

Directed storytelling of an experience ordering food online

OVERVIEW

I interviewed three users:

User 1 - male, age 34 | User 2 - male, age 67 | User 3 - male, age 39

They had shared experiences ordering from restaurants that serve fast food, such as Dominos, Pizza Luce, Toppers Pizza, Chipotle, Subway, Five Guys Burgers, Yum! Kitchen and Bakery.

HIGH LEVEL RESULT

My user doesn't feel like cooking or doesn't have time to cook and wants the convenience of ordering food quickly.

Why they want to order food online

SHARED THEMES

All users said it was easier

- Don't have to stand in line because lines can be long (user 2)
- Don't have to deal with miscommunication if employees don't understand what you are saying (user 2)
- Can see all the choices/menu on the screen and don't have to ask somebody (users 1 and 3)

All users stated they didn't want to talk to anyone on the phone

- People can make errors with the order over the phone (user 1 and 3)
- User is in control through the whole process online (user 1)

Users 1 and 3 said because there was a delivery option available

DIFFERENCES

- User 2 felt it saved time to place the order online whereas user 1 felt ordering online versus in the restaurant could take the same amount of time, so he would just go directly to the restaurant instead and order
- User 1 would pick a place that provides delivery over having to drive to pick it up

How did they select the restaurant

SHARED THEMES

All users would do a Google search and look at customer reviews

- Look at the menus provided by Google (users 1 and 3)
- Look at ratings (user 2)
- Look at reviews of specific locations for a particular restaurant to select one you believe will complete your order correctly (user 2)
- Look at pictures provided by Google (user 3)

All users said location was an important factor, prefer it to be nearby

- Matters in how fast you want to get it if you're picking it up or having it delivered (user 3)

DIFFERENCES

- User 3 said he would bring up a search of restaurant options within a specified area and start clicking on options for more information
- User 2 said he would look up the restaurant he is interested in to see if they provide online ordering via website or an app, or check the Google Play Store to see if the restaurant provides an app
- User 1 stated he was willing to travel farther for better quality of food even if there was a different restaurant serving the same type of food at a closer location

How long did it take users to complete the order

All users said the process took between five and 10 minutes to complete. No one stated that it took too long

What they think about their online ordering experience

SHARED THEMES

POSITIVE EXPERIENCES

All users said the ordering process was simple, straightforward, and easy to use; orders were correct when picked up or received

- Pictures of food items were available so didn't have to think about it (user 3)
- Liked that you couldn't move to the next step without completing the step before it at Chipotle (user 3)
- Liked a small menu (all users)
- Liked when the process felt fast, don't want to spend a lot of time on order (user 2)

NEGATIVE EXPERIENCES

All users disliked it when there were too many options available

- Too many options and steps for constructing a pizza at Toppers, harder to look at on a small screen, which leads to a lot of scrolling (user 3)
- Too many choices can make the process tedious, don't want too many clicks (user 2)
- Not wanting to have to swipe through too many menus to make choice (user 2)
- Too many options with pictures can use up too much space on small screen, which leads to more scrolling (user 3)

All users disliked having to find the restaurant location to order from

- Asking you to enter your zip code and giving you a list of locations to select from and how far away they are or map of locations to select from (all users)
- May be more than one possible restaurant location within the zip code or in the same area (user 2)
- Would prefer the restaurant's application using the location of the device to provide them with the nearest location (all users)

What they think about their online ordering experience

DIFFERENCES

There was variety in what device users used to place food orders: desktop website, mobile website, mobile application, which affected their experience

- User 2 felt there wasn't any difference in the ordering experience between computer and phone, but user 2 used the mobile applications provided by the restaurants. He stated that mobile apps are specifically designed for something (meaning ordering food) and so won't have everything website has, though he called that the biggest hangup for mobile apps

Users 1 and 3 went to the mobile website, so they had different opinions about the computer vs. phone ordering experience:

- User 1 felt mobile websites can be clunky and dated (referring to Pizza Luce which does not have responsive website design). User 1 also stated that he would prefer to use a computer to look at the website of a restaurant he'd never visited before
- User 3 didn't like ordering on the phone as much because the screen was too small and components could feel cramped. Felt it was easier on desktop because screen is bigger and there is more real estate (space) for the website

OTHER FAVORABLE, SPECIFIC FEATURES

User 1 liked that Pizza Luce lets you track the status of your order (received order, making order, baking order, out of oven, out for delivery). Only downside is having to refresh page to see updated status. Would prefer to get text messages about status

User 2 liked that Five Guys lets you create favorites because then you don't have to go through the normal order process; it's faster

Affinity Diagram

Use device location
Fewer steps and clicks
Limited number of choices