Usability Testing Report – Restaurant Manager

Project: DeliverNow - Food Delivery App Redesign
Phase: Mid-Fidelity Prototype Testing
Testing Date: 03/20/2025
Participants: 5 Users (Restaurant Managers/Owners)

1. Objective

The goal of this usability test was to assess the effectiveness, efficiency, and user satisfaction of the restaurant manager interface of the DeliverNow app. We aimed to identify pain points in the order management workflow, menu updating process, and overall user experience from the restaurant perspective.

2. Testing Methodology

- Participants: 5 users representing various restaurant types (fast food, casual dining, specialty cuisine).
- Testing Type: Remote and in-person usability testing.
- Prototype: Mid-fidelity interactive prototype.
  a. Tasks:Review and accept incoming orders.
  b. Update menu items (add new item, modify existing item, mark as unavailable).
  c. Monitor order fulfillment and update order status.
  d. View daily sales analytics.
  e. Provide overall feedback on the experience.

3. Key Findings & User Feedback

1. Order Management Issues

Observation: 3 out of 5 users struggled with managing multiple orders simultaneously during peak hours.

Feedback:

- "I need a better way to prioritize orders based on preparation time."
- "The notification for new orders isn't prominent enough when I'm in another section."
- "I wish I could sort orders by pickup time vs. delivery time."

Suggested Improvements:

- Implement color-coded priority system for orders.
- Add audible alerts for new orders with volume control.
- Provide split-view functionality to monitor incoming orders while working in other sections.

2. Menu Management

Observation: 4 out of 5 users found the menu editing process cumbersome and time-consuming.

Feedback:

- "Adding multiple variations of the same dish requires too many steps."
- "I need to temporarily disable certain menu items during rush hours, but the process takes too long."
- "There's no easy way to copy existing items to create similar ones."

Suggested Improvements:

- Implement bulk editing features for menu items.
- Add quick-toggle availability buttons for menu items.
- Create duplicate/clone functionality for similar menu items.
- Allow for scheduled availability of menu items.

3. Order Status Updates

Observation: 3 out of 5 users experienced confusion when updating order status.

Feedback:

- "Sometimes I forget to update the status and then the delivery person arrives before the food is ready."
- "The status options aren't clear—what's the difference between 'preparing' and 'in progress'?"
- "I need to be able to add notes about delays to specific orders."

Suggested Improvements:

- Simplify order status options with clear definitions.
- Add automated status update reminders.
- Include a notes field for each order to communicate with delivery personnel.
- Implement estimated preparation time updates.

4. Analytics and Reporting

Observation: 5 out of 5 users wanted more detailed analytics about their restaurant performance.

Feedback:

- "I can't easily see which menu items are selling best at different times of day."
- "There's no way to compare performance week-over-week or month-over-month."
- "I want to see my customer ratings broken down by menu items."

Suggested Improvements:

- Add time-based sales analytics for menu items.
- Implement comparative reporting features.
- Provide detailed customer feedback analytics per dish.
- Include downloadable reports for accounting purposes.

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4. Summary of Key Takeaways

Issue	Users Affected	Suggested Fixes
Order management	3/5	Priority system, better notifications
Menu management complexity	4/5	Bulk editing, quick toggles, cloning feature
Order status confusion	3/5	Simplified status options, reminders
Limited analytics	5/5	Enhanced reporting, time-based analysis

5. Next Steps

- Refine the prototype based on restaurant manager feedback.
- Add priority features for order management.
- Simplify the menu management workflow.
- Enhance analytics capabilities.
- Conduct follow-up testing with high-fidelity prototype.