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Freshii

Serving Canada's original bowl since 2005

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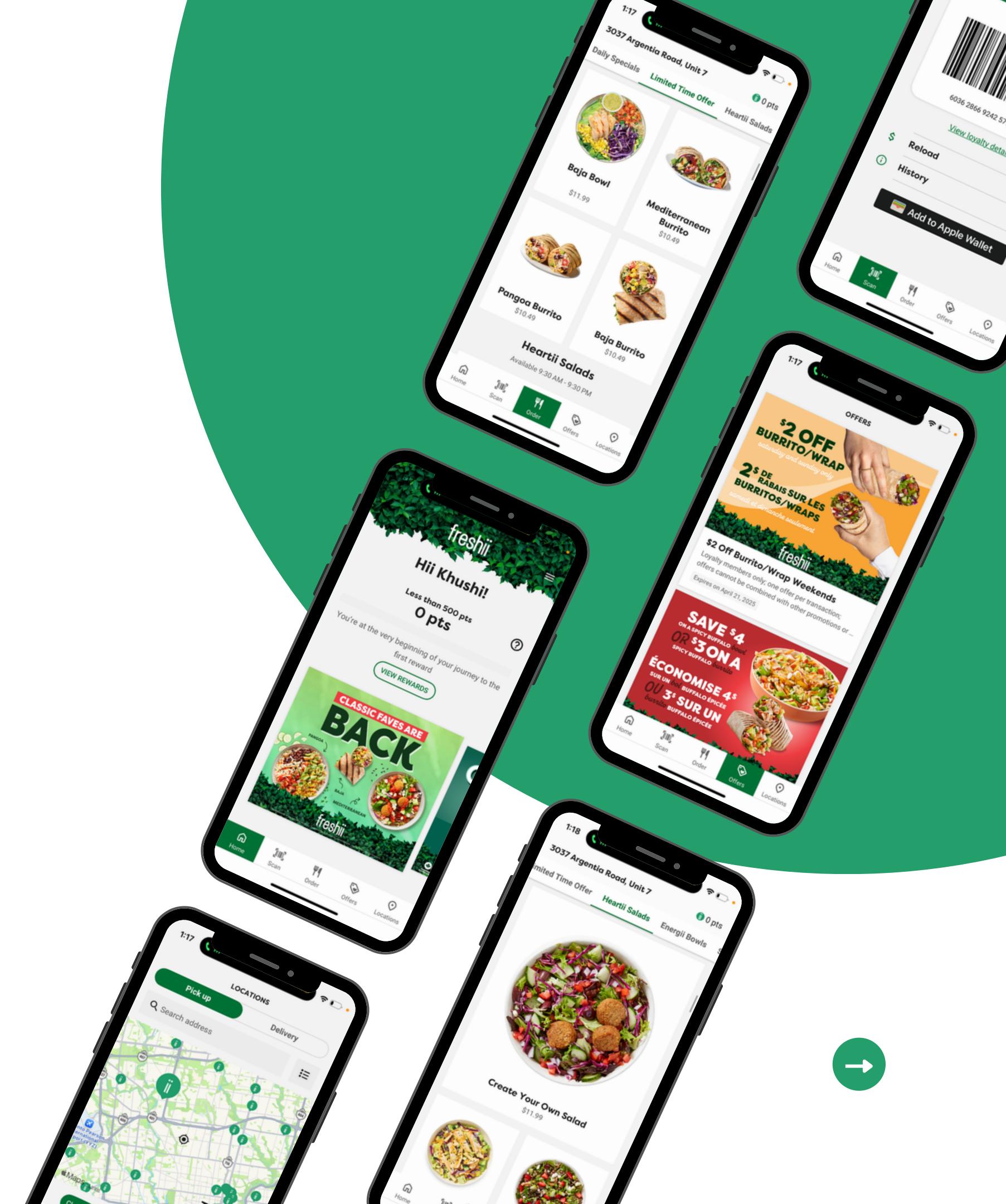
About the Brand

Introduction

In 2005, Freshii was started with the conception to provide healthier fast food options among Canada's fast food outlets. With healthy and nutritious eating accessible, it offers customizable bowls, salads, wraps and smoothies to suit those seeking both convenience in life and health as well.

The brand is successful because it positions itself in the wellness focused restaurant niche by combining nutrition, speed and personalizing the dining experience.

This report presents key findings from usability testing of the Freshii mobile app, highlighting user behaviors, major pain points, and areas for improvement. By addressing these issues and applying the insights gained, the goal is to enhance the user experience, improve customer satisfaction, increase engagement, and support revenue growth.



Executive Summary

...

The usability testing for Freshii's mobile app highlighted key challenges in navigating and customizing their food. We tested the Freshii mobile app with real users and found that while they could get things done—like ordering a burrito or checking store hours—it wasn't always smooth sailing.

The biggest frustration? No search bar. Almost everyone expected to find one and felt stuck without it. Instead of quickly finding what they wanted, they had to scroll and guess where things were.

Customizing food also caused confusion—people didn't know how many toppings they could pick, struggled to remove them, and found the text too small to read easily. Checking store hours wasn't much easier. Important info was hidden behind tiny icons or spread across different screens. Some users even had to enter their address more than once, which felt repetitive and annoying.

On the bright side, people liked how the app looked. The food photos were helpful, and features like Daily Specials made the experience feel a bit more friendly. But overall, the app's flow felt confusing. Simple things like customizing an order or finding store info took more time and effort than expected.



Methodology

Interview Methods



NO. OF PARTICIPANTS

10 Users who were selected using screener

Reason - 10 users were selected as it is sufficient to identify major usability issues while keeping data collection and analysis efficient. Larger samples often yield diminishing returns, as most key insights emerge within the first 8-10 participants.

AGE GROUP

18–55 years old

Reason - To gather insights from a diverse age group with different digital experiences and who are Freshii's target audience



The Usability Testing was conducted **Indoors** in an enclosed room set up

- [REC] Recording clips
- [camera] Taking snaps
- [speech bubble] Collecting feedback



We were the **Silent Observers** to **document** the entire process



Methodology

Interview Methods

QUANTITATIVE DATA

Based on task success rate, completion time, number of errors, and interaction tracking i.e how users attention shifts between elements and if they stayed on the desired path or not.

QUALITATIVE DATA

Based on the recordings of the interviews, the verbal comments, quotes, notes and the actions of the participants. Also direct quotes written by the notetakers to ensure that all participants feedback is captured more accurately.



TALK A LOUD

Reason - Encourages users to verbalize their thoughts while navigating and performing the tasks on Freshii's app, revealing their pain points and decision making process.

The user had the freedom to explore anything while doing the tasks. This ensured their natural user behaviors, enhanced scalability, improved efficiency, and provided comfort for both digital natives and less tech-savvy users.



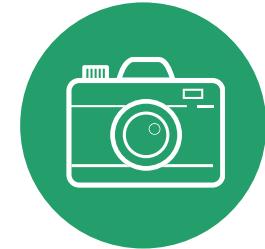
TIMER

Track the time taken by every user in taking the complete test



NOTE PAD

Noting every exclamation and feelings the user is portraying during the test



CAMERA

To record & later document the data for final analysis



MICROPHONE

To record audio & sounds the user is making while doing the test



PRIVACY

There will be strict privacy maintained and consent taken before conducting the test



Approach for Testing

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Participants

Demographics: Participants range from 18 to 55, leading health-conscious lifestyles and regularly consuming fresh, nutritious foods. They reflect Freshii's diverse customer base in terms of age, gender, income, and health motivations.

Experience Level: This group consists of both new and returning Freshii users, as well as individuals who frequently use food delivery apps or order from similar healthy food brands, providing a comprehensive view of app interaction habits and expectations.

Scenerio

Testing Environment:
Humber College

Mobile Platforms:
Iphone 14 pro

Screen Resolution:
852px x 393px

Recording Equipment:
Google Meet/ Microsoft Teams

Tasks

Task 1: You're craving a Burrito for lunch so you want to order one online for pickup. Choose your favorite type of burrito from the Freshii app and customize it to your liking. Then proceed to checkout as if you were going to place the order.

Task 2: You want to grab food after your Sunday workout. Check the Sunday opening and closing hours for the nearest location to make sure they'll be open when you're done. As you explore, please speak out, express your thoughts and experience about the process.

→

Testing Scenarios



MICHELLE

April 10, 2025 | 11:30 AM

Moderator - Aniket | NoteTaker - Khushi



JANHVI

April 05, 2025 | 9:45 AM

Moderator - Khushi | NoteTaker - Aniket



ARSH

April 11, 2025 | 07:30 PM

Moderator - Aniket | NoteTaker - Jinal



AYUSH

April 07, 2025 | 12:00 PM

Moderator - Khushi | NoteTaker - Aniket



DHARA

April 10, 2025 | 02:00 PM

Moderator - Jinal | NoteTaker - Dhruva



KIM

April 10, 2025 | 09:00 PM

Moderator - Jinal | NoteTaker - Deborah



KAUSHAL

April 09, 2025 | 12:35 PM

Moderator - Dhruva | NoteTaker - Aniket



ARUN

April 09, 2025 | 01:10 PM

Moderator - Dhruva | NoteTaker - Jinal



DOLAPO

April 10, 2025 | 6:56 PM

Moderator - Deborah | NoteTaker - Khushi



JUNGWOO

April 10, 2025 | 11:16 AM

Moderator - Deborah | NoteTaker - Khushi

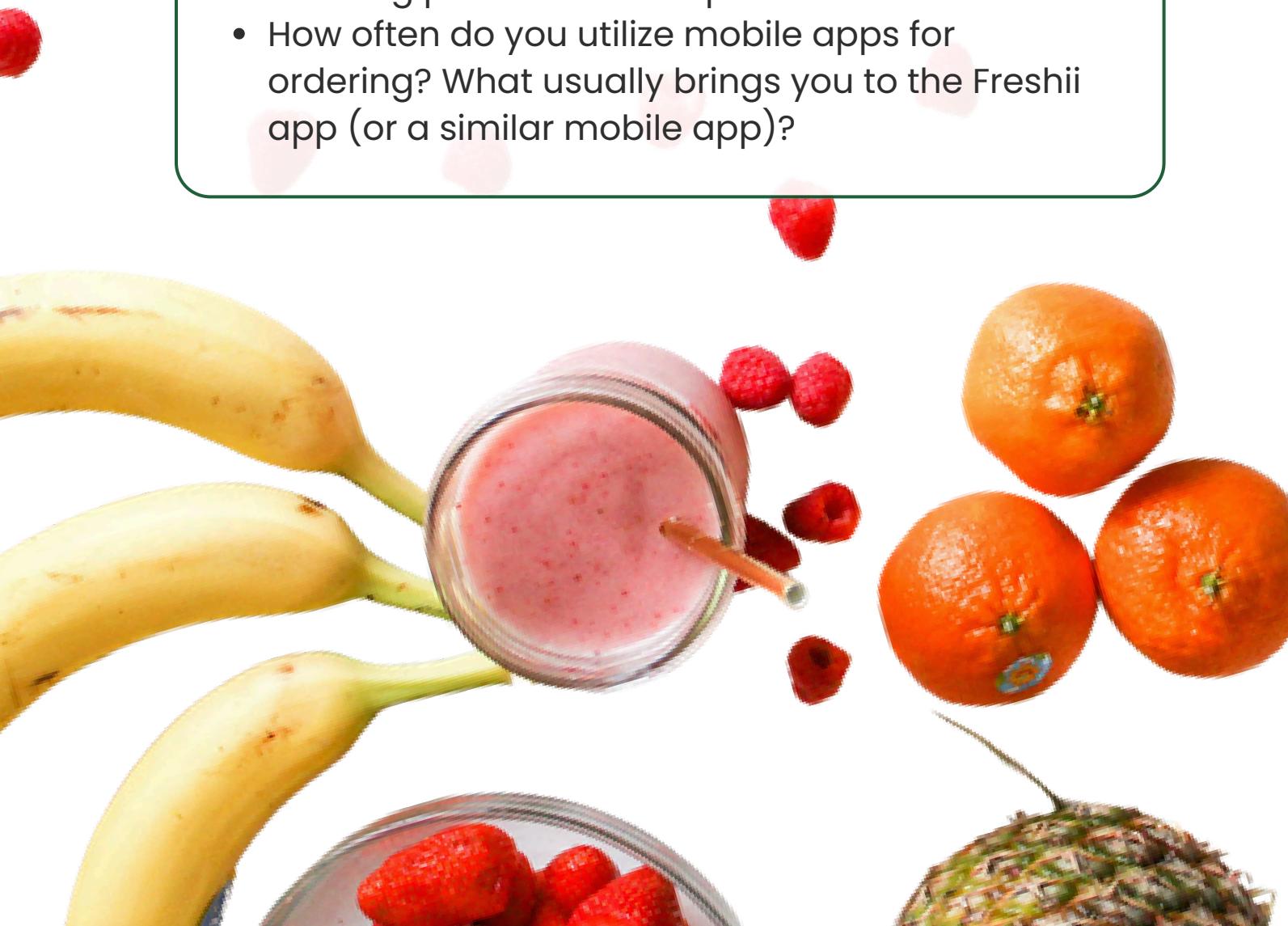


Pre Test Questionnaire

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Questions Asked -

- To kick things off, please share your experience with food ordering services.
- Have you used similar mobile apps or food ordering platforms in the past?
- How often do you utilize mobile apps for ordering? What usually brings you to the Freshii app (or a similar mobile app)?



Participant's Responses -

- Most participants had prior experience using food delivery apps like DoorDash, Uber Eats, or SkipTheDishes and were familiar with browsing, customizing, and placing orders.
- They typically use such platforms a few times a month, especially during busy days, lunch breaks, or after workouts.
- Their visit to the Freshii app was often driven by the desire for healthy, customizable meals with a quick and easy ordering process.
- Whereas, several participants were hearing and using the 'Freshii' mobile application for the first time.
- Overall, users came in with moderate-to-high expectations shaped by previous positive experiences with other food ordering services.



Post Test Questionnaire

Questions Asked -

- How easy or difficult was it to complete the task?
- Were there any frustrating/confusing moments? If yes, where and why?
- What did you like the most about the experience?
- How would you rate the task?

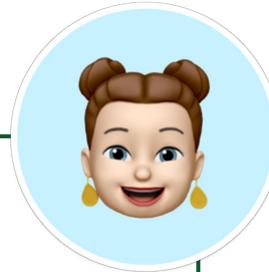


TASK 1 Participant's Responses -

- Most participants were able to complete the task, but experiences varied, some rated it easy, while others found it difficult due to unclear task flows.
- The biggest frustration was the absence of a search bar, followed by small fonts, confusing topping limits, and mandatory location prompts disrupting the flow.
- Users also struggled with unclear cart access and lack of feedback during topping selection, which made the process feel confusing and difficult.
- Overall, while the ordering task was completed by all, usability issues in navigation and customization reduced the perceived ease and efficiency of the experience.

TASK 2 Participant's Responses -

- Most participants completed the task, but only few found it easy, while others faced friction due to poor discoverability and inconsistent navigation.
- Main frustrations included: no auto-location detection, repeated address input, confusing navigation between location and menu pages, and store hours hidden behind small or unclear "i" icons.
- Participants mistook unrelated timestamps (e.g., item availability) as store hours, and some found duplicate information on different pages redundant and confusing.
- Positive feedback highlighted the 'i' icon's usefulness, auto-location (when it worked), and clearly presented store details once found.
- Overall, while the task was completed by nearly all, the experience was disjointed and inefficient, calling for better visual hierarchy, clearer labels, and more intuitive access to store hours.



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Time to Complete Tasks

Task 1 – Customizing and buying a Burrito

- It took participants ranging from barely more than a minute to **up to 6 minutes** for the entire task.
- Users browsed the website for restaurant information for an average number of minutes, indicating that not all users may find the user interface accessible.

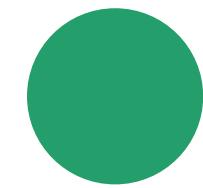
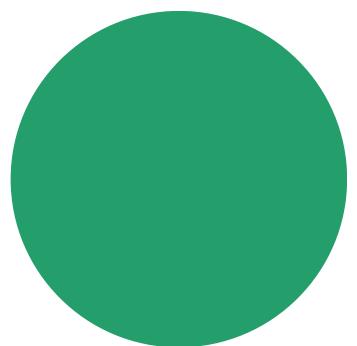
Task 2 – Finding information about the restaurant

- Most participants experienced delays during their attempt to find the “i” icon
- Some users completed the task in a very short time, while others required a significantly longer period to finish it with an average of **2.5 minutes** to complete.



Completion Rates

...



Task 1 - Customizing and buying a Burrito

- **Most users** were able to finish the task successfully with some drawbacks. One user struggled a lot and was not able to get the task done.
- Compared to other task, it had **lower success rate**, indicating that it was less user friendly.

Task 2 – Finding information about the restaurant

- **All participants** successfully completed this task.
- Compared to the first task, it had a **better success rate**, indicating not lot of people struggled with this task but still it needs improvement.



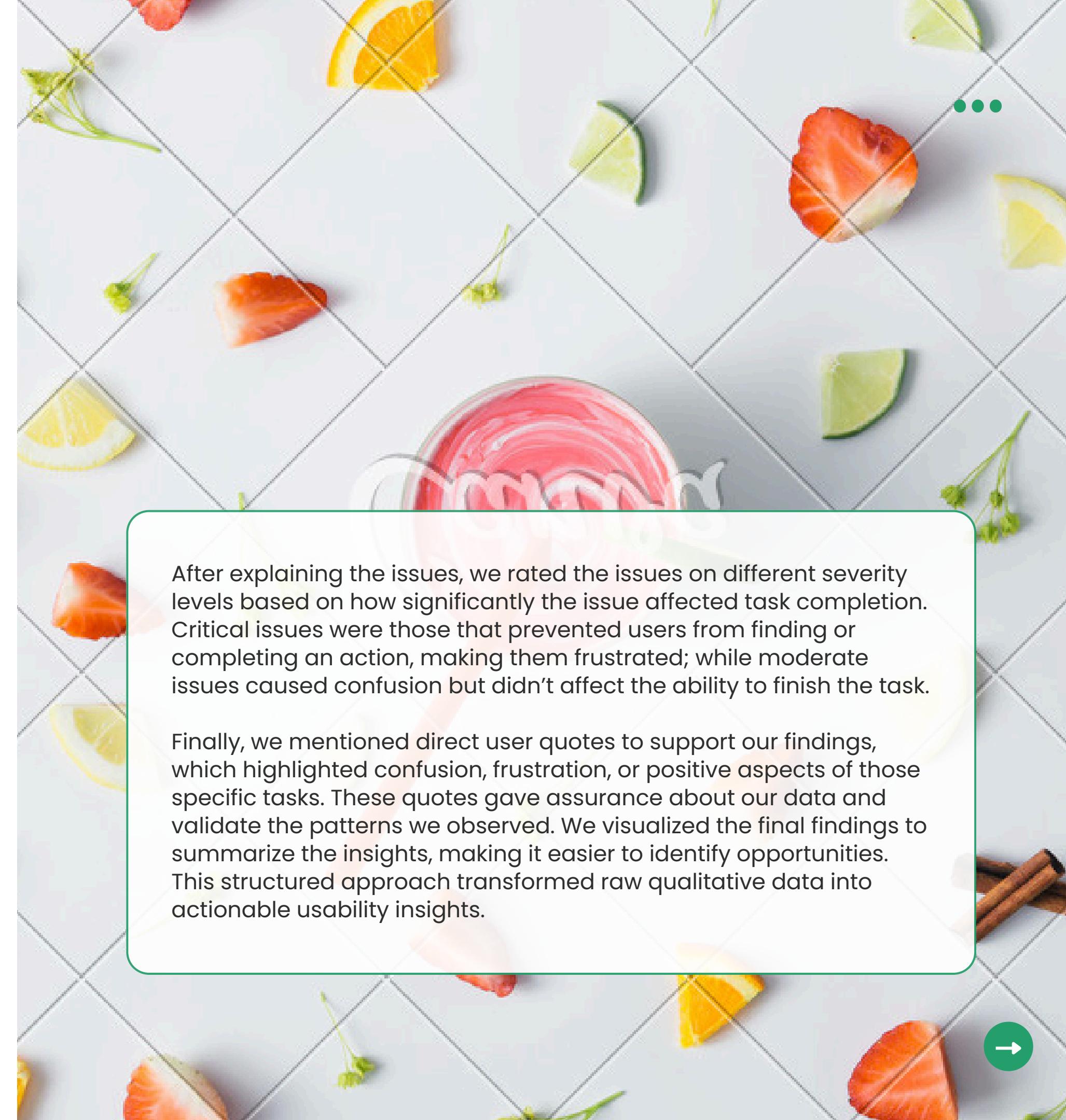
Data Analysis

We conducted a usability data analysis by gathering raw data from user interviews. This involved reviewing user feedback, comments, and behaviors. We segregated user responses based on common patterns, marking where users faced difficulties, what elements caused confusion or frustration, and any positive or neutral feedback they provided.

Once we identified common pain points, we combined and categorized the issues according to the tasks. For each issue, we quantified how many users experienced it such as - most users, some users, few users, and all users.

After explaining the issues, we rated the issues on different severity levels based on how significantly the issue affected task completion. Critical issues were those that prevented users from finding or completing an action, making them frustrated; while moderate issues caused confusion but didn't affect the ability to finish the task.

Finally, we mentioned direct user quotes to support our findings, which highlighted confusion, frustration, or positive aspects of those specific tasks. These quotes gave assurance about our data and validate the patterns we observed. We visualized the final findings to summarize the insights, making it easier to identify opportunities. This structured approach transformed raw qualitative data into actionable usability insights.





TASK 1

Customizing and Buying a burrito

...

Some

Users **wanted filter option**

Most

Users were expecting for a **search bar**

Some

Users **struggled** to find a **cart icon**

AVERAGE TIME TAKEN

5.67 mins



All participants completed it **except one**. Common issues included no search bar, confusing topping selection, and navigation troubles.



TASK 1

...

Customizing and Buying a burrito

▲ Critical Severity

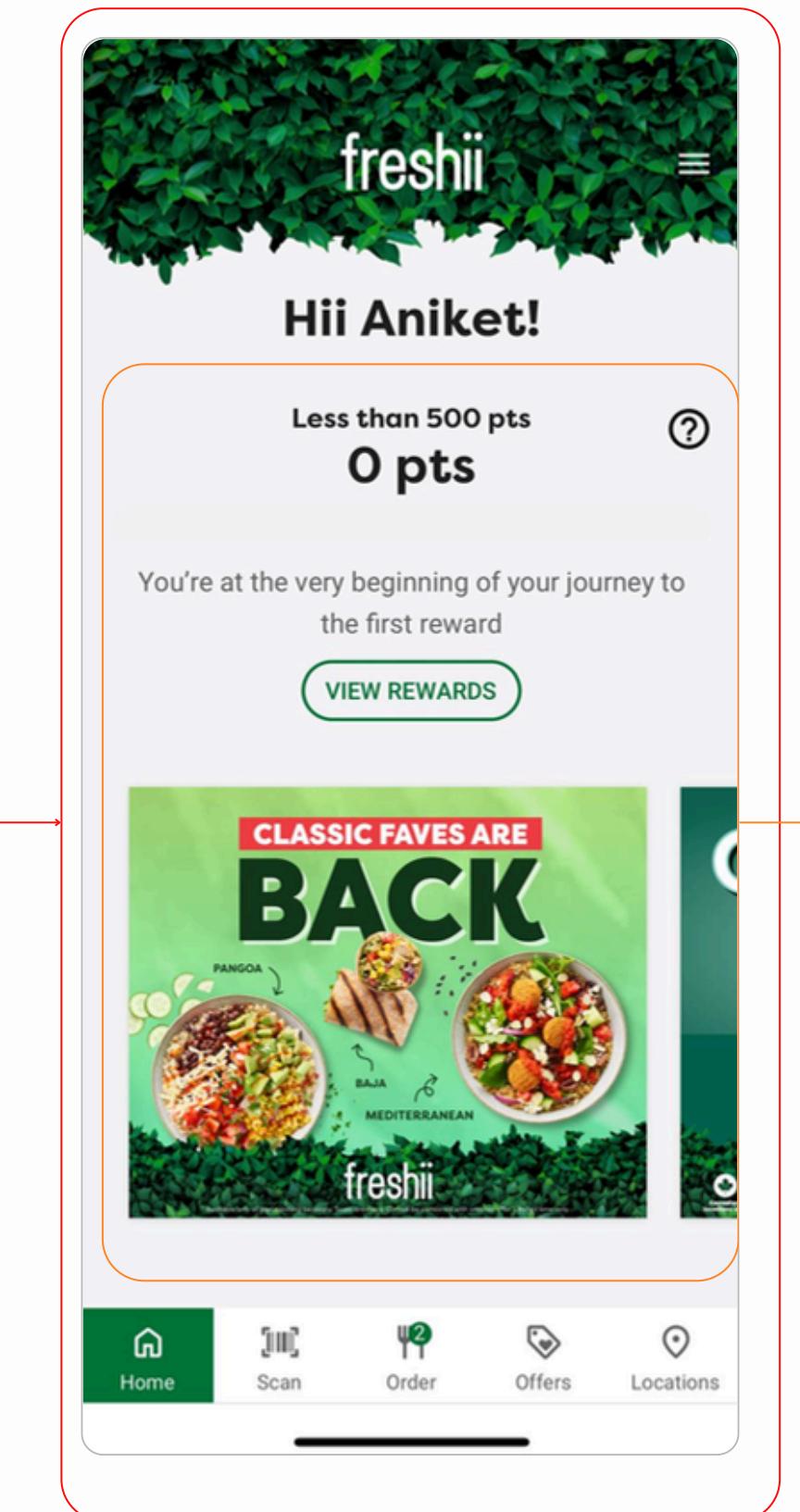
NO SEARCH BAR

Most Participants couldn't easily find burrito options; they expected a search tool to help navigate.



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency and Standards



▲ Moderate Severity

Homepage Irrelevancy

Some Participants noted excessive promotions/posters or reward points instead of helpful links (like direct order access)



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency and Standards



TASK 1

Customizing and Buying a burrito

▲ Critical Severity

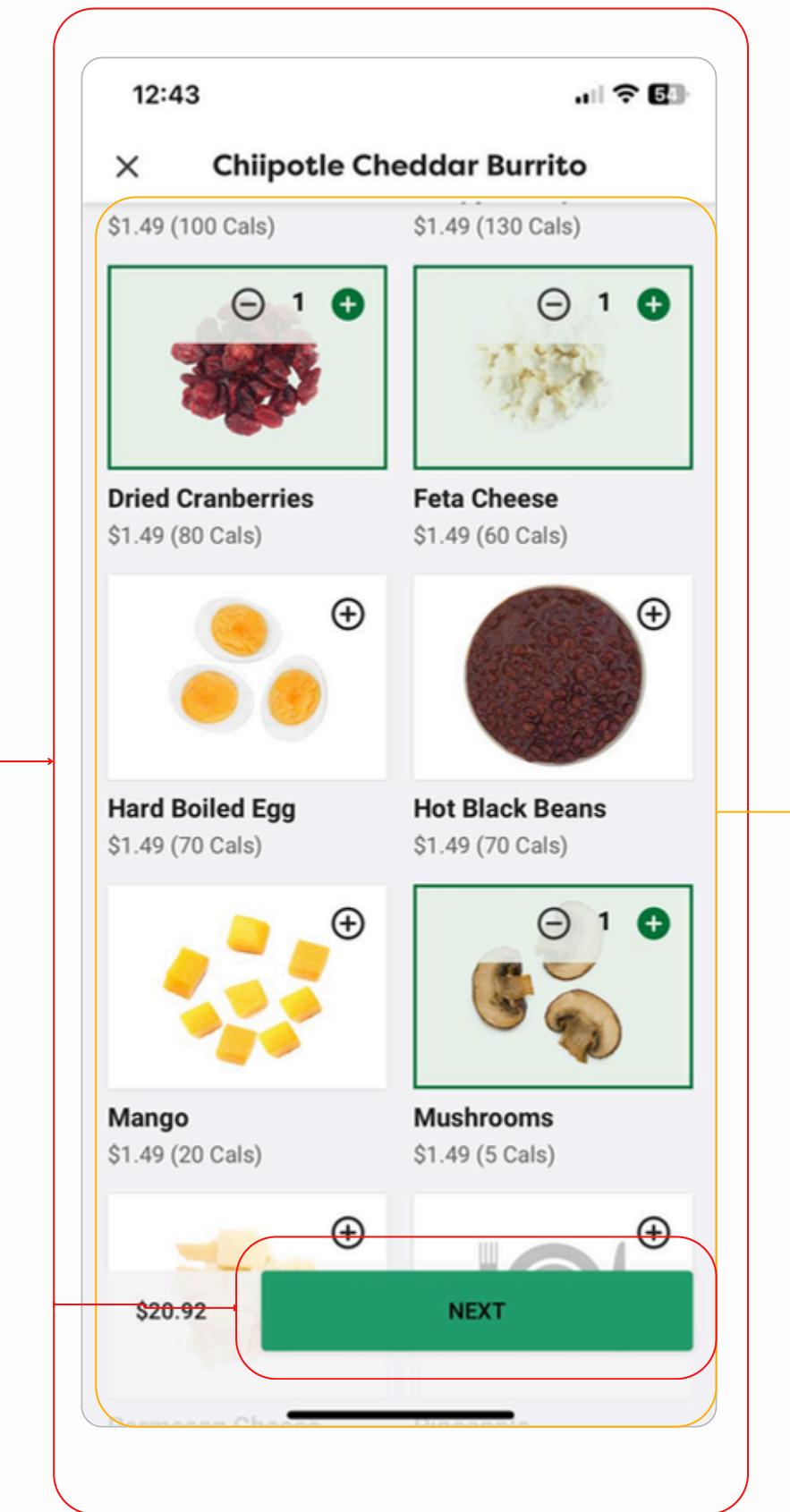
CUSTOMIZATION FRUSTRATION

Most Participants found it confusing to swap toppings due to unclear limits or removal functions



Heuristics Impacted

- Recognition Rather Than Recall
- User control and freedom
- Consistency and Standards



▲ Minor Severity

NUTRITION INFO MISSING

Few Participants found nutrition info given at the bottom after customization which should be provided before especially for health conscious users



Heuristics Impacted

- Flexibility and efficiency of use
- Error prevention

...



TASK 1

...

Customizing and Buying a burrito

▲ Critical Severity

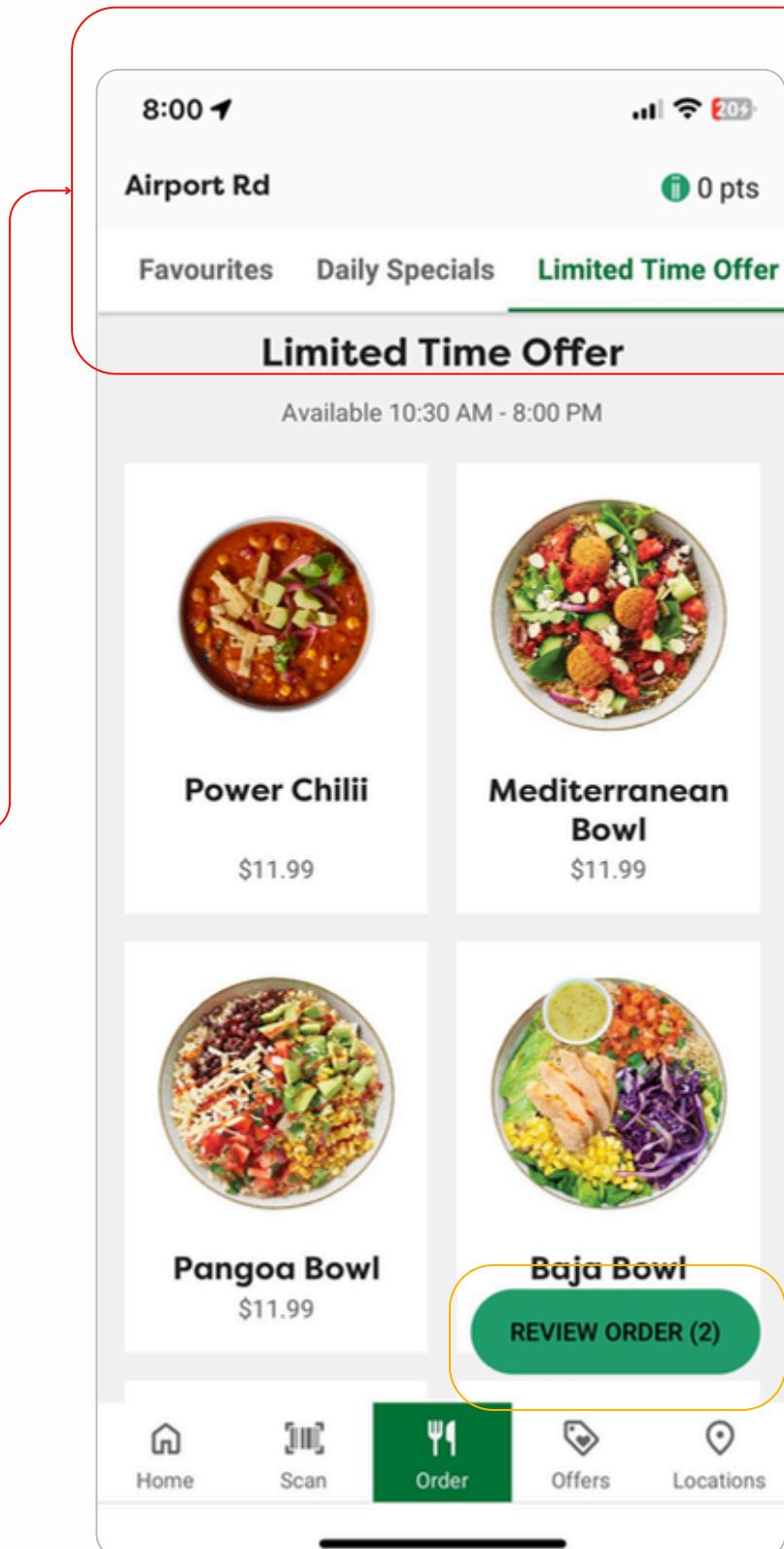
NO FILTER OPTION

Some Participants were looking for filter option to navigate through the categories quickly but there wasn't one



Heuristics Impacted

- Recognition Rather Than Recall
- User control and freedom:
- Flexibility and efficiency of use



▲ Moderate Severity

CART ACCESS CONFUSION

Some Participants Several participants couldn't see if an item was added to cart, or struggled to find cart icon



Heuristics Impacted

- Consistency and Standards
- Aesthetic and Minimal



TASK 1

...

Customizing and Buying a burrito

▲ Critical Severity

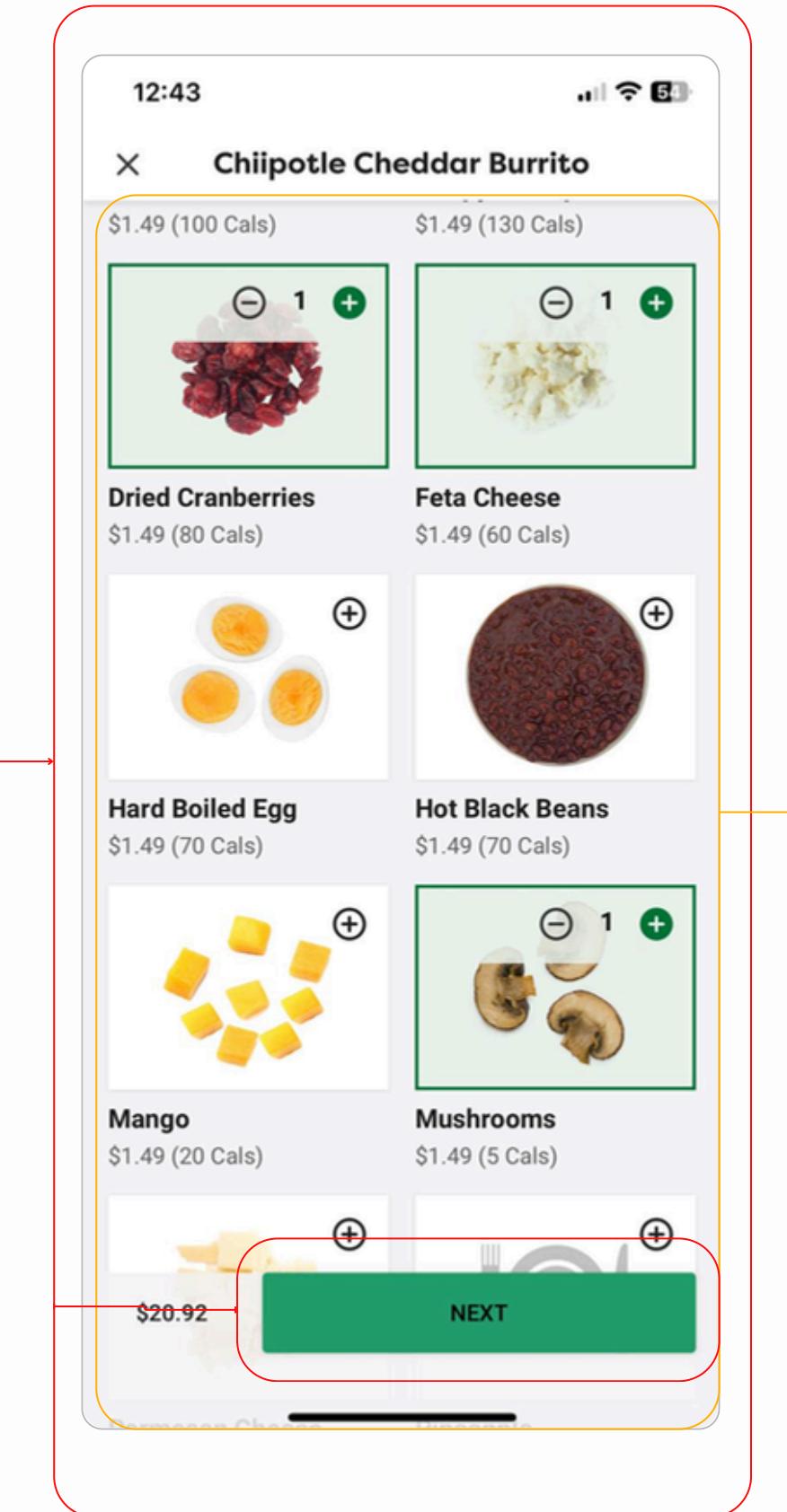
CUSTOMIZATION FRUSTRATION

Most Participants found it confusing to swap toppings due to unclear limits or removal functions



Heuristics Impacted

- Recognition Rather Than Recall
- User control and freedom
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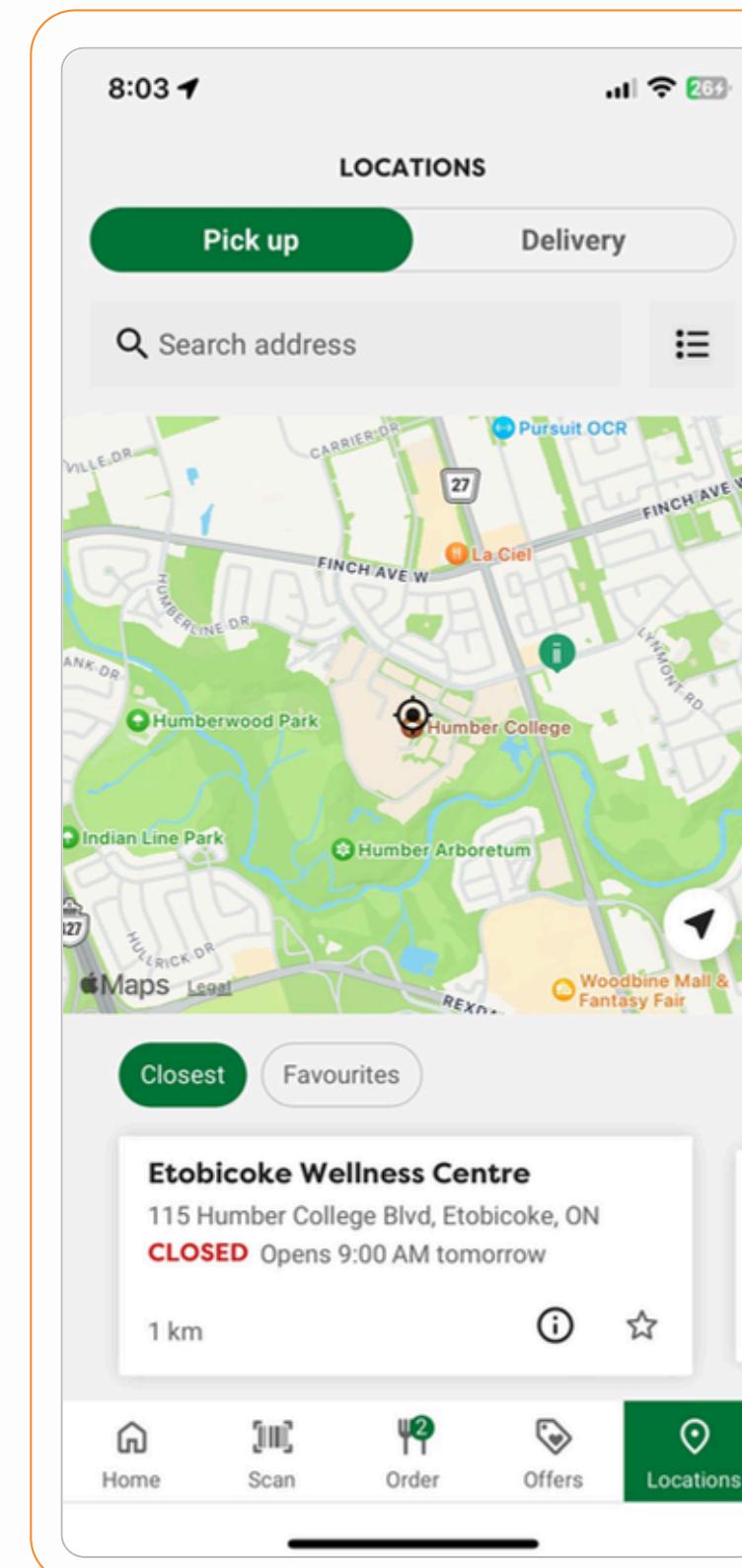
Heuristics Impacted

- Flexibility and efficiency of use
- Error prevention



TASK 1

Customizing and Buying a burrito



LOCATION PROMPTING

Some Participants Some users found it frustrating that location had to be selected before browsing



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency & Standards

...



TASK 1

Quotations from Participants



"There is no search bar... how do I search for something?"

"It just shows offers and posters... not actual food options."

"Now I have to do all of that again after changing the location?"

"It's showing closed locations first? That doesn't make sense."

"I thought the delivery field was a search bar. This is confusing."

"I had to remove one topping just to add another — why is that?"

"They have to mention on the home page what they're offering."

"Why are there no descriptions for the burritos?"

"I can't find the cart. Did I even add it properly?"

"I wanted to check the nutrition before checkout, not after."





TASK 2

Finding Information about a Restaurant

...

Some

Users said that there is lack of **call to action button**

Most

Users felt the **store info** was hidden

Few

Users misread the **menu time** as store hours

AVERAGE TIME TAKEN



2.17 mins



All participants completed the task. Most found it easier, though many still faced issues with hidden information, poor navigation flow, and lack of clarity on where to find store hours.



TASK 2

Finding Information about a Restaurant

▲ Critical Severity

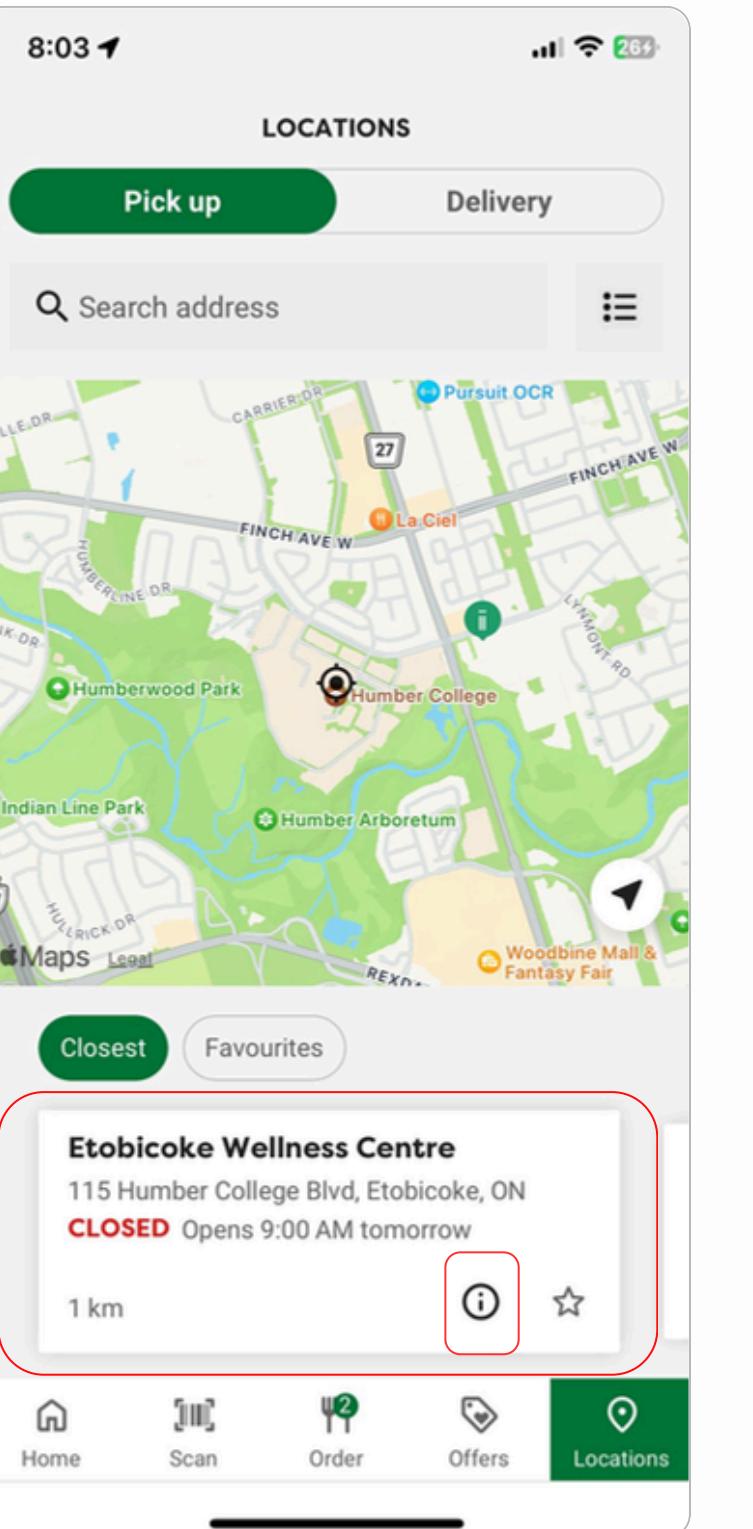
HIDDEN STORE INFO/ LACK OF CTA

Most Participants couldn't locate store hours easily; info was hidden behind a tiny "i" icon



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency and Standards
- Visibility and system status



TASK 2

Finding Information about a Restaurant

▲ Moderate Severity

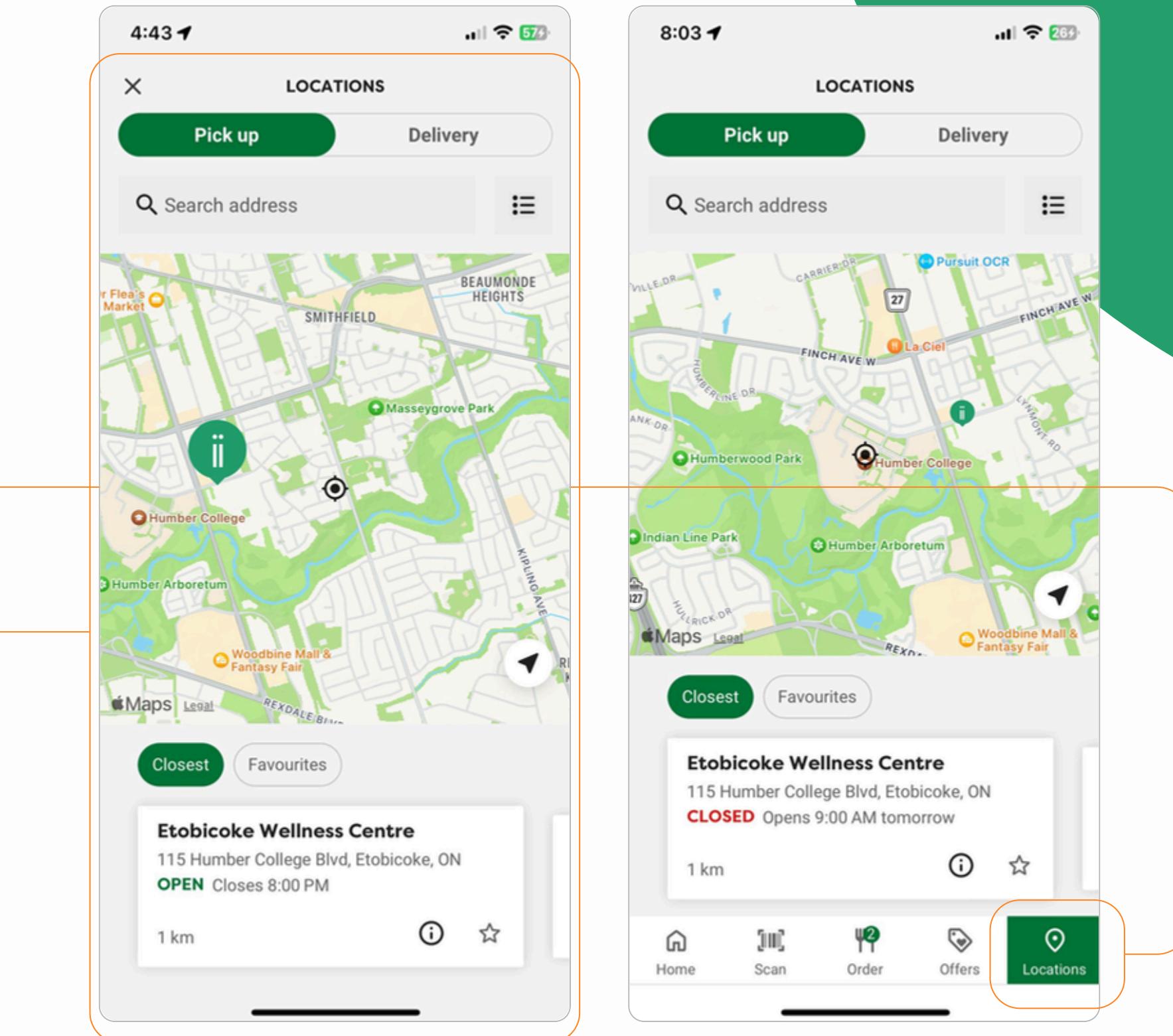
DUPLICATE PAGE CONFUSION

Some Participants got confused between the "Order" and "Location" pages showing similar info



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency & Standards



TASK 2

Finding Information about a Restaurant

▲ Moderate Severity

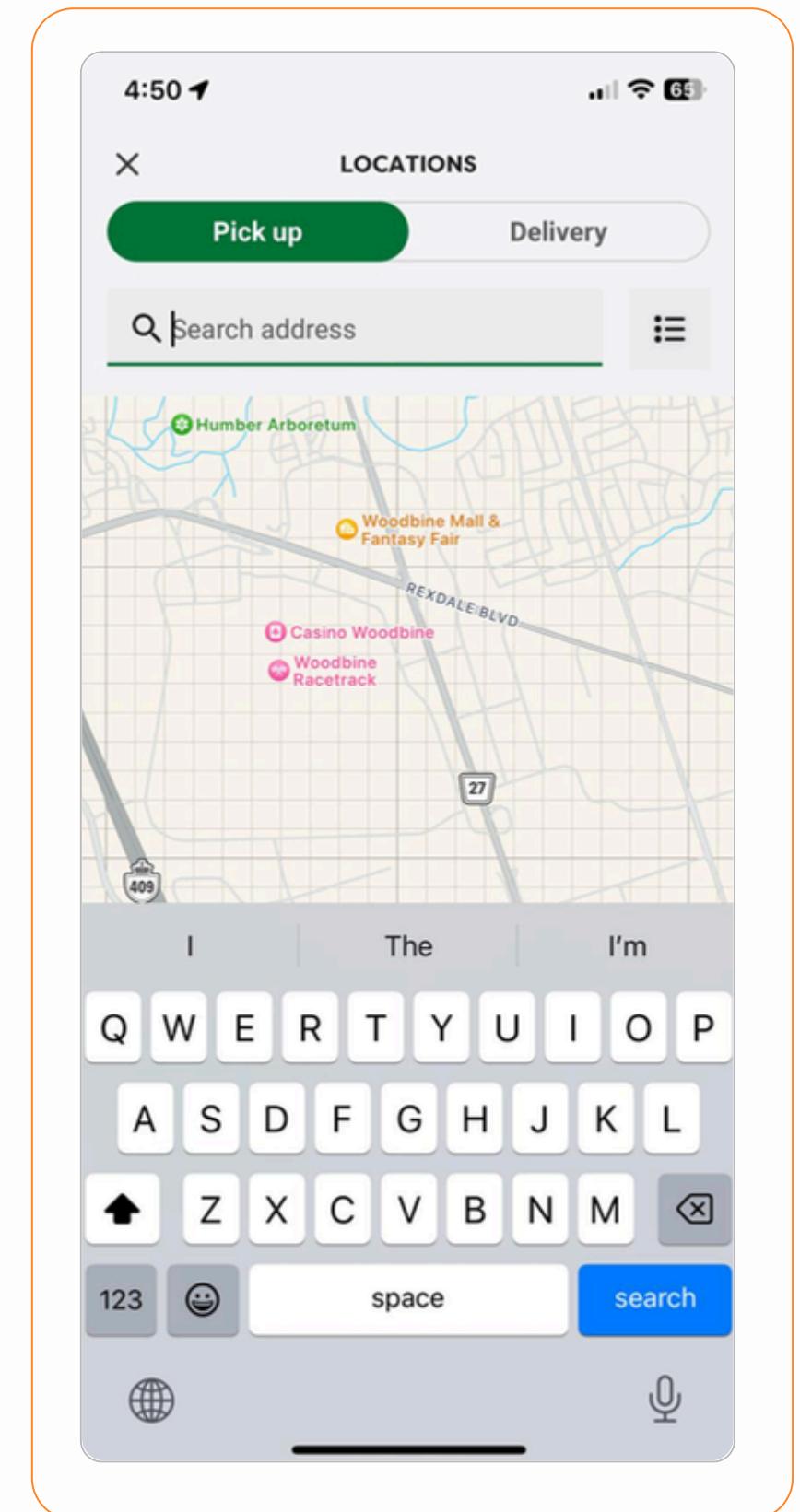
MANUAL ADDRESS RE-ENTRY

Few Participants Some had to re-enter their location multiple times; auto-detection failed or didn't save address even though they provided it while ordering



Heuristics Impacted

- Flexibility and efficiency of use
- Error prevention



TASK 2

Finding Information about a Restaurant

▲ Minor Severity

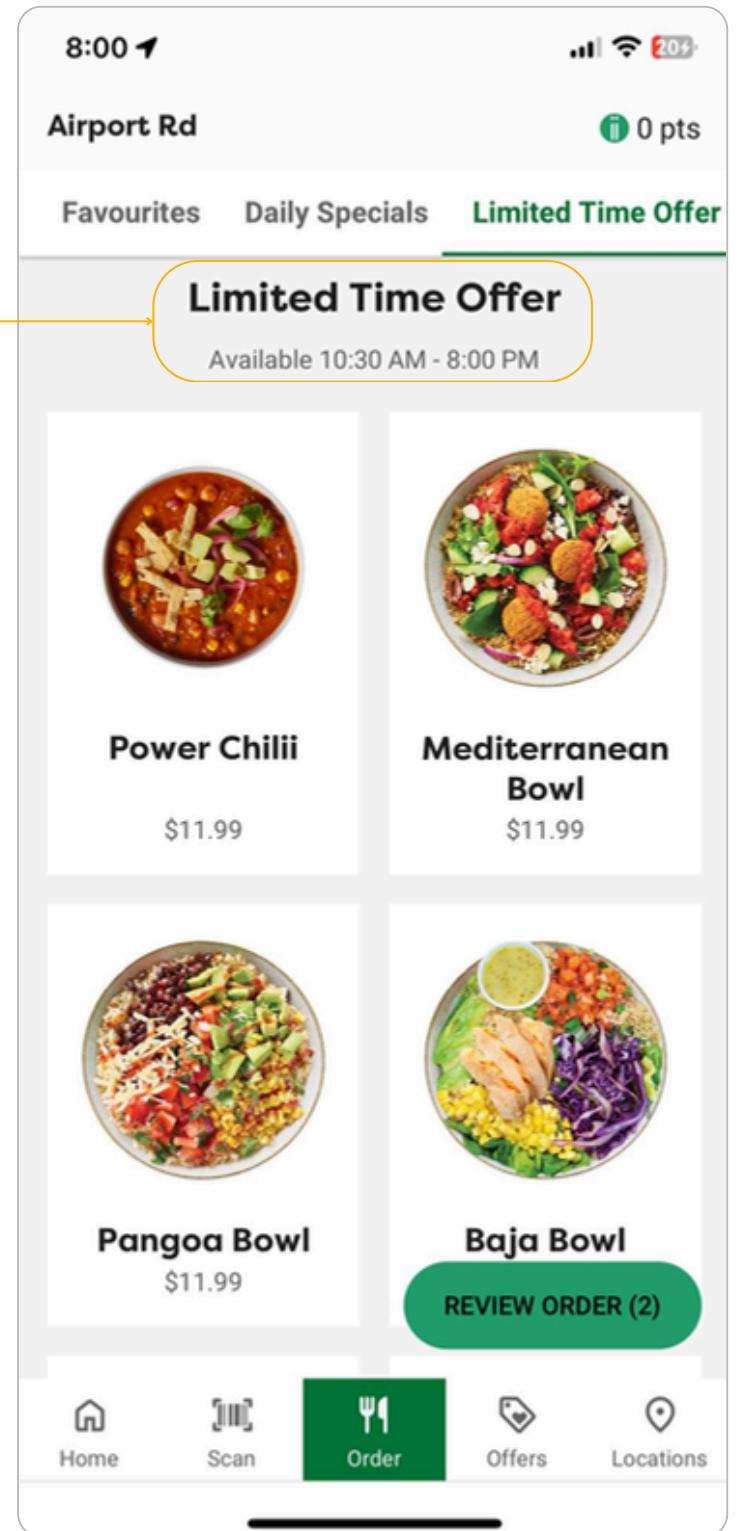
MISREAD MENU TIMES

Few Participants Users mistook "Available Time" for store hours when browsing menu items



Heuristics Impacted

- Flexibility and efficiency of use
- Consistency & Standards



TASK 2

Quotations from Participants



"It doesn't auto-detect my location... why not?"

"It was in front of my eyes. Wow."
(said sarcastically)

"I didn't even notice the ? icon had store hours."

"I had to enter my address again and again - that's annoying."

"There was no option for location on the hamburger menu."

"There was no clear button saying 'View Hours'. I had to guess.."

"What is this time? Is this the store timing or item availability?"



Additional Observations

...

01

HomePage Irrelevancy

Some users noted excessive promotions, posters or reward points instead of helpful links (like direct order access)

02

Cart Access Confusion

Some participants couldn't see if an item was added to cart, or struggled to find the cart icon.

03

Location Prompt

Few of them found it frustrating that they had to select location before browsing or checking anything else

04

No Filter Option

Many users were looking for filter option to navigate through the categories quickly but there wasn't one.

05

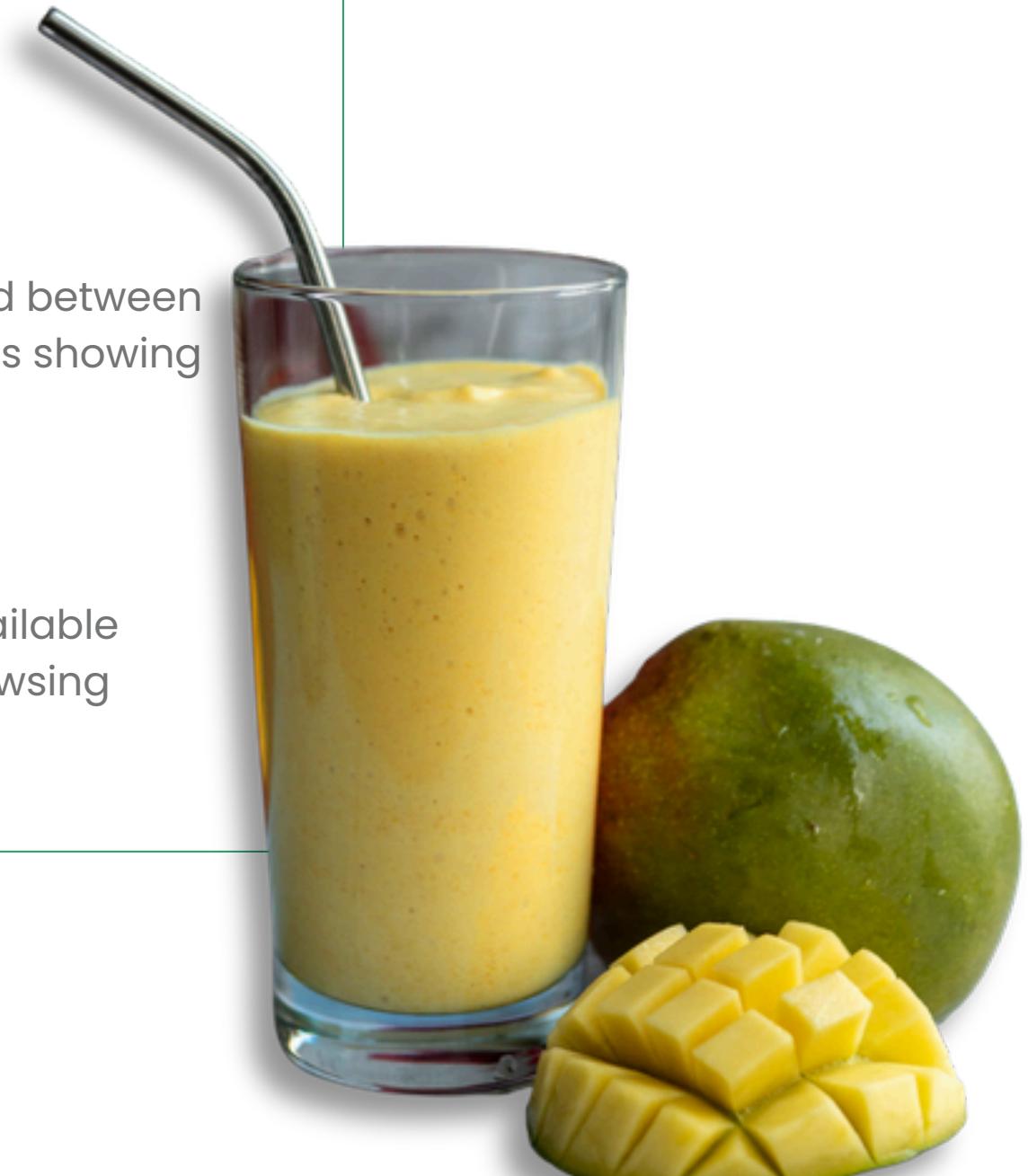
Duplicate Page

A few participants got confused between the "Order" and "Location" pages showing similar information.

06

Misread Menu Items

Some of them mistook the "Available Time" for Store hours when browsing menu items.



Recommendations

Add a search bar on the homepage and menu screens.

Provide a notification ("Item added to cart") with a shortcut to view the cart.

Allow filtering by item name, category, ingredients, and location.

Maintain user progress when switching between screens (e.g., don't reset orders when changing location).

Prioritize core actions like "Order Now" and categories on the homepage.

Improve topping UI clarity: Use checkboxes or interactive chips with clear selection feedback.

Show topping limits upfront with visual indicators (e.g., "2 of 4 selected").

Use larger fonts and tooltips to explain included/optional items.

Show open stores first in location lists. Include a "View Hours" button or display store hours directly on the store card.

Keep a persistent cart icon in the top navigation bar. Add a summary preview during customization.

Auto-detect and save user location preferences once permission is granted.



Conclusion

The usability testing of the Freshii mobile app revealed a blend of positive and negative things. While users appreciated the app's clean visuals and health-focused offerings, significant usability issues such as the absence of a search bar, confusing customization flows, and hidden store information impacted the overall experience.

These findings highlight the need for improved navigation, clearer labeling, and more easy to use user flows to match customer expectations shaped by other food delivery platforms.

Implementing the recommended changes will not only streamline the ordering process but also reinforce Freshii's position as a go-to destination for healthy, convenient meals. Enhancing user experience through these actionable insights will ultimately drive higher satisfaction, repeat usage, and brand loyalty.



Appendix

Completion time of users for both the tasks

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Task 1 - Customizing and Buying a Burrito

Participants	Time Taken	Able to Complete
Michelle	5 mins 04 secs	Yes
Arsh	5 mins 09 secs	Yes
Janhvi	6 mins 13 secs	Yes
Ayush	5 mins 02 secs	Yes
Dhara	3 mins	Yes
Kim Kanal	7 mins	No
Kaushal	7 mins 7 secs	Yes
Arun	8 mins 14 secs	Yes
Dolapo	1 mins 30 secs	Yes
Jungwoo	5 mins 02 secs	Yes

Task 2 - Finding information about certain restaurant

Participants	Time Taken	Able to Complete
Michelle	2 mins 29 secs	Yes
Arsh	2 mins 50 secs	Yes
Janhvi	1 mins 17 secs	Yes
Ayush	1 mins 54 secs	Yes
Dhara	4 mins	Yes
Kim Kanal	1 mins 10 secs	Yes
Kaushal	3 mins 05 secs	Yes
Arun	1 mins 8 secs	Yes
Dolapo	1 mins 39 secs	Yes
Jungwoo	1 min 43 secs	Yes



References

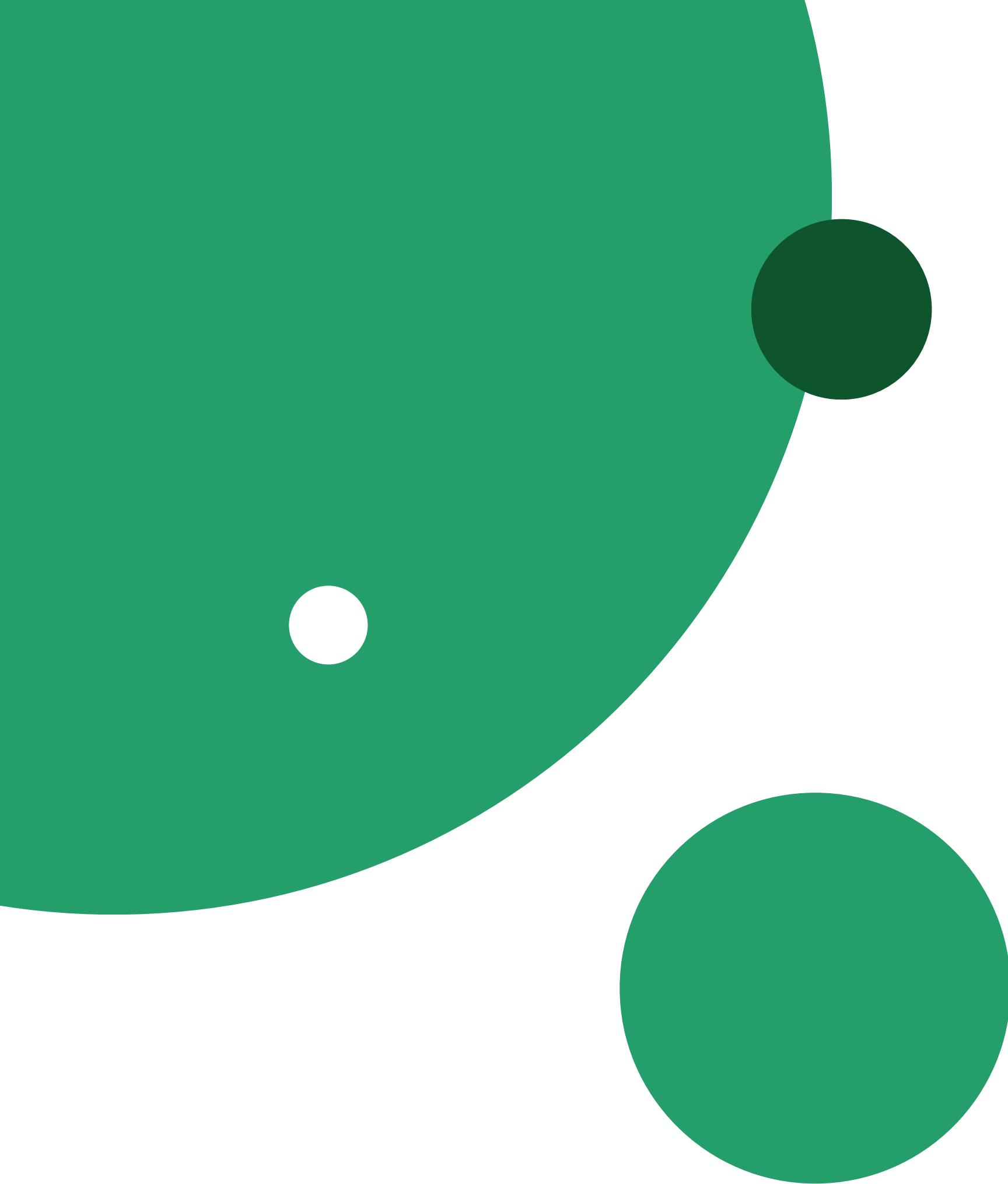
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<https://www.userinterviews.com/blog/user-feedback-severity-scale>

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Thank You

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