

Subway Mobile App User Testing Results

Confidential

Subway® is a registered trademark of Subway IP Inc. © 2018 Subway IP Inc.



Disclaimer

Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.

David Grey
Analyst, Experience
Optimization

Taly Martins
Sr. Manager, User
Experience

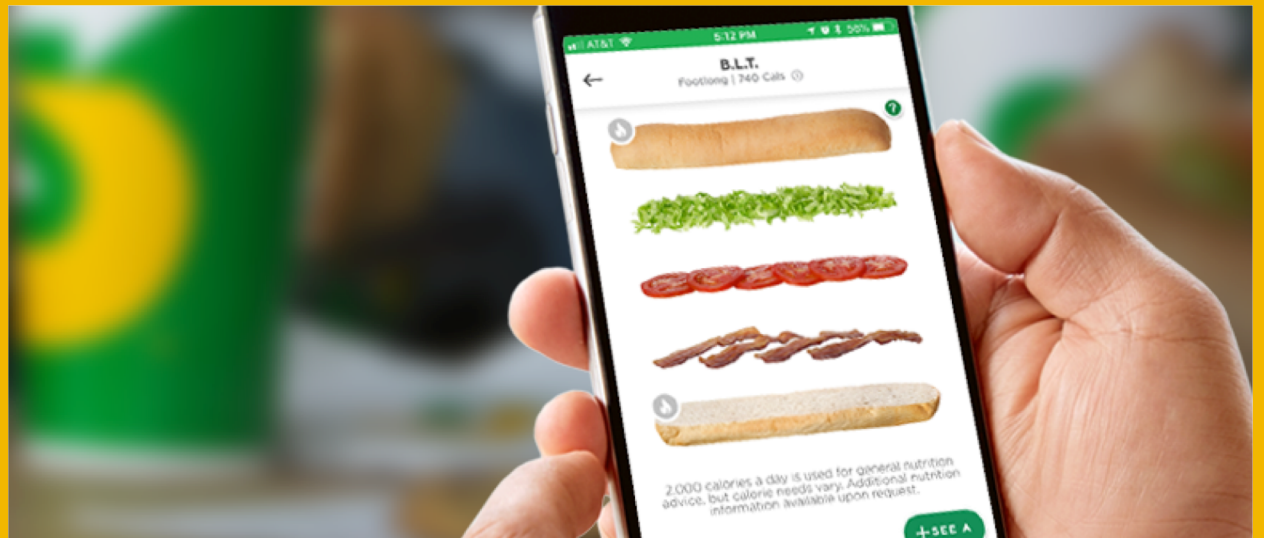
SUBWAY
Digital

Carissa Ganelli
Chief Digital Officer


Rob Tedesco
Director, Digital Product

SUBWAY

Testing Summary



User Testing

- Employing the [usertesting.com](https://www.usertesting.com)  platform, we conducted Usability tests on the Subway mobile app
- We also did user experience testing on the apps of a number of our competitors
- We were able to learn what users like/dislike about our app, our competitors', and which they prefer



Vs.

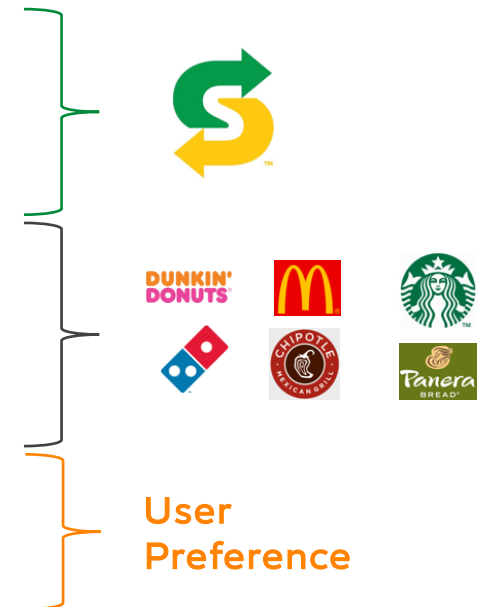
DUNKIN'
DONUTS®



The Test

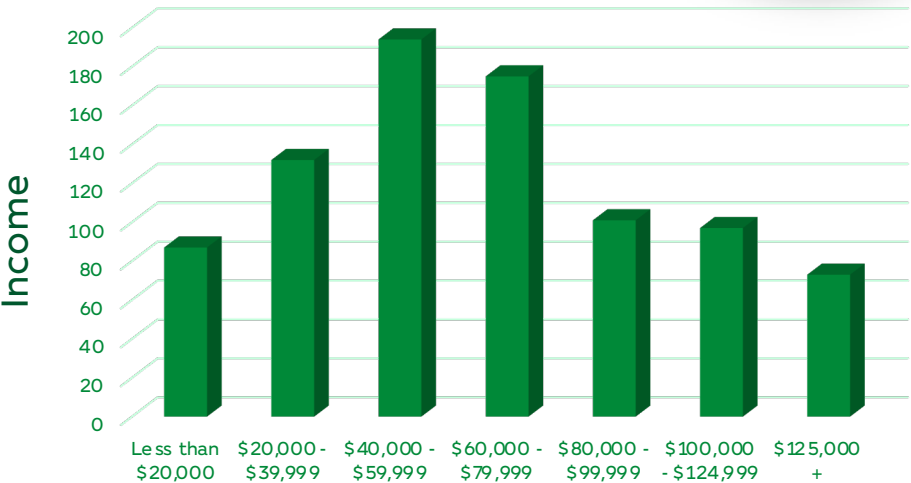
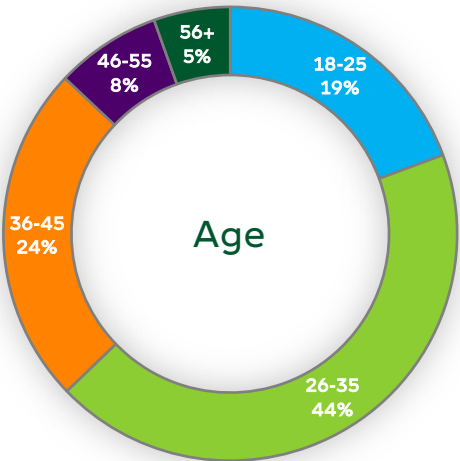
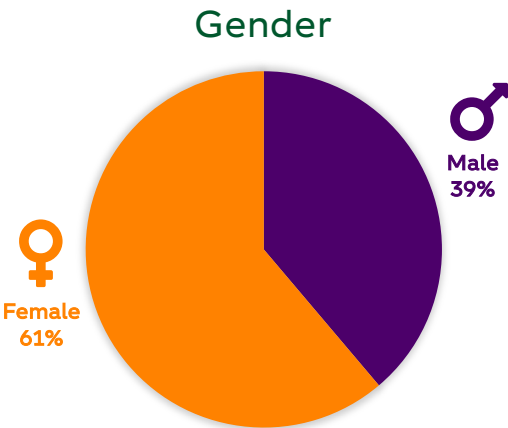
- All subjects were asked to run the same sequence of tasks and answer the same questions.
- In each test, the subject evaluated the Subway app and the app of one competitor
- Subjects (of course) did not know that the test was being conducted by Subway

- Please rate and share thoughts on the Subway App Dashboard
- Please rate and share thoughts on Subway Offers and Deals
- For Subway, pick a product, customize and add to bag
- What hurdles did you encounter using the Subway App?
- Please rate and share thoughts on the [Competitor] App Dashboard
- Please rate and share thoughts on [Competitor] Offers and Deals
- For [Competitor] , pick a product, customize and add to bag
- What hurdles did you encounter using the [Competitor] App?
- Which app was better at customizing your order?
- Which app was better at highlighting offers and deals?
- Which app provided a better user experience?



Demographics

Number of Tests: 863



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Key Takeaways

1

Our App is VERY competitive

Our app rated well on preferred user experience with all but one competitor (McDonald's)

2

Our customizer is BELOVED

A huge number of subjects across all tests called out the visuals and playfulness of our customizer

3

Deals are huge

Subjects consistently reported finding deals very attractive. McDonald's beat Subway explicitly because of their deals

4

Make it frictionless

Many fail on ease-of-use: Signup, Checkout/Payment, Finding locations. Subway does well on these counts (but can improve)

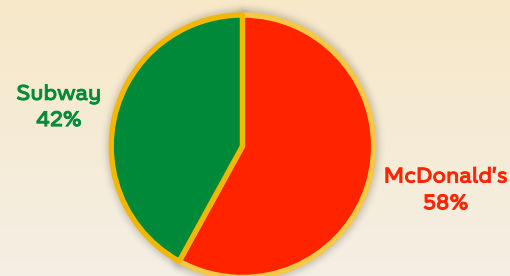
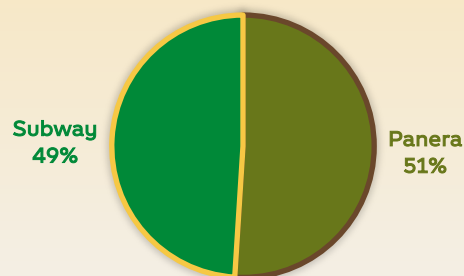
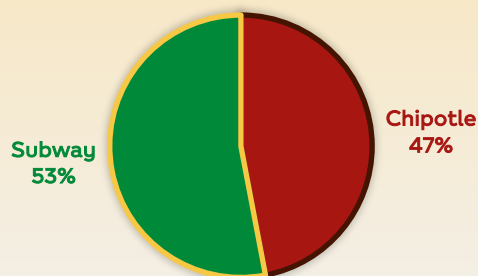
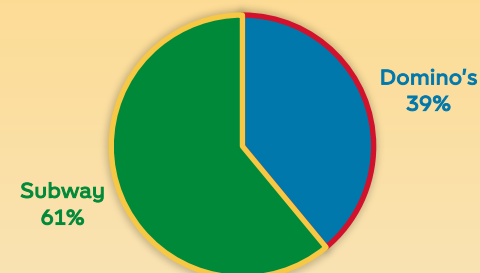
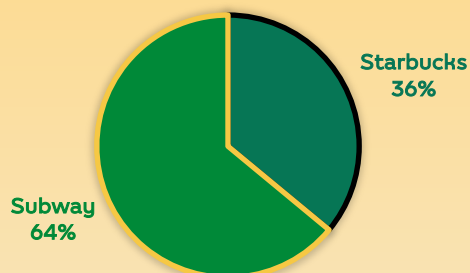
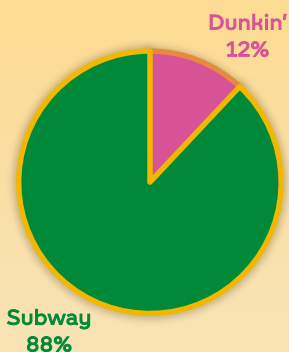
5

Keep it simple and clean

Reduced copy in favor of images/icons, a simple color palette, high-quality photography: these are marks of a premium experience



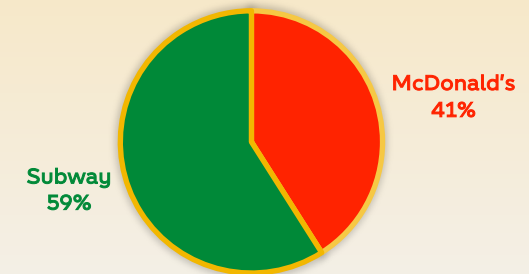
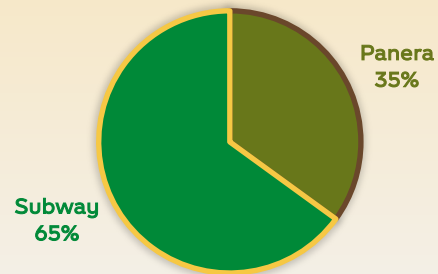
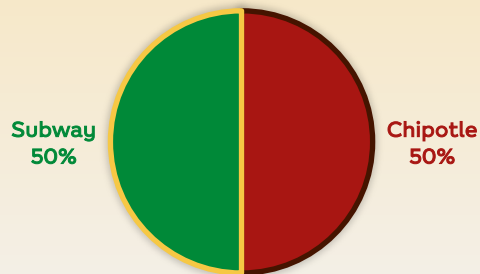
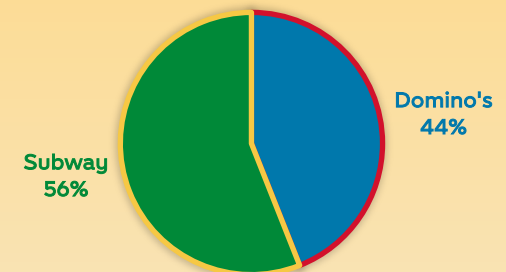
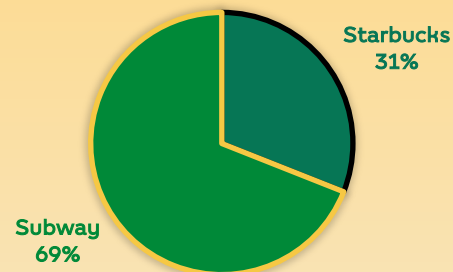
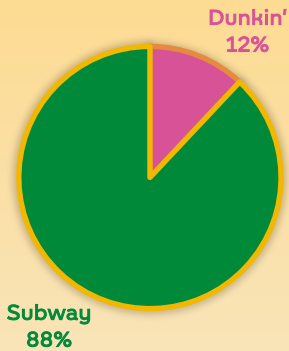
Which App provided a better User Experience?



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Which App was better at Ordering/Customizing?



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Competitive Summary



PROS: Loyalty program highlighted prominently. **Offers are prominent and valuable.** Dashboard is clean and attractive, effective for reordering.

CONS: First-time users **HATED sign up process**, having to put money on a card before they could even look at the menu.



PROS: Loyalty program highlighted prominently, but a little hard to understand. Offers are loyalty-only and easy to miss.

CONS: Customizer was difficult for some to find, and complicated. **Design was perceived as dated.**



PROS: People enjoyed the range of customization they had. Deals are good (but a bit hard to find)

CONS: Some found the customizer confusing, too complex. Design is very text-heavy, overwhelming.



PROS: Some users (a minority) appreciated the very linear ordering/customizing flow.

CONS: No deals/loyalty to be found. Linear (single list) ordering felt cumbersome to many users.



PROS: People enjoyed the aesthetics: color palette, imagery - app has a "premium" feel.

CONS: Users found customization complex, some couldn't find the options. Loyalty program exists but not easy to find.



PROS: People LOVED the deals, there's a huge volume and a deal for every purchase. Design is very clean.

CONS: Dashboard felt overwhelming, too much going on. Users often didn't realize they could customize (but they also didn't expect to).



How We'll Evolve

Most of these initiatives have already been in the works, but the research validates that these are the right priorities. In 2019 the Subway Mobile App will continue to grow in the following key areas:



Dashboard Redesign

We're going to make it dynamic, more visual and engaging, more useful and fast



Refine the Look-and-Feel

In line with the new Subway.com style, updating product photography and making color tweaks for accessibility (ADA) purposes.



Streamline the Order Flow

The Customizer is already a big winner, but we're going to make the flow even more efficient



Drive Repeat Purchases

The ability to quickly reorder Favorites and Recent Orders powers app efficiency

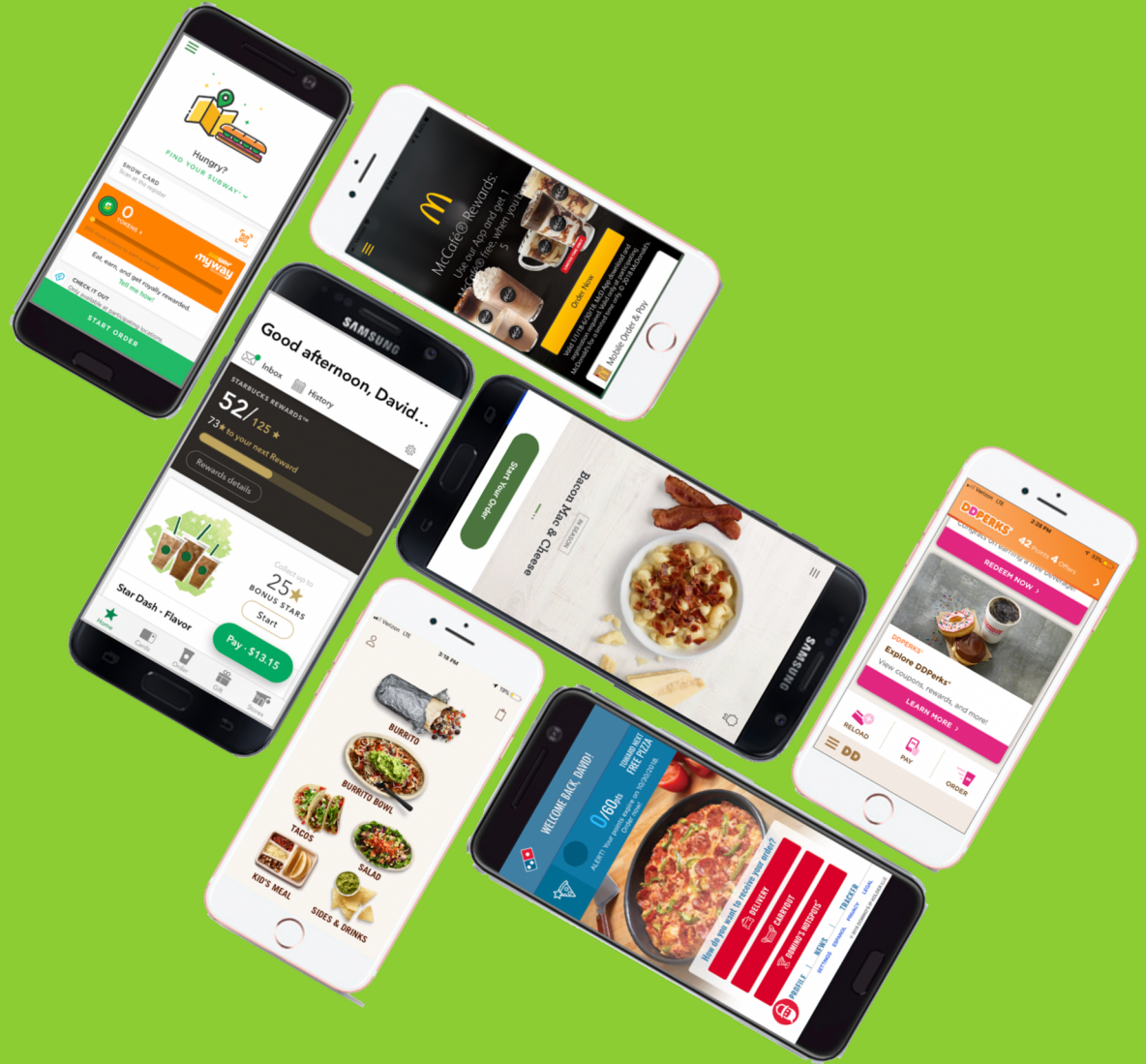


Support Loyalty & Deals

Loyalty program is popular with users, Loyalty and non-Loyalty deals provide great incentives to choose Subway.



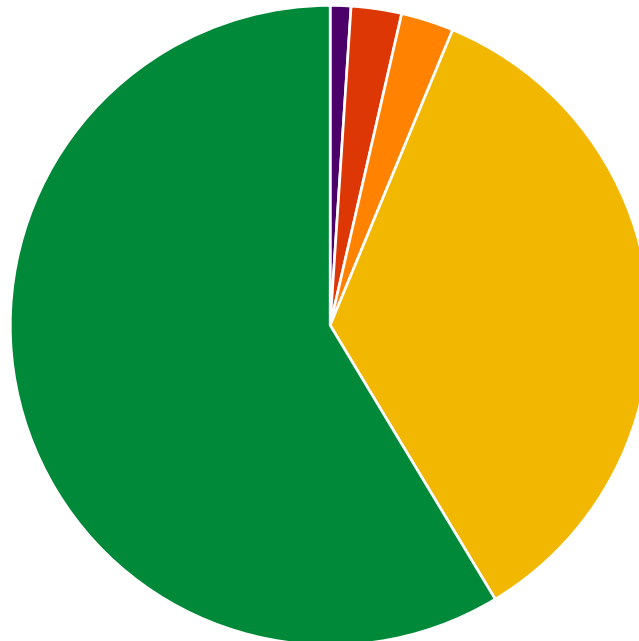
Detailed Analysis



Question: **How Do You Feel About the Subway Dashboard?**



"Subway's app allowed you to access your loyalty card and points right from the homepage."



Extremely Like	58%
Like	35%
Neither Like nor Dislike	3%
Dislike	3%
Extremely Dislike	1%

"Subway had a bigger emphasis on the loyalty program which does sometimes drive my decision making when eating out."

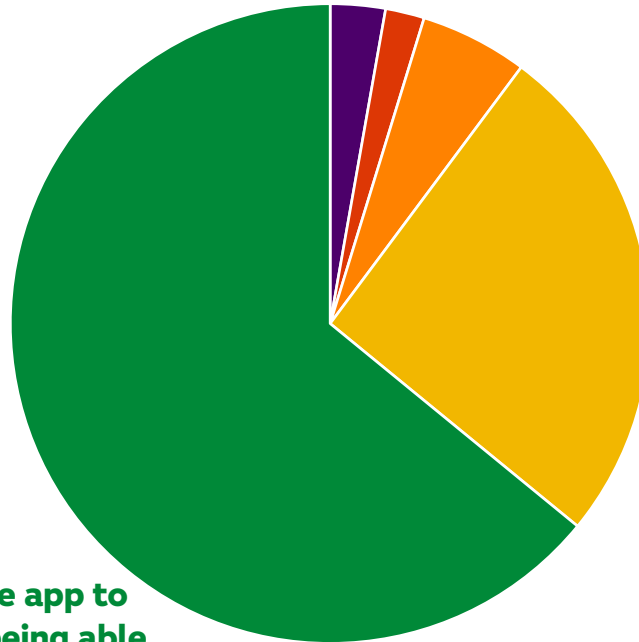


Question: **How Do You Feel About Placing/Customizing an Order?**



"Loved Subway's customization page. Very visual with photos. And I think the tutorial was a nice option."

"I feel less stressed using the app to customize my orders. I like being able to take my time and change my mind about my orders and not hold up the line in the store."



"I like the fact that Subway had a default order item. This makes it easier to order on days when I can't make any decisions about ingredients."

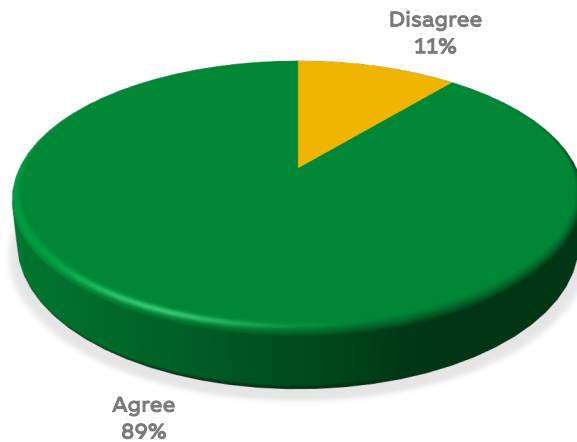
"I love the visual approach that Subway takes. It's easy to understand and made me a happy in a little kid way."



Question: **Thoughts on Offers and Deals**

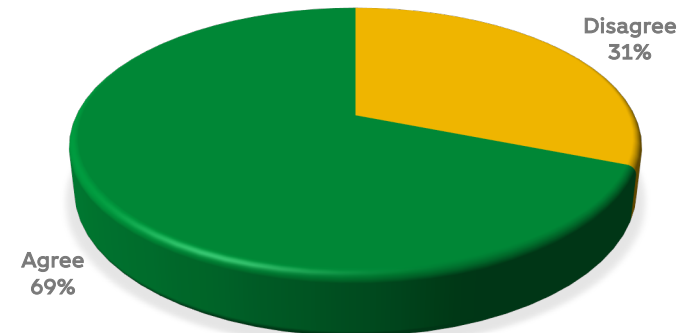


Offers and Deals were easy to locate



"Subway was confusing because I didn't see any actual deals. I saw advertising for current offerings but nothing pertaining to a deal."

It was easy to understand how to redeem Offers and Deals



"I think that if there is going to be an offer and deals section on an app it should actually offer up offers and deals like McDonald's instead of just showcasing a new sub like Subway."



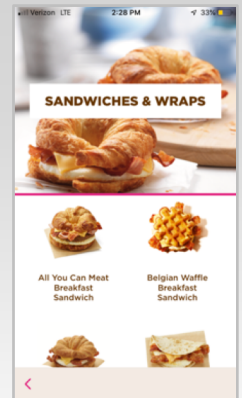
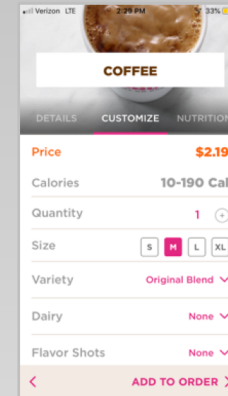
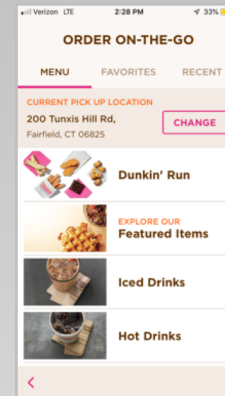
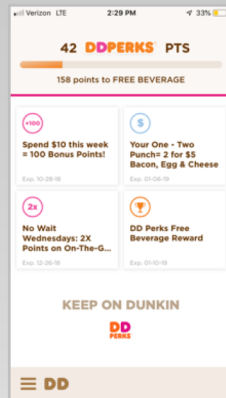
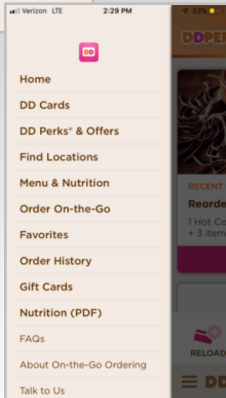
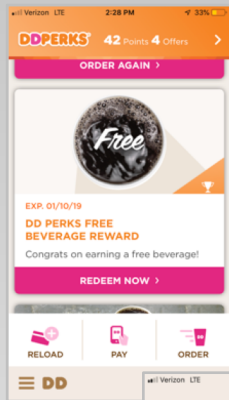
Question: **What hurdles did you encounter using the Subway App?**



I had no issues with ordering	49%
Customizing my order	15%
Locating loyalty offers and deals	20%
Where to begin my order	8%
Locating a restaurant for pick-up	8%



Competitive Analysis



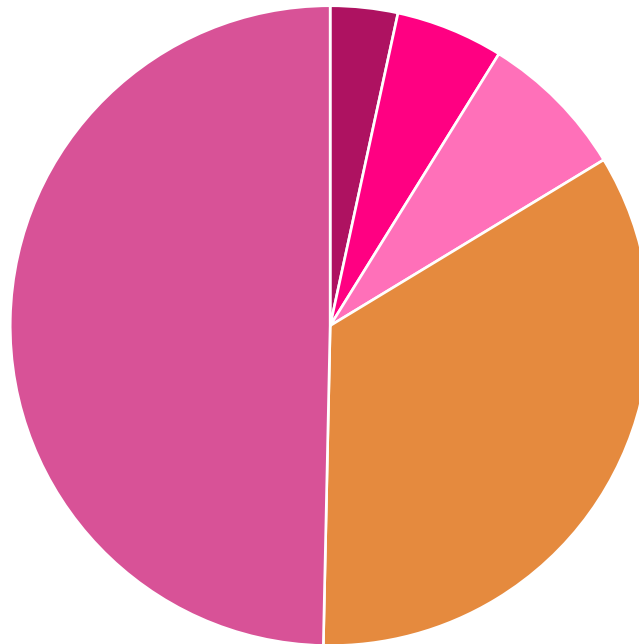
Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Question: How Do You Feel About the Dunkin Donuts Dashboard?



“DD put too much of an emphasis on their loyalty program, so much so that I couldn't figure out how to get to the ordering page.”



“Dunkin Donuts would be a gold standard of sorts for me at least. It clearly labeled a panel that I knew to click on intuitively as rewards. It then had just enough detail on the individual offer panels.”

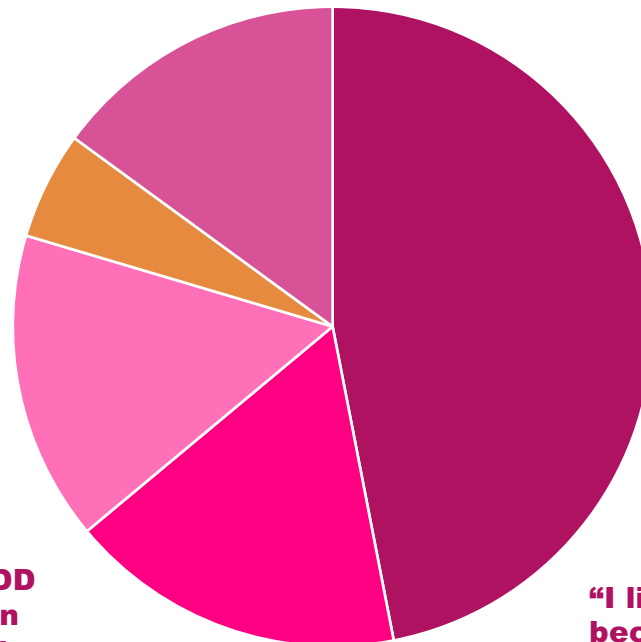


Question: How Do You Feel About Placing/Customizing an Order?



“Change how to order on Dunkin Donuts very confusing and you need a card before ordering anything not even knowing the price of anything.”

“I do not like that the DD app forces you to put in credit card info to begin an order instead of letting me see my options of food first and create an order.”



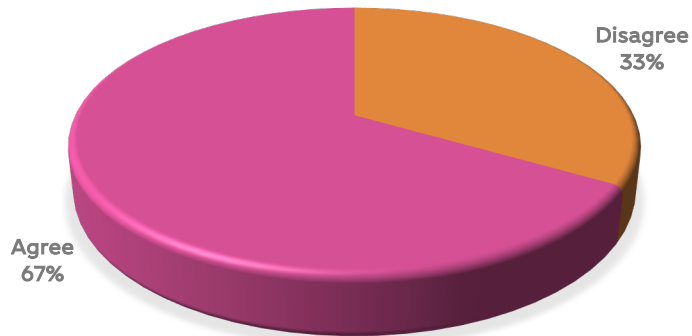
“I liked the subway app because you can order than pay. The Dunkin Donuts app you had to put money on a card first then order.”



Question: Thoughts on Offers and Deals

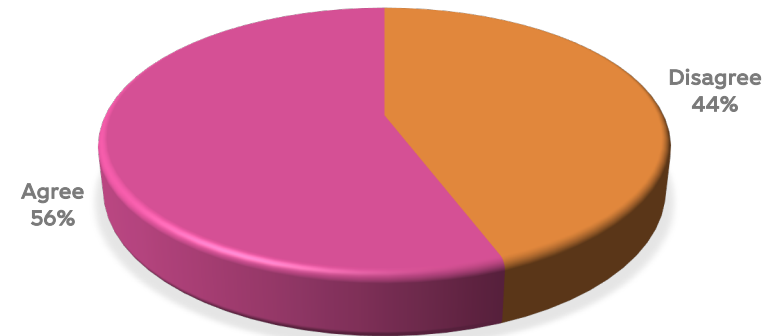


Offers and Deals were easy to locate



"Do a mixture of Subways ordering and Dunkin Donuts offers and deals."

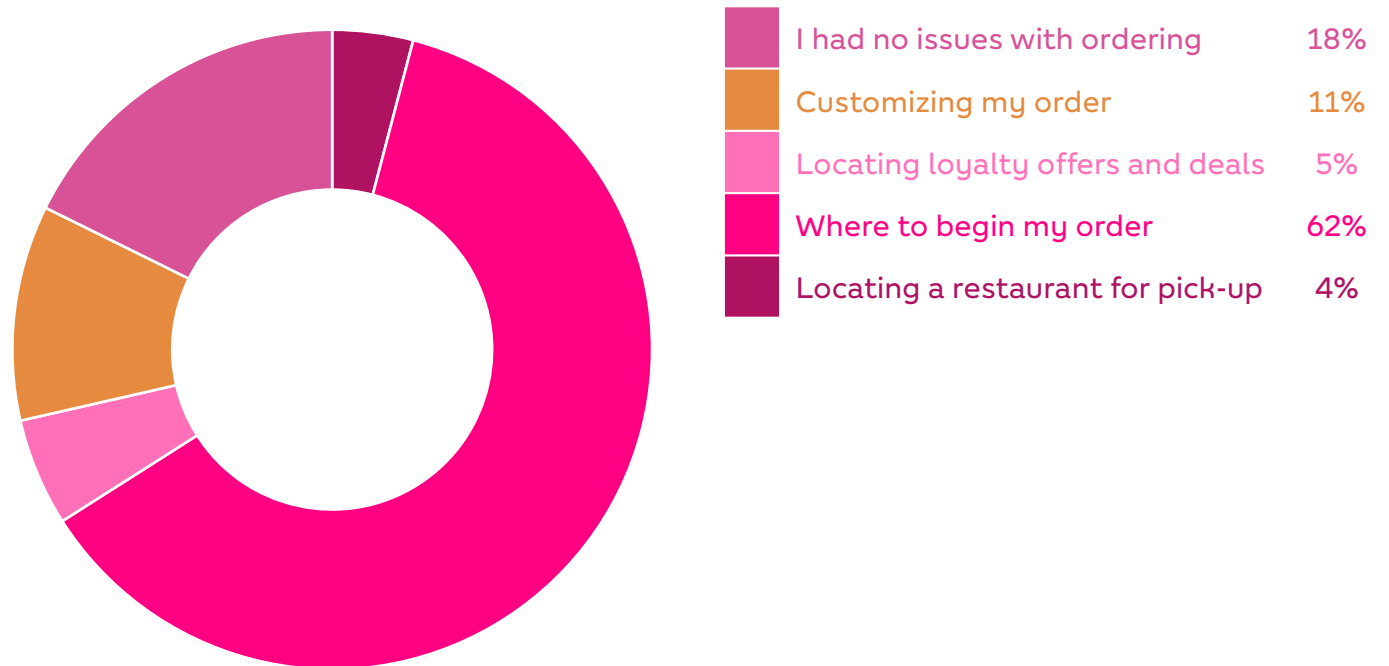
It was easy to understand how to redeem Offers and Deals



"Dunkin Donuts was better because it was more explicit in 1/\$5 points and 200points/drink. Subway was more vague about the rewards."



Question: What hurdles did you encounter using the Dunkin Donuts App?



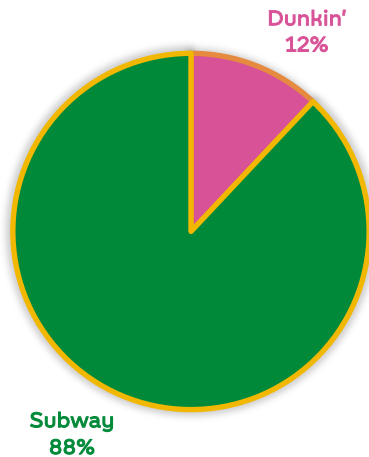
Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



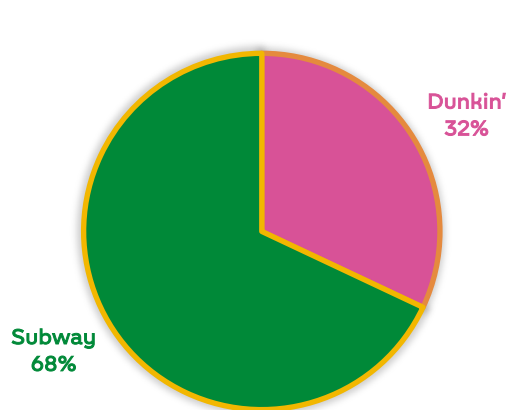
Question: Overall Comparison



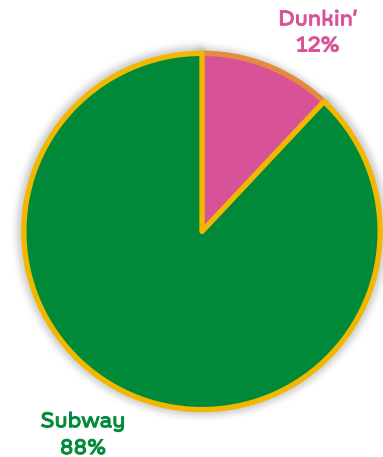
Which App was better at customizing your order?



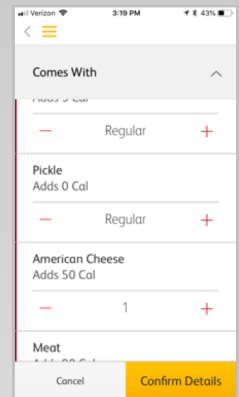
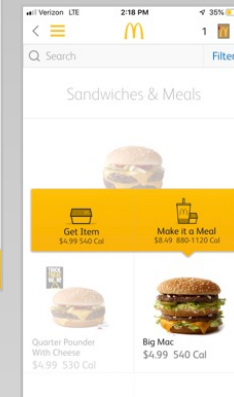
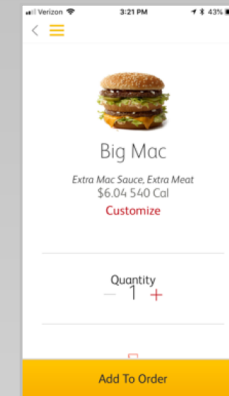
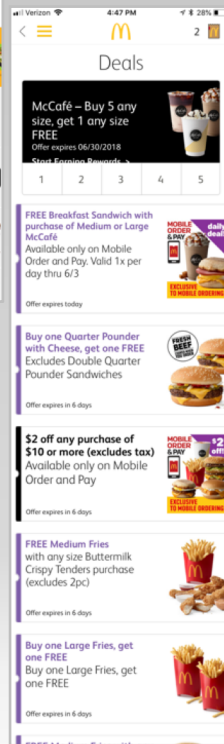
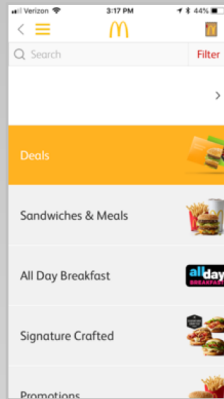
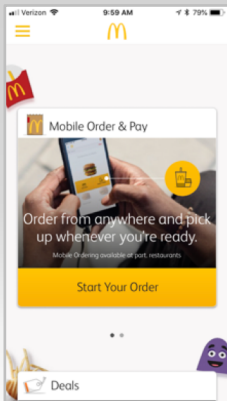
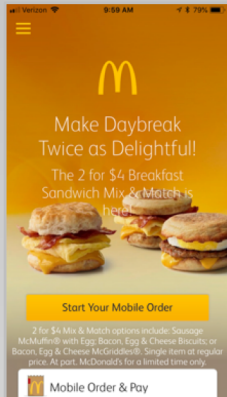
Which App was better for Offers and Deals?



Which App provided a better User Experience?



Competitive Analysis



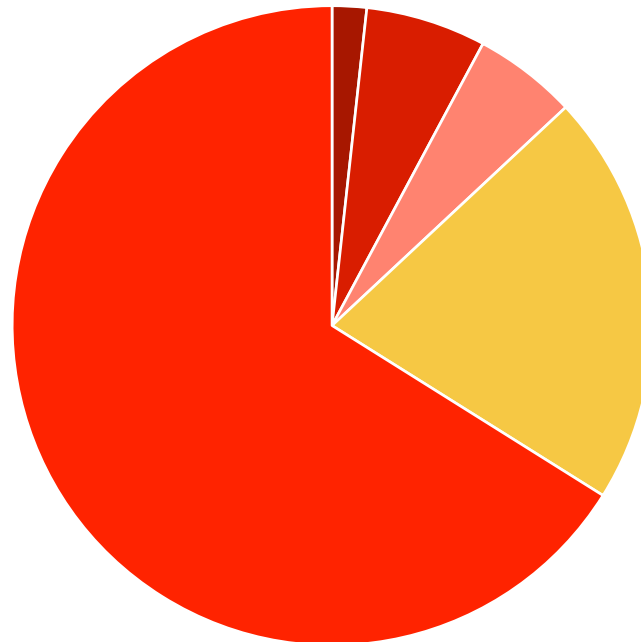
Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Question: How Do You Feel About the McDonald's Dashboard?



“McDonald's really nails the deals. Love the app because the deals are easy to look at and frequently great.”



“McDonald's app's homescreen was little complicated to use but the deals were easy to find and customize.”

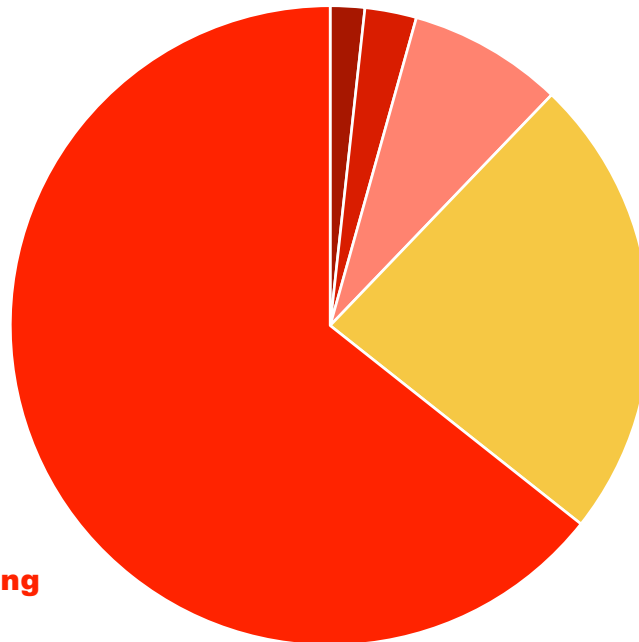


Question: How Do You Feel About Placing/Customizing an Order?



"If I was able to customize the actual McDonald's sandwich, that wasn't apparent to me. I was able to customize as far as drinks, fries, etc."

"This feels like comparing apples to oranges. Subways is all about customization, McDonald's has that option but many just get it normal."



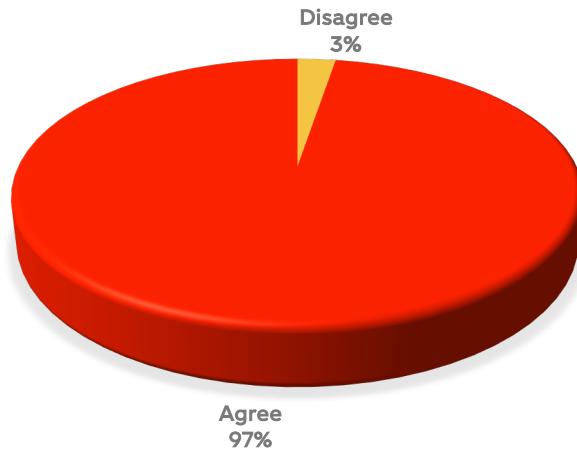
Customizing a food order is 90% of the importance when it comes to ordering food through an app. Subway did it way better!!! But Mcdonalds did have a beautiful and friendly interface.



Question: Thoughts on Offers and Deals

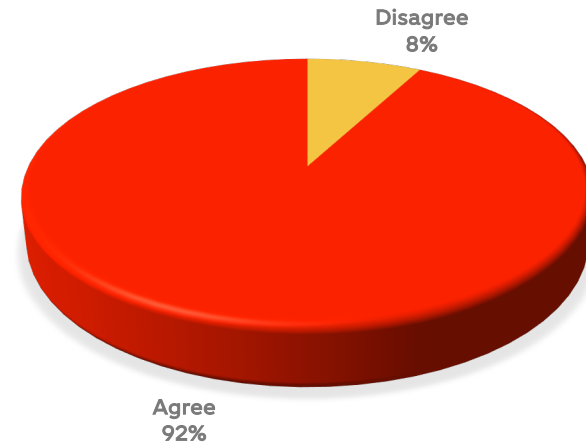


Offers and Deals were easy to locate



“McDonalds deals very often do not work at our local stores...and local stores often do not honor the codes...”

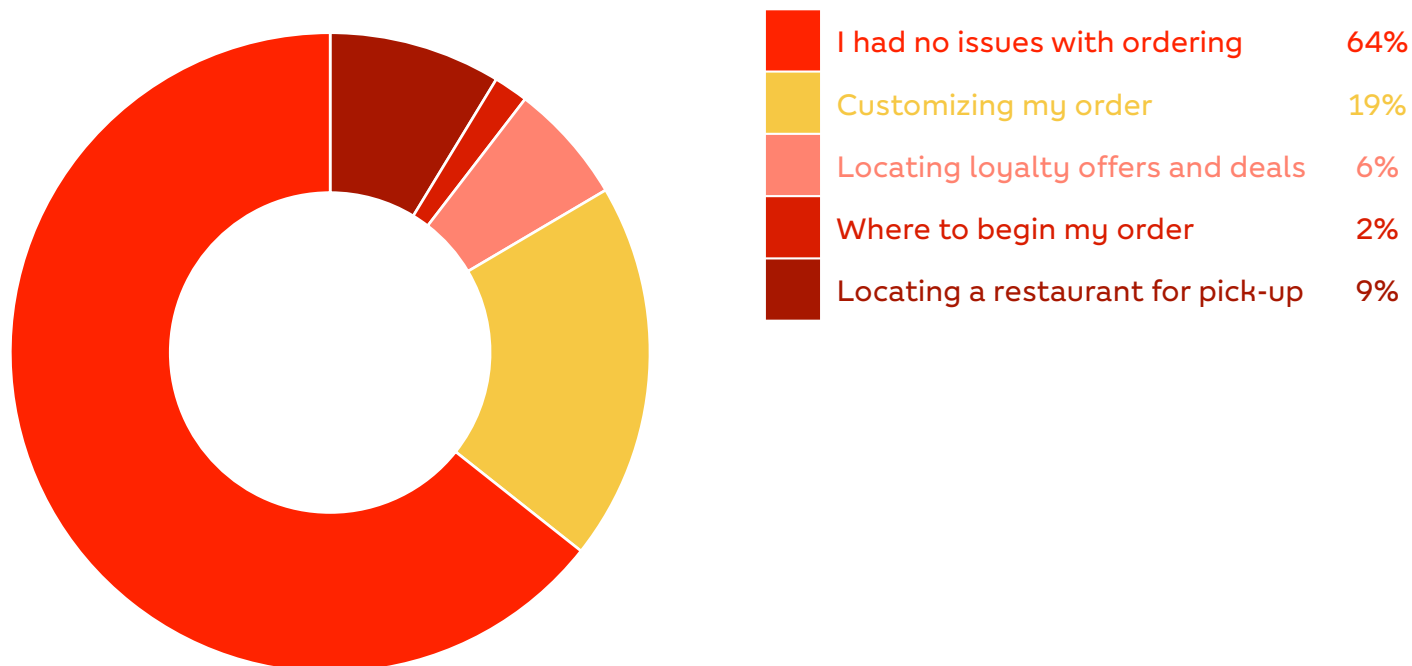
It was easy to understand how to redeem Offers and Deals



“McDonald’s really nails the deals. Love the app because the deals are easy to look at and frequently great.”



Question: **What hurdles did you encounter using the McDonald's App?**



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



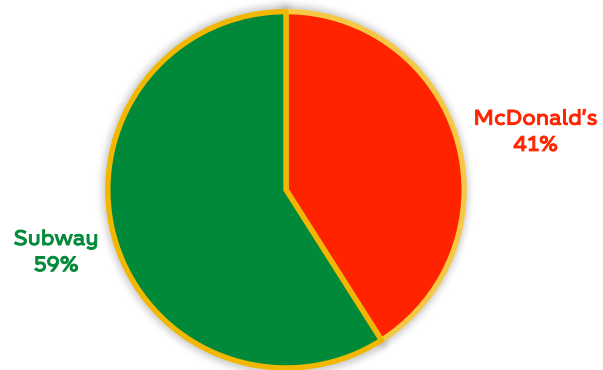
Question: Overall Comparison



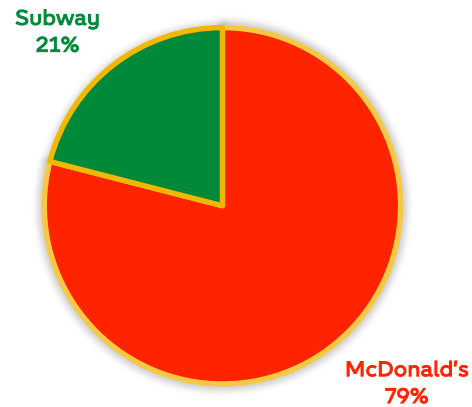
vs.



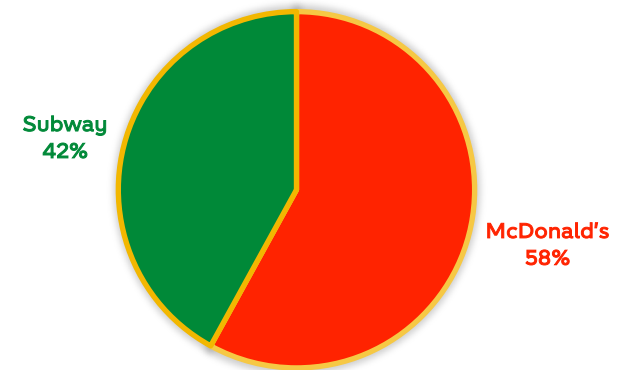
Which App was better at customizing your order?



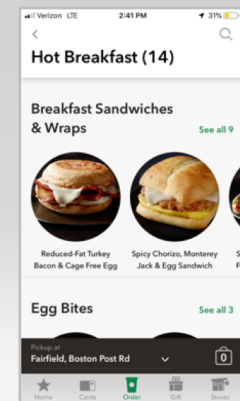
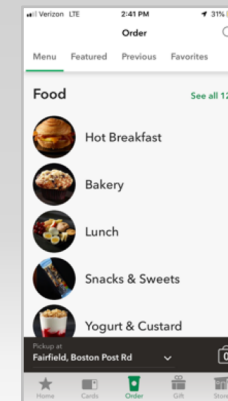
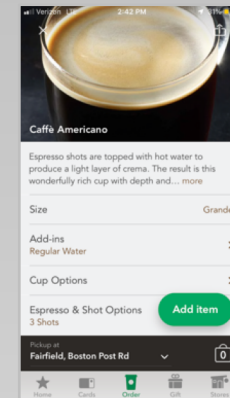
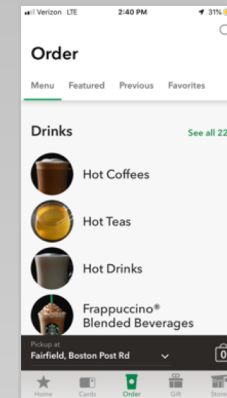
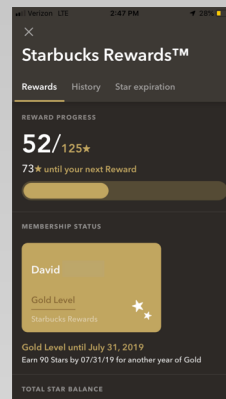
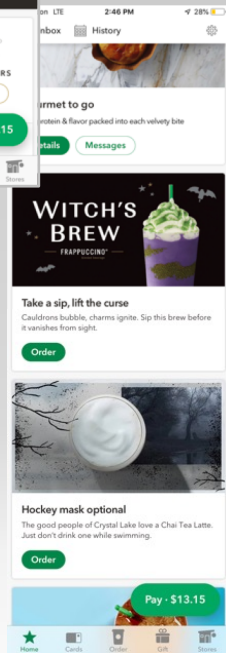
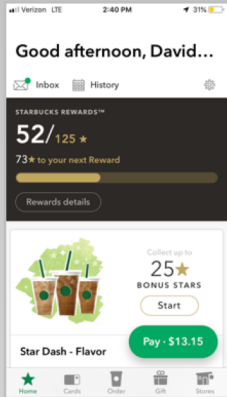
Which App was better for Offers and Deals?



Which App provided a better User Experience?



Competitive Analysis



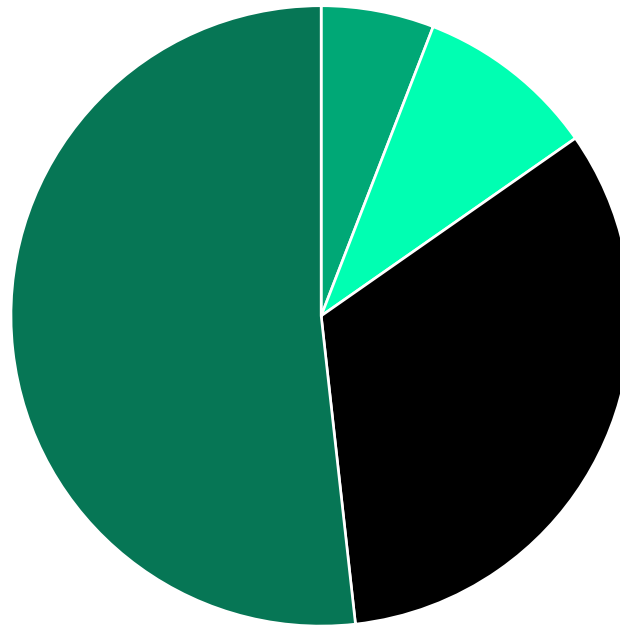
Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Question: How Do You Feel About the Starbucks Dashboard?



"I feel like Starbucks was easier to navigate and understand and locate the loyalty deal. I had a hard time finding it on the subway app."



"Honestly I like the layout of subway a bit better, but Starbucks felt more streamlined to do the actual ordering and customization etc. "

"Much better than other ordering apps, faster with no bugs that I've found. Easy to locate everything that I was searching for."

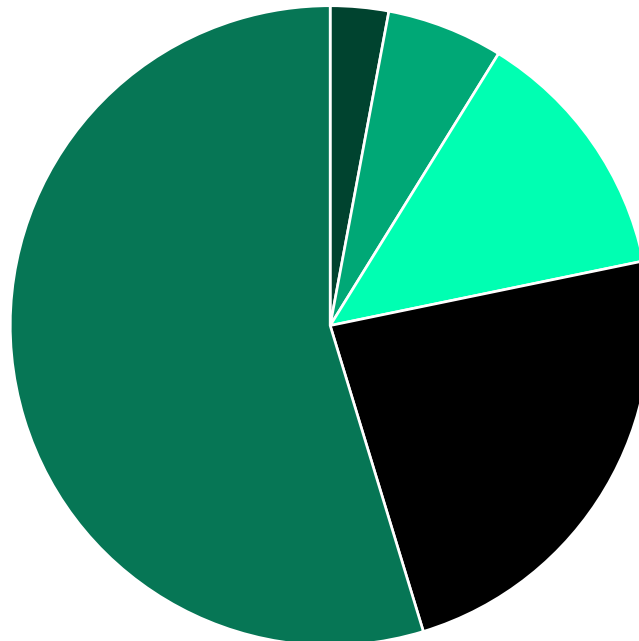


Question: **How Do You Feel About Placing/Customizing an Order?**



“I feel like for Starbucks it should give me the option to go through a "wizard" of sorts where I pick what kind of drink, then what kind of espresso, then what kind of syrup, etc.”

“Starbucks auto locating my store was a big plus.”



“The Starbucks app had a good mix of text and pictures to help me customize my order. And I appreciated that the checkout page was very simple.”

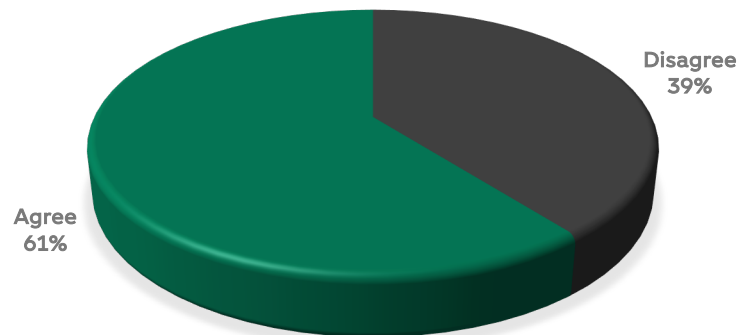
“The Starbucks customization was hard to find. from the dashboard it went right to checkout instead of offering the ability to customize the order first.”



Question: Thoughts on Offers and Deals



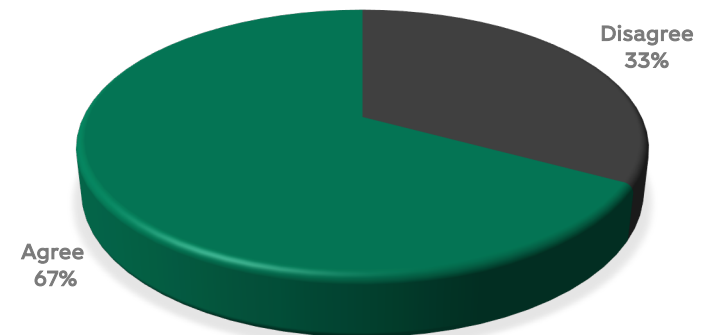
Offers and Deals were easy to locate



"Starbucks gave me all the info regarding what my points do, what the rewards are, & how many points I need, which was nice to have all the information gathered on one page"

"I would like to see more deal and less ads"

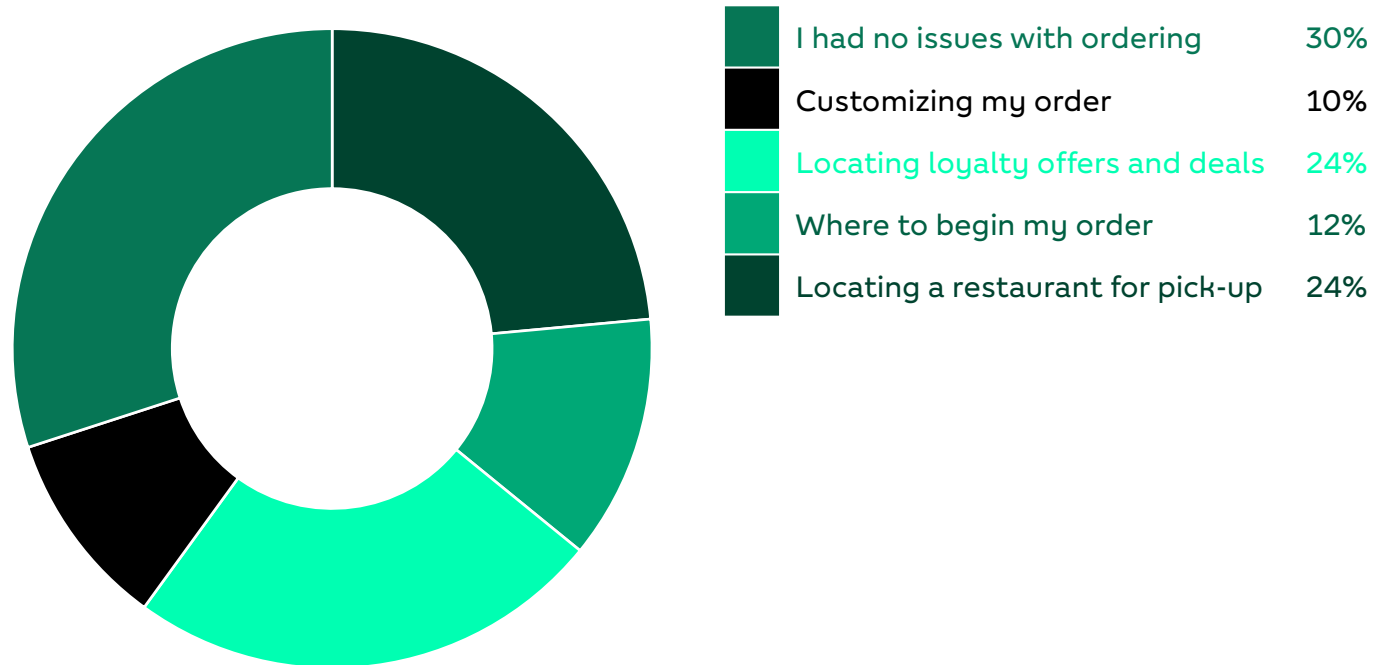
It was easy to understand how to redeem Offers and Deals



"I wasn't aware if Subway offered any other loyalty rewards other than the \$2 deal whereas Starbucks made all of their deals very obvious."



Question: **What hurdles did you encounter using the Starbucks App?**



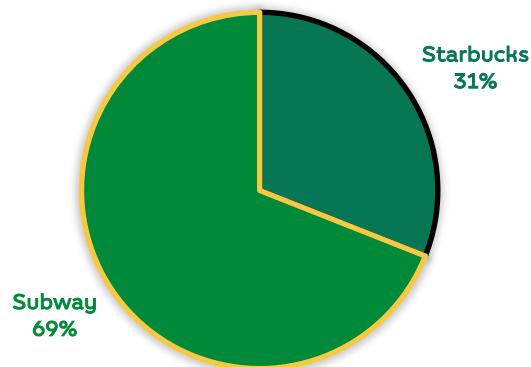
Question: Overall Comparison



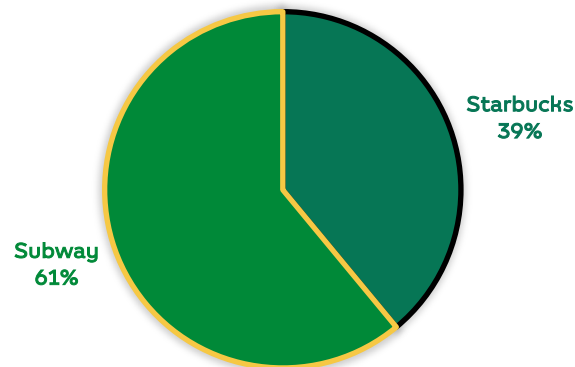
vs.



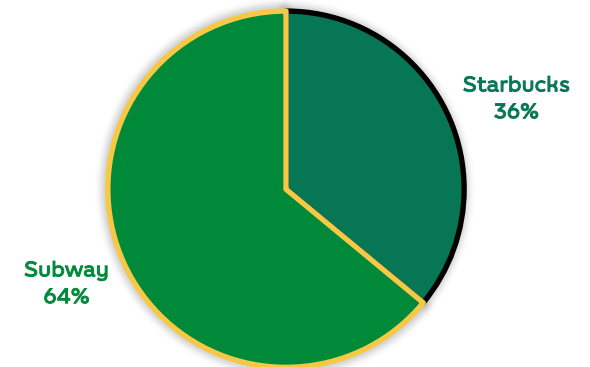
Which App was better at customizing your order?



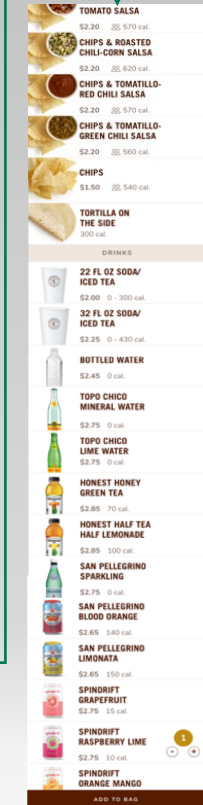
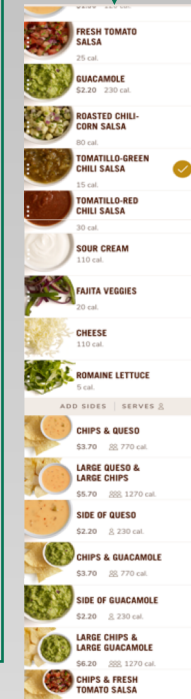
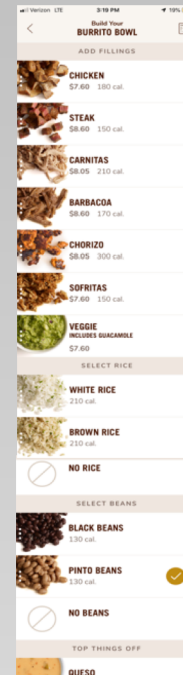
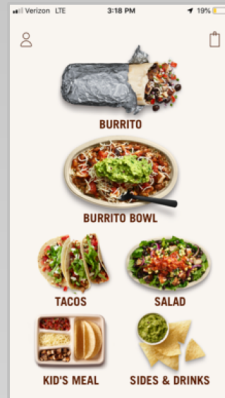
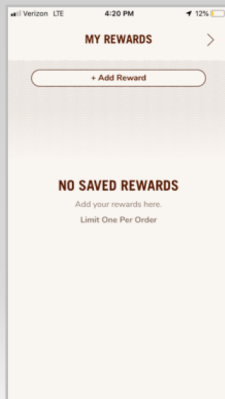
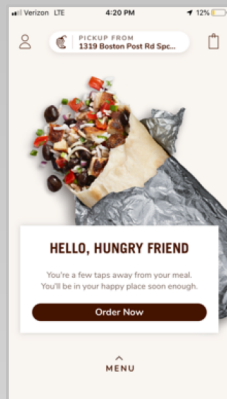
Which App was better for Offers and Deals?



Which App provided a better User Experience?



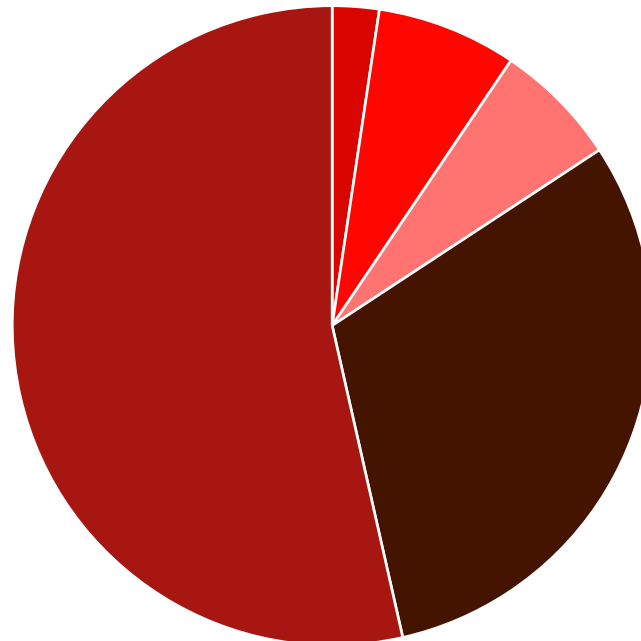
Competitive Analysis



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Question: How Do You Feel About the Chipotle Dashboard?



“Chipotle can improve upon the dashboard and how to make it easier for the users to go through the screens.”

“The Chipotle app seems a little clunky... and kind of dark.”

“The Subway one was nice and visual, and was more responsive than the Chipotle app.”

“I do like an option to create my account with my Facebook profile. That is just a personal preference, and just the option alone is nice.”

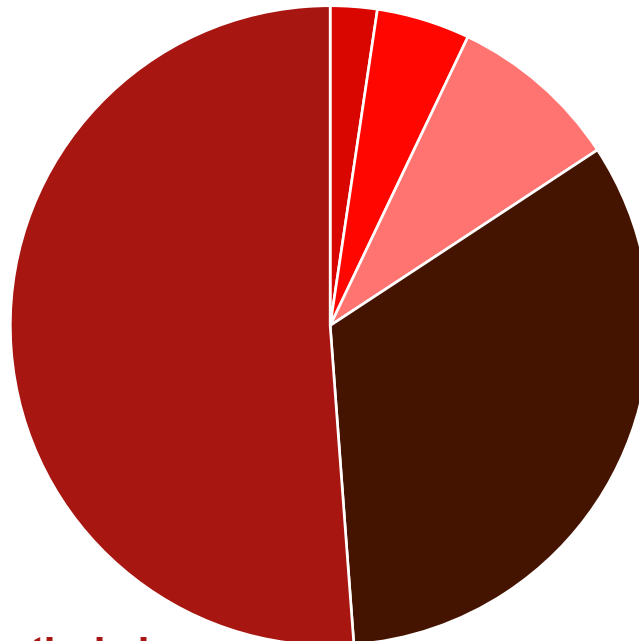


Question: How Do You Feel About Placing/Customizing an Order?



"Chipotle had every option on one scroll through. Subway I had to click around more to customize."

"I am not a not a particularly visual person so I preferred the Chipotle one because it was more of a list than a picture."



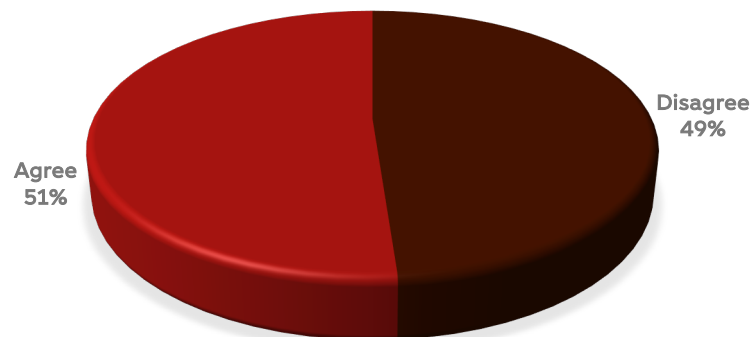
"I like Subway way of customizing my order because it looked fun, it was unique and easy to use. Chipotle one was kinda boring and also little bit overwhelming when scrolling through all the ingredients."



Question: Thoughts on Offers and Deals

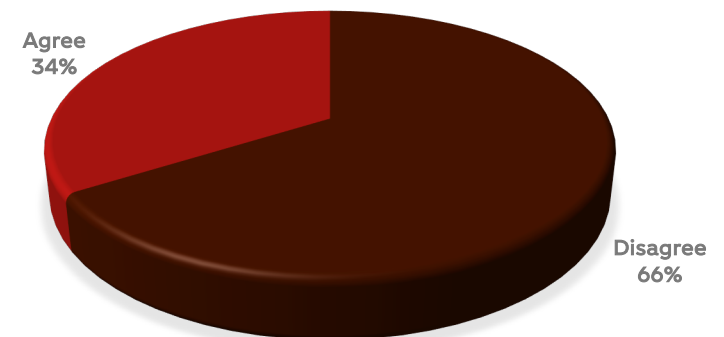


Offers and Deals were easy to locate



"If there were any rewards for Chipotle, I wouldn't find them anywhere in the app."

It was easy to understand how to redeem Offers and Deals

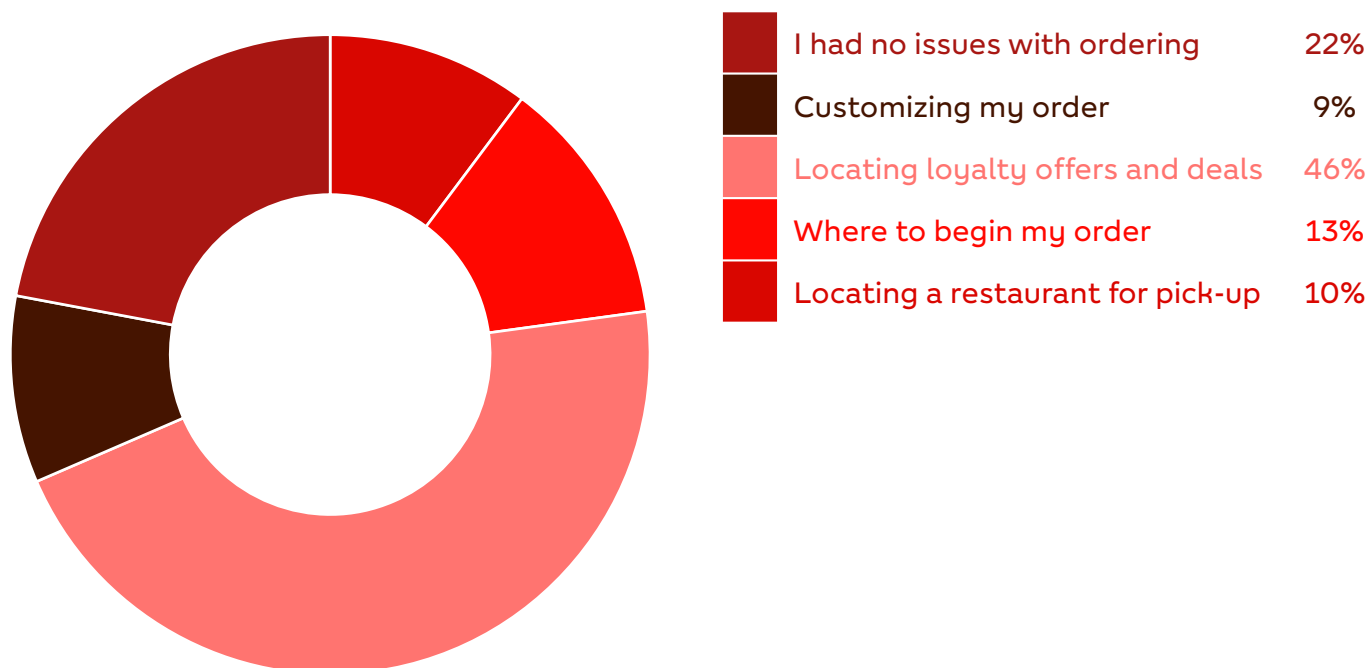


"Subway did a great job showing and explaining. I felt like Chipotle was hiding loyalty offers and deals."

"I like offers and deals."



Question: What hurdles did you encounter using the Chipotle App?



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



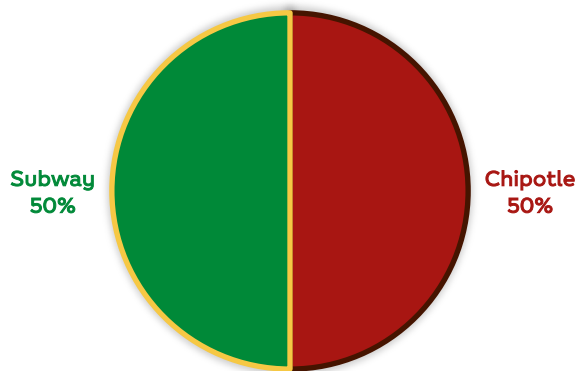
Question: Overall Comparison



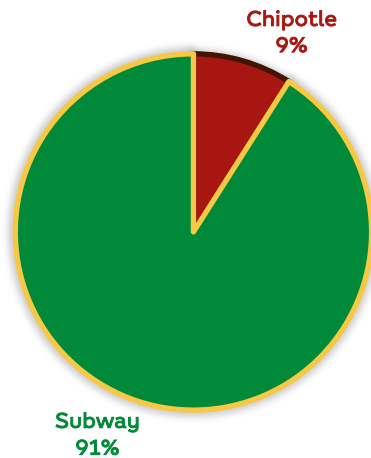
vs.



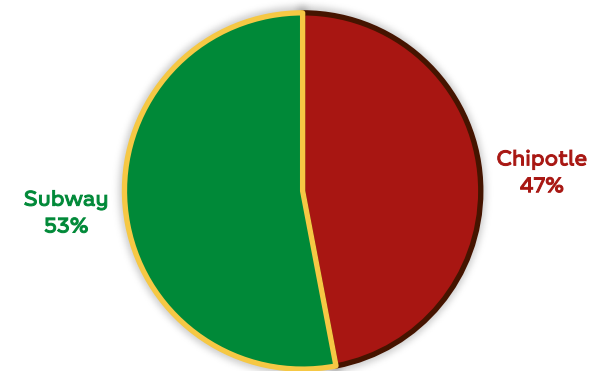
Which App was better at customizing your order?



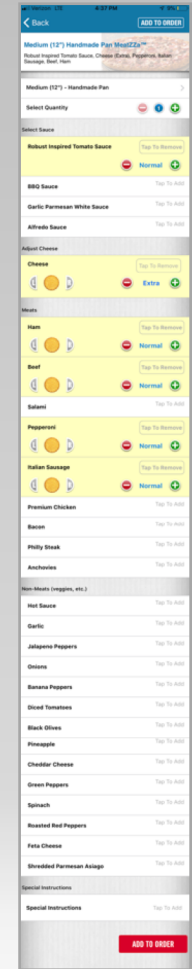
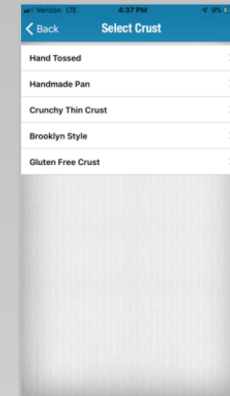
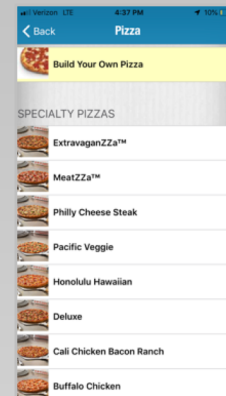
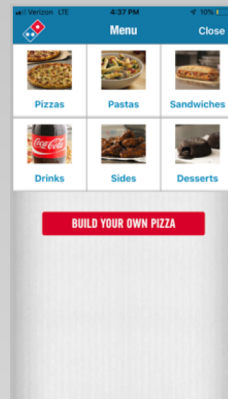
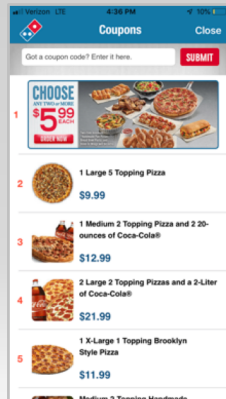
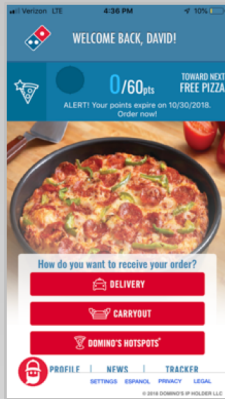
Which App was better for Offers and Deals?



Which App provided a better User Experience?



Competitive Analysis



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



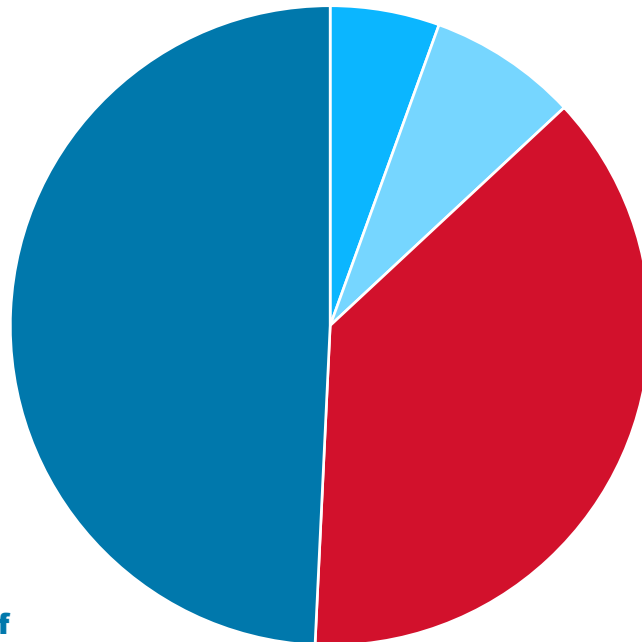
Question: How Do You Feel About the Domino's Dashboard?



“I liked the way Dominos had all the options right at my fingertips. there was no learning curve involved. it was very user friendly.”

“I really liked the simplicity of Domino's Dashboard (although it was perhaps a bit TOO simple - in that there was information lacking).”

“Dominos was cleaner homepage and easier to know what to do and less visually overwhelming”



Extremely Like	49%
Like	38%
Neither Like nor Dislike	8%
Dislike	6%
Extremely Dislike	0%

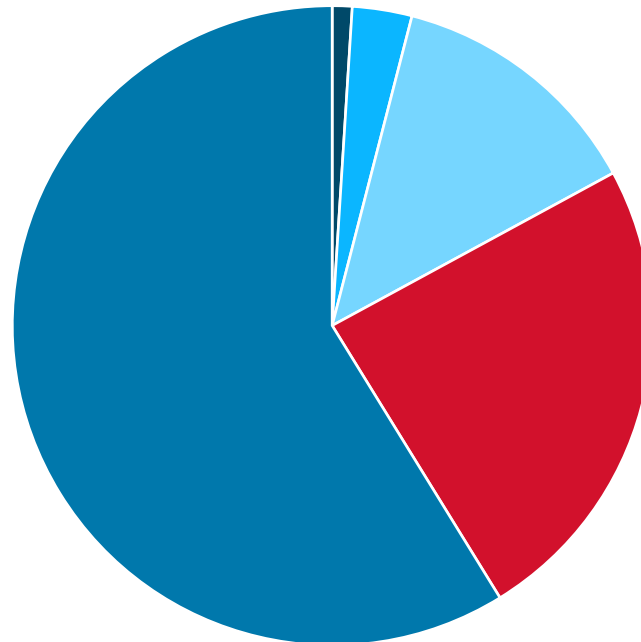
“Dominos deals don't pop up until you start to place an order, where as Subways are on the home page. Some of the buttons of the Dominos app were difficult to find”



Question: How Do You Feel About Placing/Customizing an Order



“It was difficult to understand all of the customizing details on the Dominos app, particularly because there were a lot of details and they were so small.”



Extremely Like	59%
Like	24%
Neither Like nor Dislike	13%
Dislike	3%
Extremely Dislike	1%

“Customizing was simple on the dominos app but the presentation of the format was slightly confusing, It felt almost a little clustered”

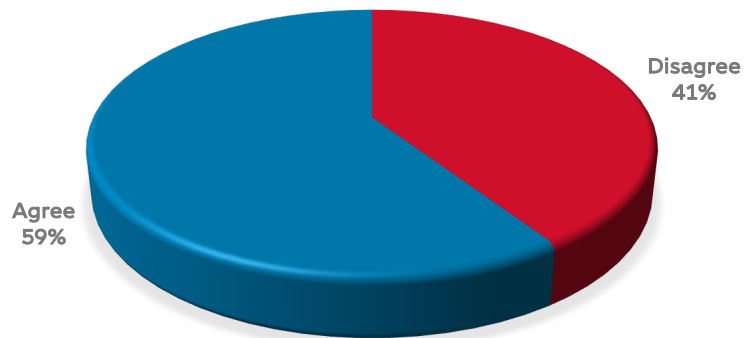
“I thought both apps were pretty user friendly in terms of ordering. I was actually surprised about Subway because I feel like my order there is more complex.”



Question: Thoughts on Offers and Deals



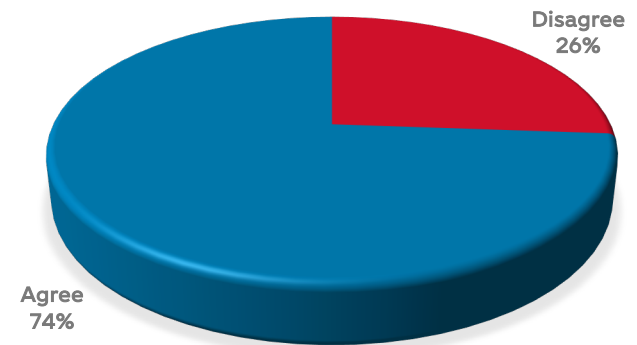
Offers and Deals were easy to locate



“The Dominoes coupons were buried under the options of delivering or picking up and I had to go find them”

“The only that I didn't love about the Dominoes app was that I couldn't see the coupon deals before ordering. I like to go through coupons to see if it's worth ordering food at all...if they have a special deal then I order pizza....if they don't I just cook something.”

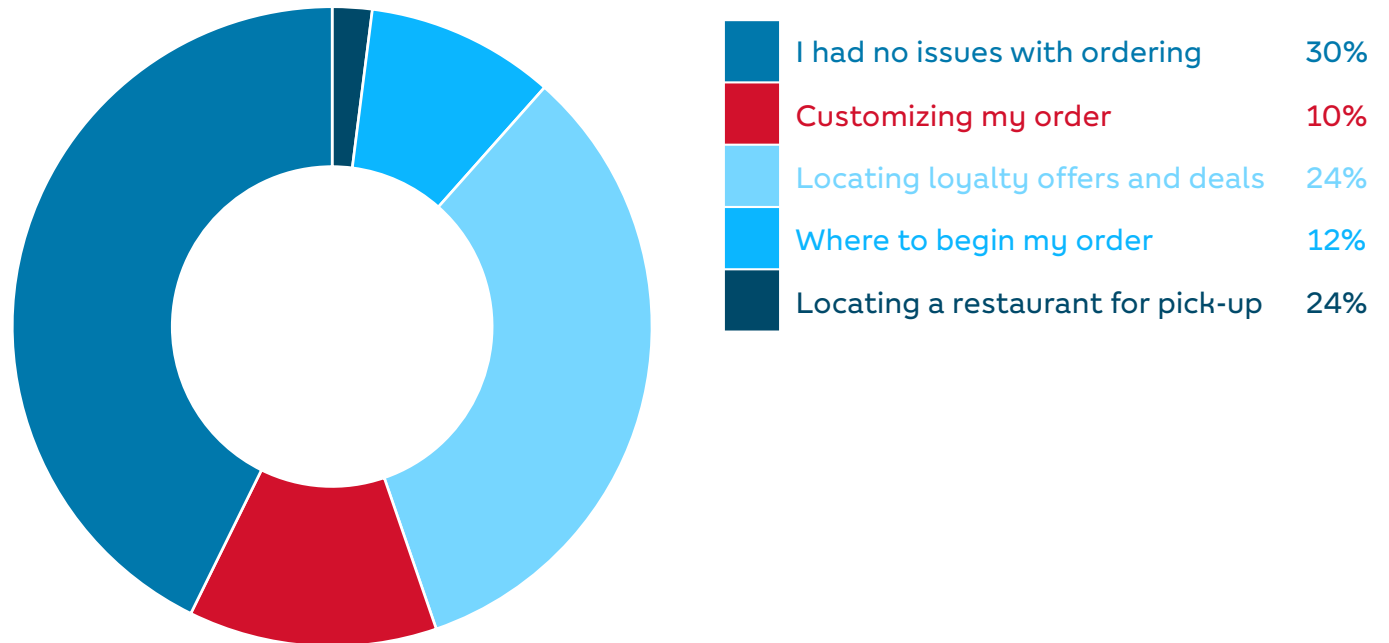
It was easy to understand how to redeem Offers and Deals



“I didn't see any deals on the Subway app like I did at Dominos.”



Question: **What hurdles did you encounter using the Domino's App?**



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



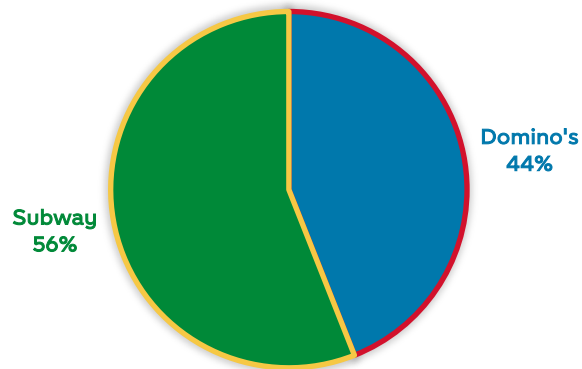
Question: Overall Comparison



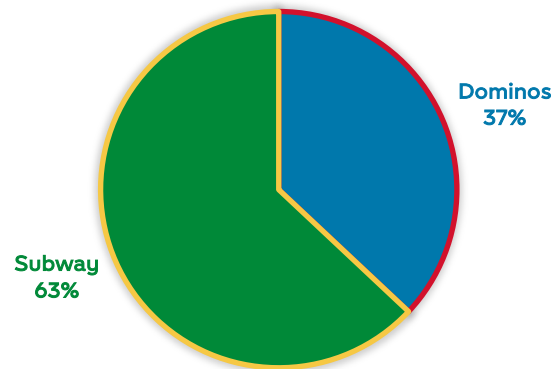
vs.



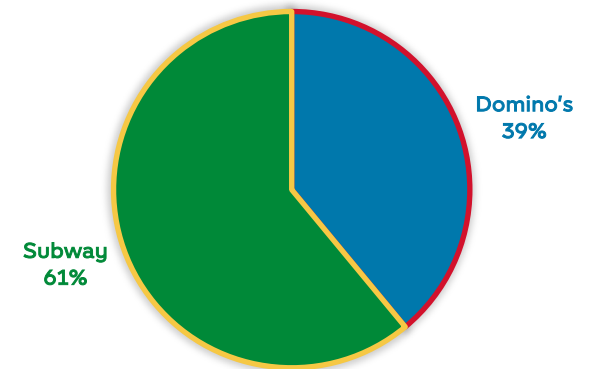
Which App was better at customizing your order?



Which App was better for Offers and Deals?



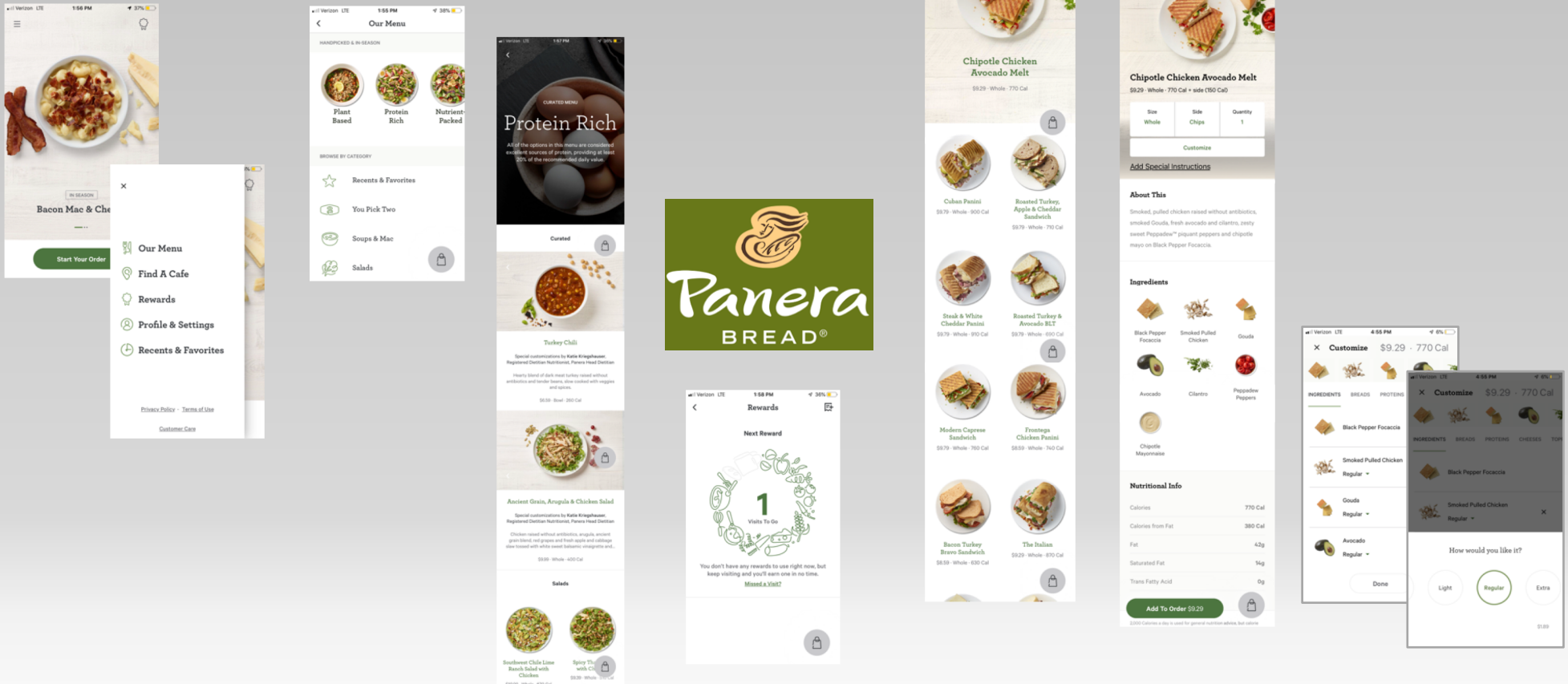
Which App provided a better User Experience?



Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Competitive Analysis



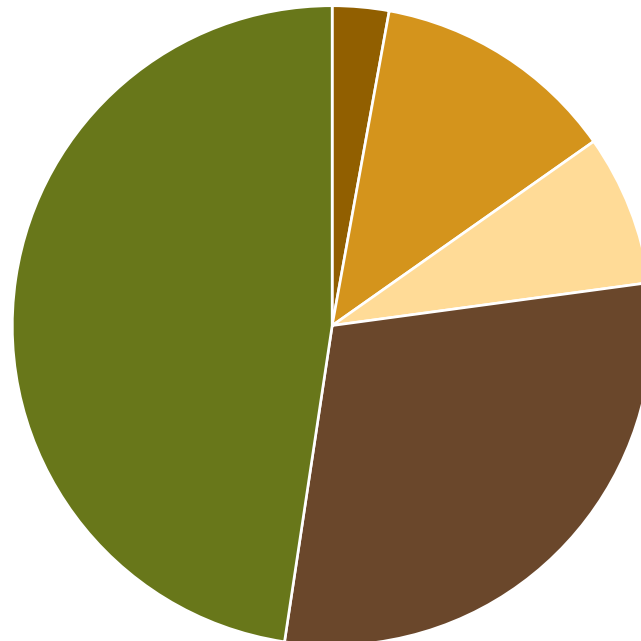
Content is confidential, owned by, proprietary to Subway IP Inc. This information may not be copied, used for other purposes, or otherwise shared.



Question: How Do You Feel About the Panera Dashboard?



“Subway was upfront on their dashboard, whereas Panera had to do some hunting to find.”



“I really how clean and simple the Panera app was. Where as the subway had a few to many graphics and moving items. Subway was a bit too busy.”



“Panera App is so good with its design overall, it makes you feel like your having more of an upscale experience that’s different and that’s why its better than Subway.”



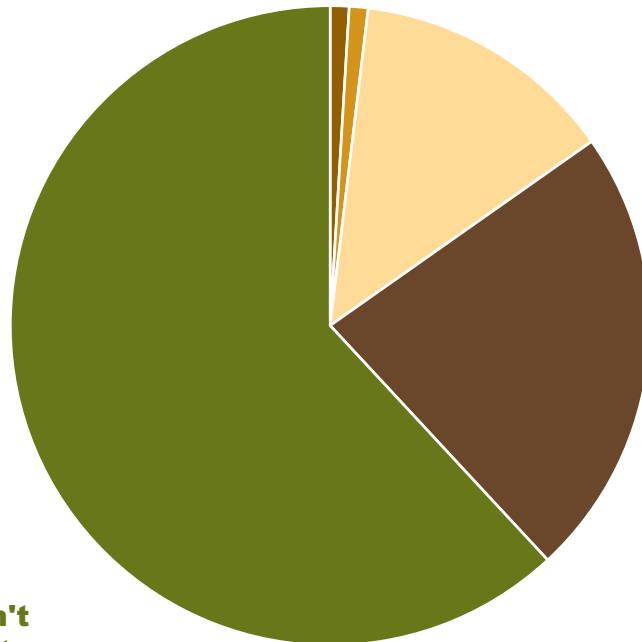
Question: How Do You Feel About Placing/Customizing an Order?



"The look and feel of Panera was more challenging. Panera seemed like I was switching pages more"

"Panera just made it a little more confusing with how the categories were set up. I didn't like having to scroll to the left or right to choose the next category"

"I was able to set a pickup time whether it is right now or for later to even to the next day, so I thought Panera bread was much more flexible for mobile orders."



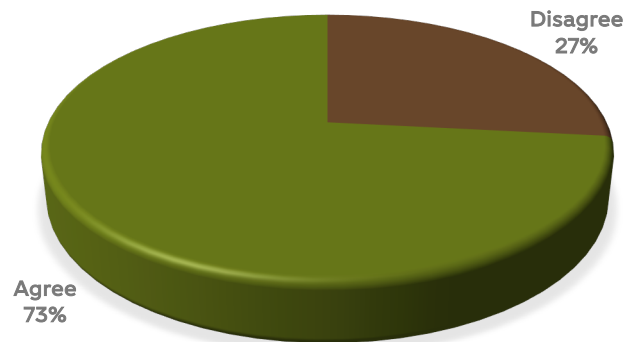
"I found the Panera customizing experience to be extremely confusing. Simply selecting an item was also confusing. It wasn't clear which items were added already and which items were to be added, if I wanted."



Question: Thoughts on Offers and Deals

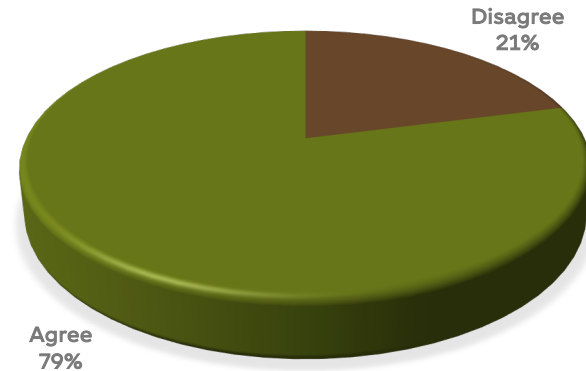


Offers and Deals were easy to locate



“I liked how Subway also highlighted deals and offers upfront rather than featured items.”

It was easy to understand how to redeem Offers and Deals

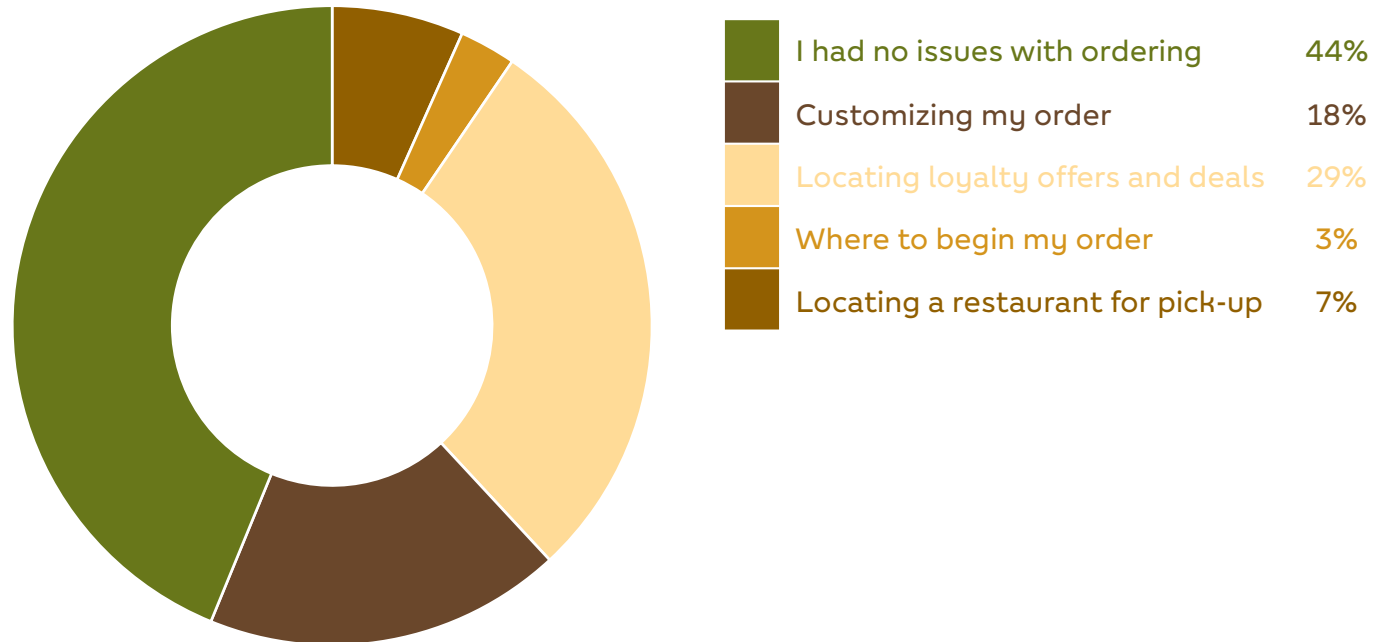


“Loyalty deals are not clear with Panera, how do I get them and how do I know how many “points” or incentives to buy more Panera items.”

“Panera wins by the fact that it actually gave me a loyalty deal for signing up.”



Question: What hurdles did you encounter using the Panera App?



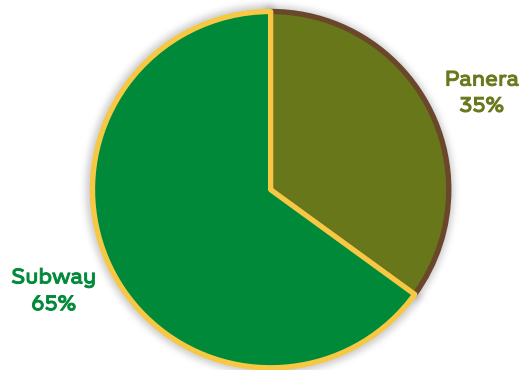
Question: Overall Comparison



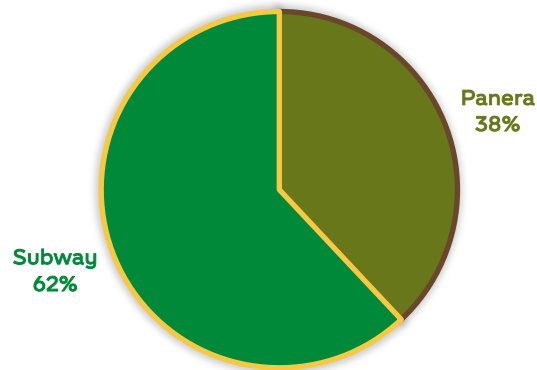
vs.



Which App was better at customizing your order?



Which App was better for Offers and Deals?



Which App provided a better User Experience?

