

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. Below the word "seamless" is the phrase "partners with grubHub" in a smaller, white, lowercase, sans-serif font. The entire logo is set against a red rectangular background.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 enclosed in a blue rectangular 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 word "all" is in a lighter blue color, and "menus" is in a darker blue color.

## **INFM 605: Users and Use Methods** **grubHub Usability Portfolio**

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# Introduction

# grubHub-Overview

- grubHub is an online food ordering service
- Available in the US and overseas
- Offers cuisines of nearby restaurants
- 2013 gross sales of more than \$ 1billion
- 174,000 orders processed daily
- Offers restaurant reviews and delivery

# How does grubHub support a user's food ordering goals?

The image displays the GrubHub website interface, illustrating how it supports a user's food ordering goals. The top section features the GrubHub logo, a "Sign In" button, and a "Blog" link. The main headline reads "Order Food Delivery Online from Local Restaurants". A search bar prompts the user with "What are you craving? OPTIONAL" and includes a "Search" button. A speech bubble says "Valar GrubHublis." and another says "All men must eat.".

The bottom section shows a search results page for "INDIAN" food in "College Park, MD". The page includes a "Filters" sidebar with options for Cuisine (Eclectic, Indian, Mexican), Rating (5 stars & up), Price (\$ to \$), and Feature (Coupons Available, New). The main content area displays a list of restaurants, with "Krazi Kebob" highlighted. The restaurant's details include a photo, name, cuisine type (Eclectic, Indian, Mexican), price range (\$\$\$\$), rating (59 Ratings), delivery fee (\$3), and estimated wait time (45-55 m). A "Matches" section lists "Bottled Water", "Mango Lassi", and "Naan".

grubHub

DeliveryPickup

4317 Rowalt Dr, College Park, MD, 20740

INDIAN

Hi, Vyoma

1

Back

Krazi Kebob Menu

Eclectic, Indian ...

★★★★☆ (59)

Open 11:00 AM to 9:45 PM

4427 Lehigh Rd  
College Park, MD  
20740  
(301) 968-0783

0.25 mi

\$\$\$\$

\$3

Delivery Fee

45-55m

Est. Wait

\$15

Min

Menu Sections

Order from  
Krazi Kebob

Deliver to  
4317 Rowalt Dr, College Park, MD, 20740

Add \$11.51 To Proceed

has a \$15.00 order minimum and a \$3.00 delivery fee  
[Pickup instead?](#)

1

Mango Lassi

\$3.49

Items Subtotal: \$3.49  
Delivery Fee: \$3.00  
Sales Tax: \$0.21

TOTAL:

\$6.70

Feedback

MOST POPULAR

Drinks

Sodas \$1.99

Mango Lassi \$3.49

Order from  
Krazi Kebob

Deliver to  
4317 Rowalt Dr, College Park, MD, 20740

Add \$2.17 To Proceed

has a \$15.00 order minimum and a \$3.00 delivery fee  
[Pickup instead?](#)

1

Fresh Naan Burrito

\$9.34

Steak

Peppers

Curried Chick Peas

Items Subtotal: \$12.83  
Delivery Fee: \$3.00  
Sales Tax: \$0.77

TOTAL:

\$16.60

Feedback

grubHub

College Park, MD 20740  
(646) 912-0334

Hi, Vyoma

3

Payment Information

Credit Card

PayPal

Cash

All GrubHub transactions are billed to your credit card using our secure servers.

Card Number

Expiration - (MM/YY)

CVV - (123)

Billing Zip - (12345)

Save card details

Tip With Credit Card

Tip With PayPal

Tip With Cash

10% \$2.08

15% \$3.12

20% \$4.17

Custom Tip

\$

Enter a promo code or gift card id

Apply

Order from  
Krazi Kebob

Deliver to  
4317 Rowalt Dr, 201, College Park, MD, 20740  
[Pickup instead?](#)

1

Mango Lassi

\$3.49

1

Fresh Naan Burrito

\$9.34

Steak

Peppers

Curried Chick Peas

1

Rice and Curried Chick Peas

\$3.99

Items Subtotal: \$16.82  
Delivery Fee: \$3.00  
Sales Tax: \$1.01

Modify your order

TOTAL:

\$23.95

Feedback



# **Methods of Usability Testing**

**Surveys**

**Interviews**



**Focus Groups**

**Personas**



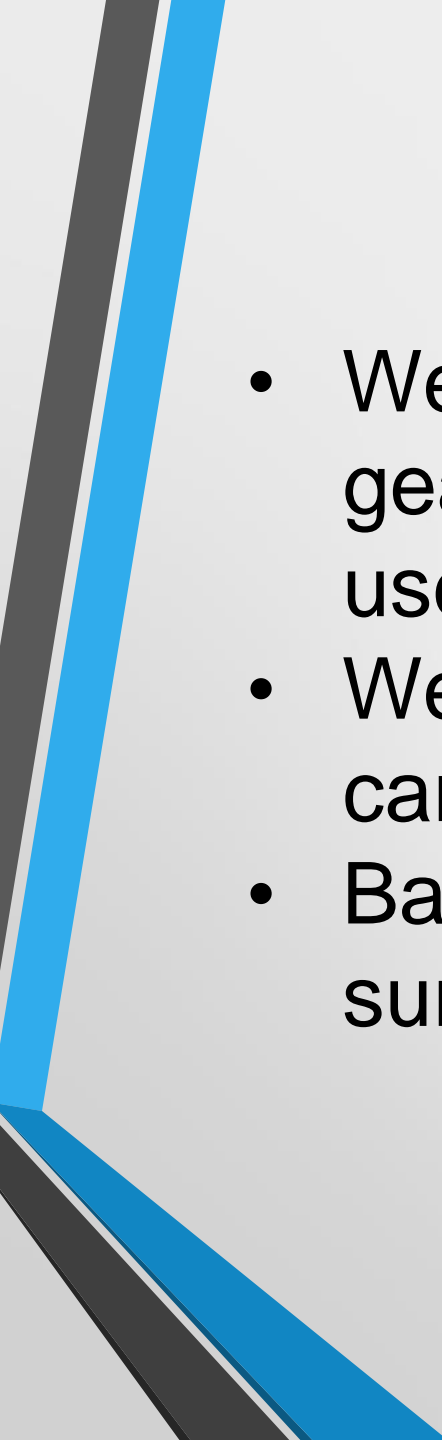
**User Journey  
Maps**

**Usability Test  
(Morae Results)**

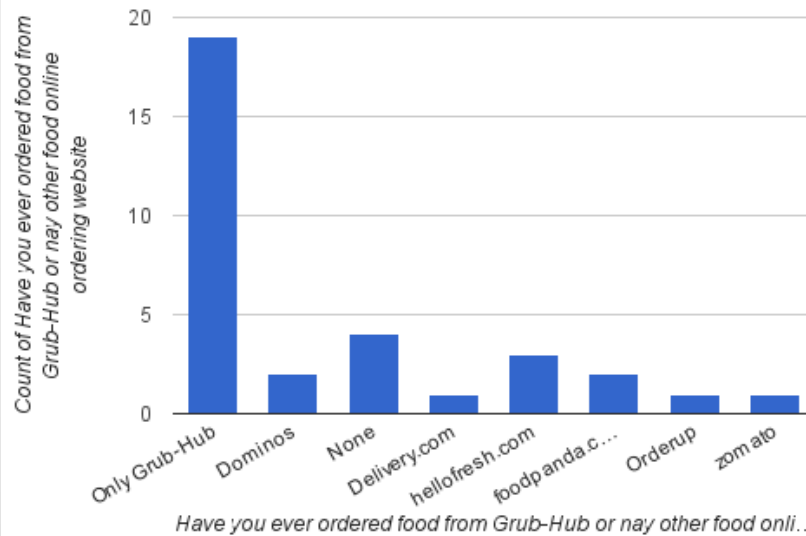




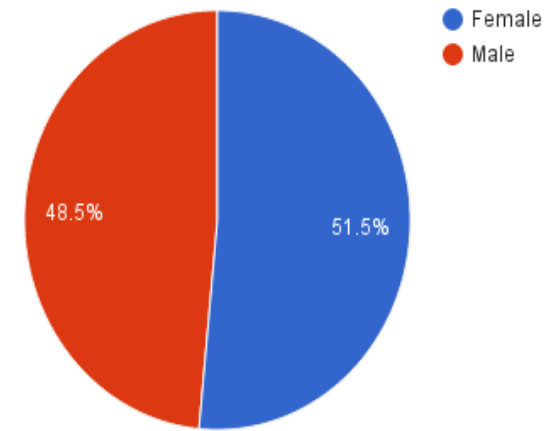
# Surveys

- 
- We compiled a list of questions geared towards finding about our user base
  - We made use of google forms for carrying out survey
  - Based on our timeline we kept the survey open for three days

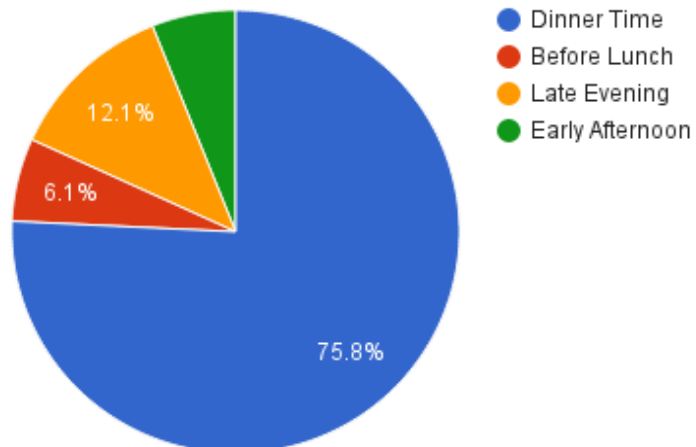
### Have you ever ordered food from grubHub or any other food online ordering website?



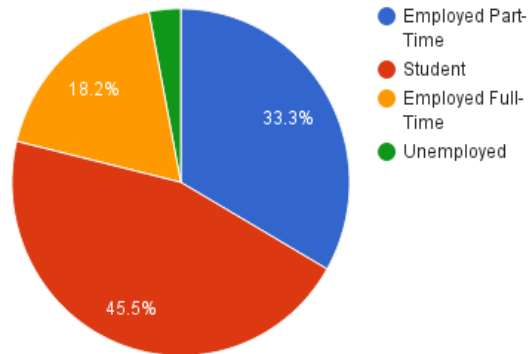
### What is your gender?



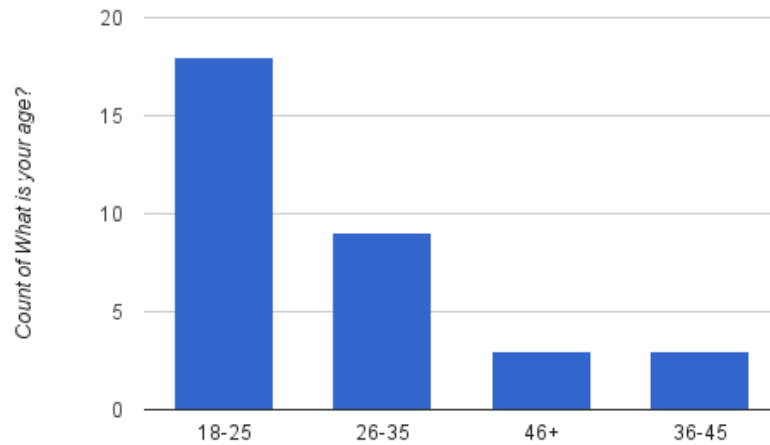
### What time of the day, you use this service?



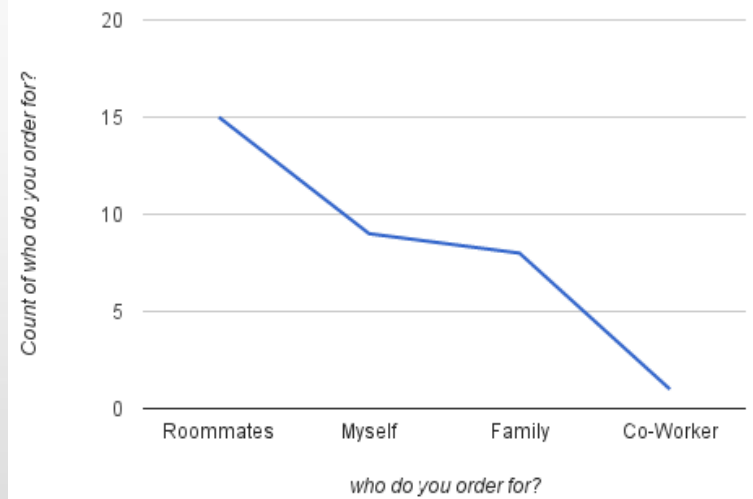
What is your current working status?



What is your age?



Who do you order for?





# Interviews

# Interview Procedure

- The set of interview questions were selected to capture most of the user's experience from browsing to placing the final order.
- We interviewed 5 people and each interview lasted for roughly 20-25mins.
- Out of the 5 people we interviewed, we made sure we picked up at least one **Primary**, one **Secondary** and one **Excluded** user.

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

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

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?

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

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

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

# Results

- 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



- 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**.

# Focus Groups

Next, we interviewed a focus group of five users. Their comments on their user experience:

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

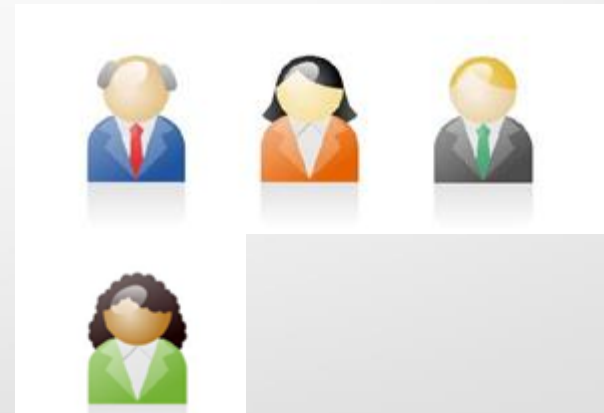
# Personas

## 4 Personas


2 Primary

1 Secondary

1 Excluded



# 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><b>Age:</b> 45 <b>Education:</b> MSc. Computer Science <b>Institutional Experience:</b> 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>

# Evan Miller- Primary User, Lawyer

Evan Miller

Primary User

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.



*" GrubHub brings the restaurant to me "*

**Age:** 30

**Education:** Law school graduate

**Institutional Experience:** 3 years clerking; 2 years practicing criminal law

## User Goals

Order dinner every evening, either at home or at the office

Explore different cuisines

Order from restaurants that he has patronized and enjoyed

## Motivators

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

## Knowledge

- Uses an iPhone to organize his life
- Keeps in touch with friends and family on Facebook
- Uses LinkedIn for professional connections
- Orders food from his iPhone

## Frustrations & Pain Points

- Has no time or inclination to cook
- Not all the restaurants offer wine with their delivery service.

## Characteristics

Has lots of disposable income  
No family responsibilities  
Has a big appetite



# Nandita Agarwal- Secondary User, Homemaker-Professional

Nandita Agarwal

Secondary User

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.



*"Online food ordering is new age and I want to be a part of it"*

**Age:** 36  
**Education:** M.Sc. Zoology  
**Institutional Experience:** None

## User Goals

- Enjoy food from city restaurants that her family is familiar with, especially pizza.
- Dine in without having to prepare food.

## Motivators

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.

## Knowledge

- Has an iPhone for family communication
- Uses a touch screen tablet to organize her life and a desktop for all other tasks.
- She does not use a laptop.


## Frustration & Pain Points

- Not all the restaurants post the nutritional content of their dishes
- Sometimes the food arrives cold

## Characteristics

Extrovert who likes to entertain  
Organic food fanatic  
Community volunteer  
Curious about new technology  
Like to travel and try new things

# 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>



# User Journey Map

From Hungry to Happy

Describes what customers think and feel  
while using grubHub to order food





```
graph TD; A[Need food] --> B[Explore cuisine on grubHub]; B --> C[Select Food]; C --> D[Add sides]; D --> E[Create an account]; E --> F[Select Payment Method]; F --> G[Order Food]; G --> H[Share Experience];
```

Need food

Explore cuisine on grubHub

Select Food

Add sides

Create an account

Select Payment Method

Order Food

Share Experience



# **Usability Test Analysis (Morae Results)**

# Usability Test Tasks

Task 1 : Create a new account



Task 2 : Search for a restaurant that serves Indian cuisine



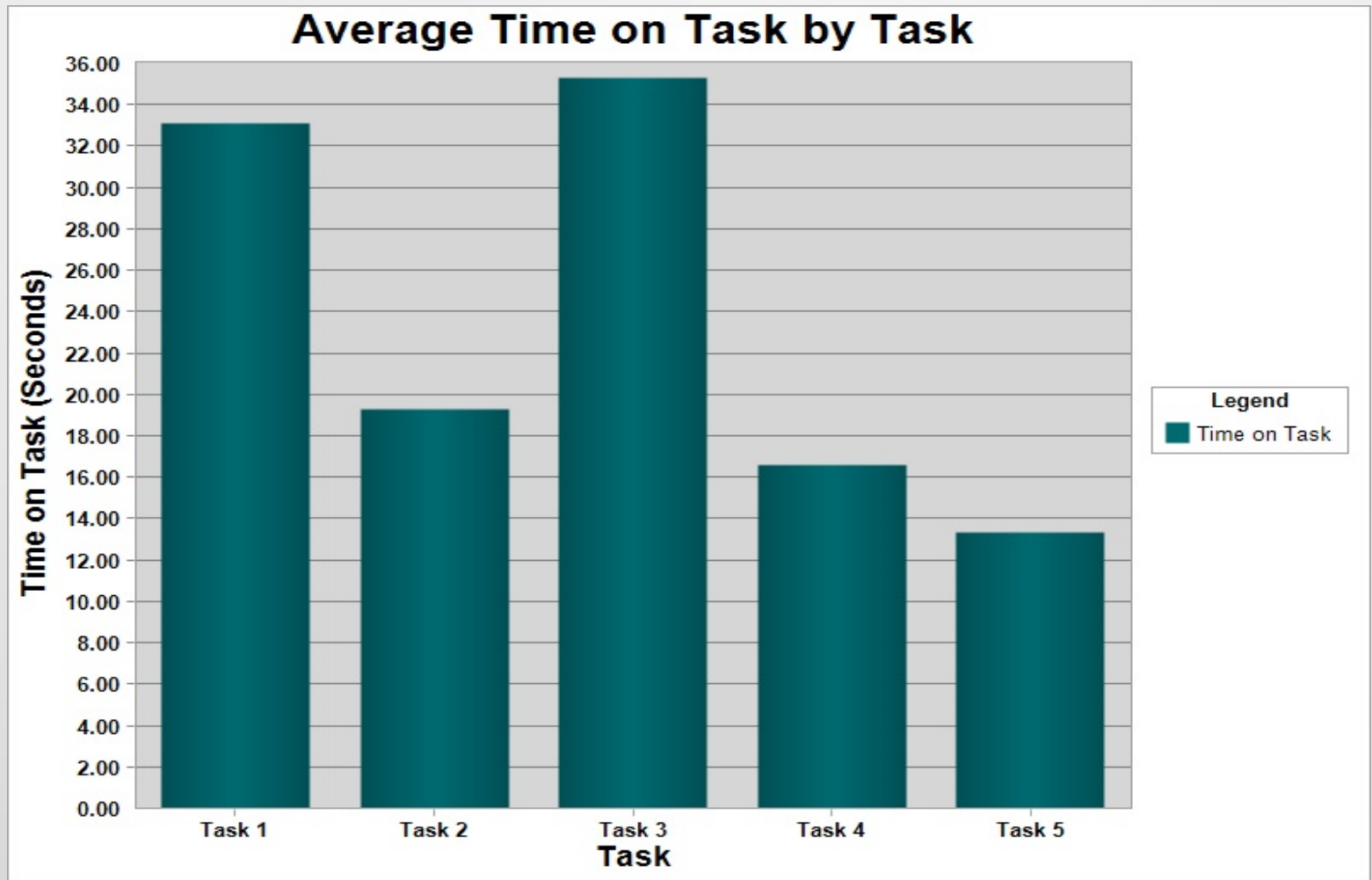
Task 3 : Place an order for dinner



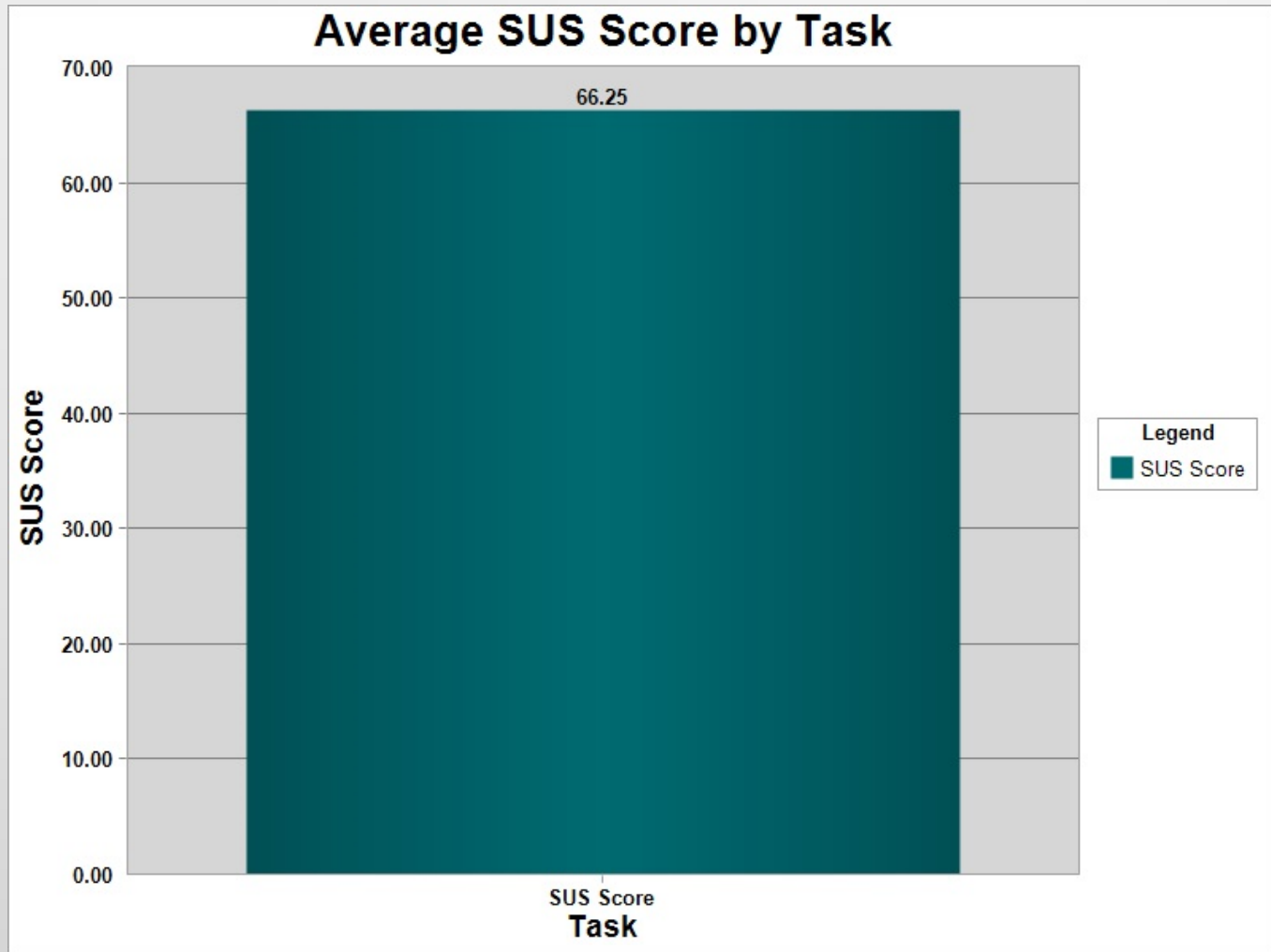
Task 4 : Search for deals and options such as delivery and order tracking



Task 5 : Post a comment or review

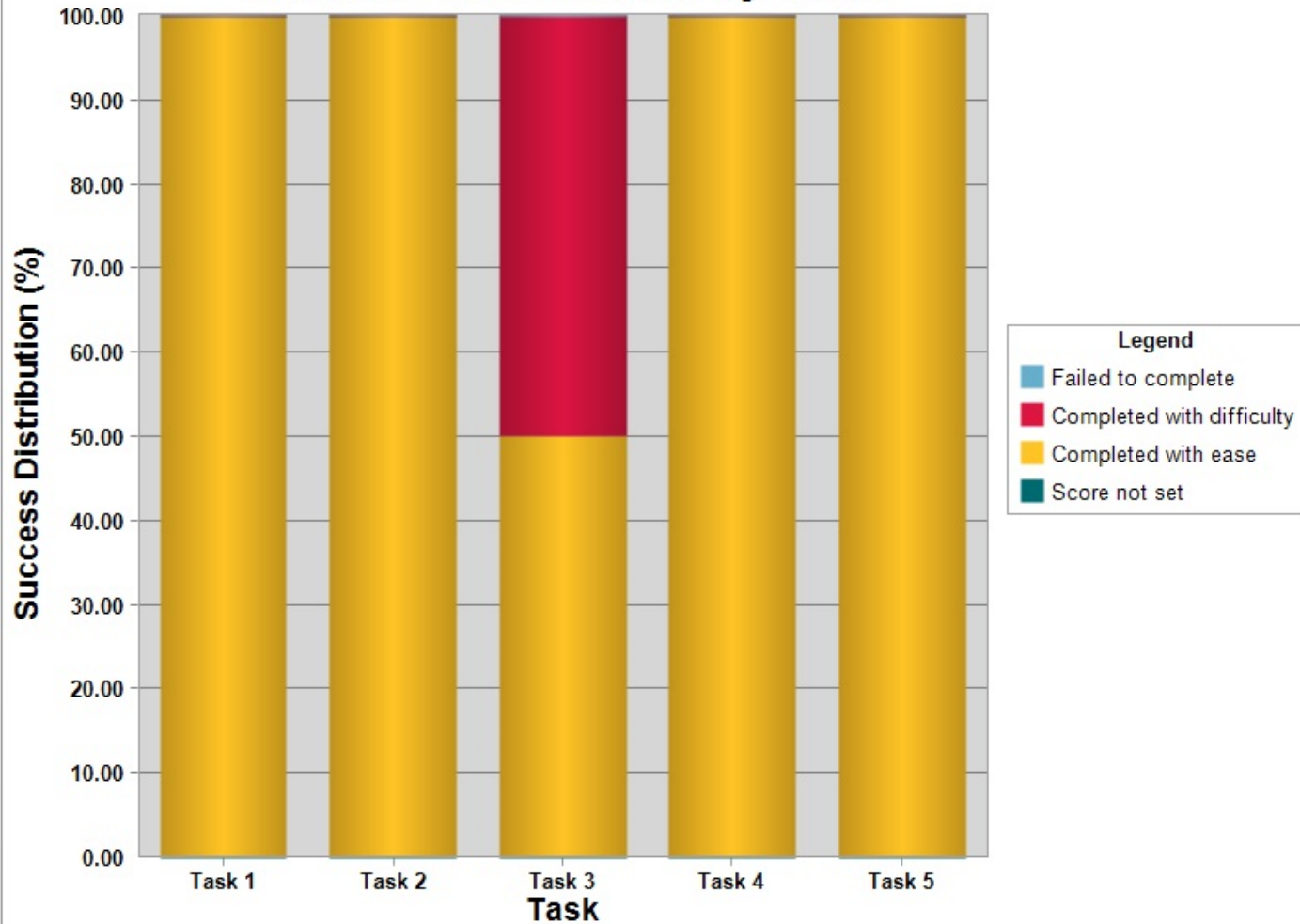


The time spent on each task by user was calculated and the average times of all the participants were calculated



User- Friendly website

# Success Distribution by Task



# Recommendations

- Improve the interface: Tone down colors, make more subtle, change red background
- Post a photo of restaurant building: Improve repeat business from dine-in customers
- Graphics need a theme: Dishes, logos, restaurant photos

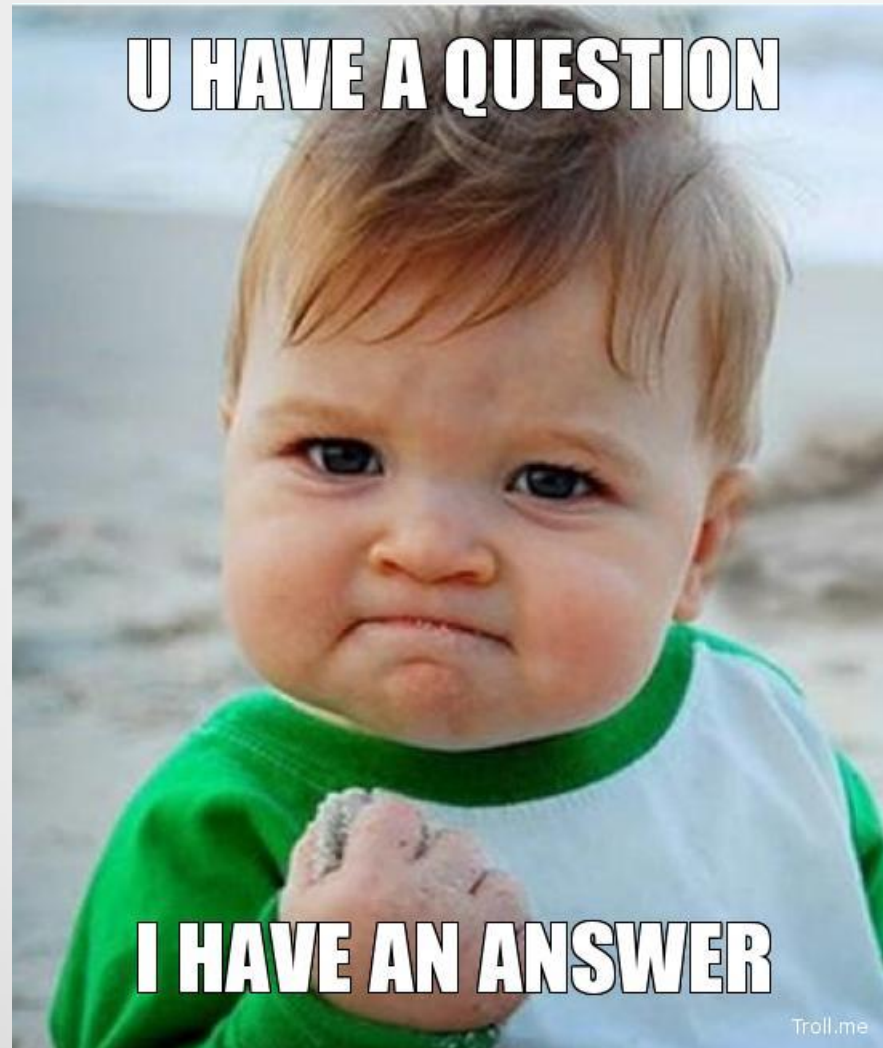
# Limitations

- Small sample size - 40 users
- Most of the users fell in 20-30 age group
- Survey was open for three days only
- The entire process from ordering to delivery was not recorded for all the users in the Morae tests
- **Solution:** Use Personas



# Lessons Learned

- Researcher does not always have control of sample size
- Personas are an important tool when actual users are not available.  
Develop more than one persona per category
- Implement many iterations of portfolio to get more accurate results



**Thank You :)**