

# HEB E-Z: Combined Flows Testing Plan / Feedback

This is a prototype - it simulates how the finished website would work. I need a fresh pair of eyes to test this prototype and see where the issues are, so there are no wrong answers. As much as you can, tell me your thoughts as we walk through the website so I can understand what's working and not working.

## Scenario:

Consider you're just getting off work and are planning to cook a surprise dinner for a friend, but you completely forgot that you don't have groceries and there's not enough time to go through the whole ordeal of grocery shopping! You decide to use HEB e-z, which allows you to order fresh groceries online and then pick them up from a quick drive-through "hub".

## Tasks:

1. You find their website. How do you **create an account** with HEB e-z?
  - a. This is the homepage: What do you think is going on here? What are your thoughts on this page?
2. The first item you want is a pre-prepared meal. How would you **search** for that?
3. You like this first item. How do you **get more info** on it?
4. You decide to buy it. How do you **add this item to your cart**?
  - a. What are your thoughts on this page?
5. How do you **checkout**?
  - a. What do you think of this process?

Red = user issue

Blue = suggestion for iteration

## Desktop Tests

User 1:

- Got a little confused with log-in page. Kept clicking the login fields, took a while to find the “create one” button
  - Might be better if has more direct wording (“Create an account”), or the landing page had both a login and create an account button
- Understood quantity component well
- Understood checkout cards well
- Though there isn’t a ton of info on the checkout pages, he still had to scroll to get to the red button and sometimes it took him a sec to scroll and see what to do next
  - Perhaps put progress buttons on top, so user will know immediately that there are more steps
  - Or make the heading or content smaller so that user wouldn’t have to scroll so much

## User 2:

- Wanted to see more categories on home page than just “Popular”
- Wanted to see all the options - categories
- Liked product description and preparation instructions
- Understand quantity component
- Didn’t know what “Subs OK” meant
- Related more to the wording “Often Bought With” than “Did You Forget Something?” on cart page, as they do on Amazon
- Wanted a “question mark” (probably a button that expands) under Substitutions so that the user could add the substitutions they want
  - That ? could also give user more info on how substitutions work with online grocery shopping
- Understood checkout cards well
- Under “Pickup Contract” she was confused on the bolded text that says “Get text alerts for your H-E-B ez order”. It doesn’t look like a button, so she doesn’t know how to interact with it - whether it is already set to do that or how she can choose to opt for that.
- On add card page: “Is this an option or would you physically have to write ‘Debit Card’ because people might not know what to write there. So maybe a drop-down menu where you could say ‘debit card’ or ‘credit card’ would be helpful.”
- She would like an option at the end of checkout to receive a text or email receipt “so that I don’t have to log onto here to keep track of it”
  - Perhaps have a button at the end: “Send receipt to: (enter email if you want receipt)”