

High-Fidelity Usability Testing Report – Restaurant Manager Side

Project: DeliverNow – Food Delivery App Redesign

Phase: High-Fidelity Prototype Testing

Testing Date: 03/22/2025

Participants: 5 Restaurant Managers

1. Objective

The goal of this usability test was to evaluate the final design and interaction quality of the restaurant manager interface of the DeliverNow app. This test aimed to validate whether improvements made after mid-fidelity testing enhanced usability, efficiency, and user satisfaction, focusing on order management, menu updates, delivery time adjustments, and direct communication with customers and delivery personnel.

2. Testing Methodology

- Participants: 5 restaurant managers from various restaurant types (fast casual, fine dining, etc.)
- Testing Type: Remote and in-person usability testing
- Prototype: High-fidelity interactive prototype
 - a. Tasks: Accept and manage incoming orders
 - b. Update menu items and availability
 - c. Adjust preparation time estimates
 - d. Communicate with customers via the direct chat feature
 - e. Assign orders to delivery personnel
 - f. View and analyze sales performance data
 - g. Provide overall feedback on the experience

3. Key Findings & User Feedback

1. Order Management Dashboard

Observation: 5 out of 5 restaurant managers found the new dashboard layout effective for managing multiple orders simultaneously.

Feedback:

- "The color-coding system for order status is extremely helpful for quick visual assessment."
- "Being able to sort orders by prep time helps us prioritize effectively."
- "I love that I can see all critical order information at a glance."

Validated Enhancements:

- Intuitive color-coding system for order statuses
- Customizable order sorting options
- Clear visibility of special instructions and dietary requirements

2. Menu Management Interface

Observation: 4 out of 5 restaurant managers successfully updated menu items and availability with minimal effort.

Feedback:

- "The batch updating feature saves so much time when we run out of multiple ingredients."
- "Photo uploading is much easier now, but I'd like a cropping tool."
- "I appreciate being able to schedule limited-time offerings in advance."

Validated Enhancements:

- Streamlined menu item editing process
- Batch updating capabilities for menu availability
- Simplified image upload system for menu items

Suggested Improvement:

- Add built-in image editing/cropping functionality

3. Delivery Time Management

Observation: 5 out of 5 managers appreciated the ability to adjust prep time estimates based on kitchen conditions.

Feedback:

- "Being able to adjust prep times during rush hours prevents customer disappointment."
- "The kitchen load indicator helps me make realistic time promises."
- "I like how the system suggests time adjustments based on historical data."

Validated Enhancements:

- Dynamic prep time adjustment capabilities
- Kitchen load visualization
- AI-assisted time recommendations based on order volume and history

4. Direct Communication Features

Observation: 5 out of 5 managers found the new direct communication features valuable for resolving order issues quickly.

Feedback:

- "The canned responses save time for common questions."
- "Being able to contact both the customer and driver through one interface is extremely efficient."
- "The notification system ensures I never miss an urgent message."

Validated Enhancements:

- Integrated messaging platform for customers and drivers
- Pre-written response templates
- Priority-based notification system

5. Analytics Dashboard

Observation: 3 out of 5 managers found the analytics dashboard useful but requested more customization options.

Feedback:

- "The sales trends graph helps with inventory planning."
- "I'd like to be able to customize which metrics appear on my main dashboard."
- "The customer satisfaction metrics have been eye-opening for staff training."

Validated Enhancements:

- Comprehensive sales and order analytics
- Customer feedback integration
- Performance comparison with previous periods

Suggested Improvement:

- More customizable dashboard widgets and metrics

4. Summary of Key Takeaways

Order management complexity	5/5	Color-coded dashboard, customizable sorting, clear special instructions display
Menu update inefficiency	4/5	Batch updating, simplified image upload, scheduled menu changes
Delivery time accuracy	5/5	Dynamic time adjustments, kitchen load visualization, AI recommendations
Customer communication	5/5	Integrated messaging, canned responses, priority notifications
Performance		Comprehensive analytics, feedback

5. Next Steps

- Implement final refinements based on high-fidelity testing (e.g., adding image editing tools, dashboard customization)
- Prepare for launch by finalizing backend integration with POS systems
- Develop restaurant onboarding tutorials and documentation
- Plan post-launch support system for restaurant partners

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