THE IN-N-OUT APP



BY: CHLOE SANDOVAL

ABOUT THE PROJECT

In-N-Out is a growing business

- A big gap in potential revenue and a pull in for new customers is the long wait time
- Long wait time is a consistent negatively reviewed flaw of the stores
- The customer who **doesn’t** have the time or physical ability to be away from home to wait line has not been catered to



ABOUT THE PROJECT

- 3 key features will be launched such as live wait times, mobile order, and the official secret menu
- Launching January 2027 anywhere you download your apps



PUBLICS

- Prioritize current customers of In-N-Out incentivizing them to download the app

- Secondary target audience is the consumer that normally does not dine at In-N-Out due to in-person inconvenience and long wait times



FEATURE PROFILE: LYNSI SNYDER

Lynsi snyder is the President of In-N-Out. the COMPANY is Known for its consistency from when it opened in 1948, resisting major modernization.

- She has Historically opposed mobile ordering to protect customer experience.
- Launching the new In-N-Out app marks the brand’s biggest update. Goal: convenience without compromising quality or tradition.

her succession into running the billion dollar family business came with the responsibility of balancing tradition and modernization



FAQS

How will wait times be accurately predicted?

Will I be able to customize my order through the app the same way I can in-store or drive-thru?

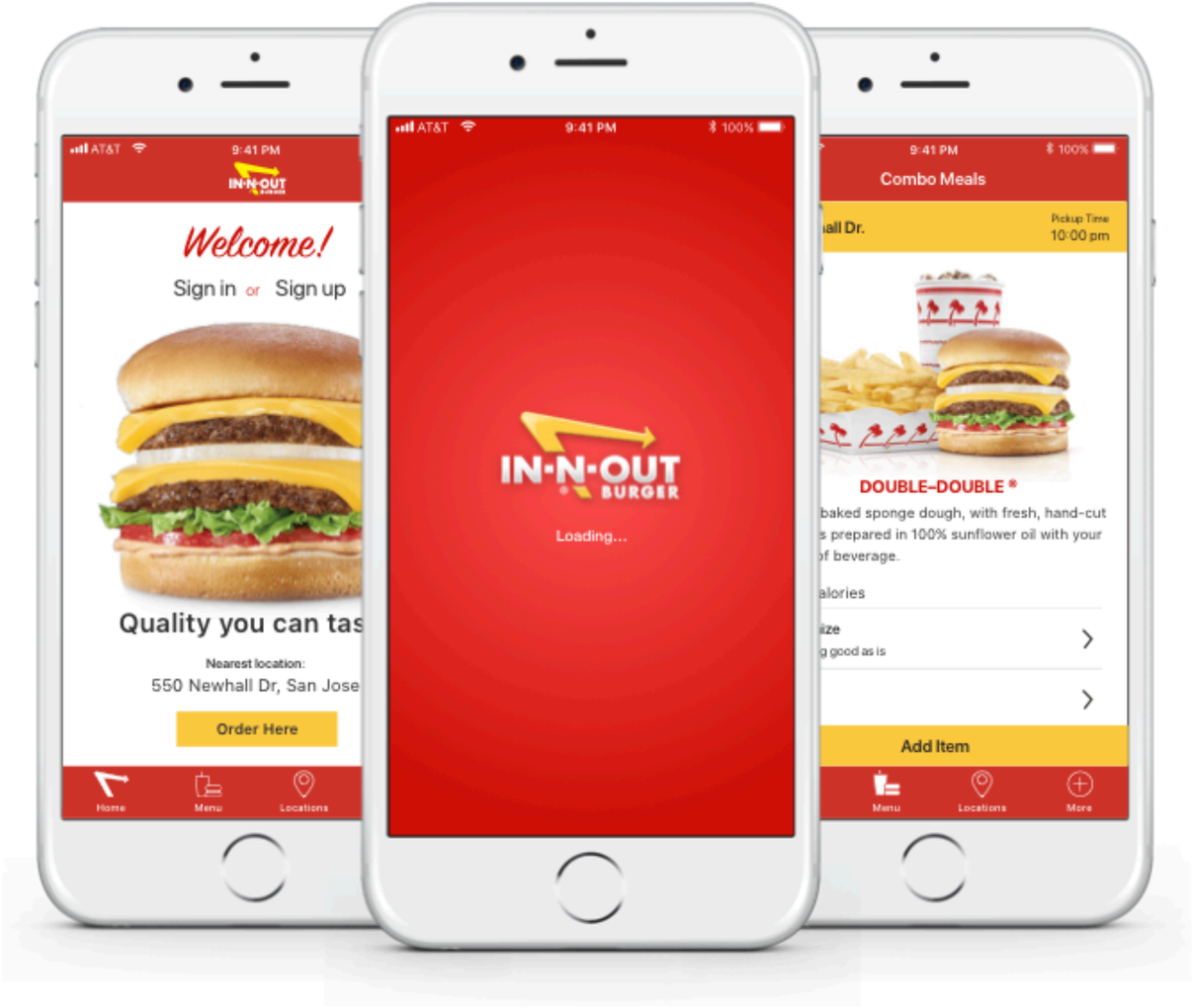
Will the app support payment options like Apple Pay, Google Pay, or gift cards?

Will I be able to choose between walk-in, or drive-thru when placing an order?

Can I submit a catering order through mobile order?




App Store
IN-N-OUT
IN-N-OUT


AT&T
9:41 PM
Welcome!
Sign in or Sign up
Quality you can tas
Nearest location:
550 Newhall Dr, San Jose
Order Here
Home
Menu
Locations
AT&T
9:41 PM
100%
IN-N-OUT
BURGER
Loading...
9:41 PM
100%
Combo Meals
Pickup Time
10:00 pm
DOUBLE-DOUBLE *
Add Item
Menu
Locations
More

IT'S HERE

THE IN-N-OUT APP

SO YOU DON'T HAVE TO BE

NO DELAY

THANK YOU!