

Guntz Burger – Usability Study

Introduction

Welcome and thank you for volunteering your time to help us here at Guntz Burger with our Usability Study. The idea behind this study is to gather information relating to the functions of our restaurant's mobile site, to ensure it can meet any needs our customers might have. Once your recording environment is set up, the prompts below will walk you through the study process. This whole process should ideally take no longer than 30 minutes of your time.

Setup Walkthrough

In order to participate in this study, you can use either a desktop, laptop, or mobile device. Any of these will work as long as you can record your voice via the device. You will also need to install the Zoom App. If you have a preferred alternative to voice and screen recording, you may use that as well. Open the link labeled "prototype" in the email you received to access the prototype, and use it as the screen for the recording.

Setting Up Zoom Recording

Open Zoom, and click the orange button labelled "New Meeting". Once the meeting is open, join with computer audio. If you see green fluctuation on the microphone icon, that means it's picking up your voice. Click "share screen" in the middle and select the window with the prototype. Once the screen is shared, go to more options on the side and click the icon. Select "Record". It may tell you you're muted, if so, unmute at this time. If successfully recording, you will see a red record icon in the green portion of the navigation bar. Once you are recording, you can begin the Usability Study. **Please make sure to state the prompts and your thought process out loud.** Proceed to the Prompts below.

Prompts

Prompt 1

Please take a moment to try and make a to-go order.

Follow-Up

- What difficulties if any did you face while browsing the menu.
- If this was a real menu, what questions do you think you might have had, and did there appear to places to find the answers?

Prompt 2

Consider any food restrictions, or any particular tastes you dislike, please see if you think you could evaluate whether or not you would be able to get clarification on particular items.

Follow-Up

How did you feel about this process? What level of confidence do you think you would have weeding out any items you could not have or would not like?

Prompt 3

Please attempt to place a reservation.

Follow-Up

How did it feel going through this process. Were there any hiccups along the way?

Prompt 5

Please explore the about us section of the website, and see if you would feel if the theoretical content would be enough to evaluate whether or not you would be able to consider this restaurant for an outing, whether it be a casual dinner, business lunch, or a date.

Follow-Up

- Did the about us section contain enough sections to help you evaluate the restaurant as an option?
- What additional elements do you think would help make this decision?

Prompt 4

Please review the statements below and rate them with one of the following 5 options: Strongly Agree, Somewhat Agree, Neutral, Somewhat Disagree, Strongly Disagree.

- The website was easy to navigate.
- The menu area seems disorganized.
- I would be able to plan an outing based solely on the information in this website.
- The website is cluttered.
- The features on the website are helpful.
- I was able to complete an online order from beginning to check out.
- I felt comfortable with the reservation process.