



Pathway 2.0

User Experience & Accessibility Audit – August 11, 2022

Our Team



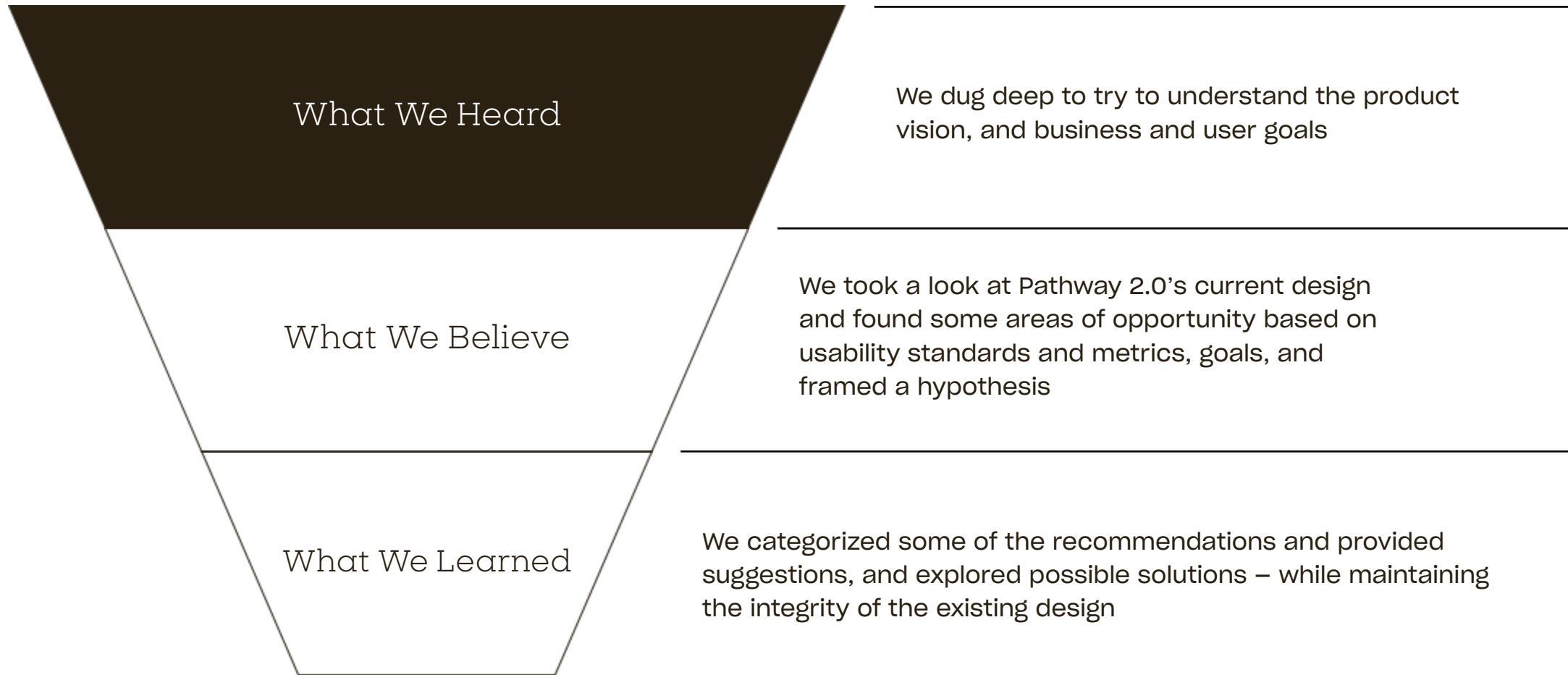
Bridget Lyons
Lead Experience Designer



Zack Simon
Sr. Experience Director



The Process So Far...





Pathway 2.0 – UX & Accessibility Audit

What We Heard

Make it ridiculously
easy for Team
Members to learn the
'Chick-fil-A way'



Business Goals

- To launch a training app that doesn't require any training
- Shut off Pathway 1.0 end of 2023
- Open up Pathway 2.0 to another 100 restaurants by Oct 2022
- Follow CFA tech and design standards
- Incorporate integrations seamlessly without impeding the experience
- Increase adoption of application
- Improve trust and faith in operators
- Stay true to the voice of the customer



User Goals

- Create a user-friendly, intuitive experience
- Simple, seamless customer-grade experience
- Remove any and all training barriers
- Increase the overall usefulness of the application
- Make it more accessible on a mobile device
- Make it consumable (meaning not overwhelming) and easy to navigate
- Design for flexibility and scalability because there is no one way to train teams
- Elevate a team member's experience



Use Cases



New Employee
Onboarding

80-90%

of employees use the
application when forgetting
a procedure





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What We Believe

Areas of Opportunity



- Memory Recognition
- Knowledge Recall
- Accessibility
- Design System Alignment



Hypothesis

If we address these usability opportunities before the launch in January, you'll gain back operators trust more quickly – while increasing the overall intuitiveness of the app





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What We Learned

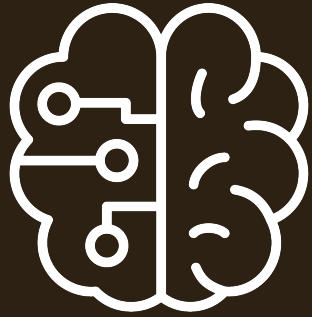
Our Lens

This high-level UX Audit is through the lens of the design industry's usability metrics and principles – as well as UX best practices.

We've documented what we believe to be opportunities within Pathway 2.0* and exposes potential problems, inconsistencies, and obstacles – along with recommended suggestions.



*What is being piloted as well as the current Figma designs.



Pathway 2.0 Opportunities



Consistent Link Language

Usability Scale: Big Impact, High Value



Observation:

Too many color and state variations – with inconsistencies in actionable and non-actionable items



Symptom:

Causes users to have to think. Making the user have to relearn the meaning of an action or state

Suggestions:

- Add consistency and clarity to actions and states
- Use the Design System's Link Language
- Use color and shape consistently to denote meaning
- Make hover and selected states the same to simplify



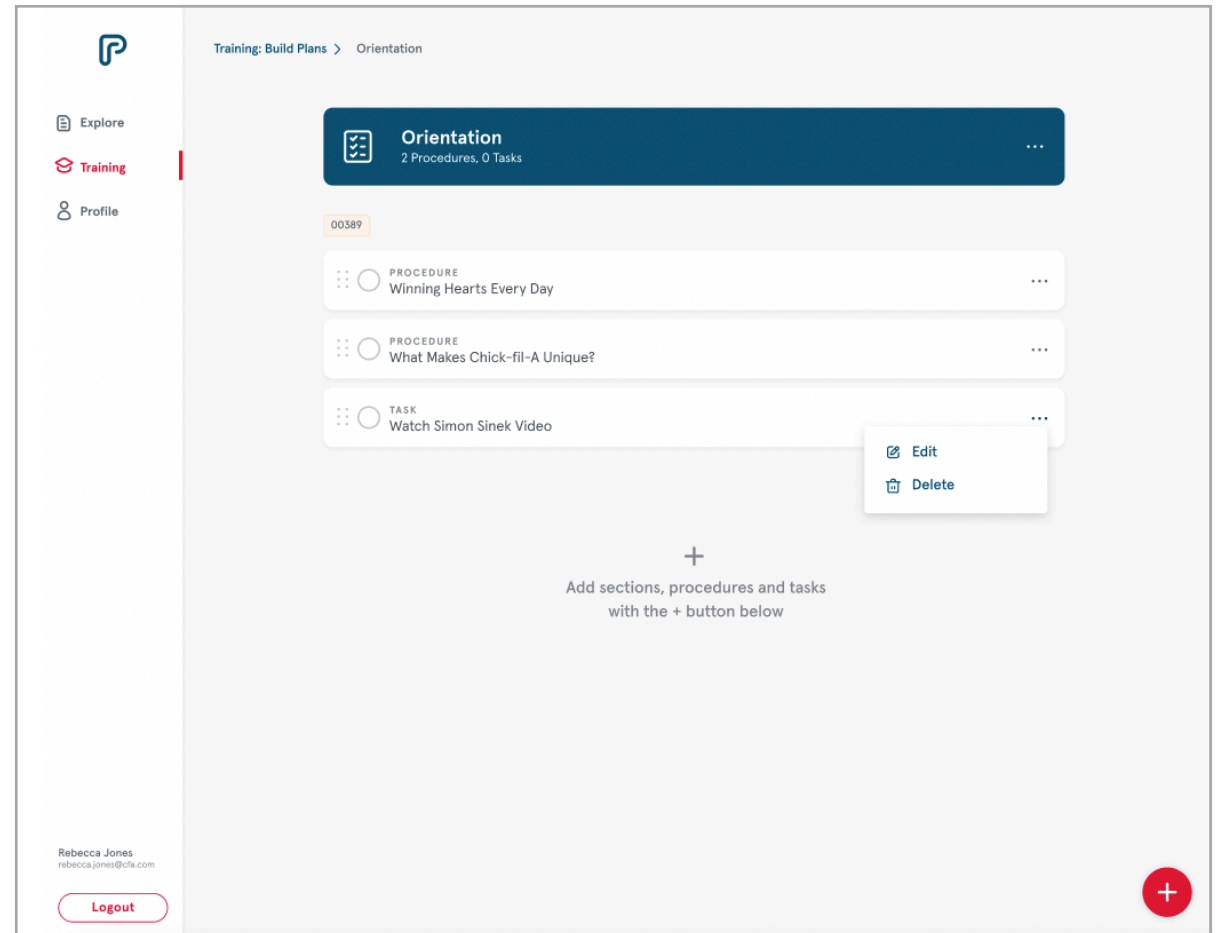
Possible Solution

Consistent Link Language

Benefit:

The Design System already contains an accessible, consistent – hierarchical Link Language

Using the Design System will create cohesion within the app, as well as all other employee applications. Allowing employees to tap into that existing knowledge vs having to relearn a new one



The Link language in the example above is from the Design System and implemented throughout the suggested visuals

Contextualized Navigation

Usability Scale: Big Impact, High Value



Observation:

Confusion about where the user is within the app – difficult to make sense of the navigational structure



Symptom:

This leaves the user with a lack of confidence and confusion

Suggestions:

- Explore adding the icon from the main menu to the breadcrumbs
- Communicate sub-navigation (tabs) in breadcrumbs
- Add breadcrumbs from the Design System
- Remove the teal bar with icon from the design to simplify and create space
- Ensure reading and scanning order is consistent; ie icon placement as users drills into the procedure

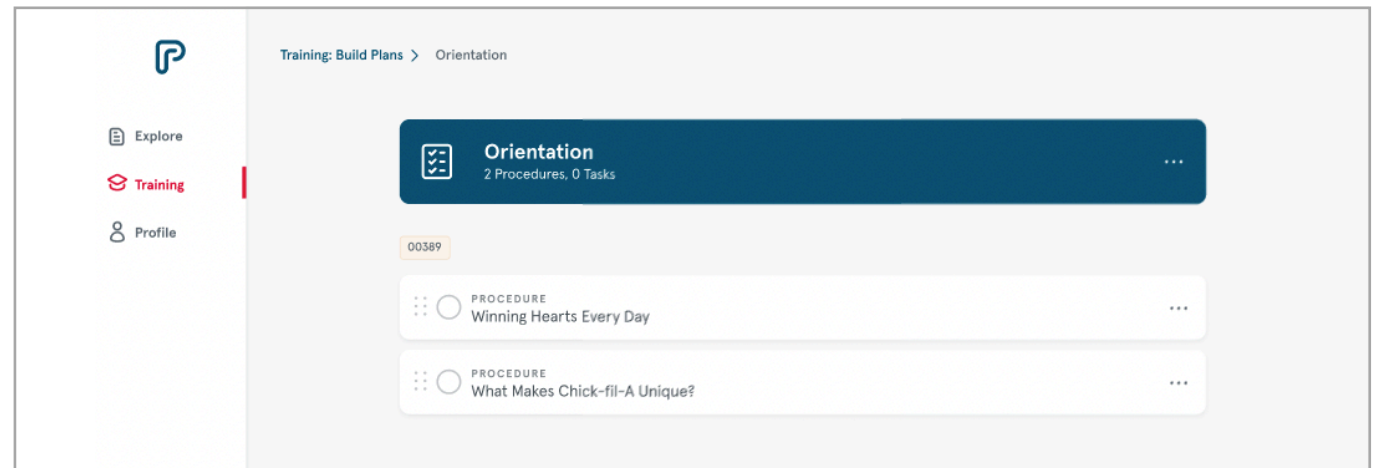
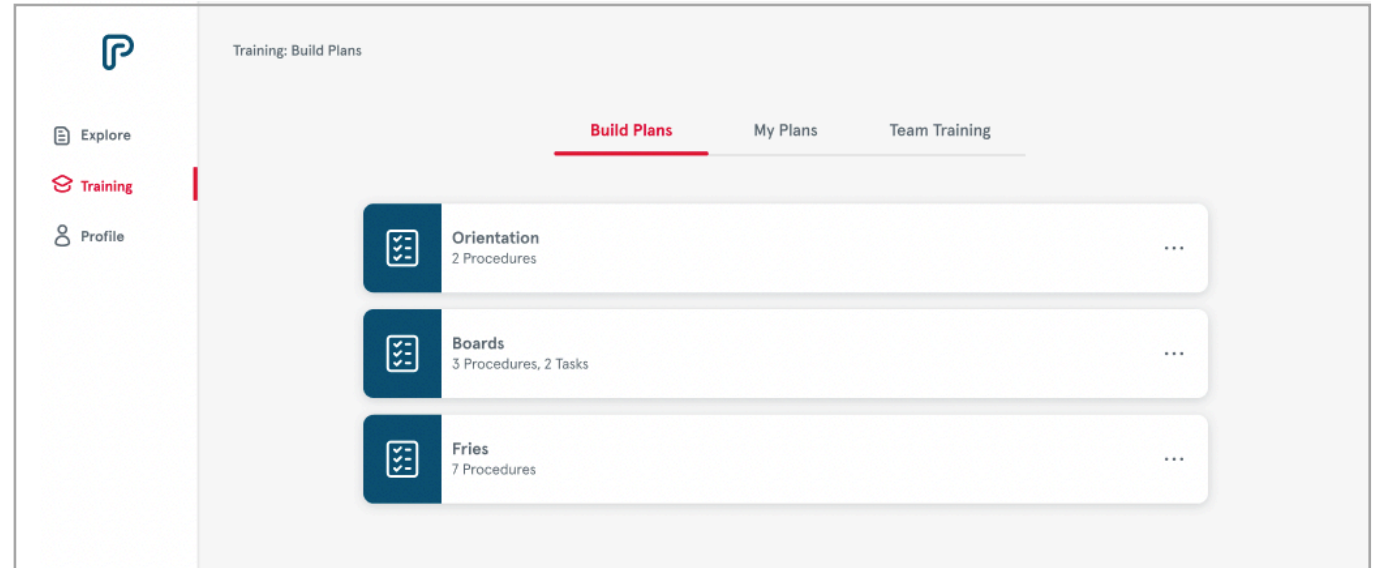


Possible Solution

Contextualize Navigation

Benefit:

Having a strong relationship between your navigation and your pages is critical. Especially when the app uses the same component to communicate varied actions based where you are within the app. And, when you're navigating to sub-navigation via tabs. These context cues also help users who might have lost their place.



Consistent Functionality

Usability Scale: Big Impact, High Value



Observation:

Depending on where you are within the app the “+” button will have varied functionality. It’s not clear to the user what functionality they are getting and when



Symptom:

Setting unclear expectations can cause confusion, and make the user have to recall what functionality is where

Suggestions:

- Trigger the same menu on other pages of the site with the link and icon – even if it’s one link
- Emphasis the empty state more; make the text larger and think about adding an icon and use a darker gray color



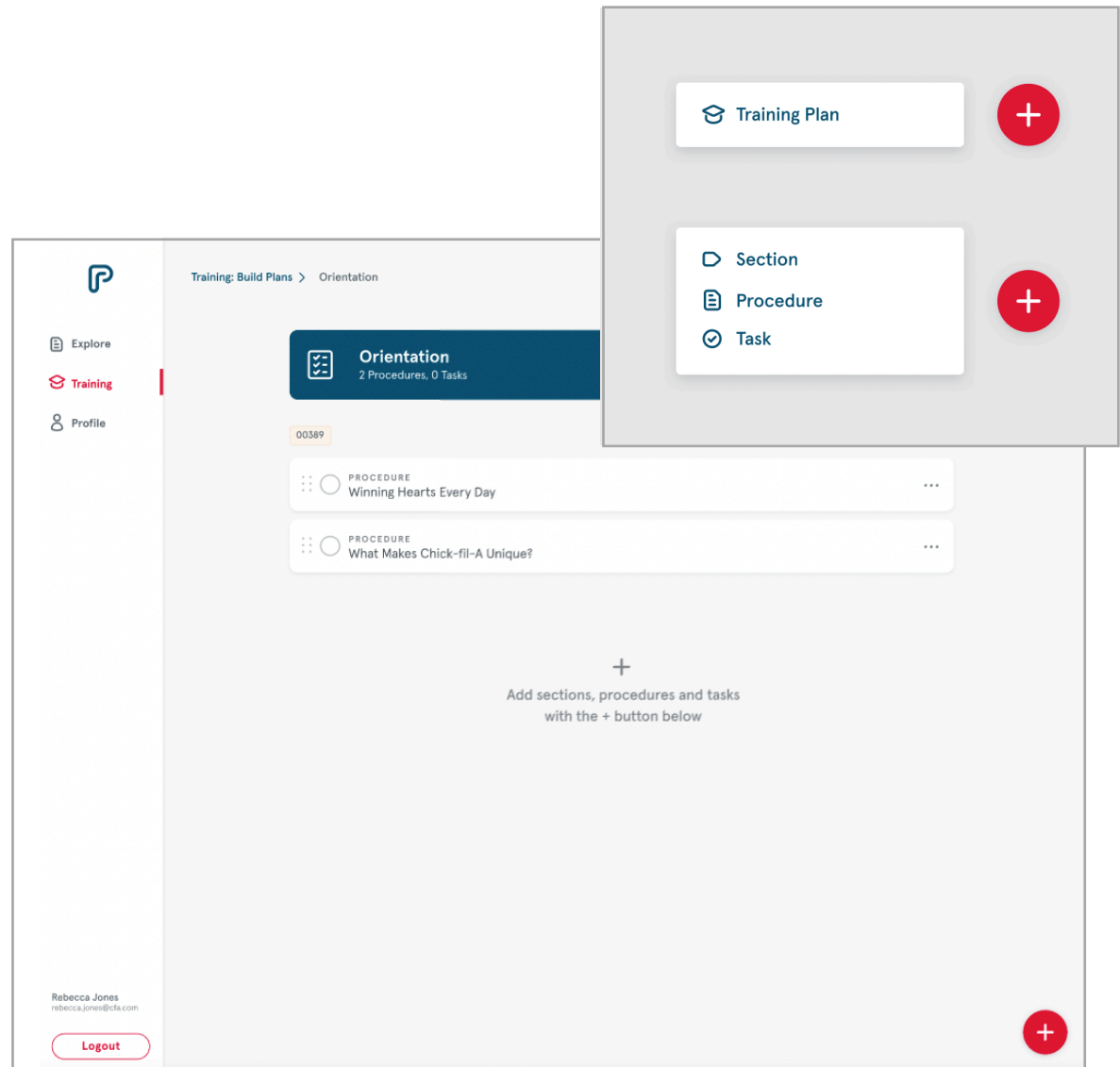
Possible Solution

Consistent Functionality

Benefit:

Many times we're compelled to use varied functionality within a single component like the "+" button. Thus, emphasizing what functionality to expect is key

It may seem like an extra click, but we have to weigh the value in what it's doing against that extra click



Common Patterns

Usability Scale: Medium Impact, Medium Value



Observation:

Using too many variations of a single pattern; for example filtering (one is using a familiar pattern and the other is less familiar)



Symptom:

Creating a learning curve and having the user have to relearn the functionality

Suggestions:

- Use a single scalable filtering pattern that is used in apps to create familiarity and trust
- Use modals vs drawers in the desktop view



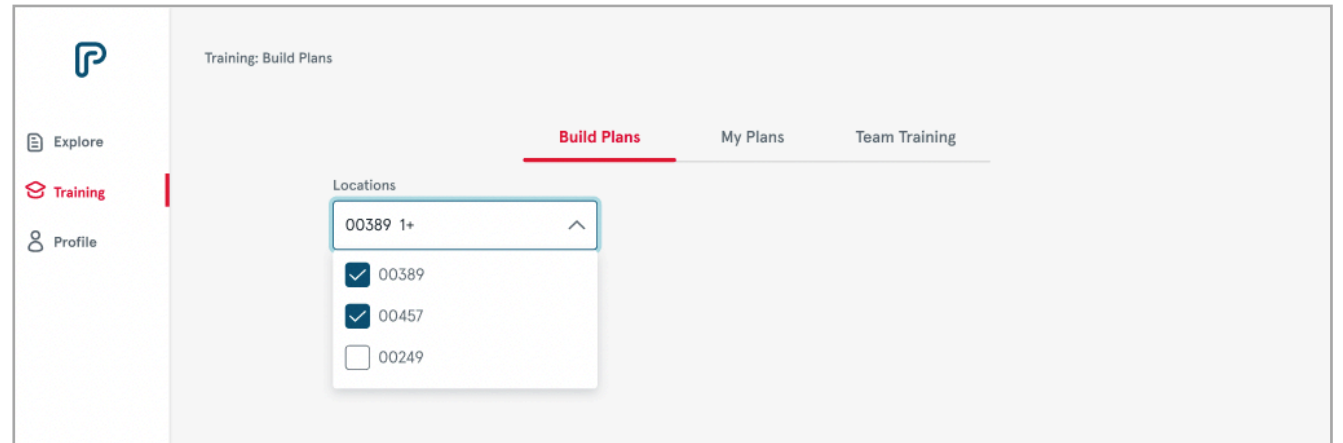
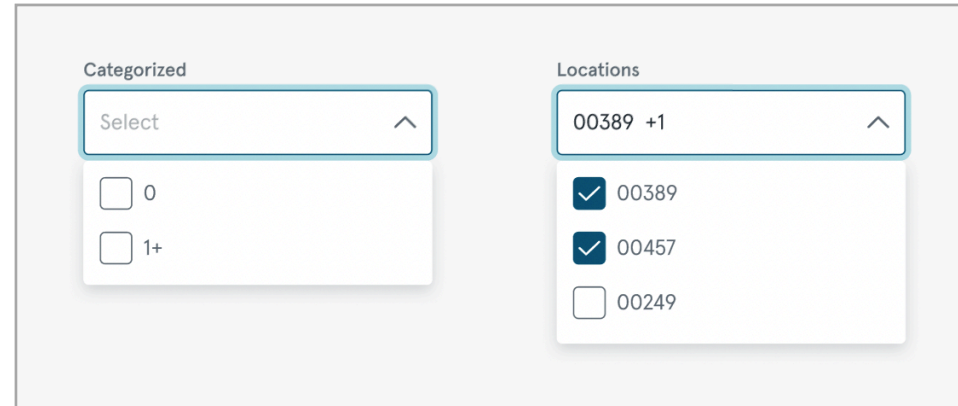
Possible Solution

Common Patterns

Benefit:

Familiar UI patterns like filtering, adding, can help users navigate an application

Humans are creatures of habit and the use of familiar patterns and components reinforces it, and promotes efficiency. Also to reduce the user's learning curve and create a consistent experience



Example: Filtering used in Admin and Training. For MVP it might be a good idea to use something familiar, consistent and safe, that's scalable. Leverage the other employee applications, how are they handling filters?

Functional Consistency

Usability Scale: Big Impact, High Value



Observation:

Inconsistency in meaning and action; example: the task completion icon is green, yet the progress bar is dark blue. Using too many variations for some components; input fields, icon buttons



Symptom:

Causes the user to have to relearn meaning and action

Suggestions:

- Updating color and iconography to denote specific meaning
- Create a consistent location for primary and secondary action buttons and links
- Use design patterns consistently; example adding is different in admin vs in training

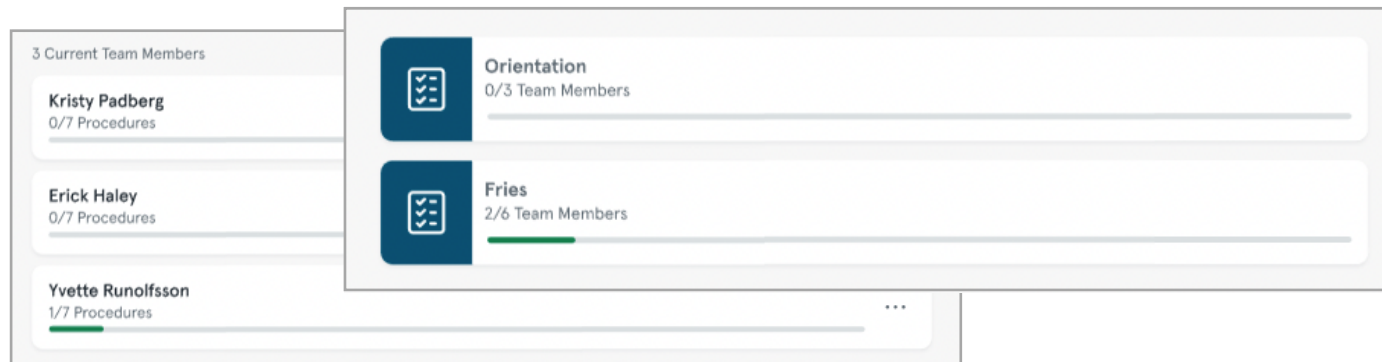
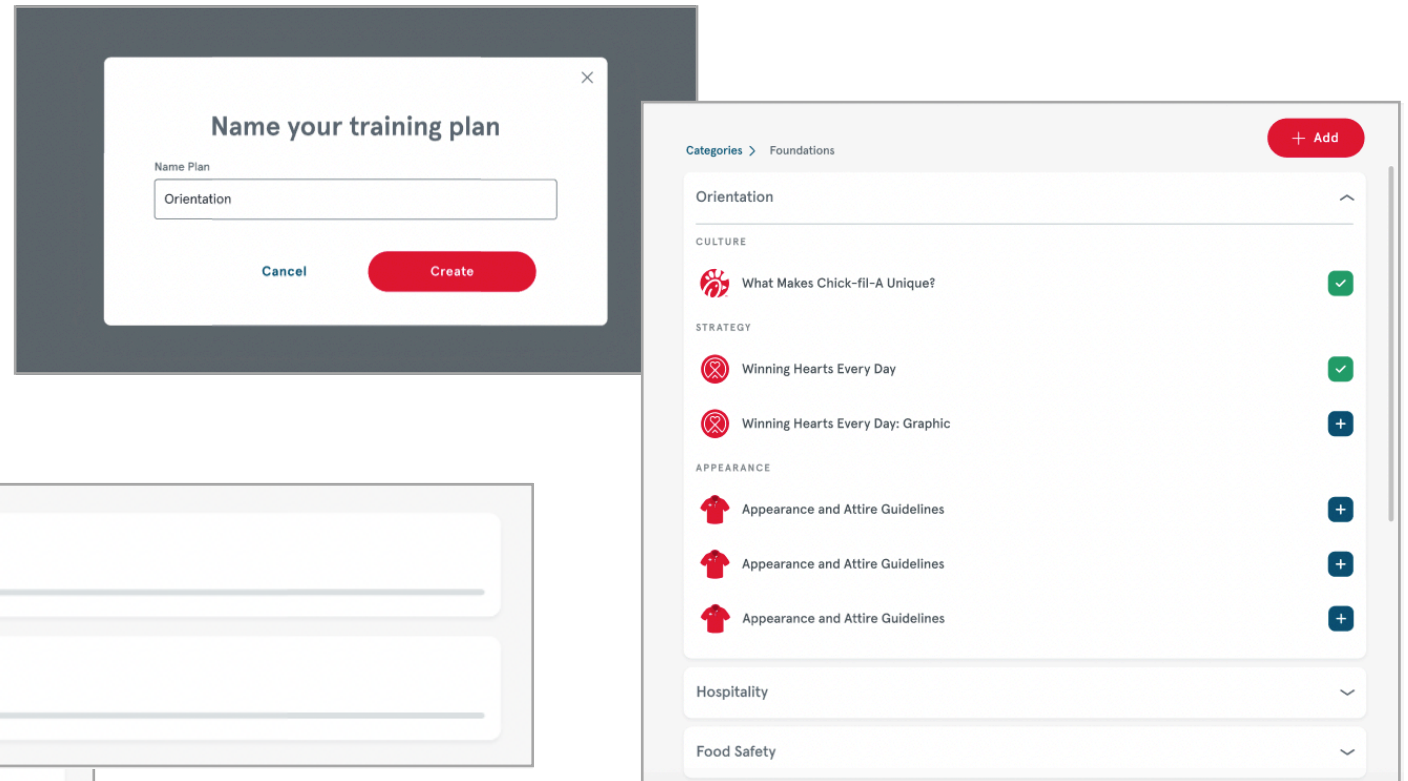
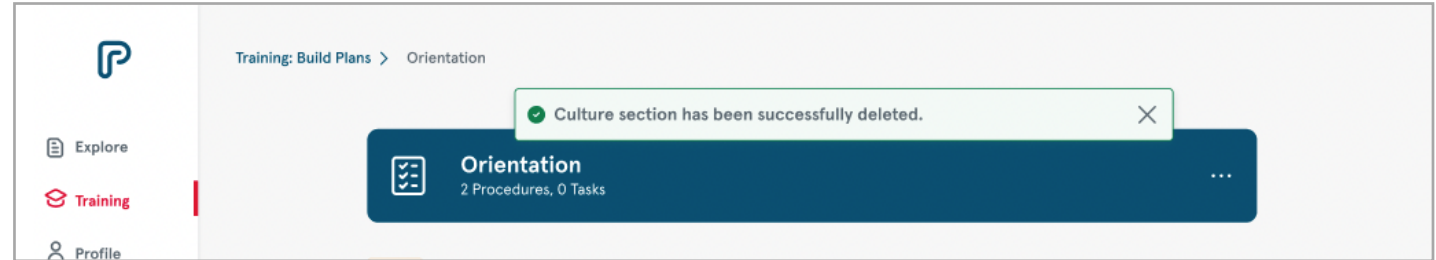


Possible Solution

Functional Consistency

Benefit:

Functional consistency improves usability and learnability by enabling users to leverage their existing knowledge about the design. Example: Adding and successes are always green



Chunking & Proximity

Usability Scale: Medium Impact, Medium Value

Observation:



Simplifying the amount of content chunking in some areas; example: breadcrumbs. There is a lack of a relationship between the section headers and the tasks/procedures associated with it

Symptom:



Information can be hard to process and remember

Suggestions:

- Combine section headers with their sub-tasks and procedures to create a stronger connection and cut chunking
- Adding more space between each section to increase the connection between the content
- Indent procedures and tasks
- Grouping related items in proximity to one another help those who have low vision or cognitive disabilities



Possible Solution

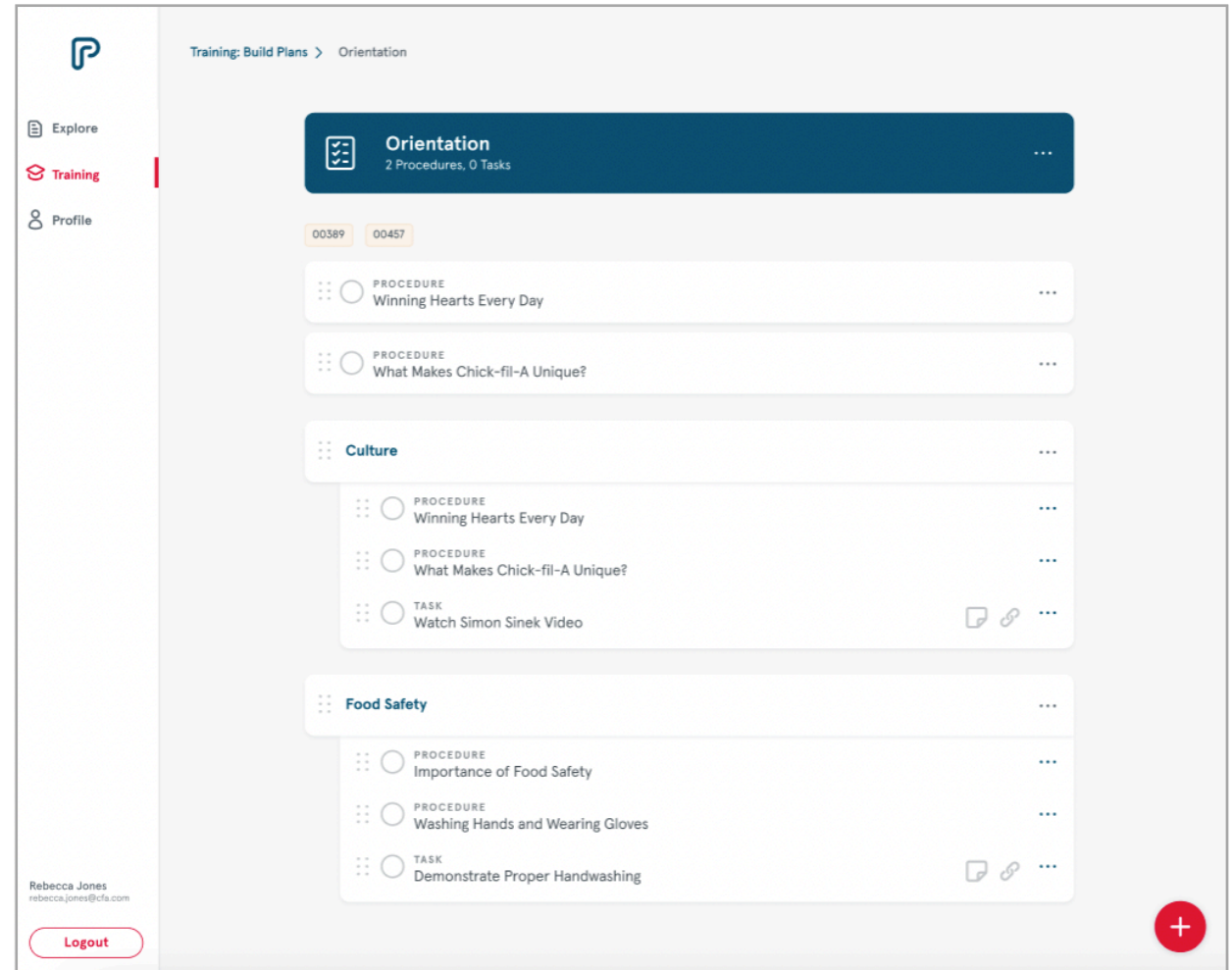
Chunking & Proximity

Benefit:

Sections in essence are a tree structure, building a strong relationship and using spacial awareness to help build that relationship is essentials

Some chunking will also be addressed when working through the Contextualized Navigation opportunity

Using space to group relative content also levels up your accessibility standards; impacts cognitive and visual disabilities



Empty States

Usability Scale: Big Impact, Low Value



Observation:

Empty states are being used to communicate varied functionality behind the same button. Empty states can be missed; very small and too light



Symptom:

Decreased learnability, user confidence, and unclear expectations

Suggestions:

- Make the typography larger and use a darker gray
- Explore the use of iconography to help with scalability



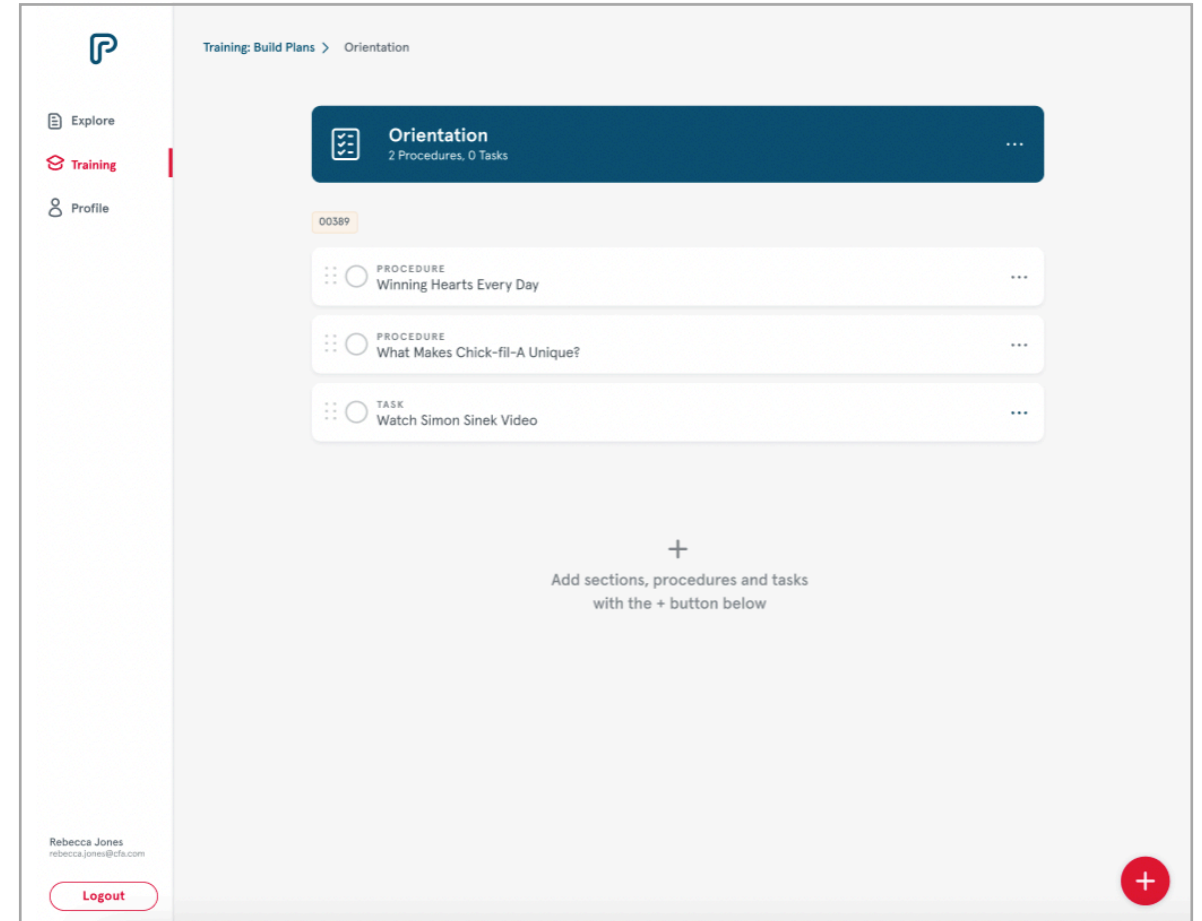
Possible Solution

Empty States

Benefit:

Currently, they are being used to provide cues and direct paths to key tasks, emphasizing them will increase usability and the intuitiveness of the site

Being more explicit about what functionality is available behind that button as the user navigates in this use case is more beneficial vs using generic language



Readability

Usability Scale: Big Impact, High Value



Observation:

Heavy use of light gray. Complexity in CTA length and too many words add complexity to the readability



Symptom:

Decreased learnability, user confidence, and unclear expectations. Can be very difficult for users to read

Suggestions:

- Use a darker more accessible gray from the Design System
- Shorten and simplify CTA labels when there is context

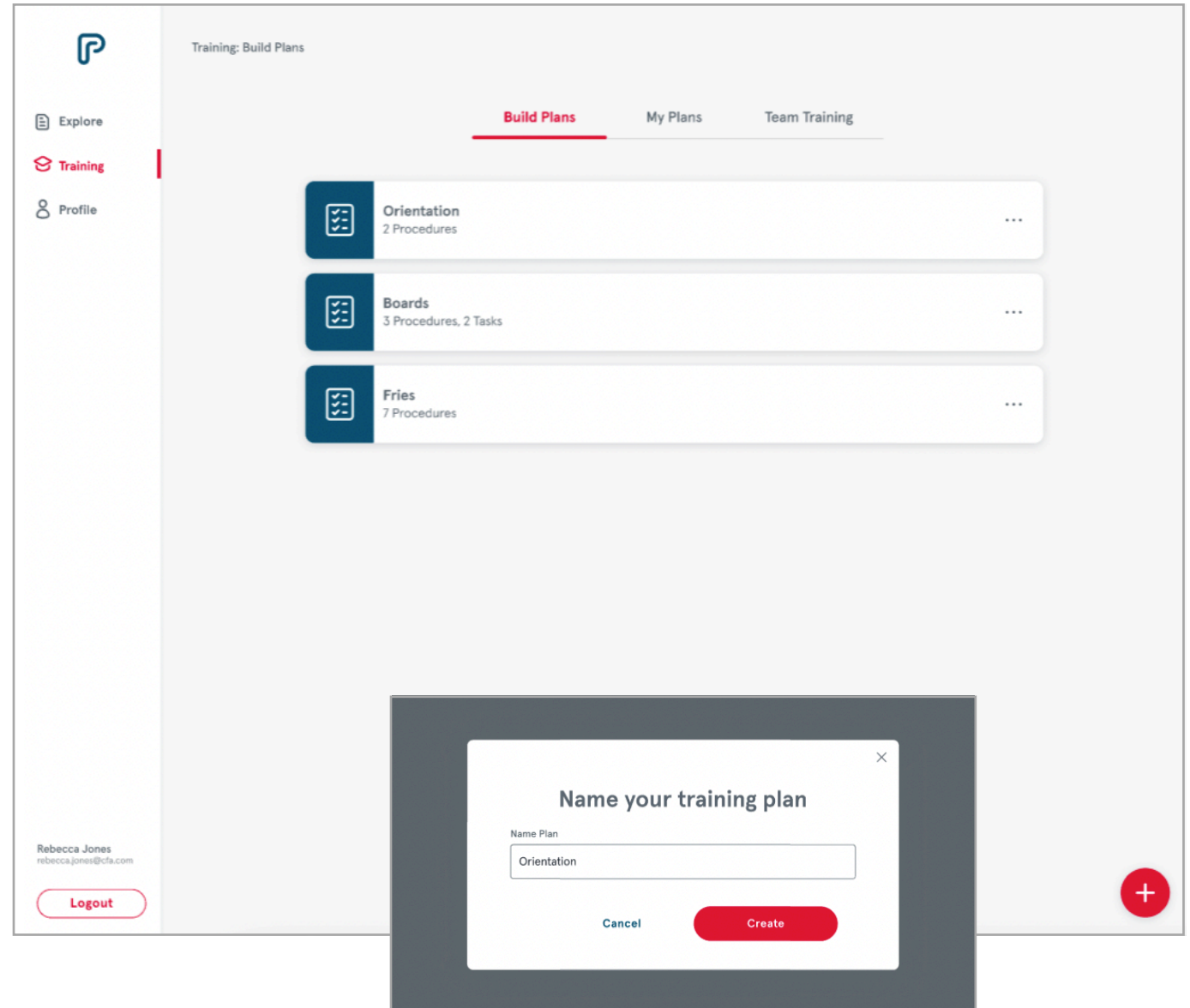


Possible Solution

Readability

Benefit:

Utilizing the Design System will inherently address the readability of the application



Clear Hierarchy

Usability Scale: Medium Impact, Medium Value



Observation:

The overuse of cards minimizes the live area and makes everything appear to have the same level of hierarchy



Symptom:

Squishing content makes it harder to read and scan. Creating longer unnecessary scrolling, altering apps perception; feeling dense and complex. Lose of hierarchy and importance

Suggestions:

- Minimize the use of cards as you drill; example procedure

*Example: assigned team members don't need to be in a card but the team members when added can. Everything feels the same and this will help to differentiate where the user is within the app.

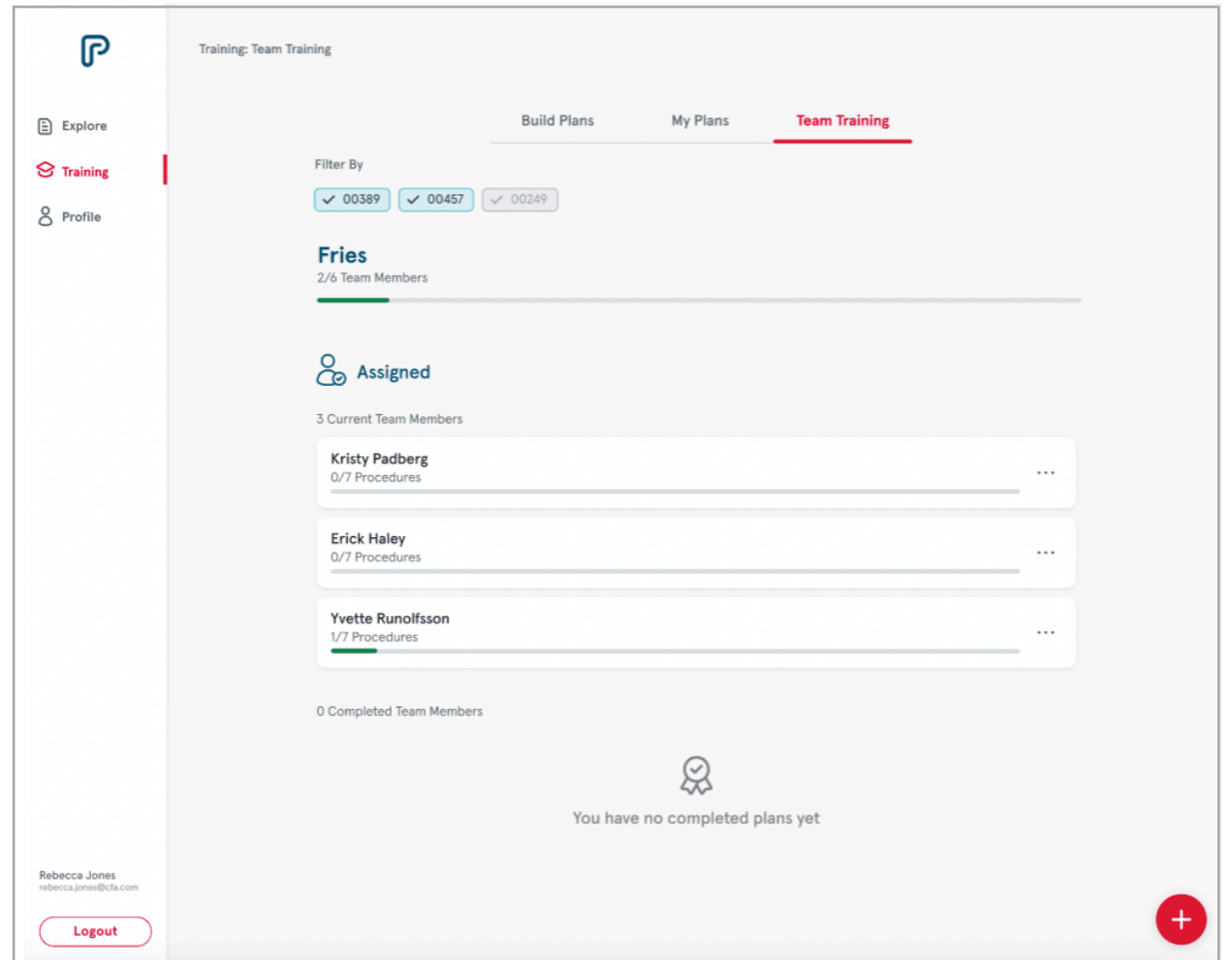


Possible Solution

Clear Hierarchy

Benefit:

Not having every level of the site contain cards helps to differentiate where the user is and create a sense of hierarchy within the site



Timely Feedback

Usability Scale: Big Impact, Big Value



Observation:

Lack of confirmation of actions and events



Symptom:

Leaving the user feeling confused and unsure about whether the action or event has taken place

Suggestions:

- Display toast notifications and inline notifications when items are added and deleted
- Display the last time auto-save was conducted
- Use toast notifications from the Design System

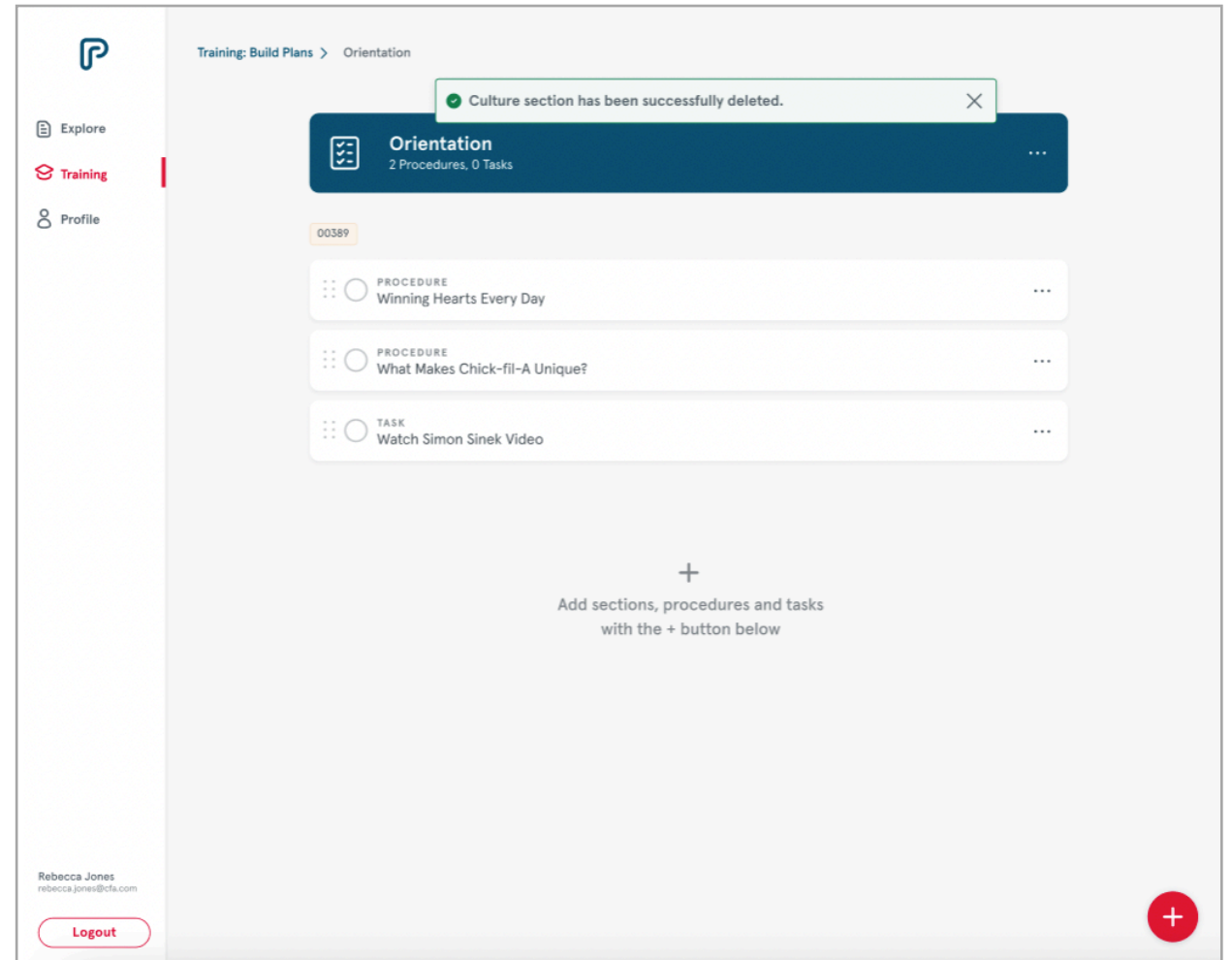


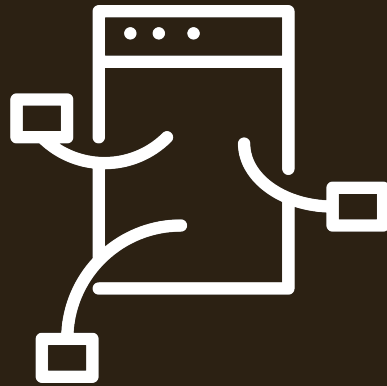
Possible Solution

Timely Feedback

Benefit:

It's important to display toast notifications communicating that an event or action has taken place, especially since most events like adding a section, procedure or task display at the bottom of the list. It may not always be in the user's viewport





Design System Opportunities



Using the Design System

Usability Scale: Big Impact, High Value



Observation:

Underutilization of the Design System



Symptom:

Too many variations on the same pattern, between CFA products impacts users recall and ability to leverage existing knowledge. A decrease in employee's overall employee experience

Benefits:

- Strong memory recall
- Cross-platform pattern knowledge recall
- More focus on high-value feature development
- Design and development efficiencies



Available Components

Designed

- Color
- Elevation
- Links
- Tabs
- Popover Menu
- Switch
- Loading Spinner
- Side Nav
- Breadcrumbs
- Message Block
(Toast Notification)
- Modal

*Utilizing the Design System will address many and more usability opportunities and create design and dev efficiencies. They address accessibility, memory recognition, learnability, and knowledge recall



Available Components

Designed and Coded

- Buttons and Icon Buttons

<https://backstage.app.cfahome.com/storybook/?path=%2Fdocs%2Fcomponents-button--default-story>

- Text Field

<https://backstage.app.cfahome.com/storybook/?path=/docs/text-field--demo>

- Dropdown

<https://backstage.app.cfahome.com/storybook/?path=/docs/dropdown--demo>

- Text Area

<https://backstage.app.cfahome.com/storybook/?path=/docs/text-field--text-area#stories>

- Checkboxes

<https://backstage.app.cfahome.com/storybook/?path=/docs/checkbox--demo>

- Radio Buttons

<https://backstage.app.cfahome.com/storybook/?path=/docs/checkbox--demo>

*Utilizing the Design System will address many and more usability opportunities and create design and dev efficiencies. They address accessibility, memory recognition, learnability and knowledge recall



Impacting the Design System

Usability Scale: Big Impact, High Value

The Design System is in its infancy. It's not fully fleshed out

Pathway 2.0 can help build out and influence the Design System through alignment and collaboration

Suggestions:

- Create a process to help build out the Design System to include needed components
- Collaborate with the Design System team when creating new components





Accessibility Opportunities



Accessibility Opportunities

Look for ways that make your product easier to use for folks with disabilities also improves the experience for everyone

Chick-Fil-A, Inc. Is committed to ensuring that our website comply with the Americans with Disabilities Act. It is our goal to have a website that is accessible to everyone.

– Pulled from Consumer Site



Understanding Limitations

There are 4 main categories of disabilities, limitations, or constraints that affect how people use digital services:

- **Vision disabilities** – such as blindness and low vision, color blindness
- **Hearing disabilities** – such as deafness and low hearing, tinnitus
- **Motor problems** – such as hand tremors, physical deformities or amputations
- **Cognitive disorders** – such as dyslexia, dementia, or being sleep deprived



Accessibility: Color Contrast

Usability Scale: Big Impact, High Value



Observation:

- Using light gray as stroke color on inputs, radio buttons, checkboxes
- Using light gray as stroke color in typography
- Low contrast in chips and pills



Symptom:

It impacts the visually impaired and users who are color blind. The environment can also play a factor sunlight and glare

Suggestions:

- Change all the light gray to the darker gray color from the Design System; especially within typography
- Use the accessible Design System components; radio buttons, checkboxes, input fields, chips
- Change all the green to Design System green #077E4C throughout



Accessibility: Component States

Usability Scale: Big Impact, Medium Value



Observation:

- Missing component focus states
- Current hover/click states aren't passing color contrast; menu background on typography



Symptom:

Lack of attention to the component when interacting with. Especially helpful in content applications like this

Suggestions:

- Use the accessible Design System components, they contain all the necessary states
- Include focus states for links and icons so when users tab over on desktop there is a clear visual focus. And, the tab order should be logical



Accessibility: Dark Mode

Usability Scale: Low Impact, Low Value



Observation:

There is no dark mode



Symptom:

Dark modes can reduce eye strain and can improve accessibility. And, it can be easier to view in low-light environments

Suggestions:

- Consider adding dark mode to the backlog to improve text readability; the default should still be light mode



Accessibility: Transcripts & Captions

Usability Scale: Big Impact, High Value



Observation:

There are no transcripts and close captioning available when viewing a procedure with a video associated with it



Symptom:

It impacts the visually impaired users and users with cognitive disabilities

Suggestions:

- Start off with adding closed captions using a third party tool like Veed



Accessibility: UI Icons

Usability Scale: Big Impact, High Value



Observation:

Using some UI icons without labels



Symptom:

Causes the user to have to think or question see actions behind the icons that don't have a label associated with them

Suggestions:

- Use a hover tooltip on the desktop to communicate the action for icons that do not contain a label



Accessibility: Error States

Usability Scale: Big Impact, High Value



Observation:

While there is an error modal designed we haven't captured errors within flows, leaving it is up to the devs to identify and create those state



Symptom:

More technical verbiage that is unreliable to users along with potential gaps if error states are not caught by development

Suggestions:

- Account for all errors within input fields and modals while working out the flows



Accessibility: Mobile Touch Targets

Usability Scale: Big Impact, High Value



Observation:

Some mobile (and some desktop) touch targets are under the recommended 44px and are too close to other actions



Symptom:

Users are more likely to trigger the wrong action and make errors

Suggestions:

- Adding touch target minimums to the Design System for actionable components
- Using a minimum of 44px
- Creating more white space in general between actionable elements





Let's Chat