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Final Report Assignment

Usability Test Report for PapaJohns.com

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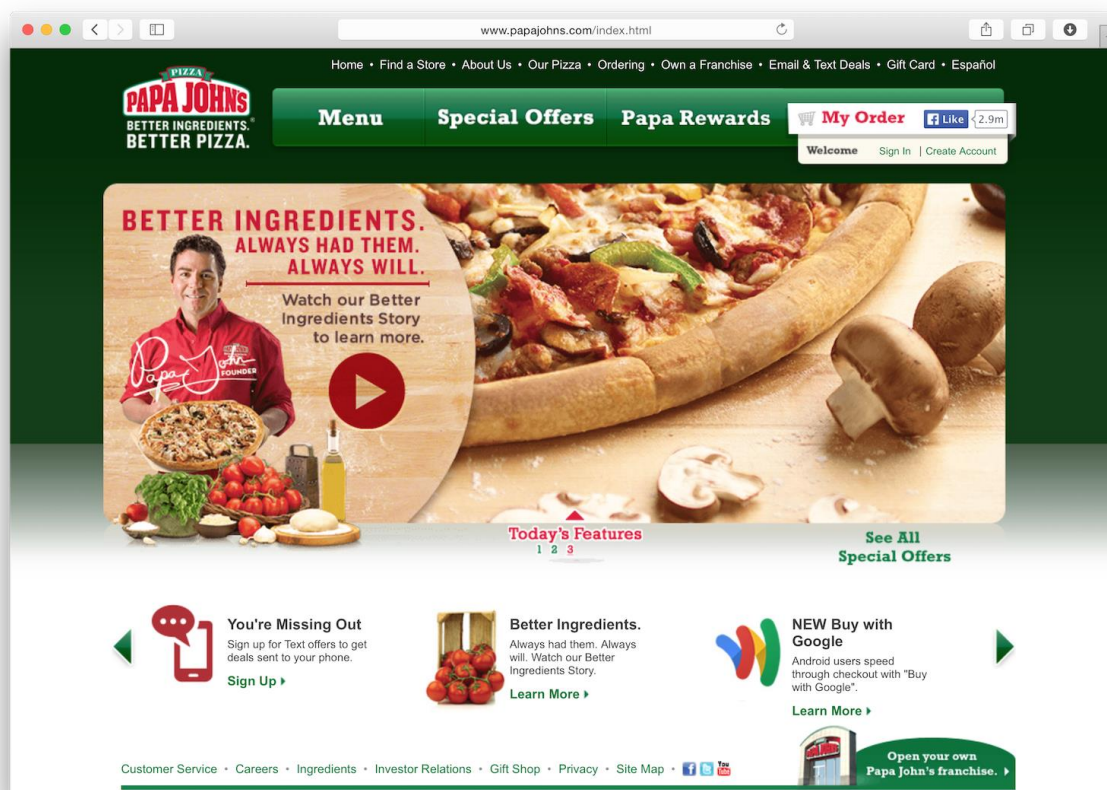
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Methodology

Users were given a list of precompiled tasks and asked to complete them without any guidance. Their experiences in performing those tasks were documented on video via screen capture.

Website being Assessed

The website being assessed was www.PapaJohns.com.



Participant Information

The following is a list of the participants involved in this usability test and some brief bits of relevant information about them:

- **Ben (interviewed by KSG)**
 - Young
 - Very familiar with the web in general
 - Has ordered pizza online before
 - Has used the site in the past

- **Amanda (interviewed by KB)**
 - Young
 - Moderately familiar with the web in general
 - Has ordered pizza online before
 - Has used the site in the past

- **Tawanna (interviewed by DH)**
 - Older
 - Moderately familiar with the web in general
 - Has ordered pizza online before
 - Has not used the site in the past

List of Tasks

1. Create an order consisting of three different types of pizzas.
2. Sign up for special deals and offers without registering an account.
3. Submit customer feedback to corporate office regarding an issue with the order.

Executive Summary

After evaluating the site with participants exhibiting three levels of web experience, the following issues have been identified:

1. No clear call to action from the home page causes users not to know where to begin ordering
2. Technical problems with the pizza-builder interface prevent users from successfully completing certain pizza configurations
3. Lack of visual distinction between action buttons cause users to take actions they may not be ready for

Analysis of:

Task 1

Two of three participants had some degree of difficulty completing this task successfully. One could not figure out where to begin. The other had to abandon the enhanced pizza-builder interface altogether after a visibility problem prevented successful completion of the task.

However, once the two participants were able to figure a way around the problems, they were able to complete the tasks.

Task 2

Every participant seemed to be able to be able to complete this task easily.

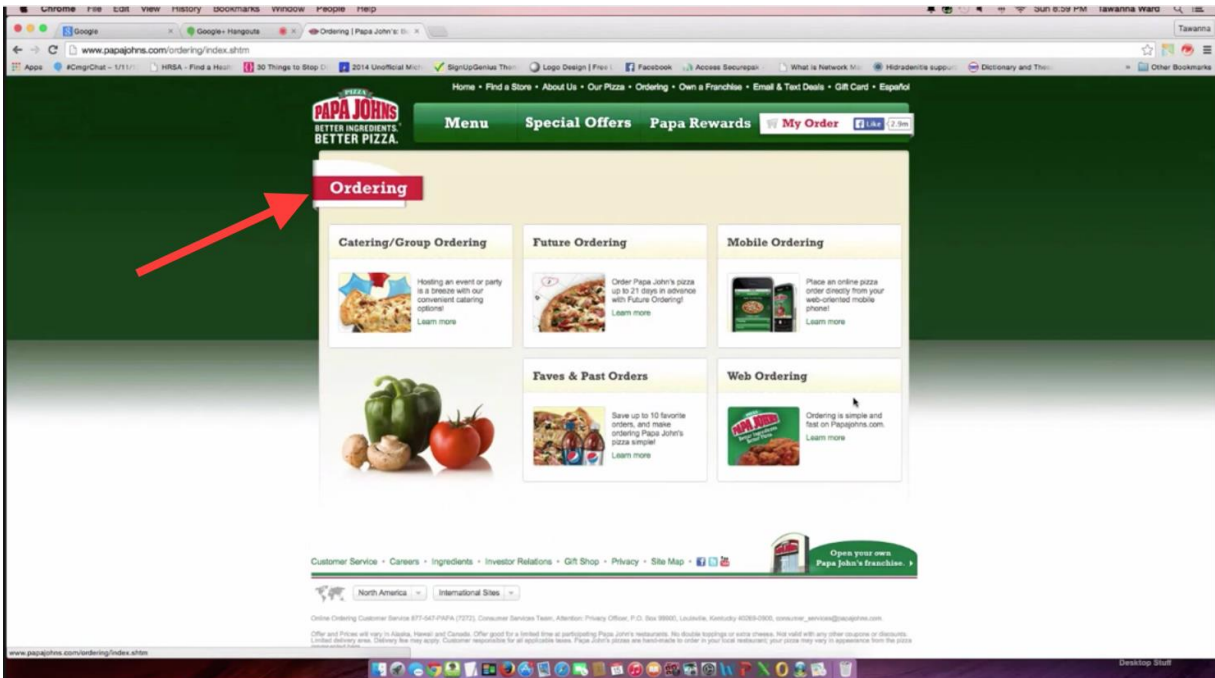
Task 3

Every participant seemed to be able to be able to complete this task easily.

Synopsis of findings

Not a clear enough call to action

Younger participants were able to quickly move into the ordering process as it is likely they knew from prior experience with other food ordering websites that they should begin from the menu. However, Tawanna (an older participant) had trouble getting started. She clicked around on several items on the homepage, stumbling upon what looked like a marketer's brochure about Papa John's' business model before finding the actual ordering form.



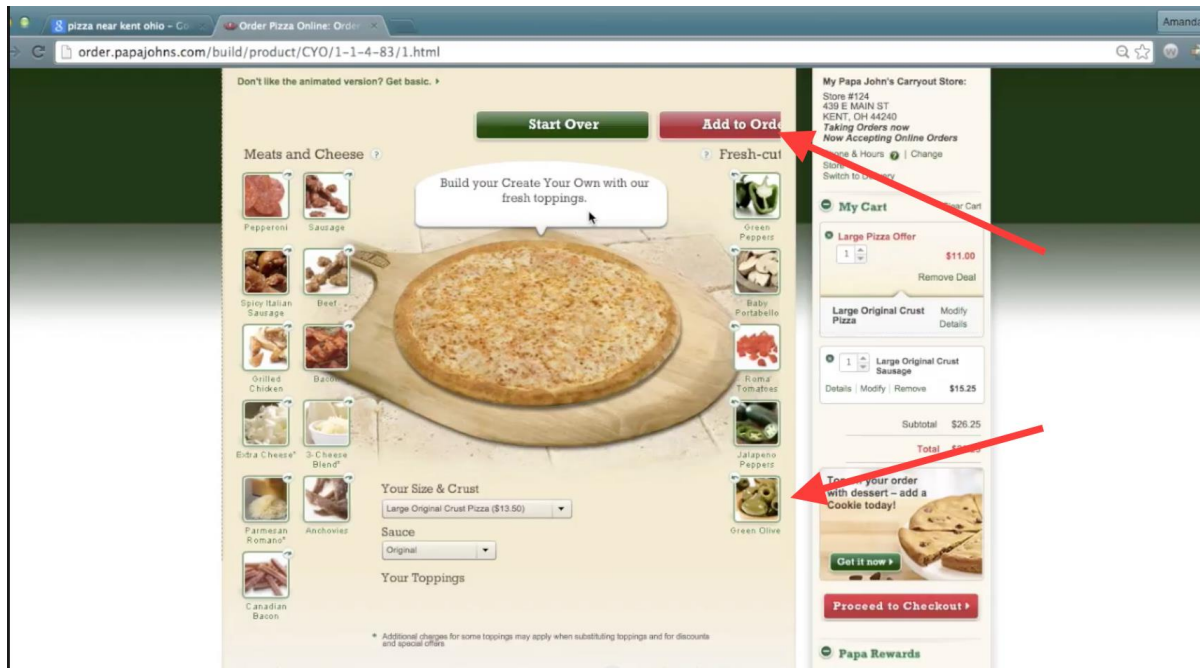
Occurs at 11:15

When asked what her expectations were for the site, she shared the following:

"My expectation was that there would be an immediate button to begin the ordering process... I didn't see that without looking around a little bit"

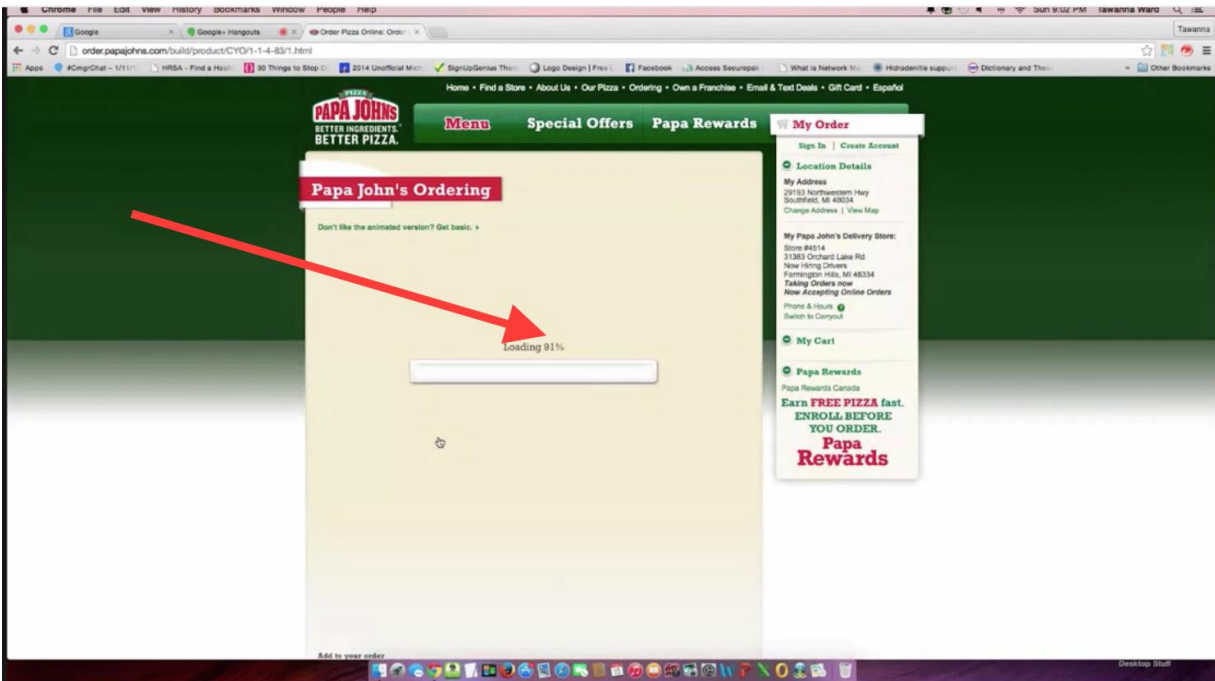
There were some technical problems

Amanda encountered a pizza builder issue where the toppings list was cut off on the right side:



Occurs at 7:29

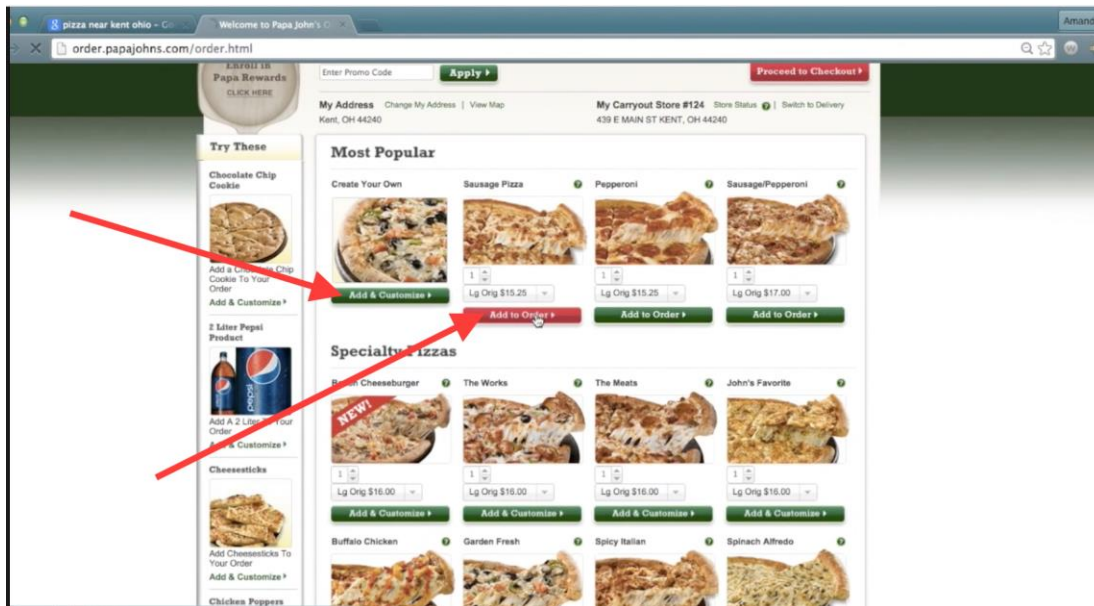
Tawanna encountered a stalled initialization of the pizza builder Flash interface—the page displayed the loading indicator, which stopped at 91% for nearly 45 seconds. It never completes and she ultimately has to back out of the page (which prompts her not to go) and try returning to it:



Occurs from 14:15 - 15:00

Not enough visual differentiation between action buttons

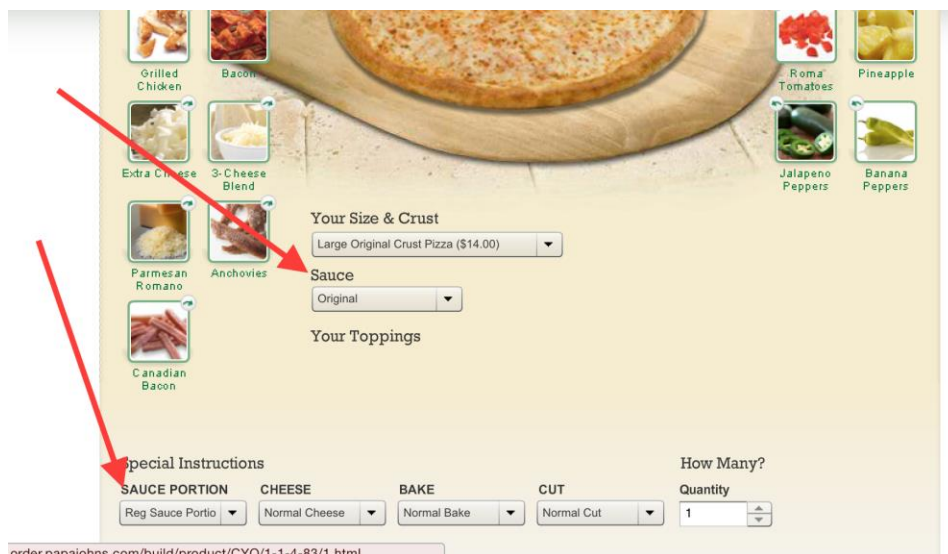
Amanda was confused by the *Add to Order* and *Add & Customize* buttons underneath menu items. The two buttons are identical in appearance and the text written on each is relatively small and inconspicuous compared to the rest of the visual elements on the page. She thought that clicking on the button beneath a menu item would bring up the pizza builder so she could customize that pie:



Occurs at 6:50

Two places on the pizza builder ask about sauce

Tawanna encountered a problem identifying where to select a sauce customization. However, this may have been due to a misunderstanding of the task as requiring "white sauce" versus "light sauce".



Occurs from 18:00 - 18:55

Follow-up Research Questions

What caused the technical problem in Amanda's test where the toppings menu was cut off?

What caused the technical problem in Tawanna's test when the pizza builder stopped loading?

We should test the sauce selection more to confirm whether there is or is not a problem with having sauce in two places.