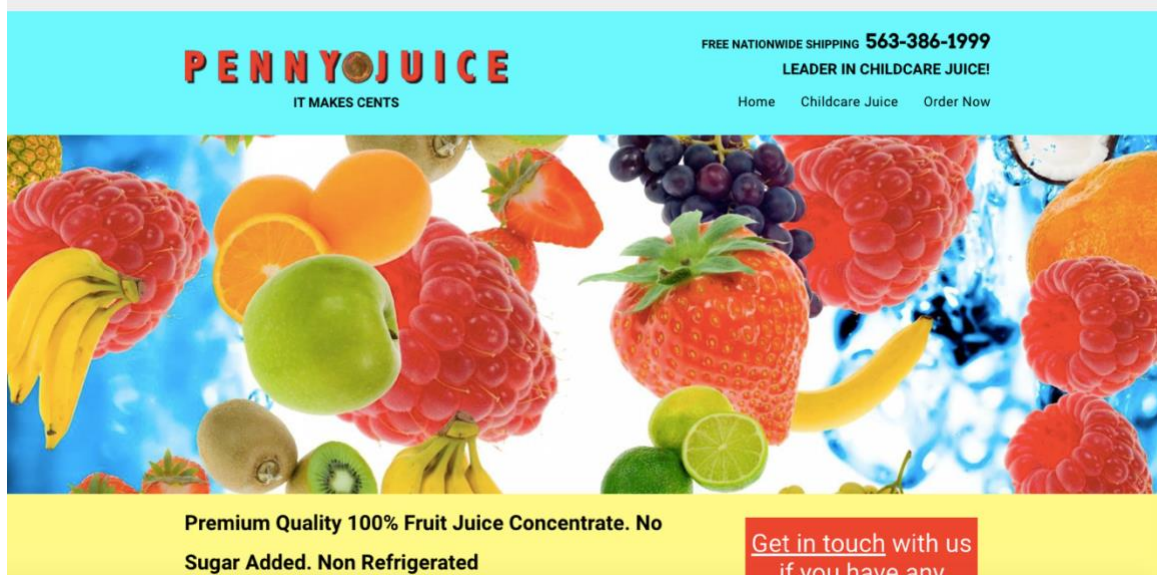# PENNY JUICE
PRELIMINARY ANALYSYS

1. DESCRIPTION

Penny Juice is a family owned US company that produces juice concentrate for childcare centers and preschools. The Penny Juice website provides information about the product, plus an order form to purchase the juice concentrate. The website includes three pages: a home page, an information page, and a page with an order form. All the information about Penny Juice is contained in these three pages.

Home Page:

Child Care Juice Page:

Order Form Page:

2. TARGER USER

The target user of Penny Juice is owners or administrators or child care centers and private preschools. The main goal of the target user is to purchase juice for the children that attend the childcare center or preschool.

3. COMPONENTS OF INTERACTION FRAMEWORK

Presentation: The website accurately displays information.

Perception: The user is able to physically see most information, but there are issues of accessibility with the color choices and sizes.

Interpretation: The user is able to understand most of the symbols, vocabulary and metaphors used, although the form is not clear.

Evaluation: Users might have trouble understanding the ordering system.

Goal: The user's goal is to learn more about Penny Juice concentrate and/or place an order.

Intention: The website provides most of the information the user needs, so he would be right to use the website to accomplish his goal, he is using the right tool for the right purpose.

Specify Sequence: The user might have trouble specifying the sequence he needs to perform to reach his goal. The navigation menu items are clear enough, but for example, the form is not clear and the details as of price and delivery are at the bottom of the page, thus not giving the user the information he needs to decide to place an order.

Execute Sequence: The user might have problems with buttons, the links are the right size, but the colors are hard to read. Some links lead to the same page, so they could be simplified.

4. VARIABLES OF USABILITY

Efficiency: The efficiency is reasonable but could be improved. There are only three pages, so even if the user needs to visit the whole website to find what he needs, it will not take long. The pages could be improved so the user can find what he needs more intuitively. The order form could also be improved to increase efficiency.

Learnability: The user should be able to quickly learn where information is on the site, although some might be inaccurate.

Familiarity: The site layout, including main menu and footer, look familiar to the user.

Simplicity: While the website is simple because it only has three pages, they are also hard to read in some instances. The form is not simple.

Mapping: The website encourages an accurate mental model with its menu, but some information is hard to find which might create an inaccurate mental model of what is on each page.

Motivation: The user might not be motivated to make a purchase is the form is not simple to understand or if he can't find the information he needs (price, shipping) to make a decision.

Trust: The payment method does not look trustworthy, which might prevent the user from making a purchase.

Visibility: The information the user needs is visible, but not completely accessible due to the colors chosen. Hierarchy in text is also not consistent.

PENNY JUICE ANALYSIS

1. TARGET USER

The target user of Penny Juice is owners or administrators or child care centers and private preschools. The main goal of the target user is to purchase juice for the children that attend the childcare center or preschool.

2. ELICITATION TECHNIQUE

Interviews were performed to elicit data for this project. The decision to use interviews as an elicitation technique was made because it could provide the most details as of the experience when actively using the website, and new input on what the website could improve on could be gathered. The participants were required to:

- Be child care or private preschool owners, administrators or providers,
- Make food purchasing decisions for the center.

The interview included questions about the website, what they understood about the product, the purchasing system, what they felt the website lacked, and what could be improved.

3. DATA SUMMARY

Three interviews were completed as part of the elicitation part of this project. Two participants were home child care center providers, and one was a private preschool provider. All participants felt the website had issues and could be improved.

Results from the interviews show user felt the biggest issue with the website was the ordering form. One participant mentioned she did not feel comfortable using the form because it looked like spam, when asked to provide more details, she said "There is no information about the juice, there is only a form. The price is in the bottom like it doesn't even matter. Also, I've never seen that button for payment before" Another participant said about the payment method, "I can click here (the pay button) and pay for the order without even adding my information? So, they take my money and not what juice they need to send? It doesn't seem safe".

Another issue for the participants were the colors used on the site. One participant liked the colors, but she felt they made the site look old and she wouldn't trust they were still in business. Another user felt the images seemed fake.

When participants were asked what they thought about the company, all felt they didn't know much about it. One participant said, "even though the phone number is everywhere on the website, I feel I don't know anything about the company and whether I can trust them. It's important to me to know what I'm feeding the kids under my care."

4. CHARACTERISTICS OF TARGET USER

- Values health and nutrition
- Values education
- The user is familiar with technology
- The user likes organization and efficiency
- The user feels they have no time to waste
- The user wants their information to be secure
- The user does not easily change providers unless they feel the new option is better and more nutritious.

5. PERSONA

Emma has been a home child care center provider for five years. She has cared for many babies and toddlers in those years, and feels she understands their needs. The has taken classes on child development and nutrition to better help her in her business. Lately, she

has been considering opening a child care center so she can provide care for more children, and possibly start a preschool and after school care for older children. This is a large task and wants to make sure she has all the information she needs to make this change possible. Her main priority right now is to make sure the children she takes care of receive everything they need, from education to nutrition. She likes to learn about new providers and products but is usually very careful to make a change that could affect the children, especially nutrition-wise. When making food purchases, she needs to follow state regulation, which make her very cautions when choosing providers.

6. SCENARIO

Emma is making food purchases for the next two weeks for her child care center. She always orders juice that needs to be refrigerated, but it takes too much room, and she would like more room in the fridge for yogurt, since it's popular with the kids. She performs a quick google search for concentrate juice for child care centers and comes across "Penny Juice". She visits the website to get information about the juice but is faced with a site that looks old and she is not sure if it's in business yet. She sees a phone number but doesn't have time to call, plus the form looks complicated and the payment method not safe.

7. EVALUATION CRITERIA

- Priority 1
  Efficiency: Emma should find the information she needs quickly.
  Trust: Emma should trust the company, product and method of payment. She Should also should feel she will find the information she needs.
  Visibility: Important information should be prominent. Menus and links should be easy to find.
  Simplicity: The mental model should not be more complex than a newsletter.

- Priority 2
  Mapping: Emma shouldn't get lost in site. The links and menus should represent the pages they lead too.
  Motivation: The design should be organized and attractive enough that Nicole feels motivated to use it.

- Priority 3
  Familiarity: The site layout should look familiar to other related sites.
  Learnability: Emma should figure out all the aspects of the site in a couple of minutes.

8. ANALYSIS

- **Efficiency:** The method of payment is not efficient and takes too long to fill out. The information needed to make a purchasing decision is not easy to find. **-2**
- **Learnability:** The user is able to learn the aspects of the site in a few minutes. **1**
- **Familiarity:** The site looks familiar in layout, but not in colors or images. **0**
- **Simplicity:** The site is not simple because of colors and a complicated form. It is simple in that there are only three pages. **-1**
- **Mapping:** Some links lead to the same page. Details of the product are not easily found in the order form. **-1**
- **Motivation:** The user might not be motivated to use the site because it's complicated and untrustworthy. **-2**
- **Trust:** The user does not trust the order form or the outdated look. **-2**
- **Visibility:** Important information is not prominent. **-1**

9. EVALUATION CRITERIA RUBRIC

Variable	2	1	0	-1	-2	Weight	Score
E	Most productive known	Better than most	Comparable	Below average	Less productive	.15	-2
L	Almost certain to be an expert	Some will be expert	Most will achieve intermediate	Few will do better than intermediate	User will remain a novice	.1	1
F	Indistinguishable	Works like other designs	Novel	Previous experience will mislead	Previous experience will handicap	.1	0
S	Smallest and simples M.M.	M.M smaller than most	Most will be able to internalize	Understandable	Exceeds capacity to understand	.15	-1
Ma	Highly likely will form a valid M.M	Encourages a valid M.M	Does not encourage any specific M.M	Suggests invalid M.M.	Discourages from forming valid M.M	.1	-1
Mo	Satisfaction, pleasure, etc.	Likely to appeal	No emotional response	Prefer to not use the interface	Distant, irritation, annoyance	.1	-2
T	Convinced they have complete control	Relaxed and stress-free	System is predictable	Hesitant	Nervous, distrustful	.15	-2
V	Most convenient known format	Convenient	Can be found	Significant searching	Cannot be found	.15	-1
							-1.1

10.   RECOMMENDATIONS

- Bright colors should be balanced with neutral colors.
- Button colors should be changed from red/green to colors with less meaning.
- Text hierarchy should be implemented.
- Text size should be adjusted to be more easily readable.
- Images should be changed to be more professional and feature the product.
- Method of payment should be changed to a more reliable service.
- Form should be simplified.
- Footer should be simplified.
- Product description should be moved to a more prominent location.
- Asterisks should be included in form required elements.
- Style should be changed to a more modern design.
- Details about the family business should be included.

SPECIFICATION

1. EXECUTIVE SUMMARY

Penny Juice is a family owned US company that produces juice concentrate for childcare centers and preschools. The Penny Juice website provides information about the product, plus an order form to purchase the juice concentrate.

2. CRITERIA

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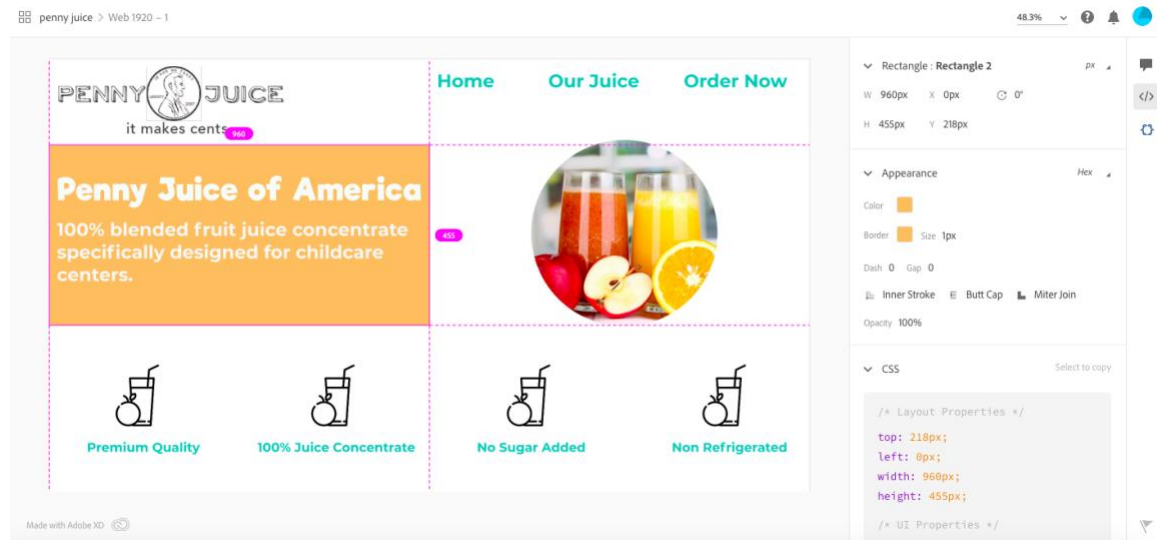## 5. REPRESENTATIVE SCREENSHOT OF HOME PAGE

6. DETAILED DESIGN OF HOME PAGE
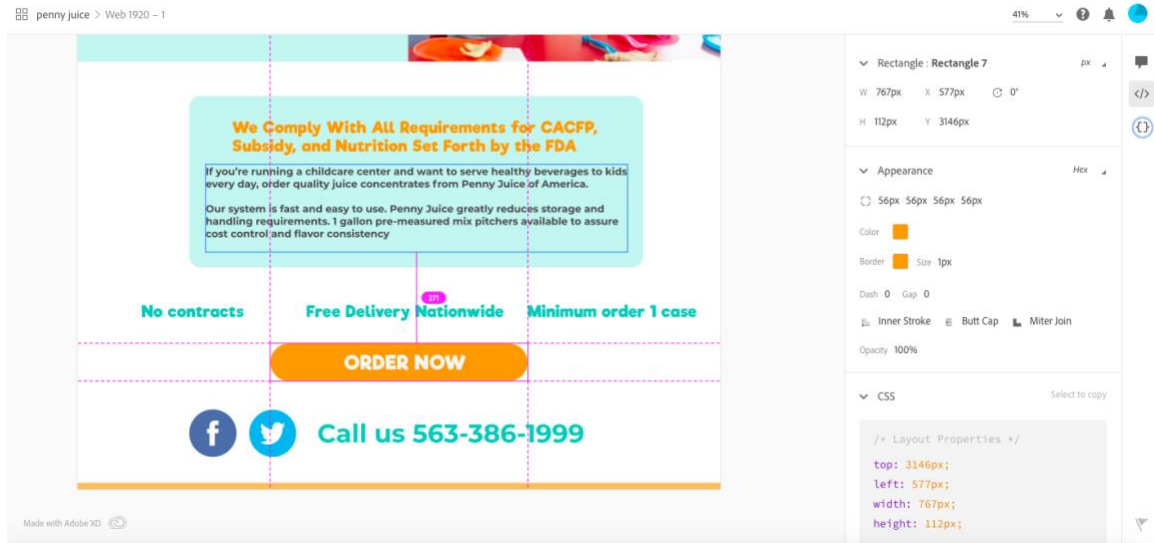
Design can be seen at:

https://xd.adobe.com/view/59f71790-acd9-4819-7a91-6dc0bcf86363-2fc6/

Header:

Main section 1:

Main section 2:

We Comply With All Requirements for CACFP, Subsidy, and Nutrition Set Forth by the FDA

If you're running a childcare center and want to serve healthy beverages to kids every day, order quality juice concentrates from Penny Juice of America.

Our system is fast and easy to use. Penny Juice greatly reduces storage and handling requirements. 1 gallon pre-measured mix pitchers available to assure cost control and flavor consistency

No contracts   Free Delivery Nationwide   Minimum order 1 case

ORDER NOW

Call us 563-386-1999

Footer:

ORDER NOW

Call us 563-386-1999

Contact Us

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Contact: Riley
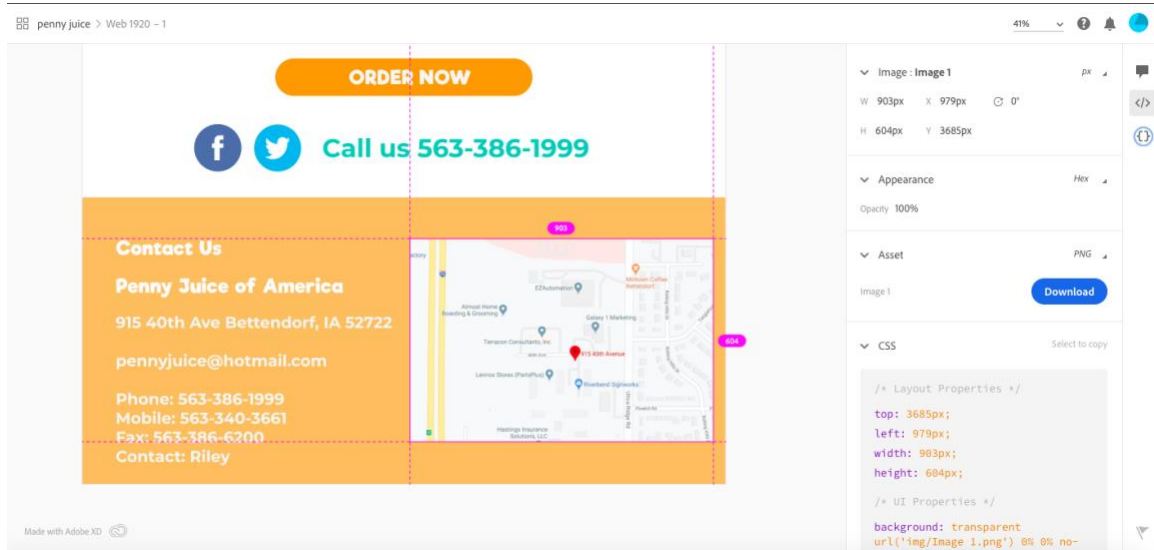
4

Usability Plan
Penny Juice

Participant Selection Criteria

Participants should include child care center or preschool administrators or workers who are in charge of purchasing food and consumables for the center.

Hypothesis

1. User will find the colors and layout more appealing.
2. User should find details about the juice quickly.
3. User should find the form to order the juice quickly.
4. User should find details about ordering juice quickly.
5. User should not have problems filling out the form.

Experiments

Hypothesis	Experiment	Interpretation
1	Ask the user what he thinks of the colors and layout.	At least 50% of users should like the colors and layout.
2	Ask the user to find details about the juice.	User should be able to find details about the juice in less than 30 seconds.
3	Ask the user to find the form to order the juice.	User should be able to find the ordering form in less than 30 seconds.
4	Ask the user to find details about ordering the juice.	User should be able to find details about ordering the juice in less than 30 seconds.
5	Ask the user to fill out the form.	At least 50% of users should find the

Script

Step	Instructions	Experiment	Interpretation
1	Greet the user and explain what is to be studied.		
2	Give the user a few minutes to look around the side and get familiar with it.		
3	Ask the user what he thinks of the colors and layout.	1	Record likes and dislikes.

4	Ask the user to find details about the juice.	2	User should be able to find details about the juice in less than 30 seconds. Record any frustration or dislikes.
5	Ask the user to find the form to order the juice.	3	User should be able to find the ordering form in less than 30 seconds. Record any frustration or dislikes.
6	Ask the user to find details about ordering the juice.	4	User should be able to find details about ordering the juice in less than 30 seconds. Record any frustration or dislikes.
7	Ask the user to fill out the form.	5	User should be able to fill out the form completely. Record any frustration or dislikes.
8	Ask the user for any final thoughts on the website		Record any thoughts the user shares.
9	Thank the user and excuse him.		

Usability Study
Penny Juice

Participants

Participant 1: Woman, 32 years old. Participant 1 owns a home child care center and make the purchase decisions for all the food and drinks in the center.

Participant 2: Woman, 46 years old. Participant 2 owns a preschool and makes all the purchase decisions for food and drinks for the preschool.

Participant 3: Woman 26, years old. Participant 3 works at a child care center and often handles administrative work such as purchasing food and drinks for the center.

Usability Plan Changes

No changes were made to the usability study.

Raw Data

1. Experiment 1
    a. Participant 1: "I like the colors, they are fun and look childlike. I think the layout simple but it's easy to find everything".
    b. Participant 2: "The colors are a little bright".
    c. All participants like that each page was different but still matched the rest.
2. Experiment 2
    a. Participant 3: "Do you mean like up here in the menu? Because there are also details in the front page".
    b. All participants were able to find the information about the juice in less than 30 seconds.
3. Experiment 3
    a. All participants were able to find the ordering form in less than thirty seconds.
4. Experiment 4
    a. Participant 3: "What do you mean by reconstituted 1+7?"
    b. Participant 2: "I don't see how I would pay for this though, do they take credit cards or PayPal or something else?"
    c. All participants were able to find information about ordering in less than 30 seconds.
5. Experiment 5
    a. Participant 1: "The form is a little long".
    b. Participant 2: "I like that it gives me a total".
    c. All users were able to fill the form without issues.

Report

After completing the usability study, it's clear the users enjoy the site and are able to find the information they need to complete a purchase. The like the layout, although some users would prefer a more muted color scheme. They are also able to find details about making a purchase, although some things could be explained better. There could also be more information about making the actual payment, such as methods of payment or a way to create an account.

Recommendations

- Leave only one bright color and chose greys for the rest.
- Word some text better.
- Allow user to create an account to make purchases and keep track of them.
- Give user more information as of the form of payment.
- Shorten the form.