

Team Two Joes and a Kyle



P3: Usability Testing Plan

Introduction:

The application we are evaluating is Grubhub, and the purpose is to evaluate the efficiency and effectiveness of the Grubhub interface for users who desire to order food online. It is our goal determine whether there are any usability issues with the Grubhub interface and also to test the efficiency of the online ordering service overall. We will be conducting usability tests in which potential users will attempt to complete a series of tasks on the Grubhub website. We will analyze and record their thoughts and observations in order to determine if there are any usability issues with Grubhub's interface.

Test Objectives:

For this test, we wanted to find out whether people can successfully order delivery through the use of the following features:

- Account Creation: *Can the user create an account?*
- Address Search: *Can the user find restaurants near their address?*
- Restaurant Filter: *Can the user filter restaurants based on what they would like to eat? Can the user filter by distance?*
- Add to Cart: *Can the user add menu items to their cart?*
- Delivery visibility: *Does the user know how much money is needed to order delivery?*

Target Users:

- *Ages 18-30 willing to have food delivered to their house*
- *Participants should be 18 or older and have experience using the web*

Grubhub is always targeting young folks or college students with countless ads found in places like Chicago school campuses. We are seeking this demographic as it is Grubhub's target, and largest, audience.

Protocol:

Our ideal goal for the usability test involves walking the user through the process of ordering food online via Grubhub. We have created a list of step-by-step tasks to assure the user knows what order to perform actions in.

The moderator has a script to follow to inform the user what they will be doing and then we will go into detail about their tasks as they go on. With our introduction, we plan to break the ice in a respectful manner with our user, but also to assure them that we are simply testers and only desire to test the interface, not them. After each task we ask them to perform, we want to ask them on a scale of 0-5 if they felt confident they successfully completed said task.

Our tasks are simple; we are beginning the user with making an account on the Grubhub interface using an e-mail provided by us (JohnDoe@Gmail.com). We then ask them to find a chinese restaurant in the vicinity (3 mile radius) of the CDM building in order to test the usability of the search function, and to assure the user knows how to filter by location. Alternatively, the user could look beneath the restaurant name in the results listings to find a nearby restaurant. After that, we ask the user, using this restaurant that they found nearby, to order enough food to qualify for a delivery. With this task, we wanted to test the menu system that Grubhub uses, and to assure the delivery cash requirement and button is locatable. For the final task, we wanted them to enter the checkout screen and select Paypal payment, which we will explain is the final step in ordering the food. The user will not need to enter any personal information to reach this step.

After these tasks are completed, we have prepared a wrap up interview involving asking the user about their overall experience, suggestions, and if they would realistically use the interface outside of the testing environment. We also have may a short debriefing interview to evaluate the user's overall attitude towards the Grubhub interface.
(Appendix C)

Task List:

It's getting late, and you're craving some chinese. You'd prefer to get delivery from a close restaurant (3 mile radius). You've used grubhub anonymously before, and this time you want to make an account so your information is stored within its database.

The user will attempt to go through the entire Grubhub experience

- The user will be instructed to search for a chinese restaurant close to their location

- The user should then choose food on the menu to order
- The user should then proceed to the checkout screen and fill in the information required (note: make sure the user does not enter their credit card info or actually order the food)

We will present the user with the tasks in this order:

1. The first task: *You've used grubhub anonymously before, and this time you want to make an account so your information is stored within its database. Your e-mail is JohnDoe@gmail.com*
2. The second task: *It's getting late, and you're craving some chinese. You'd prefer to get delivery from a close restaurant. Use the CDM address to order delivery within a 3 mile radius. [243 S. Wabash Ave. Chicago, IL 60604](#)*
3. The third task: *You want to place your order from this restaurant with food you like. How would you do this?*
4. The fourth task: *You are all set to order some food, but you must first input [243 S. Wabash Ave. Chicago, IL 60604](#) for your address, select PayPal option, and enter a custom tip amount in order to complete your order.*

Test Environment:

The usability testing will be conducted in the Usability Testing Lab in room 805 a the CDM building on Saturday between 2-4 pm. During the tests, the user will be seated at one of the two computers and be instructed by one of us to complete the tasks outlined in this document. While that is happening, the other two people in our group will be using the other computer in the lab to record, observe, and bring up the questions on the user's screen after they complete each task.

Evaluation Measures:

We will be using the Morae software to screen capture each usability test and also recording the face of the potential user. In addition to using this software, other group members will be taking notes on their usability test forms. We have prepared a note taking form for our observations (Appendix A)

Report Contents:

We anticipate that our results will give us helpful insight on whether or not our evaluations methods were effective and if the interface had any usability issues. We hope to find specific areas in which the user may be struggling or becoming frustrated. Grubhub is a popular and simple interface, so by breaking down the process of ordering food through it, we hope to find key areas in need of improvement.

APPENDIX A:

Note Taking Form:

Participant: _____

Features	Tasks/Questions	Notes/Quotes
Account Creation: Can the user create an account?	<i>You've used grubhub anonymously before, and this time you want to make an account so your information is stored within its database. You can use a fake e-mail.</i>	<i>How confident was the user? (0-5)</i>
Address Search: Can the user find restaurants near their address? Restaurant Filter: Can the user filter restaurants based on what they would like to eat? Can the user filter by distance?	<i>It's getting late, and you're craving some chinese. You'd prefer to get delivery from a close restaurant. Use the CDM address to order delivery within a 3 mile radius.</i>	<i>How confident was the user? (0-5)</i>

<p>Food Selection: Can the user choose menu items to order then proceed to the checkout page?</p> <p>Delivery visibility: Does the user know how much money is needed to order delivery?</p>	<p><i>You want to place your order from this restaurant with food you like.</i></p>	<p><i>How confident was the user? (0-5)</i></p>
<p>Checkout: Can the user input all information needed and then (pretend to) confirm the delivery?</p>	<p><i>You are all set to order some food, but you must first input some information in order to complete your order.</i></p>	<p><i>How confident was the user? (0-5)</i></p>

APPENDIX B: Evaluation Protocol

Introduction: Thanks for agreeing to help us out in our study of Grubhub today. My name is (Your name here) and we'll be asking you to complete several tasks involving the Grubhub interface. We are testing its usability so your honest feedback is the most useful feedback. We didn't make the site, so don't worry about hurting our feelings.

This session will be recorded for analytical purposes. It will be kept strictly confidential within our ISM 360 course and none of your information will be disclosed elsewhere.

Could you sign this for us? It simply says we have your permission to record you and it will only be seen by the people working on the project. [*Hand consent form*] It essentially states:

- This study will not pressure you to undergo stress
- You are free to refuse participation
- You may withdraw at any given time without penalty
- Your answers will be kept confidential within our ISM 360 course

I also have some colleagues here, they are just here to take notes, don't worry about them.

Preliminary interview:

Before beginning, I would like to ask you a few preliminary questions:

- Are you a student? What is your major?
- How many hours a day do you typically spend on the internet?
- Have you ordered food from Grubhub or another service before?

Evaluation Instructions:

In a moment, I will be pulling up the website and you will begin going through a series of tasks. When going through the tasks, please tell us what you like and do not like about something and please answer as honestly as you can. I will also be asking you questions after each task is completed. Keep in mind we are evaluating the website and not you.

Please, if you can, we ask that you think aloud, and if there's something you like or do not like about the interface, let us know!

First Impressions:

Now that the website is pulled up, what are some of your first impressions of the site? Make sure to scroll down so you can view the whole home page. What do you think of the home page? Is this something that interests you? Does anything in particular stand out? Is the home page confusing or complex? Is it simple or plain?

Tasks:

I am going to ask you to complete a series of tasks on Grubhub.com, feel free to tell me any thoughts or issues you may have with these tasks. First, I am going to ask you to go to Grubhub.com and pretend to create an account. Next, can you search for a nearby (within 3 miles) Chinese restaurant that delivers. Then, can you choose food items you would like. Now finally, pretend to check out and confirm the delivery.

The first task: *You've used grubhub anonymously before, and this time you want to make an account so your information is stored within its database. Your e-mail is JohnDoe@gmail.com*

The second task: *It's getting late, and you're craving some chinese. You'd prefer to get delivery from a close restaurant. Use the CDM address to order delivery within a 3 mile radius. [243 S. Wabash Ave. Chicago, IL 60604](#)*

The third task: *You want to place your order from this restaurant with food you like. How would you do this?*

The fourth task: *You are all set to order some food, but you must first input [243 S. Wabash Ave. Chicago, IL 60604](#) for your address, select PayPal option, and enter a custom tip amount in order to complete your order.*

Probe questions:

Use polite tone

- What would you do next?
- Why did you perform that action?
- What are you thinking?
- Any immediate thoughts?
- On a scale of 1-5, how confident are you that you successfully completed the task?

Wrap-Up:

That is it for all the tasks I have for you to do. Before we end the session, I would like to ask you a few more questions.

- What do you think of Grubhub? Would you use it?
- Did you find it easy to complete the tasks?
- Were there any features you feel could be improved?
- Were there any features that you felt worked well?

Thank you for taking the time to do these tests with us. If you have any additional thoughts or comments after the session, feel free to contact us. My email address is...

Appendix C - Debriefing:

Would you recommend this site to a friend? (Check one)

Yes [☐]

No [☐]

Overall, this interface was easy for me to use. (Circle one)

Strongly Agree

Agree

Disagree

Strongly Disagree

I felt confident I located the correct tools in completing all tasks:

Strongly Agree

Agree

Disagree

Strongly Disagree

I found these features easy to use:

These features were difficult to use:

Comments:

Consent Form:

DePaul Consent Form

Kyle Burger

Joey Meyer

Joe Tosto

Overview

This session will provide information for researchers to learn about the users and the tasks they will perform with the Grubhub website.


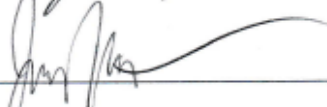
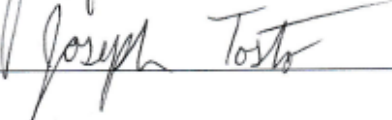
Risk and Stress

This interview and study will not pressure the subject to undergo any feelings of stress or anxiety.

Option to Refuse Participation

You are free to refuse to participate in the study and may withdraw at any time without penalty.

Signatures of Principal Investigators

Date: _____

Participant signatures

The study described above has been explained to me, and I voluntarily consent to participate in it. I have had the opportunity to ask questions and understand that the investigators named above will answer future questions I may have about the research or about my rights.

Participant signature

Participant name (Please print)

Date

Group Contribution:

We all worked together to complete the report and usability testing plan equally. Group collaboration improved greatly from previous project and is satisfactory.