Screener and Tasks

For a PapaJohns.com usability study

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INTRODUCTION

The purpose of our usability study is to evaluate Papa John's web-based ordering site. The current version was put together on a tight schedule and company stakeholders suspect there are many aspects of it which could be improved.

Concerns:

Company stakeholders have expressed several concerns. However, these concerns are based on intuition and not on data.

Concerns include:

- If a user does a Google search for Papa John's and clicks to go the home page, it might be unclear what they need to do to order a pizza.
- When the user finally does get to the order page, the choices there may seem overwhelming.
- It's not clear whether the challenge to users to sign in or create an account before going to checkout is going to deter users from continuing. In other words, do users actually see the option to order as a guest? However, we also want people to create accounts, so how can that balance be achieved?
- We want to know how easy it is for customers to order combo pizzas (e.g., half pepperoni, half sausage).
- We do not know much about how the site works for customers who are new to the ordering process, versus customers who have used it many times.
- We also are not sure about how other demographic variables impact customers' experience using the site. For example, are older users more likely to have trouble than younger ones? What impact does frequency of computer or internet usage have on ordering success?

TEST OBJECTIVE

Based on the given concerns, we have established the following objective for our usability test:

> **We want to identify where in PapaJohns.com's food ordering process users encounter problems.**

TARGET AUDIENCE

The target audience is composed of people who order food online often. “Often” means they order food online multiple times a week. These are what we refer to as “advanced” users.

USER PROFILE

A member of this target audience should, ideally, meet the following criteria:

- Has above-average computer literacy
- Orders food online multiple times a week
- Has set up an account for an online food ordering service

SCREENER

BEGIN:

Introduce yourself and say: "I would like a couple minutes of your time to see if you would be an ideal candidate to participate in a usability study." *If they are interested, begin with the first question.*

***NOTE:* IF YOU MUST TERMINATE EARLY:**

"Thank you for your time, however, I do not believe you will be an ideal candidate to participate in our study. Have a nice day."

QUESTIONS:

1. About how much time do you spend using a computer each day?
(Provide the following options)

- Less than 10 minutes
- 10 minutes to an hour
- More than an hour each day *(ideal response)*

Rationale: We want to get a general idea of his or her computer literacy.

2. About how much time do you spend on the Internet each day?
(Provide the following options)

- Less than 10 minutes
- 10 minutes to an hour
- More than an hour each day *(ideal response)*

Rationale: We want to get a general idea of his or her Internet usage.

3. How often do you order food online?
(Provide the following options)

- Never *(if they never order food online, then they are not an ideal participant … terminate the interview)*
- Once a month *(not ideal … terminate the interview)*
- Once a week *(not ideal … terminate the interview)*
- 1-5 times a week *(ideal response)*
- More than 5 times a week *(ideal response)*

If they provide an ideal response, continue on to question 3 —
"OK, great. I have a few more questions to ask you."

Rationale: We are trying to understand the person's computer literacy in terms of food orders. In order to be considered an advanced user, he or she must order food online multiple times in a week. As you can see, this question can terminate the interview early so as to not waste time.

4. What device do you use most when placing online orders?
(Provide the following options)

- Smartphone
- Tablet
- Computer

Rationale: This let's us know what kind of platform we will want to use in a usability test with this user.

5. Do you have any accounts set up for ordering food online?
(Provide the following options)

- Yes *(ideal — if yes, have them name such accounts and record them)*
- No
- I don't know

Rationale: This let's us know if we are dealing with a person who has experience setting up and using an online food ordering account.

6. How often do you purchase pizza online?
(Provide the following options)

- Never
- Once a month
- Once a week
- More than once a week *(ideal)*

Rationale: We want to know if this person frequently buys pizza online. If they never do, that's OK. PapaJohns.com offers more than just pizza.

7. Have you ever ordered food online from Papa John's?
(Provide the following options)

- Yes
- No
- I don't know

Rationale: We want to know if this person is a new user for PapaJohns.com or a repeat user.

8. Please name another website from which you've ordered food.
(Allow for them to offer no answer to this question)

- _____ (Insert website name here)
- No answer

Rationale: We want to know the competitor sites from which a person may be ordering food.

9. For whom do you normally order food?
(Provide the following options)

- Self
- Family
- Coworkers
- Other _____ *(insert here)*

10. What is your age?
(Select the appropriate age range based on the response)

- Under 12 years old
- 12-17 years old
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75 years or older

Rationale: We're not sure if age will matter in the long term, but it is necessary to understand if there is a difference in user experience and usability based on a user's age.

TASKS

1.

Scenario: You are hungry and you want pizza as soon as possible, and you want it delivered to you.

TASK: **Go to the Papa John's homepage and order a small, one-topping pizza for delivery.**

Rationale: We need to observe how the user approaches starting a specific delivery from the Papa John's homepage to identify any usability and findability issues.

2.

Scenario: You are ordering a pizza for a group of people and you want it to be half mushroom and half pepperoni. You are already on Papa John's website.

TASK: **Order a large pizza with half pepperoni and half mushrooms.**

Rationale: We need to observe how the user approaches purchasing a combo pizza to identify any misunderstanding and confusion.

3.

Scenario: You are ordering pizza from Papa John's for your coworkers this week, and you know you will do it more than once. You want to set up an account to make the process easier for the next time.

TASK: **Sign up for an account and place your order.**

Rationale: We want to see how difficult it is to complete the account sign-up process and where users may become frustrated.

4.

Scenario: You have set up your order and you are ready to check out, but you have changed your mind and instead of picking up the order you now want it to be delivered.

TASK: **Change your order from pick-up to delivery and then check out.**

Rationale: We want to see how difficult it is to modify such a setting on an order.

Tasks continued on page 7 …

5.

Scenario: You are a loyal Papa John's customer and want to use the account information you have on file to order pizza for delivery.

TASK: Place an order for one small cheese pizza and one small sausage pizza. When you get to the payment section, sign in to the provided account to complete the payment and delivery details using the information on file.

Rationale: This task will provide a username and password so users can mimic signing in to an account. This will capture any challenges users have when they reach the checkout area, as finding out if the sign in option is difficult.

6.

Scenario: You are hungry, but you don't know what you want to eat. You are considering pizza, so you go to Papa John's website. You realize there are more options than pizza, so you browse the menu.

TASK: Browse the PapaJohns.com menu and order wings and bread sticks.

Rationale: Is it difficult to find the menu and browse it? We are trying to figure out if any of this is straightforward for the user and where he or she will encounter problems.

7.

Scenario: You are hungry, but you don't know what you want to eat. You are considering pizza, so you go to Papa John's website. You realize there are more options than pizza, so you browse the menu.

TASK: Browse the PapaJohns.com menu and order wings and bread sticks.

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8.

Scenario: You're now ready to pay for your pizza using a coupon you have gotten via email.

TASK: Purchase your pizza and use the coupon you received in the mail.

Rationale: Allows us to view the checkout/shopping cart metaphor and the visibility of the coupon code field.

9.

Scenario: You'd like to receive coupons.

TASK: Register for coupons.

Rationale: This will help us to see if the call to action for coupons is working or not, and what issues users are running into during this process.

10.

Scenario: You want to get better deals on your pizza because you order it often.

TASK: Sign up for Papa John's rewards.

Rationale: This task will attempt to capture the user's thoughts and behaviors related to signing up for the rewards program. They may have to sign up for an account, too, or sing into an existing one.