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User Experience Evaluation on The McDonald's Application Using The User Experience Questionnaire Method

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ABSTRACT

In the rapidly evolving digital era, McDonald's launched a mobile app in 2019 as an effort to provide consumers with ease and convenience in accessing its fast food services. This app is designed to allow users to place orders, enjoy exclusive promotions, participate in loyalty programs, and obtain various other services more practically. However, the McDonald's app faces various technical issues that disrupt user convenience, such as transaction failures, login difficulties, and application instability, which impact the user experience and affect their satisfaction levels. This study involved 412 respondents who are active McDonald's app users. The evaluation results using the User Experience Questionnaire (UEQ) method showed that the McDonald's app obtained an average score that was categorized as "Bad" when compared to the UEQ benchmark. The aspect of Efficiency (-0,989), Attractiveness (-0,879), and Dependability (0.178) indicated low user perceptions of the app's speed, visual appeal, and reliability in conducting transactions. Meanwhile, the Perspicuity aspect (0,054) is in the neutral category, and the Stimulation (0.837) and Novelty (0.601) aspect are in the "Below Average" category. Based on these findings, several recommendations for improvement are proposed to improve the user experience of the McDonald's application, including: redesigning the application interface to be more attractive and aesthetic, simplifying the navigation flow to be more intuitive, optimizing system performance to increase processing speed, and increasing the reliability and stability of the application in transactions.

Keyword: User Experience, McDonald’s, UEQ, Mobile Application, UX Evaluation.

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1. INTRODUCTION

The rapid growth of digital technology in this modern era has driven a significant increase in technology use. This is reflected in data released by We Are Social [15], the number of internet users in Indonesia reached 185.3 million people, or around 66.5 percent of the total population. Responding to this digital change, McDonald's created a mobile application designed to answer the needs of modern consumers in 2019. Through its application, McDonald's provides a more personalized and practical experience, including food ordering features with a variety of services. This digital strategy demonstrates McDonald's ability to transform the way consumers interact with fast food restaurants, providing responsive solutions and current consumer preferences.

However, unfortunately, the McDonald's app, which aims to provide easy service to the public, has not yet achieved maximum ratings from some of its users. Based on data in the data.ai report graph [1], in November 2024, the app rating only reached 2.44 out of a total of 693,192 reviews, with 1 star dominating 423 thousand reviews. Based on user reviews, the most common complaints include login difficulties, frequent app crashes, and a decline in the quality of promotions. These problems indicate that the McDonald's app user experience is still not optimal. In fact, the higher the quality of service provided by an app or platform, the greater its impact on user satisfaction levels [3]. Therefore, to improve the user experience on the McDonald's application, a thorough evaluation is needed to identify areas that need improvement. User experience, or UX, is a term coined by Don Norman to describe how a person feels and reacts to the products or services they use. The ISO 9241-210 standard underlines the importance of the user perspective in understanding UX [5].

The evaluation method implemented in this research is the User Experience Questionnaire (UEQ). The User Experience Questionnaire is a research method developed by Andreas Hinderks, Martin Schrepp and Jörg Thomaschewski in 2005 to measure user experience. This method consists of 6 assessment scales namely attractiveness, perspicuity, efficiency, dependability, stimulation, novelty which are divided into 26 question items with 7 answer choices [6]. In addition, this method can also be used without paying a license fee and can be accessed in various languages including Indonesian, equipped with analysis tools that facilitate accurate interpretation of results and can be used to compare the user experience of two products where the average value (mean) of each variable will be compared with the benchmark data set in the UEQ Analysis Tool.

Based on the background described above, the author is interested in conducting research on user experience issues in the McDonald's application with the title "Evaluation of User Experience in the McDonald's Application Using the User Experience Questionnaire (UEQ) Method". With this research, it is hoped that problems in the application can be identified and recommendations for improvements can be provided to improve the user experience.

2. METHODS

This study uses a quantitative approach to measure user experience and identify aspects of the user experience that require improvement in the McDonald's app. The stages of this study include:

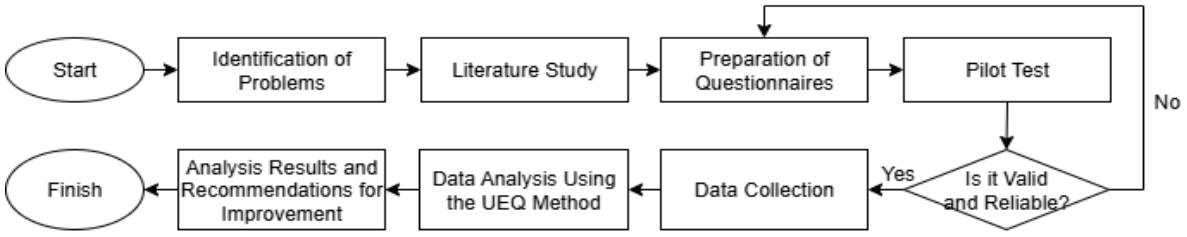

Figure 1. Flow of Research

2.1 Identification of Problems

Problem identification is necessary before beginning research to identify the issues surrounding a topic and the object being analyzed. This ensures that the final results align with the research objectives. At this stage, researchers identified the problem by conducting initial observations, including user ratings and feedback regarding the McDonald's app user experience.

2.2 Literature Study

In this research, a literature study was conducted by searching for several references according to the research topic, such as journals, books and scientific articles which were used as a theoretical basis and to obtain a theoretical basis and concepts related to the research topic.

2.3 Questionnaire Preparation

The User Experience Questionnaire (UEQ) measurement method has three main aspects, namely Attractiveness, Pragmatic Quality, and Hedonic Quality. Attractiveness refers to the quality of interaction related to user goals, while hedonic quality reflects the enjoyment of using the product [4]. Of these three aspects, they are divided into 6 assessment aspects, namely [9]:

1. Attractiveness: explain the overall appeal of a product
2. Perspicuity: explain the facility in using and learning the product
3. Efficiency: explains the speed and practicality when using the product
4. Dependability: explain user controls when using the product
5. Stimulation: explain the level of motivation and satisfaction when using the product
6. Novelty: explain the opinion users of innovation and creative a product

At this stage, the researcher compiled questions for the questionnaire consisting of 26 questions representing the assessment aspects:

Table 1. Questionnaire

Variables	Code	Question	Indicator	
Attractiveness	A1	What is your overall rating of the McDonald's app as a food ordering platform?	Unpleasant	Pleasant
	A2	Does the overall performance of the McDonald's app feel stable and smooth without errors when used?	Bad	Good
	A3	Is the overall design of the McDonald's app's display, icons, and menus well-organized and attractive to use?	Unattractive	Attractive
	A4	Is the McDonald's app overall easy to understand and user-friendly, especially for new or older users?	Unfriendly	Friendly
	A5	Do users find the McDonald's app comfortable to use overall?	Annoying	Enjoyable
	A6	What are your impressions of the overall design of the McDonald's app?	Unlikeable	Pleasing
Perspicuity	P1	How easy is it to learn the QR scanning and ordering features? takeaway and dine-in in the McDonald's app the first time?	Difficult to learn	Easy to learn
	P2	How do you think the menu, promotions, and service categories in the McDonald's app are arranged?	Complicated	Easy
	P3	Is it menu navigation, promotions, tracking orders, and checkout in the McDonald's app is clear and not confusing?	Confusing	Clear
	P4	Are you able to understand or have difficulty understanding the ordering	Not Understandable	Understandable

Variables	Code	Question	Indicator	
		and promo usage flow on the McDonald's app?		
Efficiency	E1	Is the McDonald's app efficient or inefficient in processing orders and providing real-time order status notifications?	Inefficient	Efficient
	E2	Does the McDonald's app have adequate speed when loading the menu catalog, promotions, checkout, and order tracking?	Slow	Fast
	E3	Does the McDonald's app feel practical or impractical when used to order food in a rush (rush hour)?	Impractical	Practical
	E4	Is the menu structure, promotional features, and product catalog in the McDonald's app well-organized or messy?	Cluttered	Organized
Dependability	D1	Is the order status and estimated time predictable or not when using the ordering feature? delivery on the McDonald's app?	Unpredictable	Predictable
	D2	Do you feel safe when using the McDonald's app, especially in terms of payment transactions and personal data protection?	Not Secure	Secure
	D3	Does the McDonald's app overall meet your expectations in terms of speed of promo access, convenience of menu navigation, and ease of transactions?	Does not meet expectations	Meet expectations
	D4	Does the McDonald's app tend to hinder or support your process of ordering food, especially when high lunch / dinner time?	Obstructive	Supportive
Simulation	S1	Is your experience using the McDonald's app boring or exciting, when looking for promotions and discounts?	Boring	Exciting
	S2	What do you think about the content of the menu information, nutritional value, promotions, and rewards that is displayed on the McDonald's app?	Not interesting	Interesting
	S3	Do you find the McDonald's app useful or less useful in helping you get exclusive promotions and order without queuing?	Inferior	Valuable
	S4	Does the McDonald's app encourage or discourage you from purchasing products through its app promotions?	Demotivating	Motivating
Novelty	N1	How unique is the feature concept loyalty program and membership? What does the McDonald's app offer over other apps?	Dull	Creative
	N2	Do you think the McDonald's app's concept, features, and appearance are too conventional or creative compared to other similar apps?	Conventional	Inventive
	N3	How would you rate the level of innovation in the ordering, payment,	Conservative	Innovative

Variables	Code	Question	Indicator	
		loyalty, security, and service systems in the McDonald's app?		
	N4	Do you think the McDonald's app is just average or is it leading the way in digital promotions and QR scanning features compared to other similar apps?	Usual	Leading edge

The assessment scale in this questionnaire uses a semantic differential approach, where each question has two words with opposite meanings to indicate the level of user experience problems for each question point. Each question item consists of a range of values starting from -3 to +3. A value of -3 represents the most negative answer, a value of 0 represents a middle or neutral answer, and +3 represents the most positive answer [7]. The adaptation of the UEQ's questionnaire items employs a seven-stage scale to mitigate biased responses. This scale, based on the Likert model, includes a range from strongly positive to strongly negative, with a neutral midpoint. The seven points are specifically designated as very, moderately, and slightly for both positive and negative ratings [12].

2.4 Pilot Test

Conducting a pilot test is the best way to ensure the reliability, validity, and feasibility of a questionnaire before it is used in a large-scale survey. This test is very important in the fields of management, social sciences, and education, as it helps to refine research instruments. In other words, pilot tests play an important role in improving the quality of the data that will be collected [14]. Conducted before distributing the questionnaire to actual respondents, the questions must go through a trial phase. This survey was conducted online via Google Forms as a form of questionnaire distribution. The initial stage of questionnaire distribution (pilot test) was carried out before the questionnaire was distributed (field test). Pilot tests are usually carried out by testing validity and reliability, where the research data used is a minimum of 30 data or more. If the questionnaire results show that there is invalidity and unreliability as measured using SPSS tools, the next step is to re-compile the questionnaire to ensure that the questionnaire used is valid and reliable so that the next steps in the research can proceed smoothly.

2.5 Data Collection

The population in this study is all McDonald's application users, based on the information obtained, it is known that the number of McDonald's users in Indonesia is around 661,000. The sampling technique used in this study is simple random sampling, where the sample is taken randomly from each member of the population. By using this method, each member of the population has an equal opportunity to be included as a sample, thus avoiding bias in sample selection [2]. To have a sample size that can represent the population size, it is necessary to determine the required sample size. One technique for determining sample size is to use the Slovin formula. The minimum sample size (n) is obtained by dividing the population size (N) by the sum of 1 and the population size (N) multiplied by the square of the error level (e)[8]. Researchers use the Slovin method to determine samples with an error of 5%.

$$n = \frac{661.000}{1 + 661.000.(0.05^2)}$$

$$n = 399{,}75$$

Based on the calculations above, it can be concluded that the minimum sample size required is 400. Data collection will be conducted through the distribution of an online questionnaire created using Google Forms, which will then be distributed to respondents via social media platforms such as WhatsApp, Telegram, and Instagram. In this step, data is collected by extracting information from the completed questionnaires. The questionnaires will be distributed to respondents.

2.6 Data Analysis Using the UEQ Method

After collecting data through a questionnaire, the next step is data analysis. The analysis was conducted using the UEQ Data Analysis Tool, an official Excel template for the UEQ method that facilitates the calculation of average values and the presentation of results in graphical visualizations. There are several features in the Data Analysis Tool such as changing languages, data input, data transformation, reliability testing based on Cronbach Alpha, distribution of answers, average values based on aspects and scales, a 5% confidence interval, and benchmark comparison results of the product being tested with 452 other products[11]. Respondent data was input into the UEQ tool to generate an average score on each scale, which was then compared to the international UEQ benchmark. This benchmark was used to determine the quality of the McDonald's app compared to other apps previously tested using the UEQ method.

2.7 Analysis Results and Improvement for Recommendations

The final stage of the research is data analysis, which includes answers to the research questions. The analysis then generates conclusions and recommendations for improving the McDonald's app based on the research findings.

3. RESULTS AND DISCUSSION

This chapter will discuss the results of the evaluation that has been carried out using the User Experience Questionnaire and present recommended solutions to the problems found in the McDonald's application.

3.1 Pilot Test

A pilot test was used to test the validity and reliability of research instruments or indicators. Before distributing the questionnaire to respondents, it was pre-tested on 30 McDonald's app users. After data collection, the data was processed to eliminate missing data and eliminate answers with identical values.

1. Validity Test

   Validity tes is an important step in research to ensure that the measurement instruments used actually measure what they are supposed to measure. Validity refers to the extent to which the instrument accurately measures the intended variable, and instrument validity is a key component of research quality[13]. This test was conducted by distributing questionnaires to 30 respondents before further data analysis. To compare the results, the r table value was found using the formula df = n - 2, which resulted in a value of 28. With a significance level of 5%, the r table was obtained at 0.361. The questionnaire is considered valid if the calculated r value is greater than the r table (r count > r table). Conversely, the questionnaire is declared invalid if the calculated r value is smaller than the r table (r count < r table). The calculation results of each questionnaire instrument will then be used to determine its validity. The following are the calculation results of the validity test for each instrument:

Table 2. Pilot Test Validity

Item UEQ	Calculated r value	Table r value	Information
A1	0,748	0,361	Valid
A2	0,795	0,361	Valid
A3	0,834	0,361	Valid
A4	0,885	0,361	Valid
A5	0,836	0,361	Valid
A6	0,774	0,361	Valid
P1	0,759	0,361	Valid
P2	0,715	0,361	Valid
P3	0,724	0,361	Valid
P4	0,754	0,361	Valid
E1	0,642	0,361	Valid
E2	0,727	0,361	Valid
E3	0,802	0,361	Valid
E4	0,819	0,361	Valid
D1	0,700	0,361	Valid
D2	0,790	0,361	Valid
D3	0,903	0,361	Valid
D4	0,802	0,361	Valid
S1	0,835	0,361	Valid
S2	0,812	0,361	Valid
S3	0,603	0,361	Valid
S4	0,771	0,361	Valid
N1	0,827	0,361	Valid
N2	0,838	0,361	Valid
N3	0,868	0,361	Valid
N4	0,885	0,361	Valid

Based on the data above, 30 respondents showed valid results because the calculated r value was greater than the r table value.

2. Reliability Test

Reliability test is an important step in research to ensure that the measurement instruments used produce consistent and reliable results. Reliability measures the extent to which an instrument can produce similar results when used repeatedly on the same subject or population [13].

Based on the reliability test results, it can be concluded that the questions asked to respondents were reliable. A Cronbach's Alpha value > 0.7 indicates that the instrument is reliable.

Table 3. Pilot Test Reliability

Variables	Cronbach's Alpha Values	Information
Attractiveness	0,918	Reliable
Perspicuity	0,927	Reliable
Efficiency	0,922	Reliable
Dependability	0,923	Reliable
Stimulation	0,919	Reliable
Novelty	0,931	Reliable

The pilot test results showed that the indicators used in this study were valid and reliable. Therefore, these indicators are suitable for use, and the research questionnaire can be distributed to respondents.

3.2 Respondent Demographic Characteristics

The user experience evaluation on the McDonald's application involved 412 respondents from various backgrounds. Based on the data that has been collected and processed, it shows that the majority of respondents involved in this study were female (59.5%) with a dominant age range of 17-25 years (69.9%). Most respondents had a high school/vocational high school education (51.2%) and were students (64.8%). The majority of respondents resided in Java (72.3%) and had used the McDonald's application for 1-3 years (41.2%) with an intensity of use once a month (41.2%).

3.3 Testing with User Experience Questionnaire

Respondents, who were McDonald's app users, completed a questionnaire with a variety of responses. The summary of the questionnaire results, stored in a spreadsheet, was automatically processed because this study utilized the existing UEQ Analysis Tools. One of the results is shown in Table 4, which shows the average value and variance per UEQ variable item.

Item	Mean	Variance	No.	Left	Right	Scale
1	1,11	3,3	412	annoying	enjoyable	Attractiveness
2	0,88	3,4	412	not understandable	understandable	Perspicuity
3	1,12	2,6	412	creative	dull	Novelty
4	0,78	3,8	412	easy to learn	difficult to learn	Perspicuity
5	1,28	2,3	412	valuable	inferior	Stimulation
6	1,20	2,3	412	boring	exciting	Stimulation
7	0,42	3,7	412	not interesting	interesting	Stimulation
8	1,09	2,8	412	unpredictable	predictable	Dependability
9	0,98	3,0	412	fast	slow	Efficiency
10	0,90	2,3	412	inventive	conventional	Novelty
11	1,25	2,3	412	obstructive	supportive	Dependability
12	1,18	3,0	412	good	bad	Attractiveness
13	1,25	2,2	412	complicated	easy	Perspicuity
14	0,94	3,1	412	unlikable	pleasing	Attractiveness
15	1,09	2,5	412	usual	leading edge	Novelty
16	1,01	3,1	412	unpleasant	pleasant	Attractiveness
17	0,87	3,0	412	secure	not secure	Dependability
18	1,29	2,4	412	motivating	demotivating	Stimulation
19	1,42	2,3	412	meets expectations	does not meet expectations	Dependability
20	1,01	3,0	412	inefficient	efficient	Efficiency
21	1,14	3,2	412	clear	confusing	Perspicuity
22	1,03	3,1	412	impractical	practical	Efficiency
23	0,94	3,0	412	organized	cluttered	Efficiency
24	1,20	2,9	412	attractive	unattractive	Attractiveness
25	0,17	3,9	412	friendly	unfriendly	Attractiveness
26	1,10	2,6	412	conservative	innovative	Novelty

Figure 2. UEQ Analysis Results per Item Variables

Based on Figure 2, the average value is grouped into positive evaluations (above 0.8), neutral (between -0.8 and 0.8), or negative (below -0.8), which are indicated by green, yellow, or red arrows on each item. From the figure, it can also be seen that the smallest value is in the attractiveness aspect, namely the attractive/unattractive item with a value of -1.20. Meanwhile, the largest value is generated from the dependability aspect, namely the item meets expectations/does not meet expectations with a value of 1.42.

An analysis tool obtained from https://www.ueq-online.org was used to analyze the data obtained through the UEQ method. Based on the 412 respondents, it can be seen that the aspect with the highest average value (0.837) is stimulation. This condition indicates that the McDonald's app is quite enjoyable to use, useful for their activities, and able to provide motivation, both in the form of attractive promotions and ease of ordering that supports daily activities. Efficiency is the aspect with the lowest mean (-0.989), which indicates that the McDonald's app is less efficient in helping complete tasks, both in terms of speed, neatness of feature layout, and practicality of operational processes. The average value for each aspect is shown in Figure 3.

Confidence intervals (p=0.05) per scale						
Scale	Mean	Std. Dev.	N	Confidence	Confidence interval	
Attractiveness	-0,879	1,265	412	0,122	-1,002	-0,757
Perspicuity	0,054	0,959	412	0,093	-0,039	0,147
Efficiency	-0,989	1,436	412	0,139	-1,128	-0,850
Dependability	0,178	0,836	412	0,081	0,097	0,259
Stimulation	0,837	0,977	412	0,094	0,742	0,931
Novelty	0,601	0,990	412	0,096	0,506	0,697

Figure 3. Average Value of each Aspect

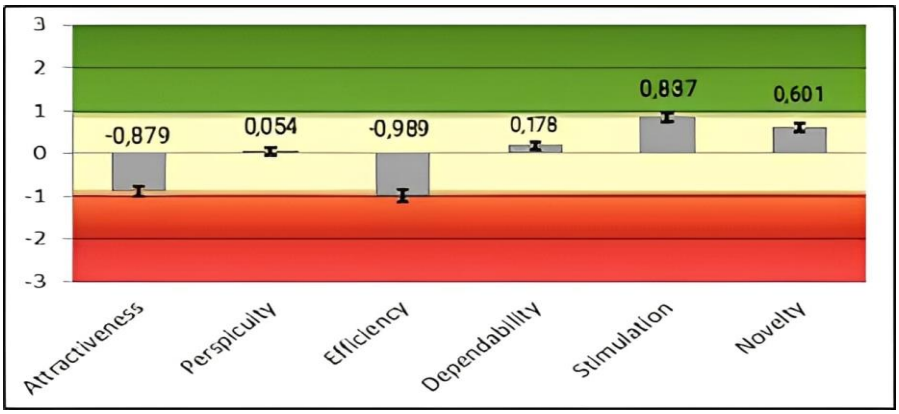

Figure 4. UEQ Scale Results Graph

The results of the analysis of each aspect in the UEQ method are shown in Figure 3 and Figure 4, showing that there is one aspect in the positive evaluation range because it is at a number above 0.8, namely the stimulation aspect, three aspects are in the neutral evaluation range because it is at a number between 0.8 to -0.8, namely the aspects of perspicacity, dependability, and novelty, and one aspect is in the negative evaluation range because it is at a number below 0.8, namely the efficiency aspect. So in conclusion, the McDonald's application shows Based on the results of the UEQ method analysis, the overall user experience of the McDonald's application is neutral to negative. Although this

application successfully attracts users through positive stimulation aspects, which make them feel interested and motivated, the main weakness lies in efficiency which is considered negative by users. This indicates that users feel this application is slow, unresponsive, or the process is time-consuming, thus creating a frustrating experience. In addition, the aspects of clarity, reliability, and novelty are in the neutral range, indicating that the application does not have significant advantages or disadvantages in these aspects. In short, while the app's appearance and features are appealing, its poor performance ultimately hampers the overall user experience.

Attractiveness, pragmatic quality, and hedonic quality are the three components of UEQ, and the results of the data analysis can be further divided into these three categories, as shown in Figure 5. The perceived technical focus in achieving goals in product, system, or service design is known as the pragmatic quality aspect. The pragmatic quality aspect is achieved if each task can be completed quickly and efficiently (efficiency), can be understood (clarity), and without delay (trust). The hedonic quality aspect is related to non-technical aspects related to user emotions. Figure 12 shows the clustering results. The hedonic quality group has the lowest mean value (1.13), while attractiveness has the highest mean value (1.59).

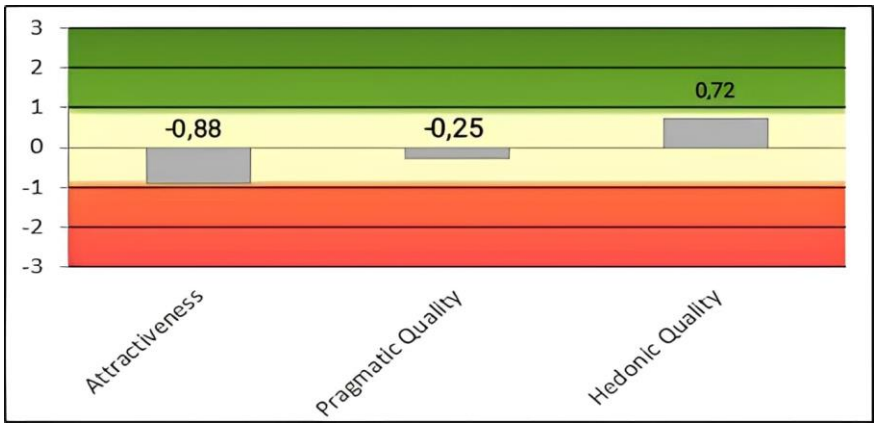

Figure 5. Graph of Three Aspects of UEQ Quality

To determine the validity of McDonald's application. This UEQ value must be compared with standard information. The five categories that serve as benchmarks are [10]:

1. Excellent: The evaluated product is within the top 10% of results.
2. Good: 10% of benchmark results are better than the evaluated product, 75% of benchmark results are worse.
3. Above average: benchmark results are 25% better than the evaluated product, 50% worse than the evaluated product.
4. Below average: 50% of benchmark results are better than the evaluated product, 25% of results are worse.
5. Bad: The product being evaluated falls within the worst 25% of results.

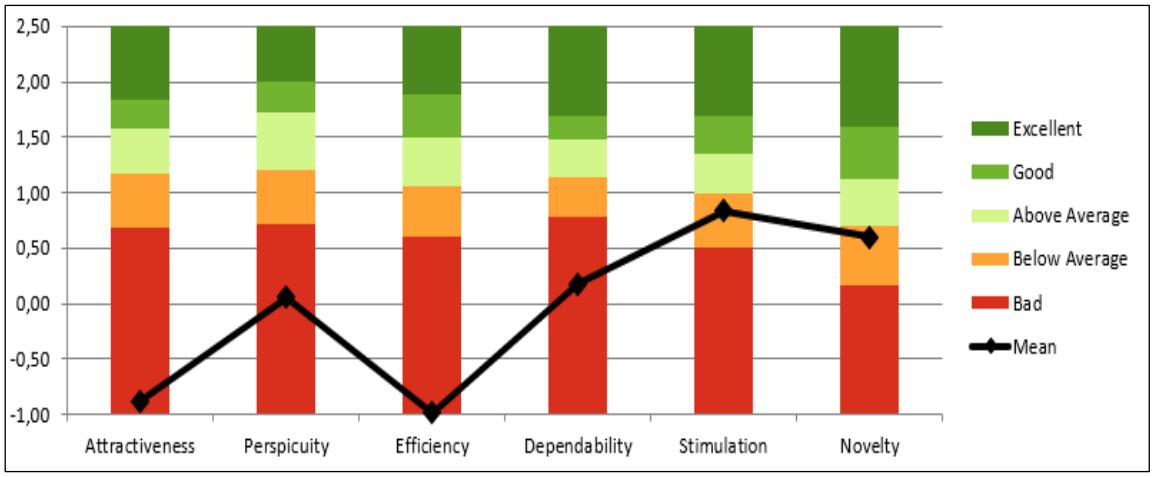

Figure 6. McDonald's Application UEQ Benchmark

Benchmark results are the results of data processing that display a comparison of the average system evaluation obtained from research with the average system evaluation from benchmark data. In this study, researchers used the average benchmark in UEQ version 12.

Table 4. Comparison Results with Benchmark

Scale	Mean	Comparison with Benchmark
Attractiveness	-0,879	Bad
Perspicuity	0,054	Bad
Efficiency	-0,989	Bad
Dependability	0,178	Bad
Stimulation	0,837	Below Average
Novelty	0,601	Below Average

As shown in Table 4, the results of the McDonald's application benchmark are compared with the provided standard data. The standard data shows that the mean value differs for each aspect. The analysis results show the mean value of each aspect obtained from the UEQ questionnaire. The McDonald’s application is rated as "bad" in almost all UX aspects, except stimulation, indicating that the application is not visually appealing, it is difficult to understand and use intuitively, inefficient at completing tasks, unreliable, and no more prominent than similar applications. These five points are essential to a functional and attractive application, and these results reflect serious fundamental issues.

Furthermore, stimulation, which should be a value-added feature, received a below average score. Although the app is considered motivating, its score remains below average compared to similar apps. These results confirm that the McDonald's app has fundamental functionality issues and fails to stand out or compete with other apps in terms of appeal. Overall, this analysis shows that the McDonald's app has many shortcomings and requires significant improvements to meet user expectations.

3.4 Recommendations for Improvement Design

Based on the user experience evaluation of the McDonald's app using UEQ, several aspects scored low or even negative. This indicates a less than satisfactory user experience that requires improvement. These results serve as the basis for recommendations for improvement. The following are design recommendations for improvements to the McDonald's app:

1. Attractiveness

   Apply seasonal visual themes (Ramadan, Christmas, National Days) to make the app feel fresher and more relevant, use dynamic illustrations and interactive mascots (e.g. Ronald McDonald appears upon successful checkout), redesign the homepage layout so that the promo banner appears full and is more visually appealing, add light sound effects upon successful order (can be turned off in settings), create visual personalization based on purchase history, such as "Welcome back, Fadhilah! Want to order McNuggets again?".
2. Perspicuity

   Add an interactive tutorial feature at login or after a major update, use descriptive button labels, for example "Use My Promo Coupon" instead of "Deals", add an info icon (ⓘ) in each new feature to explain its function concisely, add an interactive FAQ column in the application (not a link to an external website), use informal and warm local Indonesian language such as “Let's order first, let's go!” to be more familiar.
3. Efficiency

   Optimize loading speed, especially for location pages, promotional menus, and payment pages. Add a "Reorder" or "Favorite Order" feature directly from the main page. Reduce the number of steps in the ordering process from five to a maximum of three (select, pay, confirm). Provide settings that allow users to save their preferred payment methods so they can make payments immediately without having to select them again for each transaction. Provide an "Express Checkout" option that goes directly to the payment page without requiring users to recheck their cart.
4. Dependability

   Improve the store search system so that it always appears based on the active location, add a direct error report button when the system has a problem (for example, payment failure), display the system status on the home page such as "The system is busy" or "Store X is temporarily closed", integrate CS live chat for reporting problems, without having to move to the website, add a connection/server indicator at the bottom of the application if the system is slow or fails.
5. Stimulation

   Add an achievement system (e.g. “You’ve ordered 10 times this month! Bonus points!”), create personalized notifications, such as “Your Favorite Burger is on sale!”, use storytelling in promotions, such as “Japanese Flavor Adventure” for the Taste of Japan promotion, add menu review options and let users give ratings + comments
6. Novelty

   Add a QR scan feature with personalization, for example, scanning a QR banner in a restaurant can unlock special promos, integrate AI recommendation features to recommend favorite menus or promos based on order history, create location-based flash sales features, for example, special promos only at certain outlets and at certain times, use voice ordering for users with special needs or while driving.

CONCLUSION

Based on the data analysis and interpretation of the analysis results obtained from the previous discussion, it can be concluded that the research on the McDonald's application using the User Experience Questionnaire (UEQ) method involving 412 respondents is still not satisfactory. The evaluation results show that the Attractiveness aspect obtained an average score of Attractiveness (-0.879), Efficiency (-0.989), and Dependability (0.178) and is in the "Bad" category in the benchmark, which means that users consider the application display to be less attractive, the ordering process is inefficient, and the system reliability is still weak due

to frequent errors such as failed logins and difficulty selecting outlets. The Perspicuity aspect received varying results, where some users found it easy to understand the application while others still felt confused. Meanwhile, the Stimulation (0.837) and Novelty (0.601) aspects obtained positive scores, although only in the "Below Average" category in the benchmark, which indicates that the application is still able to provide a slightly pleasant experience and an innovative impression. Thus, the aspects that need to be improved the most are the attractiveness of the interface, system efficiency, and application reliability, while the stimulation and novelty aspects can be further developed so that the application can provide a better, more practical, and more satisfying user experience.

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