	P1	P2	P3	P4	notes
Why haven't you ordered online before?	Favorite place doesn't have online ordering	- Usually call or just pick it up, no particular reason - "Fine to call, sometimes you'll wait, but if you go by, sometimes you'll wait, so more time involved" (2:26)	Usually try to call, goes to favorite pizzeria	Have always called, usually just goes and orders in person (sees it as an outing)	
Ice breaker					
Are you able to find what you need?	yes	yes	Yes, lots of places, lots of chains, prefers local places	Noted that the results were all chains, wanted "special places" (local) "I haven't ordered from these places in so long, I was looking for something… nice" (8:13)	
Is there a place close by?	yes	yes	Yes, redacted search to "pizza pompano beach" to find places he prefers	Lots of chains	
Is it the type of pizza you like?	No, would scroll to find Little Caesar's, preferred to search directly for what she wanted	yes	no	Just one	
Task 1: Order pizzas	fail	success	success, with error	success	3 success 1 fail
setup & navigation	- Went to "start your order" in the top right & entered address - Started by scrolling to large pizza, hovered over it and asked for confirmation: "Just one pizza?" "3" said the moderator, then second guessed herself and instead clicked "2 large pizzas" deal	- Note: clearly this computer had been used to order before even if P2 hadn't done it because the cookies were saved to default to an address, so "order online" button wasn't present - Clicked on "menu" and quickly went to "create your own" and "original crust"	- Note: same as P2, P3's setup already had a delivery address prepopulated, but there was also stuff in the cart already. P3 went to check it out, then clicked the address to change it - Scrolled past "create your own" and went to "papa picks", selecting to customize the first option of a pepperoni pizza	- Wrote down the pizza orders (!) - Clicked papa johns from google which took her to delivery address page. Entered address with the help of browser autocomplete. Was irritated that the address autocomplete didn't assume her city when the browser autocomplete already filled in her zipcode - Skimmed the categories in the menu, then scrolled down and back up to create your own	- navigated the menu differently: P1 went for 2 pizza deal, P2 & P4 did create your own, P3 went from papa picks - P2 & P4 already had an address prepopulated so didn't fill it out
A: pepperoni & mushroom	- Clicked the "Add & Customize" CTA > "Create your own pizza." Immediately scrolled through the base customization categories and said "Oh my" - Went to cheese, & without having added a topping, clicked "Add to deal" CTA & got dialog warning that pizza was without toppings. Realizing this, hit "go back" and said "they're just making sure I did this right" (20:02) - Back on cheese, started reading through the options, confirmed that she didn't need additional cheese toppings, & went to meats to quickly select "pepperoni" then "mushrooms" under veggies	- Verified "large" was selected by default, skipped "cheese" and went to "meats" and selected "pepperoni" - Went back to "cheese" and viewed the options briefly, verifying "normal cheese" (seems like she did it in the order of "pepperoni and cheese") - Skipped meats and went to veggies to select "mushrooms" then clicked "add to order" - Took the opportunity once back at menu to scroll down the page, then went back up to customize a second pizza with original crust	- Skipped to "veggies" tab and added mushrooms and then added to order - Popup appeared so he skimmed it and dismisse	- Before selecting a create your own, flipped through the selection of crusts. Asked herself what the difference between XL NY style and thin crust was and had her question answered by the details and pictures in the tiles themselves - Selected to customized an XL NY style and read through the options in order, noting the sauce options under "base" and that she would come back to it in pizza 2 for the light sauce - Went to "meats" and added pepperoni. Remarked "Wow! That was so cool! It puts the pepperoni on it as if it fell from the sky!" (15:10) - Excitedly went to "veggies" and enjoyed watching the animation of the mushrooms, saying "Ooh, I'm gonna order pizza online now!" - Added the pizza to cart and skimmed the popup, making sure the guests didn't want drinks and dismissed	- P1 & P4 remarked on enjoying the animation while customizing their orders, added realism and fun
B: half onion & half sausage, light sauce	- On the 2 large pizza deal again, she selected the second pizza to customize and flew through it, not questioning the button to put toppings on independent halves. Seemed confident - "it almost looks like you need to add the deal after you [do that] instead of going across to complete your order" (11:37) ? - Reminded by the moderator that pizza 2 needed light sauce, went back to base and was confused by the wording of "original pizza": "is that sauce?" but clicked light anyway - "I like that they change the picture, like you're making it right here" (12:18) - Once done with pizza 2, clicked "specials" in the top nav (possibly due to moderator prematurely congratulating her on finishing) and didn't realize she didn't add them to the cart	- On pizza 2, went to meats first to select sausage on left half, then veggies for onions on right half (scrolled past it at first but came back) then added to order - After prompted by the moderator, realized she forgot the light sauce, so hit the browser back arrow, scrolled under base to sauce - Moderator reminded her that she'd already added the other pizza to the cart, and P2 just recreated the order saying "I'll delete the other one" (6:05) - After adding, went to her cart and clicked "remove" on the second pizza in the cart (despite all having the same name of "large original crust create your own pizza")	- For pizza 2, replicated the behavior of finding "sausage" under "papa picks" > "customize" - Again skipped to veggies and selected onion. Asked for clarification if they needed to be on a particular side or separated, toggling between the different halves and viewing on the animated preview. Finally put the onions on the left half and added to the cart - Started checking his work by clicking view details on each one. At pizza 2, read that sausage was listed as a "whole topping" and reasoned that one half would have sausage and onions, the other just sausage. The moderator prompted by repeating the correct order, so P3 hit "edit," saying "it's getting complicated now" (9:49) - Went to meats and moved the sausage to the left half and the onions to the right half, then clicked update and was returned to the cart (forgot the light sauce)	- For pizza 2, selected a thin crust to customize, went to "meats" and selected the left half, enjoying that the animation responded accordingly - Remembered the light sauce, so went back to "base" and selected light under original sauce. Was worried momentarily when her toppings didn't appear after modifying in base, but relieved when they reappeared after going to "meats" - Went to "veggies" and put the onions on the right half then added to order. Was returned to menu, but not before dismissing another popup	- light sauce was tricky for all but P4 because they didn't have the order in front of them - 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, preferred to redo the order and delete the mistaken one in the cart. P3 realized at the end and used the edit feature in the cart with success - all participants successfully understood how to separate toppings on different halves
C: specialty pizza	- For pizza 3, went back on the main page and read through the options, settling on "epic stuffed crust" and chose pepperoni (seems to be a favorite) - When she went to cart at the end, said "I don't think I did it right," since only pizza 3 showed up in the cart	- For pizza 3, went back to the menu and scrolled to the bottom and clicked the tile for "specialty pizza" that brought up all the types of specialties - Chose pepperoni, sausage, & 6 cheese and clicked "add to cart"	- For pizza 3, scrolled down to the "meatless specialties" and added the garden fresh pizza to cart	- For pizza 3, scrolled down in the menu to find "handcrafted specialties" and skimmed to find super Hawaiian. Modified the crust in the dropdown to be XL NY style, but received a popup saying it didn't come in XL size, so she picked thin crust and added to order - Received a third popup when going to cart and mumbled "stop showing me that" (19:39	- all four had ease in selecting a specialty pizza, most successful part
What did you think?	"it's a bit much, but then again, I'm an old person." (14:02)	Pretty easy, "I don't like the popups when you're trying to order, but if you want extra cheese or this or that… it just got in my way" (8:19)	"At first I wasn't really comfortable, but it's pretty easy to use, I'll say" (10:58) Thought it would be harder; "for the first time, it's pretty amazing"	"These people organized it well. I thought I was going to go screen after screen… like mobile"	- overall positive impressions from all 3 successes - P2 & P4 both complained about the incessant popups
Task 2: Sign up for coupons w/o creating account	fail (incomplete)	fail (false success)	success, post task	fail (incomplete)	3 fails 1 success post task
process	- Immediately clicked "Papa rewards" in the top nav assuming that was correct - Seeing "Papa dough" (for rewards points), triggered her to go back to the menu and looked for coupons, determined that there was nothing for coupons - Instinctively scrolled to the footer to find an email signup text field and didn't find one	- Immediately went to papa rewards and scrolled down while scanning the page, then went back up and clicked "join" despite the scenario saying that they didn't want to create an account	- Immediately scrolled to the footer, then scrolled back up to "papa rewards" - Noted you had to register, so scrolled back to footer and clicked "customer service" - Not immediately seeing what he wanted, clicked the logo to return home - Skimmed the page, went back to the footer, and clicked "papa rewards" again - Clicked "join now" and validated suspicion that you needed to create an account - Clicked "menu" in the top nav, moved toward the promo code field, then skimmed the menu front page	- Clicked papa rewards, skimmed the information and gravitated to "sign up." After asking for confirmation, moderator re-read the prompt, so P4 scrolled through the page then started to read - Continued down the page and read on, thinking that she found "another option" when the color scheme changed, but didn't find what she needed - Tried to see if clicking "join now" wouldn't make her create an account but it did. Tried clicking the checkbox by email at the bottom of the account creation form but realized the form would error without the rest of the information - Read the account creation form carefully, seeming at a loss, then looked through the primary footer links. Scrolled to the top and clicked on the log in dropdown, then the promo code field, then back to papa rewards - Thought that maybe after she made her first purchase, they would send her information - Attempted again at the end, tried to find a search field on the site. Went back through papa rewards, then scrolled through the menu	- all 4 gravitated to papa rewards in the top nav - all but P2 were confused & disappointed that papa rewards didn't have what they were looking for - all but P2 searched the footer looking for a link, CTA, or embedded text field that they could input their email - though P3 succeeded, discovered the link for "Email/Text Rewards" while working on Task 3, meaning he likely would've abandoned the task if attempted in real life
What did you think?	- On papa rewards "Oh, they're gonna inundate my email and ask for texts." - "I don't eat out often enough and I get coupon flyers in the mail" (16:28)	- Expects coupons with a couple dollars off pizzas, wants a buy one get one - Overall got the impression that the site was "user friendly" (10:04); liked that create your own was the first thing on the menu page	Would expect to receive specials or promos for things like gameday - While working on the third task, noticed "text and email offers" in the footer nav. After clicking it, found what he was looking for	Felt frustrated that she couldn't find what she needed	
Task 3: Contact the corporate office	success, with dissatisfaction	fail (incomplete)	success, with dissatisfaction	success, off site	3 partial success 1 fail
process	- Very quickly scrolled down to the footer and clicked "customer service" - Started skimming the main content and gravitated to "papa chat" and clicked a pill within it "complaint or feedback" > "complaint about my order/experience" - Seeing that it was suggesting her to contact the store first (even though in the scenario she already did), went to point 3 on the automated response telling her to submit a feedback form. "well, that's doable, but my party's ruined and I'm still not happy" (18:10) - Clicked the feedback form link and started trying to fill it out, expected order number field to automatically advance her to the next field when she maxed out the character	- Immediately scrolls to the footer and looks for customer service, but preferred a phone number so clicked to see - Skimmed the homepage, then the footer. Clicked "online ordering," then, not seeing what he needed, clicked "customer service" - Not immediately see it and said she prefers to talk to somebody - Didn't ever resolve if she would use the computer to contact someone so the task was left incomplete	- Clicked the logo to be taken to homepage - Skimmed the homepage, then the footer. Clicked "online ordering," then, not seeing what he needed, clicked "customer service" - Noticed "customer care team" in the right column of main content and clicked the link that took him to a feedback form - Started filling out the form and went to the next page that asked for his contact information. 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." (17:50). "I don't think this is the case with Papa Johns… they make it very hard for you" - Although P3 found the way to contact the corporate office, he didn't believe he succeeded and would have abandoned the feedback form based on his comments. Therefore, this task remained incomplete	- Note: moderator primed with "call" instead of "contact" corporate office - Normally wouldn't look for it on the website, but instead, went on google and typed in "papa johns corporate phone number" - When the result loaded and showed the large number, said "customer service" and scrolled down to read a number in a result by corporate-office-headquarters	- P1 & P3 both ended on Feedback form and both expressed dissatisfaction and insinuated that they either would've abandoned the task or were unhappy with the option - P1 used the chat - P2 didn't even want to bother with using the computer - P4 (primed with calling) used google and completely circumvented the site altogether - P1, P2, & P4 all expressed wanting to speak with someone over the phone instead