

Usability Testing: Papa John's Website

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This document presents the findings from the online ordering usability testing of the Papa John's website.



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Executive Summary

Purpose

The purpose of this study was to determine if the papajohns.com website is performing the way users expect it should, while uncovering design flaws keeping customers from accomplishing their desired tasks as they navigate the site.

Brief Overview of Testing

The actions and thoughts of four users were recorded and studied as they were taken through a moderated testing session where they were asked to complete the following tasks:

- Ordering various types of pizza: multiple toppings- pepperoni and mushroom, different ingredients on each half with special topping instructions-half onion, half sausage with light sauce, and specialty pizza.
- Signing up for deals and coupons using only their email.
- Contact the corporate office.

Major Findings and Recommendations

The online menu isn't clear enough where to go when attempting to create your own pizza.

Consider making the "create your own" icon more prominent to set it apart from the other choices.

Some struggled to discover the email/text promotion sign-up

Rather than having so many options for communication, consider placing all of the email/text, rewards, and registration under one icon giving the user the option to opt in or out of all of the options on one page.

Some struggled with finding a clear path to contact the corporate office

Consider placing the various contact options more clearly and cohesively on the contact page so that all three options are easily discovered.

It isn't clear what the first step of the order process should be.

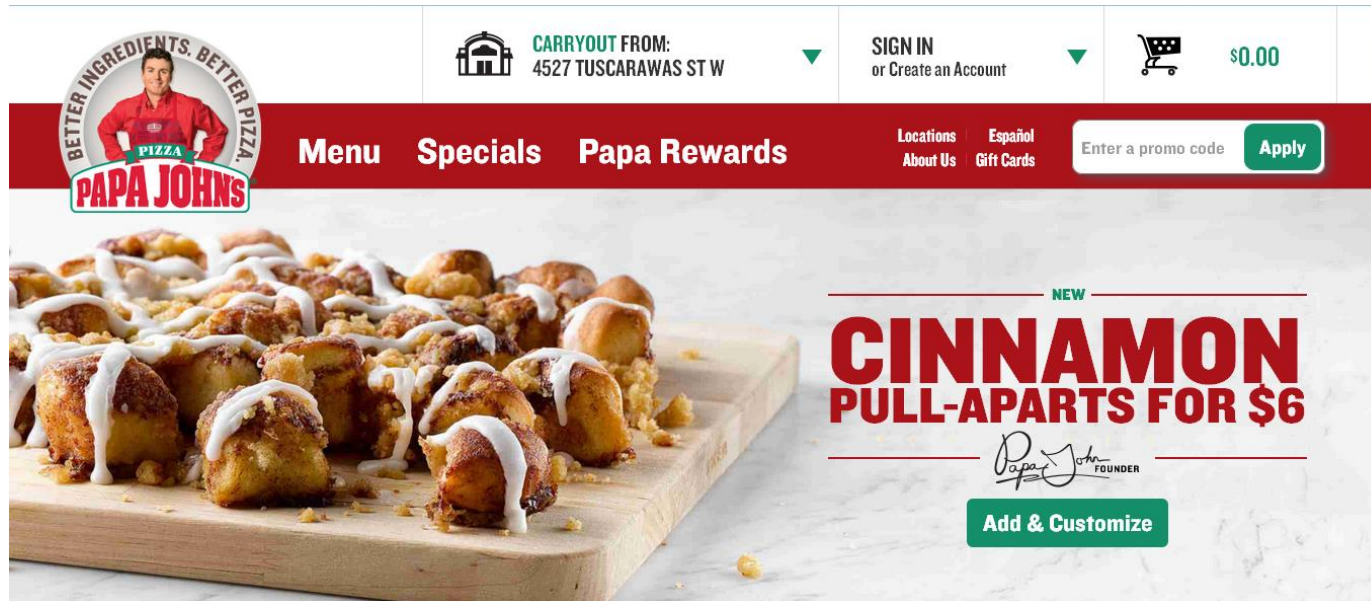
Evaluate how you would ideally like customers to start an order from the home screen, and refine the process to make that path more prominent and consistent.

Adding toppings to only half a pizza can take time due to the placement of the icons.

Re-evaluate the placement of the half/whole/half icon. Users may more readily associate the icon with the topping if it were located closer the ingredients.

Site Tested

www.papajohns.com



Methodology

Overview

Four users were recruited to participate in a moderated usability session to test three specific tasks on the Papa John's website:

1. Order three specific pizzas: mushroom and pepperoni, half onion and half sausage with light sauce, a specialty pizza
2. Sign up for deals and coupons with their email
3. Contact the corporate office to file a complaint

A think aloud protocol was utilized, encouraging users to think aloud, verbalizing what they were thinking, trying to do, and how they were feeling throughout testing.

Session Activities

1. Pre-Test Script-Instructions and Advisement
2. Pre-Task Questions
3. Ice Breaker Activity
4. Task 1
5. Task 2
6. Task 3
7. Final Questions
8. Thank you and Dismissal

Data Collection

Each session was recorded in the user's natural environment, and lasted approximately 10-15 minutes. Sessions were recorded to capture the user's movements, mouse clicks, and facial expressions during the tasks, utilizing the screen capture software Screencast-o-matic, and a microphone.

Participant Information

The current usability testing focused on users with previous experience ordering pizza online. Four users were recruited for the usability testing, utilizing the recruiting screener questionnaire. The tested users fit within our testing criteria as outlined below:

- **Gender:** Both male and female
- **Age:** Over the age of 18
- **Online Pizza Ordering Experience:** Has ordered pizza online previously
- **Computer Literacy:** Comfortable searching and navigating the web

User	Gender	Age	Has Previously Ordered Online	Video Link
1	Female	35-44	Yes	http://ksutube.kent.edu/watchpwvid.php?playthis=nf6961642
2	Female	25-34	Yes	https://ksutube.kent.edu/watchpwvid.php?playthis=3y2496pml
3	Male	25-34	Yes	http://ksutube.kent.edu/watchpwvid.php?playthis=ayq0xzwyr
4	Male	35-44	Yes	http://ksutube.kent.edu/watchpwvid.php?playthis=w1gw56098

Pre-Task Questions

	User 1	User 2	User 3	User 4
Have you ever ordered pizza online?	Yes	Yes	Yes	Yes
If not: why haven't you ordered online?	N/A	N/A	N/A	N/A
Was it for delivery or pick up? Why did you pick it up or why did you have it delivered?	Both: "Depends on convenience."	Pick-Up: "It's on my way home from work."	Both: "Delivery because I'm lazy. Pick-up to avoid the delivery charge."	Both: "Pick-up to avoid service charge and additional tip. Delivery for convenience."
What did you order?	Large pepperoni pizza and salad	Pizza and wings	Meal deal: pizza, pasta or wings and breadsticks	Pizza, breadsticks, pop
How would you describe your experience?	"Pretty good"	"Easy and quick"	"Took longer than estimated. Purchasing wasn't difficult though."	"I've gone through multiple websites for different companies and I know that 2 of the 3 I've gone to are easier to use than the third one."

List of Tasks

Pre-Task Questions

- Have you ever ordered pizza online?
 - If not, why haven't you ordered online?
 - If so, was it for delivery or pick up?
 - Why did you pick it up or have it delivered?
- What did you order?
- How would you describe your experience?

Ice Breaker

Task

We are ready to get started so go ahead and launch the web browser. Go to Google and search for pizza in your zip code.

Follow-up Questions

1. Are you able to find what you need?
2. Is there a pizza place close by?
3. Is it the type of pizza you like?

Task

Navigate to the Papa John's website

Task 1**Scenario**

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of papa johns and that is where you will be ordering the pizza. There are bunch of people at this party and you need to order 3 pizzas.

Task

Order three pizzas:

- Mushroom and pepperoni
- Half onion and half sausage with light sauce
- A specialty pizza

Follow-up Questions

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

Task 2**Scenario**

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email.

Task

Can you sign up for deals and coupons using your email rather than registering?

Follow-up Question

What do you think you will receive by email?

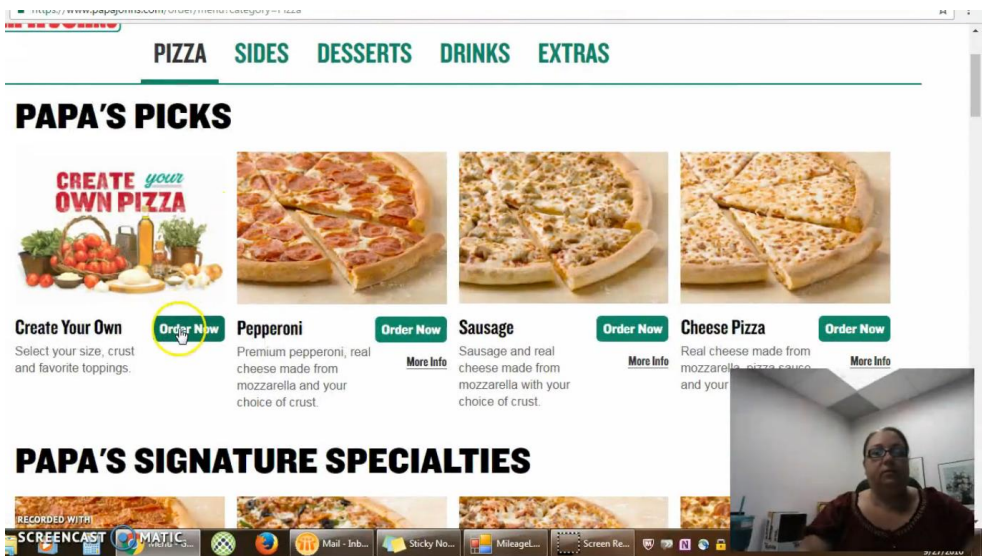
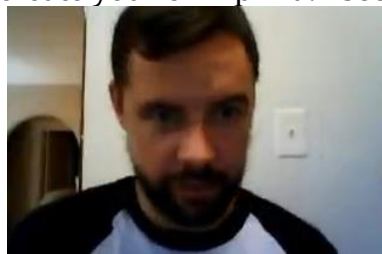
Task 3**Scenario**

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.

Task

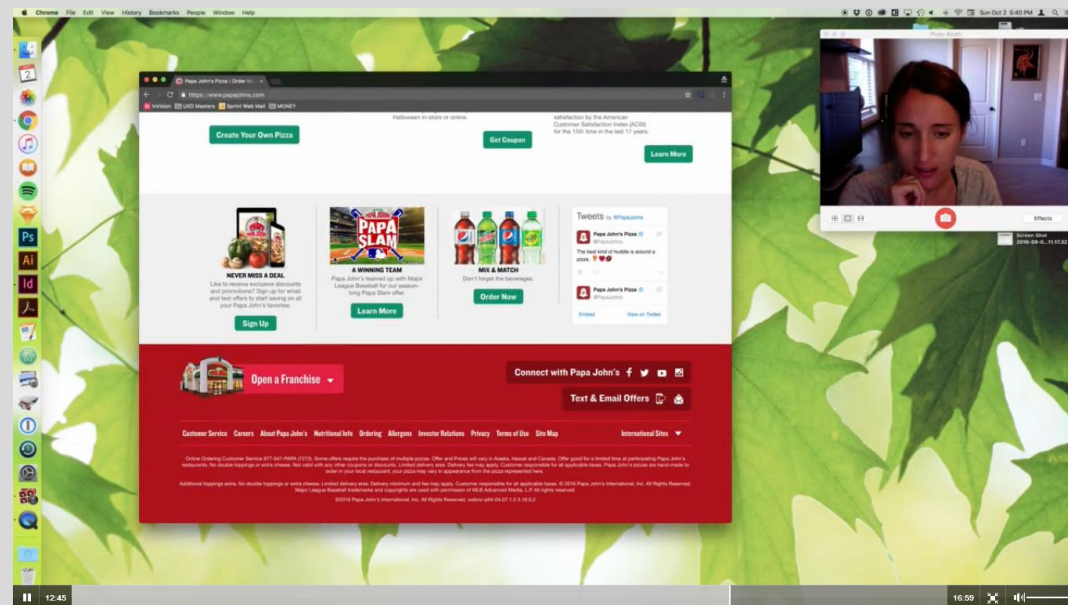
You need to contact the corporate office, how would you do that?

Synopsis of Findings

Finding	Recommendation
<p>The online menu isn't clear enough where to go when attempting to create your own pizza.</p> <p>When asked to create the three pizzas, all four users spent time scanning up and down the page to see if the pizza they needed to create was already listed on the menu. When it wasn't, all four spent additional time searching for a way to create their own pizza. Even User 4, who had found and selected the "create your own" icon on the home screen, was redirected to the menu rather than taken to the page to create a pizza, and had to spend extra time finding the create your own icon on the menu page.</p> <p>While once they found the icon the first time they were easily able to locate it for later pizzas, the initial time to find the icon was a bit lengthy.</p> 	<p>Consider making the "create your own" icon more prominent to set it apart from the other choices.</p> <p>"So I'm looking for a create your own type of thing right?" User 2, 3:58</p> <p>"So far, just in quick looking I have not found anything other than just their recommended pizzas. There isn't one that's just like create your own pizza." User 4, 6:35</p> 

Some struggled to discover the email/text promotion sign-up

There was some confusion between the email/text sign-up, account registration, and Papa Rewards. While two of the users automatically assumed they may find the email/Text option at the bottom, the other two struggled to figure out how to accomplish this task. One user ended up attempting to register at first before eventually finding the email/text icon, while the other user completely failed the task.



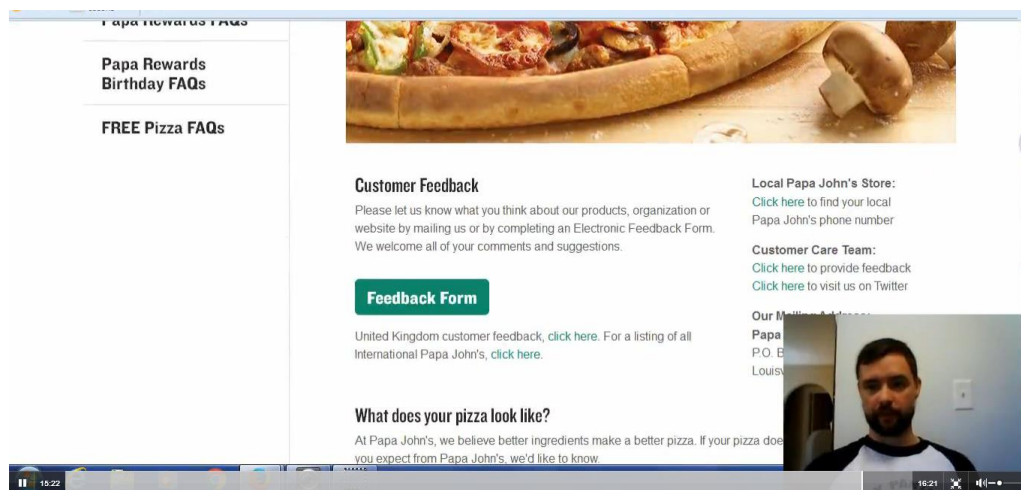
Rather than having so many options for communication, consider placing all of the email/text, rewards, and registration under one icon giving the user the option to opt in or out of all of the options on one page.

“Do you have to do that, or is it one or the other?” User 3, 12:10- In reference to whether you have to sign up for both text and email offers



Some struggled with finding a clear path to contact the corporate office

While some users were able to discover that the site had three ways in which to contact the corporate office (via the feedback form, mail, or calling), others didn't notice anything but the feedback form. This proved frustrating for those wanting immediate feedback via a phone conversation as opposed to waiting a few days for the company to email them back.



Consider placing the various contact options more clearly and cohesively on the contact page so that all three options are easily discovered.

“It looks like my only option here right now, is to um...it looks like mail the customer care team.” User 4, 15:20

It isn't clear what the first step of the order process should be.

There were three different actions taken by the four users to start their order. Users 1 and 3 located the “start your order” button on the home screen, while user 2 chose to click on the menu and then pizza which forces you to then input your address or find a Papa John's location, and user 4 went straight for the “create your own pizza” icon on the home screen.

Users did not uniformly begin their orders in the same way

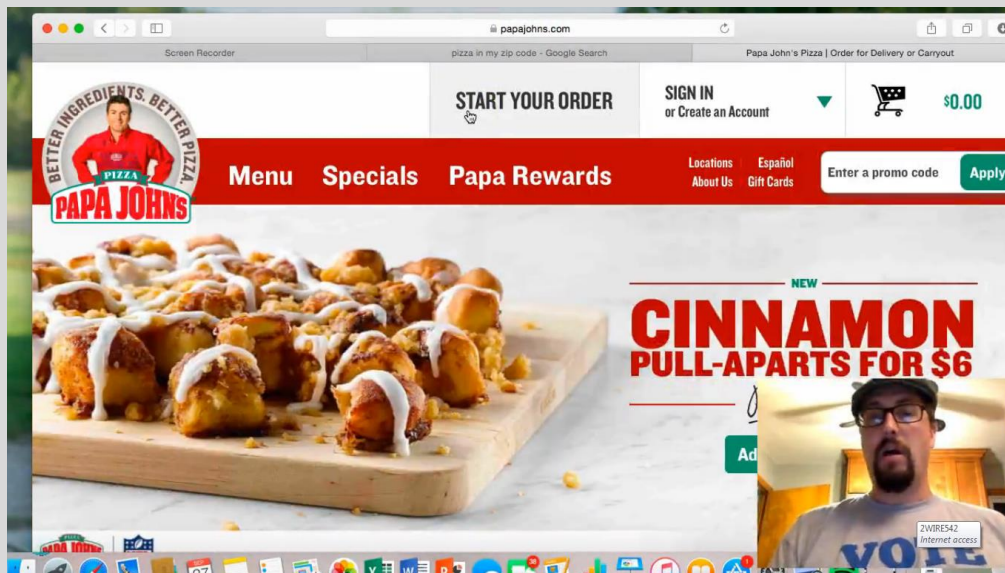
User 1- Start your order button

User 2- Menu button

User 3- Start your order button

User 4- Clicks create your own pizza on home screen

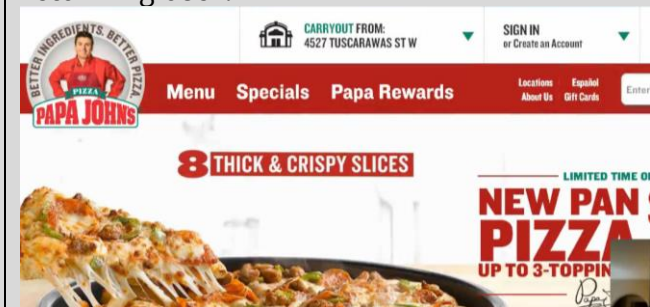
It should also be noted that once a user sets a location on the website, when they return to the website the start your order icon disappears and shows the store location instead.



Consider keeping the site uniform and allowing for the “start your order” tab to remain at the top of the screen even after setting a location.

Evaluate how you would ideally like customers to start an order from the home screen, and refine the process to make that path more prominent and consistent.

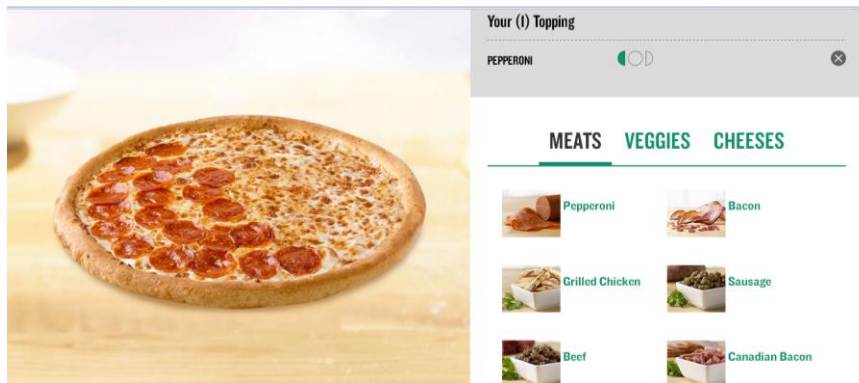
Start your order icon is missing for a returning user.



Adding toppings to only half a pizza can take time due to the placement of the icons.

Three of the four users had difficulty finding the icons to move the ingredients to just half of the pizza. Depending on their screen size and how far they had scrolled down the page, finding the icons would have required the user to scroll up the page to find them.

While all four users did complete the task successfully, searching for the half pizza icons did take up extra time for the users.



Re-evaluate the placement of the half/whole/half icon.

Users may more readily associate the icon with the topping if it were located closer the ingredients themselves.

“I’m not seeing anything as far as giving me an option, on the half option.” User 1, 9:43



Analysis of Tasks

Task 1

Order three specific pizzas: mushroom and pepperoni, half onion and half sausage with light sauce, a specialty pizza

	User 1	User 2	User 3	User 4
Task Completion	Yes	Yes	Yes	Yes

- Users enjoyed the pizza animation as they added their toppings to the pizza. They enjoyed being able to visually see where the items were being placed so they knew the order was being created as they intended.
- The process of ordering multiple customized pizzas at once is a bit cumbersome. The site currently forces the user to go through the entire process for each pizza rather than providing an add another pizza option after they've added a pizza to their cart.
- Multiple users struggled to find the “create your own” pizza option on the menu. The one user who found the option on the home screen was redirected to the menu rather than taken directly to the pizza builder, which forced them to find the button again on the menu screen. This served as a source of frustration for the user.
- Several users had difficulty adding toppings to only half of the pizza. This was particularly true when the user's browser was smaller forcing the half icons off the page as they viewed the pizza.

Task 2

Sign up for deals and coupons with their email

	User 1	User 2	User 3	User 4
Task Completion	Yes	Yes	Yes	No

- Two of the four users felt it was natural to look toward the bottom of the page for this type of information. The other two struggled with the task with one initially going to the registration page, and the other completely failing the task never making it past the rewards page.
- Users were very unclear as to whether they were signing up correctly.
- While assumptions were made as to what they would receive in their email, none of the users seemed all that clear on what Papa John's was actually going to send them.
- There was some uncertainty as to whether it was even necessary to sign up given that there is a specials area on the webpage where users could go any time to find specials without having to sign up for anything.

Task 3

Contact the corporate office to file a complaint

	User 1	User 2	User 3	User 4
Task Completion	Yes	Yes	Yes	Yes

- All four users were able to complete the task, but only two of the four discovered that there were ways aside from the feedback form to contact the company
- Users did not seem to have an issue locating the customer service area. They seemed to expect that it would be at the bottom of the page.

Follow Up Research Questions

1. Does age play a factor in the user's ability to perform various tasks easily? i.e. Are some things more intuitive based on age?
2. What are user's expectations of the checkout process? Would they prefer to check out as a guest or create an account? Does checkout vary depending on the delivery/carryout option? Are there benefits to creating an account at checkout?
3. Once users receive their email/text about an offer, how easy is it to redeem the offer?
4. When ordering a specialty pizza, how easy is it to customize the pizza?
5. How quickly does the corporate office respond to complaints, and what is the level of response?