

THE CHIPOTLE CASE STUDY: A FEW TAPS TO TASTY BURRITOS

“Nailed it!!! Wow this is really top notch!!! I cannot tell you just how cool it is to be able to order, pay, and walk right past the huge line and get a tasty burrito!!! Great great great!!!!”

- iPhone App Store Reviewer



With over 1,000,000 downloads and a 4+ rating, the Chipotle iPhone app sets a high standard for restaurant applications.

Outwardly, the Chipotle app is similar to other m-commerce apps. Customers can find the nearest store location, select from that store's full menu of options, order for themselves or a group and make secure credit card payments.

Restaurants add a unique scheduling element (I need to eat in an hour). The biggest risk for Chipotle was customers ordering food and not having it waiting when they arrive. The app needed to ensure orders were sent and accurately forecast when orders would be ready.

Server calls retrieve pricing that varies by both store and ingredient selection. To maximize responsiveness, data size and network latency issues are addressed using multi-threading and capitalizing on user “think-time.”

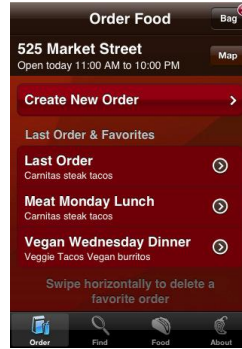
Getting the technical pieces right was just one of a number of critical success factors. Pervasant spent a lot of time making the process simple for the user.

While Chipotle's menu may not be extensive, it offers its own challenges with build-to-order meals and custom instructions. Pervasant took advantage of the limited menu to create an intuitive and fun interface requiring minimal back and forth navigation.

KEY FACTORS FOR SUCCESS

"The breakthrough iPhone and iPod touch have really given us the ability to deliver a compelling experience to customers which includes simplicity, personality and attention to detail."

- Steve Ells, founder, chairman and co-CEO of Chipotle



"Every food ordering app needs to be this good"

- Matt Buchanan, Gizmodo

A key success factor was defining a core customer profile and story to drive the design of the user experience. Having this profile allowed the development team to focus on the essential app experience before adding other features.

For Chipotle, this narrative was a young professional grabbing lunch on the go. These customers would likely own an iPhone and be inclined to mobile ordering. These customers were also likely visiting a Chipotle restaurant near their office.

The app remembers and defaults to a customer's regular location. At peak lunch hours, Chipotle restaurants can have lines out the door. The iPhone app lets these users bypass the line. Favorite orders are saved, making it easy to order "the usual."

Other factors helped ensure a smooth rollout of the app. Chipotle owns all of its 1000+ restaurants. This eliminated the need to get franchisees to participate or invest in a new program. In-store training was conducted to ensure the user experience was equally good from order to pickup.

Chipotle also benefitted from a pre-existing online ordering system which Pervasant was able to leverage. As Pervasant's CEO, Stuart Williams, notes, "Mobile ordering follows in the footsteps of a decent web order."

Management buy-in was critical. Chipotle's Chief Marketing Officer was the app sponsor. Chipotle's Director of Information Technology worked with Pervasant's developers. The app's success was the result of a true team effort between Pervasant, Chipotle's IT group and Sequence, a leading design agency.

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Getting the rollout right from day one led directly to its success. When launched, the Chipotle application quickly rose to the top 20 in downloads and became the highest rated app (4.85 stars) of the top 50. This laid the foundation for continuing downloads and positive ratings.