Event Bites Usability Tests

Event Bites is a catering app that allows searching for nearby restaurants to coordinate food delivery or pick up for corporate events.

[Link to Clickable Prototype](#)

Task 1	Create an account and enter event details for a delivery order that you need to coordinate for an upcoming team lunch.
Task 2	Search for Caterers and explore different ways that are available to view and filter them. Do you see what you expect to see as necessary information for each caterer? Is there anything missing?
Task 3	Select Urban Catering to order. Was it easy to make a selection? View menu for Urban Catering and place a delivery order for Chef's salad and pay with your credit card. What did you think about your order details and check out experience? Were the options clear?
Task 4	Re-visit Caterers page and add a new event details to change delivery time and search for caterers that meet your criteria. Was it easy to enter the new event details?
Task 5	Visit your Account to upload a profile photo and update your profile information.
Task 6	Visit Payment page to update your existing card, remove it and then add a new one.
Task 7	Visit Order History to view your previous orders and re-order Chef's salad from Urban Catering.
Task 8	Visit Reviews to view the list of caterers that are ready for review and view the once that you've already reviewed. Edit a review that you've submitted in the past and then remove it.
Task 9	What, if anything, do you like or dislike? Since this isn't a finished design, what would you like to see in the final version?

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Name	Melda Ulusoy
Occupation	Engineer
Age	34
Location	Framingham, MA

Test Results
- She thought she might not know the details of the event, but she might want to search for caterers first.
- She questioned the purpose of headcount field. Are the search results impacted by headcount value? Are you displaying serving options according to head count? If not, she suggested not asking for headcount.
- She wanted to be able to select more than one option in filters for the same criteria.
- She was confused about + icon. Is this to add a new caterer? She thought + is to add, but the information is details so she suggested using a different icon for the details or she said it would be better first she could choose the caterer based on nearby current location and then at the end she could enter the event details.
- She was confused about serving and quantity. Is it 4 serving or 16 serving? She thought it would be hard to keep pressing + to increase the quantity when there is a large group. She suggested displaying it differently or just displaying options by serving via dropdown to choose from.
- She said she is used to seeing the card at top right navigation bar so she couldn't see the bag right away at the bottom.
- She couldn't understand that the card would allow her to navigate to a page to update quantity. She thought it would be better to update it right there on that page.
- She thought if she had more than one delivery address she would have to enter each one in the profile. She suggested storing it based on previous deliveries automatically. If there is a need to store address in the profile she suggested saving them as Address 1, 2, 3 separately in the profile.
- She thought adding, editing deleting credit card was straight forward.
- She felt uncomfortable about pressing reorder incase it would charge her card immediately. She wasn't sure whether it would take her to review order details first.
- She thought it would be good to have couple standard yes/no or multi-selection questions in the Reviews because people might skip entering text.
- In final design, she wants to see colors and images.

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Name	Sebil Pajko
Occupation	Architect
Age	33
Location	Edgewater, NJ

Test Results
- She thought having to enter event details right after creating the account was too much information to ask right from the beginning. She said she would want to search for nearby caterers to see what is available without entering all the details. She recommended asking for zip code or current location and then ask other details while checking out.
- She thought it would be good to bring previously entered addresses as options to choose from to search for caterers.
- She thought + icon gives the feeling as if she can add something, but she was not clear what she would be able to add in that view. She suggested having those details be asked later in the process without having to navigate away from search view.
- She liked the menu display and order review process. She liked where the event details displayed during check out. She suggested giving delivery address options to choose from based on previous orders during the checkout process.
- She suggested having notifications after placing the order to remind her when it would be ordered and to provide status updates.
- She found uploading profile photo easy, but suggested having + icon next to the square to upload a photo instead of having an icon to allow uploading on the photo.
- She suggested allowing her to enter multiple address so that more than one address can be stored in account and display to choose from while entering event details during check out. She said she would also expect to see her stored address options while reordering.
- She suggested using back icon at top navigation instead of close icon for all account pages.
- She liked reviews and favorites options.
- After updating order details she wanted to get back to check out not menu.
- In final version, she suggested adding colors and images. She found it very compact, other than the suggestions she made about event details entry and address storing.

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Name	Adam Pinkerton
Occupation	Project Manager
Age	35
Location	Louisville, KY

Test Results
- He was confused while using the date/time picker and found choosing the date and time for the delivery confusing. He said that this could be due to the fact that this was a prototype.
- He found caterer information to be sufficient. He said that all the information that he would want to see was there on the main caterer page.
- He couldn't figure out how to add new event details. He completely miss the + icon at top navigation bar and got side tracked into looking for order history while looking for a way to add new event details.
- He thought that making a selection from caterer options was very easy and intuitive.
- He said that all the necessary options that he would expect to see in a menu were there along with the ability to add more and update.
- He thought the bag allowed him to see what he was ordering and liked being able to review his order before final checkout. He thought that the check out process was smooth. He added that he would be very comfortable ordering from Event Bites for his work. He appreciated the fact that it was very easy to order, check out and pay for his order. He said that if he loved urban catering and if Chef's salad was something he would order for his team all the time it would be so easy to order. He thought it was well laid out and stated that he wouldn't change a thing.
- He was confused about not being able to select a photo for real, but understood that it was not fully functional and thought that the requested information for his profile was sufficient.
- He found adding and deleting a credit card to be very easy.
- He thought that it was very simple to edit an existing review and very easy to remove. He questioned whether ability to remove was needed. "Why would I want to remove my review? But nice to be able to remove."
- He said overall it was simple and step by step laid out process. He suggested making contact phone number required in the final version.

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Name	Rebecca Weaver
Occupation	Digital Media Coordinator
Age	24
Location	Tonasket, WA

Test Results
- She was confused about not being able to enter delivery time for real, but moved forward with it. In caterers page, she liked the ratings display and thought knowing the minimum amount for caterers were great.
- She liked having both filter and map option to view nearby caterers. She said that the location dot to show her own location was missing on map. In filter, she thought having dietary and holiday options were great. She thought that the cuisine options were limited and suggested having more. She found it helpful to see all event specials at top of the menu along with the details about the restaurant.
- She figured out clicking the + icon at top navigation would take her to event details. She said she found it accidentally. She wasn't sure if it was to create a new event or create a new search. She didn't think it would be to edit an existing event details. In the end, she wasn't sure whether it was to edit or add a new one.
- She liked that she could see the reviews and that she was able to navigate to reviews while viewing the menu. She was wondering where the reviews would come from. Yelp reviews or Event Bites own reviews.
- She thought that she saw all the necessary information on menu page for large events not for individual orders.
- She was confused about serving and quantity. Is it 4 serving or 16 serving? The quantity display confused her.
- She thought that the total display was confusing. She was expecting Tip amount entry after the total. He was confused about update option for the order item.
- She suggested gathering the point of contact information.
- She thought It was easy to order and clear to follow.
- She indicated that there was no photo cropping, feedback, zoom in/zoom out option during profile photo upload process. No confirmation that it's successfully changed.
- She found adding, editing, deleting credit cards very easy.
- She loved reorder feature a lot. Not having to search again to re-order the same item.
- She found adding, editing and removing reviews easy and straightforward. She raised the question: Does removing remove it from restaurants review or just my own view? She didn't think of going to account to view his reviews, but thought it made sense to have it there.
- Overall, she thought that It was difficult to enter info. for event. She suggested changing the location of the Tip in the final version. She thinks that Tip should be after Total. In final design, she wants to see colors and images.

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Name	Sara Charul
Occupation	Admin Assistant
Age	32
Location	Boston, MA

Test Results
- She thought it would be good if she could just search for caterers without having to enter the event details.
- She was confused about why entering date and time did not work in date/time picker.
- She wasn't sure whether the search was to search with zip code or location or both. She suggested having a text to indicate search by zip code or caterer name or address. She said a toggle between map and filter would have been better or having map in one site and filter on another. She liked having both options though. She also liked being able to see the ratings in the map view with the icon display. She found filtering options sufficient.
- She found the information for caterer sufficient.
- She knew right away that the plus icon was the one to add new event details. She liked using current location option in the event details.
- She thought it was easy to make a selection for a caterer. She said that it would be good to see the open hours before making a caterer selection. After selecting the caterer she saw 10-12pm, but indicated she wasn't sure whether that was to indicate the open hours.
- She likes seeing ingredients in the order details page. She suggested having a cart pop up or a tick mark-some type of indication that the item is added to bag.
- In bag, she was confused about the tip amount placement. She suggested having one more section that says tip before the total.
- She wasn't sure if she could edit the event details in the view she saw before the checkout. She was expecting edit options, but couldn't understand the card were clickable to edit them.
- She thought in the main account page she would be able to upload her profile photo at first. She figured out she could upload her profile photo by visiting the profile page.
- She thought she would be able to click on the card row and that would take her to edit page upon clicking on it, but thought how it displayed would work.
- She suggested having restaurant name and date in the order history page.
- She said it was easy to reorder. "It would be really helpful to search by restaurant name and date in the order history when there are more past orders than a couple."
- She thought viewing the reviews was in the menu page. She did not go to account to view done reviews. She said If I wanted to go back to account page while reviewing

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> the order details while reordering it would be good to be able to go back to account easily.
> - In reviews, It would be nice to have edit option next to restaurant name instead of placing it at top navigation. She couldn't locate remove option.
> - She liked screens and navigation, she thought the layout of menu and account page were good. She said there were just a few places she couldn't locate edit/remove or couldn't locate profile photo place right on the account page, but the rest she thought was straight forward. She suggested sorting orders by month in order history and providing search options.

Summary Takeaways

I decided to make following modifications in the flow and the design based on the feedback that I received during the usability testing:

Event Details Page
1. Users will not be asked to enter Event Details right after creating their account. They will navigate to Caterer Search Page immediately after creating an account or signing in.
2. The Headcount field will be removed from Event Details. Users will update quantity for order items by selecting serving amount via predefined values instead of adding via + icon.

Main Caterers Page (Map/List View)
3. The + icon that allows updating and adding event details will be removed. Event Details will only be asked during checkout process.
4. The search field will clearly state "enter caterer name, zip code or address.
5. There will be a location dot to display users' current location on map.
6. Open hours will display on cards for caterer options on caterer list page and indicate that it's open hours.

Filters
7. There will be more cuisine options available to choose from in the filters and user will be able to select more than one option for each criteria.

Checkout
8. Tip section will be before Total and Total title that displays before Tip will be removed.

Order History
9. There will be search and sort options by date and caterer name in the Order History page.

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Main Caterers Page, Order History-Reorder, Checkout
    10. Previously entered delivery addresses will be stored and displayed for users to choose from during search, reorder and checkout process.

Profile
    11. Improve profile photo upload design.