Burger Bar

Usability Report

Assignment 4

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Test User Profiles

User 1: Electrical Engineering major, graduates in the winter of 2014

Tester: Katherine Habeck

User 2: Electrical Engineering graduate student

Tester: Katherine Habeck

User 3: Mechanical Engineering student, graduates 2017

Tester: Arya McCarthy

User 4: Computer Science student, graduates 2017

Tester: Arya McCarthy

Usability Test

Hello, my name is [tester’s name]. I am working on web application and was wondering if you had a moment to help me with the designing process. It should only take a few minutes and your feedback would help tremendously.

First, let me make clear that everything on these pages is changeable. So if something doesn’t make sense or isn’t obvious, just let me know.

Okay, so I’m going to show you the homepage and I’d like you to take a moment to look it over. Is it interesting enough to keep attention? Is it clear what this page does? Any comments?

|  |  |
| --- | --- |
| User 1 | “Yes. It looks like an order form.” |
| User 2 | Seemed a little overwhelmed by the order form. |
| User 3 | “Makes sense. Looks okay.” |
| User 4 | “Okay, I get it.” |
| User 5 |  |

Thanks! Now I’m going to ask you to do a few things on the site. If you were going to click on something, you can tap with your finger.

First, I’d like you to order a custom burger.

|  |  |
| --- | --- |
| User 1 | User 1 taps on the Custom Burger tab. She asks if there is an option for a “regular burger”. We need to make that an option in the Menu Burgers. |
| User 2 | User 2 taps on the Custom Burger tab going through each section selecting toppings, bun type, etc. He asks if there is an option for “No cheese”. We need to add the button for “no cheese.” He then taps on the “Add to Ticket” button. |
| User 3 | User 3 taps on the Custom Burger tab and designs a custom burger. He taps on the “Add to Ticket” button, but asks if he were only ordering one burger, would he tab the “Add to Ticket” button or the “Pay now” button. We need to make clear that users need to add their order to the ticket before paying. We can remedy this by moving the “Pay now” button directly under the Ticket side bar. |
| User 4 | User 4 taps on the Custom Burger tab and asks about vegan friendly options, the possibility of gluten free buns, or lettuce wraps. She wonders if the onions and French fries are fried in the same oil as meat. We can consider the possibility of adding more information about our ingredients and vegan options in the About page or perhaps a Nutritional Information page. |
| User 5 |  |

Okay, now order 3 more of that same custom burger.

|  |  |
| --- | --- |
| User 1 | Success. User 1 taps on the quantity text box on the ticket and says she would enter 3 instead of 1. |
| User 2 | Failure. User 2 seems confused by the question. But after some explanation, he sees the text box and indicates that he would change the number accordingly. Perhaps we need to make a label for that text box so its purpose is clearer. |
| User 3 | Success. User 3 taps on the text box in the ticket section and says he would enter the right number |
| User 4 | Success. User 4 taps on the text box and indicates that she would change it to 3. |
| User 5 |  |

Great. Now I’d like you to order one burger off of the menu and one burger from a past order.

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| --- | --- |
| User 1 | Success. User 1 taps on the “Menu Burger” tab and then taps on the add button underneath a burger icon. She then tabs the “Past orders” tab and adds one. |
| User 2 | Failure. User 2 does not find the “Menu Burger” tab immediately. He looks the page up and down. After being directed toward the tab, he selects a burger and taps on the add button underneath a burger icon. We need to make the tabs more obvious. |
| User 3 | User 3 also has difficulties locating the “Menu Burger” option. He suggest making the tabs larger and more obvious. He then selects a burger and adds it to the ticket. He then adds a burger from the “Past orders” tab. |
| User 4 | Success. User 4 taps on the “Menu Burger” tab and then taps on the add button underneath a burger icon. |
| User 5 |  |

Now that you have a few burgers on your ticket, I’d like you to delete one.

|  |  |
| --- | --- |
| User 1 | User 1 has no trouble and taps on the small “x” beside an item on the ticket. |
| User 2 | Again, no problems. |
| User 3 | User 3 finds the “x” quickly. |
| User 4 | User 4 also finds the “x” quickly. |
| User 5 |  |

Now I’d like you place your order and checkout.

|  |  |
| --- | --- |
| User 1 | No problems here. User 1 taps the “Pay now” button and indicates that she would fill in her credit card information, then tap the “Place order” button. |
| User 2 | User 2 takes a moment to scan the page and eventually finds the “Pay now” button and finishes the order. |
| User 3 | Success. User 3 finds the “Pay now” button and checks out. He does stumble a little on the various textboxes for payment. We need to clear up the appearance of the credit card number entry, cvc number, etc. |
| User 4 | Again, no issues. She quickly finds the pay now button and checks out. |
| User 5 |  |

Awesome. Thanks so much for your help and time!

Problems Found

|  |  |  |
| --- | --- | --- |
| **Element** | **Severity** | **Description** |
| Pay now button | Minor | User 3 was not certain if he should press “Pay now” or “Add to ticket” if he only wanted one burger. |
| Various tabs on order page | Task failure, minor | Users 2 and 3 could not find the Menu Burger tab until directed toward the tab. |
| Quantity adjustment text box | Minor | User 2 could not find the quantity text box or perhaps he did not understand what it signified. |
| Burger customization options | Minor | Users 1, 2, and 4 requested options from the burger ordering form which were not present, such as vegan options, a regular burger, or a no cheese option. |
| Credit card entry form | Minor | User 3 had issues with the clarity of the various text boxes in this form. |

Problems to Fix

* “Pay now” button and “Add to ticket” button
  + Moving the “Pay now” button directly under the ticket side bar may make it more obvious that clicking that button should be the last step in the process.
* “Menu Burgers”, “Custom Burger”, and “Past Orders” tab
  + Make larger and more obvious since they were difficult to locate
* Quantity adjustment text box
  + Add a label to this box so its purpose is known
* Burger customization options
  + Need to add a “No cheese” option, some vegan options, and an option for a “Plain burger”
* Credit card form
  + Could use some cleaning up to make sure it is obvious where the card number needs to be entered and where the security (cvc) number needs to be entered.