



Usability Testing Report

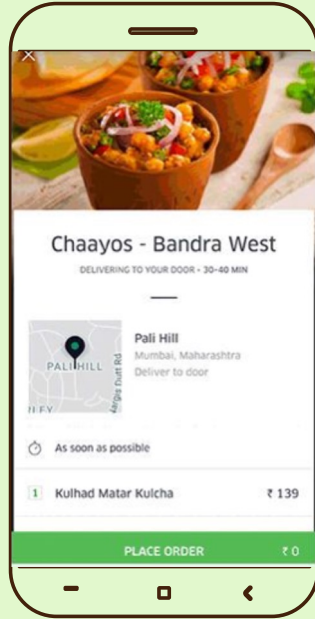


Content



- Introduction and Goals
- Method
- Approach to User Evaluation
- Key Findings
- Recommendations

Testing Object -- UberEats Mobile App



Uber Eats is an app that makes getting great food from hundreds of restaurants as easy as requesting a ride.

Goal:

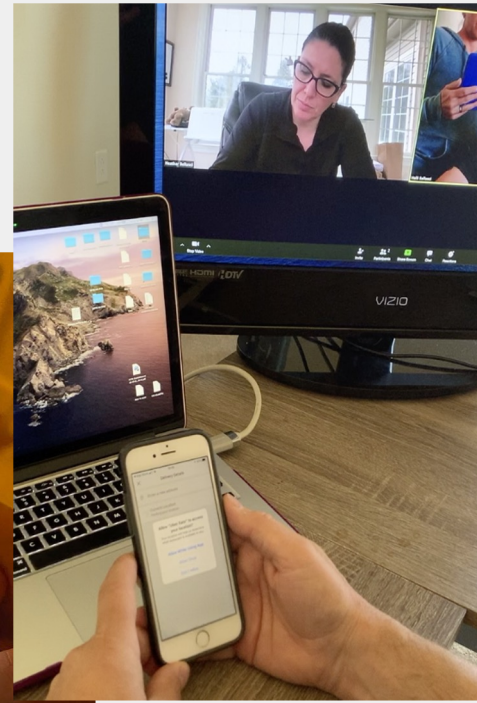
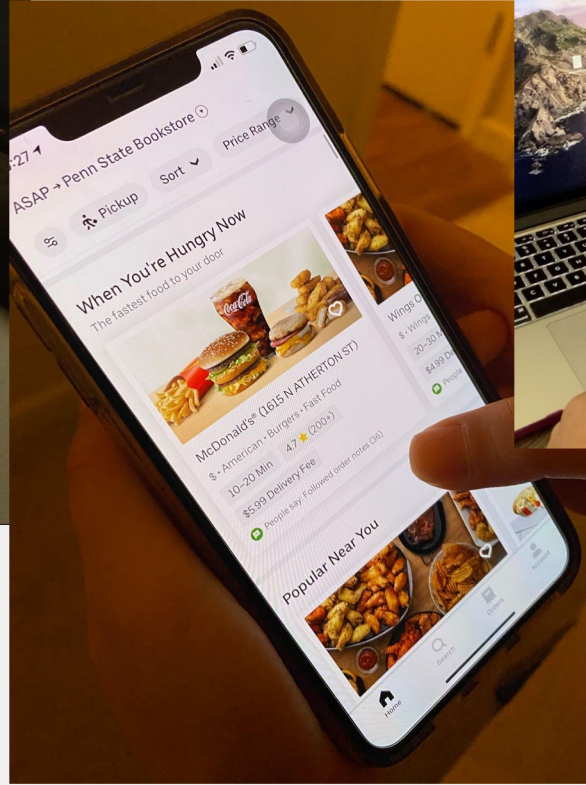
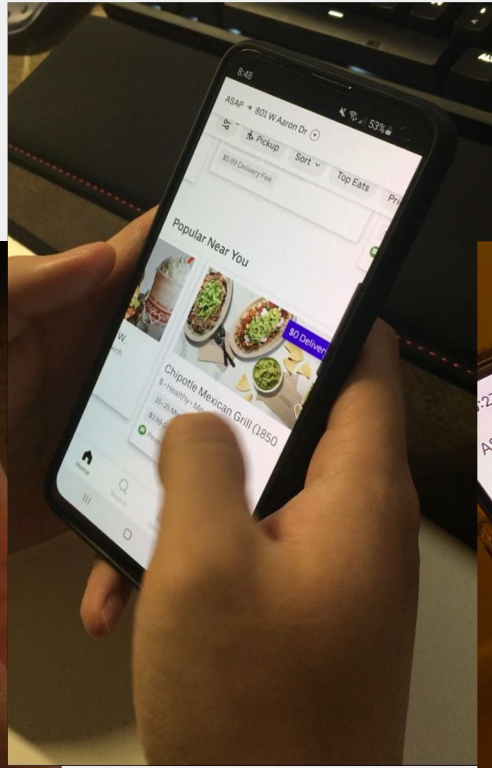
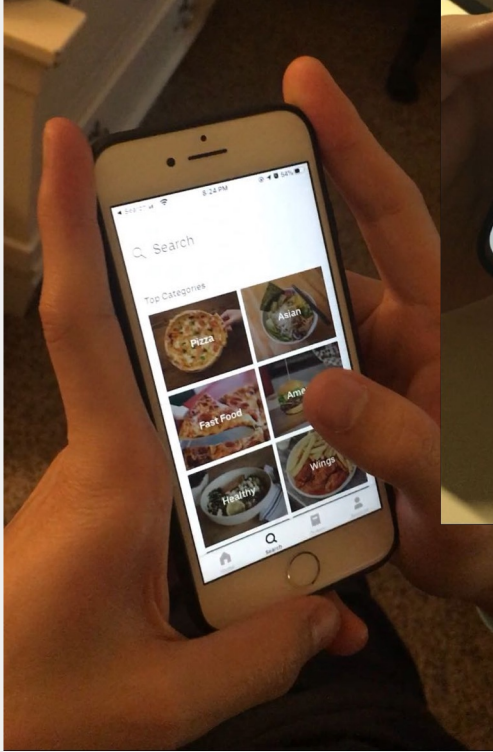
Find out problems in current interface usage, provide actionable recommendations to improve new user experience and accelerate engagement.

What is Usability Testing?

- Usability Testing refers to evaluating a product or service by testing it with representative users.
- In this report, we conducted moderated testing and focused on qualitative approach and analysis.
- Process: Pre-task interview -- Performing tasks -- post-task interview

Why Usability Testing?

- This study triangulates the findings of the previous work to set priorities expose any bias or assumptions by the expert review, and to capture the consumer's point of view in what is working and what is not.
- UberEats has been facing significant competition and a downtrend according to the marketing data, therefore a investment in the consumer experience represents an opportunity to reverse the trend and build the brand reputation.



Participants

	Gender	Age	Ethnic	Occupation	Frequency of using food delivery apps	Previous experience with UberEats	Other ways to order food
P1	Male	29	Asian	Student	Never	No	Call the restaurants
P2	Male	27	Asian	Student	Once a week	No	Grubhub
P3	Male	48	White	Retired	Never	No	Call the restaurants
P4	Male	69	White	Retired	Never	No	None
P5	Nonbinary	28	Asian	Student	Never	No	Mcdonalds (in Singapore)
P6	Male	29	Asian	Student	Once a week	Yes	Doordash
P7	Female	26	Asian	Student	Never	No	None
P8	Male	24	Asian	Student	Once a week	No	Recipo, Dominos

Task list:

T1: Browse through the app, find the highest rated restaurant in your delivery area.

T2: Please select the restaurant and tell us about this restaurant based on the information you see.

T3: Please select an item to order and add it to your shopping cart.

T4: Please go to your shopping cart and leave a note for your driver.

T5: Please go to your shopping cart and double the quantity of the item in the cart.

T6: Please find out how to join Uber Rewards.



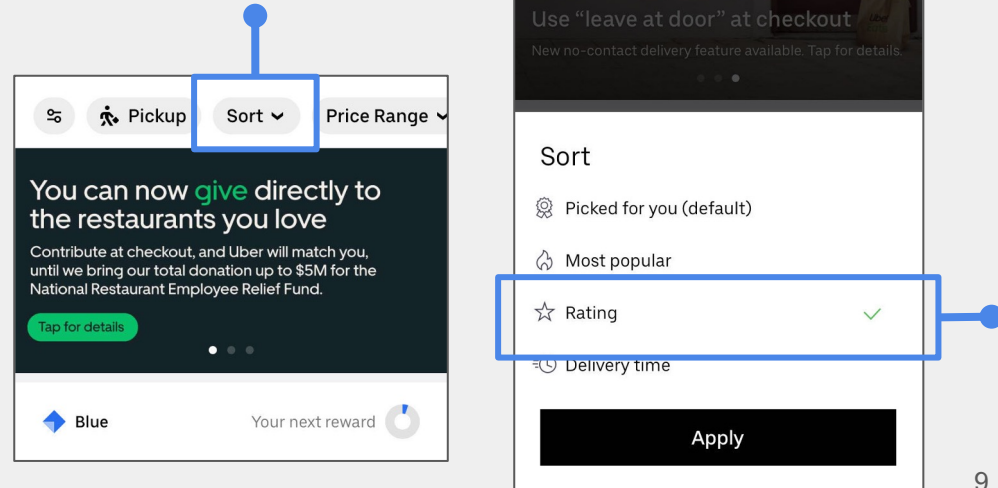
Key Findings

Task 1:

T1: Browse through the app, find the highest rated restaurant in your delivery area.

Easily completed by young and experienced users, but sometimes confusing for older or inexperienced users.

The filter icon is not intuitive to some users.

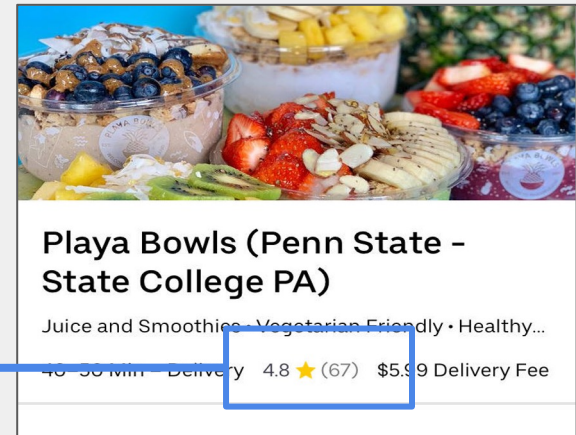


Task 2:

T2: Please select the restaurant and tell us about this restaurant based on the information you see.

2 participants detected the problem that they cannot see the comments from previous customers.

Clicking goes to menu, not rating comments



Task 3:

T3: Please select an item to order and add it to your shopping cart.

- Easy task for most users
- 1 participant detected that he could place order beyond the close time of the restaurant.

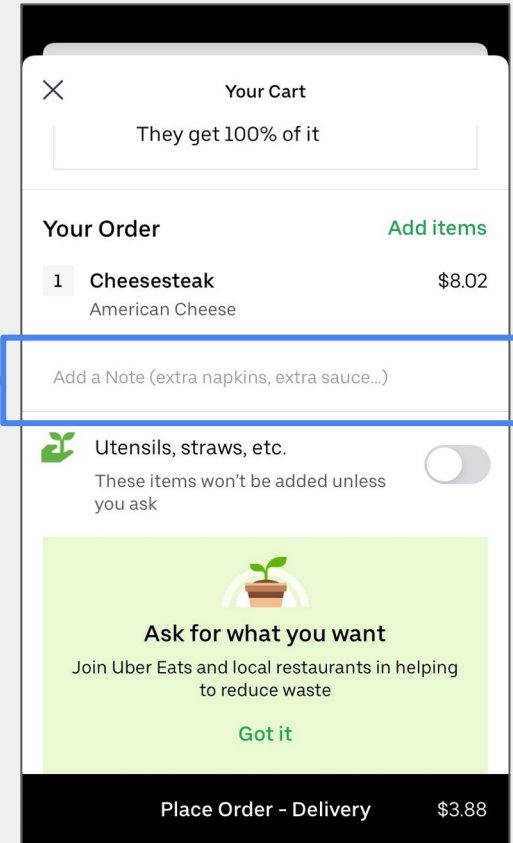
P6: "I placed the order at 9:31 pm, but the restaurant closed at 9:30 pm, then my order was cancelled, there is no warning though..."

Task 4:

T4: Please go to your shopping cart and leave a note for your driver.

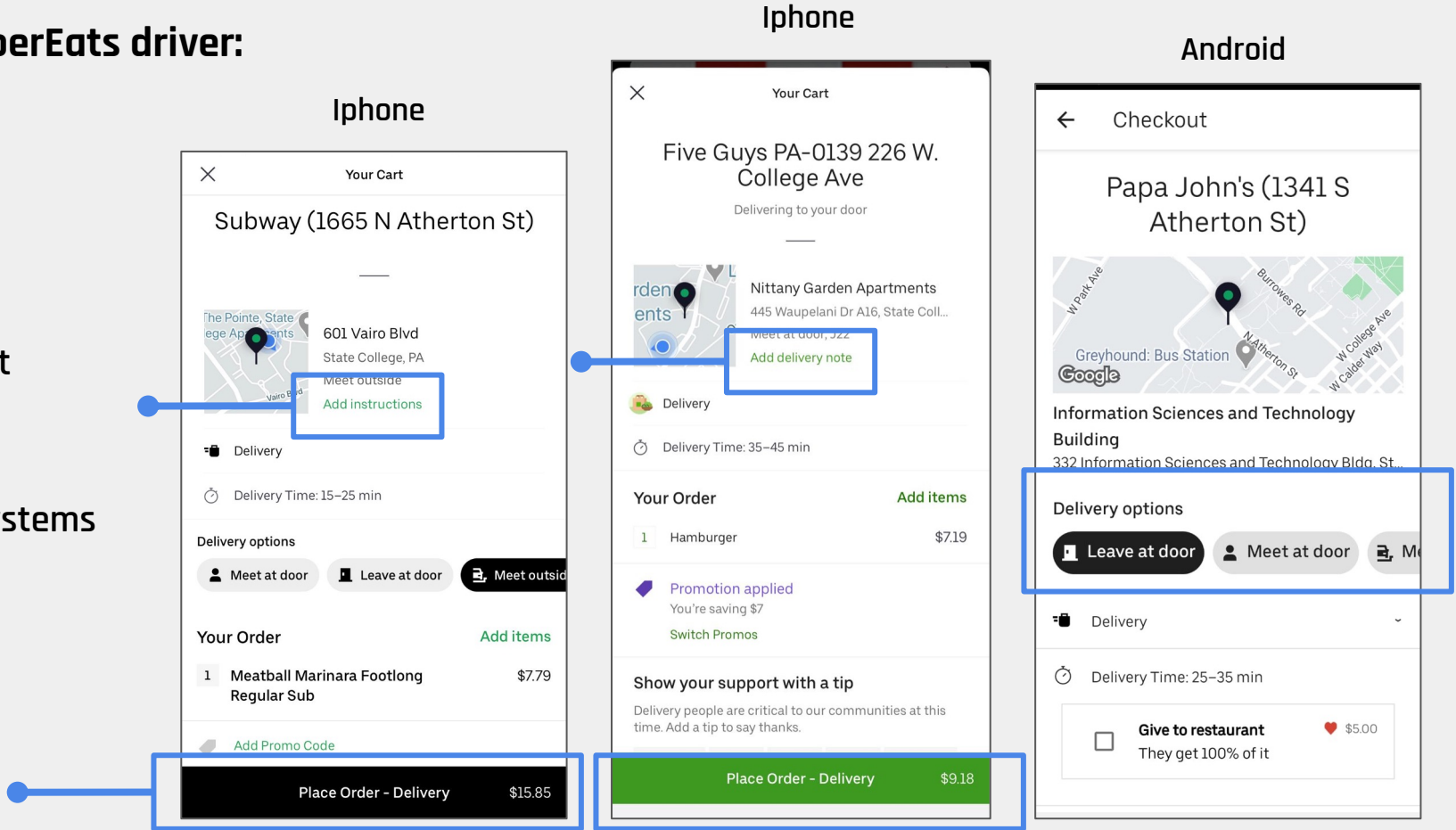
- 3 participants chose the note that was sent to the restaurant rather than the driver
- 1 participant could not find where to leave any note

Note for the
restaurant



Note for UberEats driver:

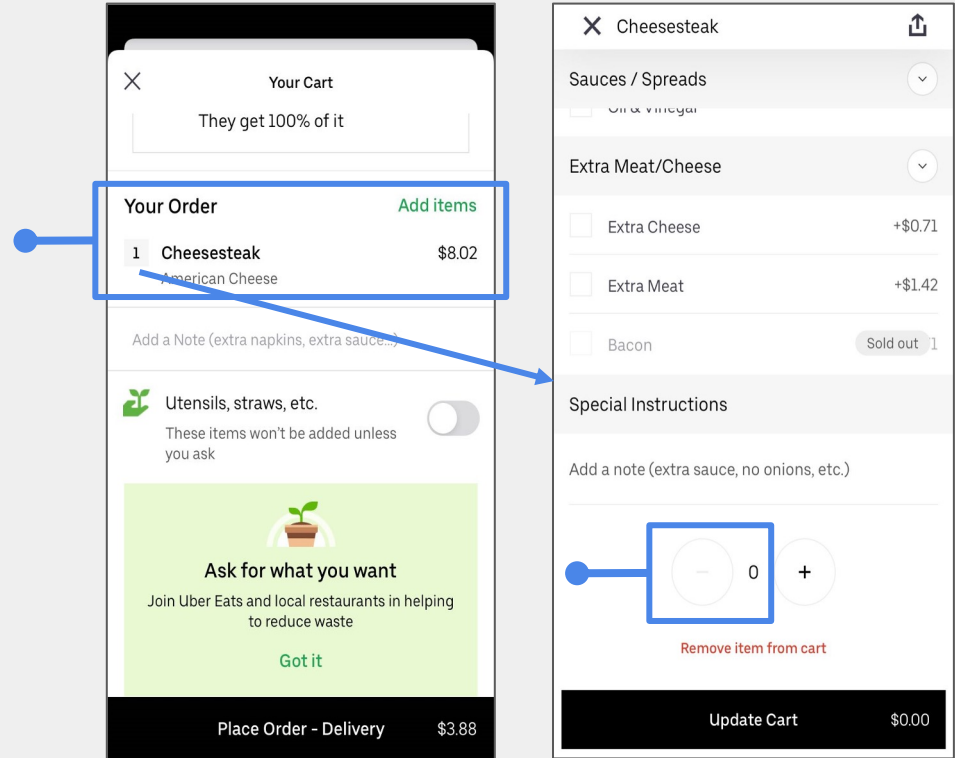
Inconsistent layout and wording for different systems or versions



Task 5:

T5: Please go to your shopping cart and double the quantity of the item in the cart.

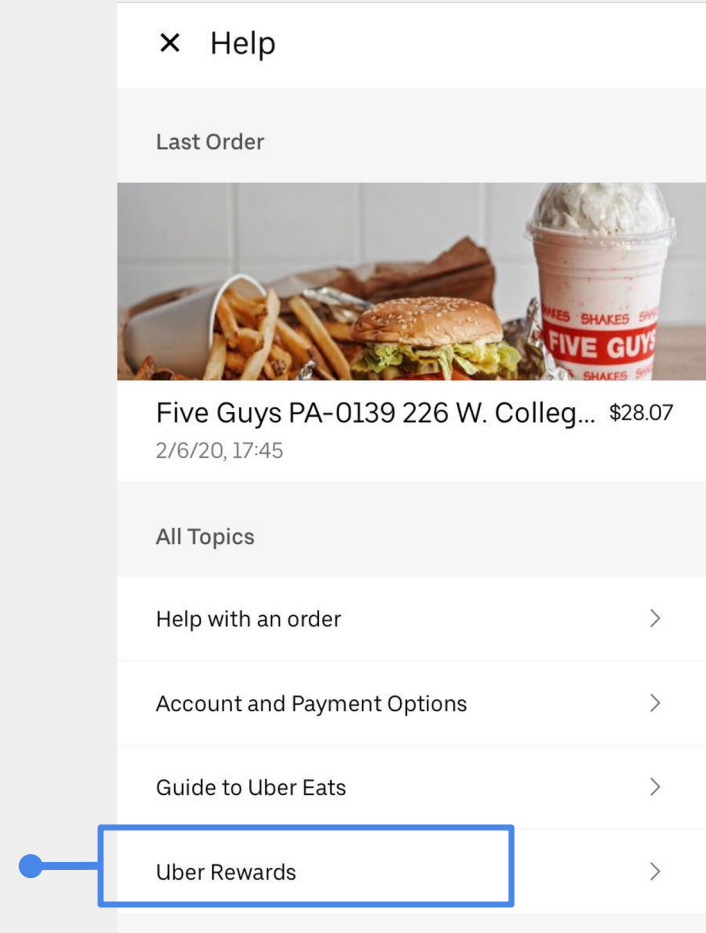
- Two different ways -- “Add items” or “Plus”
 - possible reason: the item in the cart does not seem clickable
- 1 participant using Android detected that he could not reduce the quantity to 0, but iPhone users can.



Task 6:

T6: Please find out how to join Uber Rewards.

- Easy to find for most of the participants
- 1 user found completing another task



Post Test Interview questions:

1. What do you like and dislike about the UberEats app?
2. Do you think this app is easy to use? Why?
3. Will you be using this app in the future? Why?
4. (If they already have a delivery food app) Could you please compare the one that you used to UberEats? What do you think are the advantages and disadvantages of UberEats?



Result table:

	Like	Dislike	Easy to use	Will use in future	Advantages	Disadvantages
P1	Interface is clear	None	Yes	No	N/A	N/A
P2	Picks up address automatically	Inconvenience in shopping cart	Ok	No	Address detection	Shopping cart; fewer restaurant offering
P3	Very specific	None	Yes	Yes	N/A	N/A
P4	Picture of items, walks you thru things	Rewards and offers hard to find & understand	Yes	Yes	N/A	N/A
P5	Vivid photos, a lot of information for users, simple	Should remind users the close time	Yes	Yes	N/A	N/A
P6	Special offers	Too much information, should let users order from multiple restaurants	Ok	Yes	N/A	Not user friendly compared to Doordash
P7	None	Too little options	Yes	Maybe	N/A	N/A
P8	None	Redundant information	Maybe	Maybe	Account menu is good	Too messy in main menu compared to Recipo

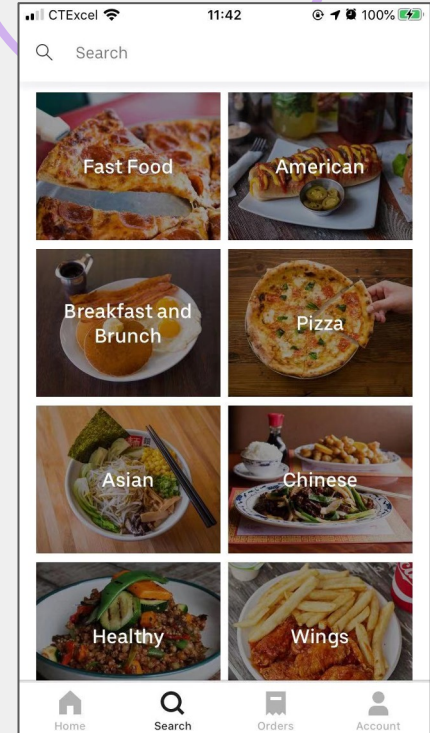
Summary of Usability Testing

Positives:

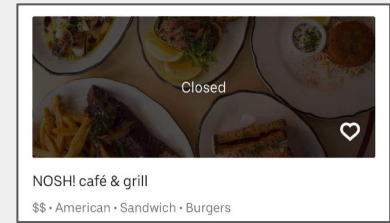
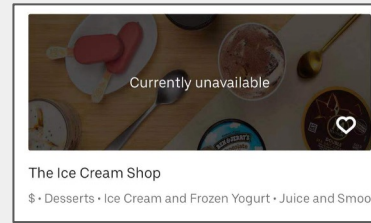
- + Clear interface and vivid photos
- + Specific and detailed
- + Detects address automatically
- + Offering many options such as “gluten free” and “vegetarian”

Negative:

- Help documents are not that useful
- Rating system does not provide what users expect
- Less type and number of restaurants compared to competitors
- Too much information
- Shopping cart is not user friendly
- Some confusing wordings
- Inconsistencies between Android and iPhone apps



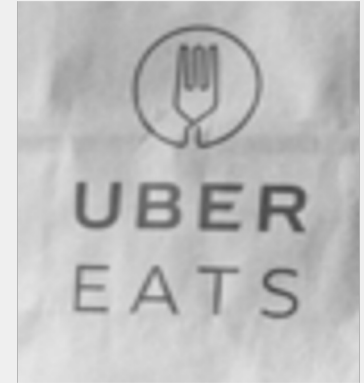
Insights:



- Users care about the restaurants the app offers
- Focus on the critical functions of the app, users might not be noticing those seldom used features.
- The whole service experience is important: if the overall service is excellent, users might be more tolerant to the app and interface.
- The help feature is not intuitive to the users. Users explore first, then seek help.
- Consistency is important for usability:
 - Difference in word use causes confusion amongst users
 - Differences between platforms (iOS vs Android) and versions of the same platform
 - Lack of consistency with other prevalent used apps

Recommendations

- **Reduce non-essential information**
 - Only keep “special offers”, “Your favorites”, “Popular near you” features in the homepage
 - Let users set their preference, so that they don’t have to select in every order
- **Meet user’s expectation**
 - Expand the type and number of partner restaurants
 - Use clear and consistent wordings
 - Provide comments from previous customer ratings
 - Provide search function in help menu
- **Redesign shopping cart interface**
 - Add “edit quantity” button/function in the shopping cart
 - Make the note clear that it is for the restaurant or the driver





Thank You!

Do you have any questions?