



Usability Test for On The Go Burgers

How to make the menu & order feature a pleasant experience

Submitted to: Hilary Bienstock, Concepts and Practices in Usability Testing

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Executive Summary

- Questions to be answered in this study
- Testing Plan Overview
- Participant profiles
- Primary tasks
- Findings
- Recommendations



Questions to be answered

- Is The Participant able to find location and timings of trucks?
- Can The Participant find the wait-time information?
- Is The Participant able to choose and order what he/she likes?
- Is the payment process simple, easy-to-use and user-friendly regardless of age or Internet experience?
- Is it a pleasant and desirable experience?



Research & Testing Objectives

- Tests The Participants ability to perform common tasks on the website;
- Use participants from different genders, ages, financial backgrounds, ethnic makeup and Internet savvy to avoid bias;
- Listen to dialogue about each success or failure and implement where possible;
- Record (audio taping and written survey) each Participant's view of the brand after testing.



Testing logistics

- Test were done on The Participants' laptops in their home;
- The live website was used on most sessions;
- Participants used a mix of PC and Mac computers;
- An audio recording of each session was done on The Moderator's iPhone with the permission of The Participant.



Participant profile (5)

- Friends and family were selected;
- Each participant owned a smart phone and computer;
- Mix of ages, genders, Internet experience, financial and ethnic backgrounds;
- Ages 17 to 83;
- Each participant goes out to dinner at least once a week



Primary Tasks

Introduction: The test sessions all started out with an explanation of what user testing is and how their reactions to how the site worked along with their comments would make it a better experience for users down the road. They were asked to verbalize their inner dialogue and would be recorded and everyone gave their permission to be recorded. Since the sessions were done at the homes of each participant on their personal laptop this added an authenticity, integrity and level of familiarity to the process. The tasks are listed below and after each task, participants were asked to rate the experience on a Likert Scale. They were asked for their overall impressions in a short survey after the website testing portion was completed.

- After launching the website, participants had the following task
- 5 second test gauged what impressions The Participant was left with;
- Home Page review for first-click instincts;
- Determine if the burger truck will be at their station;
- Find and order menu selections;
- Pay for food by providing contact information and credit card information.



Surveys after Primary Tasks

- After each task, The Participants were asked to rate their experience on these three questions on a Likert Scale:

Post-task Questions

1. The items on the page were easy to find:

Strongly Agree Agree Neutral Disagree Strongly Disagree

2. The information on this page was clear and easy-to-understand:

Strongly Agree Agree Neutral Disagree Strongly Disagree

3. I felt in full control while on this site and emerged satisfied:

Strongly Agree Agree Neutral Disagree Strongly Disagree



Pilot Test

After I conducted the pilot test I implemented a few suggestions for a better customer experience :

- Include maps, links to communicate to the user exactly where the burger trucks will be located;
- Adding a drop-down menu instead of radio buttons that allowed people to order more than just one quantity of each item;
- Making sure to include a credit card, credit card number and expiration date field that users input to hold their order. If they don't show up the order is charged to the card. If they do, they can purchase with the given card or cash or debit card.



Findings: Locations

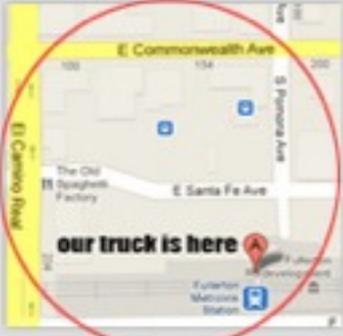
Locations



Hours:
3 to 8 p.m.

When & Where:
Monday through
Friday (excluding
holidays) at:

- [Fullerton train schedule](#)



our truck is here

- [Anaheim train schedule](#)



our truck is here

- All the participants appreciated having a visual map that showed where the trucks were located at the station;
- One participant thought it would be an added benefit to include a burger truck schedule for each station



Findings: Menu

The image shows three menu items, each with a photo, a description, and pricing options. The 'Biscuit Burger' section has a red circle around the quantity '1' in the single price option.

Item	Description	Single Price	Four-pack Price	Eight-pack Price
Biscuit Burger	This burger is sandwiched between two halves of a freshly-baked buttermilk biscuit.	\$5 (1)	\$18 (1)	\$35 (1)
Thick Burger	This quarter-pounder all-Angus patty is topped with guacamole and the usual fixins.	\$5 (1)	\$18 (1)	\$35 (1)
Bacon Swiss Burger	This burger is topped with Swiss cheese and two slabs of country bacon.	\$5 (1)	\$18 (1)	\$35 (1)

- All of the subjects were confused by the quantity drop-down. They should start with 0 instead of 1.
- 3 of the subjects thought the menu was limited because there were no vegetarian, turkey or chicken options;
- Older user had a negative experience because the type was too small.



Findings: Payment

Name:

Email Address:

Phone Number:

Special Instructions (no cheese, no onions, no bun, no mayo, etc.):

1 Arrival time ↕

Station ↕

Payment:
A credit card is required to hold your order but you can pay using cash, credit or debit at the truck. Please pick your credit card below, enter the number in the box next to it and pick your expiration year:

↕

↕

- Four said that the Arrival Time as confusing. They were unsure if it was the train arrival time or the customer arrival time (Bullet #1)



Findings: Payment, Continued

Name:

Email Address:

Phone Number:

Special Instructions (no cheese, no onions, no bun, no mayo, etc.):

Arrival time ↕

Station ↕

Payment:
A credit card is required to hold your order but you can pay using cash, credit or debit at the truck. Please pick your credit card below, enter the number in the box next to it and pick your expiration year:

↕

↕

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- Three said they were unsure what the field next to credit card type was for. All figured it out after reading the blurb under “Payment” but would’ve preferred a large label (Bullet #2)



Recommendations

- Change the quantity default on the pricing drop-downs to “0” instead of “1”;
- Clearly label the credit card field in the Payment web form;
- Clearly label the arrival time as “Customer Arrival Time”
- Add vegetarian, turkey and chicken options if this fits the business goals of the client;
- Increase the size or weight of the menu items so older users won’t abandon the transaction.



Participant descriptions

Five participants were involved in the usability test for the On The Go Burgers site including Sangeeta Swaroop, Mega Sugianto, Keirsten Montgomery, Shailesh Swaroop and Ram Swaroop. All five of the participants completed the usability testing (including pre- and post-testing interview and survey) in 22 to 60 minutes. All participants used the Internet on a daily basis and show basic understanding of navigating a web page including clicking on links, navigating through a site and using drop down menus and forms. Four of the participants had ordered food online prior to this test, while one had not. The testing was done between Feb. 16 to Feb. 18, 2013, in the homes of the participants.

Name of Participant	Age	Occupation	Education Level	Online Purchases	Internet Usage	% of Work Use	% of Home Use
Sangeeta Swaroop	17	High School Student	Will graduate high school in June	Yes	4-6 hours a day	50%	50%
Mega Sugianto	21	College Student	Will graduate university June	Yes	8-10 hours a day	50%	50%
Keirsten Montgomery	32	Pediatric nurse	Master's degree in Nursing	Yes	10 hours a day	75%	25%
Shailesh Swaroop	50	Pharmacist	Master of Pharmacy degree	Yes	8 hours a day	40%	60%
Ram Swaroop	83	Retired scientist	Ph.d in biostatistics	Yes	5 hours a day	0%	100%