

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."

Orders takeout after work and after working out because he does not want to cook anything.

Order takeout on a day she's low on groceries or tired.

Usually orders takeout as a spur of the moment decision. E.g. It's been a busy day and they're too tired to cook.

Setting ->
In the car
on phone;

Setting =
Ordering it
online and
then coming
home to eat it.

Orders takeout
at home, in the
evening.

Reason:
usually
exhausted.

Do you typically just order for yourself or a group?

Orders for
herself and
her husband.
(2)

Most of
the times
orders just
for himself.

Sometimes
orders for
friends,
coworkers, etc.

Typically
orders for
a group of
5.

At least orders
for herself and
her husband
(2).

Usually
orders for
a group of
2

How many
times a week
do you order
takeout?

2-3
times a
week.

2 times
a week.

1 a
week.

Orders
takeout 2
times a
week.

3-5
times a
week

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

Usually orders more in the morning than in the evening.

Orders something quick that will be delivered fast.

1. Usually looks for availability. Until what time is the restaurant open?

2. Distance: "How far do I have to drive?" "Can I have the food come to me, to my house?"

3. Looks for a restaurant with good portions and that has lots of meat; a Restaurant that has the quantities that meet his needs.

Goes on a whim of what he hasn't had this week

A) Order based on cravings

B) Order based on something that is beneficial to the situation

C) Will order something quicker if she has more time, open to ordering something that would take a little longer.

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

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

Talks to spouse about the order. She either agrees or disagrees.

Struggles clicking on start button. Impacting her navigation.

Confused that certain buttons does not allow you to click on them.

Is confused because he cannot tap on the buttons like 'favorites' or 'previous.'

Asked to checkout: starts at the menu, ends up at the delivery / pickup screen. Attempts to move forward, clicks around 10 times unsure of which buttons to click.

Does not understand why you can't click on 'previous' and 'favorite.'

Confused about why she can't click on certain buttons.

"With this one, I've never used it 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 kind of hard."

"I don't know what these three boxes are for, can I select one of these? I can't select these.";

Cannot click buttons

Confused on why can't select all items

NOTICES Blinking Button

Definitely notices the blinking blue buttons.

Thinks that when you select order again it highlights your item. Notices the flashing blue.

Only clicked on the search button when she observed it was blinking blue.

"So I'm being prompted to customize my pizza. Am I suppose to follow the blinking button?"

Does not know how to proceed at the delivery / checkout page.

"So it is asking me to select a date and address type. So do I select a date first?"

Does not know how to proceed for a while when at the pickup and delivery screen.

Thinks the page might be frozen when at the pickup and delivery screen.

At the delivery / pickup page trying to checkout, "No, no let me go back."

Confused at the delivery and pickup screen. Doesn't know where to start. Nervously laughs.

At the delivery / pickup page, "I couldn't get to the cart. It was difficult to checkout because, I couldn't figure out how to get there."

At the delivery / pickup page trying to checkout, "It's not letting me do anything, it looks like I'm stuck."

Confused in the beginning, did not know how to move forward from the delivery / pickup page.

delivery / pickup page trying to checkout, "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."

Was not able to select the pizza in the first prompt. Did not complete activity. Was stuck on the pickup / delivery page.

When at the pickup and delivery screen "Is there anything else I can do here? I can't really do anything else right? I can't even type favorites or previous."

Tried to use every feature on the pickup / delivery page

Looks at the time before deciding to do pickup.

States how the 'Address Types' section is irrelevant because he chooses pickup.

Screen is frozen

When at the pickup and delivery screen, "Is this frozen?"

Due to believing her screen was frozen, did not try to place an order.

Gave up on the first prompt to select a pizza. Choose to move forward without completing the activity. Thought the screen was frozen.

Is unable to move forward from the delivery / pickup page. Gives up on checking out. She believes her screen is frozen.

Navigation

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 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."

Difficult to go to one page to the next.

Did not know how to move forward and checkout. Only at the very end, click on the cart and checkout.

Navigation experience is difficult.

Would have liked the app to be faster.

Personal preference for navigation buttons to the side.

"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."

"The only thing is that sometimes the app itself does take a while to go to certain pages so the faster, the better."

"It's not letting me do anything on the app, so do I have to keep going.";

Also believes user flow could be simplified so it's easier, more direct and straightforward. The least amount of steps, the better.

Participant has lots of experience navigating food apps. Finds almost all tasks very easy, but has a lot of good feedback.

Participant was confused for most of the process.

"It was confusing to use."

Confused as to why it shows a delivery address when checking out if he chose pickup.

Reads through each section. Confused by the checkout layout.

Throughout the process of placing the order, she sounds confused and unsure about why she is not moving forward when she selects the buttons."

Confusing

Does not understand what the use of the arrow next to favorites would be used for.

Confused; Did not know what the three boxes under previous and favorites were for;

While placing the order she nervously laughs a couple of times. She feels unsure.

When placing the order, she is confused on why her order is being delivered when she previously selected pickup.

Menu

"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."

"I can add favorites here so I can make sure that I can possibly get that same pizza next time, the same cheese pizza."

" I like that I can go back to the menu, if I want to go back to the menu."

"Overall I enjoyed that things that I used mainly use, in case would be to order pizza, were easily available on first page when clicking out, I could fill the information of my order."

Once she moves to the menu screen, she seems to enjoy her experience more. It appears to be easier for her to navigate."

"To have your previous order right there and then in the home screen highlights your order a little bit, and I think that's fine. It just needs a little sharpening in my opinion."

"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 that's convenient."

Very observant of every feature. Goes in order trying out and testing everything.

Placing Another Pizza order?



When selecting a pizza, "It was pretty easy, it was pretty straight forward. Nothing really I could think out loud."

"I could do that, yeah. (When asked how comfortable he would be with ordering two or more pizzas.)"

When asked comfort level of placing an order of two or more pizzas "I would feel a little more comfortable. I would start by exiting out of my cart and going to the main screen."

Thinks it would be easy to customize a pizza on the app.

Satisfied with the contents on the customization pizza page.

Fairly easy, given that all the ingredients are put on there. At least on this page, I like everything. I like that you can customize each item on the pizza. I wouldn't remove anything.

"\$11.99 is this for the whole pizza?"

"I see that I am able to, kind of, change what crust that I like so, that's pretty nice."

"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."

Asked what steps he would take to order two or more pizzas, "And I can see if I can get some beverage as well as some snacks alongside the pizza."

"Yes it does look like I can easily customize my pizza because it walked me through like sauce, toppings, crust, that type of thing."

Clicked on the pizza in the second prompt instead of the first.

"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."

Asked if she could comfortably order two or more pizzas "I mean, I would feel comfortable, I would hit the back button to see if it will take me back to the previous page."

Stated she would feel comfortable customizing two or more pizzas.

When selecting a pizza, "It just a little hard without all the modules in front of me, but it's easy stuff. Dummy proof I should say."

Selecting the pizza

Took 1 minute and 15 seconds to select a pizza.

Took participant 1 minute and 8 seconds to select a pizza.

Took participants two minutes to open the app, and select a pizza.

Took 2 minutes to select a pizza.

Took 1 minute and 23 seconds for the participant to select a pizza.

Selects a pizza in a 1 minute and 29 seconds.

Took 16 seconds to checkout.

Tried to checkout for 36 seconds before giving up.

Took a 1 minute and 3 seconds to checkout.

Naturally scrolls down.

Participant stopped after she selected a pizza. She was unable to checkout, place an order, and find the "track progress" button. She was able to return to the homepage.

Easily checked out. Found the cart and intuitively clicked on it.

When checking out, "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."

After a few seconds he notices the cart in the corner.

"Checkout and stop? Where would checkout be? Oh, I see it's a cart."

Took 15 seconds for participant to checkout

Took 1 minute and 34 seconds to checkout.

Instinctively, scrolled to the bottom to see what the next step was.

"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."

He thinks the user flow to checkout could be improved.

"Because every other thing I interact with, is like that (when asked if he found it intuitive to click on the cart)."

A little confused on where to begin. Did not intuitively know how to checkout.

He is able to checkout by returning to the homepage and clicking the button "checkout."

Checkout Time

"My natural instinct would be scrolling down, all the way down to see if there is anything else I missed."

"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."

going back to me means you get place it. So what I could have done is added something on the cart screen, of like going to this screen that now where its prompting all the credit card

"I actually did not find it intuitive, because I did not even notice the cart."

"Well, at first it was confusing because I did not know where the checkout button was."

Did not notice the cart. Went back to the homepage and clicked on the 'checkout' button there.

Attempts to order two pizzas, Tries to click on the cart, but it does not take her to the next page. Button may be too small.

Selects another pizza (3rd pizza) and then adds it to the order. Tries to click on the cart again, this time it works.

She is taken to the cart. She tries to click on the 'checkout' button two times and is finally successful on the third try.

After clicking on the 'checkout' button three times, she is finally taken to the checkout screen.

Would have preferred the cart in the middle or way at the bottom.

Almost did not check out. Was close to giving up.

Found it confusing to check out at first. Had to look around to find checkout button.

She struggles to select buttons.

"If they see the word 'shopping cart' there then they will more likely click on it and they won't be as confused."

"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 it is a shopping cart."

"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."

"Did I have to place three orders or two orders? Because I think I clicked that three times."; "Am I ready to checkout?";

"In all honesty, I prefer if the cart option is maybe in the center, over here.";

"I like that I see the checkout button is here. So that's nice. I like it. It's on the top."

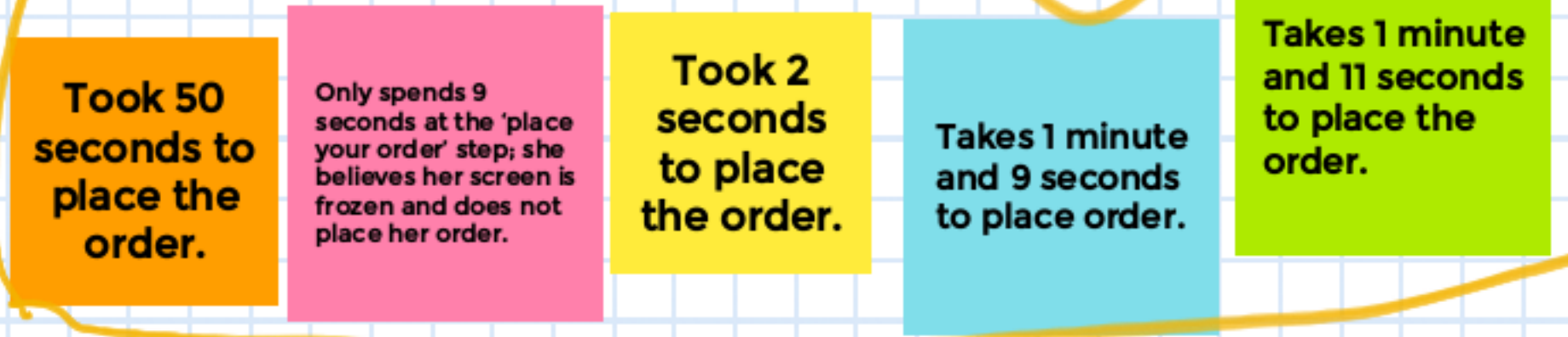
"Ok. So I clicked that (pizza) twice. Now I want to click on my cart but it's not taking me.";

When he clicks the cart, he does not successfully select the cart. Perhaps the button is too small.

Time 

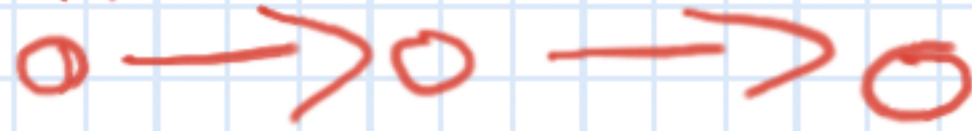
Placing the order →

Checkout/Confirmation page



Track progress

Process



⌚ Time

Took two minutes to push 'track progress' button.

Took 2 seconds to click on the 'Track the progress' button.

Took 10 seconds to find the 'track progress' button.

Started on the menu page for the "Click on the track progress button prompt," easily was able to checkout now that he was more familiar with platform. After playing around found the button.

Sounded impressed and interested while interacting with the track progress page.

Quickly found the "track the progress" button. Participant was on the correct page.

Found clicking on the 'track the progress' button easy, the step came intuitively. Found all three features on the 'track progress' page to be of benefit.

She's discourage to try finding the "track your progress" button. She does not try. Thinks her screen is frozen.

Looks around for 8 seconds for the "Track progress button."

Took 0 seconds to click on the 'Track Progress' button. He was already on the 'Track Progress' screen. Clicked on it in the previous step: place the order.

"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."

On the 'Track Progress' page, does not naturally scroll down, has to be asked to scroll down.

Did not naturally keep scrolling down. Would have missed the 'delivered' section with the picture. Participant was asked to scroll down.

When finding the 'track progress' button, "That was fairly intuitive."

"Umm... let's see, I don't see a "Track Progress" button."

Track progress



Liked the 'my driver' feature.

"I like that it had a map, which is good."

"I think the map would be really interesting to follow and see where the driver is."

"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."

Enjoyed the map feature.

"The tracking system is definitely engrained in my mind now. The pizza wheel, I loved it!";

When placing an order, "You could track it also, is... kinda ok. Most apps do that now too."

"I like the pizza...showing the progression of time...its not as exact like the map. Although it say 'delivered' and 'out for delivery', you can never know when its going to arrive."

Enjoyed the pizza tracker, the driver tracker, and pizza delivered picture at the very end.

Seemed to have enjoyed the app especially the pizza wheel.

"I can call or text them, oo... that's nice. Just like an Uber, like UberEats.";

"The one I would mostly use is the pizza icon to track what step the restaurant is as far as my order. "

"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."

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.

"Track Progress...second slide: My Driver...third part...delivered picture? Eliminate 2/3 of it ... put a button tab where theres a dropdown, instead of it being all here."

"If I wasn't home, this bottom feature would be really beneficial too, to see that my pizza was delivered."

Participant did not care much for the delivered pizza feature and pizza progress tracker,

"Well, I don't really care much if they take a picture of my pizza or not as long as they deliver it."

"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."

At the 'Track Progress' screen did not feel the call and text buttons were necessary.

Returning to the Homepage

② Time Frame

Return to homepage, Prompt 5: 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.

So now I'm back on the homepage. 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.

When returning to the homepage after placing the order and at the 'Track progress' screen, "It was pretty fast, to be honest. I kinda knew where to go."

When returning to the homepage, "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."

Very easy for participant to return to the homepage from the 'Track progress' page.

When returning to the homepage, "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."

Surprises it works. She is able to return to the homepage. *Laughs*

When returning to the homepage, "Ok, let's see. Oh. Ok, I did it."

When returning to the homepage, "That was easy."

Confused, did not know where to go at first to go back to the homepage.

Had to do trial and error to find the homepage.

" 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."

Thought getting back to the homepage was too tedious. Would prefer to just click one button to get back to the homepage instead of two.

Took 5 seconds to return to homepage.

Took 25 seconds to return to the homepage from the 'Track progress' page.

Returned to the homepage in 2 seconds.

Took 3 seconds to return to the homepage.

Took participant 13 seconds to return back to the homepage.

Overall thoughts:

"It just has pictures, and I like the writing too."

Would like to see more writing compliment the pictures.

Thought it was simple.

"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."

Participant only had positive feedback to share. Thought most things were simple and easy to use.

" I think, everything is pretty simple. It was easy to use."

Sounded to have had a positive experience during the study.

Overall believes app is too crowded and needs fine tuning / sharpening.

Needs to be more simple and not include too many options.

Participant seems to find app too busy,