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**ANATOMY OF**

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— AMAZING —

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ONLINE ORDERING

**EXPERIENCES**

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## IMAGINE YOU WALK INTO A RESTAURANT...

and the chairs are on the tables and the host is not at the entrance to the restaurant. After some struggle, you get a table, but the menu is hard to read. When finally ready to leave, you've no idea where to pay the bill.

No restaurant would operate this way, but that is exactly what happens when a customer has a bad experience ordering food online. Customers get frustrated and confused.

According to a recent DoorDash survey, a good user experience was the most important part of the online ordering process.

The survey found that 76% of customers said a good ordering experience was the most important factor when deciding where to place an order.

Customers want to be able to easily find items and check out quickly. In fact, 88% of shoppers said they would not return to a website after a bad ordering experience. You must make sure your online ordering system creates an amazing guest experience.

**76%**

Customers say a good ordering experience is the most important factor to them

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# LET'S TAKE A CLOSER LOOK

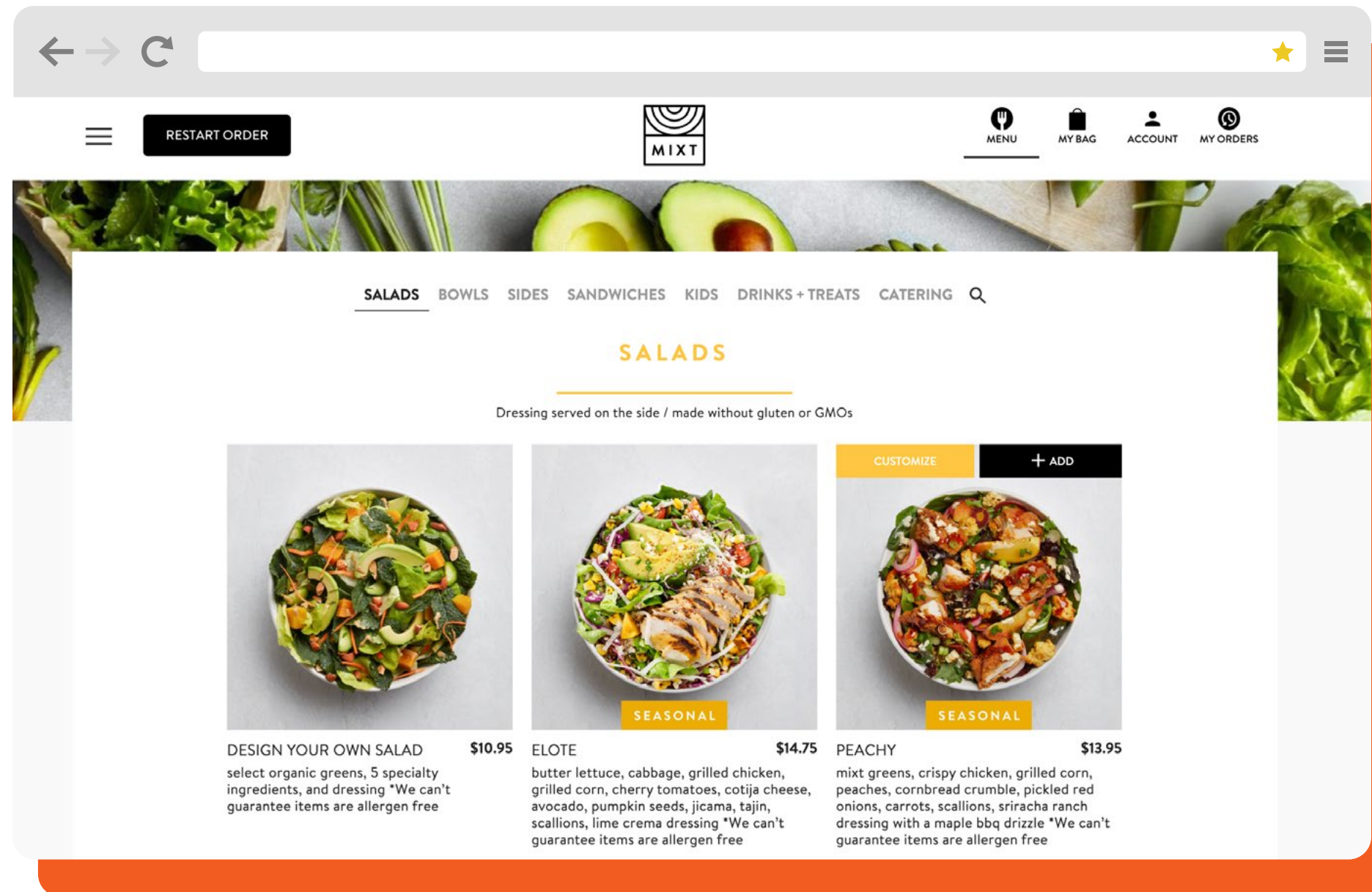
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We've broken down the critical elements of a quality online ordering experience into 14 component parts. Like a tree, a superior online ordering experience requires a strong foundation, but in the end, the many parts are interconnected. It's what we call the Anatomy of amazing online ordering experiences.



# MENU BRANDING AND BRAND IDENTITY

Users are ordering from your restaurant. When you utilize a third-party platform for online ordering, customers get confused about your brand and your identity. A menu's brand and identity must be integrated into the entire online ordering process.



## Brand Fonts

abcdefghijklmnopqrstuvwxy  
z  
1234567890

## Brand Patterns



## Brand Colors



## MENU ITEM IMAGES

Food is a visual experience. Customers see colors and textures and can envision the eating experience. You need to provide photos of menu items. Photos make it easier to scan the menu and make the buying decision simpler.

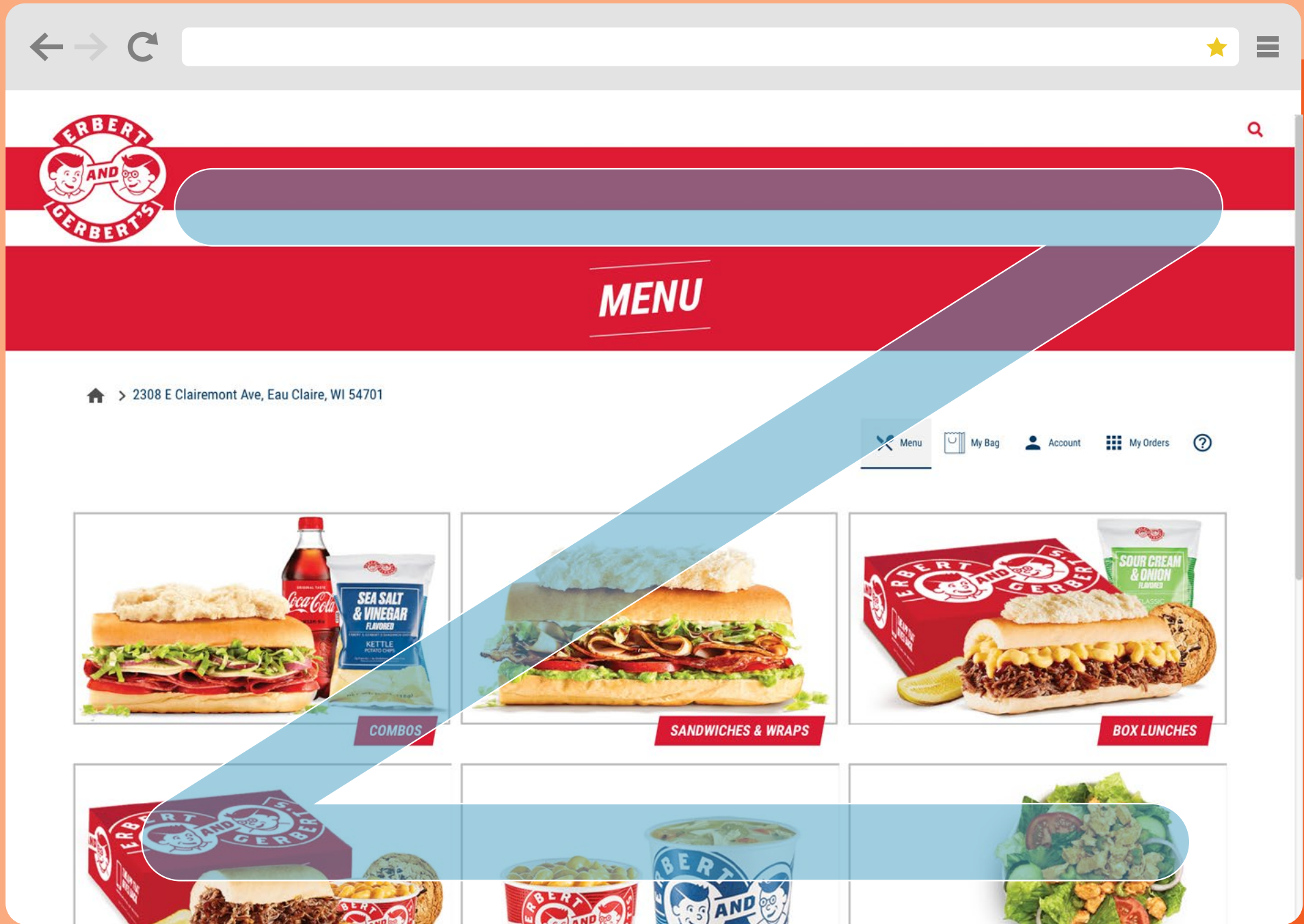
FROM ABOVE



HIGHLY STYLIZED



UP CLOSE & DETAILED

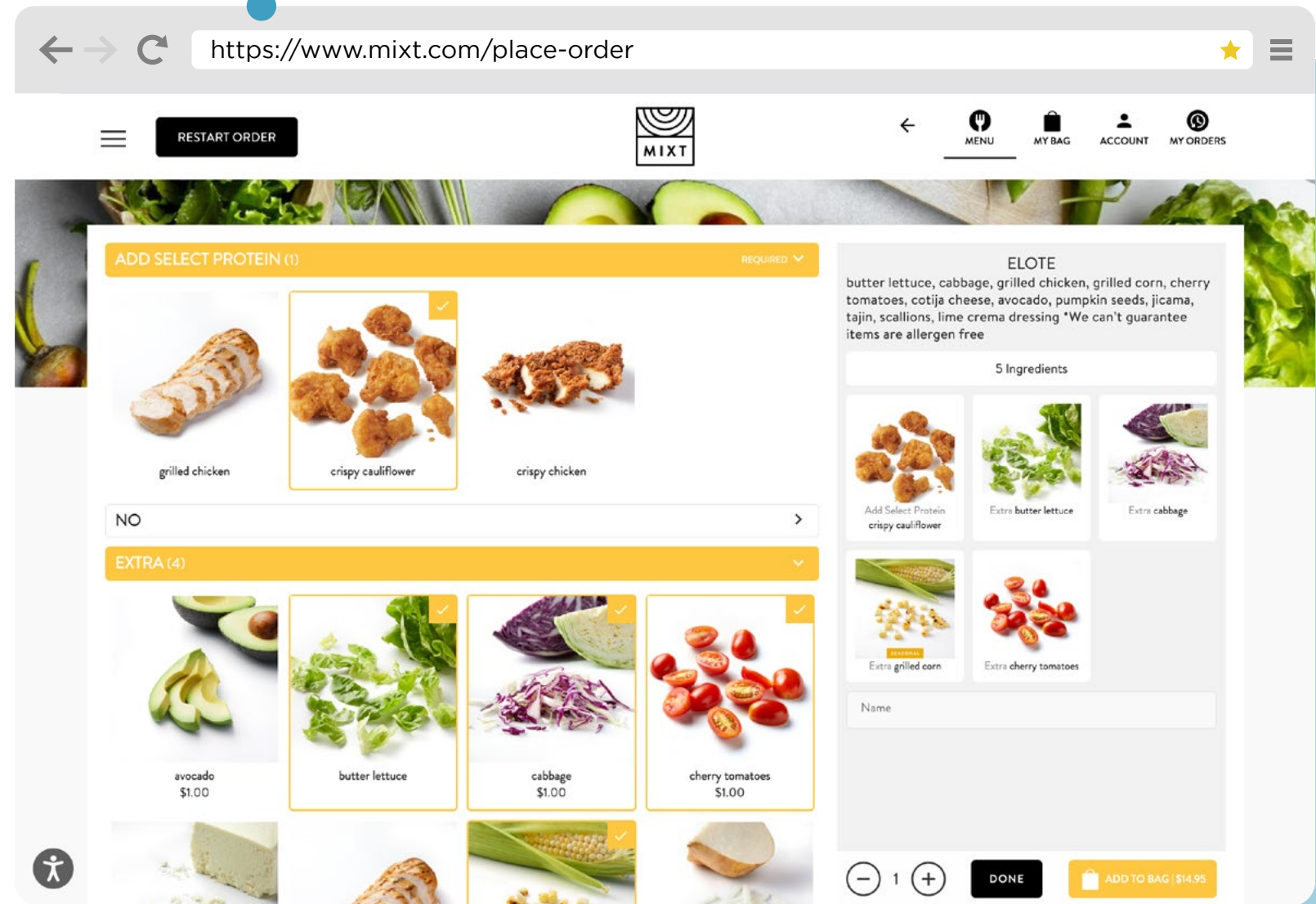


## MENU LAYOUT

Just like a printed menu, the layout of your online menu matters. A customer's eyes naturally move across the screen in a Z pattern. The layout, navigation and location of the shopping cart need to be easily identifiable.

# BRAND WEBSITE ECOMMERCE INTEGRATION

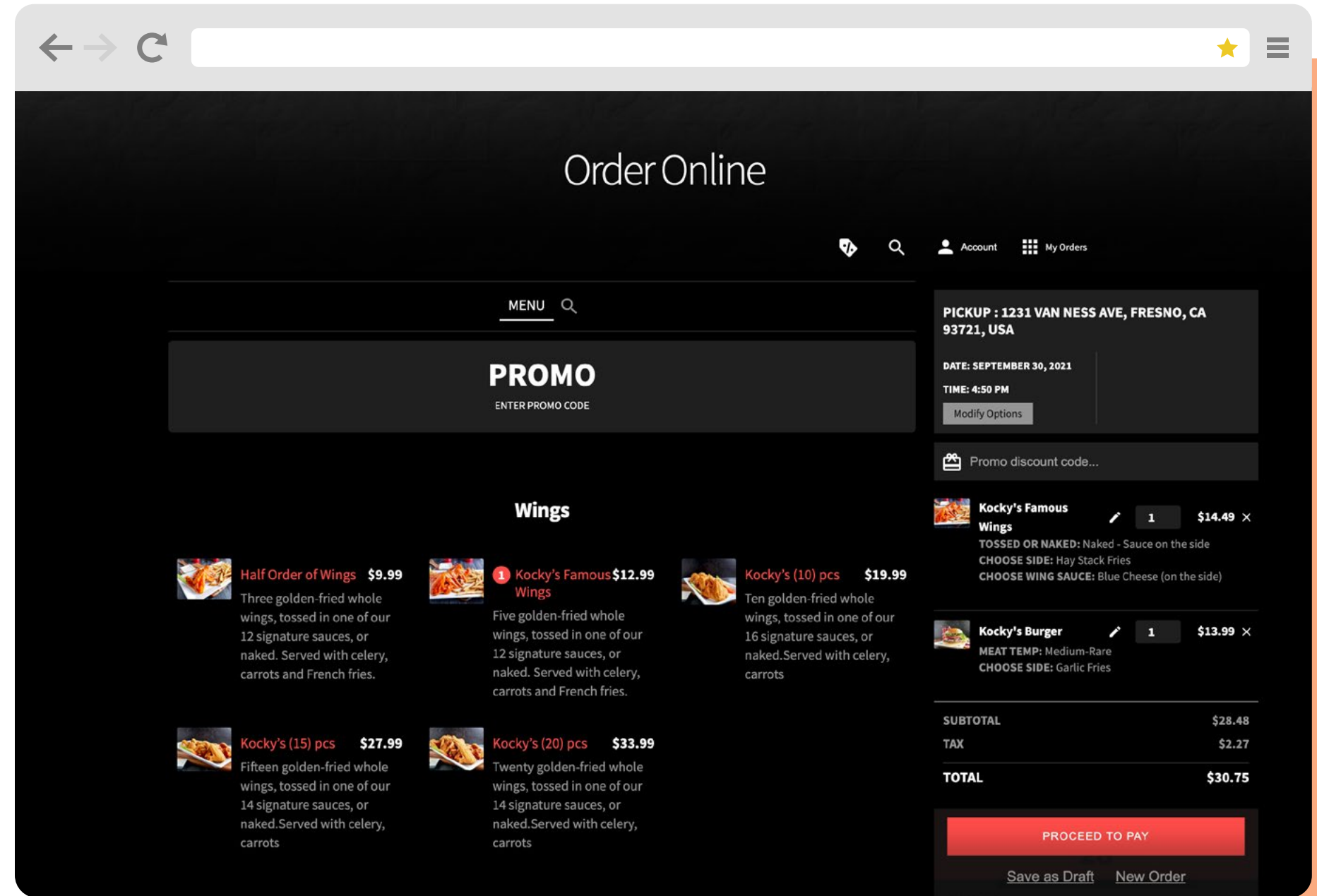
When ordering food online, restaurants have two choices. They can utilize menus through a vendor's website or the restaurant's website. Customers find the experience less confusing and seamless when a restaurant's URL is displayed in the browser during the entire ordering process. Redirects create order abandonment and distrust.



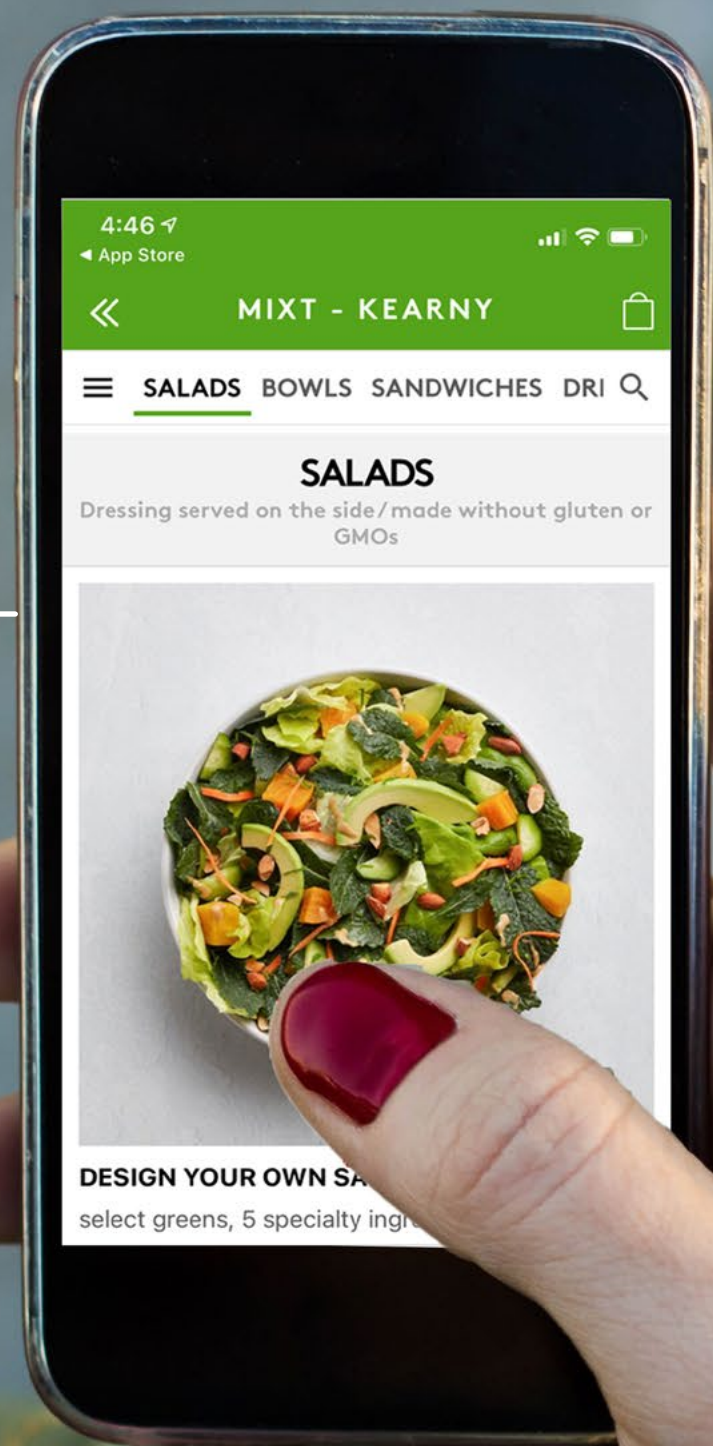
# “ADD TO CART”

## FUNCTIONALITY AND “CART CONTENTS” AWARENESS

When ordering online, customers typically order multiple items. They do not want to have the items in the cart hidden during the ordering process. The items need to be easily accessed and viewable while purchases are being added. The same is true of item modification.







## MENU SPEED EFFICIENCY AND RESPONSIVENESS

Customers become frustrated when a menu does not load quickly. They are more likely to abandon the order and not complete the transaction. A menu must load quickly and be responsive to desktop, tablet and mobile interfaces.



DISCOUNTS  
**PROMOTIONS**  
LOYALTY

+10  
POINTS

**FREE  
DELIVERY**

BOGO

FREE  
DRINK

COUPONS

BIRTHDAY  
**REWARDS**

FREEBIES

\$5 OFF

You want your customers to join your loyalty program and receive your discounts and promotion offers. Customers will not become loyal fans after a bad user experience. They must enjoy the experience to embrace your brand.



# UPSELLING

Getting a customer to add extra items to the cart is important for your restaurant's bottom line. A customer is more likely to add more items to the order if the process is frictionless and simple.



2308 E Clairemont Ave, Eau Claire, WI 54701

Menu My Bag Brandon Mash My Orders

### ORDER SUMMARY

#### WHAT'S IN YOUR BAG?!

Promo discount code...

**BONEY BILLY** 1 \$6.79  
BREAD: honey wheat

#### WANT SOME MORE?

- PEANUT BUTTER BAR** \$2.69  
Customize + ADD
- CHIPS** \$1.39  
Customize + ADD
- COOKIE** \$1.49  
Customize + ADD

#### PICKUP

**2308 EAST CLAIREMONT AVENUE, EAU CLAIRE**

expected time: 8:52 pm

Brandon Mash  
tech@zuppler.com  
(123) 456-7890

Modify Options New Order Save

#### ADDITIONAL INFO

SPECIAL INSTRUCTIONS

Note: Additional charges may apply

SUBTOTAL	\$6.79
TAX	\$0.37
<b>TOTAL</b>	<b>\$7.16</b>

CONTINUE ORDERING PROCEED TO PAY



**GLUTEN  
FREE**

**LOW  
CALORIE**

**VEGAN**

**NUT  
FREE**

**ORGANIC**

**DAIRY  
FREE**

**PALEO**

**VEGITARIAN**

**SOY**

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# **ABILITY TO SEARCH**

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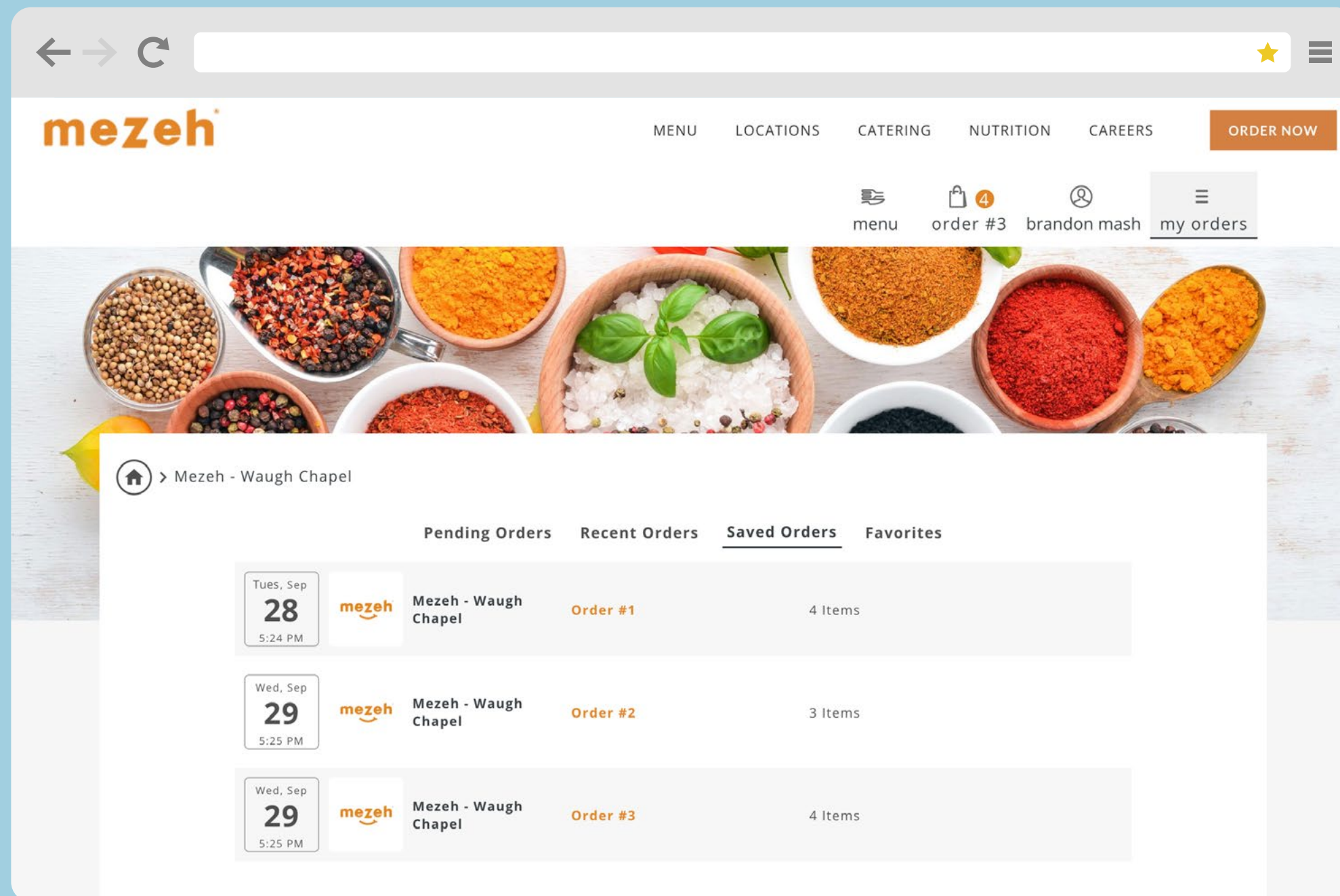
Customers these days have dietary requirements. There is vegetarian, gluten-free, vegan, paleo, etc. Brands must make it easy for customers to locate types of food within their menu that meet these requirements.






# GUEST ACCOUNT AND FEATURES

## Favorites, history, saved.

When a person returns to your website, you must make the online ordering experience easier. You need to have their order history saved and a list of their favorite foods. The customer experience must be smooth and seamless after the initial order.



The screenshot shows the Mezeh website's guest account interface. The top navigation bar includes the Mezeh logo, links for MENU, LOCATIONS, CATERING, NUTRITION, and CAREERS, and an ORDER NOW button. Below the navigation, there are icons for menu, order #3, and a user profile for brandon mash, with a my orders dropdown menu. The main content area features a background image of various spices and a white overlay box titled "Mezeh - Waugh Chapel". This box contains a table of saved orders.

	Pending Orders	Recent Orders	<u>Saved Orders</u>	Favorites
Tues, Sep <b>28</b> 5:24 PM			 Mezeh - Waugh Chapel <b>Order #1</b> 4 Items	
Wed, Sep <b>29</b> 5:25 PM			 Mezeh - Waugh Chapel <b>Order #2</b> 3 Items	
Wed, Sep <b>29</b> 5:25 PM			 Mezeh - Waugh Chapel <b>Order #3</b> 4 Items	

**ORDER SUMMARY**

Item	Quantity	Price
ARNOLD PALMER	1	\$2.95
PEACHY ADD SELECT PROTEIN: grilled chicken	1	\$11.95
ELOTE ADD SELECT PROTEIN: crispy cauliflower EXTRA: butter lettuce, cabbage, cherry tomatoes, grilled corn	1	\$14.95
NAPA w/Steak	1	\$12.45

**PICKUP**

UPTOWN DALLAS

DATE: SEPTEMBER 28, 2021  
TIME: 11:10 AM

Brandon Mash  
brandon@suppler.com  
(484) 522-2114

COMPANY NAME:  
(Please Enter For Delivery Orders)

**CONTINUE ORDERING**   **PROCEED TO PAYMENT**

FAQ Nutrition Calculator News Careers Rover MIXT+ Rewards Help

Enter your email for Mixt updates **Submit**

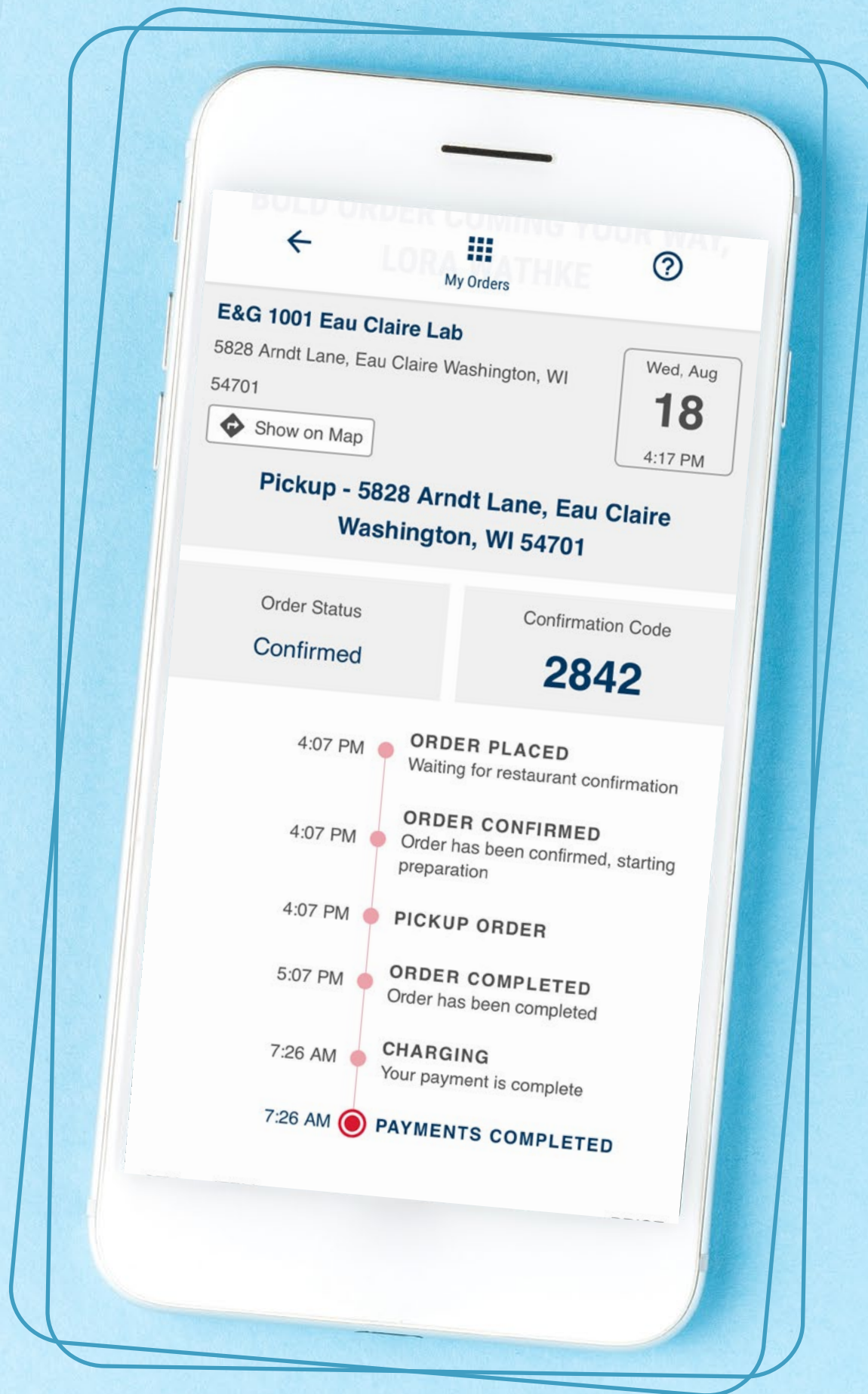
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California Privacy Rights © 2021 Mixt, All rights reserved.

Certified B Corporation

# CHECKOUT PROCESS/ ORDER CONFIRMATION

Once the order is placed, you need to provide an easy checkout process and order confirmation. The customer must be able to make sure the order is correct and quickly enter credit card information. You don't want to have the customer quit the order, because the checkout process was too complicated.

## Post order confirmation visibility and journey



Unlike at a restaurant, a customer cannot ask the waiter about the status of an order. You need to provide the customer with updates on the status of the order. From the time the order is placed until the order is delivered or pickup, you need to make sure the customer is walked easily through the entire process.

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# FEEDBACK AND SURVEYS

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Your customers want to be heard. You need to make it easy for them to provide feedback. Whether that is sending a survey after the order or receiving feedback directly from the customer, two-way communication is an important part of a great user experience.

**RATE THE  
ORDERING  
PROCESS**

**HOW  
WAS  
YOUR  
MEAL?**

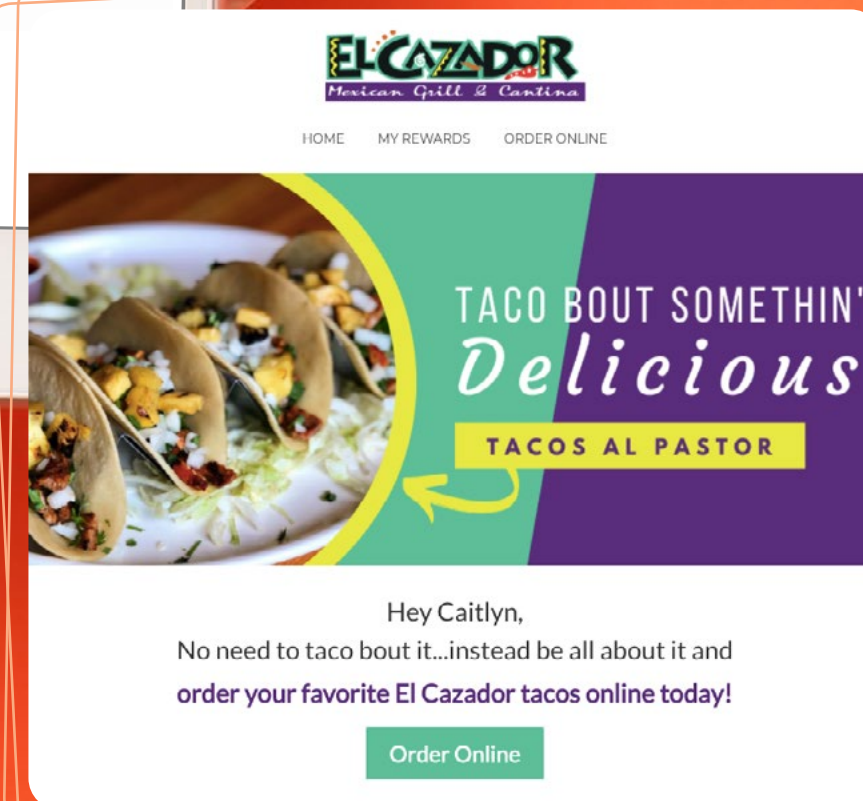
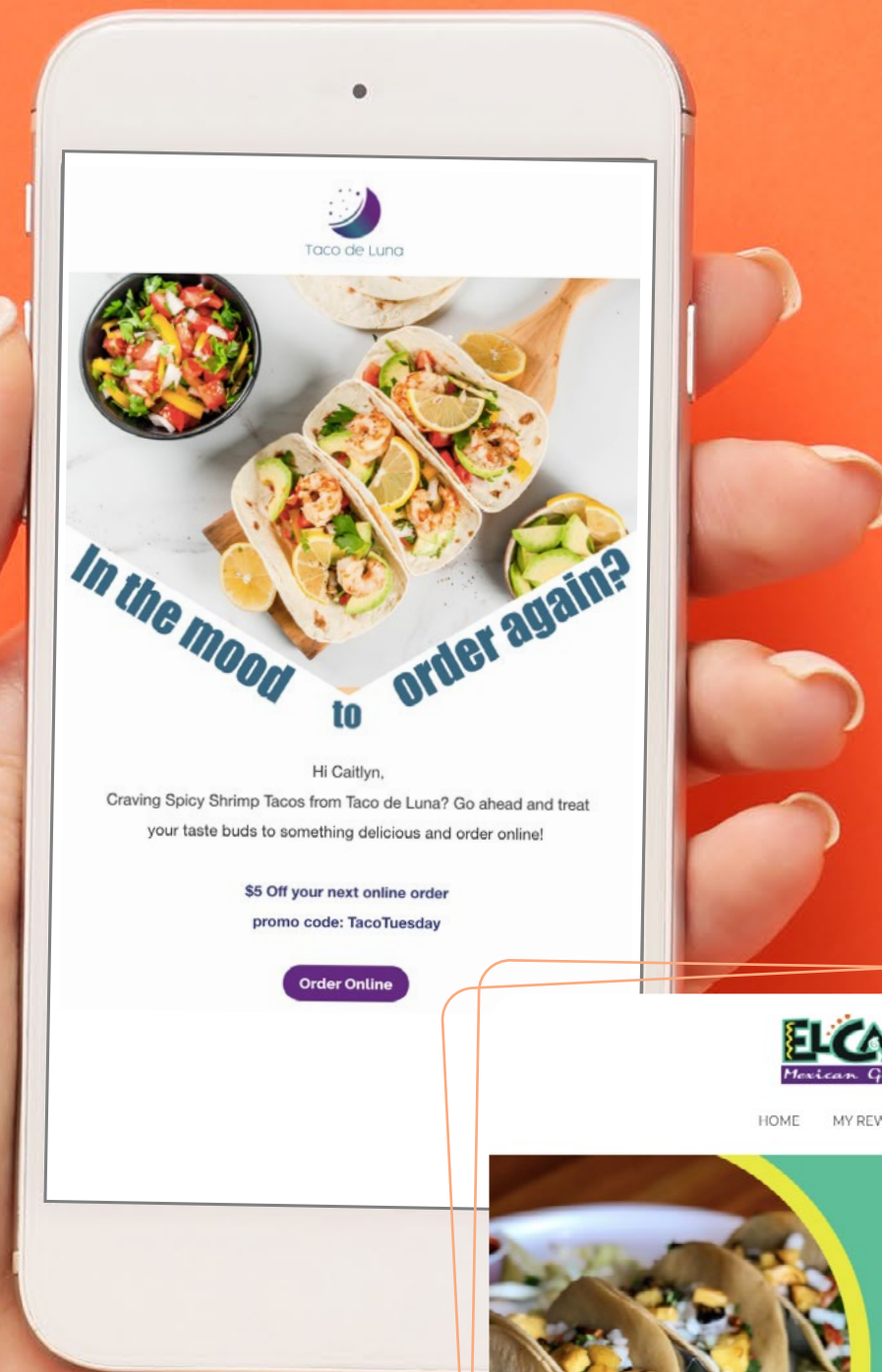
**COMMENTS  
WELCOME**





# GUEST/USER REMARKETING

Once you have a customer, you need to make it simple and straightforward for the person to reorder. You send the customers offers and other marketing material, allowing them the opportunity to order more food from your restaurant. The material should make the online ordering process easier.





Learn more about how Zuppler can help you create amazing guest experiences for online ordering

[Schedule Demo](#)

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