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Usability Test Plan

Overview

The goal of this round of prototype testing is primarily two-fold. First, because we think Appetize offers a new kind of service and a solution to the problem that exists in current food delivery services, we want to learn how valuable the new service would be to the customers. Second, we'd like to discover and fix any usability issues in the process of ordering food for delivery as someone new to Appetize.

Each team member will conduct three testing sessions with participants recruited from the target audience - ranging from someone who's in college to young professionals. Thanks to the wide range of the target audience, approximately from 18 to 35 years of age, finding participants shouldn't be any problem. Friends and family are good candidates, but we would like to recruit participants from all across our network to avoid biased opinions.

Each team member will conduct separate testing sessions and therefore must play the roles of both facilitator and observer. We may choose to use recording devices at our own discretion with the participants consent but is not required. We will use the modified script from Steve Krug (<http://www.sensible.com/downloads-rsme.html>) and take notes of observation to discuss our findings.

Script

My name is _____ and I will be the facilitator and observer for a usability evaluation that I would like to perform with you today. The evaluation is solely to see how easily someone can use the platform of a new application called Appetize to perform various tasks. This application is designed to allow you to easily choose a dish or restaurant based on your visual appetite. Additionally, it allows its users to discover delightful dishes and a quick delivery service of popular dishes from a selection of hand-picked restaurants.

The purpose of the evaluation is to find ways to improve the application's current version so it can best meet the user's needs in an efficient and effective way. So, the first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us. If you forget, I will remind you. I'll have a few follow-up questions as well after each task and after the whole usability evaluation.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.

I will be right by your side giving you specific task/s to perform and I will observe you as you attempt to carry them out. You can stop the evaluation at any time. The evaluation should take about 30- 45 minutes and the debriefing at the end another 10-15 minutes. The data we collect will be used for our team project in HCI 430. Only my team members and the instructor will see the data we gather. Do you have any questions or concerns before we begin?

[if yes] answer questions and proceed.

[if no] Great, thanks. Now I'm going to ask you to try doing some specific tasks. I'm going to read each one out loud and give you a printed copy.

Tasks

Imagine you are looking to try something new to eat in your city. You're not really sure what you want, so you open up Appetize to look for food visually. In order to get started, you want to let the app know your location.

You live in Lincoln Park, zip code 60614 and you feel like eating seafood and would be happy to find seafood chowder. Once you find what you're looking for, you'd like to learn more details about the dish and see reviews. You'll know you've completed the task once you see the dish details page.

For your next task, you would like to order the dish for delivery and complete the steps necessary to checkout with this credit card. You'll know your task has been completed when you see a success page. (Your credit card information is: 3786-2321-0578-9840
CCV: 648 exp: 05/2019)

Now that you've eaten your meal, you decide to rate and leave a review for it. You'll know your task has been completed when you submit the review and return to the current page.

Post tasks follow questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?
2. Did you see any labels that didn't make sense to you?
3. Did you feel that any actions were unnecessary to accomplish the task?
4. Were there any parts of the task that you enjoyed in particular?
5. Were there any steps that you found to be taxing or annoying?

Post-test follow up questions

1. What did you think of the App?
2. What feature did you like best in Appetize?
3. What did you like least about it?
4. If there is anything you would add or remove from the app, what would it be?
5. Would you use Appetize?
6. Would you recommend Appetize to others?

Closing statement

Thank you for your time and participation. Do you have any questions or additional comments that you would like to share with me?

[If yes] Answer questions and then proceed.

[If no] Great, well thank you again. Your feedback and recommendations are highly valued by our team.

Link to prototype used for testing

<http://ibn6vu.axshare.com/#c=2>

Test Findings

Participant #1

Test subject: Matthew

Age: 26

Gender: Male

Occupation: Attorney

Moderator: Vicky Moreira

Tested device: Desktop

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- He is new in town so he wants to learn about the good restaurants in town and try all the diverse food that Chicago has to offer.
- Eats out or orders delivery at least 5 meals per week.
- Enjoys different cuisines, in particular Chinese, Indian, Ecuadorian, and American.
- Open to new cuisines and expanding his food pallet.

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none"> ● He clicked on “apply filters” a couple of time, which does not work yet. ● After he created his account, he was briefly confused when the app took him back to search page instead of the cart page. ● He was a little unsure of whether he needed to label his review or if it would automatically be added to the reviews of the particular dish. 	<ul style="list-style-type: none"> ● The vibrant and good-quality pictures of the dishes. ● He liked the order confirmation/summary. ● The ability to change to pick up orders. ● The “refresh” update option. ● He liked the layout and breakdown of payment page (straightforward and clear.) ● Liked the automatic fill-in of delivery address. ● He liked that the site has pictures for each dish and it’s organized by the genre of food. ● The various options throughout the site that allowed him to change/edit his order. 	<ul style="list-style-type: none"> ● Tip– was not labeled as such and so the percentage options looked out of place. ● Tip and quantity of order did not increase.

Additional comments:

- Recommendations:
 - After hitting the submit review button, the page should scroll up to do so
 - The option to review multiple pictures of each dish and of the outside of the restaurant in case he decides to pick-up so he knows what to look for
 - He would like to be able to read all the reviews not just two reviews.
 - He would like to have a profile pic for my review.
 - Automatic storing of the payment information should be an option.
- He looked around the page to see if there are any other chowder options on the page.
- Create account page- the unit textbox, which is an optional field does not let the user proceed if it’s not filled in.

Participant #2

Test subject: Alexander

Age: 30 **Gender:** Male

Occupation: Coordinator of Data Management and External Relations

Moderator: Vicky Moreira

Tested device: Desktop

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- He is careful with the type of food he orders as he is allergic to various foods such as nuts and garlic.
- He eats out 3 meals per week at the minimum.
- He orders delivery at least twice per week.
- He has his favorite spots in town, but would like to try new restaurants.
- He cannot eat anything that he does not like so he is often hesitant to order new dishes at restaurants and have food and money go to waste.

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">● He expected to see the cart page instead of the browsing page after creating an account.● He didn't know where the review option was on the page as it was all the way at the bottom of the page. He expected it to be under the "History Order" tab.● Normally, he would just close out the page after placing order and not skim through that last page.	<ul style="list-style-type: none">● The site's color scheme and the big and colorful pictures. They are all very appetizing.● Payment section is straightforward and intuitive● It is a nice and easy to use website.● He likes the idea of having pictures to choose from rather than just from the name of the restaurant and menu items.● The big buttons that hints were exactly to click.	<ul style="list-style-type: none">● He doesn't think that the refresh button is necessary. Usually, those type of features update automatically.● He would have liked if he didn't have to hit tab to proceed to the next text field when entering the credit card number.● He doesn't think that a text filed for a subject line is necessary when submitting a review since it should automatically be

	<ul style="list-style-type: none"> ● That the site offers both pick-up and delivery option with an estimated time of readiness/arrival. ● That it has filters 	<p>linked to the dish he ordered.</p> <ul style="list-style-type: none"> ● That the filters do not work yet.
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Additional comments: (Outline the points in the test where they struggled)

- Aside from the previous suggestions, he thinks that the app is very streamline and straightforward.
- He already uses Yelp and Grubhub so he would definitely be open to using this site as well.

Participant #3

Test subject: Thelma

Age: 34

Gender: Female

Occupation: Business Administrator

Moderator: Vicky Moreira

Tested device: Desktop

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Orders delivery 3 times per week.
- Eats out 2 meals per week.
- She finds huge pleasure to try new restaurants and taste new dishes.
- She travels nationally and internationally often and one of her main motives is trying out new cuisines.
- Prefers more ordering online than calling up the restaurants.

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none"> ● She didn't know that the percentages under the checkout page were since it doesn't have a label. ● Didn't locate the review button at first. She didn't know that 	<ul style="list-style-type: none"> ● The visuals- they are pleasing to the eye. ● Site is pretty simple and easy to use. ● That the entered address is automatically saved. ● That both regular people and food 	<ul style="list-style-type: none"> ● The tip options do not have a label. ● It does not contain a cancel button to cancel order. ● The refresh button is not noticeable. It could be taken out to

<ul style="list-style-type: none"> ● she had to scroll down. ● She didn't notice the status or the refresh button. 	<p>experts write reviews of dishes/restaurants on the site.</p>	<p>show automatic updates.</p> <ul style="list-style-type: none"> ● The layout of the review page could be improved.
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Additional comments: (Outline the points in the test where they struggled)

- She would make the storing of the credit card an option (maybe through a check off box).
- She would add a label for the tip section and add "other" to the option list.
- She would add a label saying "check out your update below" along with an option to receive updates on the user's phone.
- She would add a different color for the background of the content on the review page and gray out more the rest of the page.

Participant # 4

Test subject: Phil

Age: 35

Gender: Male

Occupation: Hospitality

Moderator: Alison Bodigheimer

Tested device: iPad

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Works late shifts
- Gets food delivered at least once a week

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none"> • Keyboard on Tablet was really difficult to come up to enter texts • Did not notice Account Successfully created • After registration page, went back to browse page, not to cart – didn't understand why had to 	<ul style="list-style-type: none"> • Went right to enter zip code and hit browse • Liked nice images • Knew to find reviews because of the stars on description, but only because 	<ul style="list-style-type: none"> • Did not work well on iPad • Wanted to know if sign up for account was necessary • Add to cart button on detail page was too hidden

<p>add again</p> <ul style="list-style-type: none"> • Delivery page hit Submit button changed from Black to Orange but then no action • Could not finish test due to lack of functionality and time constraint. 		
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Additional comments:

- Biggest issue was lack of functionality on iPad (keyboard not pulling up easily, no follow through from Delivery address to Payment page)
- Need some indicator that there are more details available
- Could not finish task

Post-task follow up questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?

- 1) Nope
- 2) Create account did not go to cart page, went in a circle when clicked on detail section twice
- 3) Was not able to complete

2. Did you see any labels that didn't make sense to you?

- 1) No
- 2) Asked if he should hit submit, my presence may have made awkward
- 3) Couldn't finish task

3. Did you feel that any actions were unnecessary to accomplish the task?

- 1) No
- 2) Adding to cart twice
- 3) Couldn't finish task

4. Were there any parts of the task that you enjoyed in particular?

- 1) Nice images
- 2) Liked the delivery or pick up option
- 3) Couldn't finish task

5. Were there any steps that you found to be taxing or annoying?

- 1) No
- 2) Same as above, circling around add to cart page
- 3) Couldn't finish task

Post-test follow up questions

1. What did you think of the App?

Thinks it's a good idea, especially when it's cold

2. What feature did you like best in Appetize?

Images

3. What did you like least about it?

Frustrated with pulling up keyboard, made whole experience uncomfortable

4. If there is anything you would add or remove from the app, what would it be?

Wants to know what restaurants would be featured

5. Would you use Appetize?

If it worked better

6. Would you recommend Appetize to others?

I think so

Participant # 5

Test subject: Erika

Age: 37 **Gender:** Female

Occupation: Director of Entertainment Apps (& busy mother of two)

Moderator: Alison Bodigheimer

Tested device: iPad Air

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Mother of two
- Likes to eat healthy most of the time
- Needs a place that delivers to her area (Grubhub only has 1)

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">• Had trouble with the keyboard coming up• Created account and was sent back to browse page, had to add to cart again• Wanted to see all reviews, not just two shown	<ul style="list-style-type: none">• Great images for the food.• Good descriptions on food• Liked the status bar on the Order Summary page• Liked the Appetize logo• Was easy to follow	<ul style="list-style-type: none">• Not a great experience on the iPad• Not crazy about having to create account, would prefer guest checkout

Additional comments: (Outline the points in the test where they struggled)

- Would like to see map included when deciding between Pick up and Delivery

Post-task follow up questions

- 1. What was the most confusing part of the task? Were there any parts where you felt lost?**
 - 1) No
 - 2) The circling back to the browse page after adding to the cart
 - 3) Had some difficulty getting past the delivery address page
- 2. Did you see any labels that didn't make sense to you?**
 - 1) No
 - 2) Would have preferred the buttons to be red/orange before turning black
 - 3) Same as task 2
- 3. Did you feel that any actions were unnecessary to accomplish the task?**
 - 1) No
 - 2) Would prefer to create an account at the end than in the middle, or checkout as guest
 - 3) No
- 4. Were there any parts of the task that you enjoyed in particular?**
 - 1) The images were good, would like to see more for each dish
 - 2) Payment section is straightforward and intuitive
 - 3) No
- 5. Were there any steps that you found to be taxing or annoying?**
 - 1) No
 - 2) Really found the difficulty pulling up the keyboard the biggest issue
 - 3) No

Post-test follow up questions

- 1. What did you think of the App?**

A good concept of ordering food visually.
- 2. What feature did you like best in Appetize?**

The order status at the end, likes the idea of knowing when food will arrive.
- 3. What did you like least about it?**

Keyboard issue on tablet
- 4. If there is anything you would add or remove from the app, what would it be?**

App is easy enough to use with minimal steps to get to the end.
- 5. Would you use Appetize?**

If they delivered in my area, it would be nice. Currently Grubhub only has one restaurant that delivers here.
- 6. Would you recommend Appetize to others?**

Yes, I would.

Participant # 6

Test subject: DeAnna

Age: 29

Gender: Female

Occupation: HR Manager

Moderator: Alison Bodigheimer

Tested device: iPad

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Likes to eat out frequently
- Orders delivery a couple times a month
- Works long hours
- Likes to try new cuisines

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">• The tablet version had some issues with pulling up keyboard• Adding to cart in product details brings back to browsing page	<ul style="list-style-type: none">• Nice layout• Really great pictures• Thinks it's a nice concept – to order based on look of food• Likes the payment page• Likes the order summary	<ul style="list-style-type: none">• Didn't think the top labels added to flow of app• Rollover state makes yellow square look dark, would like to see another way to indicate more details

Additional comments: (Outline the points in the test where they struggled)

- Would like to see a perpetual shopping cart between devices (desktop to phone)
- Would like to filter options working
- Overall great app after kinks get worked out

Post-task follow up questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?

- 1) Nope
- 2) No
- 3) It was hard to get to the end after going around in a circle

2. Did you see any labels that didn't make sense to you?

- 1) No
- 2) At the top it says "Hi ," (should be showing name)
- 3) No

3. Did you feel that any actions were unnecessary to accomplish the task?

- 1) No
- 2) Adding to cart again
- 3) No
4. **Were there any parts of the task that you enjoyed in particular?**
 - 1) Overall likes App
 - 2) That is pretty simple and easy to use.
 - 3) Submit button was not working properly
5. **Were there any steps that you found to be taxing or annoying?**
 - 1) Keyboard coming up on tablet
 - 2) No
 - 3) No

Post-test follow up questions

1. **What did you think of the App?**
Nice app, would like to see it fully programmed
2. **What feature did you like best in Appetize?**
The images and personalization options
3. **What did you like least about it?**
The parts that didn't work correctly
4. **If there is anything you would add or remove from the app, what would it be?**
N/A
5. **Would you use Appetize?**
I think so, after the bugs are worked out
6. **Would you recommend Appetize to others?**
Most Likely

Participant #7

Test subject: PP07

Age: 24

Gender: Female

Occupation: IT Lab Assistant

Moderator: Leena Ansari

Tested device: Mobile

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Orders food for delivery often
- Feels like she eats at the same restaurants over and over- she wants to see what else is out there

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none"> • User tried to apply filters • After adding the dish to the cart from the dish details page and creating an account, the user was taken back to the browse page and thought she needed to add the dish to the cart again. Was confused when she had to create an account again and become frustrated. • User could not figure out how to get to the cart once she was taken back to the browse page on the mobile device. Kept clicking on hamburger menu and was frustrated that it didn't work (realized that only the dynamic panel is clickable and will take user to cart) • User had trouble filling out textboxes in mobile format • User accidentally gave the dish one star and was not able to change it 	<ul style="list-style-type: none"> • User liked the photos on the page • Enjoyed scrolling through all the photos to see what they looked like 	<ul style="list-style-type: none"> • Did not like that she could not access her cart easily- felt that she should be taken to the cart once she adds an item to the cart • Felt the interface looked a little plain/dull. Would change up the aesthetic

Additional comments:

Recommendations:

- Would be cool to just see a grid of pictures, doesn't need the quick facts right there. Would rather just tap it, see all the information, and be able to go back if she wanted to.
- Would like to be lead to a map if she clicks on the restaurant address
- Would like to be able to click on the restaurant name and be taken to their website
- Wanted to be able to see actual filters in front of her for easy clicking access. More likely to click around than actually search.

Post-task follow up questions

1. **What was the most confusing part of the task? Were there any parts where you felt lost?**

- 1) No, pretty straightforward.
 - 2) Felt very confused about how to proceed to cart. Went in rounds for a while. Would like the hamburger menu to work.
 - 3) No
- 2. Did you see any labels that didn't make sense to you?**
- 1) No
 - 2) No
 - 3) No
- 3. Did you feel that any actions were unnecessary to accomplish the task?**
- 1) No
 - 2) No
 - 3) No
- 4. Were there any parts of the task that you enjoyed in particular?**
- 1) Enjoyed scrolling through different types of dishes
 - 2) No
 - 3) No
- 5. Were there any steps that you found to be taxing or annoying?**
- 1) No
 - 2) Getting to the cart was annoying
 - 3) Wasn't able to change amount of stars in review

Post-test follow up questions

- 1. What did you think of the App?**
Likes the app. Feels that it's kind of like a yelp or grubhub but for specific dishes rather than restaurants.
- 2. What feature did you like best in Appetize?**
Like being able to go through the browse page and see the different types of food provided
- 3. What did you like least about it?**
Getting to the cart and that it feels sort of plain
- 4. If there is anything you would add or remove from the app, what would it be?**
Just to be able to click on the restaurant and be lead to their website or click on the restaurant address to see a map of where it is
- 5. Would you use Appetize?**
Yes.
- 6. Would you recommend Appetize to others?**
Right now, not really. But once the aesthetics are more developed, yes.

Participant #8

Test subject: PP08

Age: 20

Gender: Male

Occupation: Student

Moderator: Leena Ansari

Tested device: Mobile

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- Orders food for delivery often
- Looking for quick options for when he doesn't have time to make food at home

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">• User was very confused to go back to the browse page after adding the dish to the cart. Thought it was a mistake on our part. User was not able to find the checkout page and went from the browse page to adding the dish to the cart to creating an account and then continued to take the same steps in a loop.• Wasn't sure if the review page had loaded because he was confused that it was a transparent gray color.	<ul style="list-style-type: none">• Liked seeing the delivery/pick-up times available.• Liked having the option to choose his billing address the same as delivery address.	<ul style="list-style-type: none">• Did not like that he could see his password when creating his account.• Wanted to be able to enter the amount he'd like to tip instead of choosing from certain percentages.• Felt the tip should automatically calculate.• Felt the editing toolbar on the review page was unnecessary.• Feels that the stars on the review page should be yellow and not gray.

Additional comments:

Recommendations:

- User would like the review page to be all white and not transparent.
- User recommended having the delivery and pick-up times say "estimated" before them.
- User recommended having yellow stars on review page instead of gray.
- User thinks adding the dish to the cart should lead to the checkout page.

Post-task follow up questions

- 1. What was the most confusing part of the task? Were there any parts where you felt lost?**
 - 1) No
 - 2) When he made an account, he felt that he should be redirected to the checkout page instead of the home screen. He felt like it was a hassle that he had to create his account again after he just made one.
 - 3) No
- 2. Did you see any labels that didn't make sense to you?**
 - 1) No
 - 2) No
 - 3) No
- 3. Did you feel that any actions were unnecessary to accomplish the task?**
 - 1) No
 - 2) He wants to checkout as a guest; he doesn't want to create an account sometimes.
 - 3) He felt the formatting buttons were unnecessary and felt that no one would use them.
- 4. Were there any parts of the task that you enjoyed in particular?**
 - 1) Felt it was nice to see where the dish was from and its ingredients. He liked looking through the pictures, especially to be able to see what to expect when ordering something new.
 - 2) No
 - 3) No
- 5. Were there any steps that you found to be taxing or annoying?**
 - 1) No
 - 2) Creating an account and being redirected to the homepage was taxing. Especially when he had to go through the process again.
 - 3) Felt the review page was "annoying looking."

Post-test follow up questions

- 1. What did you think of the App?**

Think it's a pretty cool idea, but feels some kinks need to be worked out. Thinks people would try it out.
- 2. What feature did you like best in Appetize?**

Likes that he can search a dish and know what he's going to order from the picture. Like that he can see what a dish would look like at each restaurant and felt the review system was pretty cool.
- 3. What did you like least about it?**

Creating an account was annoying.
- 4. If there is anything you would add or remove from the app, what would it be?**

No
- 5. Would you use Appetize?**

It depends- he would probably use it more if he was new to an area or wanted to try something new. He feels that someone who's craving something or already knows exactly what they want wouldn't use it.
- 6. Would you recommend Appetize to others?**

Yes, he would tell his friends to check it out.

Participant #9

Test subject: PP09

Age: 26

Gender: Male

Occupation: Student

Moderator: Leena Ansari

Tested device: Mobile

Tasks: Use Appetize to order the best Clam Chowder in town for delivery. User is required to browse, add order to cart, create account, input payment and address information, and review the restaurant and/or dish after delivery.

Characteristics:

- New to his current town
- Would like a way to discover the restaurants in his area

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">• User was confused upon adding dish to cart and going to browse page. Clicked seafood chowder photo again and went into a loop. Expressed frustration.• He thought the message that flashed when he created an account was too quick and was confused that the app didn't already know he was signed in.• User couldn't tell if review was submitted.	<ul style="list-style-type: none">• Liked the photos in application.	<ul style="list-style-type: none">• Felt it was weird that he could see his password when he entered it.• Was annoyed at having to create an account.

Additional comments:

Recommendations:

- User recommended a confirmation page upon submitting the review.

Post-task follow up questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?

- 1) No
- 2) When he fell into the loop after signing in, he felt it was confusing. He felt the flashed message was too quick.
- 3) Was confused when he submitted the review and didn't know if it went through or not.

2. Did you see any labels that didn't make sense to you?

- 1) No
- 2) No
- 3) No

3. Did you feel that any actions were unnecessary to accomplish the task?

- 1) Entering location might have been unnecessary since it sometimes shows automatically.
- 2) Creating an account was tedious, but not exactly unnecessary.
- 3) No

4. Were there any parts of the task that you enjoyed in particular?

- 1) No, felt pretty neutral throughout task.
- 2) Colored buttons were neat to see
- 3) No, felt neutral through task

5. Were there any steps that you found to be taxing or annoying?

- 1) Might have been annoying to search for seafood chowder if it hadn't been the first option.
- 2) Entering all the account and address information was annoying.
- 3) Feels the subject area for the review page was unnecessary- he doesn't need to add a title.

Post-test follow up questions

1. What did you think of the App?

He likes it and thinks it feels similar to yelp. Mentioned that it seemed similar in functionality and felt pretty neutral about the whole experience.

2. What feature did you like best in Appetize?

Liked not having to sign in with Facebook and all the pictures on the browse page. Though the design was simple and clean.

3. What did you like least about it?

Entering all the information and registering.

4. If there is anything you would add or remove from the app, what would it be?

Would add more search criteria.

5. Would you use Appetize?

No, feels that yelp is stronger.

6. Would you recommend Appetize to others?

No, thinks that yelp is better.

Participant #10

Test subject: Gary

Age: 26 **Gender:** Male

Occupation: Student

Moderator: Andrew Hahn

Tested device: Desktop

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">● Gary saw the message in green (about checking out) then first looked for a way to checkout. Since he couldn't find the label he proceeded to click on the Cart button.	<ul style="list-style-type: none">● I like the colors.● I like the high quality photos.● Reading reviews are helpful.	<ul style="list-style-type: none">● I don't like the orange on 'Add to cart' button but that's my personal opinion.● While typing credit card information, he wished the input field would move automatically to the next box as he typed in the credit card numbers.

Post-tasks follow up questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?

- Nothing out of ordinary
- Why is there a 'Write a Review' on Food Detail page?
- What kind of food is paired together? would like to see that inform from food detail page

2. Did you see any labels that didn't make sense to you?

- NA

3. Did you feel that any actions were unnecessary to accomplish the task?

- Some services don't require membership
- Wouldn't have signed with Facebook

4. Were there any parts of the task that you enjoyed in particular?

- Enjoyed looking at pictures of food
- Enjoyed reading reviews (more diverse reviews might help, instead of all 5 star reviews)

5. Were there any steps that you found to be taxing or annoying?

- NA

Post-test follow up questions

1. What did you think of the App?

- It's good

2. What feature did you like best in Appetize?

- Add to cart overlay on picture is cool

3. What did you like least about it?

- Want to learn more about Appetize

4. If there is anything you would add or remove from the app, what would it be?

- N/A

5. Would you use Appetize?

- Yes, but it wasn't obvious at first what Appetize exactly is
- Images grabs Gary's attention right away from the start
- Would be nice to learn more about restaurants that serve the dish

6. Would you recommend Appetize to others?

- Yes

Participant #11

Test subject: Sunny

Age: 25

Gender: Female

Occupation: Retail

Moderator: Andrew Hahn

Tested device: Tablet

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">● If there were more photos of Chowder, than I would pick the one from the restaurant that I already know.● If I don't recognize any of the restaurants than I would base my selection on the number of reviews, how many stars it has, and how good the food looks in photo.	<ul style="list-style-type: none">● I really like the high-quality photos. They're appetizing.	<ul style="list-style-type: none">● Even though there are 46 reviews I only see 2● What if I want to order more food from Bar Crudo?● How much is it? I don't see the price. I remember seeing it from Home page but not here (Food Detail).● I'm back to homepage after I create an account? I guess I'll click on Cart to check out.

		<ul style="list-style-type: none"> ● Why is there a Delivery Fee even before I select Pick-up or Delivery? ● I would like to see how much I just paid for the food (on Order Summary).
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Post-tasks follow up questions

1. **What was the most confusing part of the task? Were there any parts where you felt lost?**
 - Not lost but I often had to look for the info (like price)
 - When I created my account, I was back at homepage, I wanted to be at the Cart page.
2. **Did you see any labels that didn't make sense to you?**
 - NA
3. **Did you feel that any actions were unnecessary to accomplish the task?**
 - Having to go back to Cart after account creation
 - Credit card boxes were annoying to jump to
4. **Were there any parts of the task that you enjoyed in particular?**
 - No
5. **Were there any steps that you found to be taxing or annoying?**
 - Visa card page

Post-test follow up questions

1. **What did you think of the App?**
 - It's okay.
 - If I were to use it, I would want to see what else food the restaurant has.
2. **What feature did you like best in Appetize?**
 - The photos
 - Because they were good quality and made me want to eat them.
3. **What did you like least about it?**

NA
4. **If there is anything you would add or remove from the app, what would it be?**

I would like to see the number of reviews from Quick Facts
5. **Would you use Appetize?**

Maybe.
6. **Would you recommend Appetize to others?**

Yes.

Participant #12

Test subject: Conner

Age: 21 **Gender:** Male

Occupation: Student

Moderator: Andrew Hahn

Tested device: Mobile

Findings:

Challenges	Likes	Dislikes
<ul style="list-style-type: none">● The homepage and results page is not displaying in full screen.● I can't get to the cart page.● I can't click on the stars to rate the dish.	<ul style="list-style-type: none">● Really good quality images.	<ul style="list-style-type: none">● I can't read the reviews.● I don't see the price on Food Detail page.

Post-tasks follow questions

1. What was the most confusing part of the task? Were there any parts where you felt lost?

- Everything's pretty straightforward but I didn't like how the layout was messed up.
- I also couldn't get to the cart page.

2. Did you see any labels that didn't make sense to you?

NA

3. Did you feel that any actions were unnecessary to accomplish the task?

Having to go back to Cart after account creation

4. Were there any parts of the task that you enjoyed in particular?

No

5. Were there any steps that you found to be taxing or annoying?

Having to make an account.

Post-test follow up questions

1. What did you think of the App?

It's okay.

2. What feature did you like best in Appetize?

The photos

3. What did you like least about it?

N/A

4. If there is anything you would add or remove from the app, what would it be?

N/A

5. Would you use Appetize?

Maybe.

6. Would you recommend Appetize to others?

Yes.

Test Results & Analysis

The most prevalent issue that came up across our users was being lead back to the browse page after adding a dish to the cart. Most users expressed that they should land on the cart page once they hit "Add to cart". On the mobile and tablet devices, our users had a difficult time entering information in text fields (but this may be a software limitation). Lastly, on desktop, users had the most trouble with finding the "refresh" button at the bottom of the screen and not having a label to the tip options.

Below are other findings pertaining to specific devices and across all three devices.

General Flaws

- Users expected to see the cart page after creating an account. - AB, LA, VM, AH
- Users want a background color added to the review page dynamic panel. LA, VM
- Users expected to see all the reviews available and not just 2 reviews. AB, VM, AH
- Users want a price of dish on the detail page added. VM, LA, AH

- Users want to be able to see more food items from the same restaurant. AH
- Users did not like that there is a delivery fee even before they select a Pick-up or Delivery Page. VM, AH
- Users want to get an email or text message with their receipt and updates. VM, AH
- User want to the price paid for order on the Order Summary page.
- Users want the visibility time of the green activation successful bar extended. - AB, LA
- User couldn't tell if Review page was loaded. LA
- User felt subject line for Review page was unnecessary. LA, VM
- Users want an "add a profile picture" on the create page. (maybe)
- Users want to be able to checkout as guest. - AB, LA, AH
- User wanted another review panel on the review page thanking the user for review submission. LA, AH

Specific Device Flaws

- All: Users do not want to see tip on the checkout page. they would prefer if it properly labeled with and an "other" option after the delivery option is selected.
- Tablet- Users would prefer if the "add to cart" button is moved to the bottom of the dish description with color on detail page. - AB
- Tablet- Users would like to see a "more detail" or "+" link on the homescreen. - AB

- Tablet - Users would like to see the sizes of payment sections as the same size. -AB
- Tablet and Mobile- Users want to see the password hidden. LA
- Tablet and Mobile- Users want the cart label on browse page to have a [1] next to it. (maybe) - AB
- Desktop- Users would like a different page layout for the order summary where the status bar and review button are more noticeable. - AB, VM
- Mobile - Users can't go to checkout from food detail page. - AH

Next Steps for Improvement

- Lead users to cart/checkout page upon adding a dish to their cart.
- Add background color to review page rather than having it transparent.
- Add button that says "see more reviews" on dish details page.
- Once user has checked out, add dynamic panel to let them know that an email confirmation has been sent.
- Add name of dish on top of review page and add an "optional" hint text on the Review page.
- Remove delivery fee from checkout page, keep it on pages after they hit "Delivery" button.
- Extend visibility time of green activation bar on browse page.
- Add "Checkout as guest" button on page to create an account.
- Add panel after hitting "Submit" on review page to tell the user that their review was successfully submitted.