

# Usability Testing Report – Customer Side

**Project:** DeliverNow - Food Delivery App Redesign

**Phase:** Mid-Fidelity Prototype Testing

**Testing Date:** 03/18/2025

**Participants:** 5 Users

## 1. Objective

The goal of this usability test was to assess the effectiveness, efficiency, and user satisfaction of the customer-side interface of the DeliverNow app. We aimed to identify pain points in the user journey, particularly concerning estimated delivery times, cutlery and condiment preferences, and overall ordering experience.

## 2. Testing Methodology

- **Participants:** 5 users representing DeliverNow's typical customer base.
- **Testing Type:** Remote and in-person usability testing.
- **Prototype:** Mid-fidelity interactive prototype.
- **Tasks:**
  1. Browse and select a restaurant.
  2. Customize an order (e.g., select meal, add/remove cutlery and condiments).
  3. Complete checkout and track an order.
  4. Review the estimated delivery time and rate their satisfaction.
  5. Provide overall feedback on the experience.

## 3. Key Findings & User Feedback

### 1. Estimated Delivery Time Issues

**Observation:** 4 out of 5 users found that the estimated delivery time was unclear or inaccurate. **Feedback:**

- *"The app told me my food would arrive in 20 minutes, but it actually took 40 minutes."*
- *"I wish there was a live tracker showing the rider's real-time location."*
- *"It would be helpful to have a notification if my order is running late."*

### **Suggested Improvements:**

- Implement real-time tracking for delivery.
- Show estimated preparation time separately from delivery time.
- Provide status updates if there is a delay.

## **2. Cutlery and Condiment Preferences**

**Observation:** 3 out of 5 users overlooked the option to select cutlery and condiments. **Feedback:**

- *"I didn't realize I could choose whether or not to receive cutlery."*
- *"The condiment selection was hidden; I had to go back to find it."*

### **Suggested Improvements:**

- Make the cutlery and condiment selection more prominent in the checkout flow.
- Allow users to set default preferences in their profile.

## **3. Order Customization & Checkout Experience**

**Observation:** 2 out of 5 users found it difficult to customize their order (e.g., modifying meal options, adding special requests). **Feedback:**

- *"I wanted to remove onions from my burger, but I couldn't find the option easily."*
- *"It would be great if I could save my favorite orders for quick reordering."*

### **Suggested Improvements:**

- Improve UI clarity for customization options.
- Add a 'Save Favorite Orders' feature.
- Provide tooltips or guidance for first-time users.

## **4. Overall Ordering Experience**

**Observation:** 4 out of 5 users rated the experience as "good" but noted minor frustrations. **Feedback:**

- *"The app is visually appealing, but some steps could be streamlined."*
- *"I wish there were more payment options available."*
- *"There should be an easy way to contact the restaurant or the delivery person."*

Suggested Improvements:

- Optimize the user flow to reduce checkout steps.
- Expand payment options (e.g., digital wallets, cash on delivery).
- Introduce a direct chat feature for customer support.

4. Summary of Key Takeaways

Issue	Users Affected	Suggested Fixes
Unclear delivery time	4/5	Real-time tracking, delay notifications
Cutlery & condiments selection not visible	3/5	More prominent UI placement, default preferences
Difficulty in order customization	2/5	Clearer customization options, saved orders
Minor checkout frustrations	4/5	Streamlined process, more payment options

5. Next Steps

- **Refine the prototype** based on user feedback.
- **Conduct additional testing** on high-fidelity UI.
- **Validate usability changes** with another round of user testing.

Prepared by:

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