Welcome
TO OUR USABILITY SESSION DETAILS REPORTING.

UX DESIGNER

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CLASS

60104 Usability I
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GOAL

Creating the best online pizza ordering
experience using papajohn.com

Papa John's pizza serves as a pizza franchise company.
It runs the third largest take-out and pizza delivery
restaurant chain in the United States.

The usability engineers conducted a summative
(qualitative) usability test using the live version of
papajohns.com located on the test administrator's
laptop. By using a variety of different softwares, the
laptop captured the participant's face, comments and
navigation choices.

The test administrator was present in the testing room.
The session captured each participant's navigational
choices, tasks completion rates, comments, overall
satisfaction, questions and feedback.

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OVERVIEW
The usability team conducted an on-site usability test at a variety of test locations during the week of June 11th - 17th, 2018. The purpose of the test was to assess the usability of the web interface design, ordering experience, and information flow.

RESEARCH METHOD
Four user participants conducted a usability test. Typically, a total of 5-7 (7 in case we have to dismiss a participant) are involved in a usability test to ensure stable results. Each individual session lasted approximately 12-18 minutes. Test scenarios were created to test based off of the starting concerns from Papa John's.

RECRUITMENT
By using the screener provided by Papa John's, our team recruited five participants through emails, Facebook, and Twitter to evaluate their web-based ordering site.

SUMMARY
This document contains the participant feedback, satisfactions, task completion rates, easy or difficult of completions, times on task, errors, and recommendations for improvements.

STARTING CONCERNS...

- Is it clear how to order pizza from the homepage and Google?
- Are the choices overwhelming to users?
- Should Papa John's have customers create an account or checkout as guest. Their preference is to create an account.
- How difficult is it to order combo pizzas?
- Is it difficult for new customers to use vs customers that have done this several times?
- Is it difficult for new customers to use vs customers that have done this several times?
- Do demographics come in to play?

KEY FINDINGS...

- Finding the website from Google and getting started has been very simple for the user.
- User's prefer the images used when looking at the options Papa John's provided. It made it clear and precise.
- User's do not want to be hounded with constant advertisements and deals and do not want their information on a website. Most prefer to checkout as a guest.
- Finding a location to add the user's address without creating an account is difficult.
- When customizing orders, users had a difficult time locating the button to decide what half the ingredients should be on.
- Users had a difficult time doing a final review of their order.
- Users did not trust that their voice was being heard when filling out a form for a complaint

RECOMMENDATIONS...

Here are a few recommendations we have made to improve the user experience:

- Move the "half and half" pizza option to the right side of the page where the user is already making it's custom decision.
- Make it more clear where the user can add their email for your great deals versus starting an account.
- Add a description in the final stage of their order for the user to have one final review before they order.
- Add a solution to the users who would like to get to your customer service page in a more immediate fashion than filling out a form.
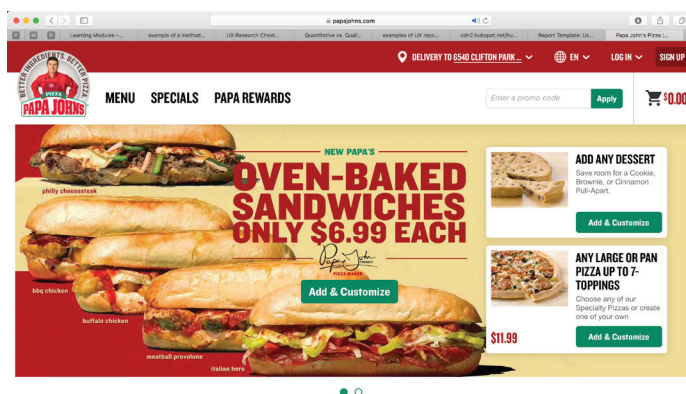
PAPAJOHNS.COM HOMEPAGE

METHODOLOGY
ASSESSMENT OF PAPAJOHNS.COM

QUALITATIVE

USABILITY TESTING

DETAILS : Qualitative data offers a direct assessment of the usability and the experience of the Papa John's website. Have have the ability to observe the participants struggles with specific UI elements and infer which aspects of the designs are problematic and which work well.

QUESTIONS ANSWERED:

Qualitative usability testing answers the "Why?"

GOALS:

Both formative and summative are the goals we are trying to accomplish. They are to be able to inform design decisions and to identify usability issues and find solutions for them.

OUTCOME:

The outcome is based on the findings of the researcher's impressions, interpretations, and prior knowledge.

METHODOLOGY:

We only need a few participants (4 in this study) to think aloud. This type of method also allows a flexible study condition that can be adjusted according to a team's needs.

SUMMARY
The test administrator contacted and recruited participants via, emails, Facebook, and Twitter. The test administrator sent e-mails to attendees informing them of the test logistics and requesting their availability and participation. Participants responded with an appropriate date and time.

Each individual sessions lasted approximately 12-18 minutes. During the session, the test administrator explained the test session and asked the participant to sign a consent form. The test administrator asked the participants to think out loud as much as possible during the session. The participants were given task scenarios and tried to order or find information on the website. After each task, the administrator asked the participant to talked about their experience and if they had any further comments.

The administrator started the sessions with pre-task questions to discover the knowledge the participant already has before beginning the test. Then, the administrator moved on two different Ice Breaker questions to discover the participants ability to move around a website. Lastly, the administrator moved on to the different tasks to discover the usability of the web interface design, ordering experience, and information flow.

In conclusion of the test, the test administrator asked the participant what their recommendations would be for improvement or any other additional thoughts or comments they may have.

PARTICIPANTS
Two male and two female participants ranging between the ages of 26-32 participated in the usability session. All have ordered pizza online before. Some participants have ordered from Papa John's website and learned and discovered new methods to get to the websites coupons and other offers. All participants were able to complete the session between the week of June 11th-17th.

EVALUATION
OF TASKS

TASKS

Task 1: Test participants were asked a warm-up task for the test administrator to discover his or her knowledge of a website interface.
 •Launch the web browser and go to the Google homepage, and then search for pizza in the participants zip code.

Task 2: Starting from the papajohns.com homepage. The administrator asked the participant to imagine that the people they are with are big fans of Papa John's and that is where they will be ordering pizza. They need to complete the following tasks:
 •Order a mushroom and pepperoni pizza
 •Order a half onion and half sausage with light sauce
 •Order a specialty pizza, for some variety

Task 3: For the second task, the test administrator asked to have the participant sign up for deals and coupons but not to register. The participant wants to give Papa John's their email but not anymore information.
 •How would they do that

Task 4: Lastly, the final task, the test administrator told that participant that the pizza that arrived was terrible and their experience with the rude driver created you to want to complain to the corporate office.
 •How would they do that

RESULTS

3 out of the 4 participants (75%) successfully completed the first task. The participant that did not completed didn't look for pizza's in her area, she directly went to the Papa John's website.

All participants (100%) successfully completed ordering 3 different varieties of customized pizzas. However, 2 out of the 4 (50%) had difficulty locating the half and half button on the type right page of the web browser.

2 out of the 4 participants (50%) successfully completed the third task. They did not find the task easily.

4 out of 4 (100%) successfully completed task four but 3 out of the 4 were not confident that their voices were going to be heard quick enough or at all. In fact, one user stated that "I feel like that (his comment) would go in a black hole & never come back from it."

Participant	Task 1	Task 2	Task 3	Task 4
1	-	✓	-	✓
2	✓	✓	✓	✓
3	✓	✓	-	✓
4	✓	✓	✓	✓
Success	3/4	4/4	2/4	4/4
Completion Rate	75%	100%	50%	100%

EVALUATION
OF TASKS

TASK 1 (75%): Participants agreed that by entering pizza and the zip code into Google search, they were able to find what they need. Many searched for their favorite pizza places and found it within seconds. No adjustments needed. The participant that did not complete this task didn't search for the pizza's, she knew what pizza she wanted.

TASK 2 (100%): Participants agreed that completing each of the tasks (ordering 3 customized pizza) is super simple to do. The imagery helped them find the product the needed in order to complete the tasks. 2 out of the 4 had difficulty finding the half and half options. The recommendation is to move that UI element to the right side of the page where you have trained the user to make his or hers custom decisions.

2 out of the 4 participants had a difficult time reviewing their orders. The other 2 participants did not attempt to review their orders. The recommendation is to add a description of the ingredients under the name of the pizza.

TASK 3 (50%): Participants had a hard time finding the location to add their email without adding more information. All of the participants clicked on the Papa Rewards options in searching for the location. The recommendation is add talk about adding your email only in the Papa Rewards page. Receiving emails with coupons and additional information is viewed as a reward.

Another recommendation is to add this option during checkout. Participant number 4 at 8:54 stated, 'If i wanted to sign up for deals, it usually just asks me when I check out."

TASK 4 (100%): Participants agreed that it was easy to find the location of where to make a complaint but many did not feel that the form was good enough to resolve their anger. A form doe not feel immediate and could get lost in the process. The recommendation is to create a "for immediate service" option and explain how quickly (or the realistic time your company is able to address their comment) their complaint will be heard.
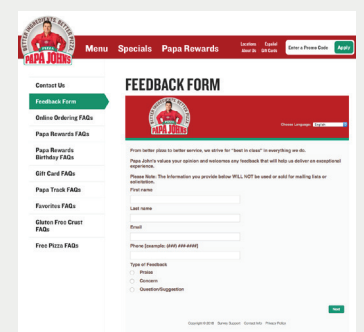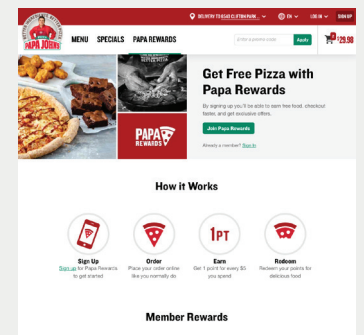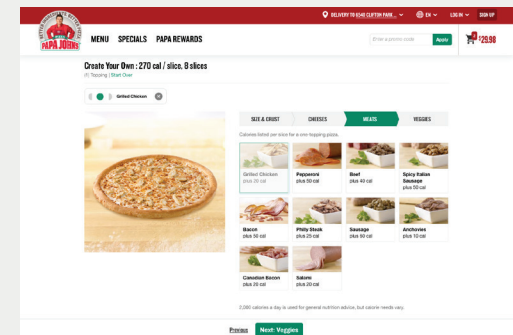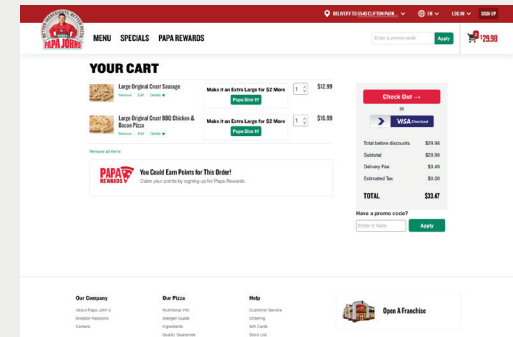
CONCULSION &
FOLLOW-UP QUESTIONS

CONCLUSION: Most of the participants found papajohns.com to be well-organized, comprehensive, clean and uncluttered, very useful, and it was easy to use. Having a centralized site to find key information allows users to continue to return. Implementing the recommendations and continuing to work with users will ensure a continue user-centered website.

FOLLOW-UP QUESTIONS:

1. Will you participate in further research sessions?
2. Now that you have had time to breath and think about your session, is their any additional information you would like to share?
3. If you have used this site before, have you had any frustrations locating information or completing an order?
4. Can you rank this website from 1 (Never come back) to 10 (Flawless experience)?
5. If you don't want to use the website to contact corporate, how else would you do it?
6. Do you have any additional information or concerns?

RESOURCES:

PARTICIPANT 1: https://video.kent.edu/media/60104+Session+Recording/1_wj0fd070

PARTICIPANT 2: https://video.kent.edu/media/Usability+Test/1_t3xoag3i

PARTICIPANT 3: https://video.kent.edu/media/60104+Session+Recording_TamaraBuran/0_b54sxiro

PARTCIPANT 4: https://video.kent.edu/media/60104+Session+Recording/1_exi2f61k