

Flame Pizzeria mobile app prototype

Usability Test

Findings & Recommendations

Report

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Overview & Research Goals

This report describes the results from conducting usability tests on a mobile app prototype for a fictitious pizza place. The prototype allows users to order a pizza online from “Flame Pizzeria.”

User goal statement

My user is a busy adult who may not feel like cooking or have time to cook. They prefer to place a food order online because it's more accurate than talking to someone and want to do so quickly because they are not interested in a food experience but just want to eat.

Research goal

This usability test focused on the ease of use in placing an order for a pizza and the user flow of the mobile interface during that process.

Methodology

In-person usability tests were conducted with four participants who were smartphone users and had previous experience ordering food online. Procedures included tasks based on scenarios, post-task questions, and a debriefing interview. A “think aloud” protocol was used throughout the test.

Scenarios and tasks

Scenarios and tasks were aimed at seeing whether users could: 1) select a signature pizza and place an order for it, and 2) build a pizza and place an order for it.

- Scenario 1: Find a pizza option that you can quickly order while at work and have it ready to be picked up by dinnertime.
- Scenario 2: Find a pizza option that satisfies the requirements of you and your spouse and have it delivered to your house.

Methodology

Evaluation metrics

Time on task

- Did the user complete the task within the expected timeframe

Task completion rate

- Did the user complete the task

Critical/non-critical errors (Severity)

- Impact on user ability to complete the task

Error frequency

- How many participants experienced the problem

Debriefing interview questions

After both tasks were finished, debriefing questions were asked regarding overall impressions, satisfaction, and like or dislike of features.

Quantitative Findings

Time on task

Participants were able to complete both tasks within the time-on-task benchmarks of 3 minutes.

Task completion rate

3 of 4 participants had difficulty completing scenario 1 as each inadvertently skipped a step; 2 of the participants realized they had missed a step.

Scenario 2 had a higher completion rate at 75%, but 2 of 4 participants completed the task without using the build your pizza option. The participant who did not complete the task also missed a step.

Severity of errors and frequency

8 usability problems were identified, with 5 being classified as high and 3 as medium, but only 1 or 2 participants experienced each problem.

Post-task and satisfaction ratings

Participants rated the tasks easy and were highly satisfied with the prototype.

Qualitative Findings

Overall impressions

Participants used the following words and phrases to describe their experience with the prototype:

“Simple”, “Straightforward”, “Easy to navigate”, “I’d use it”, “It’s a good app”, “It’s easy”

LIKED FEATURES

Buttons at the bottom of the screens

“I liked the buttons at the bottom of the page. Once I got through everything, then cool, the button’s right there. I didn’t have to go back to the top.” (P1)

Location of address

“I like the address up here (top of page) so you don’t have to go fishing around.” (P2)

Navigation and content

- “Simple is best. When you get too many options, it gets confusing.” (P2)
- “It’s one step after another.” (P4)
- “Doesn’t have a lot of choices, it’s not overwhelming.” (P4)
- “It gives you the most pertinent information.” (P3)

NICE TO HAVES

Ability to remove toppings

“No way to remove items or details from a signature pizza. Having an already predesigned pizza is nice, it’s just sometimes people don’t like certain things.” (P3)

See pictures of pizzas before tapping

“Pictures up front would probably be better vs having to click on it (name of pizza). Because then you might get a better idea of what is on it by seeing it versus the name of it.” (P3)

Directions to pizza place

“It might be nice, if over the reviews, they had a directions tab.” (P2)

Order summary page of everything before submitting

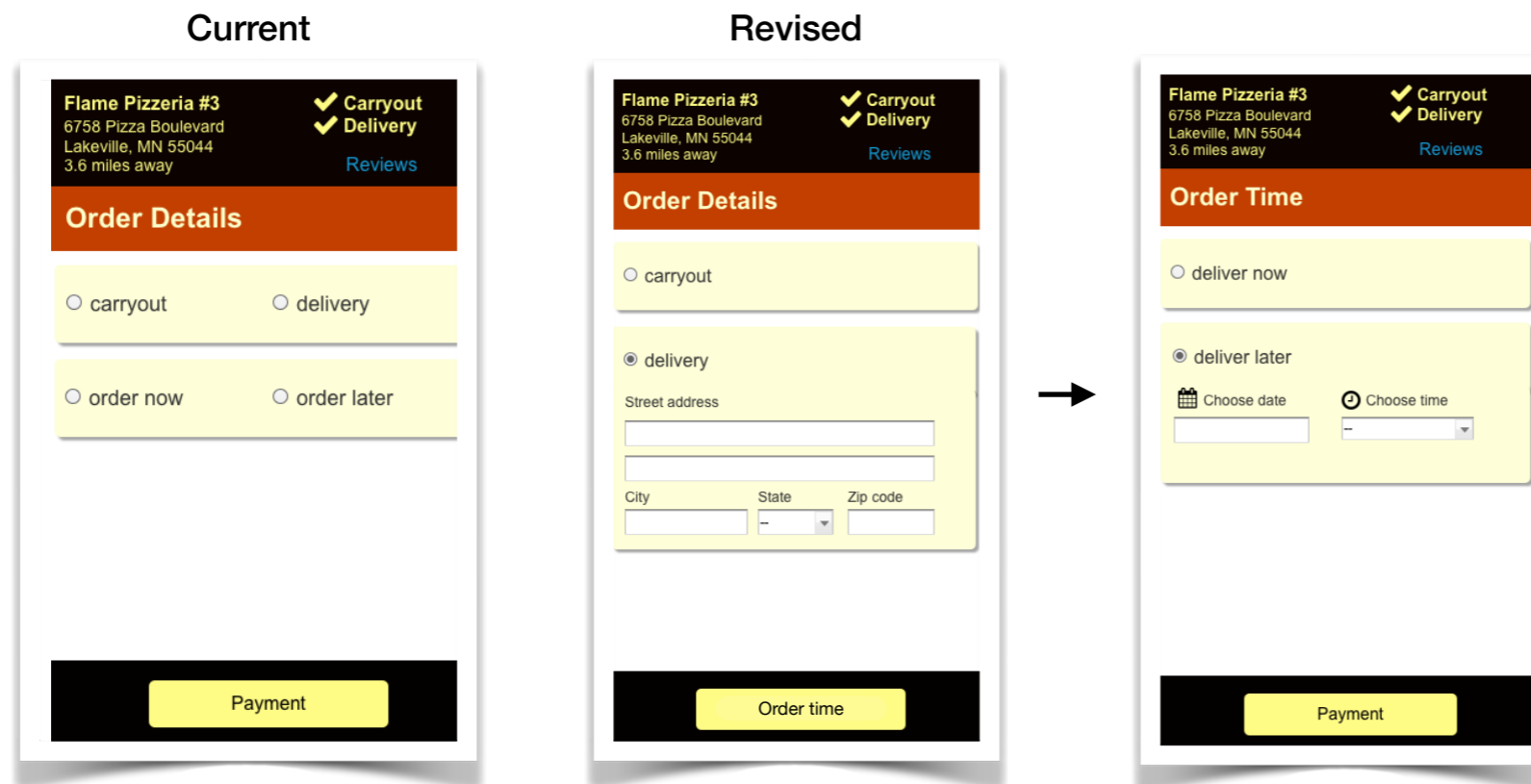
Recommendations

Participants skipped important steps in both scenarios because there were screens in the user flow that asked participants to complete two steps instead of one.

“When you’re going fast, you shouldn’t have two options on the same screen...go to the next thing otherwise you’ll skip something.” (P3)

Recommendation 1

Only place one step per screen, so create separate screens for carryout or delivery and order now or order later.



Then revise “order now” and “order later” language to reflect whether carryout or delivery was selected on previous screen.

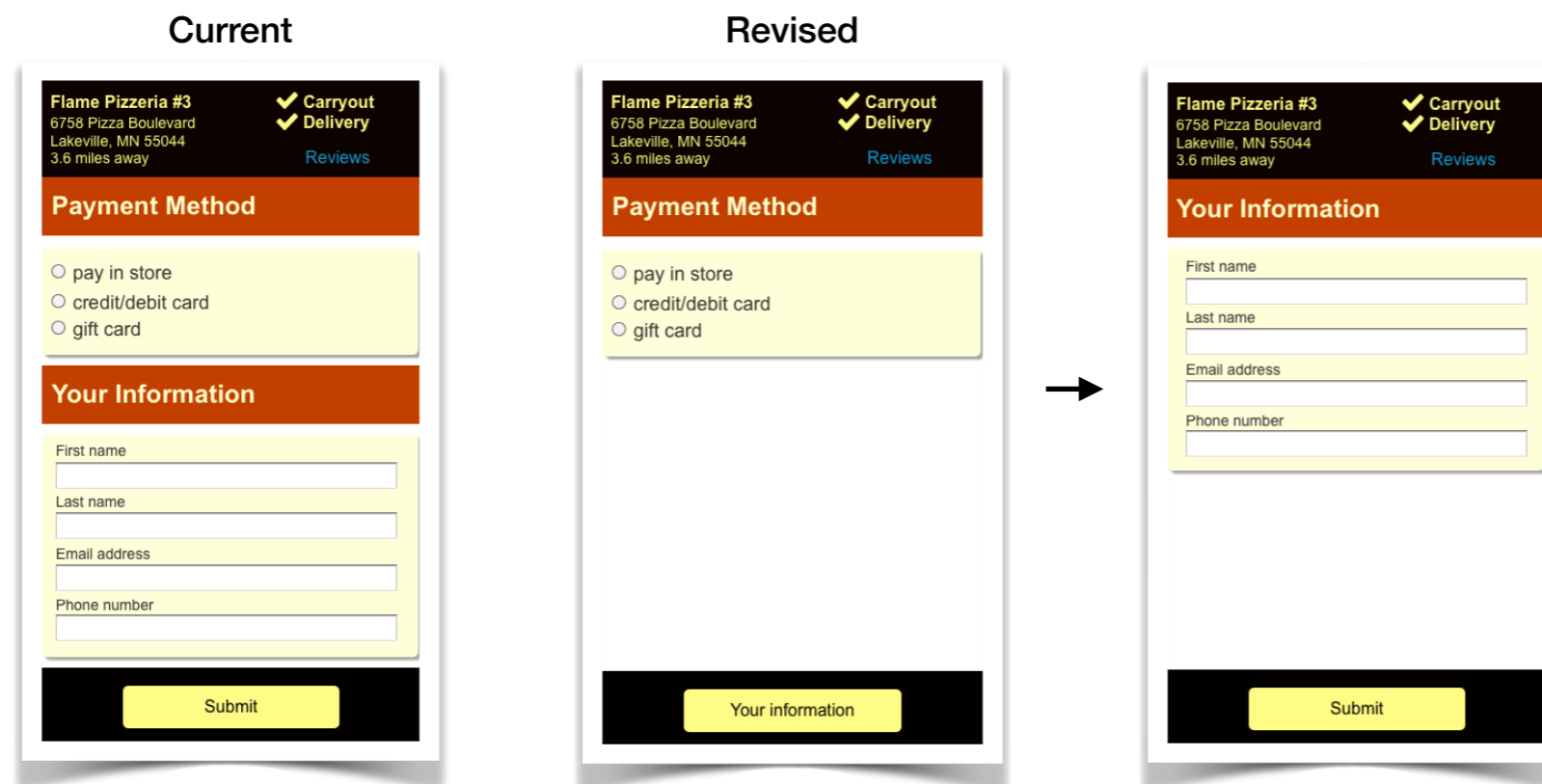
Recommendations

Participants skipped important steps in both scenarios because there were screens in the user flow that asked participants to complete two steps instead of one.

“When you’re going fast, you shouldn’t have two options on the same screen...go to the next thing otherwise you’ll skip something.” (P3)

Recommendation 2

Only place one step per screen, so create separate screens for payment method and your information.



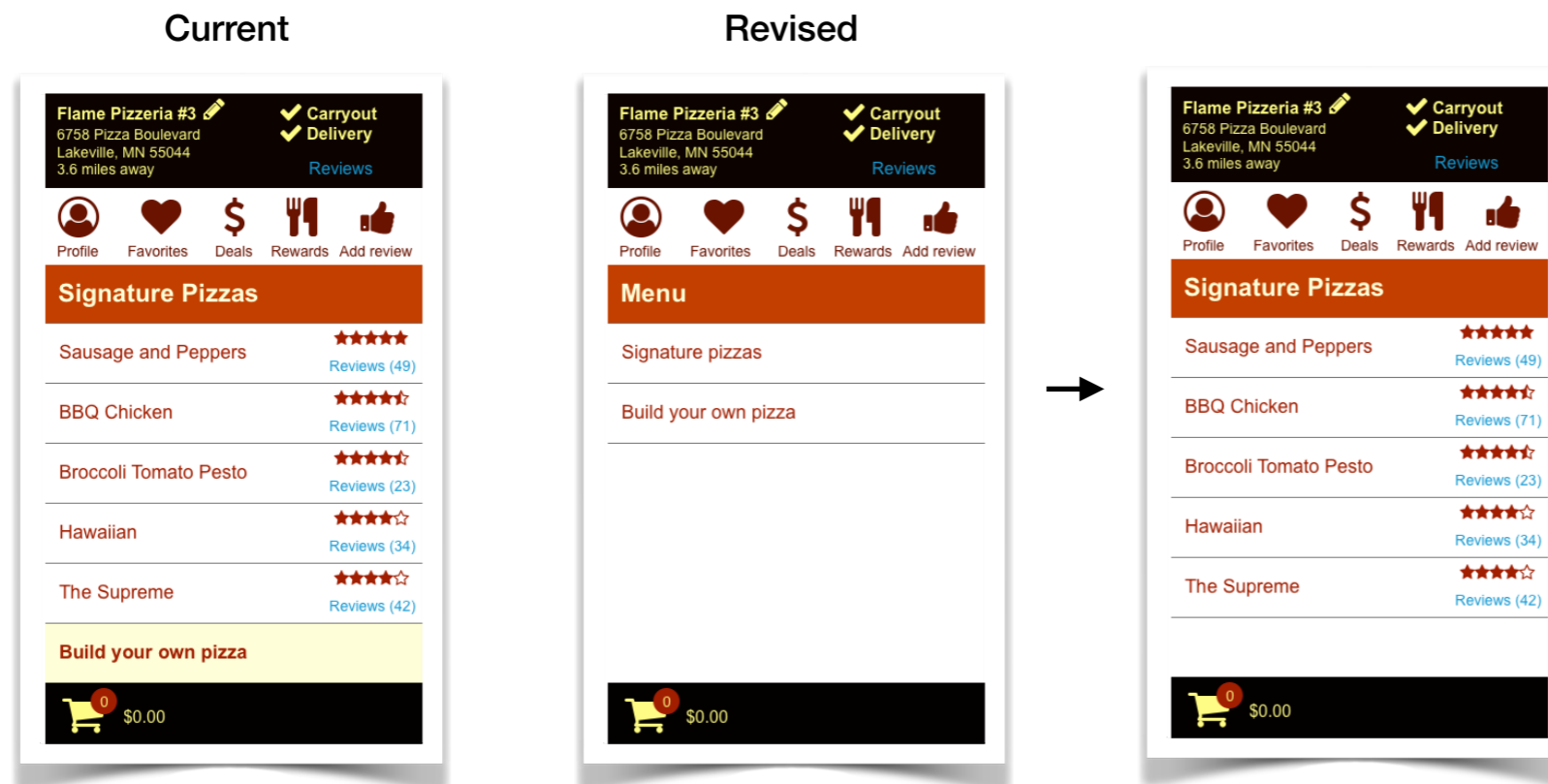
Recommendations

Two of the participants completed scenario 2 without using the build your pizza option.

“I didn’t know it was there (build pizza option). I think it was a little too buried. Maybe move it to the top or in bigger words. I think if there were two separate menus, you could choose which direction to go. I felt like I was only given those five options.” (P3)

Recommendation 3

Add a menu page that states the kinds of pizzas to choose from (signature pizzas and build our own pizza) to make the build pizza option more obvious.



Recommendations

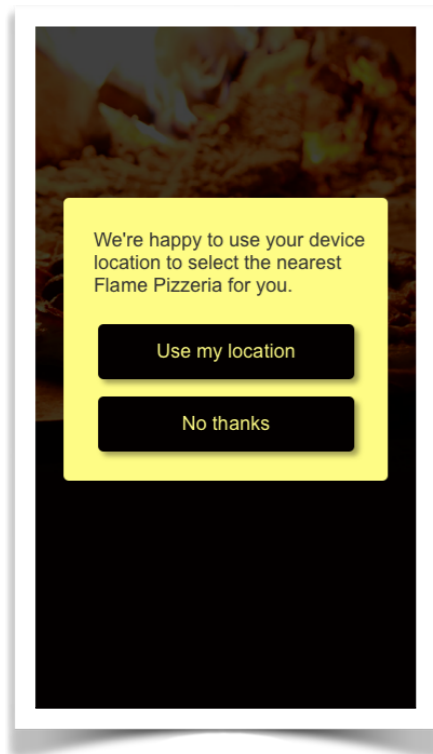
One participant had a different interpretation of what the copy on the buttons meant for enabling device location.

The participant thought "no thanks" would have him exit the app rather than saying no thanks to using device location and choosing location through zip code or city/state instead.

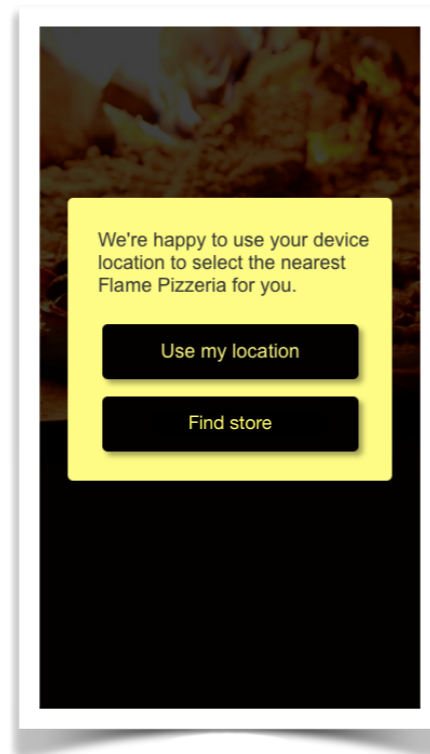
Recommendation 4

Revise language on “No thanks” button to “Find store.” This will clarify what users can expect to happen if they tap this button.

Current



Revised



Recommendations

Two of the participants wanted more ease of use in tapping the buttons on the signature pizza screens to make selections.

P1 found the radio buttons hard to push. P3 would prefer more space around the buttons even if it meant more scrolling.

One participant also wanted clarification about the size of the signature pizzas because number of slices wasn't helpful.

Recommendation 5

Button design should be considered when finalizing the interface of screens for something larger than radio buttons. Also include measurement information about the signature pizzas.