

Introduction	<ul style="list-style-type: none">• Title: Usability Testing of Nelo's Kitchen: A Recipe Website for Viewing and Replicating Nigerian Recipes• Author: Hameedah Salaam, student• Stakeholders: Hameedah Salaam (Designer), Susan (Client)• Date: January 24, 2025• Project background: I am creating Nelo's Kitchen, recipe website for Nigerian recipes so people can replicate meals at home and save money and time ordering and waiting for meals to be made and delivered.• Research goals: To evaluate the overall usability and user experience of a recipe website, focusing on how effectively users can navigate, locate, and view recipes. Also, how effective the decision to separate blog content from recipes to reduce user frustration.
Research questions	<ul style="list-style-type: none">• Evaluate the ease of navigating between recipes and blog content and the effectiveness in enhancing user experience.• Assess how effectively users can locate and view recipes without distractions.• Identify pain points or areas for improvement in the navigation and overall user experience.• Gauge overall user satisfaction with the website's organization and layout.
(KPIs)	<ul style="list-style-type: none">• Task Completion Rate; Average Task Completion Time; Ease of Finding Recipes; User Satisfaction Score; Reported Pain Points;
Methodology	<ul style="list-style-type: none">• Moderated usability study• Location: Canada, in person• Date: Sessions will take place during the week of January 17-24, 2025• Length: Each session will last 10 to 15 minutes, based on a list of prompts with a SUS following the study• Compensation: No compensation
Participants	<ul style="list-style-type: none">• Individuals who cook frequently• Individuals who are trying to get into the habit of cooking• Individuals who frequent cooking/recipe websites• 1 female who cooks and frequents recipe websites, 1 female who cooks but does not use recipe websites, 1 male who cooks often, 1 male who does not cook often and 1 female all between the ages of 18 – 60 and of varying nationalities.• These participants were chosen because they bring varying elements to consider to the table, some would have a point of comparison having used other websites, while others will be able to explain what frustrated them from an unbiased perspective (not having used any cooking websites previously)



Script

and to access the usability for users who don't cook often, I have included a participant who does not cook very often.

- Additionally, some participants were chosen that are non-Nigerians, to get a new perspective on the naming of the recipes and usability across different cultures.
- Hello, thank you for taking the time to participate in this study. I want to let you know that your participation is greatly valued.
- This isn't a test, there is no "right" answer, and none of your responses will be considered wrong.
- I also want to let you know that the designer is not going
- If you have any questions, please don't hesitate to ask.
- Basic Questions:
 1. Do you cook a lot?
 2. Do you often use recipe websites when cooking?
 3. What do you find most frustrating when using recipe websites?
- Great! If you're ready, let's move on to the tasks you'll be working on
- **Prompt 1:** Open up the prototype and try to find a pastry you want to make. Do your best to talk me through your thought process.
 - **Prompt 1 Follow-up:** How easy do you feel it is to find a recipe? What was easy and what did you find challenging?
- **Prompt 2:** From the current screen(pastries) navigate to entrees. How hard or easy was it to navigate?
 - **Prompt 2 Follow-up:** What can we do to make it better?
- **Prompt 3:** How do you feel about the separation of the blog from the actual recipe content?
- **Prompt 4:** How do you feel about the prototype navigability and overall? What did you like and dislike about it? How could we improve and better your experience?
- Thank you very much for your time and participation
- **After** the moderated usability study participants will complete a post-test questionnaire using a Likert scale (1 = Strongly Disagree/Very Difficult, 5 = Strongly Agree/Very Easy):
 - You are very satisfied with the overall user experience on the website.
 - It was very easy to find and access recipes on the website.
 - The website's navigation is very intuitive and user friendly.
 - You find the design and layout of the website visually appealing.
 - The website meets your expectations of a recipe website.

