

Postmates Usability Study



Content

- 01 Introduction
- 02 Users / Personas
- 03 Methods
- 04 Insights
- 05 Recommendations



Introduction



Goals of the Research

[Foundational] What features are most important to users, what users, and in what contexts?

[Evaluative] Is the interface able to communicate its feature to a diverse set of users (e.g. novice, expert users)?

[Discoverability] How discoverable are certain features (e.g. group orders, Postmates unlimited, food filters, etc.)?

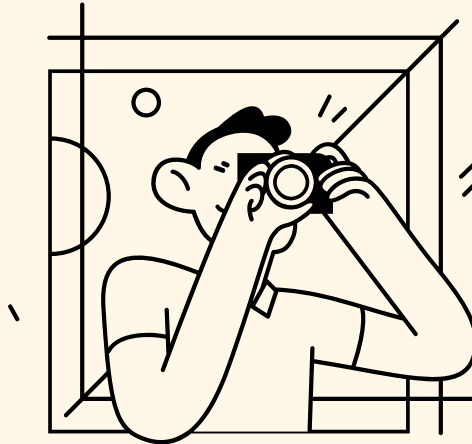
[Usability] How do users troubleshoot within naturalistic contexts?

Users / Personas

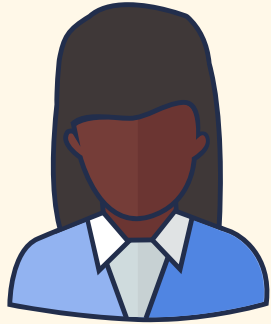


Ayden Kearns

- Freelance artist, frequently travels to new cities and orders out.
- Ayden had a poor experience with another food delivery app. He is looking to replace it.
- Has a gluten allergy.



Users / Personas



Jocelyn Aeris

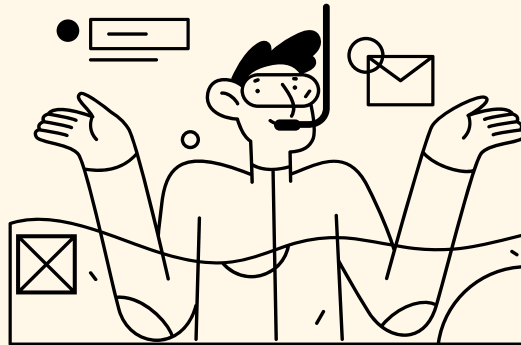
- Single mother with two children. Works full time and has a full schedule.
- She finds it difficult to visit the grocery store and prepare meals.
- She has never used a delivery service before and was referred to Postmates from a friend.



Users / Personas

Brandon Dolce

- Lives with roommates and works from home. He is very social.
- He is looking for a way to order food in a group with ease and to be able to split the bill.
- He is interested in finding new restaurants he has never ordered from.



Users / Personas



Jennifer Barris

- College student who lives at home with her parents.
- Does not like cleaning up.
- Frequently reorders the same food / orders from her favorite restaurants.



Methods



Overview

- Specific tasks
- Naturalistic goals
- Unstructured exploration of the product

Quantitative

- Effectiveness - Did they complete the task?
- Efficiency - How many clicks?
- Satisfaction - Did they enjoy it?
- Ease of use - Rated difficulty



Qualitative

- Signs of frustration
- Signs of confusion
- Signs of satisfaction

Performance Measures

- Task / Goal completion
- Time on task
- Number of errors

Behavioral Measures

- Hesitation
- Effort
- Eye movements

Sample Size

- 6 participants

Insights



Insights

[66%] of participants found Postmates moderately difficult to use.

[66%] of participants had frustration and needed help with common tasks.

[7.83/10] Intuitiveness of Postmates was reported.

[Naive vs. Experienced] Naive users struggled much more than experienced users.

[Discoverability] Features would have gone unnoticed if participants were not asked to specifically use them. Poor discoverability.



Recommendations



Recommendations

- Give users easier access to customer service by including the buttons labeled clearly. E.g. Contact Driver, or Contact Customer Service. This is critical during delivery tracking.
- Add filters and tags that are cross-checked with vendors to help people with special needs trust the search engine and the app to recommend food that they can eat.
- Allow delivery and pickup to be interchangeable during checkout or anytime when the user adds an item to cart.



Recommendations



- Inform users beforehand if the restaurant does not allow one form of delivery to save the users time and frustration.



- Add a pop-up tutorial for new features and first time encounters.



- Keep buttons in the same location as other delivery apps to allow easier acquisition of customers from existing apps.



- Add more robust filters such as filtering by restaurant delivery time.

