

Carmen Dotterer

Ming's Bubble Chalkmark Testing Analysis

From doing the chalkmark testing, it has become more apparent what needs to change and has become easier to narrow things down. The first task of 'click where you would browse drinks' shows that users are more likely to browse for drinks under the 'our menu' category rather than using the 'find your drink' button directly, so it may not be necessary to have both. Another very substantial finding is for the task 'click where you can find out about how ordering bubble tea works,' where it is now evident that the wording is a bit confusing. This information will be on the landing page only, so that it is easy to find, and to avoid confusion.

Tentative Layout

Primary Nav

Landing Page

- Promotions
- How it works
- Button to order now

About

- Ming's description
- Button to see menu

Menu

- Snack Bar
 - Cookie
 - Brownie
 - Rice Krispie Treat
- Bubble Teas
 - Hot
 - Cold
 - Fruit
 - Milk
 - Etc.
- Drink Toppings
 - Boba
 - Leche
 - Etc.
- Seasonal Drinks
 - Fall
 - Winter

Order Online

Footer

- Contact
- Hours
- Social
- Phone
- Location