App Analysis

ICM 512: Principals of User Design Experience

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This document analyzes two different apps and how they make me feel and meet my needs as a user. This is done through the creation of ten, UX and UI based feel, need statements for each app. This document looks at these statements, allowing for similarities and differences between the apps to be shown.
The home page on the Dunkin Donuts app makes me feel **encouraged** because my need for **competence** and **ease of use** are being met. When first looking at the home page, it is easy to understand where the I, as a user, need to go to find online ordering, to sign in or to sign up as a DD Perks Member. The design is tasteful, but functional and clear.
Navigation Menu

The navigation menu within the app makes me feel **calm** because my need for **clarity** and **functionality** are being met. The navigation menu is clearly identifiable and is not hard to find as a user. The navigation menu is also divided into five main categories. This is beneficial to me because there is less information to comb through and I can clearly find what I need.
The food menu within the app makes me feel **content** because my need for **communication** and **choice** are being met. The food menu is very clear to follow and displays all the food and drink choices. Once you click into a specific category, specifics are listed and it takes about two clicks until I have an item in my cart. The food menu is extremely user-friendly and functional, plus there are a ton of options!
The usability of the app makes me feel **happy** because my need for **effectiveness** and **swiftness** are being met. Due to the limited amount of buttons and categories, the app is not hard to use. The design is simple, yet effective where I do not get frustrated when I am trying to use the app. The way the app is setup flows which makes my life easy when it comes to ordering coffee.
DUNKIN DONUTS: UX

Readibility

The readability of the app makes me feel **relieved** because my need for **ease** is being met. The text is very short and concise. I hate big, blocky text that is hard to read, but the short sentences really help make the words within the app legible. The information is not overwhelming and is a quick read, which I also like.
The design of the home page on the app makes me feel **energetic** because my need for **fun** and **creativity** are being met. When you open the app, you are immediately met with an orange and pink color scheme and pictures of donuts and coffee. This is a fun design to work with and I think the app is simple, yet energetic enough that it entices me to scroll through the app.
The imagery used within the app makes me feel **happy** because my need for **inspiration** is being met. The imagery on the app especially stood out to me because it all is realistic and looks so good! By displaying the actual images of the coffee and food, it inspires me to try something new each time I open the app, which I love because I am able to be creative with my morning coffee.
DUNKIN DONUTS: UI

Color Scheme

The color scheme of the app makes me feel **zestful** because my need for **expression** and **excitement** are being met. The bright pink and orange really stands out to me and catches my eye. In other words, I think it is aesthetically pleasing and I enjoy seeing the colors as I move through the app. The bright colors are energizing and add fun to the app. It also ensures the user is not scrolling through a boring app.
DUNKIN DONUTS: UI

Typography

The typography within the app makes me feel satisfied because my need for understanding is being met. The text on the app is extremely clear and spaced out. As I mentioned previously, I hate blocky, big text. The smaller fonts and boldness adds to the design, but does not take away from the purpose of the app or the user experience. I feel satisfied knowing I can move through the app and be able to see typography that is easy to read.
The buttons used within the app make me feel **calm** because my need for **transparency** and **ease of use** are being met. There are only a few buttons on the app, but it is clear what the buttons do. The buttons are self-explanatory, but explained with fun icons. The icons are aesthetically pleasing and blend nicely into the design of the app.
Starbucks

App Analysis
The home page on the Starbucks app makes me feel **confused** because my need for **functionality** and **clarity** are not being met. When I first open the home page, it takes me a moment to figure out where to go on the app. My eyes immediately look at the Starbucks Rewards before I see a navigation menu. The lack of seeing a navigation menu confuses me until I realize it is on the bottom of the page. I personally do not believe this set-up is user-friendly and the app should prioritize online ordering before rewards.
The navigation menu on the app makes me feel **anxious** because my need for **ease of use** and **understanding** are not being met. The navigation menu is at the bottom of the page, making it hard to find. This is in addition to the fact it is not an actual menu. In my mind, I look for three lines to represent the menu so when I do not see that, I get anxious because I am not sure where to find the information I need.
The food menu on the app makes me feel **satisfied** because my need for **efficiency** and **choice** are being met. There are tons of choices within the food menu on the Starbucks app and the menu is easy to scroll through once you find it on the landing page. It is satisfying to see all the options and be able to have such a wide-selection on an app.
The usability of the app makes me feel **discouraged** because my need for **freedom** and **consistency** are not being met. I feel like the app does not flow effectively. When I open the app, I have a hard time finding where to go and when I get there, these pop-ups keep appearing, which is extremely frustrating because I do not want to share my location, but order a coffee instead.
The readability of the app makes me feel **ease** because my need for **clarity** and **competence** are being met. The words within the app are concise and spaced out. Many of the phrases within the app are three sentences or less. I like this because it is clear what the app is stating, it is easy to read, and it is not overwhelming.

**Readibility**

Starbucks: UX
The design of the home page makes me feel **detached** because my need for **creativity** and **flow** are not being met. I believe the design of the home page is boring. The graphics could be improved and maybe an accent color could be added to make the page pop. The overall design seems a little lackluster to me.
Imagery

The imagery within the app makes me feel **excited** because my need for **inspiration** and to know are met. The app's imagery is mostly coffee and food, which is great because it makes me excited to order. I am able to also know what my order looks like ahead of time, which I personally like. Visually seeing all the options also inspires me to try new things that look good!
The color scheme of the app makes me feel **relaxed** because my needs for **simplicity** and **beauty** are being met. The colors used within the Starbucks app design are different shades of green and white. The colors combined are very calming and encourage me to continue scrolling through the app, even when I am frustrated. It is a simple color scheme and I really enjoy it as a user.
The typography within the app makes me feel **ease** because my need for **clarity** and **quickness** are being met. As mentioned previously, the writing on the app is easy to read because it is short, but the font is also extremely clear and legible. I am able to read the text quickly and it is not distracting. I think the font fits nicely with the overall aesthetic of the app.
Starbucks: UI

**Buttons**

The buttons in this app make me feel **frustrated** because my need for **effectiveness** is not being met. The buttons designs are lackluster in my opinion. They are boring. The thinness of them does not make them stand out and the color of them blends too well into the background of the app. I feel like they need to be a different color and stand out more for attention to be called to them and for me to click through them.
Through my analysis of the Dunkin Donuts app and the Starbucks app, I found the Dunkin Donut app better suits my needs. Overall, I am happier using the Dunkin Donuts app and encounter far less problems with their app. I believe, after seeing how each app made me feel and met my needs, if the Starbucks app was to redesign its homepage and the flow of the app, the user-experience would be much more positive.