Usability Testing Report

Papa Johns

Prepared by: **Cassandra F Mendez**
Project Stakeholder: **Kassandra Sikora**
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Kent State University
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1. Executive Summary

For this study, the team chose to conduct a broad usability study to test commonly used features: online ordering, signing up for coupons, and contacting customer service. Four unique moderators then conducted usability test sessions with four participants, recording each session with consent. All participants had never ordered online before and were roughly over the age of 50 with average computer skills. Each task covered one feature, and Task 1 on online ordering had three parts to cover several sub-features related to customization. Sessions lasted an average of 20 minutes.

When first asked why they hadn't ordered pizza online before, participants generally said they preferred to call or go in person, either because their pizzeria of choice didn't offer online ordering or because it's what they were used to. Most also seemed to hold the belief that ordering online would be lengthy or cumbersome. This may have been from their lack of experience, or partially from their age. P1 expressed, "it's a bit much, but then again, I'm an old person," when she failed to complete Task 1, summarizing what she may have felt before attempting.

Despite participants' hesitation, the interface's biggest success was in its order process design. 3 of 4 participants successfully completed Task 1, expressing their surprise at how easily they placed their orders. The interface allowed for flexibility in navigation to suit participants' needs, organized menu and customization options, intuitive navigation, and a delightful animation.

However, the interface failed to meet participants' needs on coupon enrollment (Task 2) or customer service (Task 3). In Task 2, only 1 participant partially succeeded (post task) and most could not find information they needed in the Rewards page or on the footer. This led to frustration and disappointment, bursting the confidence gained from the successful ordering. Finally, in Task 3, 3 participants partially succeeded, but most were very dissatisfied at having to complete a clunky, cumbersome form to submit a complaint, even leading to task abandonment.

For future studies, we plan to dig deeper into the pain points in the ordering process while also asking broader questions to address unmet needs. Some of these include:

- Set up a task to test error recovery and see how participants approach it.
- Survey customers on popup content and feelings around them.
- What are participants expecting in the footer when it comes to email signup?
- Learn what kind of contact methods people prefer when they've experienced an incident.
- Redesign the contact form to be more streamlined and approachable.

2. Methodology

Website being assessed

In this iteration of the study, the team sought to uncover gaps in existing processes on the Papa Johns public site, papajohns.com. Thus, a more summative, task-based approach would broadly touch on the ordering process, signing up for offers, and seeking customer service.

Participant information

Four individual moderators each conducted usability testing on one participant. Three moderators were interviewed in person and one remotely, each session lasting, on average, 20 minutes. All sessions were recorded with participant consent and reviewed by the team for analysis.

The four participants selected had never ordered pizza online before and were over the age of 50. P1, P2, and P4 were women, and P3 was a man. Finally, all participants had average computer skills and seemed confident navigating the search engine in their ice breaker task.

Study tasks

In this preliminary phase, the team created three primary tasks plus one ice breaker task to assess computer literacy and help the participants ease in.

Ice breaker: Search Google for pizza in your area.

- Are you able to find what you need?
- Is there a pizza place close by?
- Is it the type of pizza you normally like?

Task 1: There are a bunch of people at this party and you need to order 3 pizzas. They are:

A. Mushroom and pepperoni.
B. Half onion and half sausage with light sauce.
C. A specialty pizza, because you want some variety

This task would help assess the ordering process, specifically, how easy is it to navigate the menu and customize pizzas?

Task 2: You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

This task would help assess signing up for offers, seeing if people can find what they need through the information available on the site.

Task 3: Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

This task would help assess seeking customer service and if participants can easily and readily request help.

3. Results

Synopsis

Participant success and satisfaction varied widely across each task. In Task 1, 3 of 4 participants succeeded, and these three expressed their satisfaction in the organization, intuitiveness, ease, and near delight with which they ordered and customized pizza orders. Pain points included persistent modals that interrupted their concentration and uncertainty if a pizza deal was added to the cart.

In contrast, only 1 of 4 participants partially succeeded on Task 2 and the rest failed due to the interface not aligning with the participants' expectations. Although all participants assumed they would find coupon information on the Papa Rewards page or via the footer navigation, they were left dissatisfied and disillusioned when they didn't find it.

Finally, 3 of 4 participants partially succeeded on Task 3 by finding what they needed, but not what they wanted. Though participants discovered how to contact corporate customer service, most were disappointed at having to complete an online form, voicing their dissatisfaction or even abandoning it entirely.

Task 1: Order 3 pizzas

3 successes: P2, P3, P4
1 failure: P1

"Wow! That was so cool! It puts the pepperoni on it as if it fell from the sky! … Ooh, I'm gonna order pizza online now!" – P4, on the animated ~~order customization~~

Despite it having the most steps, Task 1 was the most successful and positively received task of the study. This task highlighted the ordering process' ease of use and thoughtful design by providing the participants flexibility in use, supplementing with a well-placed animation, and intuitive customization. There was still room for improvement though in error recovery, order status communication, and popup interaction.

For the first two pizzas in this task, pepperoni & mushroom and half sausage & half onions with light sauce, **participants took different approaches that suited their needs.** Knowing she would have to create two large pizzas, P1 selected the 2 large pizza deal. P2 and P4 chose to customize a Create Your Own pizza, and P3 customized the basic pepperoni and sausage pizzas shown in Papa Picks. When adding the appropriate toppings, **P1 and P4 remarked on enjoying the animation**, appreciating that it updated responsively and added a level of reality to the ordering process. P4 was thrilled, saying, "Wow! That was so cool! It puts the pepperoni on it as if it fell from the sky! … Ooh, I'm gonna order pizza online now!"

The second pizza was the most complicated, asking participants to create a combo pizza and modify the sauce. However, **all four participants intuitively understood how to create a combo pizza**, selecting one of the buttons with a shaded semicircle below each topping with very little to no hesitation. **All participants forgot to add light sauce to the order** and needed moderator prompting to remember, except for P4 who wrote the orders down. P3 finished the task without including light sauce, but the team still counted it as success since this was likely a lapse in memory and not a failure of the system given that P1 and P2 also omitted it. Finally, when they had to choose a specialty pizza, **all four participants easily found the listings on the menu and selected a pizza they wanted.**

P2 & P3 both made mistakes on their orders and corrected them differently. P2 realized immediately and used the browser back arrow. When the order didn't reappear, **P2 preferred to redo the order and delete the mistaken one in the cart, which could be considered a shortcoming of the interface.** However, P3 realized at the end and used the edit feature in the cart with success.

P1 failed to add the first two pizzas as part of the 2 large pizza deal to the cart after finishing despite successfully customizing them. This could have been because she thought they were already in the cart, or because P1's moderator congratulated her

prematurely. Regardless, **it was unclear to P1 that her pizza deal was not added to the cart until the end of the task.**

> *"I don't like the popups when you're trying to order that ask you if you want extra cheese or this or that… it just got in my way."* – P2, on the incessant popups

Finally, **both P2 and P4 complained about the incessant popup prompts** that came after they added their pizzas to the cart. When asked about the experience after completing the task, P2 said, "I don't like the popups when you're trying to order that ask you if you want extra cheese or this or that… it just got in my way." Despite this, **all three successful participants finished the first task with their expectations exceeded**, saying they thought it would be more difficult than it was.

Task 2: Sign up for coupons without an account

1 partial success: P3
3 failures: P1, P2, P4

This second task proved a challenge to participants as the interface didn't match their conceptual models. Unlike the diversity in navigation during the ordering process in Task 1, participants seemed to make similar assumptions that were left unmet.

All four participants clicked the Papa Rewards link in the top navigation early into the task, assuming that they would find more information on email coupons. However, most then realized that Papa Rewards only highlighted the loyalty program, which was contrary to the task description. P2 falsely claimed success after clicking to join, and since the moderator didn't correct her on the task goal, the task was considered failed.

The three remaining participants made similar moves to the footer navigation during the task. As they skimmed the primary footer navigation, they seemed to not find what they needed, whether that was a link or a text field to input their email. **P1 abandoned the task after not seeing anything in the footer**, while P3 and P4 alternated between the footer content and the Papa Rewards page. Continuing to search, P3 skimmed the FAQ and home pages while P4 clicked the Join button on Papa Rewards to see if email only was an option. Both conceded, and attempted again post task.

P3 succeeded by stumbling on a link in the secondary footer navigation while working on the third task for "Text & Email Offers," which was counted as a partial

success since he originally abandoned it while completing the task. **P4 was disillusioned that she couldn't find what she needed**, deflating her confidence from successfully completing the first task.

Task 3: Contact the corporate office

3 partial successes: P1, P3, P4
1 failure: P2

> *"Well, that's doable, but my party's ruined, and I'm still not happy."* – P1, on filling out the Feedback form

Unlike Task 2 where the interface didn't match the participants' conceptual model, all four participants found what they were looking for in Task 3. However, nearly all participants were disappointed with the contact methods presented to them.

P1, P2, and P3 all utilized the primary footer navigation to click on the link to Customer Service. While working on this task, P1, P2, and P4 expressed their desire to speak with someone over the phone instead. **P2 chose to abandon the task altogether when she didn't readily see a phone number** displayed on the initial Customer Service page.

P4 instead left the site entirely and searched, "papa johns corporate phone number," in Google, potentially due to moderator priming her by saying "call" instead of "contact corporate office." She partially succeeded, but circumvented the site to do so. This may indicate that she didn't think she would find what she was looking for on the site.

Both P1 and P3 ended up on the Feedback form. P1 chose the Papa Chat and within it selected a button for "Complaint or Feedback," then, "Complaint about my order/experience," which generated an automated response that linked to the Feedback form. Realizing she wasn't done yet, she stated, "Well, that's doable, but my party's ruined, and I'm still not happy."

> *"This is not really what I was expecting... when you order pizza and your order wasn't what you were expecting and the driver was rude, there's an easy way to get in touch with customer service... I don't think this is the case with Papa Johns... they make it very hard for you."* – P3, on filling out the Feedback form

Similarly, P3 discovered the link to the Feedback form on the Customer Service page under the "Customer Care Team" heading and began filling it out with dummy information. Upon advancing to the second page requesting his contact information, he said, "This is not really what I was expecting… when you order pizza and your order wasn't what you were expecting and the driver was rude, there's an easy way to get in touch with customer service… I don't think this is the case with Papa Johns… they make it very hard for you." Although they technically succeeded at finding how to contact the corporate office, **P1 and P3's obvious dissatisfaction at the cumbersome process and clunky form were counted as partial successes.**

4. Follow Up Research Questions

This study highlighted several pain points worth exploring in subsequent research. Below are some questions that emerged:

Ordering process:

- Set up a task to test error recovery and see how participants approach it to determine more intuitive recovery measure.
- Try to understand the various pizza deals and if participants feel as confident ordering with them as through the regular customization process.
- Survey customers on popup content and feelings around them, and whether they find popups helpful or simply intrusive.

Coupon signup:

- Survey on email-only coupons: is signing up for coupons without creating an account desirable?
- What are participants expecting in the footer when it comes to email signup? Text fields or links with specific content?
- What coupon information is helpful to include alongside loyalty program information?

Customer service:

- Learn what kind of contact methods people prefer when they've experienced an incident.
- Redesign the contact form to be more streamlined and approachable.