



**DUTCH BROS**  
The word "Coffee" is written in a stylized, cursive font in yellow with a red outline, positioned to the right of a horizontal bar that is yellow on top and red on the bottom.

Dutch Bros

Usability Test

## Introduction

The [Dutch Bros](#) coffee company was founded by two brothers, Dane and Travis Boersma, in 1992.

Dutch Bros ecommerce site is used for consumers to:

- Shop
- Find Locations
- View Menu
- View Dutch Bros Story
- Find News and Events
- Learn about Coffee
- Learn about the Dutch Bros Foundation

## Methodology

The following pages are the materials needed for the usability test Dutch Bros 1 team will be using to evaluate the website of Dutch Bros.

The materials will be broken into:

- [Pre-test Questionnaire](#)
- [Scenarios/Tasks](#)
- [Post-Test Questionnaire](#)
- [Observation Sheet](#)

### Pre-Test Questionnaire

The pre-test questionnaire are demographic-type questions will help assess the experience level of each participant as it relates to Dutch Bros website.

**1. What is your age?**

- ☐ 18-24 years old
- ☐ 25-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ 50 years or older

**2. Have you ever visited the Dutch Bros website?**

- ☐ Yes
- ☐ No

**3. What is your first impression of the site?**

- ☐ Cluttered
- ☐ Basic
- ☐ Fun and inviting
- ☐ Interesting
- ☐ Professional
- ☐ Lack of search bar

**4. What is your employment status?**

- ☐ Student
- ☐ Full time employed
- ☐ Part-time employed
- ☐ Retired
- ☐ Other: \_\_\_\_\_

**5. What is your experience with computers?**

- ☐ Beginner
- ☐ Intermediate
- ☐ Advanced

**6. How often do you use the internet?**

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly

**7. How many hours a day do you spend on the internet?**

- ☐ 0-2 Hours
- ☐ 2-4 Hours
- ☐ 4-6 Hours
- ☐ 6-8 Hours
- ☐ 8+ Hours

**8. What device do you use to access the internet?**

- ☐ Cell Phone
- ☐ Laptop
- ☐ Tablet
- ☐ Gaming System

## Scenarios/Tasks

There are four scenarios with coinciding tasks that relate to the usability issues that exist with the Dutch Bros Website. Each participant will go through each scenario.

**Scenario 1:** You are shopping for a gift for a friend's birthday. He already has a black stainless-steel mug from Dutch Bros but would like to find something similar to accompany the mug he already has.

Task 1: Use [dutchbros.com](https://dutchbros.com) to find a black stainless steel mug

Task 2: Navigate to the page that contains similar products to the black stainless-steel mug

**Scenario 2:** You are working from home the next six months and have decided to purchase ground coffee from Dutch Bros. You've also decided it's important to know a bit more about Dutch Bros before completing any purchase.

Task 1: Add three bags of Private Reserve to your shopping cart

Task 2: View the shopping cart. Remove 1 bag from the shopping cart

Task 3: Find out when Dutch Bros was founded

**Scenario 3:** You are considering adding a gift card alongside the mug for your friend's birthday gift.

Task 1: Add a \$50 gift card to your shopping cart

Task 2: Remove the gift card from your shopping cart

**Scenario 4:** You are taking a trip out to Salem, Oregon in a few months and want to stop by a Dutch Bros location to try out their coffee.

Task 1: Find out if there are any Dutch Bros in Salem, Oregon

Task 2: Find and use the menu to explore what drinks you may want to try

## Post-Test Questionnaire

The post-test questionnaire is given to the participant after they have completed the scenarios and tasks. The questionnaire allows for the participant to give their opinion about the website features as it related to the scenarios.

### 1. Did you find the Dutch Bros web store easy to navigate?

☐ Yes

☐ No

**2. How would you describe your overall experience with DutchBros.com?**

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**3. What did you like the most about DutchBros.com compared to other coffee websites?**

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**4. What did you like the least?**

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**5. On a scale from 1 to 5 (1=not at all likely), (5=very likely), how likely are you to recommend DutchBros.com to a friend?**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

**6. On a scale from 1 to 5 (1=not likely at all), (5=very likely), how likely are you to shop at DutchBros.com?**

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5

**7. How frequently would you visit DutchBros.com?**

- ☐ Never
- ☐ Rarely
- ☐ Occasionally
- ☐ Frequently

**8. Were you able to find similar products easily?**

- ☐ Yes
- ☐ No

**9. Were you able to easily locate the year Dutch Bros was founded?**

- ☐ Yes
- ☐ No

**10. Was the menu easy to navigate?**

☐ Yes

☐ No

**11. Did the menu make the drinks look appealing?**

☐ Yes

☐ No

**12. Did you have any issues with navigating through the website?**

☐ Yes

☐ No

**13. If yes, please explain the issues with navigation of the website.**

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## Observation Sheet

**Scenario 1:** The participant is shopping for a gift for a friend's birthday. He already has a black stainless-steel mug from Dutch Bros but would like to find something similar to accompany the mug he already has. The participant should use [dutchbros.com](https://dutchbros.com) to find a black stainless steel mug and then navigate to the page that contains similar products to the black stainless-steel mug

Comments & Observations:

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**Scenario 2:** The participant is working from home the next six months and have decided to purchase ground coffee from Dutch Bros. They've also decided it's important to know a bit more about Dutch Bros before completing any purchase. The participant should add three bags of Private Reserve to your shopping cart. Then, view the shopping cart and remove 1 bag from the shopping cart. The additional task will be to find out when Dutch Bros was founded by navigating back to the home page and then going 'Our Story' tab.

Comments & Observations:

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**Scenario 3:** The participant is considering adding a gift card alongside the mug for their friend's birthday gift. The participant adds a \$50 gift card to their shopping cart and then removes the gift card from their shopping cart.

Comments & Observations:

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**Scenario 4:** The participant is taking a trip out to Salem, Oregon in a few months and wants to stop by a Dutch Bros location to try out their coffee. The participant will find out if there are any Dutch Bros in Salem, Oregon and then find and use the menu to explore what drinks you may want to try.

Comments & Observations:

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## Conclusion

These questionnaires will be used in the usability test for Dutch Bros website.