P4 - Usability Report

Team Two Joes and a Kyle

Executive Summary:

Grubhub is an online service that allows a user to search for restaurants near their address in order to get food delivered or to get takeout. We decided to test the usability of Grubhub by gathering three users and asking them to perform a series of task on the desktop interface of Grubhub. We used the Morae usability testing software to record and observe the tests.

We decided that the optimal tasks would be to ask the users to go through the whole Grubhub ordering experience. This involved four main tasks. The first task was to ask the user to create a fake account, by creating a username and password. The second task was to search for and choose a Chinese restaurant within a three mile radius to the CDM building. We then asked them to add food to their order, and then for the last task input information and complete an order.

We decided to focus on finding potential users who would preferably be younger and preferably students. We wanted the input of younger users because we felt that the site should be catered to easy use for people with busy schedules.

Through our usability tests we discovered loads of useful information. We observed our users and recorded many quotes and suggestions that could be used to improve the Grubhub user experience. Some notable issues we discovered are that there is so much wasted space on the website, there needs to be more feedback when completing actions, the developers should also make filters and indicators more visible as to prevent errors.

If these design and user interface changes take place, Grubhub would be a much easier and streamlined site to use. It is functional and with enough time the user will complete their actions but these improvements could make it truly great.

Procedure:

Before starting our usability tests we had our testees sign user consent form and we let them know that it was a test of Grubhub and not their ability to use Grubhub. We asked them some screener questions like what type of computer they have, if they've used Grubhub before, and how many hours a day do they usually use the internet. We then told them that they would be testing the entire Grubhub ordering experience. We first asked them to tell us their first impressions of the site, which gave us a lot of

valuable information. Once all the tasks were complete we had an exit survey where the testees gave a written evaluation of the website.

Each of us had an opportunity to conduct a usability test and use the Morae Observer software to observe the test.

Testing Environments and Recruiting Criteria:

Before conducting the usability tests, we sought out three people who passed our screening criteria. We were looking for people who were between the ages of 18-30, use the internet at least a few hours each day, had little to no experience with Grubhub, and were willing to participate in the tests. After we each found a person that met the criteria, the tests were scheduled to be conducted in CDM Room 805 on Saturday, March 7, 2015.

On the day of the tests, we encountered no technical issues with the Morae software or the hardware. During the tests, we had the user sit at the testing computer while one of us instructed them to complete the tasks outlined in this document. The other two group members sat at the observing computer on the other side of the wall and video recorded the session. Each task was broken up in the recordings for each session. We also did not use Morae for the questions at the end of each task. The questions were asked verbally and the user's answers were recorded in the videos and written in the instructor's notes.

Observations and Recommendations:

Task 1

"It's good… and it was easy… but I don't know what's going on"

Task: You've used grubhub anonymously before, and this time you want to make an account so your information is stored within its database. Use one of the e-mails provided.

Objective: Can the user create an account?

Overview: All of our users located the button to create an account, two of which pointed out the fact that the button is small and hard to notice.

Severity: Severe

Recommendations: We rated this process 'severe' because all of our users had an issue with this seemingly simple process. All users had some sort of issue with this task.

The average time each spent creating an account was about 70 seconds. Our first user entered a 'Weak' password, but was not told what connotes a 'good' password. The user got a little frustrated and tried a new password, which worked. Our second user forgot to put the '@' symbol in their desired e-mail, and was told the e-mail was invalid. This user got a little frustrated and tried to click the 'Create My Account' button repeatedly and said "[he didn't] know what's going on". The 'invalid e-mail' text went unnoticed for about a minute until they realized the error that was made. The third user experienced some technical glitches when trying to enter in a password. When the textbox was selected, they began to type, but then the page scrolled down and the login panel practically 'disappeared'.
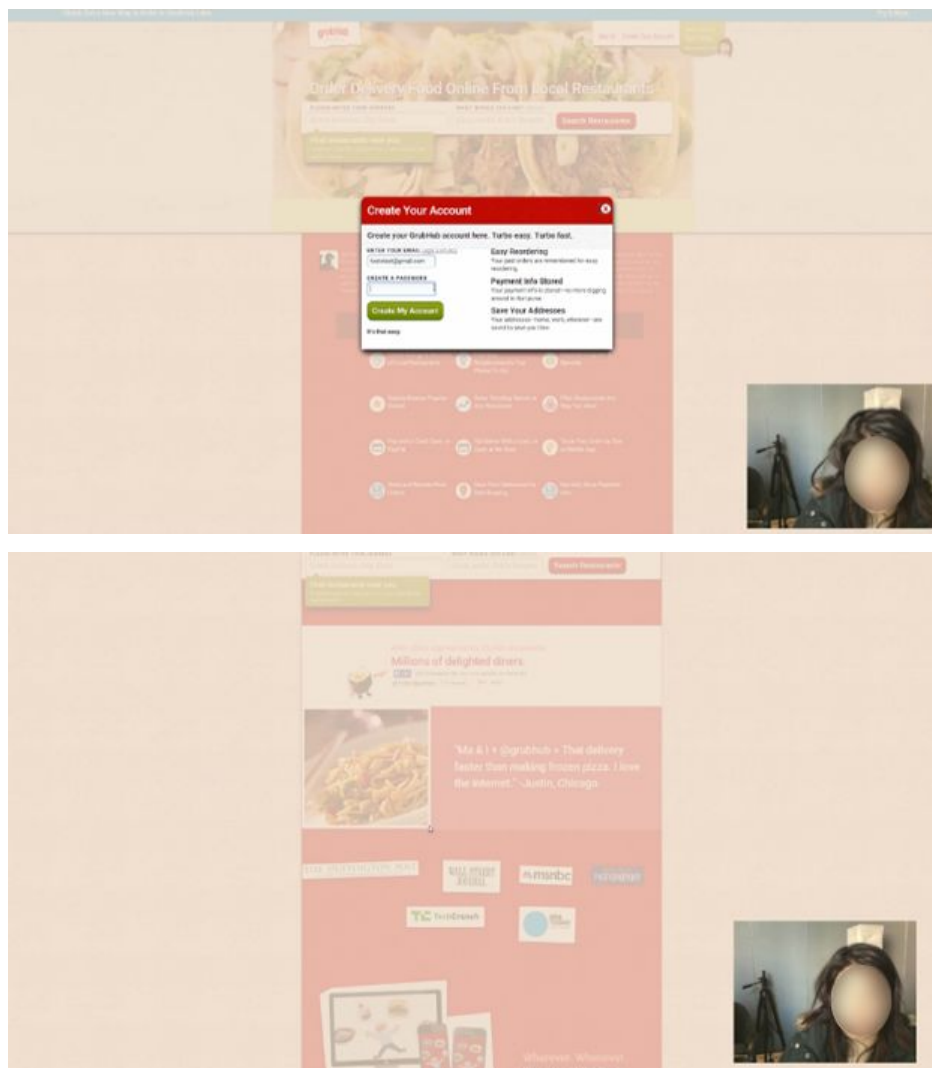
"What is it doing?": *When user 3 tried to enter in a password, the page suddenly scrolled down. We suggest disabling the scroll while the modal panel is active, or making the panel follow where the user scrolls to.*

We suggest to make a separate page for making an account, or simply a better, more helpful modal panel. Instead of telling the users after clicking the 'Create My Account' button, we recommend Grubhub tells the user in some way (perhaps via hint text) that passwords must contain a certain special character or meet a certain length while they are typing. Instead of saying 'weak' or 'good', perhaps the text should be 'Passwords must be 8 or more characters'. We also suggest that it makes a stronger recognition system for e-mails in order to explain why an e-mail might be invalid. There was also no feedback regarding completion of the account creation process, in which we suggested adding some sort of confirmation. Some ideas we had ranged from a page redirection to a 'Congratulations, you have successfully made your account!' page or even a second panel that appears to confirm the process was successfully completed.

Task 2
"I don't think it has a filter… oh no, nevermind… the words are small!"

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.

Objectives: Can the user find restaurants near their address? Can the user filter restaurants based on what they would like to eat? Can the user filter by distance?

Overview: All 3 users tackled this task differently, some more differently than others. User 1 entered in his address and 'Chinese' into the search criteria. He clicked 'Search Chicago Restaurants' and scrolled through his options. He selected a restaurant that was in a 3 mile radius, but he completed the task without realizing that the restaurant did not deliver. We, however, did not notice this either. The second user did the same in terms of entering search criteria, and noticed that the search filters were hard to spot. The third user entered their search criteria, and the search was completed without them pressing enter. "What if I change my mind?," they asked. "It's too fast" They also did not notice the search filters at first, and exclaimed that the "words [were] small!"

Severity: Minor

Recommendations: We think it should be clearer if a restaurant delivers or not. Most of the users glanced over the text besides the restaurants and some of it could be emphasized. Two of the users noticed the filter section, so we recommend Grubhub makes these sections more apparent. Our second user made a good suggestion, which was making the filters into an easily noticeable drop-down menu, as opposed to showing a few filters and then a 'more filters' option. We were thinking of a filtering

system similar to that of YouTube's:
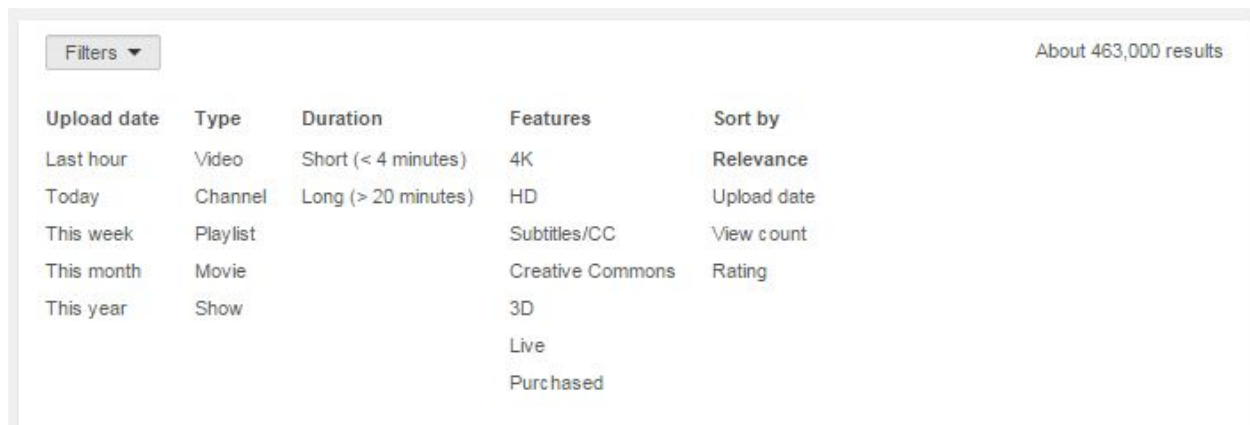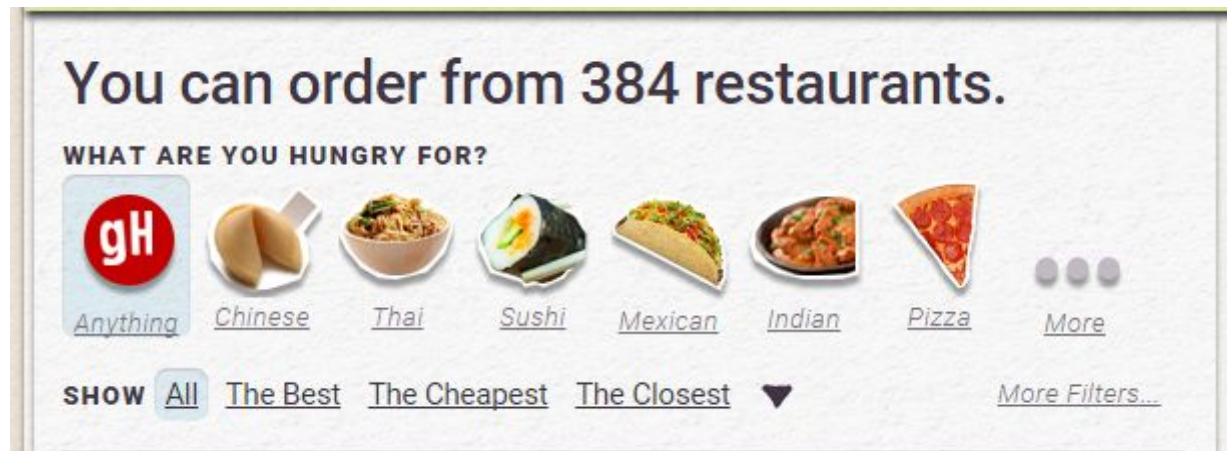
Comparing filters: *The YouTube filtering system is not hidden among an array of icons. It is instead the only button at the top of the search results, making it easy to spot. When it is clicked, it reveals a list of different filters.*

Task 3
"It's the worst of both worlds."

Task: You want to place your order from this restaurant with food you like.
Objectives: Can the user choose menu items to order then proceed to the checkout page? Does the user know how much money is needed to order delivery?

Overview: We instructed the users to order anything they wanted. We had user 1 choose a new restaurant since their previous selection did not offer delivery. Each user, to our surprise, managed to get through this section quite easily. User 2 said they experienced difficulties with selecting some menu items, as they selected a part of the "button" that was unselectable and instead ended up highlighting text. "That's a very,

very small [issue]... Grubhub is very catering to their mobile audience", says user 2, "the desktop [version] should never be lacking". He explained to us that the Grubhub website has essentially taken the mobile interface and forced it into a desktop interface. "It's the worst of both worlds." User 3 was unsure of whether to enter in information in the "special instructions" box . When asked about it, they explained it was unclear that it was optional.
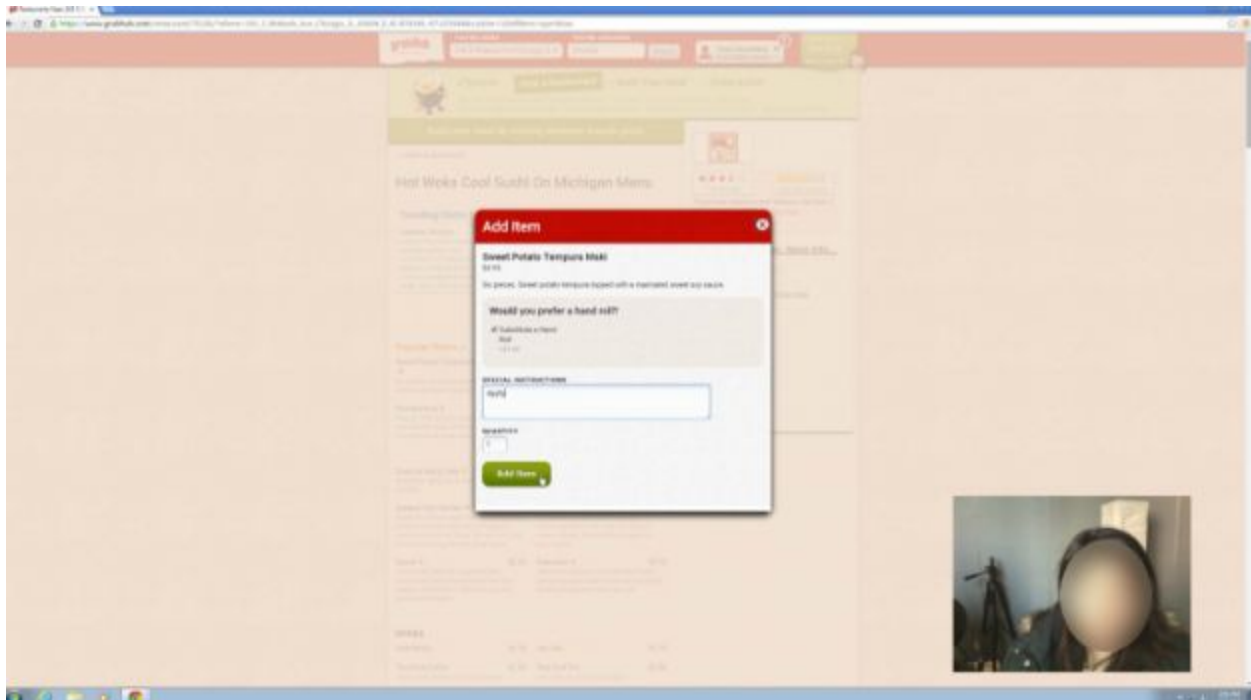
Severity: Minor

Recommendations: We think Grubhub could definitely improve this interface by making it clear that the menu items are buttons, and what is and is not optional. The interface did seem 'mobile', as user 2 explained. Parts of the interface did not feel properly optimized for desktops like the large buttons. In order to build on this, we suggest Grubhub makes some sort of signifier that for their menu options to show they are clickable, and makes them not take up as much space as they do. Users did not struggle much with this task and offered helpful feedback.

Items matching "pizza"

Pan Cheesy Beef Pizza $21.99+
Finely sliced Italian beef smothered in extra cheese.

Pan Hawaiian Pizza $21.99+
Juicy bits of pineapple and finely sliced ham topped with cheese

Cheesy Beef Pizza $19.99+
Finely sliced Italian beef smothered in extra cheese.

Pan Meat Lovers Pizza $26.99+
Tired of the greens? Loaded with all your favorites: Sausage, pepperoni, ham, and ground beef

Pan Romeo's Delight Pizza $28.99+
A feast of toppings! Sausage, pepperoni, mushrooms, onions, green peppers, ham, and ripe black olives

Pan Romeo's Junior Delight Pizza $26.99+
A lighter version of our classic. Sausage, pepperoni, mushrooms, onions and green peppers

Pan Vegetarian Pizza $23.99+
No meats here! Mushroom, onion, green pepper, and ripe black olives topped with cheese

Twisty Breadsticks ★ $4.99
Eight pieces of our signature Twisty breadsticks - warm and soft inside with a delicate crisp crust. Comes with a side of pizza sauce and garlic sauce

Mozzarella Sticks ★ $5.99
Six cheesy baked mozzarella sticks and a side of our pizza sauce

Medium 12" Thin and Crispy Cheese Pizza ★ $14.99
Papa Romeo's only uses the highest quality ingredients.

Small 10" Thin and Crispy Cheese Pizza $13.99
Papa Romeo's only uses the highest quality ingredients.

Large 14" Thin and Crispy Cheese Pizza ★ $16.99
Papa Romeo's only uses the highest quality ingredients.

Giant 22" Thin & Crispy Cheese Pizza $30.99

Large Deep Dish Pizza $24.99

Grubhub's menu interface: *The user does not know right off the bat that these items are clickable. We recommend Grubhub makes them actually look like buttons, perhaps by adding a border to them. We thought underlining the item names and changing their text color might also help.*

Task 4
"The address was already entered… convenient!"

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Task: You want to place your order from this restaurant with food you like.
Objectives: Can the user input all information needed and then (pretend to) confirm the delivery?
Overview: A simple task, we asked the user to get to the point where they would confirm their delivery. We asked each user to input any information with Paypal and whatever name or other information they desired. Users did not struggle with this task, although some did things differently. For instance, one user clicked on the tip percentage instead of typing in a custom amount (they were unaware the tip percentages could be clicked

on when asked about it). One user suggested that special characters should be invalid in the name section (special characters like "!" and "$"), as they entered in information in the form of these characters.

Severity: Minor

Recommendations: The checkout page had the least errors of the tasks. Users liked the preset information like the address. One user like that the tip could be calculated with the press of a button. We agreed that special characters should not merit a green checkmark in some fields. We thought it should also be more clear if some 'special instructions' fields were optional, as one user was unsure what to say in the 'delivery instructions' box.

Appendices:

Appendix A - User Participant Grid

Time	Name	Occupation	Age	Gender	Used Grubhub Before?	Computer Usage
3/7 - 3:30pm	Name withheld	Software Programmer	27	Male	No	3-5 hrs/day
3/7 - 2:45pm	Name withheld	Student	26	Female	Yes	3-5 hrs/day
3/7 - 2:00pm	Name withheld	Student	20	Male	Yes	3-5 hrs/day

Appendix B - Supplemental Materials

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. Use one of these e-mail addresses. [hand test e-mails sheet]*

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

(signature)

(signature)

Joseph Tosto (signature)

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

Note Taking Form:

Participant: _____

Features	Tasks/Questions	Notes/Quotes
Account Creation: Can the user create an account?	*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.*	*How confident was the user? (0-5)*
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?	*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.*	*How confident was the user? (0-5)*
Food Selection: Can the user choose menu items to order then proceed to the checkout page? **Delivery visibility:** Does the user know how much money is needed to order delivery?	*You want to place your order from this restaurant with food you like.*	*How confident was the user? (0-5)*

Checkout: Can the user input all information needed and then (pretend to) confirm the delivery?	*You are all set to order some food, but you must first input some information in order to complete your order.*	*How confident was the user? (0-5)*

Appendix C - Pilot Test Results

We changed some tasks from the previous protocol, such as the final task. We didn't know exactly how far to bring the user, so we decided since there is no personal info entered using Paypal, we would ask them to pretend they are a Paypal user and to get up to the point where they would be brought to the Paypal login screen after clicking Checkout in Grubhub. We also changed up the first task by making test e-mails for the users to use as opposed to them making one up or having them use a personal one.

Appendix D - Team Contributions

Kyle - Moderator, Observer, Powerpoint outline, Highlight videos, Observations + Recommendations, Appendix
Joey - Moderator, Observer, Powerpoint info, Powerpoint graphic, Executive Summary, Procedure,
Joe - Moderator, Observer, Powerpoint info, Testing Environments and Recruiting Data