Group 38: Pizza Maestro MS3

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The main goal of the Pizza Maestro website is to help users successfully select meal items of their choice and place their orders in an easy and straight forward manner.

* The factors that were used to determine our usability goals:
* Effectiveness
* Efficiency
* Learnability
* Memorability
* Safety
* Utility

For our investigation, we were able to select 3 subjects of different age ranges to determine if the usability goals were met. All investigations where done in person. To help us with this analysis we employed the Ideo fly on the wall method (Look) and we asked our subjects through conducted interviews (Ask) to determine any constraints or confusion encountered while using the interface.  
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* The majority of the participants understood the general premise of the Pizza Maestro website
* 1 of the 3 test participants had difficulty using the check-out/billing system as he did not wish to place so much information at the end of his order.
* The Menu selection consistently received positive feedback from users.
* Users where able to easily navigate from the home screen to order page quite easily without having to break for thought.
* One user did have trouble with the check out system but the dialogue buttons assisted the user to make corrections.
* Once learned the users where able to make multiple purchases through the system enforcing the learnability of the system.

Goals

Test product concept with target audience.

We intended to know if we were able to provide a useful design which was sufficient to place food orders online in the real world. Inorder to do this we needed to make sure that we followed a user centered design. Keeping the user in focus we ensure we do not fall into the designers fallacy as developers it is very easy to forget the user is not like you.

Reveal friction points and confusing experiences.

This let us know of possible flaws and oversights that hindered the users from successfully placing an order and making payment. Also to identify other things that may make the experience less pleasant or cause discomfort.

## Identify bugs & issues with the product.

This ensured the proper functionality of our system as there is no way to truly identify bugs but when the user is using the system.

## Methodology

## Outreach & Screening

​Due to the pandemic we were only able to select members of our household.  
All members where above the age of 18  
2 Males  
1 Female  
Age Distribution:  
1 Male : 40+ years Old: not very familiar with technology;  
1 Male : 20+ years Old: very familiar with technology; and consistent use of social media  
1 Female: 20+ years Old: very familiar with technology; and consistent use of social media

## Testing Setup, Moderation & Post-Test Questions

### **1. Introduction**

Participants were told that this was a prototype website. their objective was to use the website to place an order as if it were a real-world website. participants were allowed to think out loud and ask questions if they came to bottle neck.

### **2. Tasks**

* Create an account and login.
* Find specific content, page, button, etc.
* Complete The entire task from start to finish (place order and make payment)

### **3. Post-Test Questions**

* How would you describe this product to someone?
* What was your favorite aspect of the product?
* What was the most confusing part of the test?
* Would you continue using this product?
* Would you recommend this product to a friend or colleague?

Interviews:

Bruno:

Bruno is a male, 20 years old, an international student staying in Canada for almost 3 years. He also works part time at Walmart.

Bruno really liked the whole experience, as it was easy to understand and work with, as

he does not frequent online food ordering services. The most interesting idea for him was that all

the suggestions provided by the website like what is hot, what is new, starters, made the website more inviting.

Giving him options with what to order, as he was not sure at first what he wanted to order. The varieties

The description of all the items was informative for him as well. He really liked the create your

own pizza part of the website as he’s some allergies with the regular pizza options so he now he

can easily customize what he wants and add or remove as many toppings he liked.

Bruno thought the “Edit” at the checkout page was a good functionality but could use some clarification, he did like being able to customize his order, if he forgot to add a sauce or something he

could do it later at the checkout by accessing the same information from the previous page (main item description page).

Bruno suggested having a search bar option available throughout the website to make a

direct search of required item rather than going through the whole menu. The user said he would

What I personally learned is how important it is to investigate with your target audience

This ensures you notice a lot of foresight which we previously did not notice.

repeatedly as there are many valid suggestions. I have also learned how important it is to make

the user experience as memorable as possible to ensure easy and quicker navigation.

Interview with

Bob-

Bob is a male, 40+ years old working in security field.

Bob thought the layout was straightfoward. He liked the paper design of the

drop-down menus since it helped him visualize exactly how a user would go about ordering with

this tool. Bob was also excited to be able to use this tool once it is fully developed – he felt that it was a fully functioning website.

within a few uses he would have a great understanding of the layout and be able to use this tool

to its full customizable potential.

Bob suggested that the side menu should also be available on the opening page but it appeard he didn’t fully understand the idea he was trying to translate.

Bobs emphasized his reading disability andthat the pictures and icons made it easier to use but his technically skills did make it difficult once it was time to make payment and customize order.

Over all Bob liked the Prototype and the learning curve to use it did not seem to much to discourage him from using it.

Interview with

Sally:

Sally is a 20 +year-old Female.

Geoff is very experienced with other online ordering systems and uses them frequently.

This participant was very pleased with how easy it was to navigate through

when ordering, she had little to no trouble at all with the interface and was able to make it completely through the task without asking questions.

A suggestion of hers is to include a “remember me” option upon login or sign up for the browser to remember this info.

Overall, this user taught us that it is important to make the login and sign up as efficient

Sally also taught the dialogue boxes were descriptive when it came to correct the user on which section of the form they filled in incorrectly.

as possible, by possibly adding in a remember me option, the user would not have to type in that field but. She was later informed that the functionality was not part of the course scope

overall interface was familiar to other menu interfaces she had previously used, as everything was similarly placed where she expected them to be, and he could navigate with ease.

Review:

Sally-

Sally is a frequent User of similar interfaces and she had no problem navigating.

For her the interface passed all Usability objectives and was Satisfiable at the very least.

Sally describe the website as a simple pizza restaurant.

She like the menu grid with choices and editing selections

She found the payment and billing section easy to navigate

She wasn’t confused at all

She did hope for better food options.

She said would definitely be using it again if she could in the real world.

Bob-

Bob was very impressed, but he did struggle a bit at the final stages of the website especially customizing his order. We did make changes to compensate for this like enlarging the font size and using checkboxes rather select boxes for some options.

Bob describe the website as a very interesting pizza Website

He like the menu grid with choices

He did run into a few Hiccups at the customization area.

Once he was able complete an order he had little no problems doing it again.

He said would definitely be using it if he could.

Bruno-

Bruno describe the website as a nice prototype restaurant.

He liked the menu grid with choices and editing selections

He wasn’t confused but asked a lot of clarifying questions.

He liked the layout and food options.

He recommended we go for a more modern look.

CONCLUSION:

**Effectiveness:** All Participants were able to complete the task.

**Efficiency:** All Participants were able to complete the task in a timely manner.

**Learnability**: 2/3 Participants were able to complete the task without asking. And all participant’s where able to navigate through easily.

**Memorability:** All Participants were able to complete the task once learned

**Utility:** All Participants were able to complete the task with the functionality provided from the interface.

**Safety:** All Participants were able to recover from safely recover from errors.

This research report includes the details of how we conducted our research, the results we found and brief list of recommended changes. showed that our usability goals were met but the users wished for more functionality which was outside the scope of the course. A few recommended changes we would have made was a better design of the checkout/order page which we recognize could offer a better design to eliminate the confusion one of the users experienced when attempting to place an order. I would like to emphasize that we did have a limited team as our members dropped the course which made the task even more tedious for just two group members. As a final year student in the course I was a able to take a team lead approach to ensure we were able to get things done. Thank you.