



## P2 User Research

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The purpose of this study is to properly identify Grubhub's users and potential users alike, what they want, and under what circumstances a user may use the website. Grubhub is an exclusively online service for food delivery and pickup, uniting restaurants all over with a single interface. But is this interface superior to using a menu and a phone to order? Who would use this interface? Under what circumstances might a user use this interface? We wanted to conduct our research with these questions in mind.

We are trying to determine what the user may be looking for in order to improve their food ordering experience, and to determine the attitudes that are involved with ordering food offline. Specifically, we want to know what keeps the user coming back to this interface.

## Our Method:

To begin our user research, we first and foremost had to develop an interview protocol that reflected our questions. We wanted to know what users are doing to accomplish the task (Ordering food), how the user experience currently is, and if our product (Grubhub) improves this experience. We began with some general questions involving previous experiences with ordering food, and eventually delved into our deep focus of the interview, which was determining if Grubhub is the ideal solution for improving what went wrong in past experiences.

Our screener consists of a few short questions. We decided that Grubhub would obviously only appeal to those who are not opposed to the idea of delivery, so we decided to only terminate the survey if the user expressed no interest in that. We wanted to evaluate how long Grubhub users are on the computer, so we added a question in order to determine the interest in Grubhub versus time spent on the computer.

<b>Screener:</b>	
<p>How often do you use the computer?</p>	0-2 hours a day <input type="checkbox"/> 2-4 hrs a day <input type="checkbox"/> 4+ hrs a day <input type="checkbox"/>
<p>Have you ordered delivery?            If not, are you open to trying delivery?  <i>(If not, terminate survey)</i></p>	Yes <input type="checkbox"/> No <input type="checkbox"/> Other: Yes <input type="checkbox"/> No <input type="checkbox"/> Other:
<p>If so, do you order online?            If so, have you used <u>Grubhub</u>?</p>	Yes <input type="checkbox"/> No <input type="checkbox"/> Other: Yes <input type="checkbox"/> No <input type="checkbox"/> Other:

*By using our screener, we made sure we did not interview anyone who was not interested in Grubhub's goal as a delivery and order service*

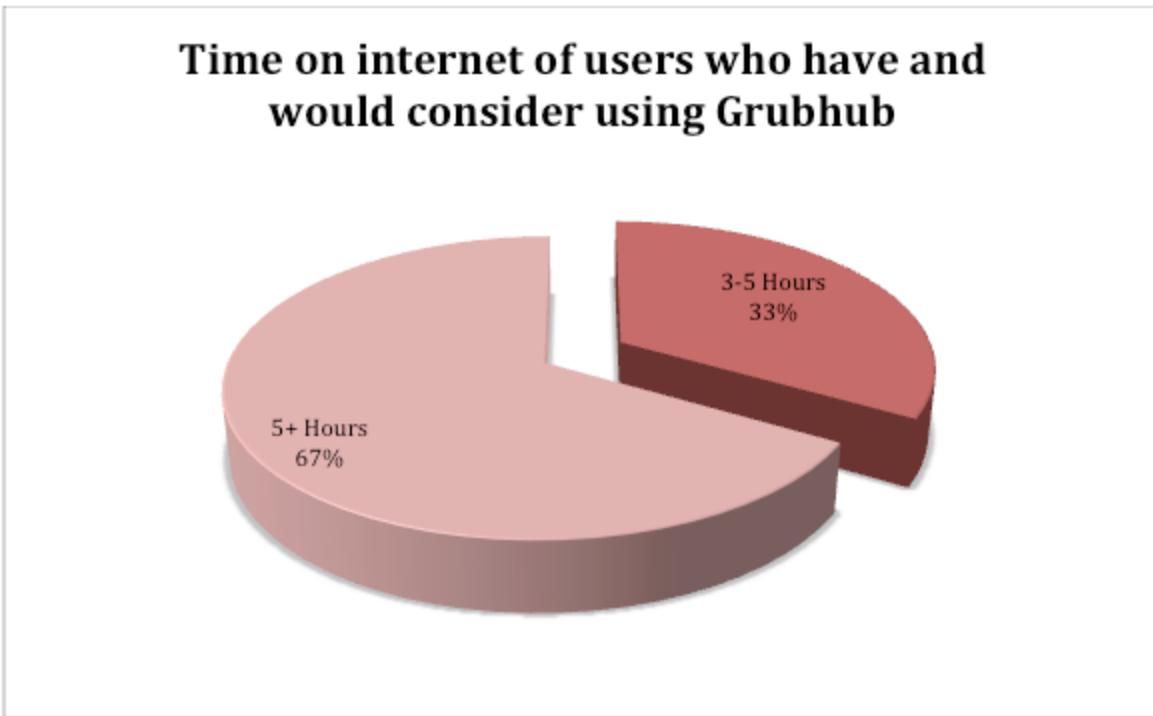
Grubhub's strategic advertising placed around Chicago can primarily be found near college campuses giving us the impression that they wanted a young-adult demographic. We also found that in an interview with Northwestern Business Review, marketing director of Grubhub Susanne Dawursk admits to targeting towards the "college-age userbase"<sup>[1]</sup>. As college students, it was no difficult task to locate users in this demographic. Our criteria for interviews was anyone roughly between the ages of 18-24 and currently employed or in school. We managed to find a nice mix of people, some in school, some employed, and some with surprisingly helpful information.

*We see this as a great opportunity to develop the GrubHub brand with this audience as most college students move to major metropolitan areas upon graduation where GrubHub is the market leader.*

- Susanne Dawursk, marketing director of  
Grubhub

We interviewed 6 people total, each group member interviewed two people between the ages 18-24. For most of the interviews, we received signed consent. For the others, we have recorded consent. We reached out to colleagues and classmates to located possible users, one of them even living in Canada. We inquired them about their past experiences with delivery, under what circumstances they would order delivery, if they have used Grubhub, and what they like or dislike about it. We felt these questions best reflected our goals in figuring out what the user looks for in the ideal delivery process.

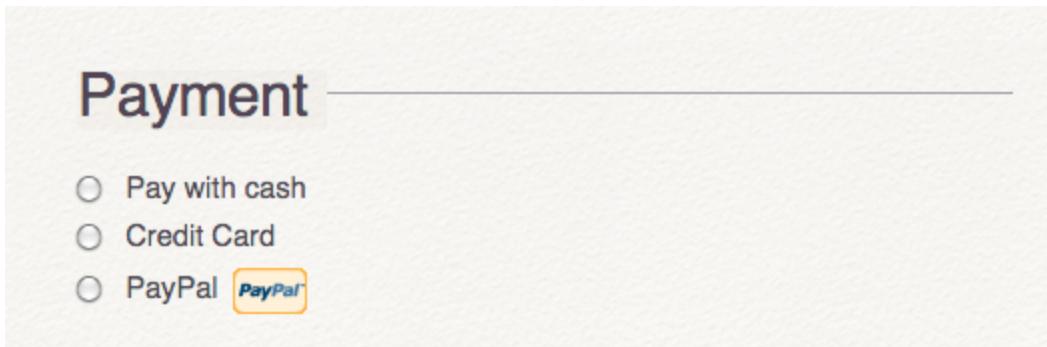
Performing the interviews meant sitting down with our colleagues and simply asking them about their ordering experience. We found that the users we interviewed who expressed interest or have used Grubhub before spend a lot of time on the internet:



We put our findings to good use by making our personas reflect the users we interviewed. Many of them are on the computer frequently, and have some means to pay for delivery. In creating our personas, we were aware of the fact that using Grubhub has many elements that differ from traditional delivery. One main difference is that the socialization aspect of calling a restaurant and talking directly to someone is completely eliminated. Grubhub allows users to order food through a virtual menu. It also allows restaurants to set a minimum fee in order for users to place orders. This can mean the user will need a moderate sum of money. We found that most users who have used Grubhub are frequently on their computer, and will either avoid ordering food because of primarily money, but also dislike the experience of calling via telephone, talking to

someone, or being left in the dark as far as when the deliverer will arrive or where they are at a given time. Grubhub aims to fix these issues with that system of delivery.

We also found that Grubhub is not only convenient but it is a great tool for locating highly rated nearby restaurants in unfamiliar areas. In one interview, a user who travels a lot once found himself using Grubhub to order food in a place that was unknown to them. They were glad an easy-to-use tool like this existed, especially when they could pay with PayPal and not just credit card (their credit card does not work in the United States as it is a Canadian card)



*We found Grubhub's use of Paypal is an encouragement to users who travel*

We also observed users using Grubhub during our interviews. We asked them to place an “order” from any restaurant with any criteria and without signing in. We wanted to keep it open ended so the user is in control of this experience. We found that:

- Users disliked the website’s popups
- Some users felt prices were too high for delivery
- The menu interface is confusing and could use better navigation
  - One user struggled with locating soft drinks, suggested being prompted to buy one after selecting an entree
- Users felt overwhelmed at homepage
  - When ordering, nothing tells the user where to click
  - Some users struggled with where to go from the home screen

Sources:

[1]: <http://northwesternbusinessreview.org/grubhub/>

**Personas and Scenarios:**

We wanted to make our personas accurately reflect the data we received in the interviews, and also show how these users may encounter scenarios in which they will find Grubhub handy. For the personas, we wanted to focus on their sociability, usage of computer, and income, as these were three primary issues discussed when it came to ordering delivery the old fashioned way versus using Grubhub. Sociability came up when it came to talking over the phone and ordering food, computer usage came up in regards to Grubhub being an online interface, and income came into play since delivery is not always cheap. The following are some of the different “people” who would find Grubhub extremely useful. Something we wished we asked about is that we would like to inquire if users were currently working, and if it made any difference in whether they would order delivery. Through the interviews we learned that the high cost of delivery turned a handful of people off, so we determined that the personas who would use Grubhub the most would be the ones with the most income:

## "Adept Anna"

Occupation: Accountant

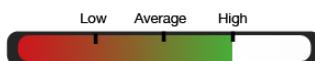


Age: 37

Behavior: Leader, busy-bee, organized

About:

Computer skill:



Social skill:



Income:



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Bio: Living in Chicago, Anna is a single mother with two children to support on top of her busy life. She's always looking for ways to balance her work and home life, but she's getting tired after long after-hour shifts and having to come home and tend to her family. She has a 12 year old and an 8 year old who are picky eaters and would love to find an easy way to feed them at dinnertime.

Lately, she's been looking for ways to make her home life easier so she can work without stressing herself out. She has a \$100,000/yr salary and wants to put her money towards things that will reduce her stress. She is a frequent computer user and has a 2011 Macbook Pro which she uses to check social media and for work purposes.

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Scenario: Anna is working overtime at her job. It's 7pm, almost time for dinner. Her kids are probably getting hungry, and she isn't sure what to do. Then she remembers she can order from Grubhub to her kids at home, and they won't have to worry about paying or tipping the delivery man. She orders a pizza from a local restaurant and texts her 12 year old that they will arrive in approximately 50 minutes. She then asks them to save her a piece for when she returns home. Success!

## "Nerdy Neville"

Occupation: University student

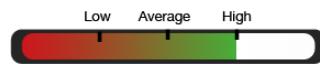


Age: 22

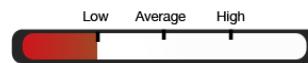
Behaviors: Shy, antisocial, very familiar with technology

### About:

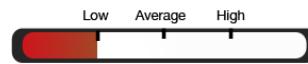
Computer skill:



Social skill:



Income:



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Bio: Neville is a university student in Chicago studying for his Bachelors in Computer Science. Through out his life, he was never particularly comfortable communicating with his peers. His current courses are all currently online so he doesn't have to go in a classroom and interact with other people. Neville's true love is for computers. Most of the day he spends his time programming and writing software for personal use. When he isn't programming, he can be found playing World of Warcraft. With all his time spent programming and playing World of Warcraft, Neville has trouble finding time to cook so he typically likes to order delivery with money leftover from his summer job. Neville will do whatever it takes to avoid talking over the phone when ordering so an alternative is necessary.

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Scenario: Neville was up late until 7 am doing World of Warcraft raids with his guild the night before. When he finally woke up at around 5 pm, he realized he forgot about a programing assignment he has due at midnight that day. He needs to eat something with little prep time and can be eaten while he works so he can finish it in time. Normally ramen noodles is his go to, but he has had nothing besides

ramen all week. After a few seconds of thought, Neville decides he is in the mood for Chinese from his favorite restaurant, Hot Woks Cool Sushi on Pulaski. He then pulls up [www.grubhub.com](http://www.grubhub.com) and then logs into his account. Then he clicks the “Your Grubhub” button to pull up his previous orders. The first thing on the list is Hot Woks with his favorite menu items: orange chicken, crab rangoon, and a coke. Neville then selects reorder and finishes paying. Immediately after ordering, he works quickly on his assignment. His food then arrives 30 minutes later, he thanks the driver, and goes back to work while eating. At 11:59 pm, Neville submits his assignment on D2L; just barely making the deadline. Being able to order online in two minutes as opposed to being on the phone for about five minutes saved Neville’s day.

## "Student Steve"

Occupation: University Student

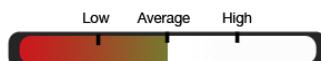
Age: 18

Behavior: Social, not picky, time constrained



### About:

#### Computer Skill:



#### Social Skill:



#### Income:



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Bio: Steve is a freshman that attends DePaul University and lives in the dorms. He is an accounting major who also plays guitar. Steve has a lot of friends with whom he likes to go out with. He also has a job working at a clothes retail store where he sometimes has to work late. Being a college student Steve doesn't have a lot of time to prepare fancy meals for himself to eat, recently he has resorted to eating a lot of Ramen. Steve knows this isn't healthy so he is looking for some way that he could get restaurant quality food with no effort. Steve also sometimes goes long hours without eating to when he gets back to his dorm he wants a good meal fast. He needs a way of finding which restaurants are closest to his dorm and if they deliver or if needs to pick his food up.

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Scenario: It's getting late, and Steve hasn't eaten dinner yet. He's been so focused on studying for his final exam the following day that he forgot he needed nourishment. There's nothing to eat around his

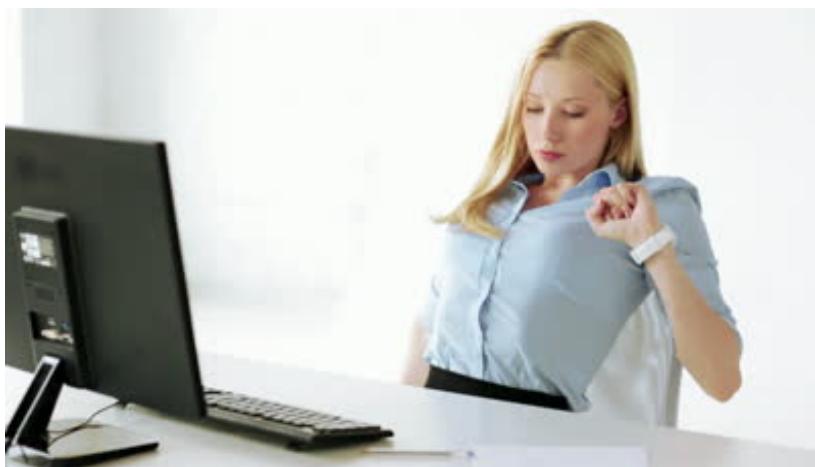
dorm besides Easy Mac, and he doesn't want to drive around at 11pm looking for restaurants that are still open. So, he decides to open up Grubhub on his computer and sign in. He didn't realize how hungry he was, so he simply enters his address in and no food preferences. Grubhub comes back with a plethora of results, which he filters by "Open Now". He finds a pizza place nearby that does late night deliveries, and orders a personal pizza. Grubhub informs him it will be at his dorm at approximately 11:45 and he will be notified via text and/or call when the deliverer is close or has arrived.

## "Marketing Mary"

**Age:** 22

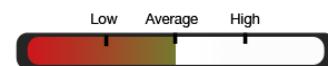
**Occupation:** Marketing

**Behavior:** Hardworker, loves to travel

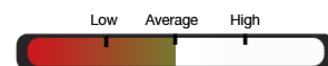


**About:**

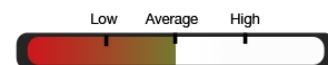
**Computer Skill:**



**Social Skill:**



**Income:**



**Bio:** Mary recently graduated college, and is handling her first ever full-time job in marketing. She's constantly answering calls or on her computer, both for business and pleasure. She has recently located to the city from the suburbs, and fortunately can afford to eat out, which happens a lot when she's busy. She's doing what she can to work her way up, which means she's doing a lot of traveling.

As a result of her traveling, she's always introduced to parts of the states that she's unfamiliar with, especially when it comes to knowing where to get good food. When she's away from home, Mary is usually buried with work and hardly has time to fix anything. Unfortunately, she isn't aware of any good tools for locating nearby good restaurants that might also deliver on demand.

**Scenario:** Mary is out on business in Seattle. She's in meetings or working during the day, and at night she has a hotel room to herself. She has her laptop and uses the hotel wifi to stay online. When she's

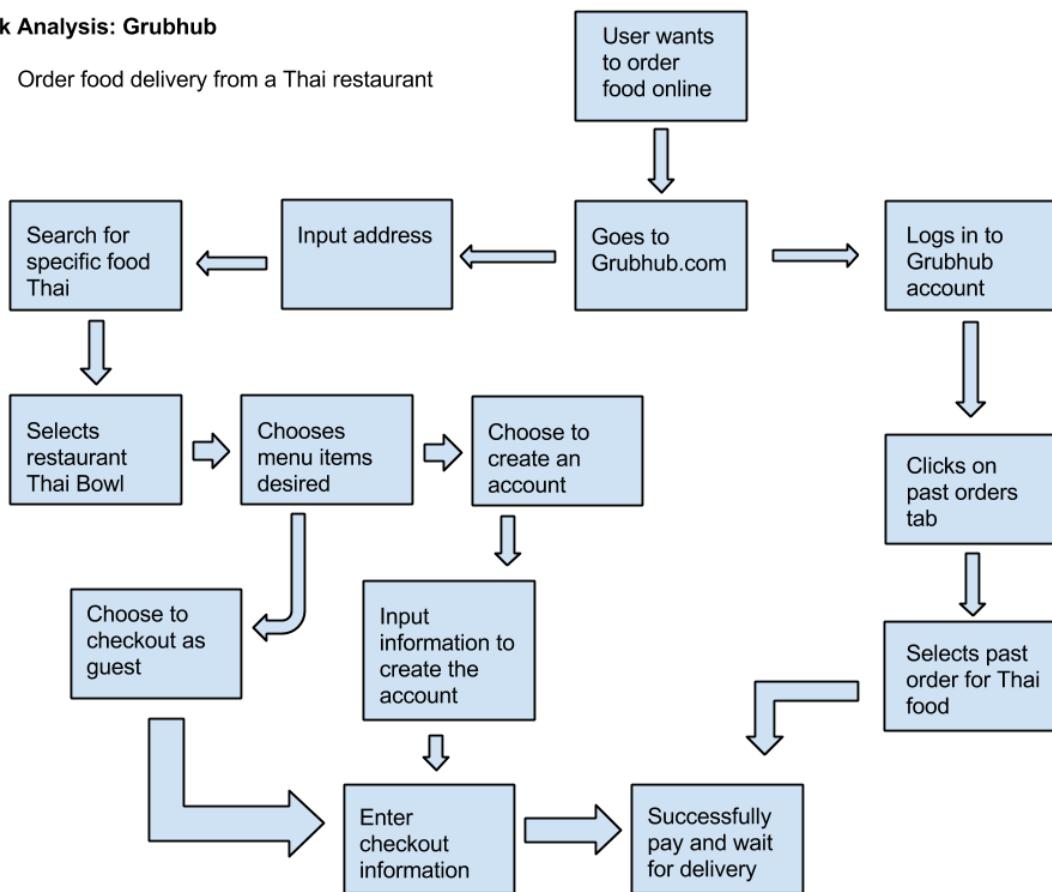
hungry, she doesn't know where to look for food. There aren't a whole lot of restaurants in the area, and she doesn't want to take a cab anywhere to get food. So, she pulls up Grubhub and enters the hotel address. She enters in 'sushi' and finds a highly rated sushi restaurant 1.2 miles away. They deliver at this time of night, so she orders some california rolls. Grubhub keeps her informed when her order is placed, what time to expect the deliverer, and when they arrive at the hotel.

### **Task Analysis:**

This is a step by step walkthrough of the process of a user making an order through Grubhub. It is shown that there are a few possible ways to complete the task:

#### **Task Analysis: Grubhub**

- Order food delivery from a Thai restaurant



**Appendices:**

**Standard First Page of Interview Consent Form:**

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# DePaul Consent Form

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Kyle Burger

Joey Meyer

Joe Tosto

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## Overview

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

## Risk and Stress

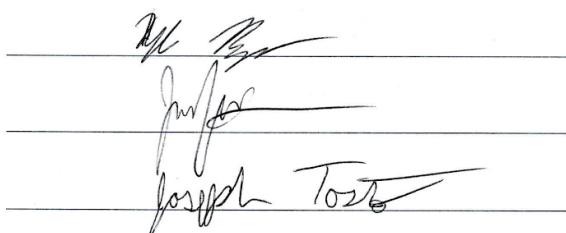
This interview and study will not pressure the subject to undergo any feelings of stress or anxiety.

## Option to Refuse Participation

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

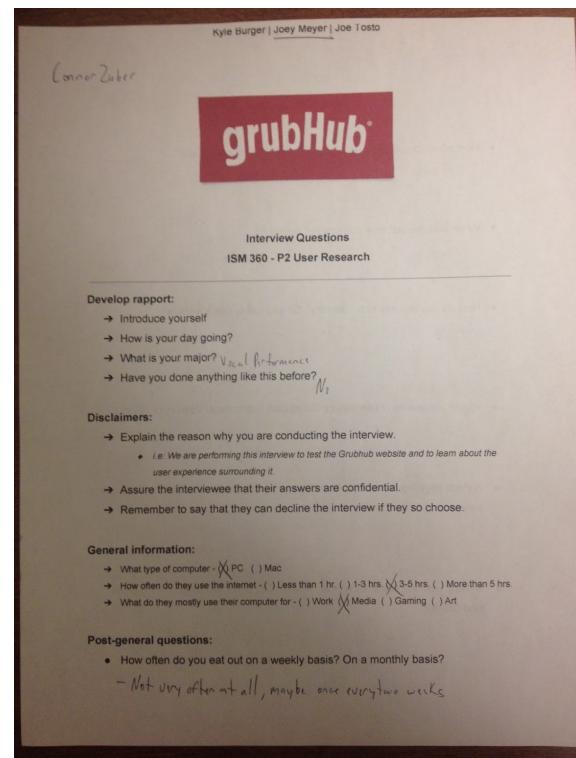
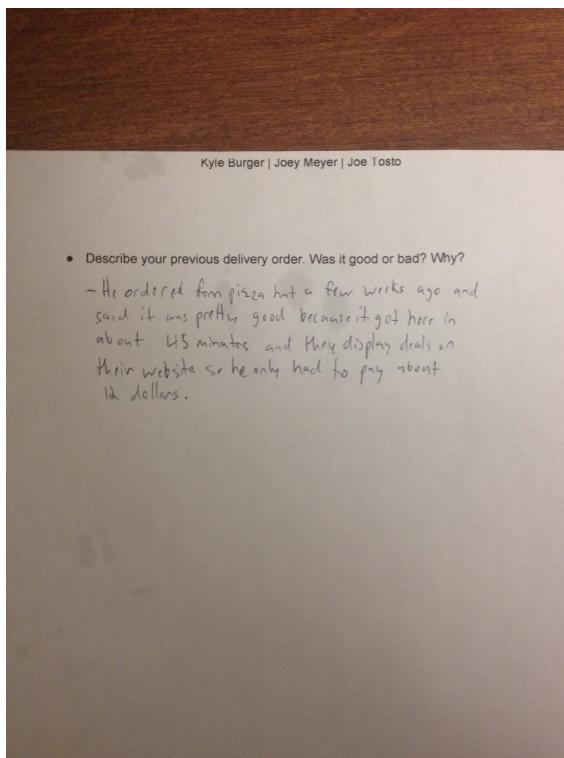
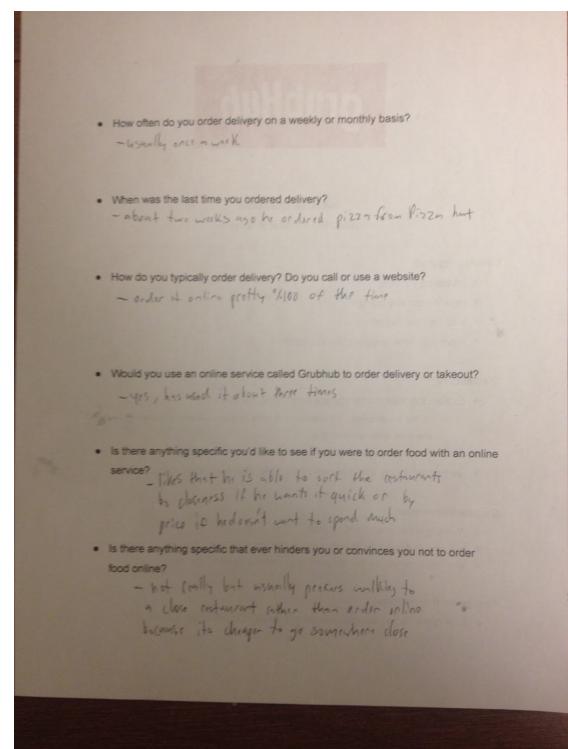
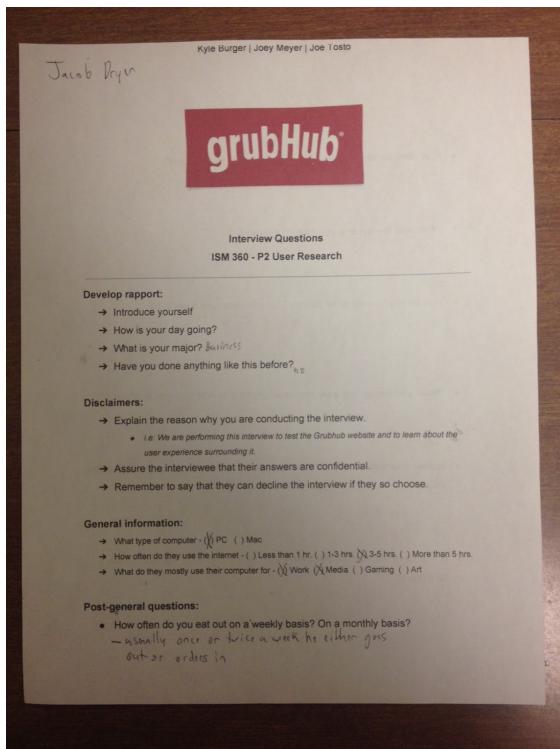
## Signatures

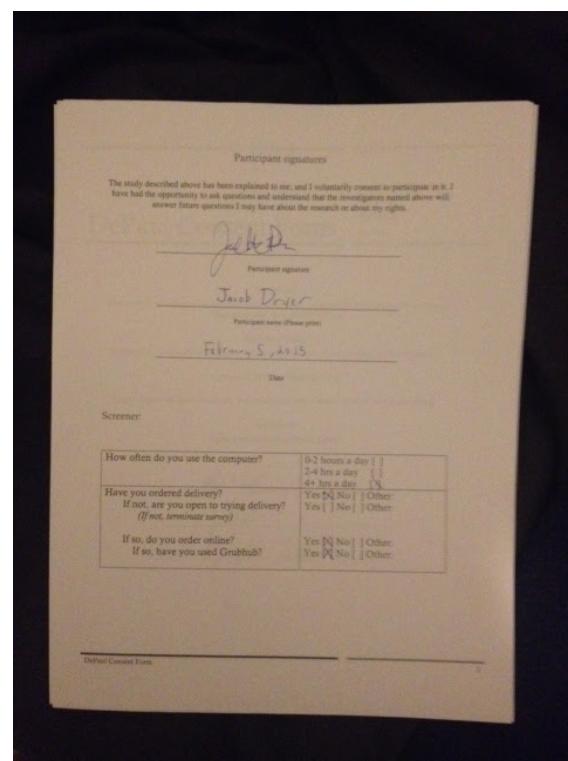
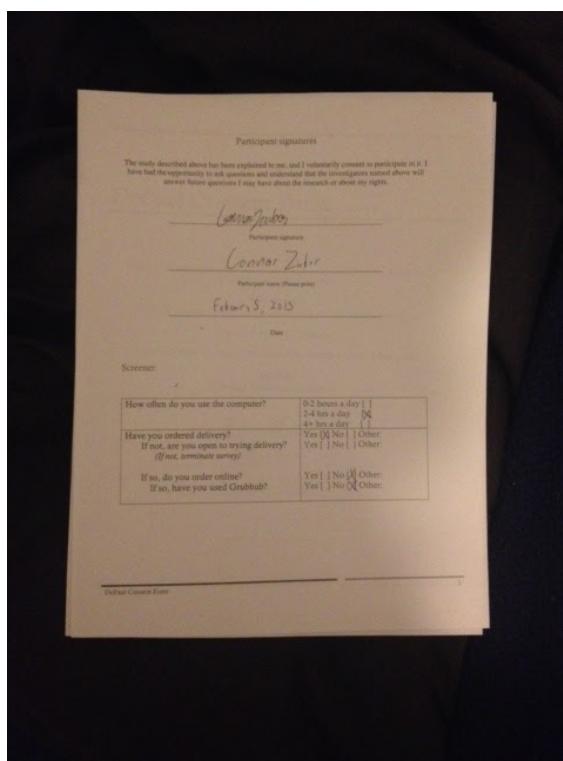
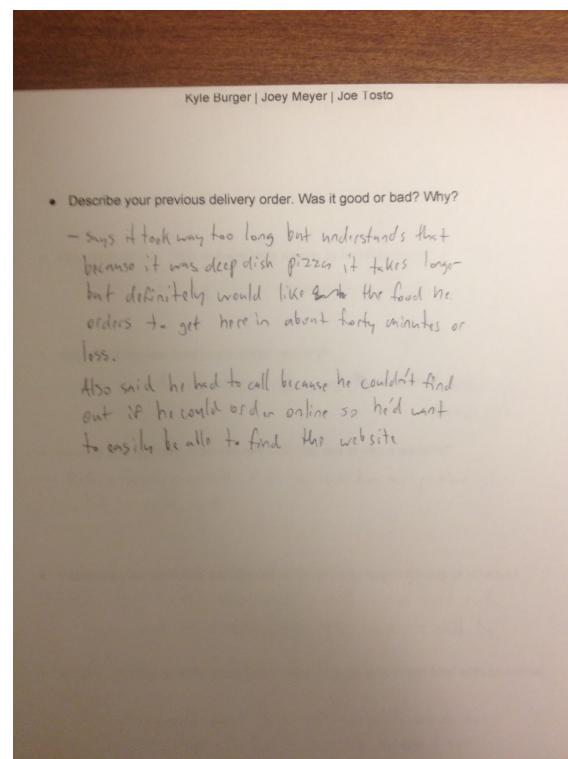
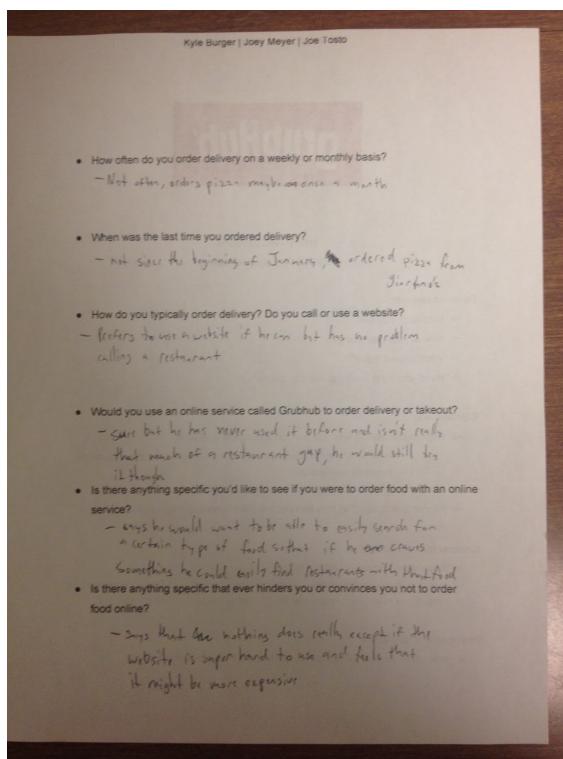
Signatures of Principal Investigators:



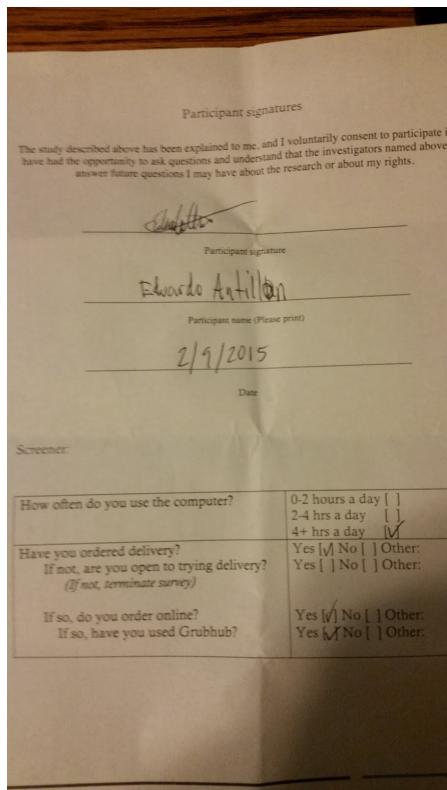
Date: 2-1-15

## Joey Meyer Interview Notes:





Joe Tosto Interview Notes:



**General information:**

- What type of computer - (✓) PC ( ) Mac
- How often do they use the internet - ( ) Less than 1 hr. ( ) 1-3 hrs. ( ) 3-5 hrs. (✓) More than 5 hrs.
- What do they mostly use their computer for - ( ) Work ( ) Media (✓) Gaming ( ) Art

**Post-general questions:**

- How often do you eat out on a weekly basis? On a monthly basis?  
About 5 times a week. Mostly for lunch while at work. About 20 times a month.
- How often do you order delivery on a weekly or monthly basis?  
About once a week.

- When was the last time you ordered delivery?

Yesterday

- How do you typically order delivery? Do you call or use a website?

Through a website because they do not like talking on the phone.

- Would you use an online service called Grubhub to order delivery or takeout?

Yes and they have used Grubhub before.

- Is there anything specific you'd like to see if you were to order food with an online service?

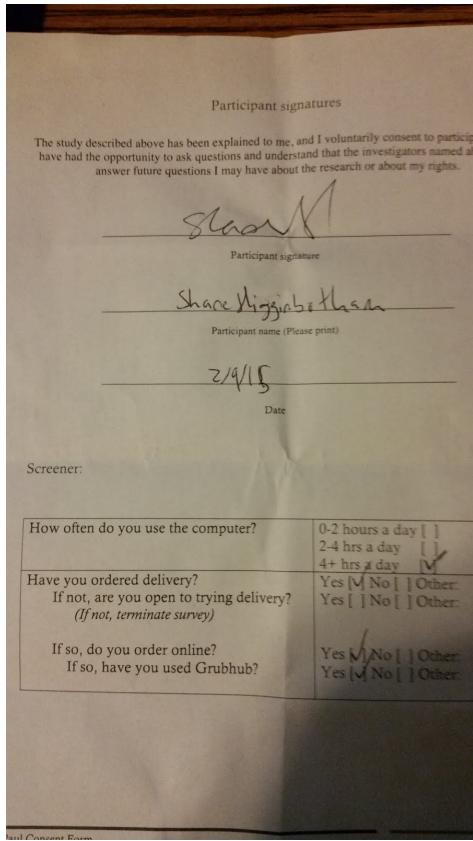
Want to see closing times more clearly.

- Is there anything specific that ever hinders you or convinces you not to order food online?

Not being able to see if the restaurant is about to close when you are trying to check out until they close and it prevents you from finishing the order.

- Describe your previous delivery order. Was it good or bad? Why?

Previously ordered Mexican food and it was “good”. There were no complaints.



### General information:

- What type of computer - () PC () Mac
- How often do they use the internet - () Less than 1 hr. () 1-3 hrs. () 3-5 hrs. () More than 5 hrs.
- What do they mostly use their computer for - () Work () Media () Gaming () Art

### Post-general questions:

- How often do you eat out on a weekly basis? On a monthly basis?  
About 10 times a week. About 40 times a month.
- How often do you order delivery on a weekly or monthly basis?  
About 2-3 times a week.

- When was the last time you ordered delivery?

Yesterday

- How do you typically order delivery? Do you call or use a website?

Normally order through Postmates. It is an online delivery service that will pick up food for you from anywhere, even McDonalds. Not a fan of Grubhub's inflated prices.

- Would you use an online service called Grubhub to order delivery or takeout?

Yes, but prefer Postmates due to more options.

- Is there anything specific you'd like to see if you were to order food with an online service?

No delivery fees.

- Is there anything specific that ever hinders you or convinces you not to order food online?

Want a larger selection of restaurants and have their entire menu on Grubhub. Some places are missing a few menu items.

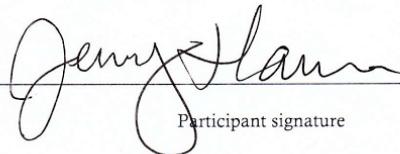
- Describe your previous delivery order. Was it good or bad? Why?

Just ok. Nothing better than other online services, but nothing particularly worse.

Kyle Burger Interview Notes:

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

Jenny Hanna

Participant name (Please print)

02/04/15

Date

Screener:

How often do you use the computer?	0-2 hours a day <input type="checkbox"/> 2-4 hrs a day <input type="checkbox"/> 4+ hrs a day <input checked="" type="checkbox"/>
Have you ordered delivery? If not, are you open to trying delivery? <i>(If not, terminate survey)</i>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other: Yes <input type="checkbox"/> No <input type="checkbox"/> Other:
If so, do you order online? If so, have you used Grubhub?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> Other: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Other:

Kyle Burger | Joey Meyer | Joe Tosto



**Interview Questions**  
**ISM 360 - P2 User Research**

**Develop rapport:** ✓

- Introduce yourself
- How is your day going?
- What is your major?
- Have you done anything like this before?

**Disclaimers:** ✓

- Explain the reason why you are conducting the interview.
  - ◆ i.e: We are performing this interview to test the Grubhub website and to learn about the user experience surrounding it.
- Assure the interviewee that their answers are confidential.
- Remember to say that they can decline the interview if they so choose.

**General information:**

- What type of computer  PC  Mac
- How often do they use the internet -  Less than 1 hr.  1-3 hrs.  3-5 hrs.  More than 5 hrs.
- What do they mostly use their computer for -  Work  Media  Gaming  Art

**Post-general questions:**

- How often do you eat out on a weekly basis? On a monthly basis?

2-3 times / week

Kyle Burger | Joey Meyer | Joe Tosto

- How often do you order delivery on a weekly or monthly basis?

0-1 this past month

- When was the last time you ordered delivery?

long time ago

- How do you typically order delivery? Do you call or use a website?

call

- Would you use an online service called Grubhub to order delivery or takeout?

- would consider

- Haven't used

- Is there anything specific you'd like to see if you were to order food with an online service?

- Ability to track delivery

- Is there anything specific that ever hinders you or convinces you not to order food online?

- Money

Kyle Burger | Joey Meyer | Joe Tosto

- Describe your previous delivery order. Was it good or bad? Why?

- pizza guy was late, cold  
food

- Suggestions:

Good usability to order,  
but hard to tell what  
buttons can be interacted  
with.

- What are group orders?

- Less creepy doodles, more  
usable buttons.

- Update fonts!

- wouldn't use after

Showing website interface.

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.

(consent was recorded)

Participant signature



Participant name (Please print)

2-5-15

Date

Screener:

How often do you use the computer?	0-2 hours a day [ ] 2-4 hrs a day [ ] 4+ hrs a day <input checked="" type="checkbox"/>
Have you ordered delivery? If not, are you open to trying delivery? <i>(If not, terminate survey)</i>	Yes <input checked="" type="checkbox"/> No [ ] Other: Yes [ ] No [ ] Other:
If so, do you order online? If so, have you used Grubhub?	Yes <input checked="" type="checkbox"/> No [ ] Other: Yes <input checked="" type="checkbox"/> No [ ] Other: once

Kyle Burger | Joey Meyer | Joe Tosto



### Interview Questions

#### ISM 360 - P2 User Research

##### Develop rapport:

- Introduce yourself
- How is your day going?
- What is your major?
- Have you done anything like this before?

##### Disclaimers:

- Explain the reason why you are conducting the interview.  
◆ i.e: We are performing this interview to test the Grubhub website and to learn about the user experience surrounding it.
- Assure the interviewee that their answers are confidential.
- Remember to say that they can decline the interview if they so choose.

##### General information:

- What type of computer -  PC  Mac
- How often do they use the internet -  Less than 1 hr.  1-3 hrs.  3-5 hrs.  More than 5 hrs.
- What do they mostly use their computer for -  Work  Media  Gaming  Art

##### Post-general questions:

- How often do you eat out on a weekly basis? On a monthly basis?

2-5 / week

Kyle Burger | Joey Meyer | Joe Tosto

- How often do you order delivery on a weekly or monthly basis?

Only order when at  
on business  
↳ Seattle → grubhub

- When was the last time you ordered delivery?

~month ago

- How do you typically order delivery? Do you call or use a website?

- used grubhub once  
- orders pizza @ home

- Would you use an online service called Grubhub to order delivery or takeout?

yes

- Is there anything specific you'd like to see if you were to order food with an online service?

- Easily prompted

"Would you like a drink" feature

- Is there anything specific that ever hinders you or convinces you not to order food online?

Location

Kyle Burger | Joey Meyer | Joe Tosto

- Describe your previous delivery order. Was it good or bad? Why?

I had ordered from Grubhub  
to colleagues nose in  
Seattle.

- Better menu interface!
- No popups!

**Group Contributions:**

Kyle: Methods section, 2 Personas, 2 scenarios, visuals, consent form, Helped with interview protocol, Helped with powerpoint

Joey: 2 scenarios, 1 Persona, Task Analysis, Cover page, most of powerpoint, Helped with interview protocol

Joe: 1 scenario, 1 Persona, Helped with interview protocol

Improved collaboration from P1, but still room for improvement. We need you to work with us more, Joe!