

# Tacoria App Usability Study

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UX Analysis Team

Daniel Appmaster

Daniel Developer

Daniel Coder

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# Study Details

## Project Background

We're creating a street food vendor app for Tacoria as we noticed a shortage in street food apps. With this app we want to improve sales, and offer a fast and reliable service.

# Study Details

## Research Questions

1. How long does it take customers to place an order?
2. Is it easy to navigate?
3. Are items easy to customize?
4. How long does the customer look at the menu?
5. Is the payment process straightforward?

## Participants

22 participants

Participants between the ages of 18-65 who reside 15 mi from taco truck. Participants order out at least once a week.

## Methodology

The study will be conducted remotely

Participants will be instructed to screen record their screens while in the app

Data will be collected based on video submissions

## Prototype Tested

The low-fidelity app prototype for Tacoria was tested and can be viewed [here](#).



# Themes

## People want customization options

Supporting evidence from the usability study.

- 3 out of 5 total participants said they wanted the ability to choose what they put on their taco.

*"I would like there to be a customization option to add or remove things from my taco"*

— David Trivago, Taco consumer from Dallas, Texas



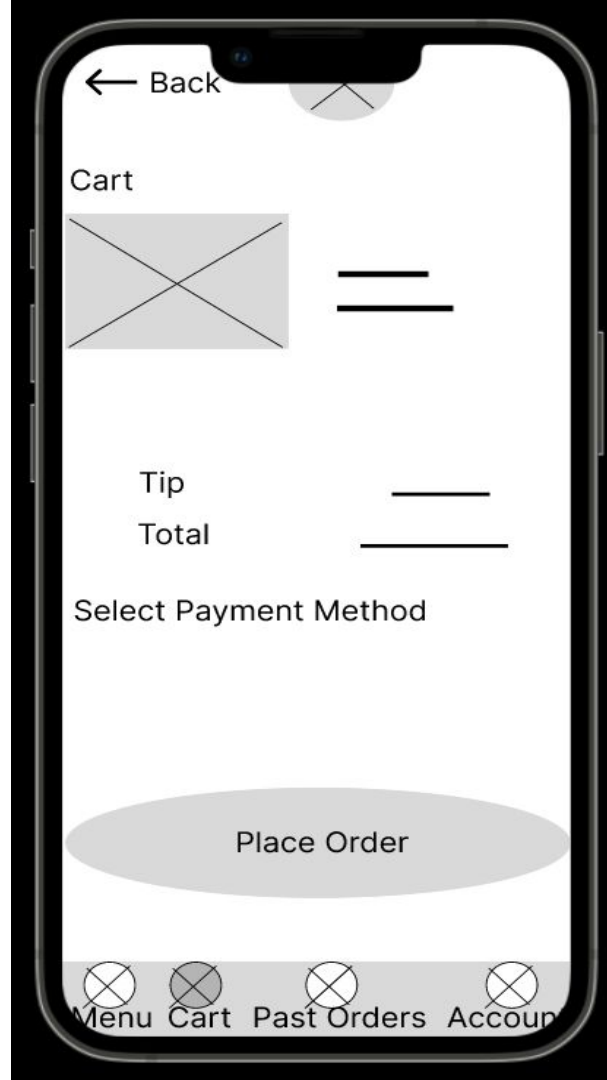


People want to know when their order is ready for pick up

Supporting evidence from the usability study.

- 4 out of 5 participants said they wanted to know when they should pick up their order.

*"I like the fast checkout, but how do I know when my Taco is ready for pickup? Romeo Fisher, taco consumer from La Porte, Texas*



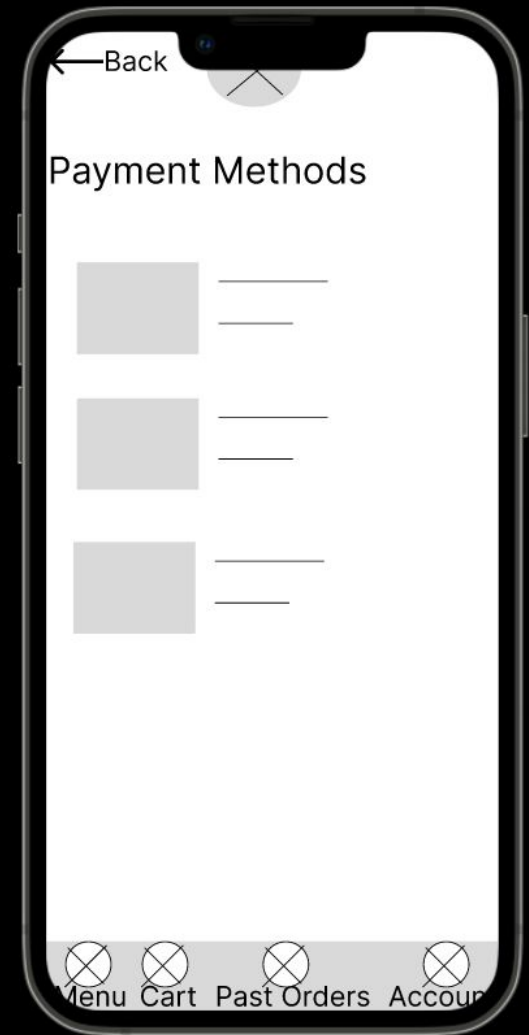
## People want to see their payment methods

Supporting evidence from the usability study.

- 2 out of 5 total participants said they wanted a way to view and edit their payment options.


*"It would be nice if I could see what cards I have saved to my profile so I can edit or change them if I need to."*

— Daniel Sr, taco consumer from Austin, Texas



# Insights & Recommendations

## Research insights



### Customization options

Provide users with the ability to edit their taco to their liking.



### Pick Up Time

Users need to know what time that they should pick up their order so they can plan accordingly.



### Payment option

Users would like to see the payment options that are linked to their account so they can edit them.

## Recommendations

- Add a way for users to customize their taco to their liking so that they can add or remove the things they want.
- Add a way for users to see when their order will be ready for pickup so that they can plan to get there on time.
- Add a payment method selection in the 'Account' Tabs so the user can add, remove or edit their default payment method.

Thank you!