CSC 642-842 HCI Summer 2020

"Usability Evaluation"

Project Name: Gator Grub

Gator Grub is an application that allows users to order food online from their favourite restaurants.

Team 03

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Version:

Version No.	Date	Comments(if any)
01	07/25/2020	Initial document
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1. Executive Summary

Gator Grub is an application that allows users to order food from a particular restaurant or shop, and get it delivered to their footsteps. It will also have a pickup option. This will allow the users to get food without any hassle. Although there are a variety of other applications and websites for food ordering, Gator Grub has several features that make it stand out. Our first aim here is to get the user to order food without any registration/login requirements, which will familiarize the user with the application before requiring and prompting them to sign up / login before checkout (Lazy Registration). Additionally, our application shall allow the vendor to quickly and easily add and edit their restaurant information to the application. This makes it an appealing option from both the perspectives of the customers who are ordering, and the vendors who are selling.

Our application has various features, some of which include:

1. Getting food from nearby restaurants by a single click

2. Avoiding delivery fees for upto 5 mile range

3. Extremely user-friendly experience

4. Safety tag for COVID-19

5. Scheduled orders

6. Discounts for SFSU students

This should create an overall simple and enjoyable user experience, and consequently encourage them to sign-up/register.

2.   Usability evaluation/testing plan:

    1. **Plan for evaluation of effectiveness**:

       a. Experiment setup: We would instruct the testers to open our website using any of our supported OS/Browser combinations.

       b. Actual tasks we would administer to testers: We would administer a variety of tasks in order to demonstrate the main functions of our website. These include, but are not limited to:

- Search for Italian Food

- Create a new account

- Log into an account and then order an item from an Italian restaurant, and have it delivered to SFSU library ASAP

- Order an item from an Italian restaurant and schedule it to be delivered at noon tomorrow, without logging in or creating an account

- Create a new restaurant called "A Restaurant" with the address being 1600 Holloway Ave, San Francisco, CA, 94132, and category being Bakery, and add a single $5 muffin with the description of "a muffin" to the menu.

       c. How we would collect results: Results would be collected by testers self-reporting whether or not they were able to complete the assigned task within the given time frame. For each task we would also ask the tester for any comments on the specific test, and if they were unable to complete the task, we would ask them what errors they encountered that prevented them from doing so.

d. Format for presenting results: We would create a document to present the results, with sections providing background on our project, what kind of tasks we asked testers to complete, as well as the size of our test group. For presenting the actual data, we would create a table with columns for task name, % completed, errors, comments. At the end of the document, we would summarize our findings from the data, and describe which tasks were able to be completed at a satisfactory completion rate, and suggestions for improvement for the tasks which were deemed to have an unsatisfactory completion rate.

2. **Plan of evaluation of efficiency**:

a. Experiment setup: We would instruct the testers to open our website using any of our supported OS/Browser combinations. We would also have the tester screen share their screen with the proctor over Zoom, and record the session, in order to accurately and easily record the amount of time, number of clicks, and number of screens required to complete each task.

b. Actual tasks we would administer to testers: We would administer a variety of tasks in order to demonstrate the main functions of our website. These include, but are not limited to:

- Search for Italian Food

- Create a new account

- Log into an account and then order an item from an Italian restaurant, and have it delivered to SFSU library ASAP

- ■ Order an item from an Italian restaurant and schedule it to be delivered at noon tomorrow, without logging in or creating an account

- ■ Create a new restaurant called "A Restaurant" with the address being 1600 Holloway Ave, San Francisco, CA, 94132, and category being Bakery, and add a single $5 muffin with the description of "a muffin" to the menu.

c. How we would collect results: Results would be collected by our team going over the recorded tests, and writing down the amount of time, number of clicks, and number of screens it took to complete each task.

d. Format for presenting results: We would create a document to present the results, with sections providing background on our project, what kind of tasks we asked testers to complete, as well as the size of our test group. For presenting the actual data, we would create a table for each task, with mean, median, range, and outliers in each of the 3 categories: time, clicks, and screens. At the end of the document, we would summarize and analyze our findings from the data, and describe which tasks were able to be completed within a satisfactory time, and suggestions for improvement for the tasks which were deemed to have a slow completion time, or high number of screens/clicks.

3. **Plan for subjective feedback**:

a. We would administer a variety of tasks in order to demonstrate the main functions of our website. These include, but are not limited to:

- ■ Search for an Italian restaurant.

- - Search for an item from an Italian restaurant and schedule it to be delivered at noon tomorrow, without logging in or creating an account.
  - As a restaurant owner, create a new account, then create a new restaurant called "A Restaurant" with the address being 1600 Holloway Ave, San Francisco, CA, 94132, and category being Bakery, and add a single $5 muffin with the description of "a muffin" to the menu.

b. Here are examples of Lickert Scale evaluation questions that we would use:

I found it easy to search for an Italian restaurant.

__ Strongly Disagree __ Disagree __ Neutral __ Agree __ Strongly Agree

I found it easy to order food, and have it scheduled for delivery.

__ Strongly Disagree __ Disagree __ Neutral __ Agree __ Strongly Agree

I found the restaurant creation process to be intuitive and quick.

__ Strongly Disagree __ Disagree __ Neutral __ Agree __ Strongly Agree

c. Besides for the Lickert Scale evaluation questions, we would also include an optional comment section, in order to facilitate more in-depth feedback and suggestions.