TEAM DOOR DASH USABILITY EVALUATION REPORT

Group Members:

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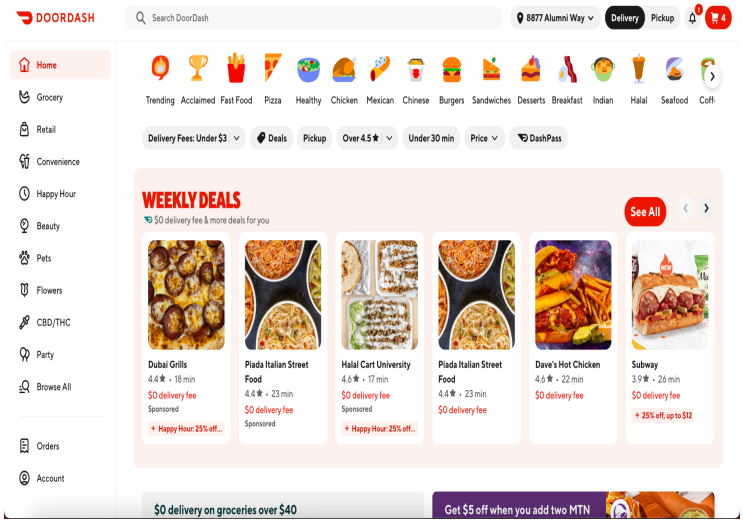
1. The site - provide a brief description and screenshot of the site or mobile app, since the reader (i.e. the TA and instructor) may not be familiar with it.

DoorDash is a food delivery service that connects users to restaurants from their website so that they can order food. When they do, a delivery driver called a “Dasher” picks up either food and delivers it to them based on their delivery instructions. It was founded in 2013 and offers services in multiple cities with multiple restaurants.



2. Design and usability goals. List your design and usability goals with a brief explanation as to why you think those goals are the most appropriate.

The following design and usability goals were identified to optimize the user experience for the DoorDash app, focusing on both visual clarity and functionality.

Design Goals

- Real-time Dasher Location Visibility
    - Knowing the dasher's location allows user to monitor their delivery progress, enhancing the user's sense of control and transparency
- Readable and Comprehensible Information
    - Clear and concise information presentation allows users to quickly understand and act on important details regarding their order and the app's features.
- High Contrast and Clear Color Choices
    - Thoughtful use of colors means text and icons and is easily understood.
- Easy access to Restaurant Menus
    - Providing easy and direct access to restaurant menus minimizes navigation and idle time allowing users to explore and make decisions efficiently.
- Consistent Icons, Buttons, and Layout
    - Consistency in the UI elements, such as the icons and buttons, enhances usability by setting up user expectations which reduces confusion and leads to faster task completion.
- Noticeable Order Statuses and Notifications
    - Clearly defined order statuses keep users informed of their order at every stage, reassuring the user experience.

Usability Goals

- Visually Appealing and Modern Aesthetic
    - A modern and clean design contributes to a positive user perception of the app.
- Error-free Navigation and Interactions
    - Smooth and intuitive navigation aids in preventing user frustration, and promoting user satisfaction and reliability.
- Quick Access to Restaurants or Specific Items
    - Allowing users to quickly locate specific restaurants or items streamlines the ordering process, which is very useful for repeat customers.
- Fast Access to Popular Restaurants (e.g., Chipotle)
    - Providing shortcuts to popular restaurants caters to frequent users and reduces time spent searching.
- Easy Order Customization
    - Simple and flexible customization options ensure that users can tailor their orders to the exact specifications that they want which supports a personalized experience.
- Quick Access to Help and Support Features
    - Access to support resources improves user experience by assisting when needed which helps build trust and reliability in the app's services.

By focusing on these design and usability goals, DoorDash can enhance the visual and functional aspects of its app, resulting in a more satisfying user experience that promotes ease of use, efficiency, effectiveness, and user loyalty.

3. Measures. List what measures you will gather, and which goals they are providing evidence for.

1. Customer Satisfaction Scores:
    - Goal: Improve overall customer experience
    - Evidence: This measure will provide direct feedback on how satisfied customers are with the DoorDash app and the services they receive.
2. Delivery Time:
    - Goal: Reduce delivery times
    - Evidence: Tracking the average time each delivery takes to be completed.
3. Active Users
    - Goal: Increased user engagement
    - Evidence: Tracking the number of users demonstrates how well the app retains customers and keeps them engaged.
4. Customer Support Response Time:

- Goal: Improve customer support efficiency
- Evidence: How quickly customer support responds to inquiries which indicates the effectiveness of the customer support system.

5. Chum Rate:

- Goal: Reduce customer churn
- Evidence: We will be tracking the number of customers who stopped using the DoorDash app, which will help us identify some issues that cause users to leave.

6. Average Order value

- Goal: The goal is to increase our revenue per order without significant differences so the users would not notice.
- Evidence: We will measure the average amount of time spent per order.

7. Error Rate

- Goal: Minimize the user's error rate as much as possible.
- Evidence: Tracking and recording how long it takes for each user to complete a task will indicate the efficiency of usability.

4. Evaluation Plan: provide your full evaluation plan, including all scripts for what you will say, questions you ask, and tasks you ask people to complete. Within the plan, make sure to indicate where you are gathering data for your measures.

1. Introduction and Greeting

- "Hi! Thank you for joining us today. We're conducting a usability study on the DoorDash app, and we'd like to gather some feedback on the design and functionality. During this session, we'll ask you to complete a few tasks and share your thoughts on the experience. This study will help us understand how easy the app is to use and whether it meets your needs for ordering food and navigating different features."

2. Demographic and Pre-Task Questions

- *"Before we begin, we'd like to ask you a few quick questions to understand your experience with similar apps."*
    - How often do you use food delivery apps?
    - What do you usually look for in a food delivery app (e.g., ease of use, specific features)?
    - Where are you currently located? What's your age?

Data Gathered: We plan on gathering this data by asking the participants some of these questions since they will give us an idea of who they are along with giving us an idea of how long it will take them to complete tasks based on prior knowledge of food delivery apps. This data can also be gathered using a survey platform like Google Forms as well but we found it easier to ask them in person instead.

3. Task Scenarios

- *"We'll guide you through some scenarios as if you were using the app to order food or explore its features. Don't worry about actually placing an order; we're focusing on how easy it is to find information and complete certain actions."*
    1. **Enter Your Address and Browse Nearby Restaurants**
        - *Task:* Enter your address and browse the nearby restaurant options.
        - Data Gathered: We plan on gathering how long it takes them to set up their address and browse some restaurants
    2. **Scenario: You're Craving Vegan Food, Find a Restaurant That Offers Vegan Options**
        - *Task:* Use the filter or search function to find a restaurant offering vegan dishes.
        - Data Gathered: Here we gather information about how long it takes them to find vegan restaurants along with how many clicks it takes to get there
    3. **Navigate to the Rewards Page and Check Your Points Balance**

- *Task:* Go to the rewards section to see how many points you've accumulated.
- Data Gathered: We can gather information such as how many clicks it takes to find the reward pages and how long it takes

4. **Scenario: You Want to Order Chipotle for Lunch, Find It, and Explore the Menu**
    - *Task:* Search for "Chipotle" and browse the menu to see what items are available.
    - Data Gathered: Here we gather information on how long it might take to find Chipotle if you want to order it for lunch
5. **Customize a Menu Item (e.g., Adjust Toppings on a Pizza)**
    - *Task:* Choose a customizable item and modify the toppings or ingredients.
    - Data Gathered*:* Here we can gather how many clicks a user has to use to customize a menu item of their choice be it a pizza or something else.
6. **Scenario: You're Looking for a Deal on a Restaurant of Your Choice, Find a Relevant Offer**
    - *Task:* Search for a restaurant and locate any available discounts or offers.
    - Data Gathered: Here we wanted to gather how many clicks it might take to find an offer since we want to make sure that they have quick access to any support features as per our usability goal
7. **Report a Hypothetical Issue with an Order**
    - *Task:* Assume you received the wrong order. Navigate to the "Report Issue" section and describe the problem.
    - *Goal:* Test how easily users can report problems and the available options.
    - Data Gathered: Here we can gather how long it takes to report an order. We want to know this information since our users should be able to get help quickly if needed.
8. **Scenario: You Want to See Delivery Time and Fees for Multiple Restaurants**
    - *Task:* Compare the delivery fees and estimated delivery times for two different restaurants.
    - *Goal:* Ensure users can easily view this key information to make an informed decision.
    - Data Gathered: Here we can gather information on the UI and its readability by getting an idea of how long it takes to see delivery time for a restaurant.
9. **Navigate to the Help or FAQ Section**
    - *Task:* Find the help or FAQ section to get answers to common questions.
    - Data Gathered: Here we can gather information on the amount of clicks it takes along with time for a user to find the help section which should be short as per our usability goal.

10. **Track the Dasher's Location in Real Time for an Ongoing Delivery**
    - *Task:* Check where your dasher is during a live order, ensuring you can see their location.
    - Data Gathered: Here we can measure the UI again and see how many clicks it takes to know their dasher's location which is important for our design and usability goal since that will be very important to the user.
11. **Scenario: You Need to Order Dog Food and Some Groceries, Try Ordering from Different Categories**
    - *Task:* Search for and add dog food and grocery items to your cart.
    - Data Gathered: Here we can measure the amount of time it takes to find two completely different items from a store.
12. **Scenario: You're in a Rush and Need a Quick Order, Find a Fast Restaurant with a Simple Menu**
    - *Task:* Quickly find a restaurant with a straightforward menu (e.g., fast food) and add an item to your cart.
    - Data Gathered: Here we measure how many clicks and how much time it takes to find information quickly if our user is in a rush.
13. **Scenario: You Just Realized You Ordered the Wrong Item, Try to Edit or Cancel the Order**
    - *Task:* Attempt to edit or cancel an order after you've placed it.
    - Data Gathered: Here we measure how long it takes to cancel an order and how many clicks they have to make which should be short since our goal for usability is to have quick access to help if needed
14. **Search for a Restaurant Using a Cuisine Type (e.g., Mexican or Italian)**
    - *Task:* Use the search or filter options to find restaurants by cuisine type.
    - Data Gathered: Here we measure how long it might take in time to find a restaurant using a simple search like a cuisine.
15. **Scenario: You Are Unsure About What to Order, Browse the Menu for Recommendations or Popular Dishes**
    - ***Task:*** Look for recommended or popular menu items at a restaurant you're interested in.
    - Data Gathered: Here we can track the amount of clicks it might take a user to find something if they are unsure which should be short since our design goal is to have our app be easy to read and comprehend.

4. Post-Task Interview Questions

- ***"Thank you for completing the tasks! Now we'd like to hear your general thoughts on the app."***

- **What did you like most about the app's design?**
- **Was there anything challenging or frustrating?**
- **How would you rate the app's aesthetic appeal?**
- **Did you encounter any issues or errors during the tasks?**
- **Were you able to accomplish each task quickly?**
- **On a scale from 1 to 10, how likely are you to recommend DoorDash to friends or family?**
- **Any final thoughts on how we could improve the experience?**

Data Gathered: This data is more verbal and is important to us since it can tell us what we can improve on both for the website and our usability evaluation. A lot of this can again be done in a Google form but we think that doing it in person and having a verbal response is better for gathering information.

5. Results: You do not need to include the raw data, but your report should link to a Google Drive with all of the raw data. Instead, your report should include the analysis you performed on that data. The results should be thorough and constructive. The results should discuss both how well the site or app meets the goals you decided on, as well as discussing additional problems or issues found.

The DoorDash App: the people part of the study liked how the app was easy to scroll through. They liked that the app was simple, the number of restaurants there, and how they could filter what they wanted to eat by price or other options. Some of the people weren't as good with tech and had some problems finding things, like the promo code field, time selection for deliveries, and where to report things. Some of the suggestions were to have it more visible and have a tutorial for new users.

Promo Codes: The app has promo codes, and this can help people save money and get discounts for food. People thought that the promo code field was difficult to find, which wasted time for them on the app. We could make this field more noticeable and that could improve it.

Delivery Tracking: The live tracking for their food delivery was accurate, they got updates on their orders being prepared and being delivered to them. Some people thought it was inconsistent with some of the delivery times. If we improve the time estimates this will help new people.

Tipping: They were confused about the tipping options during checkout, they wanted a clearer option or an improved layout.

Cluttered App: One person thought the homepage layout was cluttered. If we add more white space this could help with the app layout.

The app had already met a lot of goals. While people who use the app more than others like how there are a variety of restaurants to choose from, and how quick and simple everything is, there are things that can be improved like the promo code options, having recommendations on stuff you like or ordered, and having a more simple checkout. These things could help people have a better experience on the app as well as new people.

Raw Data Report: Jareth Ramirez Ortega: Usability Study,

Ashrab Risal: Usability Study-Indivisual, Brian Tramuel: Usability Study-Tramuel,

Maimouna Babou: Usability Study, Berenice Sanchez: Usability Study.

6. Summary and Implications: The report should end by summarizing the results and discussing the implications. The group should make recommendations for how to improve the usability of the site and fix the issues found in your evaluation.

The usability evaluation of the DoorDash website revealed several key insights into user interactions and experiences. While users appreciated the modern aesthetic and clear order tracking features, they encountered challenges with navigation efficiency and customization options. Specifically, tasks such as finding specific restaurants and customizing orders required more clicks and time than anticipated, indicating areas for improvement.

Recommendations for Improvement:

- By simplifying the process of locating specific restaurants and items by reducing the number of clicks required.
- Implementing a more intuitive search function and categorizing popular restaurants prominently can enhance user experience.
- Improve the interface for order customization to make it more straightforward and less time-consuming. Providing preset customization options or saving previous customizations could expedite this process.

- Ensure that all sections of the app load quickly to maintain user engagement and prevent drop-offs due to slow performance.

- Given the high usage of mobile devices for food delivery apps, optimizing the app for various screen sizes and operating systems is crucial for accessibility and ease of use.

- Introduce features that allow users to provide feedback directly within the app. This will help identify ongoing issues and areas for further enhancement, fostering continuous improvement based on real user experiences.

The DoorDash website's usability can be enhanced by implementing these suggestions, which will boost user loyalty and satisfaction. The ultimate goal of these adjustments is to provide a smooth and effective ordering process that benefits both customers and the company.