

# High-Fidelity Usability Testing Report – Customer Side

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

**Phase:** High-Fidelity Prototype Testing

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

**Participants:** 5 Users

## 1. Objective

The goal of this usability test was to evaluate the final design and interaction quality of the customer-side 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 estimated delivery times, cutlery and condiment preferences, and overall ordering experience.

## 2. Testing Methodology

- **Participants:** 5 users representing DeliverNow's target audience.
- **Testing Type:** Remote and in-person usability testing.
- **Prototype:** High-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. Use the new direct chat feature to contact the restaurant or driver.
  6. Provide overall feedback on the experience.

## 3. Key Findings & User Feedback

### 1. Estimated Delivery Time Improvements

**Observation:** 5 out of 5 users appreciated the real-time tracking and updated delivery estimates. **Feedback:**

- *"The live tracking is a game-changer! I can see exactly where my order is."*
- *"I like getting updates when my order is delayed."*
- *"The separate breakdown of prep time and delivery time makes things clearer."*

## **Validated Enhancements:**

- Real-time GPS tracking was well received.
- Users found the delay notifications helpful.
- The separation of prep and delivery times reduced confusion.

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

**Observation:** 4 out of 5 users easily found and customized their cutlery and condiment preferences. **Feedback:**

- *"I love that I can set my cutlery preference once, and it remembers it!"*
- *"The condiment selection is much more visible now."*

## **Validated Enhancements:**

- Users appreciated the ability to save preferences.
- Cutlery and condiment options were now clearly displayed.

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

**Observation:** 3 out of 5 users found the customization experience significantly improved but suggested minor refinements. **Feedback:**

- *"The ability to save favorite orders is super useful!"*
- *"Customization options are clearer, but I'd like an easier way to edit an order before checkout."*

## **Validated Enhancements:**

- Users loved the 'Save Favorite Orders' feature.
- Customization options were easier to find.
- Suggested improvement: A clearer 'Edit Order' button before finalizing checkout.

## **4. Direct Chat Feature**

**Observation:** 5 out of 5 users found the new chat feature useful. **Feedback:**

- *"I contacted the restaurant about an allergy concern, and they responded quickly!"*
- *"Having a way to message the delivery driver is really convenient."*

## **Validated Enhancements:**

- Direct messaging feature significantly improved communication.

- Users felt reassured being able to reach both the restaurant and driver.

## 5. Overall Ordering Experience

**Observation:** 5 out of 5 users rated their experience as "very good" or "excellent." **Feedback:**

- *"The entire process feels smooth and well-designed now."*
- *"I like having multiple payment options."*
- *"This is one of the best food delivery interfaces I've used!"*

### Validated Enhancements:

- The checkout process was streamlined.
- Additional payment options improved flexibility.
- Users felt the final product was polished and intuitive.

## 4. Summary of Key Takeaways

Issue	Users Affected	Final Solution
Unclear delivery time	5/5	Real-time tracking, delay notifications, separate prep & delivery times
Cutlery & condiments selection	4/5	Clearly visible UI placement, saved preferences
Order customization	3/5	Clearer options, saved favorite orders, suggested 'Edit Order' improvement
Direct communication	5/5	New chat feature well-received
Overall experience	5/5	Smooth ordering process, more payment options

## 5. Next Steps

- **Implement final refinements** based on high-fidelity testing (e.g., enhancing the 'Edit Order' feature).
- **Prepare for launch** by finalizing UI assets and backend integration.
- **Develop user onboarding tutorials** to help first-time users navigate the app efficiently.

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