

# Zia's Pizza App Usability Study

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# Study Details

## Project Background

We're creating a Zia's Pizza app to attract and retain customers 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 pizza in the app?
2. Are users able to successfully order the pizza that they want?
3. What can we learn from the steps users took to order a pizza?
4. Are there any parts of the pizza ordering process where users are getting stuck?
5. Is the payment 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

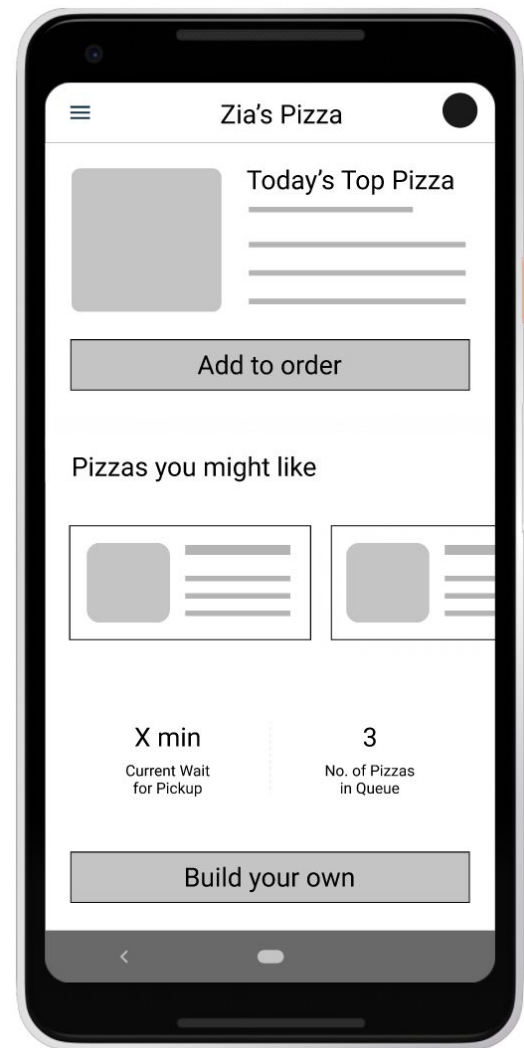
United States, remote

Unmoderated usability study)

Users were asked to order a pizza on a low-fidelity prototype

# Prototype Tested

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



# Themes

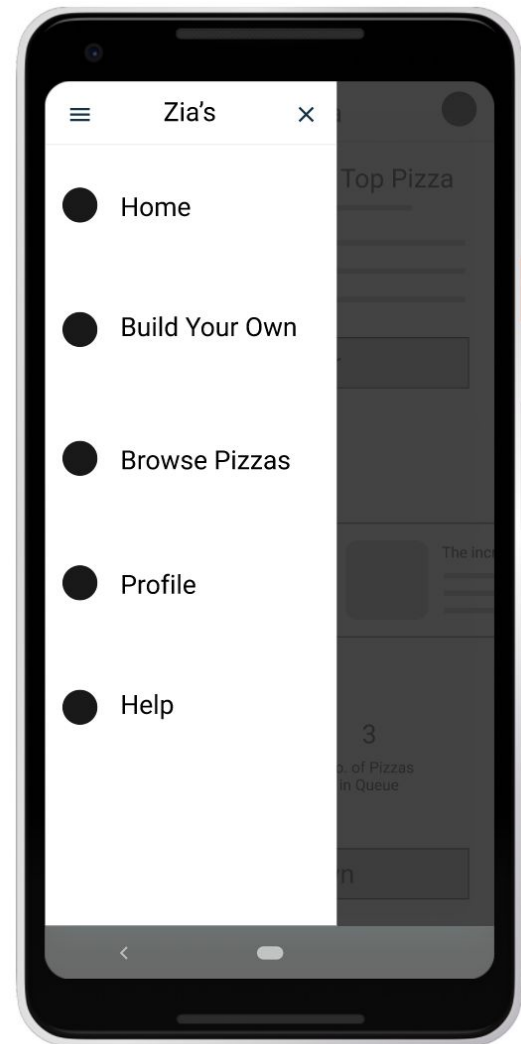
# People want to order pizza quickly

Supporting evidence from the usability study.

- 5 out of 7 total participants said they wanted to order their pizza 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."*

— Alan East, pizza consumer from Denver, Colorado





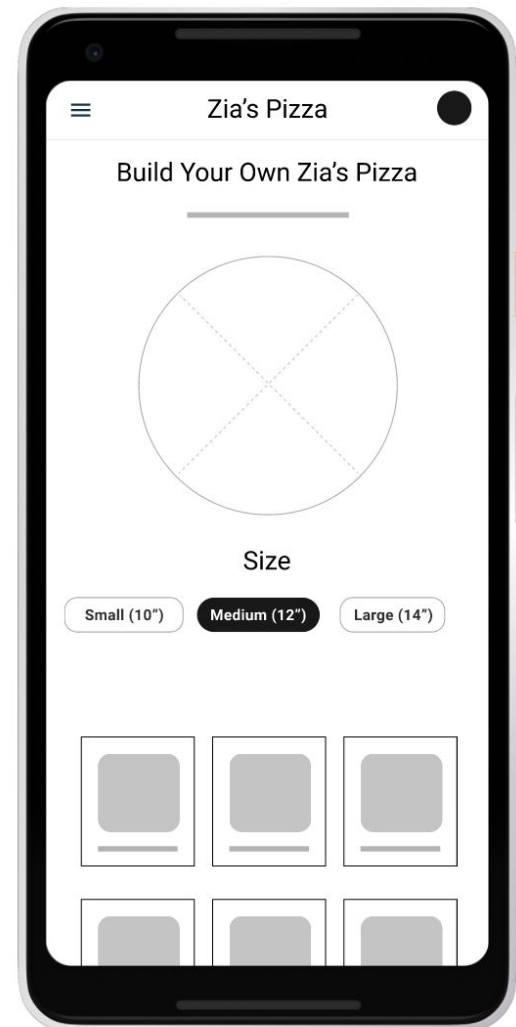
# People want customization options

Supporting evidence from the usability study.

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

*"I'm gluten-intolerant, so I would really like the option to choose a crust that meets my dietary needs."*

— Noemi Hirsch, pizza consumer from Boulder, Colorado



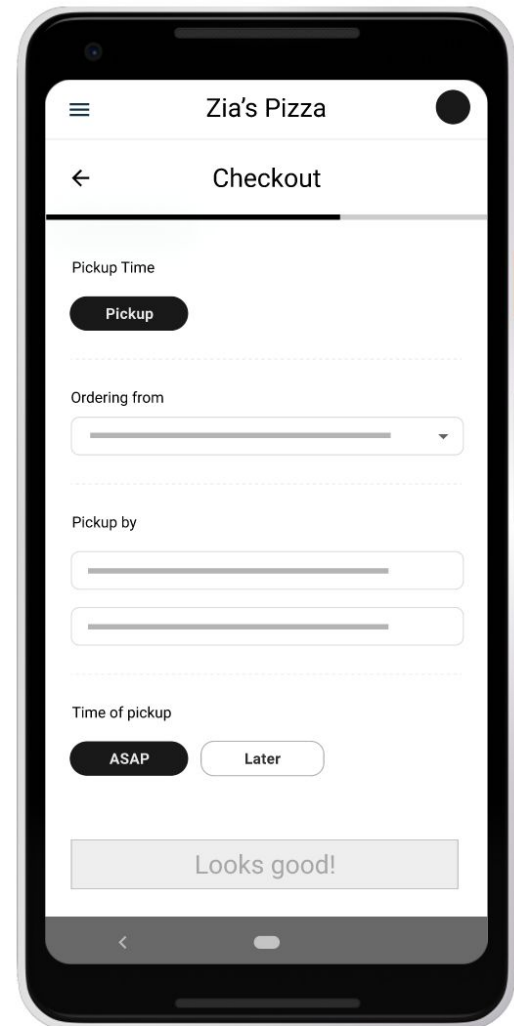
## People want a delivery option

Supporting evidence from the usability study.

- 6 out of 7 total participants said they wanted an option for delivery in addition to pickup

*"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. Easy."*

— Ky Lim, pizza consumer from Highlands Ranch, Colorado



# Insights & Recommendations

## Research insights



### Fast ordering

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

### Customization options

Users need better customization options when building their own pizza.

### Delivery option

Users need a way to order food for delivery.

# Recommendations

- Add a “save pizza” 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 delivery option in the checkout process so users can order from the comfort of their home.

Thank you!