

Improving the Whataburger Drive-Thru Customer Experience

Observation

Multiple friction points disrupt what should be a fast, efficient drive-thru experience. Despite short lines, customers face confusion, delays, and discomfort.

Current Experience Flow

Enter Drive-Thru	Confusing Dual Entrance	Intercom Delay	Unused Window	Pull Forward	Wait Continues	Receive Order
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Key Problems

Flow Confusion: Dual entrances and unused window disrupt movement.

Inefficiency: Short lines do not equal fast service.

Communication Gaps: Customers lack clarity on wait times and next steps.

Environmental Issues: Exposure to rain due to poor canopy coverage.

Emotional Impact: Frustration, stress, and reduced trust.

Improved Experience Flow

Single Entry	Clear Ordering	Optimized Windows	Aligned Prep + Flow	Minimal Waiting	Accurate Order	Exit Smoothly
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Proposed Solutions

Optimize entrance flow, standardize intercom interaction, clarify window usage, align food prep with vehicle movement, expand canopy coverage, improve communication, and implement order accuracy checks.

Impact

Efficiency: Faster throughput and smoother flow.

Customer Experience: Reduced frustration and clearer expectations.

Safety: Lower risk at entry points.

Comfort: Protection from weather.

Accuracy: Fewer missing items.

My Role

I analyzed the drive-thru system, identified friction points, and proposed improvements to align operational flow with customer experience.