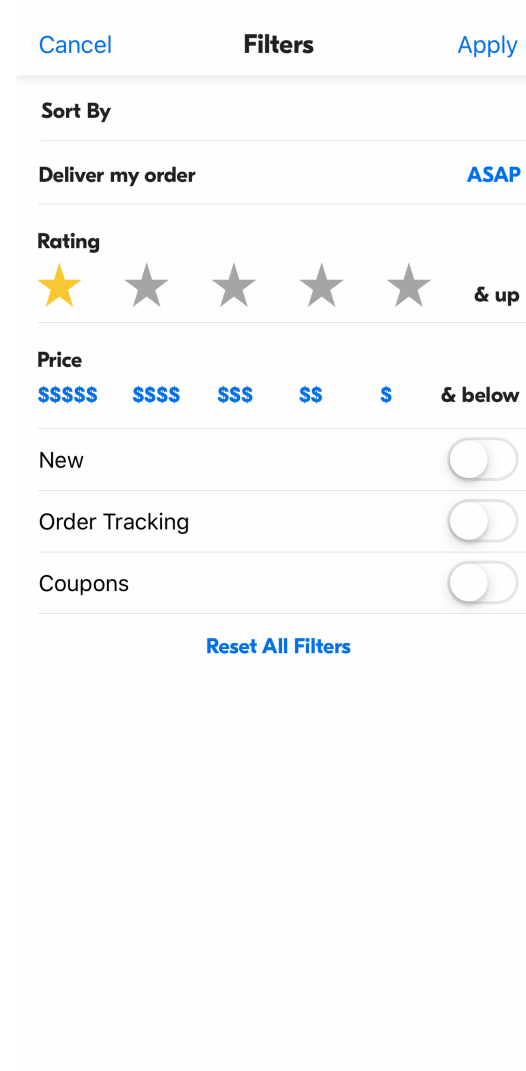


Image 4 Searching through the refine feature.



## Menu

- The current main screen shows repetitive menus when there are multiple locations for a restaurant. Without clicking on each one individually, there is no indication of which location each one is – creating additional steps for a user and hinders how many *different* restaurant options are shown to them (see image 5).
- To improve the user experience, repeating restaurants can be reduced to one and users can toggle between locations and choose the one to order from.
- By combining repeat restaurants/menus into one, it allows users to see a larger variety of places nearby.

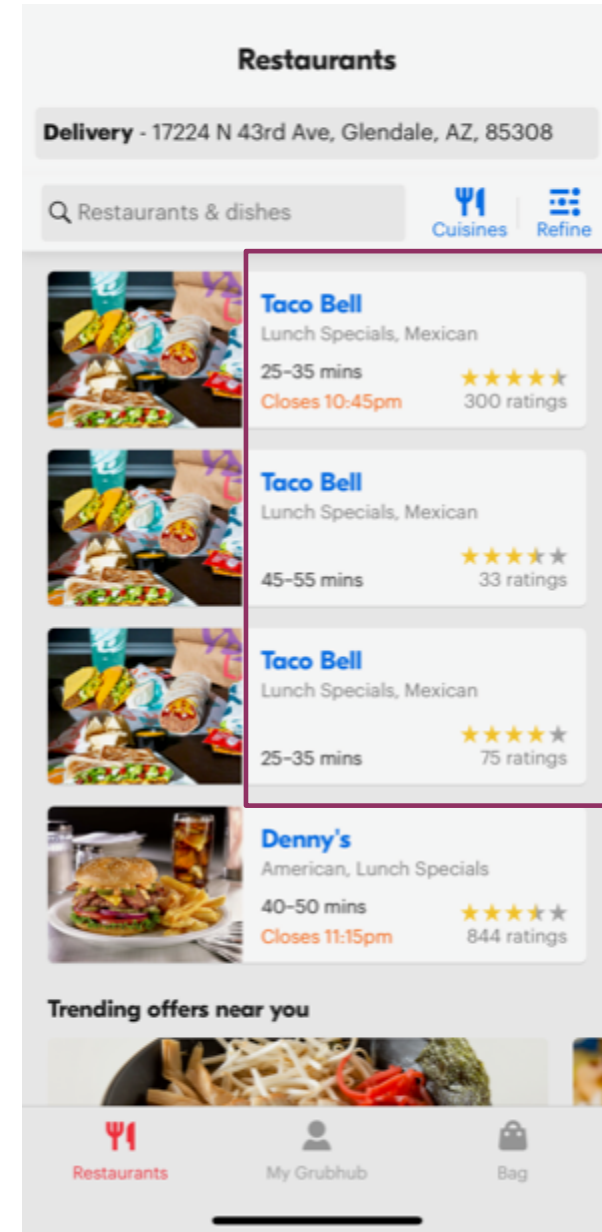


Image 5 Repetitive menus for multiple locations.



Image 6 Search tool is small. Scroll bar doesn't give clear indication of when it stops.

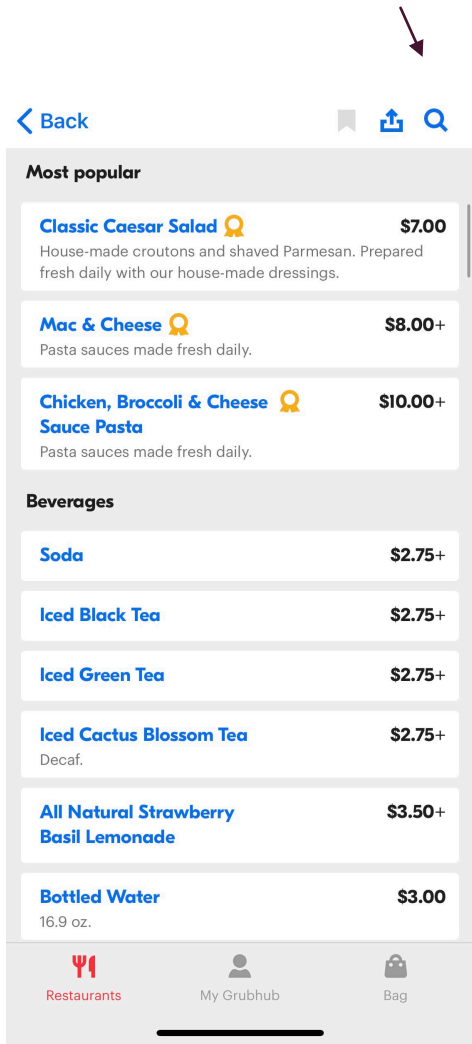


Image 7 Lack of imagery and descriptions. Inconsistent between restaurants. Large menus make the menus longer and require more scrolling.

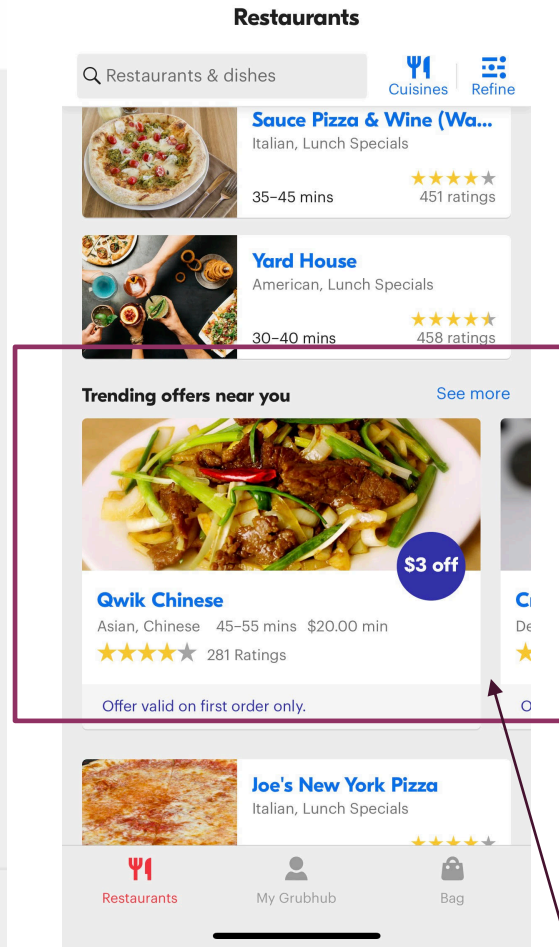
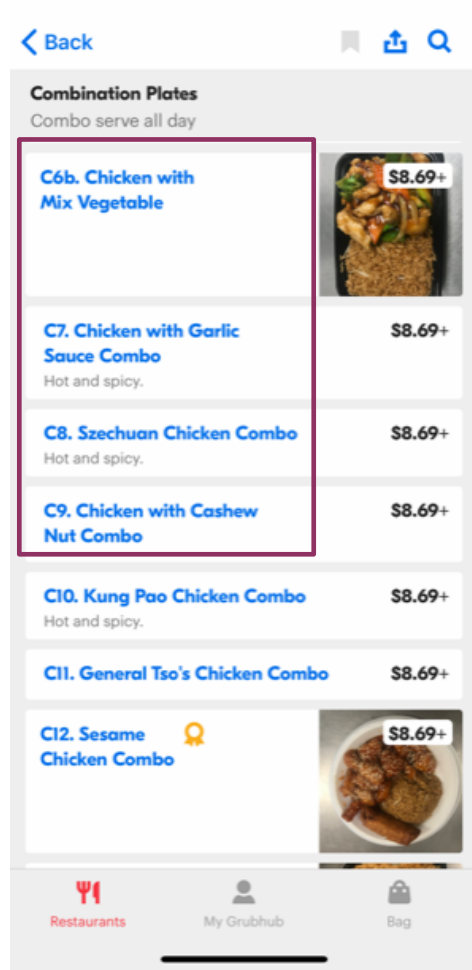


Image 8 Carousel feature should be used allows users to quickly slide through options.

## Menu Content

- Users prefer to sort through menu content quickly and want to navigate through it easily.
- The current search tool was not clearly visible to users (see Image 6) and large menus require a lot of scrolling (see Image 7). There is also a lack of consistency with imagery and menu item descriptions.
- To help improve the UX, restaurant menus can be condensed into a layout that only displays images and names. Images allow users to browse menu categories quickly and using a carousel type of layout can reduce the amount of scrolling (see image 8).
- All restaurants should be required to display photos of menu items and provide accurate descriptions of what the user should expect to receive. This ensures the user has a positive experience with the app AND restaurant.



➔ **Users are dissatisfied with the current tracking process.**

Current tracking system lacks detail and accuracy in alerting users where their food delivery is and/or information regarding the delivery driver or customer support, such as way to communicate directly with them from the app.

➔ **Users would like the ability to message and connect with Grubhub quickly.**

As mentioned earlier, many expectations stem from users' previous experiences with similar apps.

- Users feel comfort in knowing they can message Grubhub or their driver directly. When a user must leave the app to email or call customer support, it creates unnecessary steps and begins crumbling the user experience.
- Providing users with an accurate map displaying the location of the driver can help eliminate dissatisfaction that comes when users are unable to figure out what the status of their delivery is. Being able to track the delivery process and having the ability to connect with the delivery driver is something users mentioned when referring to competitors.
- Resolving these current issues with delivery tracking and driver contact could also likely to reduce the demand for customer support.

# SOLUTIONS – SEARCH & MENU

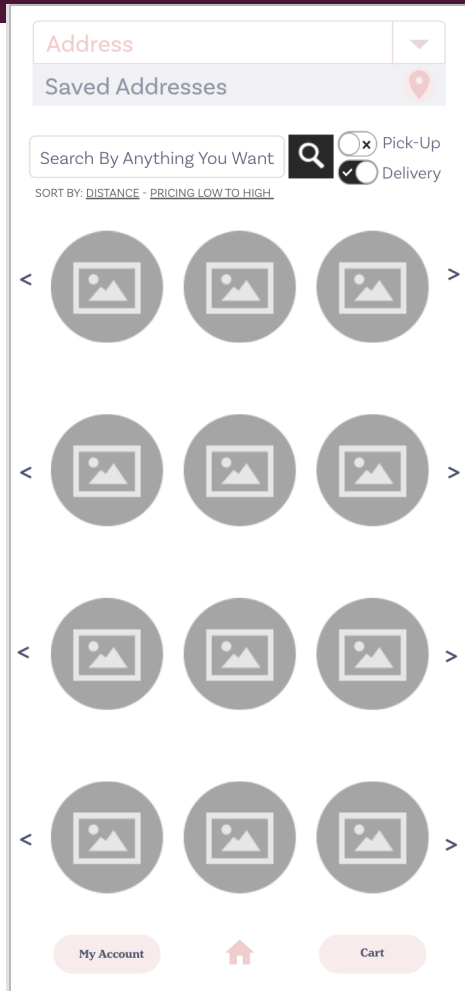


Image 11 Saved addresses available. More items on screen. Sorting and search is simplified. Maximize screen space to display more restaurants.

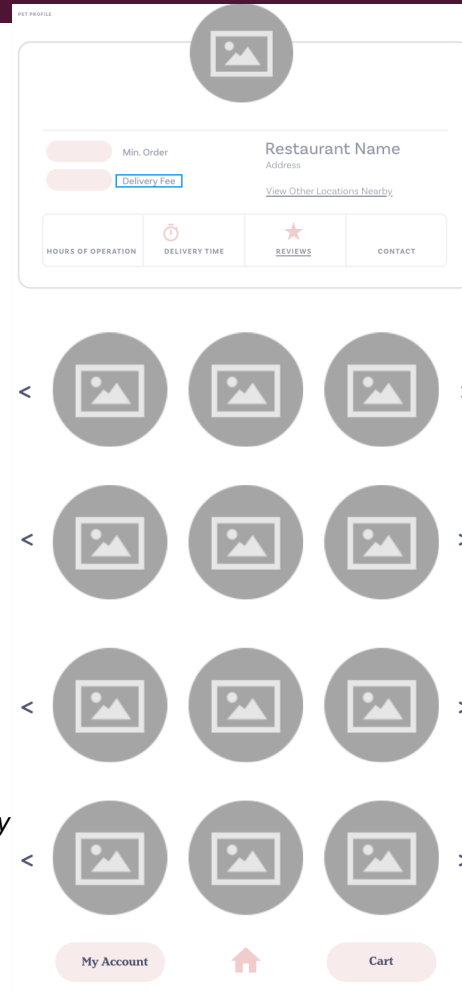


Image 12 Menu layout looks similar to main screen. Easily browse menu items.

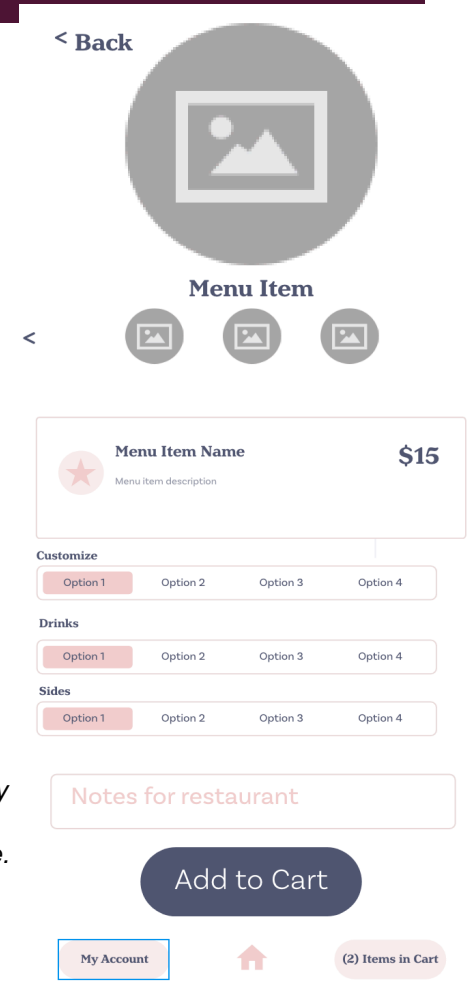


Image 13 Menu items are easy to go back and forth. Images and descriptions clearly visible.

# SOLUTIONS – TRACKING/COMMUNICATION



Image 14 ETA and stages of delivery are clearly shown. Chat options available.

Image 15 & 16 Customer support and driver available directly through app similar to text message or online chat.

# ANALYSIS SUMMARY

- **Be Consistent & Concise:**

By simplifying the information structure, it will help reduce the number of steps a user has to take to place an order. Having information clear and concise will keep users focused on the task they need to complete.

Users are likely to return if they know they can sort through content quickly and easily.

- **Keep Up to Date:**

Staying up-to-date with industry trends and best practices can be key in understanding user expectations. An analysis of reviews can also be performed periodically to ensure that user expectations and needs are being met.

- **Communicate:**

Users like the app to "talk" them through the tasks in a way that helps them understand what something means or why something isn't working without having to look too hard.

Users also expect convenient contact options, such as chat functions within the app to communicate with drivers and customer support directly.

# IN CONCLUSION

User reviews revealed that the UX of Grubhub's mobile app is easy to use but not up-to-date and does not meet all user expectations. Overall, users are not able to achieve their tasks as expected.

## **Things Users need:**

- Consistent and concise information
- Up-to date information and functionality
- Ability to communicate directly

Targeting these issues will improve the overall experience for Grubhub's mobile users. In order to target these issues, a new design of the app should be taken into consideration. The new design would offer a simple, efficient, and intuitive process using the proposed solutions of new search functions, new menu layout, and improved tracking communication.

# PERSONAS

- The data gathered from user reviews revealed information and patterns about Grubhub's users that I constructed into two user personas.
- Scenarios were used to help outline how each person was likely to complete their task(s).
- Using personas helps ensure the app is designed with the user in mind, keeping the decision-making process focused on who Grubhub's users are and ensuring the product provides a positive user experience.
- The personas help create a better understanding of users' behaviors, motivations, and expectations. Using the personas throughout the design process will increase the chances that each users target needs are met.
- Overall, persons are helpful during decision-making process to help keep focus on what is most important.

# “I just need something simple.”

- 9-5 Eric



**Age** 27

**Gender** Male

**Education** 4-year degree

**Status** Single

**Occupation** Sales & Tech Support

**Location** Washington, D.C.

### About

Works M-F at a full-time job. Spends a lot of time with his girlfriend and going on weekend trips.

### Key Goals

- o Find a good deal with delivery.
- o Needs healthy and fresh - no fast food or major chains.
- o Wants to be able to click and go.

### Behaviors

- o Prefers to eat at home, but is normally starving after work.
- o Basis his decisions on what is most popular or recommended.
- o Never has his wallet with him and pays with saved CC info or Apple Pay.

### The Grubhub app must...

have simple ways to browse menu with up to date content .

### The Grubhub app must not...

list items without images or item descriptions.

## Scenario 1

Eric is getting off of work soon and his girlfriend will be coming over. He wants to order dinner from a place they tried the weekend before through delivery, but he can't remember what the new restaurant was called. He opens up his app and finds his previous orders. He directly clicks on his previous order and adds it to cart. He then exits the app to message his girl friend to find out what she would like to have, then he opens up the app again to finish his order.

## Scenario 2

\_\_\_ woke up late and doesn't have time to cook his usual breakfast. He works best when he isn't sitting at his desk hungry, so he contemplates making a bagel for the road. Instead he decides he has time before work to order breakfast for pickup. He opens up an on-demand mobile food app to find a breakfast place on his way to work that would be ready for pickup in 30 minutes. He enters in his destination and finds places along the way. He chooses the one with the lowest wait time and looks at people's recommendations before quickly deciding on his breakfast plate and checkouts using his Apple Pay.

9-5 ERIC





**“If it doesn’t do what it should,  
then I don’t have time for it.”**  
-Entrepenuer Alexis

### Key Goals

- o Pick a place with food her kids will like, but isn't too pricey.
- o Be able to place an order wherever she is so it's ready where and when she needs it.
- o Stay on track with her schedule.

### Behaviors

- o Always busy and on the move. Stays organized and always looking for ways of being more efficient with her time.
- o Uses her phone for everything - work, news, emails, and social media.
- o Tends to order from the same few spots, but likes to try new things when it's just her & her husband.

### The Grubhub app must...

**have an easy browse system. It also must save multiple addresses.**

### The Grubhub app must not...

**be boring or cluttered with information. It should not keep me guessing.**

ENTREPRENEUR ALEXIS

**Age** 33

**Gender** Female

**Education** 4-year degree

**Status** Married

**Occupation** Owner of boutique

**Location** Phoenix, AZ

### About

Just opened a new business.  
Excited to be starting a new journey.

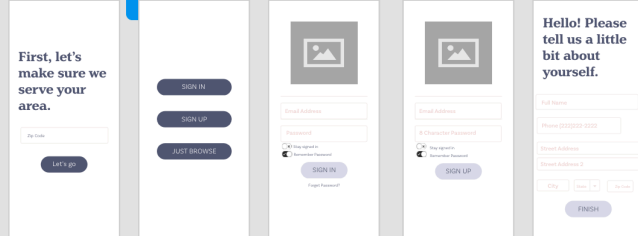
## Scenario 1

Alexis is headed to meet her husband and kids at one of their after school sporting events. She will be arriving when the game is almost over, so she decides to treat the team to some food. She opens up her mobile food ordering app as she is leaving work to place an order for sandwiches and chips for each child at the park. The order will arrive shortly after she does. She enters in notes for the driver to message her when they arrive so she can meet them near the main entrance area of the sports complex.

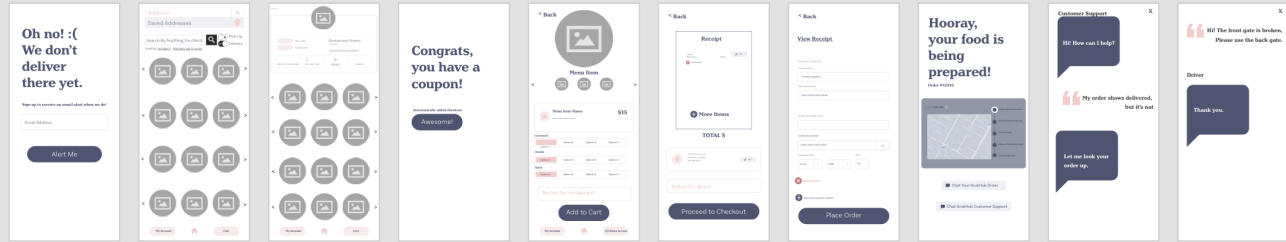
## Scenario 2

With the kids at the friends house, Alexis and her husband have a night in to relax and clean the house up. They are starving and don't want to dirty up the kitchen by cleaning, so they decide to place an order for their favorite, sushi restaurant. They type 'sushi' into the search bar in hopes that their favorite restaurant is on the app. It comes up first because it is the closest sushi restaurant to them. They change their order to pickup, since it is walking distance from them.

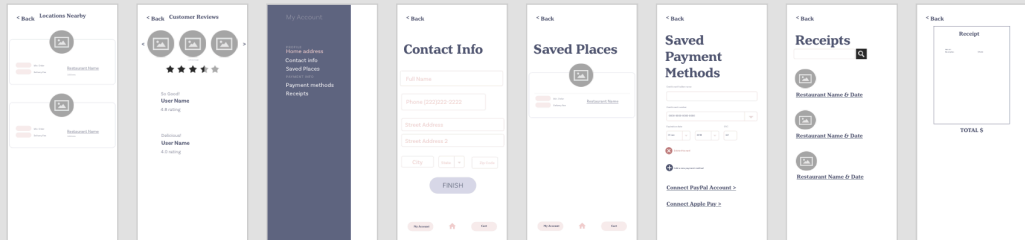
iPhone X/XS - 2 Opening App Sign In Sign Up Sign-Up 2//Co...



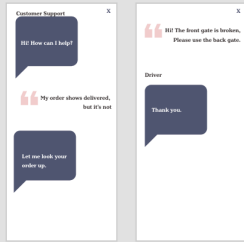
Oh no! Just Browse//... Restaurant Menu Coupon Pop Up Menu Item Checkout1 Checkout2 Order Confirm... Chat Customer... Contact Driver



Locations Near... Reviews My Account Contact Info Saved Places Payment Meth... Receipts Receipt Pop Out



Chat Customer... Contact Driver



# WIREFRAME – BREAKDOWN

- When the app is opened users will automatically be prompted to sign-in, sign-up, or browse. This will help guide users through the process. Currently, the app automatically opens to the home screen without any welcome.
- Users will be prompted to enter in their zip code to ensure restaurants are within distance. If they are not, users can enter an email address for notification when restaurants become available. Currently, Grubhub does not prompt for zip code or offer a notification alert.
- Genres of food and categories are displayed on the main screen with restaurants in an image 'carousel.' This will allow users to view more content without having to search or take extra steps in finding. The carousel allows users to scroll horizontally to view the different restaurants listed within a category. Users are also able to search with keywords, sort content alphabetically or by pricing. Currently, users must scroll down to see restaurants one at a time and content is not shown in any order, with many of the restaurants repeating.
- Users will enter their address at the top of the screen and be able to save multiple addresses. This allows users to switch between addresses when needed in a dropdown feature. Currently, there is no feature to save multiple addresses.
- Delivery and pick-up options will be featured near the top of screen for users to toggle. Currently, users must take multiple steps in refining their search to change between delivery and pick-up.

# WIREFRAME – BREAKDOWN

- When a user visits a restaurant with a coupon, a notification will automatically appear letting them know it has automatically been added to cart. Currently, users have difficulty entering promo codes and have experienced frustration with invalid codes.
- Users will have the ability to make food customizations and type notes for the restaurant when adding a menu item. Currently, users must add sides and customizations by writing notes in a section intended for general info. The current notes are often overlooked by restaurants.
- When users reach checkout, they will be able to edit, delete, or add more items before proceeding to payment. They are also able to confirm or edit their delivery address, as well as leave a note for their driver.
- Upon reaching checkout, users will be able to use saved credit card information or choose alternate checkout methods, such as Apple Pay or PayPal. Users will be able to view their receipt again for additional confirmation before completing order.
- Once an order is placed users will be able to track their delivery and estimated time of arrival. They will also be able to contact their driver or customer support through a chat feature. Currently, users are unable to contact drivers and must email or call by telephone to reach support from Grubhub.



Link to Wireframe Designed with Adobe XD:

<https://xd.adobe.com/view/08849bb2-7030-40a7-67ee-5a60c6aec138-7eb5/>

Press Play to watch some of the interactions proposed for Grubhub's new design.

**First, let's make sure we serve your area.**

Let's go