



Mike's Pizza App Usability Study

October 8, 2023

Team

UXD / UXR: Diana Galarza

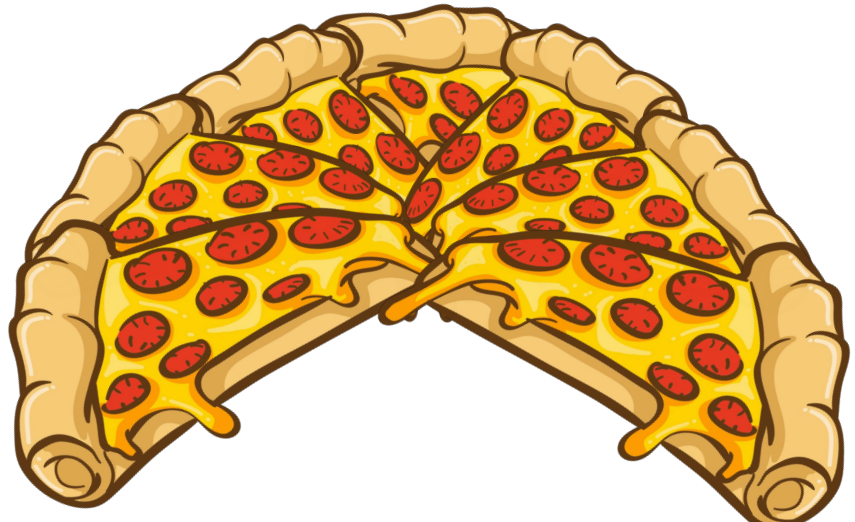




Table of Contents

Section 1
Study Details

Section 2
Themes

Section 3
Insights & Recommendations

Appendix



Study Details



Project Background

We're creating a new app to help customers easily coordinate their pizza order. We need to find out if the main user experience, placing a pizza order, is easy for users to complete.



Study Details

Research Questions

How long does it take for a user to place a pizza order?

Are there any consistent pain points users are experiencing?

What can we learn from the steps users are taking to ordering a pizza on the app? Is the user flow smooth or abrupt? Is there any consistent spot where they got stuck?

How many users successfully placed their order? How many did not? For those who did not, at which step did they stop? Why?

Participants

5 participants

2 males, 3 females;
Between the ages of 25-52

Methodology

8-18 minutes per participant

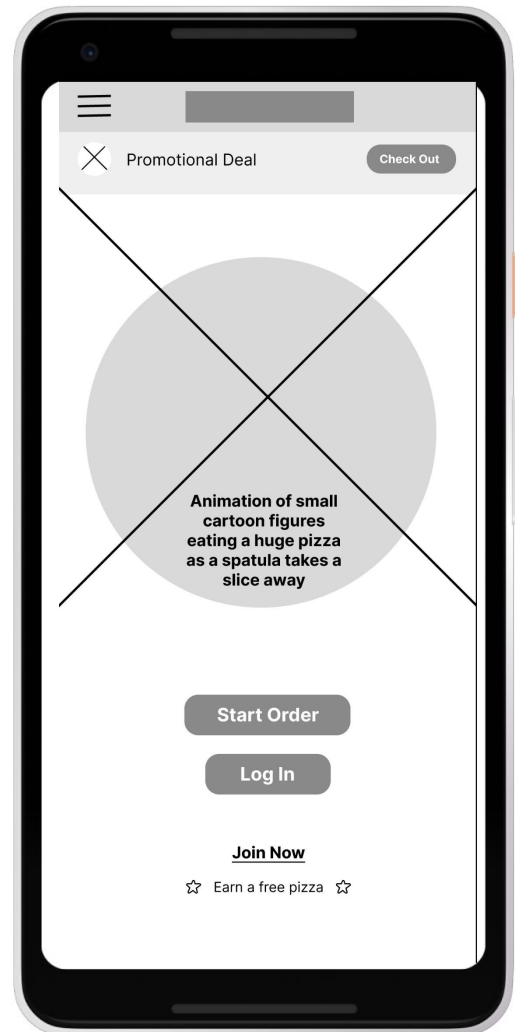
United States, In-person

Moderated Usability Study

Users were asked to perform tasks in a low-fidelity prototype

Prototype / Design Tested

<https://www.figma.com/proto/II5Bv3DrDa2pEoZuZXrkbk/Mike's-Pizza-Wireframe?type=design&node-id=106-141&t=QkO6J7vq3zZEwfSZ-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=106%3A141&mode=design>



Themes



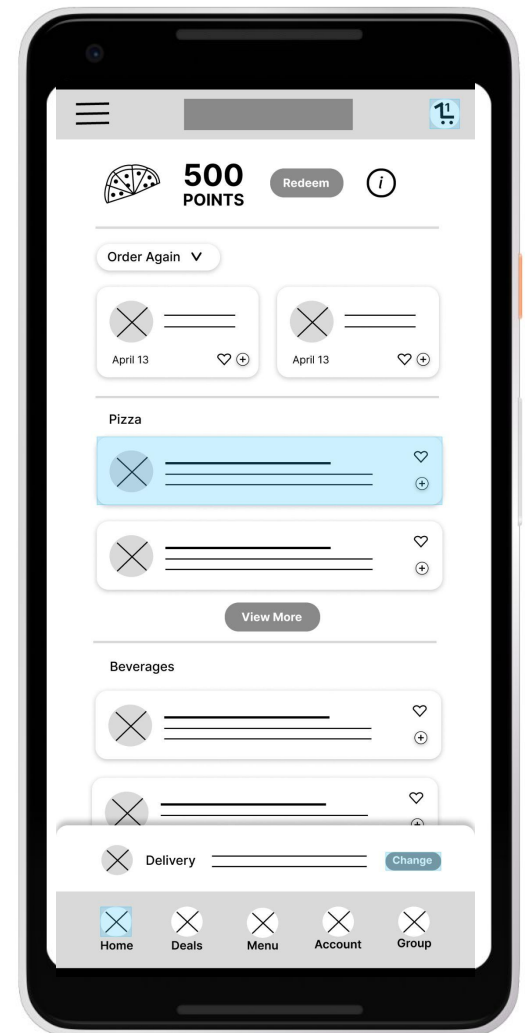
All participants become confused when interacting with buttons because they are too small to click or do not have a destination when clicked.

Supporting evidence from the usability study.

- 4 out of 5 participants verbally expressed they were confused on why the buttons did not work when you click on them
- 2 out of 5 participants struggle to select the cart icon
- A participant clicked around the interface 10 times and still did not click successfully click on anything.

"Ok. So I clicked that (pizza) twice. Now I want to click on my cart but it's not taking me."; "Did I have to place three orders or two orders? Because I think I clicked that three times."; "Am I ready to checkout?" - Participant C

"It was a little hard to find how to select certain things, so maybe on a scale of 1-10, it was maybe like a 6 kind of hard." - Participant A **(P0)**



Most participants found the next steps to be unclear.

Supporting evidence from the usability study.

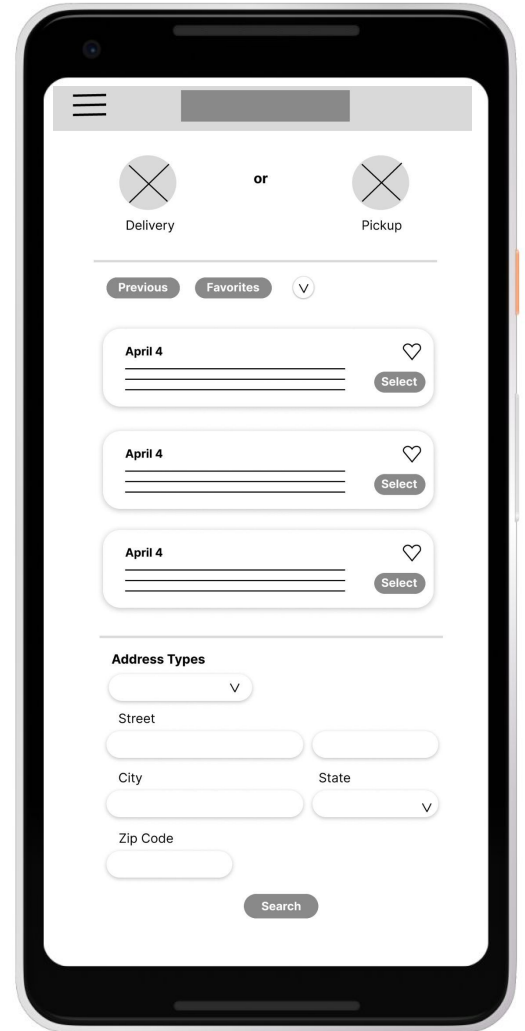
- 4 out of 5 participants struggled to find the checkout button.
- 2 out of 5 participants struggle moving forward from the delivery / pickup page and thought the page was frozen.
- Due to obstacles along the way, on average it took participants over two minutes to place an order.

“I like the concept. I think it would be nice to be able to order pizza on an app if I was able to do all the steps, but what I didn't like is, it didn't seem to move me forward.” -Participant D

When at the pickup and delivery screen "Is there anything else I can do here? I can't really do anything else right?" - Participant B

"Well, at first it was confusing because I did not know where the checkout button was but, from my previous experiences from using apps if I click home it will take me back to a screen I'm familiar with, so checkout should be there." - Participant A

(P1)



Most participants were not satisfied with the customize pizza page.

Supporting evidence from the usability study.

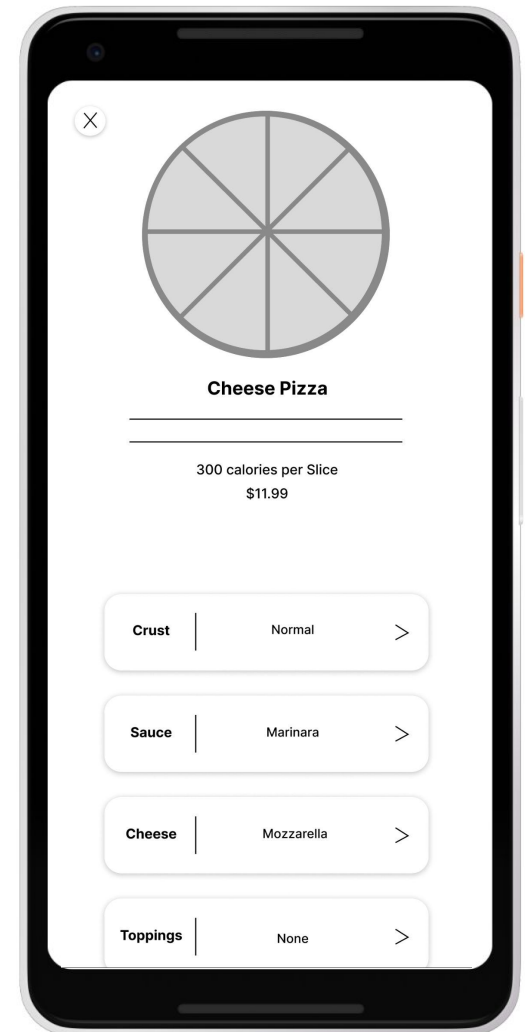
- 1 out of 5 participants mentioned that it would be nice to see more writing.
- 1 out of 5 inquired if it was \$11.99 for one whole pizza or a slice of pizza and also expressed the desire for seeing each pizza editing category further developed so that users could customize their pizza.
- 1 out of 5 participants desired to see a further developed front-end graphics expressing that without it, it could be confusing.

“What I want to see is to just have the list of what toppings I can add to the pizza or maybe if I can customize how big I want the pizza.”

-Participant B

“I like that it has information on the pizza. It has the calories, it has what the pizza has. I think it could have a little bit more writing though, so I know what to select.” -Participant A

(P2)



Insights & Recommendations



Research insights

Confused when interacting with buttons.

Users do not want to spend time on frustrating, time-consuming, repetitive activities like trying to click a button multiple times or wondering why a button isn't working.

Difficult moving forward.

Users would like a seamless experience that intuitively guides them through the checkout process.

Unable to customize pizza.

In general, users would like to easily be able to customize a pizza to their liking.

Recommendations

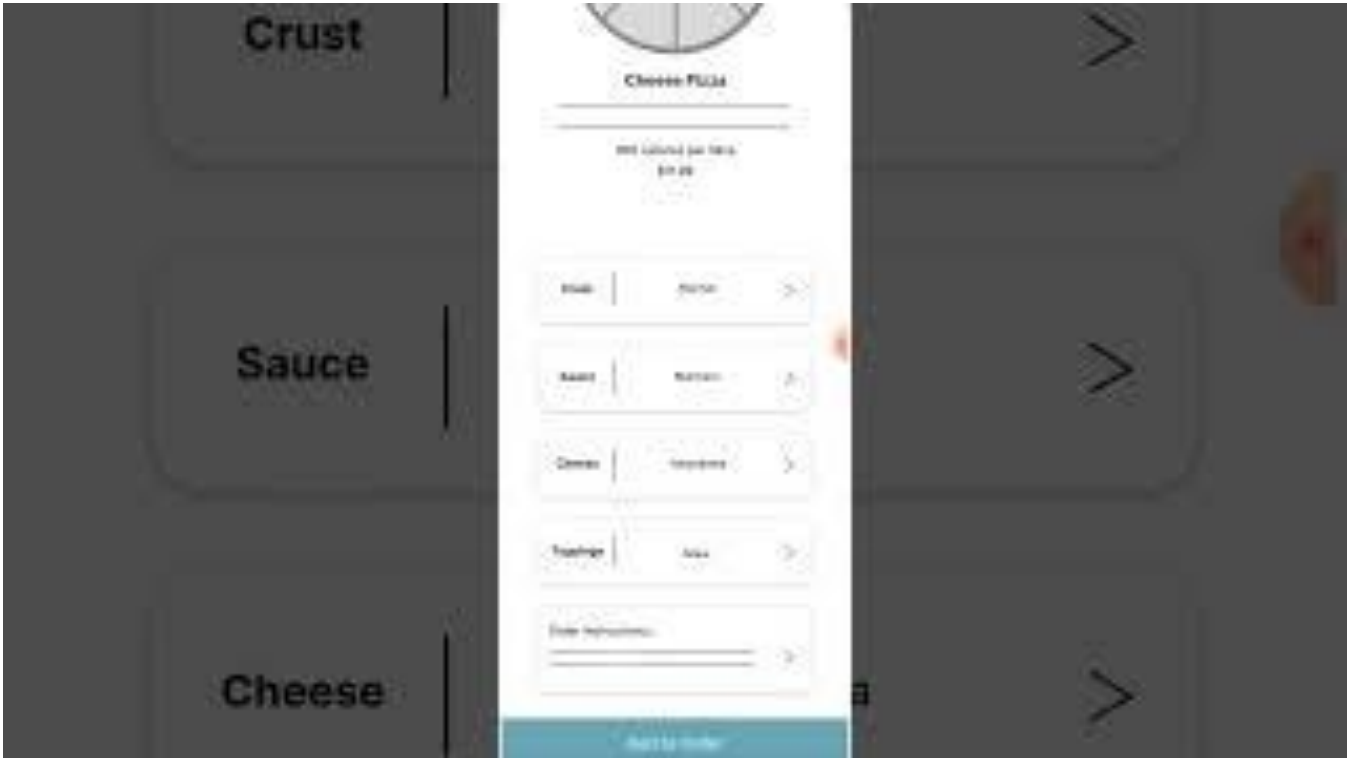
1. Prioritize signaling better cues that will lead users to the next steps
2. Make buttons larger and ensure every visible button has a destination
3. In the customize pizza page, include more descriptions, further develop its front end graphics and include clickable buttons that expand under each category with options for users to select from.

Thank you!

Appendix



Participant's Interview - *Participant A*



Participant's Demographic Notes - Participant A

Basic Questions

Participant A

Can I have your age and occupation?

Mental Health Tech

29 yrs

How many times a week do you order take out?

2-3 times a week

Can you briefly walk me through a normal day in your life?

Wakeup at 8am

Study in the morning

Cleans house

Goes to work at 3pm

Comes home at 11:30 pm

In what setting and for what reason do you order take out?

"I'm too tired to cook. I don't have enough time to buy food on my own and it's just easy and convenient to order."

Do you typically order for just yourself or a group?

Orders for herself and her husband (2).

Can you walk me through your thought process when you are choosing where and what you want to order.

- Usually orders more in the morning than evening.

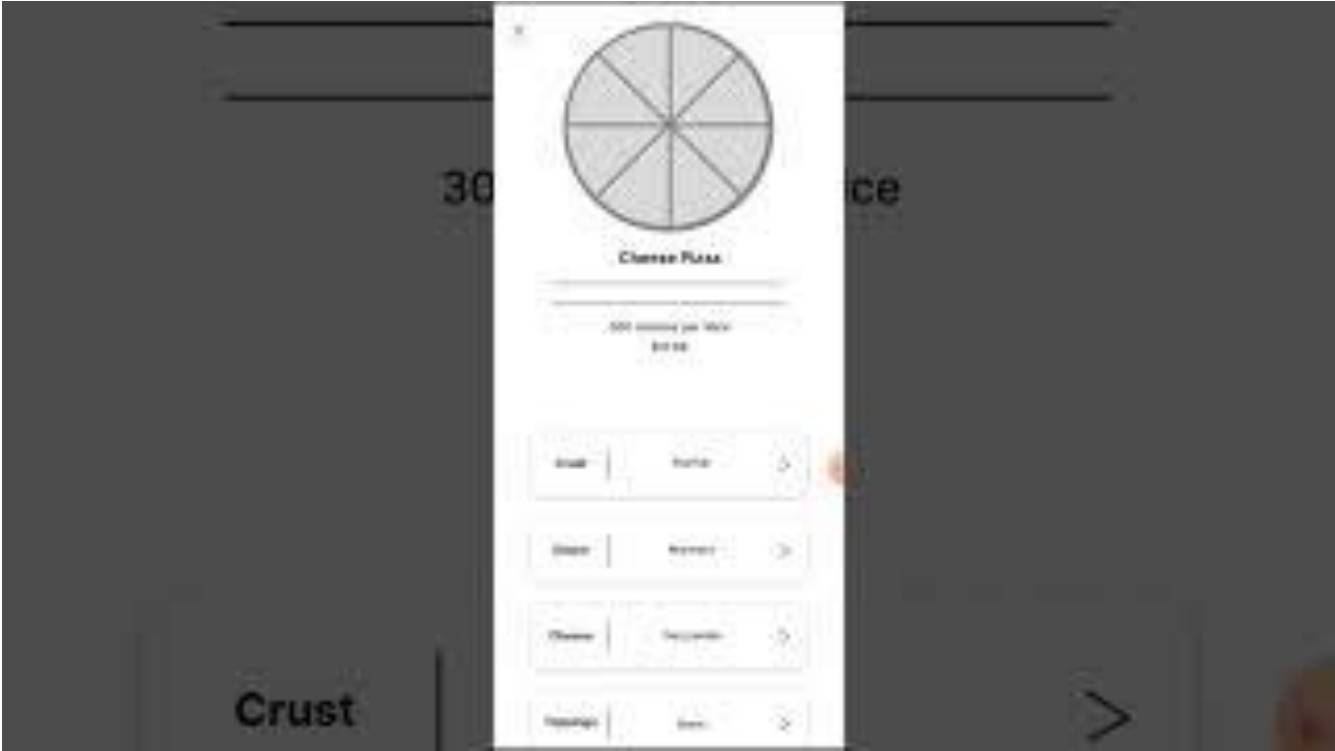
+ orders coffee; something to wake her up + something light; something quick to be delivered.

Participant's Note-taking Spreadsheet

Participant A

Participant A						
Task	Click Path	Observations	Quotes	Task Completion	Conversion Rate	Time on Task
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed	Was the prompt completed? Yes No	How long did it take to place the order? <i>Pause the timer and record the timestamp every time after each task is completed. Do not include the time it takes each participant to answer the follow up question.</i>
Prompt 1: Open up the Mike's Pizza app and begin placing your order. Stop once you select your pizza.	Clicks on start order > clicks on delivery- tries scrolling down > clicks 'select' under previous orders > clicks on 'previous'> clicks on 'favorite'> clicks on the arrow next to favorites > tries to type in address- clicks 'search' button-> clicked on 'redeem' button> clicks on a template pizza button> clicks on 'crust' button > clicks on 'add order button'> click on a beverage template button	Struggles clicking on the 'start' button impacting her navigation; Confused that certain buttons do not allow you to click on them; Does not understand what the use of the arrow next to favorites would be; Does not understand why you can't click on 'previous' and 'favorite'; Would like to see more writing compliment the pictures	"With this one, I've never used this before. It was a little hard to find how to select certain things, so maybe on a scale of 1-10, it was maybe like a 6 kinda hard." ; "I like that it has information on the pizza. It has the calories, it has what the pizza has. I think it could have a little more writing though, so I know what to select. It just has the picture and I like the writing too."	2	Yes	2 minutes
Prompt 2: Check out and stop before you place the order.	clicked delivery > clicked home-> clicked 'checkout' at the top	Found it confusing at first; Had to look for the checkout button; clicked around- used her past app experience to find the checkout -> went back to the homepage ; Did not notice the cart.; would feel comfortable customizing two or more pizzas ;	"Well at first it was confusing because I did not know where the checkout button was but, from my previous experiences from using apps if I click home it will take me back to a screen I'm familiar with so, checkout should be there.;" "I actually did not find it intuitive, because I didn't even notice the cart." ; "I mean I would feel comfortable, I would hit the back button to see if it will take me back to the previous page."	1	Yes	16 seconds
Prompt 3: Place the order.	Clicked 'place order' button	Quickly found the button; not confusing at all. Found the confirmation page fine. Would not add or remove anything.	"I don't think so. I think it has everything there. Yeah, I think its fine."	1	Yes	2 seconds
Prompt 4: Click on the "Track the progress" button.	Clicked on the 'track progress button'	Quickly found the button; Participant was on the correct page; Liked the 'my driver' feature; Did not naturally keep scrolling down would have missed the 'delivered' section with the picture; Participant was asked to scroll down; Participant did not care much for the delivered picture feature and pizza progress tracker;	"I like the map because I am able to see where the driver is, I am able to see in live time where he is at and I can kind of calculate when he will arrive and I like that; That's useful for me so I can multitask.;" "I like the pizza too, the pizza is showing the progression of time and things like that but, I would say its not as exact like the map. Although it say 'delivered' and 'out for delivery', you can never know when its going to arrive.;" "Well, I don't really care much if they take a picture of my pizza or not as long as they deliver it."	1	Yes	2 seconds
Prompt 5: Return to the homepage.	Clicked on the menu (3 times) > clicked the back arrow > clicked the 'X' > clicked on the home icon	Had to do trial and error; Confused, did not know where to go at first;	"I'm clicking on this three bar at the top but its not really doing anything, so I'm going to try something else.;" "I think it was good, I know intuitively how to go back to the home page. I think that the app can take a little bit of time in terms of its development but other than that, its good."	2	Yes	25 seconds
Prompt 6: How do you feel about the Mike's Pizza app overall? What did you like and what did you dislike?	N/A	Thought it was simple. Personal preference to navigation buttons on the side; would have liked the app to be faster / difficult to go to one page to the next; Enjoyed the map feature;	"I thought it was easy to use, you just go in and you start your order, select your ingredients, go to the cart and so its a pretty standard way of ordering, very simple. I like that it had a map which is good. The only thing is that sometimes the app itself does take a while to go to certain pages so the faster, the better. Also, sometimes the home button is way at the bottom, which is fine sometimes I'm use to it being more on the side but, that's it, its just getting use to it."	N/A	N/A	N/A
Additional Notes: Participant seemed to be honest and open when providing feedback.						
If the participant did not complete the study, why was this? Where did the participant stop? Participant successfully completed the whole study.						

Participant's Interview - Participant B



Participant's Demographic Notes - Participant B

Basic Questions

Participant B

Can I have your age and occupation?

25 years old

Registered Nurse

102

How many times a week do you order take out?

2 times a week

Can you briefly walk me through a normal day in your life?

- 12 hours at work
- Looks for a place to eat
- takes a look at his apps
- checks to see if the location is open and nearby
- Orders food
- Go gets food
- Goes home
- Usually gets out 7:45 - 8:00 PM

In what setting and for what reason do you order take out?

Orders take out because after work / after working out; does not want to cook anything. He orders when he needs food. Protein is a priority.

Do you typically order for just yourself or a group?

- Most of the times orders just for himself
- Sometimes for friends, coworker, etc. (not often)

Can you walk me through your thought process when you are choosing where and what you want to order.

- ① Usually looks for availability - what time a restaurant open until.
- ② Distance - "how far do I have to drive"
- "can the food come to me, to my house."
- ③ Looks for a restaurant with good portions and that has lots of meat; Restaurant that has the quantities that meets his needs.

Participant's Note-taking Spreadsheet

Participant B

Participant B						
Task	Click Path	Observations	Quotes	Task Completion	Conversion Rate	Time on Task
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed	Was the prompt completed? Yes No	How long did it take to place the order? <i>Pause the timer and record the timestamp every time after each task is completed. Do not include the time it takes each participant to answer the follow up question.</i>
Prompt 1: Open up the Mike's Pizza app and begin placing your order. Stop once you select your pizza.	Clicks on 'start order' button > clicks on pickup > clicks on the 'previous' button > clicks on the 'favorites' button > rereads the content	Looks at the time before deciding to do pickup; States how the 'Address Types' section is irrelevant because he chose pickup; Is confused because he can't tap on the buttons like 'favorites' or 'previous'; Does not know how to proceed for a while; Thinks the page might be frozen;	"What do they have for the menu. I don't see a menu. Umm... Address types, I don't really need that right now because I'm ordering pickup. Is there anything else I can do here? I can't really do anything else right? I can't even type favorites or previous. "; "Is this frozen?"	3	No	1 minute and 15 seconds
Prompt 2: Check out and stop before you place the order.	Tapped on the heart > tapped on 'search' > tapped on a pizza > selected 'add to order' button > selected a beverage > clicked on the 'menu' icon at the bottom > clicked on the cart	confused in the beginning; Did not know how to move forward from the delivery or pickup page; Did not know how to move forward and checkout; Navigation experience is difficult; clicked on the pizza right away; clicked on the cart at the very end; almost did not complete activity; Would have preferred the cart in the middle or all the way at the bottom; Instinctively scrolled to the bottom to see what the next step was;	"In all honesty, I prefer if the cart option is maybe in the center, over here."; "My natural instinct would be scroll down, all the way down to see if there is anything else I missed."; "I like that I see the checkout button is here. So that's nice. I like it, it's on the bottom. I like that I can go back to the menu, if I want to go back to the menu. I can add favorites here so I can make sure that I can possibly get that same pizza next time, the same cheese pizza. And I get a little coupon code here so, that's cute."; "I'd probably go back to the menu, and maybe see if I have an option to add more pizzas I will. And I can see if I can get some beverage as well as some snacks alongside the pizza because sometimes, you know, it's not always just the pizza. Some people might want chicken with it too."; "What I want to see is to just have the list of what toppings I can add to the pizza or maybe if I can customize how big I want the pizza. I see that I am able to, kind of, change what crust that I like so, that's pretty nice."	2.5	Yes; Almost was not completed.	1 minute and 34 seconds
Prompt 3: Place the order.	Clicked the 'checkout' button > clicks on 'place order' > clicks the 'X' > returns to the menu	Pays attention to details, very observant; Reads through each section; got confused with the checkout layout; Thought there were 'multiple tips' and 'lots of lines'. Confused as to why it says delivery address when he wanted to pickup; Pays attention to cart still being present in the right corner; Does not fully complete prompt; Does not click on 'place order'; Once follow up questions are asked, clicks on 'place order' and completes prompt; Struggling to navigate through app	"Why is there multiple lines here with multiple money signs for tips? Why isn't there just one line for the tips."; "So I can place the order, but the shopping cart is there, maybe I want to go back to get more food."; "I don't want delivery though, I was going to pickup. Why does it still say, delivery address?"; "I don't like the multiple lines for the tips... I don't know what line I'm suppose to put the tip in, they seem a little unnecessary in my eyes."; "But I was also a little confused too...when I was going to get my food, I said I wanted to pick it up. I didn't want it to be delivered so, why does it still show to put the delivery address in like I'm already going to get my food, I don't need this delivered."	2.5	Yes; Almost was not completed.	1 minute and 11 seconds
Prompt 4: Click on the 'Track the progress' button.	starts on the menu page > selects the cart > selects checkout > Selects track progress	Started on the menu page. Now that the participant was more familiar with the app, it was not difficult for him to checkout. After playing around found the 'track progress' button. Naturally scrolled down. Sounded impressed and interested while interacting with the track progress page. Enjoyed the pizza tracker, the driver tracker, and pizza delivered picture at the very end.	"I definitely like the pizza theme for the progress tracking... I like that system, it's very unique, it's definitely something I will remember."; "I can call or text them. oo... that's nice. Just like an Uber, like UberEats."; "So at 4:50PM, oo... it's already here, I like that. That's solid."	2	Yes	2 minutes
Prompt 5: Return to the homepage.	clicked the back arrow button > clicked on the 'x' button > returned to the menu	Technically returned to the menu, but did return to a point where he could place another order if he wanted to, which is the objective of this prompt.	"It was pretty fast, to be honest. I kinda knew where to go. So now I'm back on the homepage and I'm able to see how many points I'm able to redeem and the menu and I can see what I can order again. It wasn't hard at all. That was very fast and I liked it."	1	Yes	5 seconds
Prompt 6: How do you feel about the Mike's Pizza app overall? What did you like and what did you dislike?	N/A	Seemed to have enjoyed the app especially the pizza wheel. Sounded positive about it. Did believe there was room for improvement in the shopping cart and tip section.	"The tracking system is definitely engrained in my mind now. The pizza wheel, I loved it!"; "What this app needs to work on is the tip section, so if I want to put tips in, it's just confusing, there's too many lines. I think it should be condensed to one single line."; "In all honesty, the shopping cart, I would maybe put something right next to it, on the top right corner, maybe say 'shopping cart', just identify if it is a shopping cart because I know it sounds a little dumb but just because you have that symbol there, doesn't mean people will think it's a shopping cart. If they see the word 'shopping cart' there then they will more likely click on it and they won't be as confused."	N/A	N/A	N/A
Additional Notes: Participant pays attention to details. Participant almost did not complete each prompt. The next step was difficult to find. The participant had to do trial and error and actively try to search for it.						
If the participant did not complete the study, why was this? Where did the participant stop? Add any notes about what the participant shares after the tasks are complete.						

Participant's Interview - *Participant C*



Participant's Demographic Notes - Participant C

Basic Questions

Participant C

Can I have your age and occupation?

- 25 years old
- Administrative Coordinator for a Medical School

How many times a week do you order take out?

1 a week

Can you briefly walk me through a normal day in your life?

- Wake up early, to go to the gym
- Go to her job → do a few hours
- Head home
- Run errands
- Eat dinner
- Quick activity before bed

In what setting and for what reason do you order take out?

- order take out on a day she's low on groceries or tired.
- Setting → ordering it then eating at home.

Do you typically order for just yourself or a group?

Typically orders for a group of 5.

Can you walk me through your thought process when you are choosing where and what you want to order.

- Order based on a craving
- Order based on something that was beneficial to the situation; something quick or if she has more time, open to ordering something that would take a little longer.

Participant's Note-taking Spreadsheet

Participant C

Participant C						
Task	Click Path	Observations	Quotes	Task Completion	Conversion Rate	Time on Task
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed	Was the order completed? Yes No	How long did it take to place the order? <i>Pause the timer and record the timestamp every time after each task is completed. Do not include the time it takes each participant to answer the follow up question.</i>
Prompt 1: Open up the Mike's Pizza app and begin placing your order. Stop once you select your pizza.	Clicked 'start order' button > clicked on 'pickup' > clicked on the 'select' button > attempted to type address > clicked on the 'search' button > clicked on a pizza > clicked on 'Add to order'	Confused; Did not know what the three boxes under previous and favorites were for; Tried to use every feature; Only clicked on the search button when she observed it was blinking blue. Definitely notices the blinking button; Thinks it would be easy to customize a pizza on the app. Satisfied with the contents on the customization pizza page.	"I don't know what these three boxes are for, can I select one of these? I can't select these."; "So I'm being prompted to customize my pizza. Am I suppose to follow the blinking button?"; "Fairly easy, given that all the ingredients are put on here. At least on this page, I like everything. I like that you can customize each item on the pizza. I wouldn't remove anything."	2	Yes	1 minute and 8 seconds
Prompt 2: Check out and stop before you place the order.	selected the 'x' > returned to the menu page > selected the cart	Easily checked out. Found the cart and intuitively clicked on it.	"Fairly easy. Yes. Typically the cart is at the top corner so that would tell me, that would be where I would place the order. "; "I would feel a little more comfortable. I would start by exiting out of my cart and going to the main screen."	1	Yes	15 seconds
Prompt 3: Place the order.	selected the 'x' > returned to the menu page > selected a pizza > clicked on 'add to order' > returned to the menu page > selected 'add to order' > Returned to the menu page > selected the cart > selected the cart > selected a pizza > selected 'add to order' > returned to the menu page > selected cart > clicks on the 'checkout' button > clicks on the 'checkout' button	Attempts to order two pizzas; Tries to click on the cart but it does not take her to the next page; The button may be too small; selects another pizza (3rd pizza) and then adds it to order and tries to click on the cart again. This time it works. She is taken to her cart. She tries to click on the 'checkout' button two times and is finally successful on the third click; After clicking on the 'checkout' button three times she is taken to the checkout screen. Throughout the process sounds confused, unsure why she isn't moving forward when she selects buttons. She struggles to select the buttons. Nervously laughs a couple of times. Feels unsure. She was confused on why it says her order is being delivered when she clicked on pickup previously.	"Ok. So I clicked that twice. Now I want to click on my cart but it's not taking me."; "Did I have to place three orders or two orders? Because I think I clicked that three times."; "Am I ready to checkout? "; "I think something that I would add is a confirmation of what my order was. That way everything is captured on one screen and then just confirming that I was picking it up, rather than it being delivered. Those would be the only two things I would add."	2	Yes	1 minute and 9 seconds
Prompt 4: Click on the "Track the progress" button.	Clicked on 'place order' button > clicked on 'Track the progress' button	Found step easy, the step came intuitively. Found all three features on the 'track progress' page to be of benefit.	"That was fairly intuitive."; "The one I would mostly use is the pizza icon to track what step the restaurant is as far as my order. Would definitely be consider of the estimated time it would be delivered or it would be ready for me to pick up. I think the map would be really interesting to follow and see where the driver is and if I wasn't home, this bottom feature would be really beneficial too, to see that my pizza was delivered."	1	Yes	10 seconds
Prompt 5: Return to the homepage.	clicked the back arrow button > clicked on the 'x' button > returned to the menu	Very easy for the participant to complete.	"The last process was easy, it was simple. It took me back to the previous page where I was at, so I knew the direction where I was going.	1	Yes	2 seconds
Prompt 6: How do you feel about the Mike's Pizza app overall? What did you like and what did you dislike?	N/A	Participant only had positive feedback to share. Thought most things were simple and easy to use.	"Overall I enjoyed that the things that I would mainly use, in this case would be to order pizza, were readily available on the first page when checking out. I could see all the information of my order and I think, everything is pretty simple. It was easy to use.	N/A	N/A	N/A

Additional Notes: The participant struggled to physically click on the buttons. The participant found the user flow easy and like it made sense.

If the participant did not complete the study, why was this? Where did the participant stop? Add any notes about what the participant shares after the tasks are complete.

Participant's Interview - *Participant D*



Participant's Demographic Notes - Participant D

Basic Questions

Participant D

Can I have your age and occupation?

52 years old

Director of Programs @ HACES

How many times a week do you order take out?

2 times

Can you briefly walk me through a normal day in your life?

Works full time M-F → 9:00-5:30 pm

Evening goes home; spends time with her husband, dog, and kids if they are home

Weekends = pretty busy

- Runs errands
- Gets caught up from the week
- Gets ready for upcoming week
- Tries to do something fun one of those days.

In what setting and for what reason do you order take out?

Orders take out at home, in the evening. Usually it's kind of a spur of the moment decision.

- For ex: it's been a busy day and they're too tired to cook.

Do you typically order for just yourself or a group?

At least her husband and herself.

Can you walk me through your thought process when you are choosing where and what you want to order.

- Tries to order, as much as possible, something they would consider to be healthy. Doesn't normally do fast food.

- Geographic location is important. Doesn't want to go too far to pick something up.

Participant's Note-taking Spreadsheet

Participant D

Participant D						
Task	Click Path	Observations	Quotes	Task Completion	Conversion Rate	Time on Task
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed	Was the order completed? Yes No	How long did it take to place the order? <i>Pause the timer and record the timestamp every time after each task is completed. Do not include the time it takes each participant to answer the follow up question.</i>
Prompt 1: Open up the Mike's Pizza app and begin placing your order. Stop once you select your pizza.	Clicks on 'start order' > clicks on the 'select' button > Tries to type in address type > Clicks on 'pickup' > clicks on 'search' button > clicks on 'redeem' button > clicks on 'redeem' button > clicked on a pizza > clicked on 'Add to Order' button	Seems confused at the delivery and pickup screen. Does not know where to start. Nervously laughs. Once she moves on to the menu screen she seems to enjoy her experience more. It appears to be easier for her to navigate. Still a bit confused about why she can't click on certain buttons.	"So it is asking me to select a date and address type. So do I select a date first?"; "It's not letting me do anything on the app, so do I have to keep going."; "So it looks like just according to this, I can order again which is actually a nice feature because typically when I order pizza we normally get the same thing over and over so thats convenient and yes it does look like I can easily customize my pizza because it walked me through like sauce, toppings, crust, that type of thing."	2	Yes	1 minute and 23 seconds
Prompt 2: Check out and stop before you place the order.	starts on the menu screen> clicks on "change" button located on the delivery tab > clicks on 'button' or 'buttons'(10 times)	Once at the delivery and pickup screen, clicks around to attempt to move forward. Clicks about 10 times around. Cannot tell what buttons she clicks on. She's confused.	"No, no, let me go back."; "It's not letting me do anything, it looks like I'm stuck. "; "I couldn't get to the cart. It was difficult to checkout because, I couldn't figure out how to get there."; "I'd figure out how to get back to the screen to add stuff to my order but right now I think it would be difficult based on what I'm seeing."	3	No	36 seconds
Prompt 3: Place the order.	No action taken	Due to the previous stepped, believed her screen was frozen and therefore, did not try to place the order.	"Let's see the screen appears to be frozen, so I'm not able to place my order."	3	No	9 seconds
Prompt 4: Click on the "Track the progress" button.	No action taken	She's discouraged to try. Believes screen is frozen.	"Umm.. let's see, I don't see a 'Track Progress' button."	3	No	8 seconds
Prompt 5: Return to the homepage.	Clicked on 'search' button	Surprised it worked. *Laughed*	"Ok, let's see. Oh, Ok, I did it."; "That was easy. "	1	Yes	3 seconds
Prompt 6: How do you feel about the Mike's Pizza app overall? What did you like and what did you dislike?	N/A	Participant was confused for most of the process. She emphasized that it was difficult to move forward through the steps.	"I like the concept. I think it would be nice to be able to order a pizza on an app if I was able to do all the steps but, what I didn't like is, it didn't seem to move me forward and it was confusing to use."	N/A	N/A	N/A
Additional Notes: Participant did not complete most steps. She was confused and found the app difficult to use.						
If the participant did not complete the study, why was this? Where did the participant stop? The participant stopped after she selected the pizza. She was unable to checkout and do the steps following that.						

Participant's Interview - *Participant E*



Participant's Demographic Notes - Participant E

Basic Questions

Participant E

Can I have your age and occupation?

30 yrs. Works in a Grocery Store.

How many times a week do you order take out?

3-5 times a week

Can you briefly walk me through a normal day in your life?

- Get up
- coffee at 6:30am
- GO to work → until 5pm
- tired → takes out pizza or "whatever is around"
- Goes home & does it again the next day

In what setting and for what reason do you order take out?

Setting → In the car on phone; usually exhausted

↑
reason

Do you typically order for just yourself or a group?

Group of 2

Can you walk me through your thought process when you are choosing where and what you want to order.

- Goes on a whim of what he hasn't had this week
- Talks to spouse → agrees or disagrees

Participant's Note-taking Spreadsheet

Participant E

Participant E						
Task	Click Path	Observations	Quotes	Task Completion	Conversion Rate	Time on Task
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed	Was the order completed? Yes No	How long did it take to place the order? <i>Pause the timer and record the timestamp every time after each task is completed. Do not include the time it takes each participant to answer the follow up question.</i>
Prompt 1: Open up the Mike's Pizza app and begin placing your order. Stop once you select your pizza.	clicks on 'log in' > clicks on 'start order' > clicks 'pickup' > clicks 'previous' > clicks 'select' > clicks around in the address types section > clicks 'search' > clicks on 'order again' > clicks on pizza option > tries selecting a topping > clicks 'add to cart'	Thinks that when you select order again it highlights your item. Notices the flashing blue. Very observant of ever feature. Goes in order trying out and testing everything.	"It was pretty easy, it was pretty straight forward. Nothing really I could think out loud. It just a little hard without all the modules in front of me, but it's easy stuff. Dummy proof I should say."	1	Yes	1 minute 29 seconds
Prompt 2: Check out and stop before you place the order.	selects the cart > selects a pizza > selects 'add to order' > selects 'change' button in the delivery section > selects 'checkout' > clicked on 'tip' button > clicked on 'place order' > clicked on the 'x' and exited out of the confirmation page > returns to the menu page	A little confused on where to begin. Did not intuitively know how to checkout. After a few seconds notices the cart in the corner. When he clicks the cart, he does not successfully selects the cart. Perhaps the button is too small. He is able to checkout my returning to the homepage. He thinks the user flow to checkout could be improved.	"Checkout and stop? Where would checkout be? Oh, I see it's a cart.;" "So going back to home means you get it place it. So what I would have done is added something on the cart screen, of like going to this screen right now where it's prompting all the credit cards.;" "It was super easy, I think it would have been confusing to a couple of other people of just trying to finalize it, but I think it was super easy.;" "Because every other thing I interact with, is like that (when asked if he found it intuitive to click on the cart).;" "I could do that, yeah. (When asked how comfortable he would be with ordering two or more pizzas)."	2	Yes	1 minute 3 seconds
Prompt 3: Place the order.	selects 'order again' > selects a pizza > selects 'Add to Order' button > clicks on the cart > clicks on 'checkout' > clicks on 'place order' > clicks on 'Track Progress' button	Found it very easy to do, now that he had more familiarity with the app. User flow was very smooth.	"That definitely was a little bit easier.;" "Also did not have a coupon prompt beforehand, I noticed that.;" "I think what I would remove is the icon to call a restaurant. I think that's something. If you going to do, you do it outside the app. I think it adds too much space. It's just another button to push, at this point. You could track it also, is... kinda ok. Most apps do that now too. To start a new order from the screen, might be counterintuitive. So, I think all these three buttons on the bottom, I don't think you really need them on this screen."	1	Yes	50 seconds
Prompt 4: Click on the "Track the progress" button.	On 'Track Progress' screen	He was already on the 'Track Progress' screen; clicked on it in the previous step; Did not need the call and text buttons were necessary. Did not naturally scroll down. Had to be asked to scroll down.	"I don't think you need a driver map here, per say, but maybe that is more innovative then the call / text icon. I don't think you need those for sure.;" "Go down a little? Oh, See I wouldn't have even guessed that. Yeah, I wouldn't have even guessed that. Like I said this is too, it's not too busy it's just too much I should say.;" "You see how this this page has the Track Progress, estimated time, a second slide where it says: My Driver, has a map, call / text icon, and then a third part: where it says the delivered picture of the Pizzas? I think you can eliminate 2/3 of it like, the delivered and my driver part put like a button tab where theres a dropdown, instead of it being all here. Because I would have missed that honestly."	1	Yes	0 second
Prompt 5: Return to the homepage.	clicked on the 'menu' in the corner > clicked on the back arrow > clicked on the 'x'	Thought getting back to the homepage was too tedious. Would prefer to just click one button to get back to the homepage instead of having to click on two. Room for improvement.	"I immediately clicked the triple lines, thinking it would drop to a menu, not the back. Yes, it wants me to clear out the screen. I'd rather it be one button to get back to the homepage.;" "Feels very demo'd; I think it looks fine to me."	1	Yes	13 seconds
Prompt 6: How do you feel about the Mike's Pizza app overall? What did you like and what did you dislike?	N/A	Participant seems to find app too busy. Critique's that it may be too busy and would benefit from a dropdown menu for example that would present less information one at a time. Needs to be more simple and not include too many options.	"I think it's a little convoluted. I think you could have a couple of drop menu, or a couple of touches and it would definitely work. To have your previous order right there and then in the home screen highways your order a little bit, and I think that's fine. It just needs a little sharpening in my opinion."	N/A	N/A	N/A
Additional Notes: Participant has lots of experience navigating food apps. Finds almost all tasks very easy but, has lots of good feedback. Overall believes app is too crowded and needs fine tuning / sharpening. Also believes user flow could be simplified so its easier, more direct and straightforward. The least amount of steps, the better.						
If the participant did not complete the study, why was this? Where did the participant stop? Add any notes about what the participant shares after the tasks are complete.						