

The logo for grubHub, featuring the word "grubHub" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right. The text is set against a solid red rectangular background.The logo for grubHub, featuring the word "grubHub" in a red, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right. Below the word "grubHub" is the phrase "happy eating" in a smaller, red, lowercase, sans-serif font.The logo for seamless, featuring the word "seamless" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right. The text is set against a red rectangular background. Below the word "seamless" is the phrase "partners with grubHub" in a smaller, white, lowercase, sans-serif font.The logo for MENUPAGES, featuring the word "MENUPAGES" in a blue, uppercase, sans-serif font with a registered trademark symbol (®) to the upper right. The text is set against a white rectangular background with a blue border.The logo for allmenus, featuring the word "allmenus" in a blue, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right. The text is set against a white rectangular background.

# *grubHub Usability Portfolio*

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Instructor: Vera Rhoads INFM 605 Users and Use Context Fall 2015

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## **1. Introduction**

Our group examined the user experience of an online food ordering company called [grubHub](#). It connects users to more than 700 takeout restaurants in the U.S and overseas. In 2013, more than \$1 billion gross food sales were sent by the company to local takeout restaurants, which processed roughly 174,000 orders on a daily basis.

It offers menus of several restaurants in the user's immediate vicinity, customer reviews and delivery service. We were interested in discovering who the users are, what they use the website for, how they navigate, and what features they would change.

The process consisted of four methodologies: an online survey, the creation of personas, interviews with identified users, and finally a usability test. We then analyzed the test results and used them to make recommendations for changes to the service.

## **2. Executive Summary**

grubHub is a local online food delivery service. Our group examined its users' experience in order to determine whether there was room for improvement. This report details our processes and outcomes as well our recommendations. Our inquiry process included five elements: a survey, user interviews, personas, a usability test and a user journey map.

We determined that users thought the website was user-friendly but needed some minor changes. Our recommendations include modifying the graphics to make the site more subtle and creating uniformity with the graphics. Also, the restaurants would gain from using a photo on their page because it will increase repeat business from customers who recognize their establishment.

## **3. Methodologies**

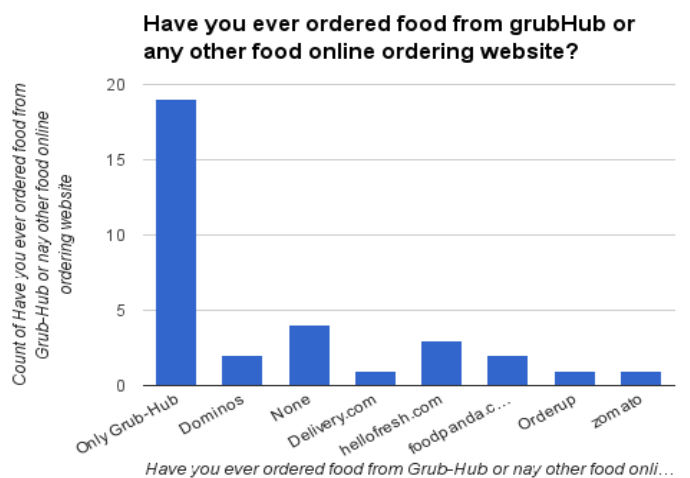
We conducted the following methodologies over a period of several weeks with grubHub users. These processes helped us to tease out the strengths and weaknesses of the website.

### **3.1 Surveys**

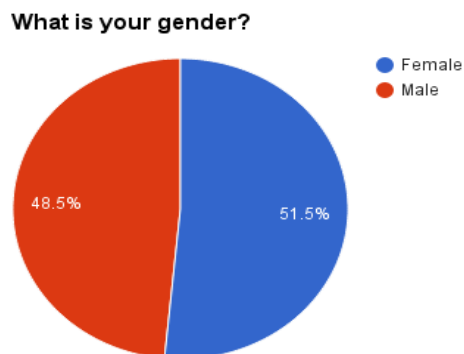
Our first research methodology was a survey. We compiled a list of questions geared towards finding about our user base. We made use of Google forms to carry out the survey. Being mindful of our timeline, we kept the survey open for three days. Below is our analysis of the questions asked in the survey.

### Survey Analysis:

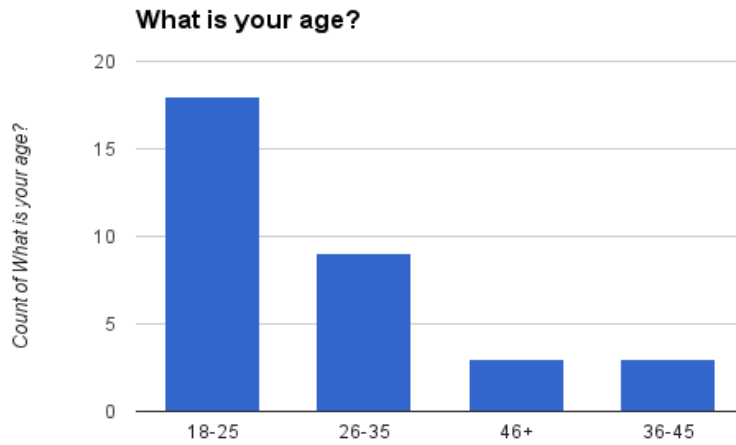
The graph below shows us that different online food ordering websites were used by the people who took the survey. We used this information to make inferences about their choice of website. Users could input their own answers, although we provided the option of choosing grubHub. From the responses collected we have come to the conclusion that people like grubHub.



From the graph below, we inferred that the majority of the users who took this survey are female, by a slim margin.

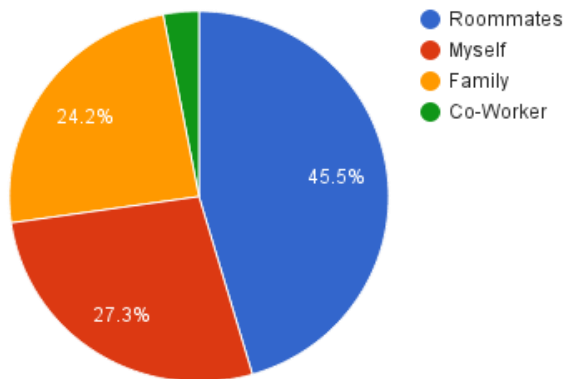


From this graph, we tried to analyze the age groups. Since most people who took the survey were students, the 18-25 age group has the highest concentration.

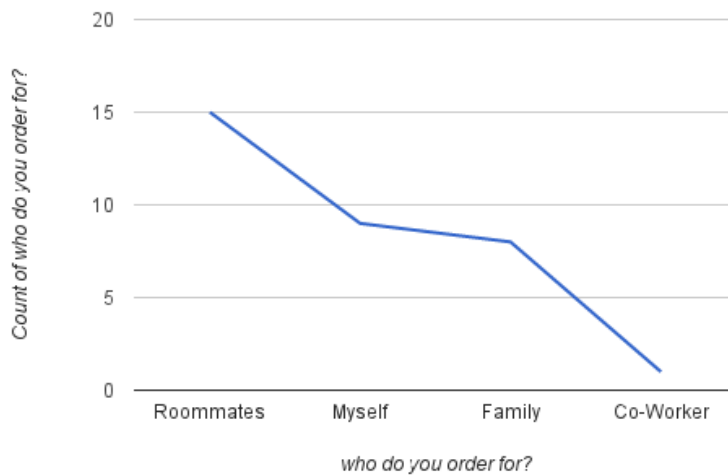


From this graph we tried to analyze who usually orders for whom. Since most of the people who took the survey were students or people who are single and live in shared accommodation, they order for themselves and roommates.

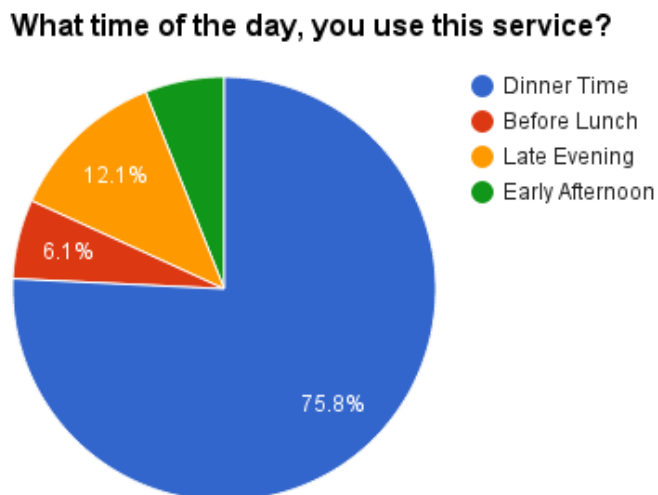
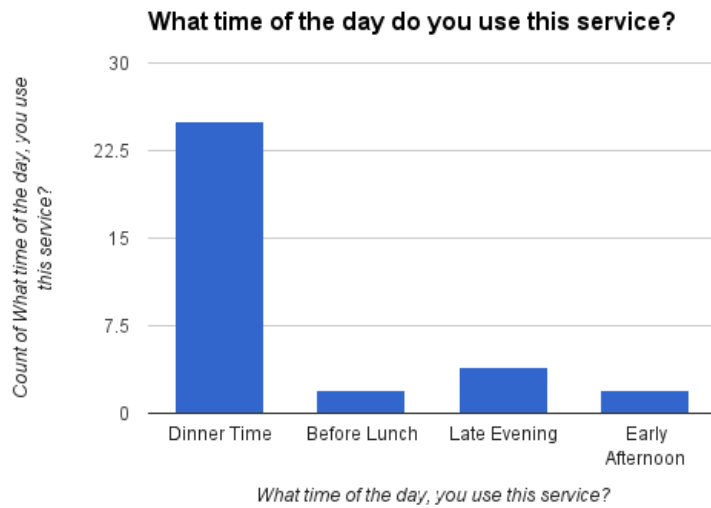
Who do you order for?



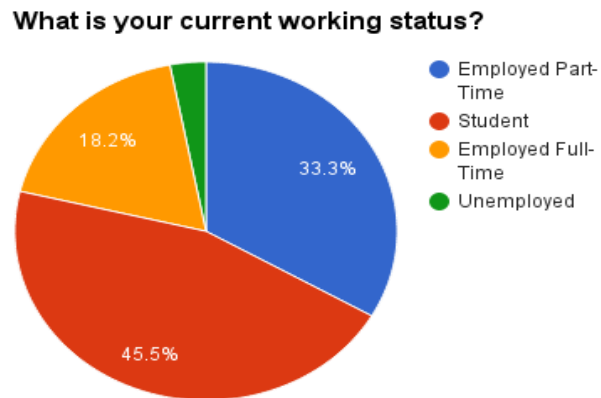
Who do you order for?



From this graph we made inferences about the different times of the day that people usually order food from online food ordering websites. We have arrived at the conclusion that people who took the survey mostly order food around dinner time.

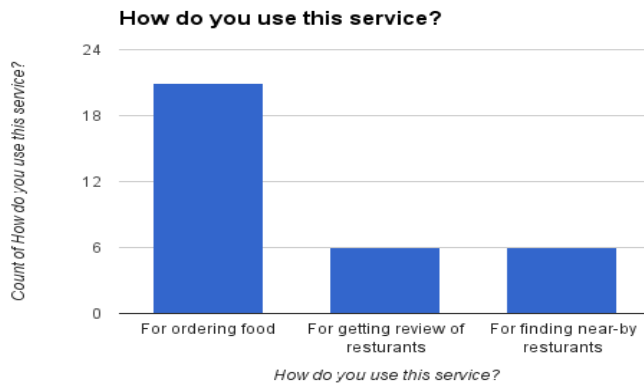


This graph represented the working status of people who took the survey. Students comprise the highest concentration of the surveyed population.



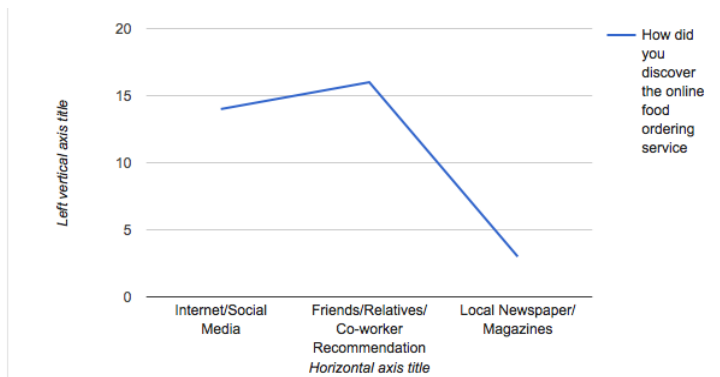
We know that different users will visit a website for different reasons. From the graph below we inferred that most users use grubHub for ordering food. The options given to them were :

- For ordering food
- For finding nearby restaurants
- For finding reviews of restaurants





From the graph below, we concluded that most people learnt about the website through other people. This graph clearly depicts that word-of-mouth is dominant, the internet being the second most popular means.



### 3.2. Interviews

Interviews were conducted after surveys with the users who indicated their willingness to participate. The questions were selected to capture most of the user experience from browsing to placing the final order. We interviewed 5 people and each interview lasted roughly 20-25mins. Out of the 5 people we interviewed, we made sure to choose at least one primary, one secondary and one excluded user.

The following questions were asked of our interview participants about their experiences using grubHub.

Interview Questions	Observation	Expectation
Q1. How would you rate the variety of cuisine offerings?	Adequate Just Right Adequate Adequate Adequate	Same Almost Same Same Same Same
Q2. How would you rate your level of ease of using grubHub?	Easy Very Easy Easy Easy Easy	Same Changed Same Same Not Same
Q3. If you were to write about your experience using grubHub website, what adjectives would you use?	Easy Yummy Quick, flashy Convenient Interactive, fast	Same Changed Changed Changed Same

Q4. In going from hungry to happy, what was the most difficult step?	<p>I did not know what to order</p> <p>Photos of dishes made me more hungry</p> <p>Payment</p> <p>Tara Thai Restaurant had a \$15 minimum order</p> <p>Deciding what to eat.</p>	<p>Changed</p> <p>Changed</p> <p>Changed</p> <p>Changed</p> <p>Changed</p>
Q5. What do you think about the layout of the website? Why?	<p>Organized – every detail in place</p> <p>Need more pictures of the actual restaurants</p> <p>The red background color is garish</p> <p>Just fine</p> <p>Colorful</p>	<p>Same</p> <p>Almost same</p> <p>Changed</p> <p>Same</p> <p>Changed</p>
Q6. What expectations did you have when you decided to use grubHub? Were they fulfilled? If not, why not?	<p>Delivery time – quicker; Lot of variety to choose from</p> <p>Delivery time- quicker</p> <p>Favorites – kept a track of my earlier food orders</p> <p>Quicker, needed to pay 15\$ on checkout</p> <p>Quick food delivery</p>	<p>Same</p> <p>Changed</p> <p>Changed</p> <p>Changed</p> <p>Same</p>

Q7. How often do you use online food ordering websites?	Weekly Weekly Bi-weekly Weekly Twice in a week	Same Same Same Same Same
Q8. How easy was it to track the given order?	Very easy Very easy Very easy Very easy Very easy	Met Met Met Met Same
Q9. How easy was it to calculate and add a tip?	Very easy Average Easy Average Very easy	Same Same Changed Changed Same
Q10. How easy or difficult was it to modify the orders?	Average Very easy Easy Average Very easy	Same Same Same Changed Same

**Results:**

- All the interviewed users felt the cuisine offerings were good enough for them and did not feel as if it lacked variety.  
-Overall the users were **contented** with the cuisine offerings.
- The users did not face any problem in using the interface of grubHub.  
-Overall the users felt using the website was an **easy** task.
- The users felt their overall experience of grubHub was good not only in terms of the food they ate but also in terms of using the website.  
- Overall experience was **good**.
- There were mixed reviews about the appearance of the website. Some felt the website was too colorful while the others felt the layout was just fine.  
-Overall the review on the appearance was **mixed**.
- Users were happy about the quality of service of the restaurants they ordered food from. Also about the fact that grubHub kept a track of their previous orders.  
-Overall the users were **happy** with the restaurant service.
- We noticed that the primary users used the website more than twice a week whereas the other users used it once or twice a week.  
-Overall website was used more **at least once** on an average.
- The users felt tracking the order they placed was a very easy task.  
-Overall tracking the website was an **easy** task.
- At the checkout on getting the final payment, they could easily know how much tip they wish to give.  
-Overall calculating the tip was an **easy** task.
- When asked about how easily they could modify orders, they felt it was also a relatively simple task.  
-Overall it was **easy** to modify already placed orders

### 3.3. Focus Groups


During our analysis of the grubHub website, we conducted a focus group in which 5 users participated. Each of our team members was a moderator who acted as a mediator and navigated through the set of interview questions prepared. This helped us to identify the positive and the negative sides of the site.

Positives	Negatives
1. User friendly and self-explanatory website	User cannot see the product or taste it before buying
2. User can check the menu and food items without logging into the system	Due to huge consumer engagement the site breaks down sometimes
3. Very easy and simple signing in process	Payment Process sometimes is aborted.
4. 123 internal links available in grubHub.	Some items do not have prices - must click to open new page with portion info
5. "Open Now" feature helps people order from places which are open at that particular time	Not all the restaurants are open at the same time
6. Multiple orders can be placed and tracked individually	Some restaurants have a minimum amount order to qualify for delivery
7. Special offers are available on check out	The photos are not consistent: some have dishes and others do not
8. You can change your order while checking out as well	Too many colors and flashy pictures

### 3.4. Personas


We compared the personas we had each created for our individual projects to help us arrive at a common set of characteristics for the grubHub personas. There were several elements that fit the major needs of the users in all categories: primary, secondary and excluded. Next we developed a description of their background, motivations and expectations. Photographs were added to make them come alive. They reflect the motivations, expectations and user habits of grubHub customers.

- Sundaresh Singh- Primary User, Deputy IT Manager

Sundaresh Singh		Primary User
<p>Sundaresh Singh is the deputy IT manager of a department of the federal government in Washington, DC. He emigrated to the US to attend graduate school and remained to pursue career opportunities. Over the last 15 years he has become a US citizen and begun a family with his wife. He works long hours, commuting from home in the Northern Virginia suburbs. He orders lunch at his desk and eats it there when it arrives. His wife prepares Indian dishes at home.</p>		<p><i>"With GrubHub workday lunchtimes are never boring"</i></p> <p>Age: 45 Education: MSc. Computer Science Institutional Experience: 10 years in government service, the last 5 in a supervisory position</p>
<p><b>User Goals</b></p> <ul style="list-style-type: none"> <li>• Explore cuisine options in the city.</li> <li>• Have a hot meal delivered to the office.</li> </ul> <p><b>Motivators</b></p> <p>Sundaresh wants to have a good meal at midday but does not want to bring it from home. He also wants to sample the many ethnic food choices that GrubHub offers.</p>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Works with computer challenges every day</li> <li>• Prefers to use his desktop computer for ordering lunch</li> <li>• Enjoys checking out new websites</li> </ul> <p><b>Frustrations &amp; Pain Points</b></p> <ul style="list-style-type: none"> <li>• Lunch time varies depending on his workload</li> <li>• Delivery time is unpredictable and based on the time of day and the restaurant he chooses</li> </ul>	<p><b>Characteristics</b></p> <p>Technology junkie Very busy professional Supervises a team of software engineers Lunch money included in his budget Cordial to colleagues but does not have friends at the office Drab dresser</p>


## INFM 605 User and Use Context

- Evan Miller- Primary User, Lawyer

Evan Miller		Primary User
<p>Evan is a lawyer at a downtown Washington DC law firm. He specializes in criminal law. Previously he was a law clerk for a city judge. He just bought a brand new condo in the U Street corridor, encouraged by friends who live in that neighborhood. Work consumes most of his time with little left for his favorite pastime, wine tasting. He occasionally gets in a squash game with a law firm colleague or a dinner date with someone from the dating service he recently joined.</p>		<p><i>“ GrubHub brings the restaurant to me ”</i></p> <p><b>Age:</b> 30 <b>Education:</b> Law school graduate <b>Institutional Experience:</b> 3 years clerking; 2 years practicing criminal law</p>
<p><b>User Goals</b></p> <p>Order dinner every evening, either at home or at the office</p> <p>Explore different cuisines</p> <p>Order from restaurants that he has patronized and enjoyed</p> <p><b>Motivators</b></p> <p>Evan uses GrubHub as his personal chef. He equates feeling hunger with ordering from the website. He is a loyal customer because their service makes eating easy</p>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"><li>• Uses an iPhone to organize his life</li><li>• Keeps in touch with friends and family on Facebook</li><li>• Uses LinkedIn for professional connections</li><li>• Orders food from his iPhone</li></ul> <p><b>Frustrations &amp; Pain Points</b></p> <ul style="list-style-type: none"><li>• Has no time or inclination to cook</li><li>• Not all the restaurants offer wine with their delivery service.</li></ul>	<p><b>Characteristics</b></p> <p>Has lots of disposable income No family responsibilities Has a big appetite</p>




- Nandita Agarwal- Secondary User, Homemaker-Professional

Nandita Agarwal		Secondary User
<p>Nandita has dedicated her life to taking care of her two young daughters and husband who works at Holy Cross Hospital in Silver Spring as an internist. She plans and prepares all the family meals. When shopping, her emphasis is on nutritional content and freshness. Occasionally her family dines out at the new ethnic restaurants that have sprung up in their area recently. Her children like some of the restaurants' cuisines so she uses GrubHub to satisfy their cravings.. In her spare time, she dances with a traditional Indian dance troupe. Some of her friends have told her that they like the ease of online food services.</p>		<p><i>" Online food ordering is new age and I want to be a part of it"</i></p>
		<p>Age: 36 Education: M.Sc. Zoology Institutional Experience: None</p>
<p><b>User Goals</b></p> <ul style="list-style-type: none"> <li>• Enjoy food from city restaurants that her family is familiar with, especially pizza.</li> <li>• Dine in without having to prepare food.</li> </ul> <p><b>Motivators</b></p> <p>Nandita uses GrubHub to give her a break from cooking as well as to give her family a change of cuisine. She chooses restaurants that receive high ratings for fresh ingredients. It helps her to keep in touch with what is new in her environment, and communicate with her friends.</p>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Has an iPhone for family communication</li> <li>• Uses a touch screen tablet to organize her life and a desktop for all other tasks.</li> <li>• She does not use a laptop.</li> </ul> <p><b>Frustration &amp; Pain Points</b></p> <ul style="list-style-type: none"> <li>• Not all the restaurants post the nutritional content of their dishes</li> <li>• Sometimes the food arrives cold</li> </ul>	<p><b>Characteristics</b></p> <p>Extrovert who likes to entertain Organic food fanatic Community volunteer Curious about new technology Like to travel and try new things</p>

## INFM 605 User and Use Context

- Rene Auguste- Excluded Persona, Chef

Rene Auguste		Excluded User
<p>Rene is a celebrated gourmet chef and owner of a line of restaurants known for their fine dining experience in the metro area. When he eats out it is usually at the restaurants of fellow chefs. He never orders food online because he does not need to do so. He brings home food from one of his restaurants. He is divorced and lives alone, vacationing with his kids each summer.</p>		<p><i>"If it's not gourmet, it's not for me" or:</i> <i>"Pas gourmet, pas Rene"</i></p>
		<p><b>Age:</b> 53 <b>Education:</b> Culinary school diploma, Switzerland <b>Institutional Experience:</b> 35 years working in kitchens</p>
<p><b>User goals</b></p> <p>Rene is an excluded user because he does not need the service that GrubHub provides. His restaurants provide him with all the prepared food that he needs at home, or he prepares it himself. Also, his restaurants do not participate with the GrubHub service because fine dining is outside of the website's business model.</p>	<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Uses a cell phone to keep in touch with friends and family</li> <li>• All business paperwork handled by staff except menu selection and recipes</li> <li>• Uses his desktop at home for personal financial management.</li> </ul> <p><b>Frustrations &amp; Pain Points</b></p> <ul style="list-style-type: none"> <li>• A screen cannot convey food quality</li> <li>• The competition does not rate in-house dining as part of the food experience</li> </ul>	<p><b>Characteristics</b></p> <p>Creating high-quality food is his passion Has written 3 cookbooks Owns a rural farm for growing vegetables Workaholic Requires exacting standards of his employees Intense</p>

### 3.5 User Journey Map: From Hungry to Happy

This map describes what the customer thinks and feels while using the website to order food. Each stage of the process is represented by an action and its motivating question. This process is experienced by primary and secondary users alike. Excluded users do not use the website.

#### Stages of the Journey:

<b>Stage 1:</b>	<b>Stage 2:</b>	<b>Stage 3:</b>	<b>Stage 4:</b>	<b>Stage 5:</b>	<b>Stage 6:</b>	<b>Stage 7:</b>	<b>Stage 8:</b>
<b>Need food</b>	<b>Explore cuisine on grubHub</b>	<b>Select Food Type</b>	<b>Add sides</b>	<b>Create an account</b>	<b>Select Payment Method</b>	<b>Order Food</b>	<b>Share Experience</b>

#### Customer Needs and Activities:

<b>1. Find out what grubHub offers</b>	<b>2. Discuss with family and friends what kind of food you want to order</b>	<b>3. Try figuring out needed quantity – search for details on proportions</b>	<b>4. Choose food items and sides and look for deals and combos</b>	<b>5. Make an account to save your information for later transaction/ or not</b>	<b>6. Select payment method (paypal/visa etc) and add tip</b>	<b>7. Place order and log off site</b>	<b>8. Enjoy food, post review on website and photos on Facebook</b>
<b>How soon can they deliver?</b>	<b>What cuisines does the site offer?</b>	<b>How much do we need to order?</b>	<b>How much will this cost?</b>	<b>Will I use this website again?</b>	<b>How much is this service worth to me?</b>	<b>How soon will the food arrive?</b>	<b>I must share this experience with friends and family!</b>

**Emotional state of customer while using grubHub**



### 3.6 Usability Test (Morae Results)

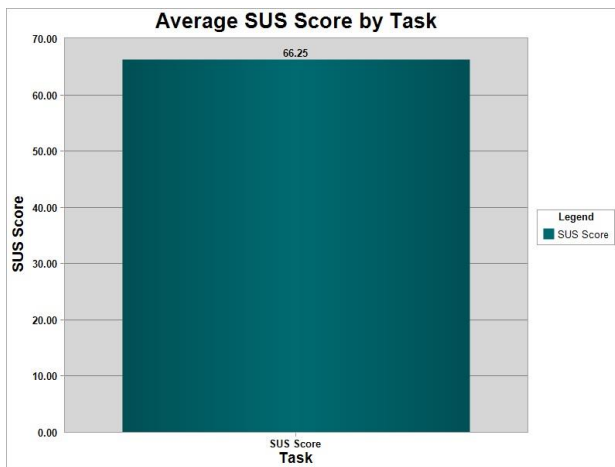
We used the Morae software program to conduct our usability test with our primary users. First, the following tasks were required while we observed how the users interacted with the interface (see descriptions in Appendix C):

- Task 1: Create a new account
- Task 2: Search for an Indian cuisine offering
- Task 3: Place an order for dinner
- Task 4: Search for sides and then track the order
- Task 5: Post a comment or review

#### System Usability Scale Score

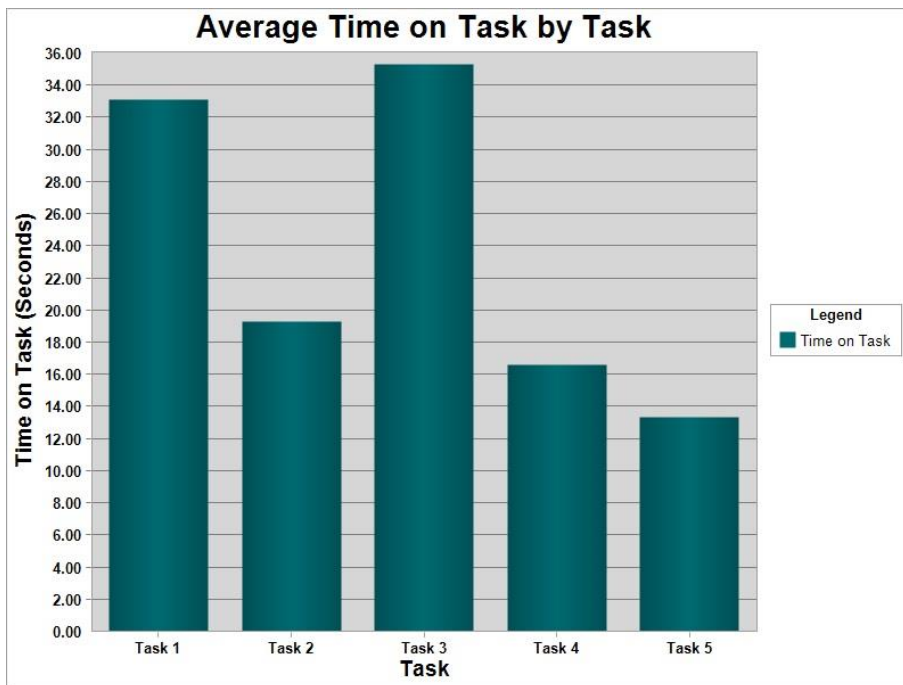
After the completion of the tasks, the users were asked a list of questions (see Appendix D - Participant Feedback). It consisted of questions about the ease of navigating grubHub.

The answers were then tabulated and scored by the program, producing the System Usability Scale Score. This showed that grubHub was considered by the users to be very friendly.



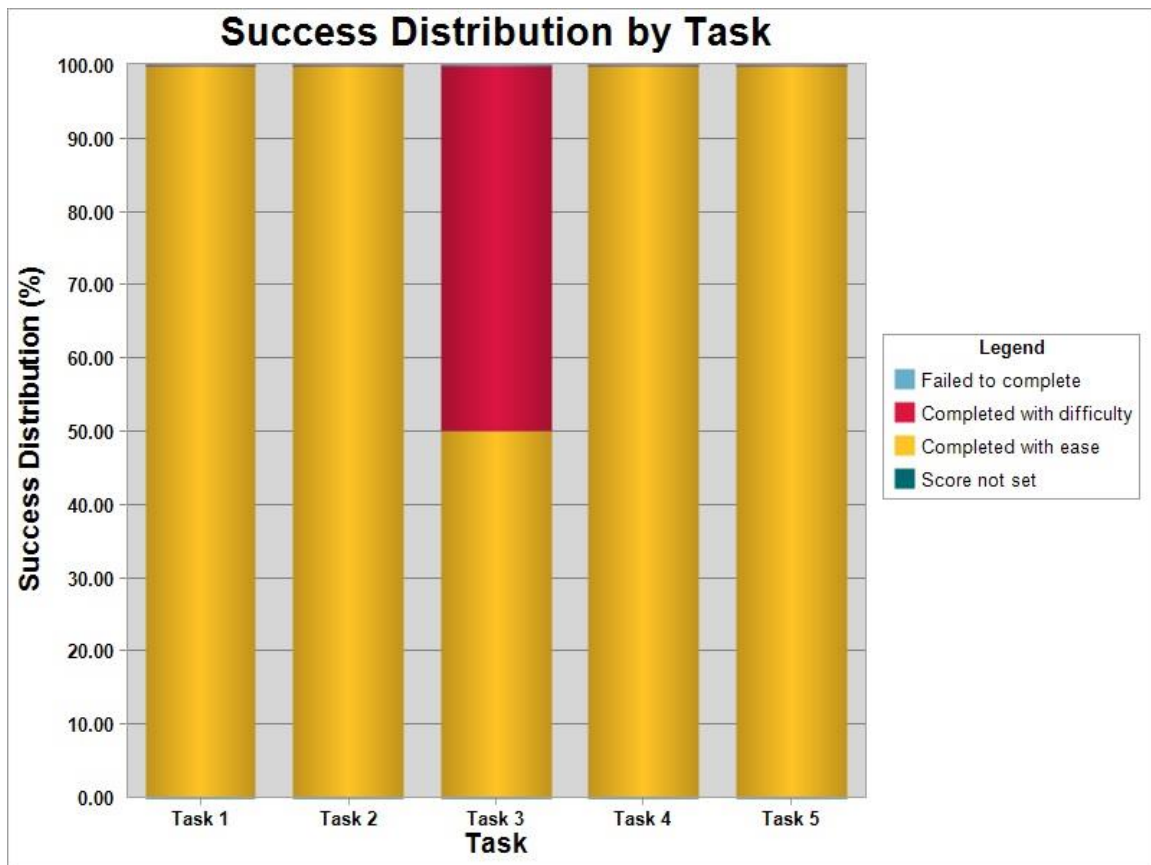
### Average Time per Task

The time spent on each task by user was calculated and the average times of all the participants were calculated.



### Success Distribution by Task

The success ratio of tasks is very high which proves that the particular site is very customer-friendly.



#### **4. Recommendations**

Throughout the process of evaluating the website usability, we noted feedback from users, as well as our own impressions. They are provided here as recommendations for adjustments to improve the user experience.

1. Improve the interface - Many customers noted in their survey responses that the interface is too flashy. It has too many competing colors and patterns. Toning it down and creating a uniform motif would make it more subtle. For example, the red background color on the home page should be changed to a tone that is easier on the eye.
2. Restaurants should post a photo of their building. This will increase business for grubHub and enhance the chances of selection by customers who recognize the restaurant. This is especially true in the case of patrons who have dined at the restaurant and liked the food.
3. The graphics did not have a theme: some were photos of dishes, others were pictures of the restaurants, and yet some others were logos. This makes it look untidy. It should be consistent.

#### **5. Limitations**

The sample size of respondents was disappointing, at about 40 users. This meant that we had to draw inferences on the responses of a small group of our target population. This increased the importance of our personas in our decisions.

This group of users that we had access to fell within the age range 20-30. They were mostly students. These two demographics were not representative of a large percentage of the population of users, giving us one more reason to use the personas to conduct our usability test.

The Morae test results may not always be accurate. If the user does not take the task to its completion then it is treated as an incomplete task by the program. The user receives a lower score for that task. The software package therefore does not distinguish between incomplete and dropped tasks.



## 6. Conclusion

At the onset of this process, we were interested in discovering who the grubHub users are, what they use the website for, how they navigate it, and what features they would change. After conducting our methodologies, we have the following answers:

The vast majority of our survey respondents had used grubHub over other food ordering websites. The gender breakdown of the respondents was almost equal with females being 51%. Among the responders who used the product, 45.5% of them ordered for roommates, 27.3% for themselves and 24.2% for family. The users mostly ordered during dinner time. 20 out of 24 respondents used the website for ordering food, with only 6 using it for getting reviews of restaurants and finding restaurants. Most people learned to use the website from other people, such as friends, relatives or co-workers, followed by the internet and social media.

The interviews taught us that users were contented with the cuisine offerings. Overall they also felt that using the website was easy and the experience was good. There were mixed reviews about the appearance of the website. The users were happy with the restaurant's service particularly the fast delivery service. On an average the users used the website at least once a week. Tracking and calculating the tip were both easy tasks.

We also noted several negative comments in feedback from users. Some reported that the site broke down at times due to huge consumer engagement. The payment process sometimes gets aborted without explanation. Other users pointed out that some menu items did not have prices on them. Not all the restaurants were open at the same time which limited choice. Also, some restaurants had a minimum amount to qualify for delivery which disappointed some users and made them have to change their restaurant choice. Some users were not happy with the interface and thought it too colorful and flashy and that the content was not consistent.

Our analysis proved that users have a positive view of grubHub and will continue to use it. According to the Morae results, they find it user-friendly. They also thought that the process from start to finish was quick. This is important because users are usually hungry when they log on to the website. The outcome of the user experience is a tangible result: food delivered. On the other hand, the website design could be improved, making it more subtle and creating a uniform theme as well as displaying photos of the restaurants to increase customer recognition.

## 7. Lessons Learned

This hands-on experience taught us that the researcher does not always have control of sample size of the user population. When working in-house, this can be improved by management directives. However, when targeting users in the general population, this mechanism does not apply. Incentives to participate could help to improve sample size in this situation.

Lack of control over sample size also means that time is an unknown. It may be necessary to prolong the initial data collection stage in order to attract more participants. Our group was not able to do so due to the time limit of this course, hence we had to use our personas to compensate.

Personas are a very important tool when actual users are not available. It is worthwhile to develop them to help answer usage questions. It also helped define the usage differences between the three different kinds of users.

We also learnt that the disconnect between the personas we created and the users that we had access to meant that if we were able to, the entire portfolio should be put through several iterations. This would ensure a higher degree of accuracy and lead to more effective changes.

All of these lessons gave us a greater appreciation for the role of user research throughout the lifecycle of software. It brought the limitations of researchers into focus and made us consider the various tools available. This process taught us the importance of including user testing in management decisions.

Word count: 3983 words

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## 10.1 Appendix A - Survey Questions

\* Required

Q1. Have you ever ordered food from grubHub or any other food online ordering website?

- None
- Only grubHub
- Other

Q2. What is your gender?

- Male
- Female
- Other

Q3. What is your age?

- 18-25
- 26-35
- 36-45
- 46+

Q4. Who do you order for?

- Myself
- Family
- Roommates
- Co-Worker

Q5. What time of the day, you use this service?

- Before Lunch
- Early Afternoon
- Dinner Time
- Late Evening
- 

Q6. Please mention your current working status?

- Employed Full-Time
- Employed Part-Time
- Student
- Unemployed

Q7. How do you use this service?

- For ordering food
- For finding near-by restaurants
- For getting review of restaurants
- For comparing prices

Q8. How did you discover the online food ordering service?

- Local Newspaper/Magazines
- Internet/Social Media
- Friends/Relatives/Co-worker Recommendation

Q9. What factor is important to you while using this service?

- Saving Time
- Convenience
- To experiment new cuisines
- Price Comparison

Q10. Does the website give you recommendations based on your past orders?

- Yes
- No

Q11. Does your website allows you to track the food order

- Yes
- No

Q12. Would you like to participate in an interview?

(If yes please enter your email address)

- No
- Other:

## 10.2 Appendix B - Interview Questions

Q1. How would you rate the variety of cuisine offerings?

- Too many offerings
- Just right
- Adequate
- Sparse
- Inadequate

Q2. How would you rate your level of ease of using grubHub?

- Very difficult
- Somewhat difficult
- Average
- Easy
- Very easy

Q3. If you were to write about your experience using grubHub website, what adjectives would you use?

Q4. In going from hungry to happy, what was the most difficult step?

Q5. What do you think about the layout of the website? Why?

Q6. What expectations did you have when you decided to use grubHub? Were they fulfilled? If not, why not?

Q7. How often do you use online food ordering websites?

- Less than once a week
- Weekly
- Biweekly
- Monthly
- Never

Q8. How easy was it to track the given order?

- Very difficult
- Somewhat difficult
- Average
- Easy
- Very easy

Q9. How easy was it to calculate and add a tip?

- Very difficult
- Somewhat difficult
- Average
- Easy
- Very easy

Q10. How easy or difficult was it to modify the orders?

- Very difficult
- Somewhat difficult
- Average
- Easy
- Very easy

### 10.3 Appendix C – Task Scenarios

#### Usability test tasks

The following tasks were used to carry out our usability test. They were designed to mimic the actions of the users when they are using the website in their own environment. We asked them to perform tasks that were realistic and typical so we could observe how they use the site on their own.

- **Task 1: Create a new account**

Description: You have been told by a co-worker that grubHub is a reliable source of food delivery. You want to create a new account to be able to try the service. Go online, search for the website, open the site and create a new account.

- **Task 2: Search for a restaurant that serves Indian cuisine**

Description: Your roommates have decided on ordering dinner from an Indian restaurant and while they are discussing which dishes they prefer, you go online to grubHub, select Indian restaurants to compare menus.

- **Task 3: Place an order for dinner**

Description: Your wife has been detained at the office and it is dinner time. Go online to grubHub and place an order for the family's favorite weekday meal.

- **Task 4: Search for deals and options such as delivery and order tracking**

Description: You have a budget for a meal to feed a group of six friends who are coming to visit you to watch a football game. You have chosen grubHub to order from because it is your favorite online food delivery website. Find out what deals are available to fit your budget and make sure it can be delivered and you can track the order.


- **Task 5: Post a comment or review**

Description: You have enjoyed your delivered meal and want to let the website users know what you think of the service. Post a comment on grubHub about the ease of using the website.



## 10.4 Appendix D – Participant Feedback

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 Survey

**1. I think that I would like to use this system frequently**

Strongly Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

**2. I found the system unnecessarily complex**

Strongly Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

**3. I thought that the system was easy to use**

Strongly Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

**4. I think that I would need the support of a technical person to be able to use this system**

Strongly Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

**5. I found the various functions in this system were well integrated**

Strongly Disagree   ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 Strongly Agree

**6. I thought there was too much inconsistency in this system**

Strongly Disagree   ☐ ☐ ☐ ☒ ☐ Strongly Agree

**7. I would imagine that most people would learn to use this system very quickly**

Strongly Disagree   ☐ ☐ ☐ ☒ ☐ Strongly Agree

**8. I found the system very cumbersome to use**

Strongly Disagree   ☐ ☐ ☐ ☒ ☐ Strongly Agree

**9. I felt very confident using the system**

Strongly Disagree   ☐ ☐ ☐ ☒ ☐ Strongly Agree

**10. I needed to learn a lot of things before I could get going with this system**

Strongly Disagree   ☐ ☒ ☐ ☐ ☐ Strongly Agree

Done

## 10.5 Appendix E - Miscellaneous Details

### Alexa Ranking

How popular is grubhub.com?

#### Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

 **4,053**  62

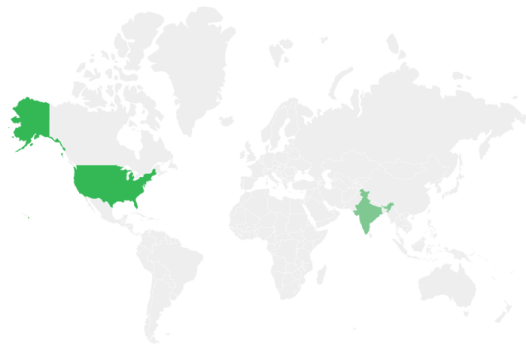
Rank in [United States](#) ?



 **901**

#### Audience Geography

Where are this site's visitors located?

Visitors by Country



Country	Percent of Visitors	Rank in Country
 <a href="#">United States</a>	95.6%	901
 <a href="#">India</a>	1.6%	29,343

Where do grubhub.com's visitors come from?



#### Search Traffic

What percentage of visits to this site come from a search engine?



Search Visits

16.40% ▼ 9.00%

#### Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. food delivery	5.36%
2. chinese food near me	5.35%
3. grubhub	4.88%
4. food delivery near me	3.73%
5. chinese delivery	2.10%

[Upgrade to View](#)

## Upstream Sites

Which sites did people visit immediately before this site?

Site	Percent of Unique Visits
1. <a href="#">google.com</a>	40.7%
2. <a href="#">facebook.com</a>	5.3%
3. <a href="#">paypal.com</a>	3.8%
4. <a href="#">yelp.com</a>	1.9%
5. <a href="#">yahoo.com</a>	1.9%

