Usability Test Report

Assessing PapaJohns.com

Test Dates: September 26th - 30th, 2016
Number of Participants: 4
Prepared By: Tamara Wade

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EXECUTIVE SUMMARY

What Worked

Several aspects of the website performed well. Having multiple ways to access the start of an order was one benefit and appreciated by participants. Another delighter was the animation that occurred while creating a customized pizza and the ease of contacting the company. Ordering specialty pizza's was also an easy task to complete.

What Didn't Work

The top theme that presented users with the most issues was the location of the Customize Your Pizza button. Another concept that confused users was the addition of toppings and the customized pizza widget. The last theme was the location to sign up for text and email coupons which was difficult to find and confused with Papa's Rewards..

Next Steps

- Review suggested recommendations
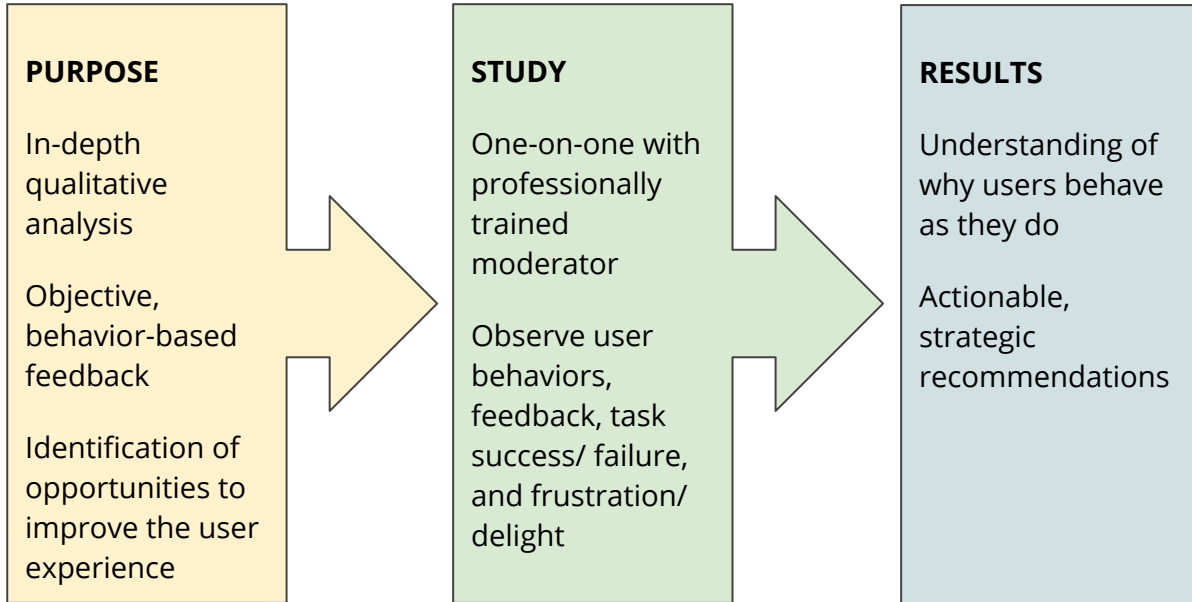- Implement solutions
- Test, Test, Test

"Compared to

Pizza Hut this is

an awkward site."

METHODOLOGY

To address the research goals, we conducted formal usability testing.

Four, one-on-one, interactive sessions conducted remotely or in person.

The **qualitative approach** will not predict behavior or attitudinal views, but identifies strengths and areas for improvement that can be later validated quantitatively.

PURPOSE

In-depth qualitative analysis

Objective, behavior-based feedback

Identification of opportunities to improve the user experience

STUDY

One-on-one with professionally trained moderator

Observe user behaviors, feedback, task success/ failure, and frustration/ delight

RESULTS

Understanding of why users behave as they do

Actionable, strategic recommendations

Usability testing

is the validation

of a design by

observing how

real users

interact with it.

PARTICIPANTS

Participant 1
Male
Mid-30's
Has ordered pizza online

Participant 3
Male
Mid-50's
Has ordered pizza online

Participant 2
Female
Mid-50's
Has ordered pizza online

Participant 4
Female
Mid-50's
Has ordered pizza online

"Ordering online should be fast and easy!"

TASKS

Task 1
Using the PapaJohns.com website, order 3 pizzas:
- Mushroom and Pepperoni
- Half onion and half sausage with light sauce
- A specialty pizza

Task 2
Sign up for deals and coupons without creating an account.

Task 3
Contact the corporate office to lodge a complaint.

"The website is not customer friendly. I expected better."

SYNOPSIS OF FINDINGS

|	Task 1 - Order Pizza	Task 2 - Sign up for Coupons	Task 3 - Customer Service
P1	Went to Start Your Order, selected Delivery and entered his address. Went immediately to Create Your Own Pizza. "It was simple and straightforward." He used the custom pizza widget easily. "Had to guess, but fairly easy to figure out."	Went to Papa Rewards first then found Text and Email Offers with no problem.	Immediately went to the footer and found Customer Service link and Feedback form.
P2	Looks for a Special Deal that will fit her task. Clicked Start Your Order and Delivery options. Ordered a special and customized. Didn't find the tabs of ingredients and didn't see the carousel. Liked the pizza animation. Had some issues with her cart not displaying the correct number of items.	Assumed it would be in the header, but found the call to action in the footer. Filled in the form with only her email address and successfully submitted.	Immediately went to footer and found Customer Service. Found the feedback form and appreciated the options you can select on the form.
P3	Went to Start Your Order and Selected Delivery. Clicked on View Menu and searched a little bit for Create Your Own Pizza. While ordering a custom pizza he thought the tabs for ingredients were too complex. He did not see the carousel widget. Hed thought the Specialty Pizza was easy to order but stated that the site "was not senior friendly".	Looked in footer but didn't find the call to action. Found Papa Rewards at the top of the page and clicked into the Enroll/Create Account where he found a checkbox that could be selected to indicate you wanted emails. He abandoned the task after incorrectly assuming that an account had to be created in order to receive coupons.	Found Customer Service and Feedback form quickly. He prefers not to put in a phone number so he wouldn't fill it out. Wasn't aware that it was not required.
P4	She doesn't know where to order, clicking around. Can't find Create Your Own Pizza link. "That's not really intuitive." Took her awhile to understand the ingredients tab and the Customize Pizza Toppings widget. Thought the controls looked like a media player. Specialty pizza was easy to find.	Went to Papa Rewards, clicked Enroll then abandoned process. Returned home with the logo. Spent a lot of time looking around, finally found the call to action and said it was hard to find.	Went to Connect with PapaJohns and immediately understood they were social media icons and that it wasn't what she wanted. Found the Customer Service section.

ANALYSIS & RECOMMENDATIONS

Theme 1: *Create Your Own Pizza call to action is not noticed by users.*

(1) The Create Your Own Pizza module is below the fold of the page and is not noticed by users. Having so many options to choose from on the main page could also create too much visual distraction for the user to focus.

A redesign of the page might be as simple as moving Create Your Own call to action higher on the page. It might also be beneficial to cut down on the number of options available from this page.

Further testing is required to validate the new designs and ensure that other goals of this page continue to be met. For instance, the ease of ordering specialty pizzas.
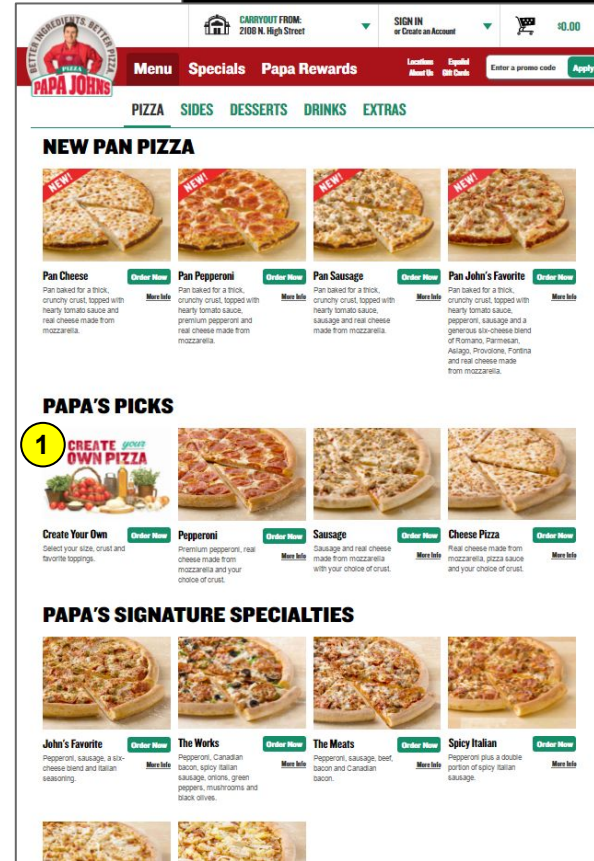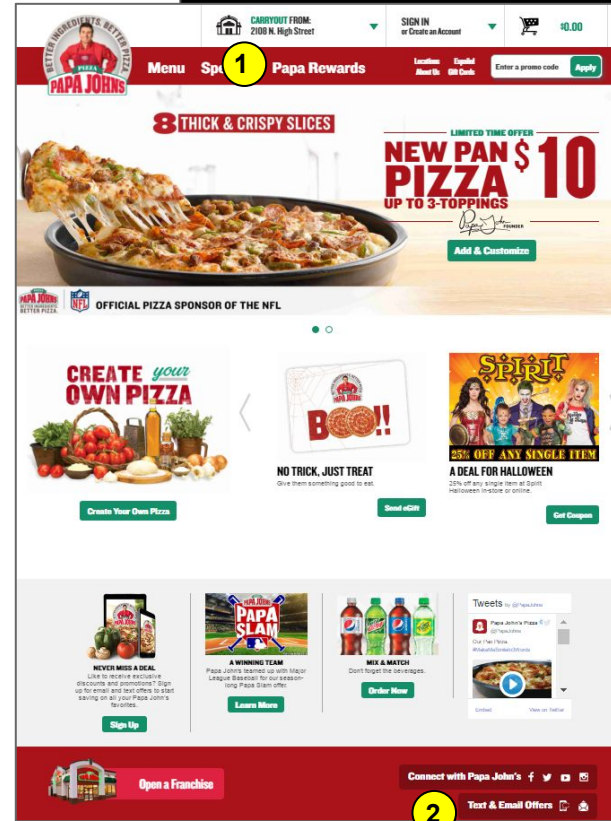
ANALYSIS & RECOMMENDATIONS

Theme 2: *The Sign up for Text and Email call to action is hard to find and understand.*

(1) Many users immediately went to Papa Rewards in order to sign up for coupons. One user actually abandoned the task at that point.

(2) Three out of four users were eventually able to find the Text and Email offers call to action at the bottom of the page.

Moving the call to action higher on the page, perhaps even in the header might cause users to signup more. At the very least consider moving the call to action above the social media links so that less confusion is created.

Further testing is needed to assure new designs meet the desired goals without affecting the success of others.
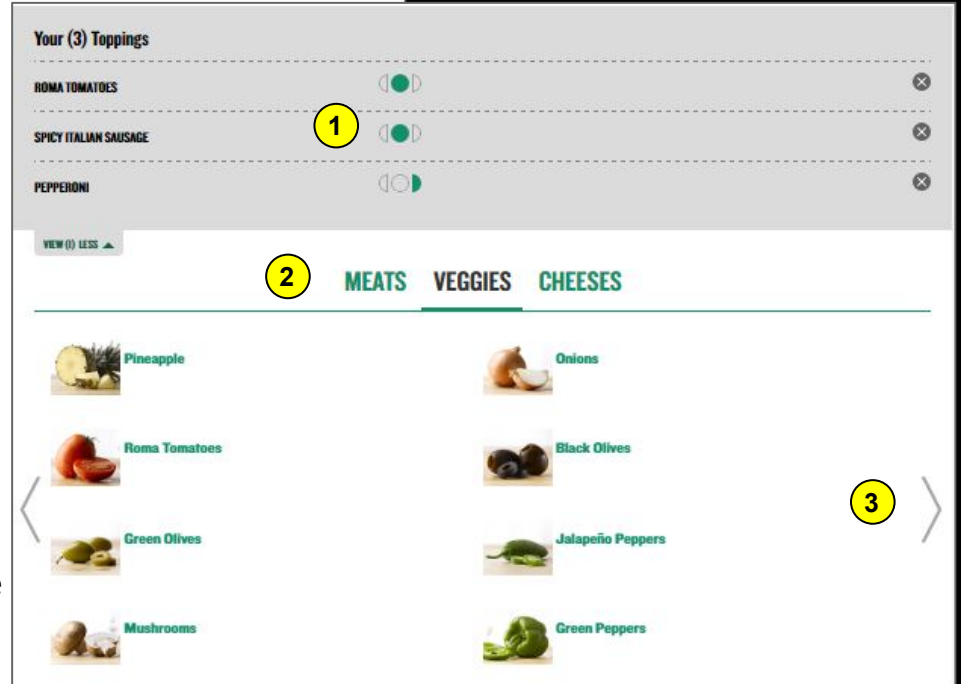
ANALYSIS & RECOMMENDATIONS

Theme 3: *The custom ordering of toppings is confusing to users.*

Many users found this page confusing to use. They figured it out eventually, but it caused discomfort.

1 The custom topping widget was confusing and small to the older age groups.

2 Three out of four users found the tabs for ingredients cumbersome and felt it could be simplified.

3 The carousel feature was never commented on or used to rotate through the ingredients.

A redesign of these interactions should be explored. Some suggestion would be to make the custom pizza widget larger and look more like a pizza. Consider a different visual treatment for the tabs to make it more obvious what they are and/or explore putting all ingredients on one page without images. Eliminate the carousel or increase the visibility of the function if the layout is to remain the same as it currently is.

Further testing is required to validate all changes made to this page since it is crucial to the correct ordering process.

Your (3) Toppings

ROMA TOMATOES

SPICY ITALIAN SAUSAGE

PEPPERONI

VIEW (I) LESS ▲

MEATS   VEGGIES   CHEESES

Pineapple   Onions

Roma Tomatoes   Black Olives

Green Olives   Jalapeño Peppers

Mushrooms   Green Peppers

FOLLOW UP RESEARCH QUESTIONS

- Does age factor into ease of completing tasks? How can we make the PapaJohn's experience easy for all age groups?

- Does moving the Create your Own Pizza to the top of the page and eliminating some of the clutter improve findability.

- Are there issues with the Cart and Checkout process? How can they be resolved?

- Does the redesign of the custom pizza toppings widget reduce confusion?