



Findings Report

# Overview

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- Background
- Methodology
- User Personas
- Results
- Recommendations



# Who is Dutch Bros?



Founded in Southern Oregon in 1992



Dutch Bros strives to be a force for good through outstanding customer service and killer coffee.



Every cup of Dutch Bros. coffee is handcrafted — roasted by hand in the Pacific Northwest, blended by hand and then ground and pulled by hand, *ristretto-style*

# Executive Summary

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## Test Goals

Review how users use the shopping feature on the website and how the user uses the menu feature on Dutch Bros website

The tests were to review the issues on DutchBros.com and improve the website



## Nature of Test

One-hour sessions with 6 participants with a series of scenarios, tasks, and questions



## Results

Users did not enjoy the two separate sites once clicking the shop now area

Users thought the menu did not describe the beverages well



## Recommendations

The shopping tab should be in the same webpage as the rest of the website

The menu should be more descriptive to users that are unknown with Dutch Bros Coffee

Suggestions should be added for merchandise



## Reasoning

Users of DutchBros.com tend to be new to the company and are curious of what the menu entails and want something that is straight forward and easy to understand

# Data Sources

Interviews

Heuristic Evaluation

Scenarios

# Methodology

Based on the Survey and the Heuristic Evaluation, our main areas of focus for the usability test were to focus on:

- Shopping for products
- Menu
- Finding locations
- Knowledge of the company

These areas created the scenarios and tasks used during the usability test



# Heuristic Evaluation

- Each team member completed their own
- The average score of the evaluation was 76%

The Heuristic followed these Criteria

Home Page

Task Orientation

Navigation & IA

Forms & Data Entry

Trust & Credibility

Writing & Content Quality

Page Layout & Visual Design

Search

Help, Feedback & Error Tolerance

# Usability Test

The usability test used a specific set of questions to assist us in determining the general consumer of Dutch Bros Coffee to find what issues may lie within the website.

The usability test was taken by six participants in person and moderated. Each Participant had one-hour to complete the test.

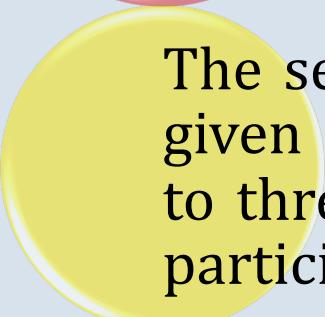
Their demographics and responses to scenarios and tasks will be analyzed for both qualitative and quantitative data which will allow us to determine if it is user error or a common flaw.

# Usability Test

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The Pre-test Questionnaire contains basic demographic questions to give us an idea of the participants knowledge on the subject.



The second stage is the scenarios where the participant will be given an idea of why they are about to complete the next two to three tasks. Each task will be timed and any comments the participant made are recorded in the notes section.



The final stage is the Post-test Questionnaire which will tell us their thoughts on the website as a whole. Questions will be asked regarding what they like and don't like.

# Personas

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# Ashton Vargas



Photo by kyryll ushakov on Unsplash

## ABOUT

Age: 27

Gender: Male

Education: Bachelor's Degree

Work: Bartender

Outgoing

Extrovert

Sociable

Cultured

Confident

Adventurous

## PERSONALITY

Likes: Responsibly sourced coffee, whiskey, history

Dislikes: Bad energy, traffic, baking

Communication Style: In-person, verbal

## TECHNICAL

Computer Skills: Somewhat computer savvy, has an iPad and iPhone

Internet Use: Uses internet daily, looking up cocktails and researching

Websites frequently visited: Google, Starbucks, Instagram, YouTube, Reddit

## KNOWLEDGE BASE

Topic Knowledge: Advanced

Key Reasons: Sourcing of coffee beans and company agenda, something that is altruistic and would make me want to support the company

Key Needs: Find a location, learn about the company, view menu

## NARRATIVE

Ashton Vargas is a 27-year-old bartender who is always on the go.

Whether it is

to an early morning gm session or a late shift at the bar, caffeine is a must.

With Ashton's sociable lifestyle and interest in responsibly sourced coffee, he is always on the lookout for the next best blend.

# Bianka Weeks



Photo by Victoria Heath on Unsplash

## ABOUT

Age: 53

Gender: Female

Education: Master's Degree

Work: Program Manager

Introvert

Self-sufficient

Observant

Excitable

Focused

## PERSONALITY

Likes: Typically makes coffee at home, prefers black coffee, bike rides

Dislikes: Storytelling, horror films, small spaces

Communication Style: Written

## TECHNICAL

Computer Skills: Computer novice, owns a desktop, laptop, and Samsung

Internet Use: Uses internet daily, mostly uses internet for work to manage teams

Websites frequently visited: Google, Yahoo, Project Cubicle, Slack

## KNOWLEDGE BASE

Topic Knowledge: Intermediate

Key Reasons: Order coffee beans, find a location, learn about the company

Key Needs: A feature where you can see the coffee maker you have, select the type of k-cup you use with ease

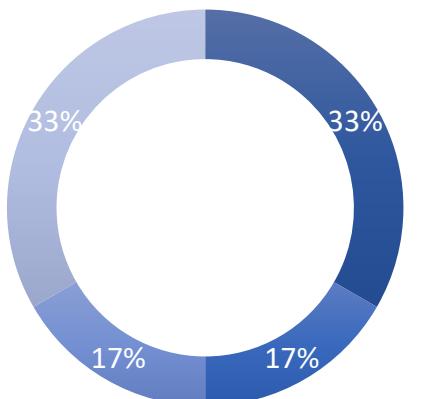
## NARRATIVE

Bianka Weeks is a 53-year-old Program Manager who strives for nothing less than excellence. To Bianka, there is nothing better than waking up to a fresh pot of coffee before her early morning bike ride to another productive day at the office. When not stressing over the multiple programs she manages, she can also be found curled up on the couch reading a good book.

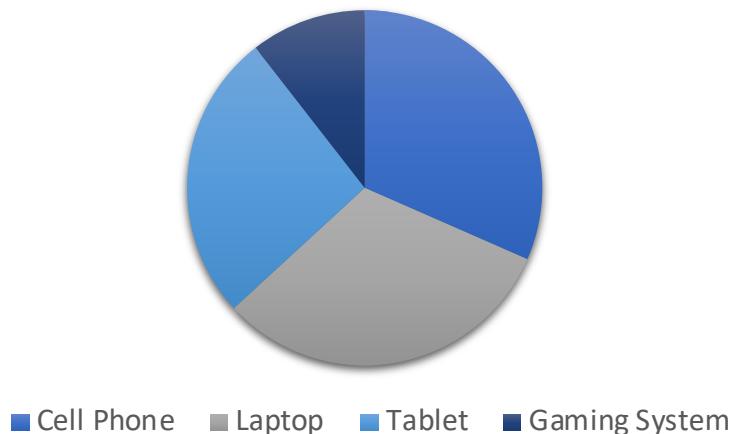
# Results

	Visited the site before?	Employment Status	Internet Usage	Daily Internet Usage (Hours)
Participant 1	Yes	Full time employed	Daily	6-8 hours
Participant 2	No	Full time employed	Daily	8+ hours
Participant 3	No	Full time employed	Daily	2-4 hours
Participant 4	No	Student, Full time employed	Daily	4-6 hours
Participant 5	No	Full time employed	Daily	2-4 hours
Participant 6	No	Full time employed	Daily	4-6 hours

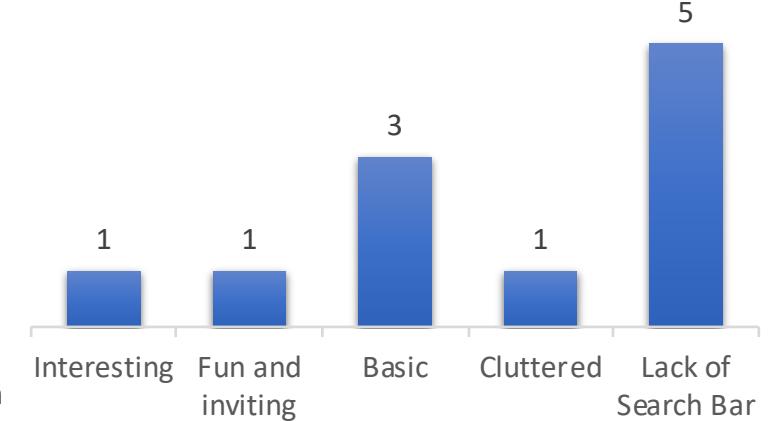
Age Distribution



Device Used to Access the Internet



Participants First Impression of the Site



# Findings

## 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.

### Tasks

- Use dutchbros.com to find a black stainless-steel mug
- Navigate to the page that contains similar products to the black stainless-steel mug

50%

of participants did not select the Shop Now button and thought the mug could be found by searching the Menu.

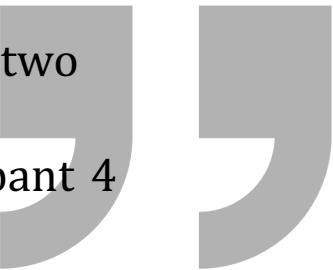
100%

of participants completed all the tasks successfully.



The design of the filter is good, the shade of blue and being in the middle of the page makes it easy to find

- Participant 1



Why are the sites two different pages?

- Participant 4

# Scenario 1

## Overall

- Participants tried searching the menu first instead of clicking Shop Now
- Participants didn't like having two different tabs open after clicking Shop Now

Number of participants: 6

Percent successful: 100%

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**Participant 1** could not find the ‘Shop Now’ button initially. Thought the Shop Now button would be listed in the menu. Thought the filter was “stupid proof”. Noted that the design was good and the shade of blue and being in the middle of the screen made it easy to find

**Participant 2** went to the hamburger menu first, then selected “Menu” first. Thought the Shop Now button wasn’t obvious. Liked that a new page opened when clicking Shop Now

**Participant 3** searched the menu first, thought using the search there could be used to find a mug. Didn’t like that there was two different sites. “Why are the sites two different themes?”

**Participant 4** didn’t like pop-ups. “Why are the sites two different pages?” Frustrated when no suggestions

**Participant 5** completed this scenario with no issue.

**Participant 6** completed this scenario with no issue.

   https://shop.dutchbros.com

Two tabs  
causes  
confusion



Logo goes to  
shopping home  
page, not  
dutchbros.com

## 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.

### Tasks

1. Add three bags of Private Reserve to your shopping cart
2. View the shopping cart. Remove 1 bag from the shopping cart
3. Find out when Dutch Bros was founded

# Scenario 2

## Overall

- Participants didn't like having to manually enter the amount to update their shopping cart
- There was some confusion in trying to go back to dutchbros.com, users tried clicking home and the logo to no success.

Number of participants: 6

Percent successful: 83%

**Participant 1** experienced confusion when trying to decide whether to select Shop Now and Coffee in the menu. Didn't like that there was no feedback that the coffee was added to the shopping cart. The fact that there is no Remove button is antiquated, entering a number is extra work. Compared shopping experience to other ecommerce sites like Amazon.

**Participant 2** Completed the first task with no issue. Didn't like typing in the amount to update the cart.

**Participant 3** Participant clicked home three time to go back to dutchbros.com. This Participant did like the fact they could type in the quantity in the cart.

**Participant 4** Felt there was a lot going on in the side panel. Did not go back to dutchbros.com to find the about you, instead went to the bottom of the shopping page.

**Participant 5** completed the first task with no issue. Some confusion around clicking the logo to go back to the Home page, instead the it takes the Participant to the main shopping page.

**Participant 6** had no issue with the first task but failed to complete the second task. Didn't recognize that the shopping page opened to a new tab.

**DUTCH BROS. COFFEE GIFT CARDS**

\$ 45.00 \$ 50.00

**AMOUNT**

**PRODUCT DETAILS**

All gift cards are 10% off until further notice! #dutchluv

Looking for the perfect gift? Dutch Bros. Gift Cards always make a great present!

Includes FREE Standard Mail shipping!

[Check your Gift Card Balance Here](#)

**FREE GIFT CARD SHIPPING DETAILS**

**QUANTITY**

-  +

+/- buttons used to adjust quantity

Product	Price	Qty	Total
Dutch Bros. Coffee Gift Cards - \$50.00	\$ 45.00 \$ 50.00	2	\$ 135.00

Remove

# Scenario 3

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

## Tasks

1. Add a \$50 gift card to your shopping cart
2. Remove the gift card from your shopping cart

Type to update quantity

# Scenario 3

## Overall

- Participants didn't notice the Remove button and/or didn't think it was clickable

Number of participants: 6  
Percent successful: 100%

**Participant 1** Completed task with no issue. Did find that there was a remove button, but called out that it wasn't obvious and didn't look clickable

**Participant 2** Thought it was strange that Paypal was bigger than more "modern" payment methods

**Participant 3** completed this scenario successfully. Participant did randomly click words to see if they would lead anywhere.

**Participant 4** Didn't notice the discount and searched for the remove button on the right side of the screen first.

**Participant 5** completed this scenario without any noted issues.

**Participant 6** typed "0" and Update Cart instead of the Remove button.

**Salem, Oregon, United States**

**Salem**  
Oregon, United States of America

**Salem**  
Massachusetts, United States of America

**Salem**  
New Hampshire, United States of America

Dallas

Falls City

Monmouth

Keizer

Sublimity

Stayton

mapbox

HIDE MAP

1096 COMMERCIAL ST. S.E.  
SALEM, OR, 97302  
0.82 MILES AWAY

DIRECTIONS INFO

525 NW WALLACE  
SALEM, OR, 97304  
1 MILES AWAY

DIRECTIONS INFO

1150 FORD STREET SE  
SALEM, OR, 97302  
1.28 MILES AWAY

DIRECTIONS INFO

"I have to hide the map to see the list"

"The location is cut off when I click in the map"

- Participant 4

**AFTERSHOCK** STRAWBERRY, BLACKBERRY, RASPBERRY, LIME

**AMARETTO** ALMOND, CHERRY

**AQUABERRY** STRAWBERRY, KIWI, BLUE RASPBERRY, WATERMELON

**ASTRONAUT** BLACKBERRY, RASPBERRY, ALMOND

**DOUBLE RAINBRO** STRAWBERRY, PEACH, COCONUT

NUTRITIONAL FACTS

NUTRITIONAL FACTS

NUTRITIONAL FACTS

NUTRITIONAL FACTS

NUTRITIONAL FACTS

Some nutritional facts also have beverage "you may also like."

The descriptions don't help to explain what the drink is.

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.

### Tasks

- Find out if there are any Dutch Bros in Salem, Oregon
- Find and use the menu to explore what drinks you may want to try

# Scenario 4

# Scenario 4

## Overall

- Participants seem to have found this scenario to be the easiest to complete.
- The menu didn't provide details about each drink which was specifically called out by the participants.

Number of participants: 6  
Percent successful: 100%

**Participant 1** Found this scenario to be the easiest to navigate. Could tell this was the bread & butter of the site. Noted that some menu items didn't have explanations as to what they are.

**Participant 2** Participant did experience slowness when loading the map. Didn't know what certain items were, wanted a general description to what certain things are

**Participant 3** Questioned again why there are two sites for the company. Couldn't search the whole site to find what they need. Disappointed that the "you may also like" was empty

**Participant 4** Names of drinks were confusing. Wanted more descriptors for the menu items. Search bar resulted in too many drinks with unclear descriptions

**Participant 5** liked the auto populating search bar when searching locations. Completed this scenario with no issues.

**Participant 6** completed this scenario with no noted issues.

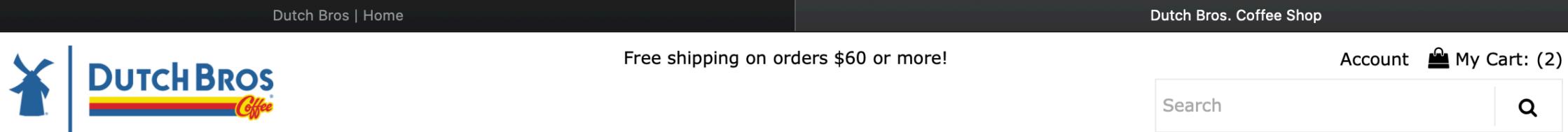
# Recommendations

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- Shopping should be on the same site
- More descriptive menu
- Links should stand out compared with other text on the site
- Ability to update the amount in the cart by clicking +/- buttons
- Search bar on the home page to help users
- Add “You may also like” to merchandise



Shopping should be on the same site



Dutch Bros | Home Dutch Bros. Coffee Shop

**DUTCH BROS** Coffee

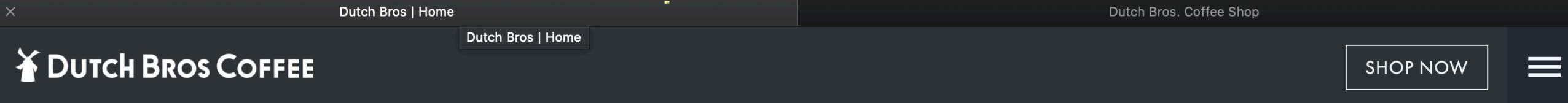
Free shipping on orders \$60 or more!

Account My Cart: (2)

Search

A magnifying glass icon is located next to the search bar.

There are two different headers and homepages for each site which loses the credibility of the site.

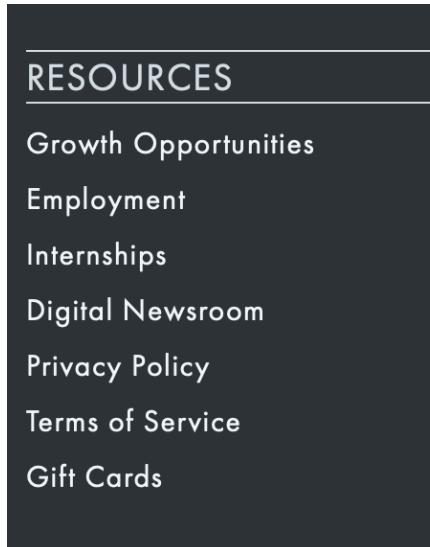


Dutch Bros | Home Dutch Bros. Coffee Shop

**DUTCH BROS COFFEE**

SHOP NOW

The header shows two separate instances of "Dutch Bros | Home" and "Dutch Bros. Coffee Shop". The left instance is in a smaller font, and the right instance is in a larger, bold font. A "SHOP NOW" button is visible on the right side.



**RESOURCES**

- Growth Opportunities
- Employment
- Internships
- Digital Newsroom
- Privacy Policy
- Terms of Service
- Gift Cards

Having two different resources also loses credibility for the site.

## RESOURCES:

- About Us
- Contact Us
- Shipping Info
- Gift Card Balance
- Returns & Exchanges
- Privacy Policy
- Terms of Service



Return to [dutchbros.com](http://dutchbros.com)

# More Descriptive Menu

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< HOT >

**AMARETTO**

ALMOND, CHERRY

DutchBros.com has few descriptive words to enhance the beverages that are offered.

Menu / Hot Coffees / Caffè Latte

## Caffè Latte

Our dark, rich espresso balanced with steamed milk and a light layer of foam. A perfect milk-forward warm-up.

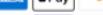
📍 Select a store to view availability

Starbucks.com describes each part of the drink to allow the user to imagine the flavor of the beverage.

## MY CART

Product	Price	Qty	Total
 Private Reserve - Ground	\$ 15.95	1	\$ 15.95

Please leave special instructions below:

**SUBTOTAL \$15.95**  
[Continue Shopping](#)  
  
[Update Cart](#)  
  
[Check Out](#)  
  
  
  
  
  
  
  
  
  
  




Free shipping on orders \$60 or more!

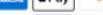
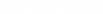
Account  My Cart: (1)

HOME COFFEE DRINKWARE ACCESSORIES

## MY CART

Product	Price	Qty	Total
 Private Reserve - Ground	\$ 15.95	1	\$ 15.95

▲ ▼  
[UPDATE](#) [REMOVE](#)

**SUBTOTAL \$15.95**  
[Continue Shopping](#)  
  
[Update Cart](#)  
  
[Check Out](#)  
  
  
  
  
  
  
  
  
  
  


# Links should stand out compared with other text on the site

- Add up and down arrows to update quantity
- Move the remove button under the numeral number
- Change the colors to show they are clickable

# Real Fruit Mixers

UNREAL? NO.

So Real!



## SO FRESH, SO REAL!

Splash into summer with our Real Fruit Mixers!  
Available at all locations for a limited time only.

[EXPLORE THE MENU](#)

Search bar on the home page to help users

- Remove the shop now button
- Add a collapsible search bar on the heading and remove the shop now button.

Move the Shop now button from the heading into the navigational menu.



LOCATIONS

MENU

OUR STORY

NEWS & EVENTS

COFFEE

THE DUTCH BROS FOUNDATION

[Shop Now](#)

# Add “You may also like” to merchandise.

Such as whole bean coffee or similar mugs in different colors.



## SLAY THE DAY STAINLESS STEEL MUG - BLACK

\$ 16.95

### PRODUCT DETAILS

- 12 oz.
- Double-wall insulated stainless steel construction
- Convenient push lid

### Care Instructions:

Hand wash recommended

### QUANTITY

[ADD TO CART](#)

### SHIPPING INFO



### RETURNS & EXCHANGES



## You May Also Like



Single-Serve DB Cups

From \$ 10.00 - \$ 120.00



Private Reserve 12 oz. Can

\$ 12.95



Private Reserve

\$ 15.95



Decaffeinated

\$ 15.95

OR

## You May Also Like



Love The Grind Stainless Steel Mug - Pink

\$ 16.95



1992 Stainless Steel Mug - Purple

\$ 16.95



Wavy Slay The Day Stainless Steel Mug - Yellow

\$ 16.95



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# Thank you for joining us today!

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- We are happy with the results from the heuristic evaluation, survey, and usability test.
- With these few recommendations, the site will have increased traffic count leading to a larger customer base.
- These website adjustments will increase sales of whole bean coffee, merchandise and hand-crafted beverages at each location!

What questions do you have for us?