

UX Teardown

Torchy's Tacos

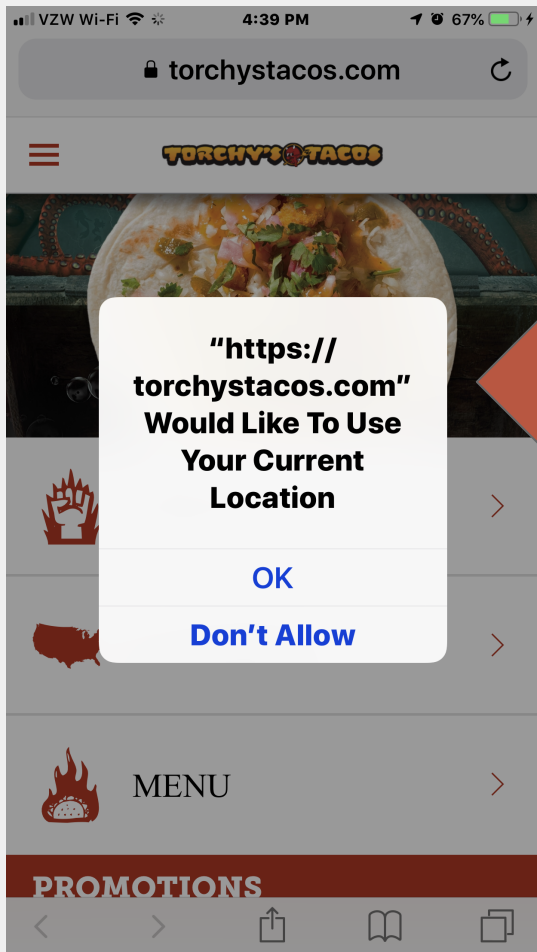
User Story

I have houseguests for the weekend.

We want to order breakfast tacos.

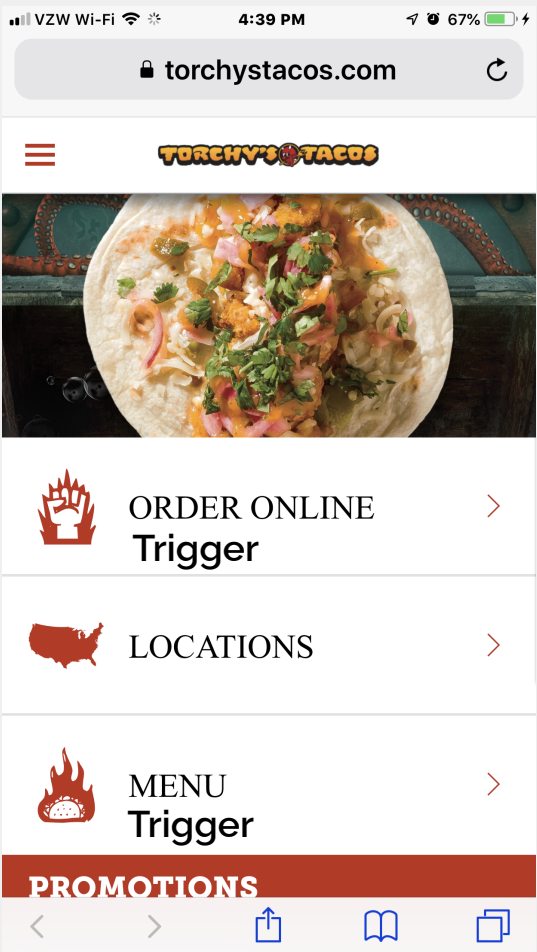
Torchy's Tacos has online ordering, so we won't have to wait when we get to the restaurant.

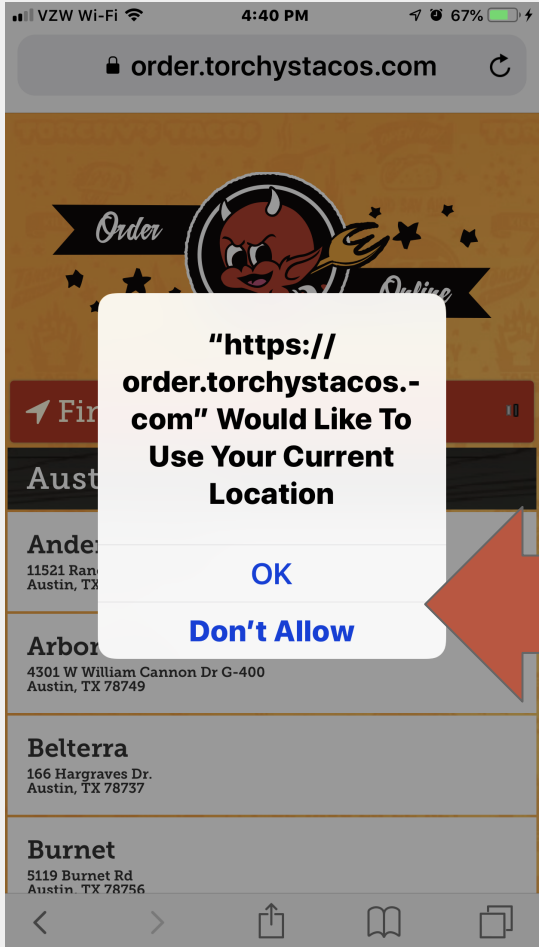




Everyone wants to use my current location. I usually say no.

So, let's find my local Torchy's.





"https://
order.torchystacos.
com" Would Like To
Use Your Current
Location

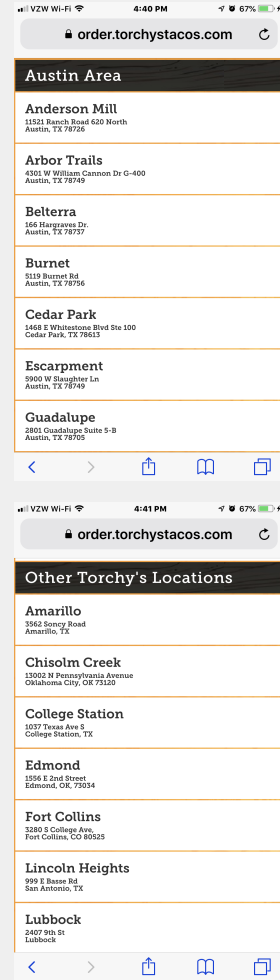
OK

Don't Allow

I've already said
no once!

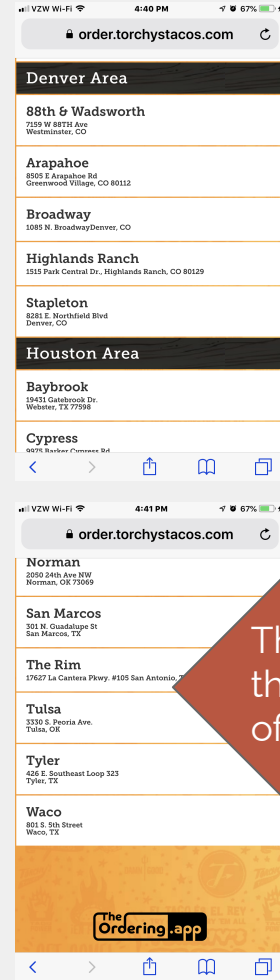
Friction

These two friction points are functionality and usability problems. Torchys has made me repeat myself and then pay a penalty for not conforming to its desired behavior instead of considering user needs.



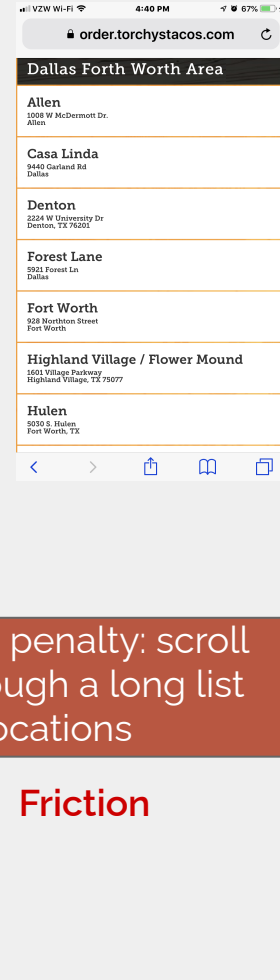
Austin Area

- Anderson Mill
11521 Ranch Road 620 North
Austin, TX 78756
- Arbor Trails
4301 W William Cannon Dr G-400
Austin, TX 78749
- Belterra
166 Hargraves Dr.
Austin, TX 78737
- Burnet
5119 Burnet Rd
Austin, TX 78756
- Cedar Park
1468 E Whilstone Blvd Ste 100
Cedar Park, TX 78613
- Escarpment
5900 W Daughler Ln
Austin, TX 78749
- Guadalupe
2801 Guadalupe Suite 5-B
Austin, TX 78705



Denver Area

- 88th & Wadsworth
7159 W 88TH Ave
Westminster, CO
- Arapahoe
8505 E Arapahoe Rd
Greenwood Village, CO 80112
- Broadway
1065 N. Broadway/Denver, CO
- Highlands Ranch
1515 Park Central Dr., Highlands Ranch, CO 80129
- Stapleton
8281 E. Northfield Blvd
Denver, CO
- Houston Area
- Baybrook
19413 Gatesbrook Dr.
Weber, TX 77598
- Cypress
9075 Hubner Commerce Rd



Dallas Forth Worth Area

- Allen
1028 W McDermott Dr.
Allen
- Casa Linda
3440 Garland Rd
Dallas
- Denton
2224 W University Dr
Denton, TX 76201
- Forest Lane
5921 Forest Ln
Dallas
- Fort Worth
928 Northshon Street
Fort Worth
- Highland Village / Flower Mound
1501 Village Parkway
Highland Village, TX 75077
- Hulen
5030 S. Hulen
Fort Worth, TX

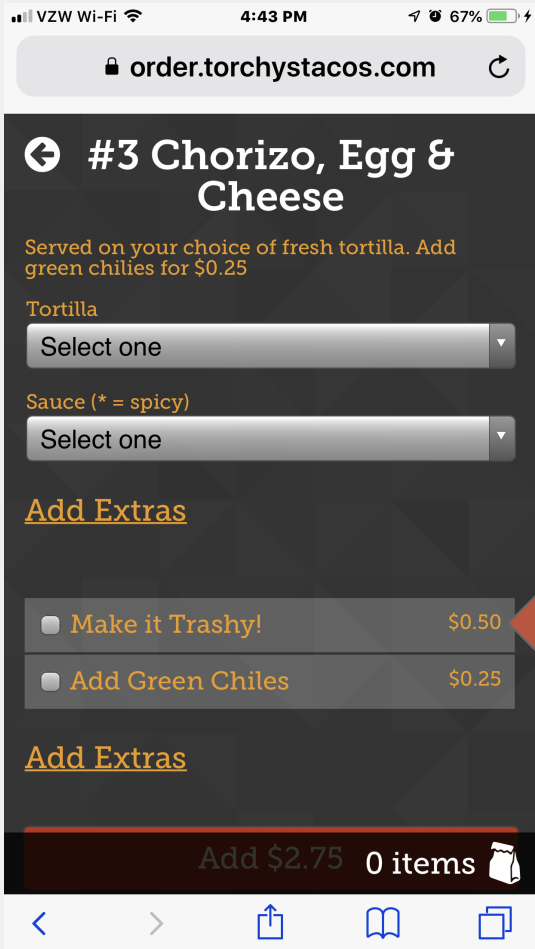
The penalty: scroll
through a long list
of locations

Friction

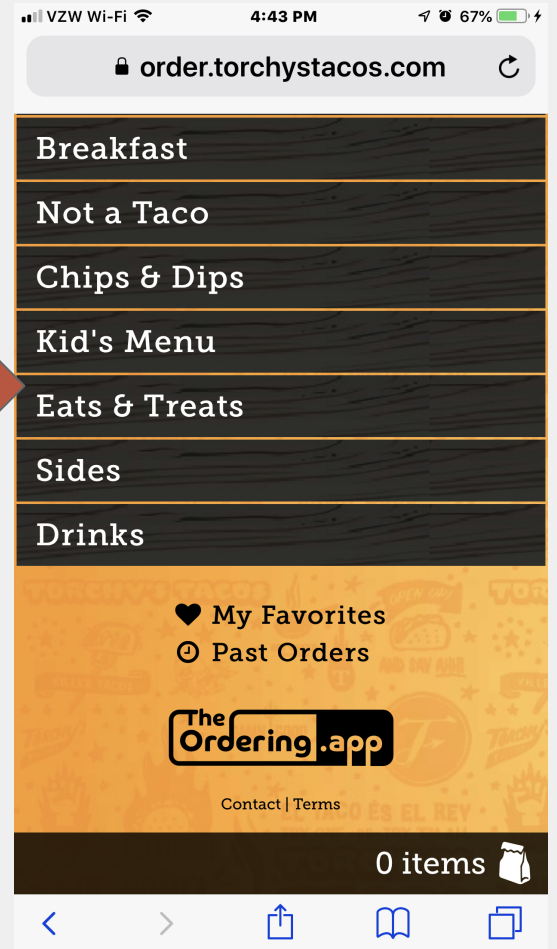


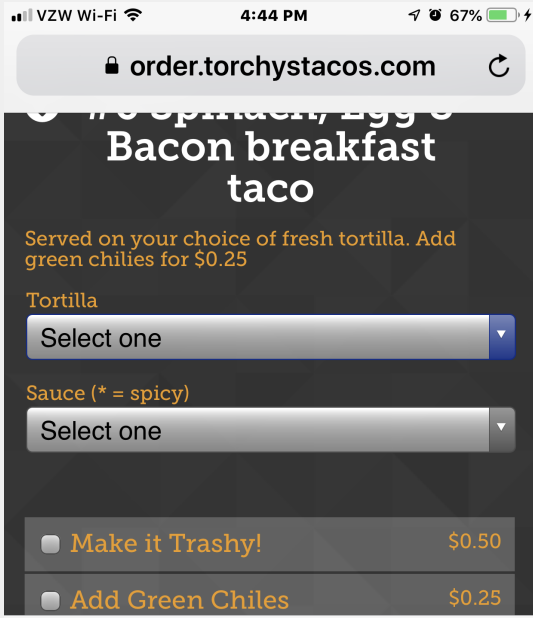
Grouping into intuitive categories meets usability needs and including descriptions that help me find what I want meets proficiency needs.





These are usability problems: I don't know whether I want a trashy taco because I don't know what that is, and if I change my mind, I have extra clicks.

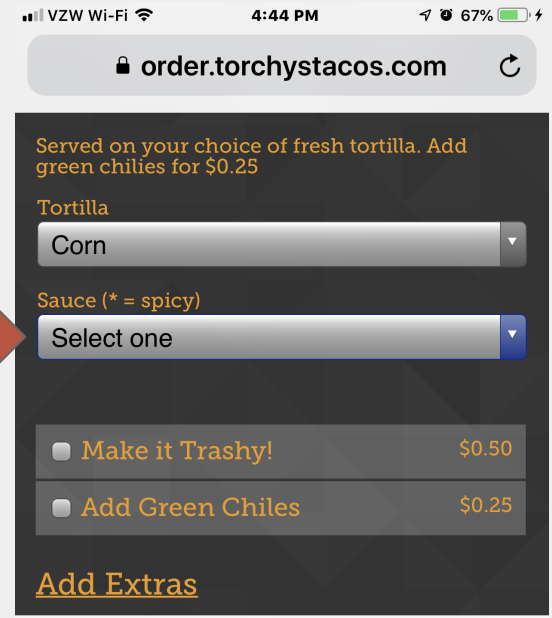




Usability: Adding *on the side* would fix this problem.

I don't want sauce on my taco until I'm ready to eat it. I didn't learn until I picked up my first order that it's always on the side. Note that here, please.

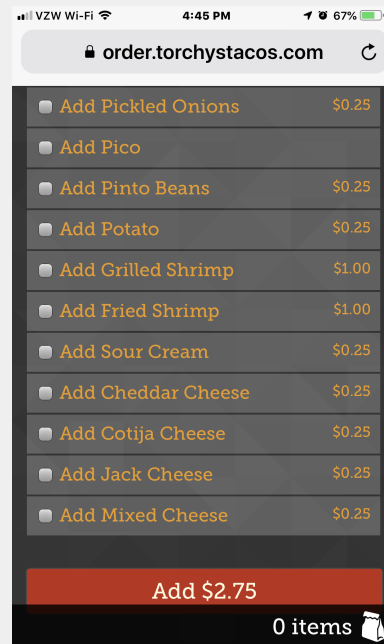
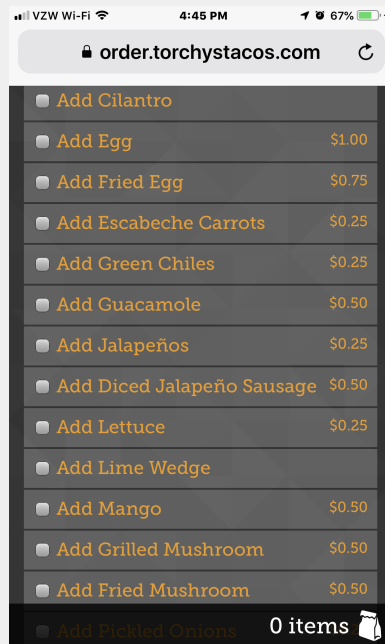
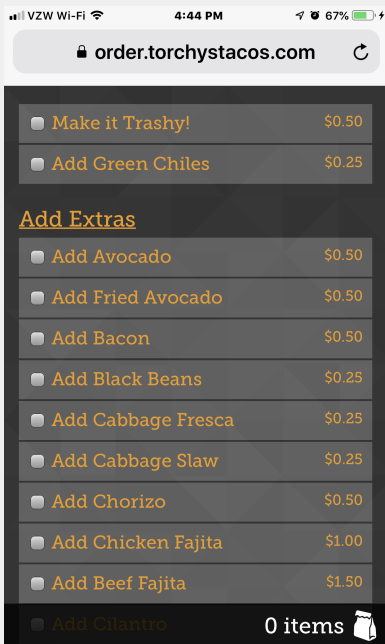
Friction



It's good to have choices, and making the choice is easy.

Trigger

Usability: simple, intuitive choice mechanism



I can add all these extras, but I can't add an extra taco?

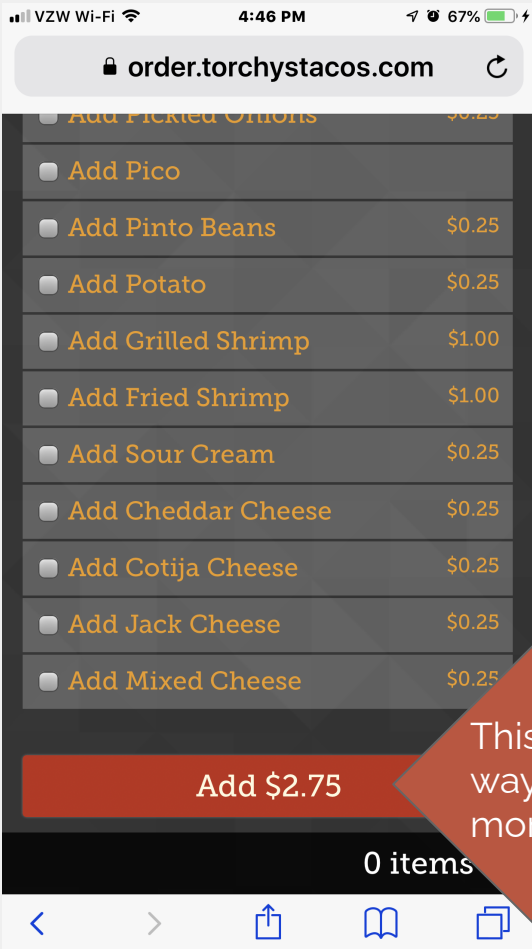
Friction

Usability: Surely, they know that people sometimes want two of the same taco.

Who doesn't love extras? But is there a better way to display them than scrolling through this long list?

Friction

This may be a usability problem. Is there a better way, or is this the best way, after all?



Creativity: How lovely to be able to easily make a group order for the office.

Nice touch, Torchy's!

Trigger

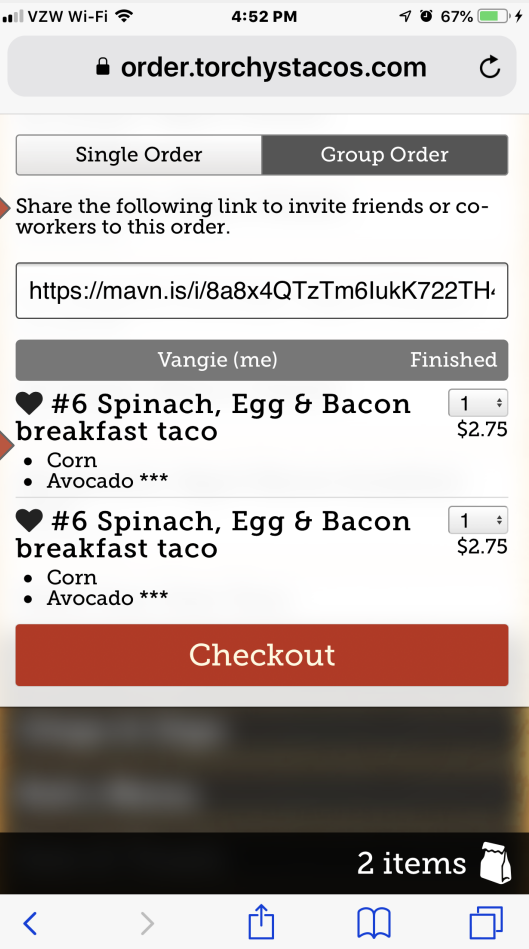
Wait a minute! **Now** they tell me I can order an extra taco?

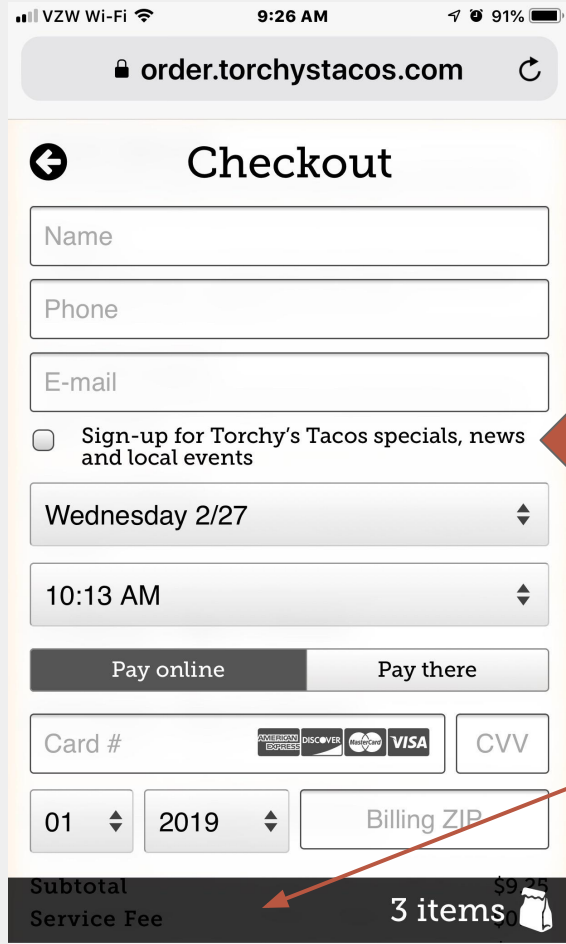
Usability: Don't get creative with customary terms -- it just seems off.

This seems an odd way to phrase it: add money?

Friction

Friction
Usability: I spent extra time inputting the same taco twice when I could have just ordered two of them here -- **if I'd known.**





Creativity: The essentials on this screen are easy, then it adds several extra options that aren't necessary but that make the experience better.

Gotta love a deal and party!

Trigger

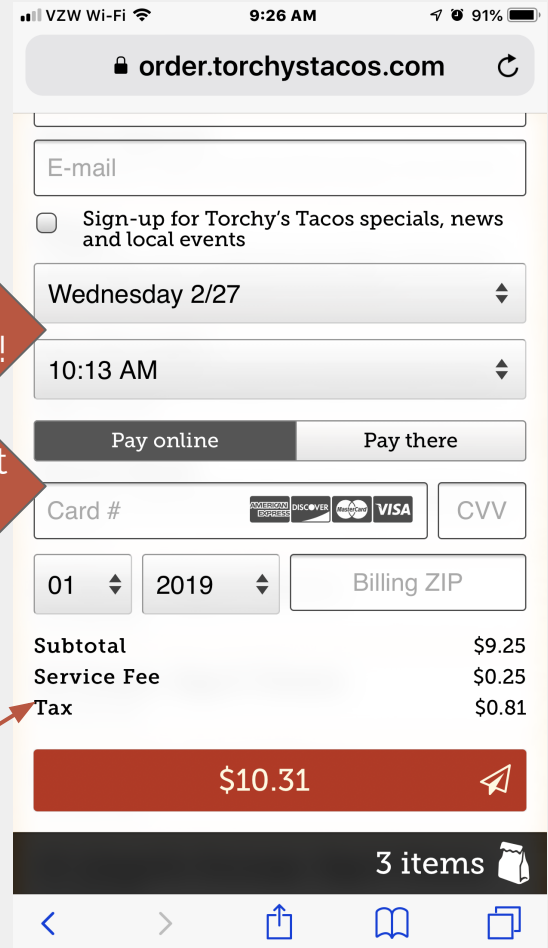
Scheduled pick-up. Nice!

Easy payment options

Trigger

Checkout is simple and straightforward. It doesn't all fit on the screen -- a little scrolling, but that increases accessibility.

Trigger



Summary

What Torchy's did right

- Clear descriptions of food choices
- Ease of choosing menu items
- Mostly easy custom options
- Group order option and URL to share with group members
- Order ahead option
- Easy payment options
- Simple, straightforward, accessible checkout

What Torchy's can improve

- Location feature does not allow zip code input or search
- No description of some upgrade options
- A few unclear customizing outcomes
- Inconvenient list of add-ons
- No indication of how to order multiples until the review screen

THANK YOU