

Ming's Bubble Tea Treejack Testing Analysis

After the treejack testing, there were a few things of note that were found. It seems that participants had a bit of trouble completing the task because of a few of the category names, and so this led to more clicks and more searching for the correct category. The categories that seemed to cause the most confusion were the 'home' and 'about' sections. When asked where to find information on what Bubble Tea is, participants' first clicks were 50% on the 'about' section, which was the correct answer, but 50% were on the 'menu' section. When asked where to learn about Ming's story, only 17% of participants' first clicks were on the correct answer, 'home', and 83% were on the 'about' section. There seemed to be a little bit of confusion between the menu and the order headings as well, and how they are used. A few changes will be made to help clear up confusion and make the navigation path more easy. The 'home' section will be taken out, and all of the items from that will go under the 'about' section. Also, the section 'order' will be changed to 'order now' or 'order online' to avoid confusion and differentiate between the menu, which is only for viewers to look at drinks. The sub section of 'pick a drink' will be changed to simply 'bubble teas' so that it seems less like a place to order.

Tentative Layout

Primary Nav

About

- Ming's description
- How it works - steps to make the drink
 - Button to see menu
 - Button to order now

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

Footer

-Contact

-Hours

-Social

-Phone

-Location