Fast Food Usability Test

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**Goals:**

Gather data about the overall effectiveness of the Fast Food app in its current iteration to understand how usable it is and where it can be improved.

**Objectives:**

* Assess the overall effectiveness of the Fast Food app for different types of users (e.g., age, experiences with mobile apps) performing basic, common tasks.
* Identify obstacles to interacting with two of the app’s most distinct features – group orders and rescued food.
* Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.

**Research questions:**

* How easily and successfully do users perform basic tasks – logging into their account, setting up a delivery address, and ordering food?
* How do users feel about the number of steps required and ease of deleting their account?
* How easily and successfully do users place a group order?
* Do users understand the meaning of “rescued food”? If not, how easily do users find the information on the screen?
* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

# Script

## Introduction

Hello, <participant name>. My name is <moderator name> and I’m going to be walking you through today’s session. [Optional: Joining us is <observer name>, who will be taking notes.] From this point on, I’ll be working from a script, so please bear with me if it sounds a little unnatural. This is to make sure I give the same instructions to everyone who participates in the study.

First, I’d like to thank you for taking the time to speak with us. As I mentioned during the screening interview, I’m working with a group of graduate students at UT Austin to test a new food delivery app and see how easy or difficult it is to use. During this session, I’ll ask you a few quick questions about yourself and your experiences with mobile apps in general. Then, I’ll give you a prototype of the app and ask you to use it to complete a few tasks. We’ll also ask for your thoughts after each task is complete, and again at the end. There are no wrong answers–we’re just interested in hearing your honest feedback. The session should take about an hour. Do you have any questions before we begin?

*[Answer questions]*

Also, just to confirm, are you still okay with this session being recorded?

*[Confirm]*

Great! I’m going to start recording now.

**[START RECORDING]**

## Warm-Up Questions

Before we take a look at the app, I’d like to ask you a few questions about yourself:

1. Can you tell me what a typical day is like for you?
2. What kinds of mobile devices do you use, like a smartphone or tablet?
3. What do you usually do when you’re using a mobile device?
4. Do you have any food delivery apps installed on your device? If so, what do you like and/or dislike about them?
5. How often do you order take-out or delivery food?

## Tasks

### Briefing

The first thing I want to emphasize before we start is that we are testing the app, not you! Even if you run into any difficulties while completing the tasks, that gives us really valuable information about what needs to be improved. Please try to think out loud as much as possible while you’re using the app–what you see on the screen, what you think will happen when you click something, and what you think you need to do next. This is extremely helpful to us.

Also, I want to clarify that none of my team was involved in designing or developing this app. We are just testing it, so don’t worry about hurting our feelings. It’s really helpful for us to hear your honest opinions, even if they’re negative.

If you have any questions while you go through the tasks, please feel free to ask them. I may not be able to answer them immediately due to the nature of the study, but if you still have any questions when the tasks are complete, we can go over them then. Also, please let me know if you need to take a break or stop at any time.

*[if remote]* Would you be able to share your screen?

[send link to tasks and participant form in chat]

<https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food---A-Food-Delivery-App-(Copy)?node-id=415%3A428&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=415%3A428&show-proto-sidebar=1> <- Figma prototype

<https://docs.google.com/forms/d/e/1FAIpQLSeUA9L9jk_UBTnGGMV-zx6PeQ0RWctjY_cHrbhzkFK1wvujtw/viewform?usp=sf_link> <- participant form

### Task 1: Log into your account

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=415%3A428&show-proto-sidebar=1)

*Relevant research objective:*

* *Assess the overall effectiveness of the Fast Food app for different types of users (e.g., age, experiences with mobile apps) performing basic, common tasks.*
* *Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.*

*Scenario:* Your name is Sumanya, and you’ve just upgraded your smartphone. You already have a Fast Food account, and you want to use it on your new phone.

*Task:* Please set up the app so that it uses your account information.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks through the starting screens and selects the “Login” button (not the “Sign Up” tab) to get to the “Hello, Sumanya!” screen.

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score that you gave for this task?

### Task 2: Set up delivery address

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=417%3A590&show-proto-sidebar=1)

*Relevant research objective:*

* *Assess the overall effectiveness of the Fast Food app for different types of users (e.g., age, experiences with mobile apps) performing basic, common tasks.*
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*Scenario:* You’ve just moved somewhere new, and you want to order food to celebrate your first day in your new home. Your address is 2400 Nueces Street, Austin, TX 78705. *[if remote: paste address into chat]*

*Task:* Please show me how you would make sure the food goes to the right address.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks “Locate Me” or “Provide Delivery Location,” then selects one of the address options, then clicks “Confirm location” on the map screen.

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score that you gave for this task?

### Task 3: Search for and order fried rice

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=420%3A2755&show-proto-sidebar=1)

*Relevant research objective:*

* *Assess the overall effectiveness of the Fast Food app for different types of users (e.g., age, experiences with mobile apps) performing basic, common tasks.*
* *Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.*

*Scenario:* You’re hungry and you want to order some fried rice for lunch.

*Task:* Please place an order for one serving of fried rice from any restaurant.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks on the search bar to get to the search page, then clicks the search bar again to enter “fried rice,” gets to the menu item page, and adds one serving to the cart. Task is complete when the user gets to the “Your Order” screen.

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score that you gave for this task?

### Task 4: Delete account

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=425%3A1047&show-proto-sidebar=1)

*Relevant research objective:*

* *Assess the overall effectiveness of the Fast Food app for different types of users (e.g., age, experiences with mobile apps) performing basic, common tasks.*
* *Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.*

*Scenario:* You’ve decided to take a break from using food delivery apps, and you want to close your Fast Food account.

*Task:* Please show me how you would permanently close your account.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks the “Account” icon in the bottom menu tray, then clicks the “Settings” button. Task is complete when the user clicks “Account Settings” in the Settings menu.

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score you gave for this task?
2. Do you feel that the number of steps required to complete this task is reasonable?
3. What do you think each of the icons mean in the menu tray at the bottom of the screen?

### Task 5: Group order & Customization

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=1362%3A3583&show-proto-sidebar=1)

*Relevant research objective:*

* *Identify obstacles to interacting with two of the app’s most distinct features – group orders and rescued food.*
* *Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.*

*Scenario:* You are ordering fried rice for yourself and your friend. Your friend is vegan and she does not have a Fast Food account, so you will have to add her order on your own phone.

*Task:* Please show me how you would set up an order for you and your friend.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks on “add to cart”, then clicks “order more,” then clicks on a “users”, switches to “user 2”, Clicks “modifications”, Makes it vegan and closes menu, then “add to cart” and clicks “payment”

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score that you gave for this task?

### Task 6: Filter by rescued food

*Prototype link:* [*Link*](https://www.figma.com/proto/QPJMxCThCpZP846Deo9s8H/Fast-Food-A-Food-Delivery-App-Copy?node-id=0%3A1&viewport=294%2C48%2C0.09&scaling=scale-down&starting-point-node-id=1455%3A6834&show-proto-sidebar=1)

*Relevant research objective:*

* *Identify obstacles to interacting with two of the app’s most distinct features – group orders and rescued food.*
* *Examine the issues that were identified by the heuristic analysis – i.e., issues with labels and information organization.*

*Scenario:* You just saw a documentary about food waste, and now you want to try ordering surplus food from a local restaurant that would have been thrown away otherwise.

*Task:* Please show me how you would check to see if there is any surplus food available from restaurants near you.

*Prompts:*

1. What do you think this page is for?
2. Is that what you expected to see when you clicked there?
3. What do you think you should do next?

* How well do users understand the icons and labels on the screen?
* How easily and quickly do users find the necessary information on the screen?
* What obstacles do users come across when trying to navigate through the app?

*Expected solution:* User clicks on the ‘Rescued Food’ tile from Home or Offers tab. They pick a rescued restaurant and click to find its menu. Users filter food by ‘Rescued’, this is done by clicking on the preset filter above the menu to see what rescued food is available.

*[after task]* Okay, please take a moment to fill out the participant form for this task and let me know when you’re done.

*Post-test questions:*

1. Why did you give the score you gave for this task?
2. What do you think “rescued food” means?
3. Before this task, were you familiar with the concept of “rescued food”?
4. Do you feel that the app explains the concept clearly?

## Wrap-up Questions

Okay, that was the last task we have for you today. The next section of the participant form has a few questions about your overall experience during the test today. Please take your time filling these out and let me know once you’re done or if you have any questions in the meantime.

1. What do you think about the process you just went through?
2. How does what you just experienced with Fast Food compare to other food delivery apps you’ve used?
3. Overall, I would rate the user-friendliness of this app as:
   1. Worst imaginable
   2. Awful
   3. Poor
   4. OK
   5. Good
   6. Excellent
   7. Best imaginable
4. Why did you give this score?
5. *[to observer]* Do you have any questions at this point?
6. Is there anything else you wish we had asked about?

## Closing

Those are all the questions I have for you today. Thank you so much for your time and input. I’m going to stop the recording now.

**[STOP RECORDING]**

As a thank you for participating in this study, we’d like to give you a $100 Visa electronic gift card. You should receive an email with the card information by next week. Just to make sure it goes through correctly, could you please confirm your email address?

*[Confirm email]*