



Enhancing User Experience for Jeff's Pizza Shop's Online Order Page

An Evaluation Report

By Chad Weirich

Introduction

Abstract of Evaluation

While reviewing the online order page for Jeff's Pizza Shop, the site clearly lacked a positive, effective user experience for customers. Upon first entering the page, the site shows very unappealing list of menu items categories, an odd color scheme, too-small text, and a footer with hard-to-read information. This insufficient and unsatisfactory appeal to customers cannot create an experience that benefits both the user and the company. Technical communication can solve this problem. Implementing the following improvements will surely work to enhance the customer experience and reflect positively on the business:

- Creating a new menu items category list
- Changing the color scheme more related to the business
- Increasing text sizes in certain areas
- Enlarging the footer and using colors with greater readability

The online order page of Jeff's Pizza Shop needs improvement to have a more customer-friendly design. Based on its current appearance, customers will not have an enjoyable experience using the website, and the business will not meet its desired goals.

Summary

Customer Experience and Relations

Customer experience with an organization's website is a critical component to success of that business. How customers interact with a company's website give them an impression of the business that can determine potential relations. This report will evaluate the page in more detail and suggest solutions that will reliably benefit both the user and Jeff's Pizza Shop.

Research Methods

Information from credible sources are crucial for fixing the website's design problems. The research used in this report was found through Iowa State University, specifically by using the school library's search engine. The researched topics include website usability, website design, and website aesthetics. This report includes research from the following sources:

- *Measuring User Engagement* by Mounia Lalmas et al
- "Practical Approaches for Designing Usable Websites" by Smashing Magazine
- *Balanced Website Design: Optimising Aesthetics, Usability and Purpose* by Dave Lawrence and Tavakol Soheyla
- Domino's Pizza online order page

Discussion

Aesthetics

First impressions are key, especially when designing a website for a company. When a customer arrives on the online order page, an oversimplified, aesthetically unappealing site greets them. This first impression quickly gives the customer the sense that the business does not care how they are perceived, possibly indicating that they have a similar toward their cooking. In *Balanced Website Design...*, the authors mention the importance of aesthetics and show that they are included in Maslow's hierarchy of needs. They continue with this idea of importance by stating that aesthetics "can influence one's learning and recognition...and ideas to affect a person's perception and judgements of what is pleasing them or not" (Lawrence and Soheyla).

For customers to have a more pleasant experience with this website, there must be a proper balance of graphical elements. Lawrence and Soheyla explain that “The layout and structural composition/design of the content must *work* with the aesthetics of the content itself,” and then provide a list of items that influence user experience. Some of the items that are listed are evident in the online order page, such as “poor combinations or positioning of items,” “wrong text size,” and “use of many or wrong colors,” (Lawrence and Soheyla). First, the position of texts and item categories work against the user. In **Figure 1**, “Problems Ordering?” and “Menu/Log In” texts are too close to the boxes the below each of them, making the less noticeable by the user. Second, the online order page heavily uses the color black which does not reflect the overall color theme of Jeff’s Pizza Shop and overwhelms the user. See **Figure 1**. Also, in the footer, the dark text colors on the gray background make the information difficult to read. See **Figure 2**. Lastly, some of the text sizes work against the reader because they are not easy to read. Toward the top of the page, the contact information, “Problems Ordering?” “Menu/Log In,” “change” next to the “Order Type” text, and the information in the footer are all too small for most readers to comfortably read. See **Figure 1** and **Figure 2**.

Figure 1

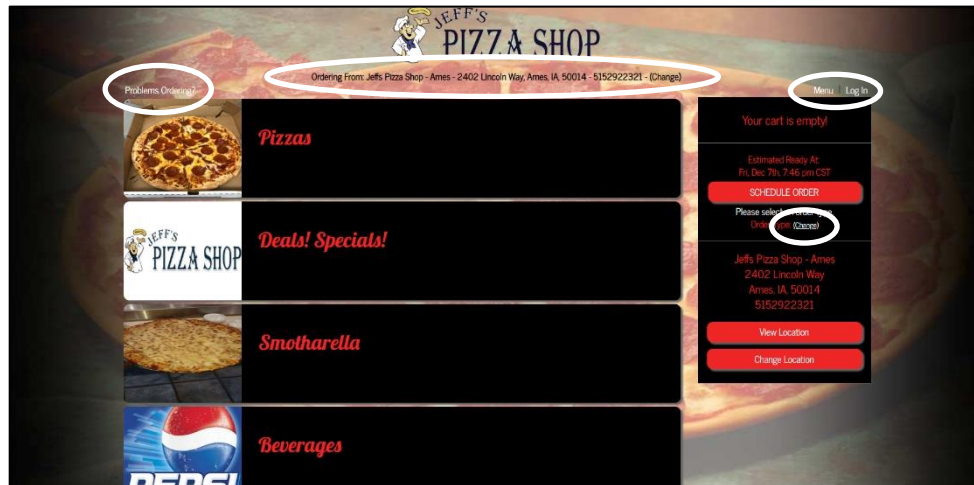


Figure 2



Flow of Design

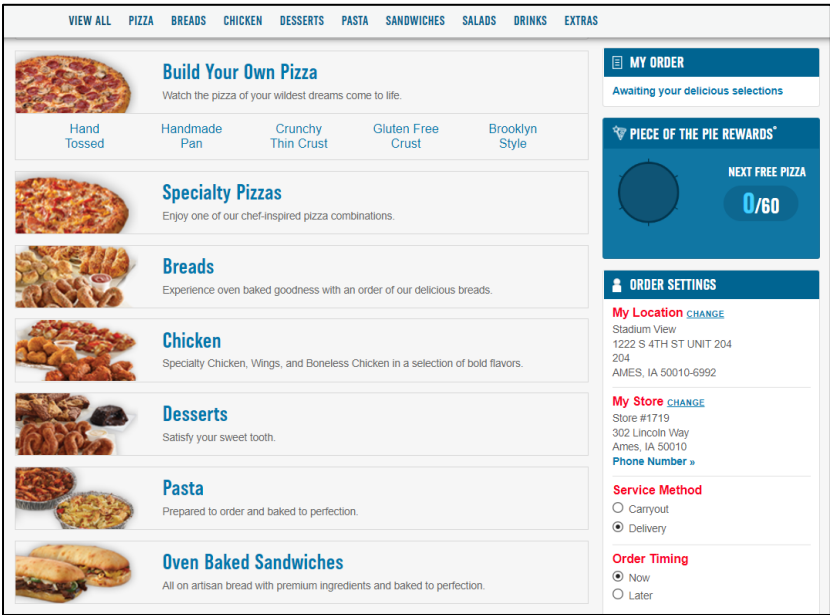
When creating websites, at times it is easy to forget how the user will interact with the content and giving them an enjoyable experience. How the website flows for the customer may determine their level of engagement with page and factor into their satisfaction with the company. In “*Practical Approaches for Designing Usable Websites*,” Smashing Magazine explains the how proper design flow can benefit the user. The article recommends starting with “a detailed look at the objectives of the user and the business,” and how the website designer can guide their design to benefit both the company and the customer (Smashing Magazine). Also Smashing Magazine recommends that “You should prioritize the flows and focus your efforts on the few that will impact the most users and the greatest gain.” By prioritizing these flows, Jeff’s Pizza Shop will create a more usable and customer-centered design that improves satisfaction with the business.

Comparisons with Other Pizza Chains

To get a better idea of how an effective design works with the customer, at times it is beneficial to compare websites to another company’s website who has demonstrated success. For this strategy, the online order page of Domino’s Pizza was used as a successful model.

On Domino’s Pizza’s online order page, the layout and arrangement are similar to Jeff’s; however, there are some noticeable improvements that work for the user. Domino’s uses a light-colored background with a dark blue text that is consistent with company colors. Important headers are emphasized with a bright red, and the accompanying text is easy to read. The categories across the top give the customer an alternative method of choosing a menu item category, and the texts are properly spaced apart. The main section is similar to Jeff’s due to the overall style and arrangement. However, Domino’s uses more space between each separate section, there is less empty space in each section, there are helpful subtexts with each category, and there are clear well-taken pictures. **Figure 3** shows the design of Domino’s site.

Figure 3



Conclusion

A review of Jeff's Pizza Shop's online order page demonstrates that it does not have a user-friendly, aesthetically pleasing design. The page displays various texts, lists, colors, and formatting that is unappealing to the user and will harm the business. These problems will hinder Jeff's Pizza Shop in reaching its full potential.

Through careful consideration of the details in this report, Jeff's Pizza Shop's online order page will effectively and successfully provide customers an enhanced experience while using the website. The research explained in this evaluation is critical for Jeff's Pizza shop to thrive in the competitive restaurant business.

Works Cited

Domino's Pizza. N.p., n.d. Web. 5 Dec. 2018. <<https://www.dominos.com/en/>>.

Lalmas, Mounia et al. *Measuring User Engagement*. 2015. Synthesis Digital Library of Engineering and Computer Science. Web. 5 Dec. 2018.

Lawrence, Dave, and Soheyla, Tavakol. *Balanced Website Design: Optimising Aesthetics, Usability and Purpose*. London: Springer, 2007. Print. 5 Dec. 2018.

Magazine, Smashing. Safari, an O'Reilly Media Company. "Practical Approaches for Designing Usable Websites." Magazine, Smashing. 1st ed. 2012. Web. 5 Dec. 2018.

