Appendix to Evaluation
Empirical Data – Think-Aloud Interview #1

<u>Date:</u> 02/18/2013

<u>Participant:</u> female, late 20s/early 30s regular coffee drinker and smart phone user.

<u>Notes:</u>

Interview took just under 10 minutes to complete. The subject first went to pick-up location, and selected Corvallis, OR as her "location". When she went to select her coffee, she picked "regular coffee", but then asked where Dutch flavored would be. It did not seem to be clear to her where to click next to get the type of coffee she was ordering. After selecting Dutch, she said "there is nothing else to prompt you…there's no place to hit submit", which suggests that we need to make this step in the process a little more user friendly, maybe by having the next step button directly below the blend of coffee. She then hit the only option she had, which was "choose coffee" and it took her to "flavor enhancers".

After selecting her enhancers, she commented that she likes to have honey or agave, and that "sweetener" isn't specific enough. She thinks that people are very specific about their coffee and they will want to know exactly what is going into their drink. Also asked about "anything", "spice" (nutmeg, cinnamon, ?) and said there needs to be more options. She said she wouldn't even want to use the app as it is now, because she needs more options. Sounding frustrated, she said "using what I learned from before, I'll select flavor enhancers again". She asked about adding comments, probably because she was frustrated about the app. She asked about being able to pay for it now.

Wrapping up the interview, we had some follow up questions. She though the app would help her save some time ordering her coffee. When asked about concerns about the app, she explained how the app went directly from selecting location to selecting type of coffee with no clicks in between, but then it became more confusing to use as she had to click a button to get to the screen with the type of coffee, then very confusing as she had to click on buttons like flavor enhancers again (which were located in illogical locations). She said she wouldn't know what to do at those points. She would rather have the flavor enhancers come up immediately without having to click on other buttons (like when the app went from location to beverage). She said it was not very intuitive. She said she would use it if it were refined and you could order food/tea/water etc. When asked if there were any other ways we could improve the app, she said that we should have a full page dedicated to the options available in the add-ons. Don't show the checked boxes, but provide those extra options that people would want.

She asked where we would get out drink from, and also how the coffee would get paid. She wanted to see something that said what card or method of payment was used to pay for the drink in the confirmation.

Empirical Data – Think-Aloud Interview #2

Date: 02/20/2013

Participant: 33-year-old male who owns a smart phone and drinks coffee everyday

Notes:

Do users place their order successfully in the CoffeeNow app?
Yes, the participant placed his order successfully in the app.

Did users stop at any steps and ask questions?   If yes, what did they ask?
Yes, he stopped a few times and asked questions.
- Step 1/Location: He selected Los Angeles in California as the pick-up location. When the next screen shows Corvallis in Oregon as the pick-up location, he asked why the location is wrong.
- Step 3/Flavor/Blend: After choosing blend, he asked how to go to the next step.
- Step 4/Flavor Enhancers: For the flavor enhancers, he asked what does "anything" mean?
- Step 4/Flavor Enhancers: He asked how could he tell them how much cream or sweetener he wants?

Did users make any comments on the features/labels while they were using the application? If yes, what are their comments?
- He could not go back to the previous steps to change his order.
- After placing the order, he realized it did not ask him for a size for his drink.
- He was confused when he got to the last screen display (i.e., Confirmation number/Quit). He was unclear whether he could leave the screen and quit the application or if he had to leave that screen on until he gets to the coffee shop. He's not sure if his confirmation number was saved and will show up again if he opens the app.

Follow-up Questions:
Do users think the app save their time?
"Maybe. It depends on the line when I get there. I still have to get in line and show them my confirmation number. Will my coffee be sitting there getting cold? Or do they make it when I get there. I don't think it'll save me that much time if I have to wait unless they have a special line for people that place the order using the app."

Do they see themselves using this application if it is available? Why/Why not?
"Maybe. Depending on how much time it saves and if my coffee is fresh and not made a long time before I get there."

Is there anything else you would like to share with me on this application?

1) "It's hard to add the selection to blend and flavor enhancers because there is no icon at the bottom to select 'next' or 'ok'. It took me a little bit to find out that I have to tap the top bar to enter my selection, which is confusing. "
2) "Make the confirmation number bigger so the employee can see it more clearly so they won't give customers the wrong drink."
3) "Add a feature to allow customers to choose a pick-up time so their order won't be cold."