

Hestia's Kitchen App Usability Study

May 07, 2021

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Study Details

Project Background

We're creating a Hiestria's Kitchen app to attract and retain customers who orders food in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Study Details

Research Questions

1. How long does it take for a user to select and order a food in our app?
2. Are users able to successfully order the food they desire ?
3. What can we learn from the steps users took to order or schedule an order?
4. Are there any parts of ordering process where users are getting stuck?
5. Is the scheduling process easy for the customer?

Participants

7 participants

Participants between the ages of 18-62 who reside in metropolitan and suburb areas. Participants order out at least once a week.

Methodology

25-30 minutes

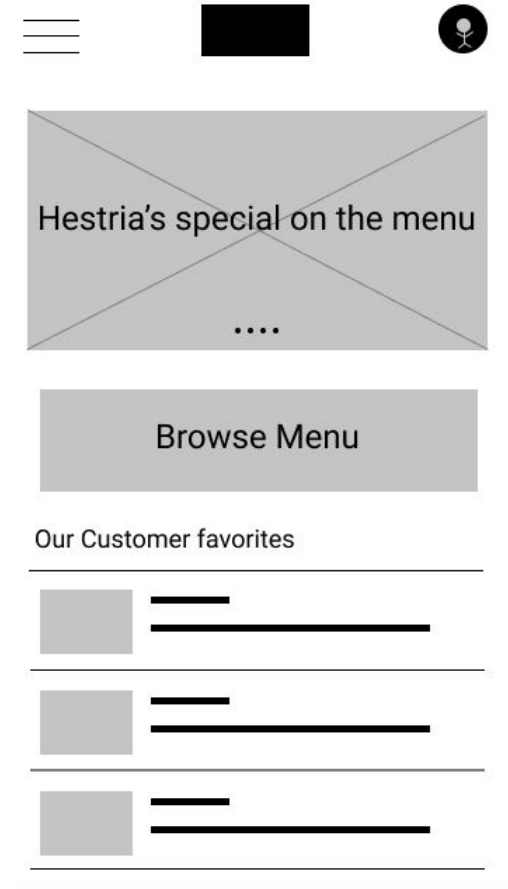
United States, remote

Unmoderated usability study)

Users were asked to order on a low-fidelity prototype

Prototype Tested

The low-fidelity app prototype for Hestia's Kitchen was tested and can be viewed [here](#).



Themes

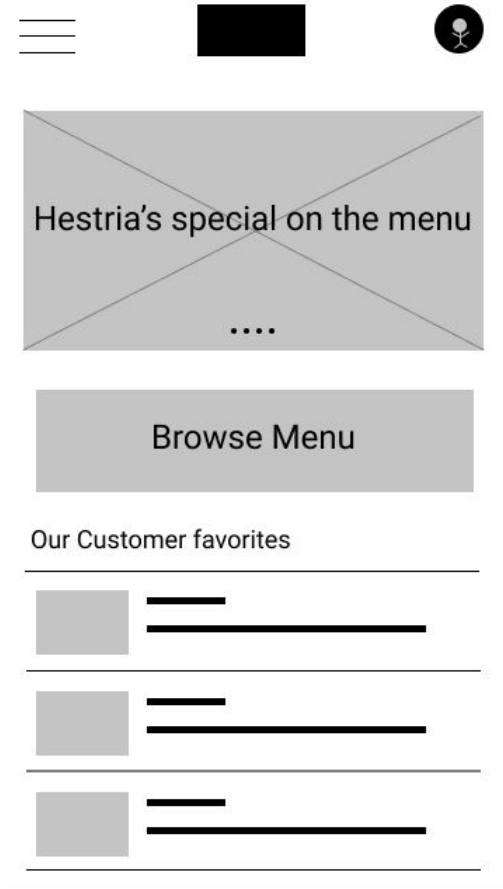
People want to order quickly

Supporting evidence from the usability study.

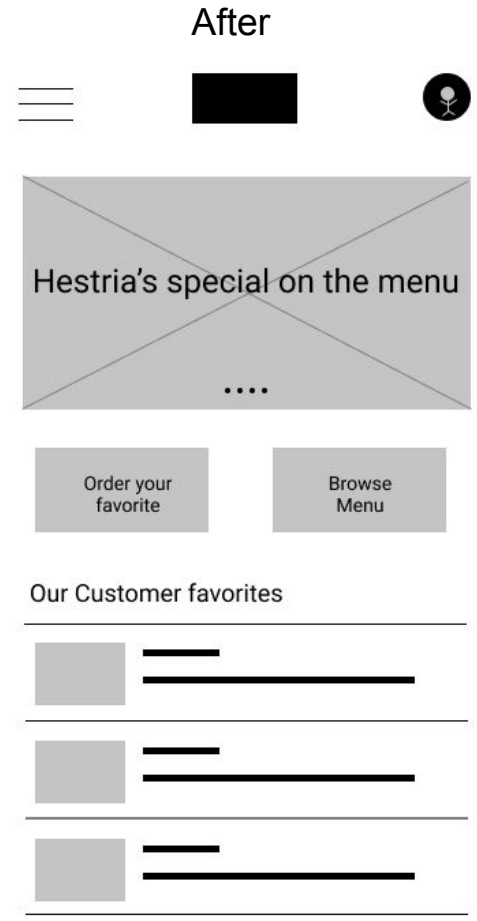
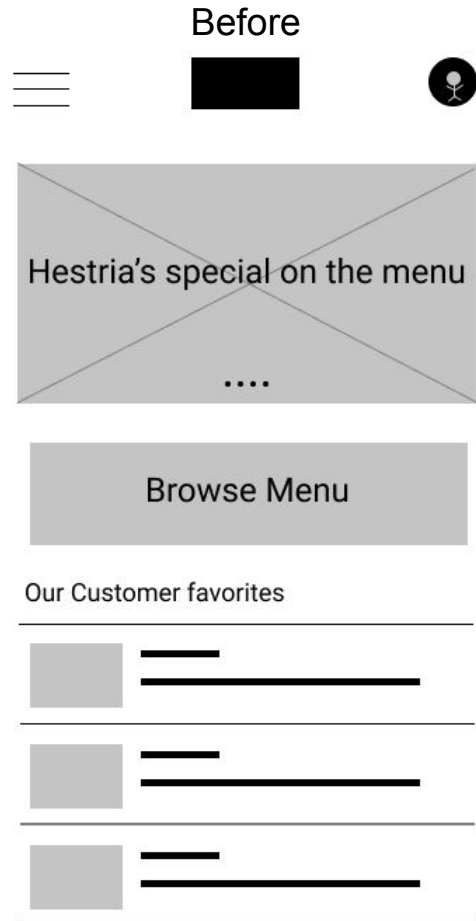
- 5 out of 7 total participants said they wanted to order their food in under five minutes
- 4 out of 7 total participants expressed a desire to save orders for easy re-ordering

"I like the profile feature, but it's strange that there's no way to store my order so I can order it again next time."

— Mike, consumer from Brooklyn, NYC



INSIGHT 1: People want to order quickly



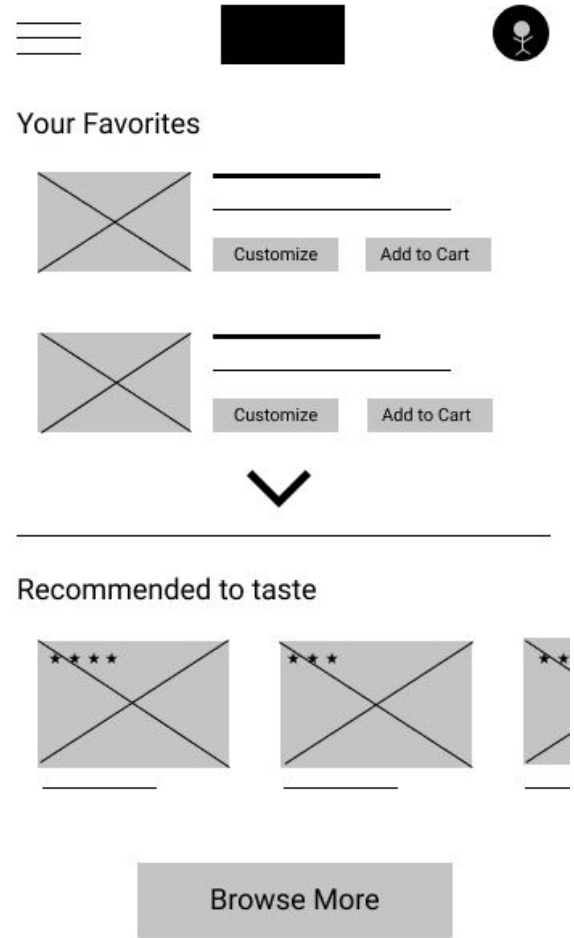
People want Access Cart quickly

Supporting evidence from the usability study.

- 4 out of 7 total participants said they wanted the ability to choose crust for pizza and bun for burger and sauce in addition to toppings
- 3 of those participants noted that they would like an option for gluten-free or low-calorie options.

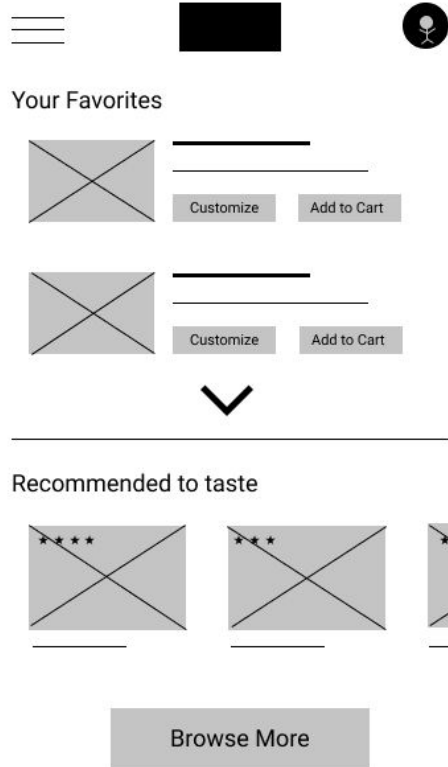
"I'm gluten-intolerant, so I would really like the option to customize my pizza/burger that meets my dietary needs."

— Clare, consumer from Queens, NYC

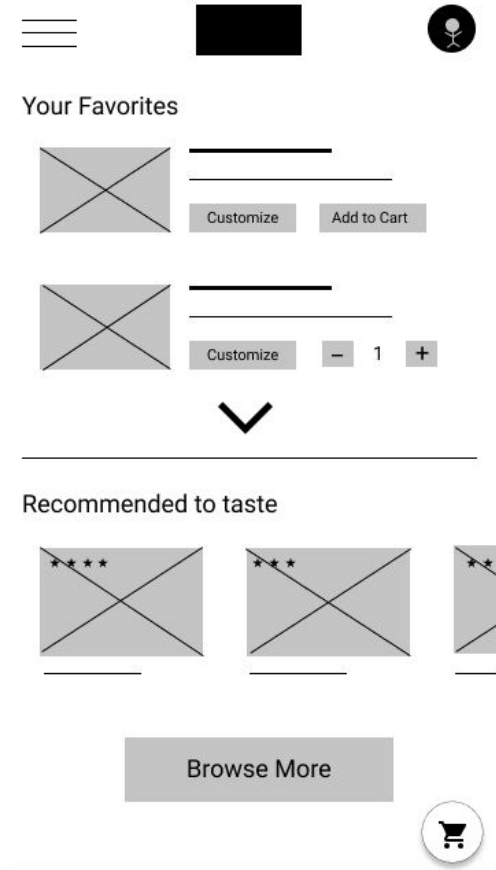


INSIGHT 2: People want Access Cart quickly

Before



After



People want to view items already added

Supporting evidence from the usability study.

- 6 out of 7 total participants said they wanted an option for delivery and scheduled delivery

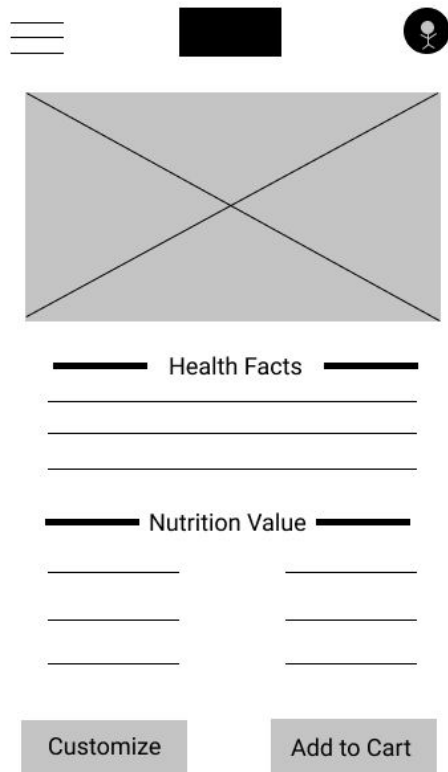
"With my busy schedule it's not always easy to drive to the store and back. Sometimes I just want to kick back, relax, and get some food delivered as schedule. Easy."

— Lara, consumer from Ranch, Bronx

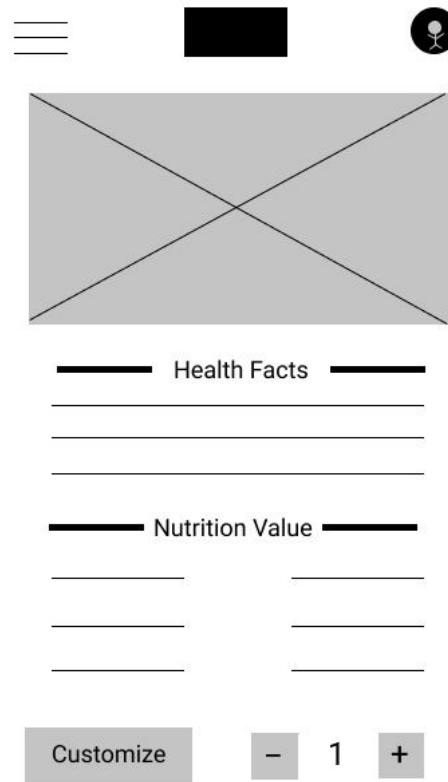
The mockup shows a mobile application interface. At the top, there is a hamburger menu icon on the left, a solid black rectangle in the center, and a circular profile icon on the right. Below the header is a large gray rectangular area with a black 'X' across it, serving as a placeholder for a product image. Underneath this is a section titled 'Health Facts' flanked by horizontal lines, followed by three horizontal lines for text. Below that is a section titled 'Nutrition Value' flanked by horizontal lines, followed by two columns of three horizontal lines each for text. At the bottom are two gray buttons: 'Customize' on the left and 'Add to Cart' on the right.

INSIGHT 3: People want to view items already added

Before



After




Insights & Recommendations

Research insights



Fast ordering

Users need a way to order more quickly without having to go through the full "Customization" process..



Customization options

Users need better customization options when building their own burger / pizza / pasta or any italian food.



Delivery Schedule option

Users need a way to order food prior lunch/dinner as a scheduled delivery.

Recommendations

- Add a “save customization” option in the user profile so users can reorder quickly.
- Add a way for users to customize their sauce and crust so they have expanded options for their dietary needs and preferences.
- Add a scheduled delivery option in the checkout process so users can order from the comfort of their home.

Thank you!