

# Usability Study: Screeners Questions and Tasks

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This document presents the screener questions and tasks for the upcoming usability study of the Papa John's website.

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## User Profile

**Type of User:** Moderate

**Age:** Over 18

**Frequency of Online Ordering:** Orders pizza 1-2 times a month.

**Computer Literacy:** Has basic computer knowledge, and uses the internet proficiently and independently for basic tasks such as shopping, email, and web surfing 5+ hours a week.

## Screener Questions

Question	Action
1. How old are you?	<a href="#">Continue</a> - 18 or over Terminate- Under 18
2. Do you like pizza?	<a href="#">Continue</a> - Yes Terminate- No
3. Would you be available between November 14-November 30 for in person usability testing?	<a href="#">Continue</a> - Yes Terminate- No
4. Do you ever order food online? If yes follow up with: What types of food do you order online? If pizza is not noted, specifically ask: Do you ever order pizza online?	<a href="#">Continue</a> - Yes to ordering pizza Terminate- No to ordering pizza
5. On average, how often do you order pizza online?	<a href="#">Continue</a> -1-2x/mo Terminate- <1 or 3 or more
6. Have you ever created an account with a website when you've ordered food online in the past? If yes, can you tell me about your experiences?	---
7. Do you belong to any rewards programs? If yes, what types of rewards programs do you belong to, and what attracted you to them?	---
8. On average, how many hours a week do you spend online?	<a href="#">Continue</a> - 5 or more Terminate- Less than 5
9. What kinds of tasks are you typically performing online?	<a href="#">Continue</a> - Varied tasks with competency expressed Terminate- All other answers
10. Have you or anyone in your family ever worked in the pizza industry? If yes, who?	<a href="#">Continue</a> - No Terminate- Yes (self, immediate family member, or strong opinion about the industry shared)



## Rationale

In the above screener, we are focusing on Papa John's moderate user group. These users have been established as users over the age of 18 whom like pizza, order pizza online no more than 1-2 times a month, and have a basic knowledge of computers with general usage of more than five hours a week. Given the wide range of customer's Papa John's has, we do not feel it is necessary to establish sex or overall age specifications beyond those mentioned above.

**Questions 1-3:** These questions establish the user's age, availability for the study, and whether they like pizza. These questions are placed first as they can most quickly and easily disqualify a participant allowing for an early exit of a non-qualifying interview in consideration of both the user and screeners time.

**Question 4:** This is a probe question to discover the user's general proficiency in ordering food online, as well as, informing us specifically as to whether they fit into our pizza ordering criteria. Given our desire for non-biased results this will allow us to understand the level of general online ordering proficiency of each participant. Understanding the range of general ordering proficiency our users have will give us the opportunity to select a range of participants within our moderate pizza ordering parameters to ensure we are getting an accurate view of our user base during testing.

**Question 5:** The fifth question establishes the user's online pizza ordering habits. Given that a moderate user is someone defined as ordering 1-2 times a month; this allows us to determine whether the user appropriately fits into our moderate parameters.

**Questions 6-7:** These questions are asked to help give a general understanding of the user's habits. Given the company's desire to determine whether users are deterred by account creation, understanding the habits of the user prior to testing allows us to recruit users who both often create accounts or sign up for rewards programs and those who don't. This will aid in ensuring our results are unbiased when we test the account creation tasks.

**Questions 8-9:** One of our criteria for involvement in the study as a moderate user is that participants spend a minimum of five hours a week using the internet to perform various tasks like email, web surfing, and shopping. These questions help to establish the user's level of proficiency with general online tasks.

**Question 10:** We included this question as we didn't want to introduce bias into our study. We felt that if the user had a direct relationship with the pizza industry that they may have a biased opinion about tasks within the study. We felt it was important to eliminate these candidates to ensure we weren't invalidating any of our results.



## Tasks/Scenarios

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### Task 1 Scenario

You are having family movie night and decide you want to order your pizza online from Papa John's.

#### Task

Choose your desired browser to navigate to the Papa John's website, and locate the local menu.

#### Questions Answered

Can the user easily navigate to and locate the local menu? Are they able to complete the task without frustration?

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### Task 2 Task

Locate the Dawg Pound Deluxe pizza, and share with us what toppings are included on the pizza.

#### Questions Answered

Is the menu easily navigated, and understandable? Is the menu overwhelming for the user to navigate? Can items be found quickly?

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### Task 3 Task

Locate the rewards program. Can you explain the rewards program to us?

#### Questions Answered

Is the rewards program easily found? Do users understand how the program works? Does it incentivize them to sign up for an account?

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### Task 4 Scenario

You had a late work meeting, and are in a rush because you need to quickly order dinner before picking your daughter Ellie up from school in 20 minutes.

#### Task

Start a carry out order for the pizza of your choice. Check out, placing your order as a guest.

#### Questions Answered

Is it easy to quickly order a pizza when time is limited? Is the guest checkout option prominent enough? Does the guest checkout process provide a frustration free experience?

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### Task 5 Task

Start an order for two large pizzas: one cheese with light sauce and one half pepperoni half sausage.

#### Questions Answered

Can the user easily discover how to start an order? Does the website allow for easy ordering of a more complex pizza?

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**Task 6****Task**

Add up to \$15 of side items/desserts/drinks to your order.

**Questions Answered**

Can a user easily navigate from the shopping cart back to the menu to add items to their order? Is the side item menu easily found and used?

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**Task 7****Scenario**

The Cleveland Indian's scored five runs last night. You heard on the radio this morning that the Tribe5 promo code will get you 50% off your order.

**Task**

Apply the promo code to your shopping cart.

**Questions Answered**

Is it easy to find the location of the promo code application option? Can a promo code be easily added to a cart?

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**Task 8****Task**

Navigate to your shopping cart, and check out using the checkout method of your choice.

**Questions Answered**

Are users incentivized enough by the rewards program to voluntarily go through the sign up process to create an account when given the choice to check out as a guest or with an account?

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**Task 9****Scenario**

You are having a get together with friends to watch a football game. You have \$25 to spend on food.

**Task**

Locate the specials and select an item(s) that would fit your needs for the get together. Customize the items and add them to your cart.

**Questions Answered**

Can the specials be easily found? Are user's overwhelmed by the options? Are the specials easily customized to meet the user's needs? Is the process of adding and customizing a special able to be accomplished in a timely manner?

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**Task 10****Task**

Navigate to your cart and check out, creating an account at check out.

**Questions Answered**

Is the account creation process easy to accomplish?

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