## Usability Analysis

**Competitor’s Website**：美团面包外卖：<https://bj.meituan.com/s/面包外卖/>

**Improvements:**

1. Compared with Meituan Waimai's website, our website is prettier and gives users a better feeling.

2. The homepage will directly recommend new products, which can be used for commercial advertising purposes, and at the same time provide users with options to avoid confusion about which bread to choose.

3. For fewer brands, the introduction of each brand can be conducted more sophisticated.

4. The "Bread Selection Guide" page will filter out the bread that the user may like according to the user's taste preference.

5. The "Brand Recommendation" page will display four brands and their hot-selling bread, which can be purchased directly. In particular, the comments of purchased users will be displayed for other users as a reference.

6. The "China Baking Big Data" page will integrate China's baking information resources to provide users with information supplements.

7. No need to log in to view, which reduces operation steps.

**Usability test plan**

Task1：Enter the homepage to browse, and choose a bread you like according to your taste.

Task2：Buy Mini Sausage Bread from Paris Baguette via the website.

**Testers:**

I found five users of similar ages and asked them to complete the same tasks on the website and invite them to share their personal feelings and advises about the website’s usability.

**Feedback:**

**Advantage:**

1. The interface is beautiful and attractive

2. It feels very convenient to use

3. Can directly see the real user evaluation

4. You can filter your favorite bread, which is more interesting

5. Rich information

**Disadvantages:**

1. Compared with Meituan Takeaway, there are fewer types of bread brands

2. It is a bit inconvenient to link to the official website to place an order

**Suggestions:**

1. You may add some coupons on the page for customers to use, which could attract lots of new users.

2. The display on the ingredients can be more clear，such as whether it is whole wheat bread and the sweet level.

3. It can be classified into *Children’s favorite* and *Adults’ favorite* etc., which is more convenient for different groups of people to buy.

4.You can add links to some baking tips and small recipes.