



POSTMATES

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ISE-215 SEC 01 - User Research/Usability Testing (Spring 2021)

Postmates (Mobile App)

Usability Test Protocol



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Introduction

Product Introduction

Postmates is a widely used mobile application that allows users to quickly and easily deliver food or goods directly to their door. Postmates was founded in San Francisco in 2011 and now provides its services to approximately 3,500 cities across the United States. At the time of creation, Postmates addressed one simple question: "Why can't I have delivered what I really want?"; the answer to this question became the core of development for Postmates. Postmates is transforming the way goods move around cities, and their goal is to enable anyone to have anything delivered on-demand.

Throughout the years, Postmates has introduced various features in order to enhance the user experience. In its 2015 update, Postmates included the ability to track deliveries, to give meals as a gift, and enabled users to see the estimated time of arrival for their order delivery. During the COVID-19 pandemic, an additional feature was introduced; contactless delivery. Contactless delivery provides a safe method for the user to still receive their food without needing to interact with a Postmate courier upon arrival. Currently Postmates serves 80% of U.S. households across all 50 states, and is partnered up with 600,000 merchants; the most selection in the United States.

The greatest advantage of food delivery services is convenience. Users can quickly decide on what they want to order, when to deliver, and how they're going to make payments; all in the comfort of their own home. After placing an order, food or other goods can be expected to reach the customer's location without the customer ever having to leave the premises. This is where the usability of the mobile UI is incredibly important. A good user experience will not only allow the user to achieve the tasks listed above but will also provide the user with flexibility and guidance within different contexts of use.

Partnered with the main consumer facing interface, Postmates also has a separate interface for the food courier side of the model. Even so, the consumer facing interface will be the main focus of this report



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Product Description

According to Postmates, their mission is to “deliver nearly anything from your favorite restaurant or retailer in minutes” and “empower communities to shop local and empower businesses to grow”. Main features of the Postmates app include browsing through nearby restaurants after putting in an address, adding items to cart, ordering delivery or pick up, tracking status of delivery, etc. The current User Interface of the Postmates app looks as follows:

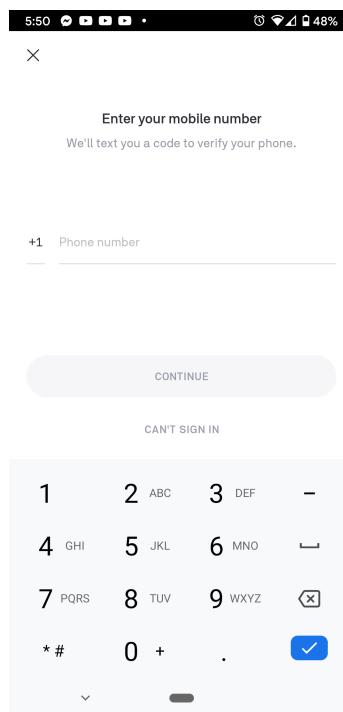


Figure 1: First screen (first-time use)

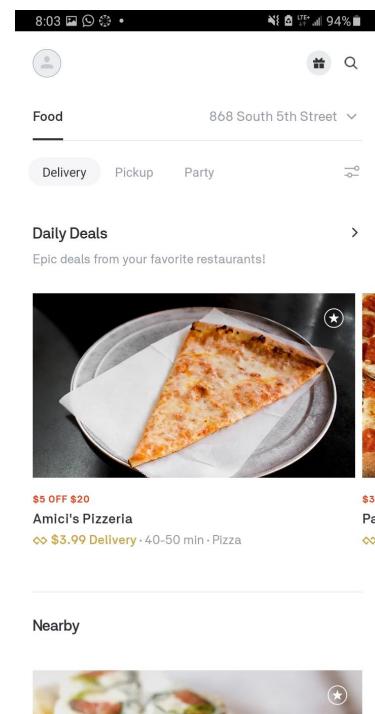
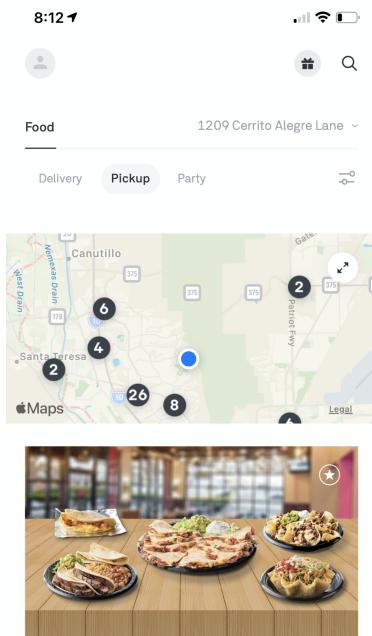


Figure 2: Home Page (Delivery)

Postmates only offers its service if you become a member, therefore the initial screen (Figure 1) will ask the user to provide their phone number to sign up or log in. The next screen (Figure 2) will ask you to input your address in order to find nearby restaurants for either delivery or pick-up, though the default screen is the delivery screen.



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Taco Cabana
1.9 miles - 20-25 mins



Figure 3: Home Page (Pick up)

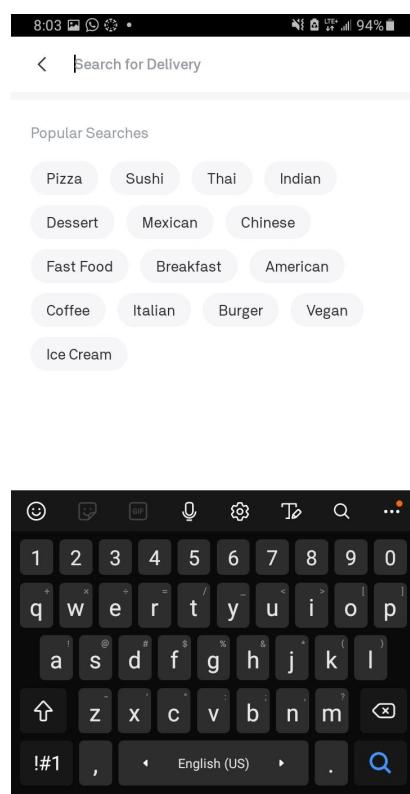


Figure 4: Search Page

If the user wishes to pick up their own food instead of delivery, they are led to Figure 3, where they can also see a map with their current location and locations of the nearby restaurants. Additionally, if the user wants to search for a specific restaurant or dish they can go to the screen in Figure 4, where there will also be preset popular searches available for the user to choose from.



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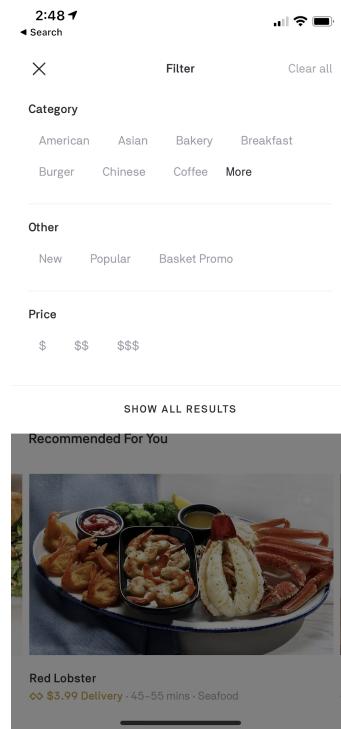


Figure 5: Filter Page

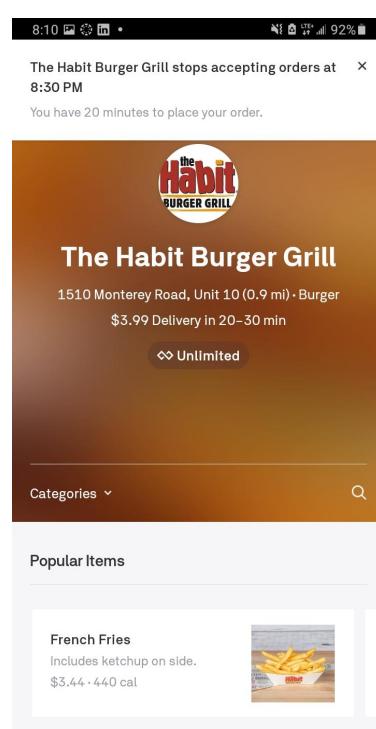


Figure 6: Restaurant Page

On the other hand, if the users do not have a specific restaurant or dish in mind, they can filter their search by their preferences (Figure 5) and even eliminate expensive restaurants if the user is not able or willing to pay too much money. Once a restaurant is picked out they can scroll through the restaurant page (Figure 6) to look at the menu options and start adding items to their car. On this page they can also search a certain dish from this specific restaurant or short cut into different categories from the menu.



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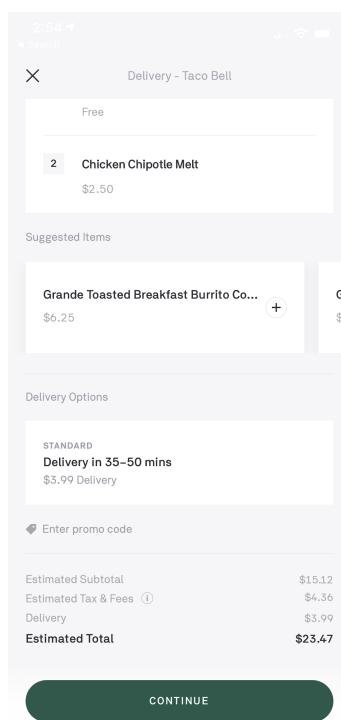


Figure 7: Check out Page

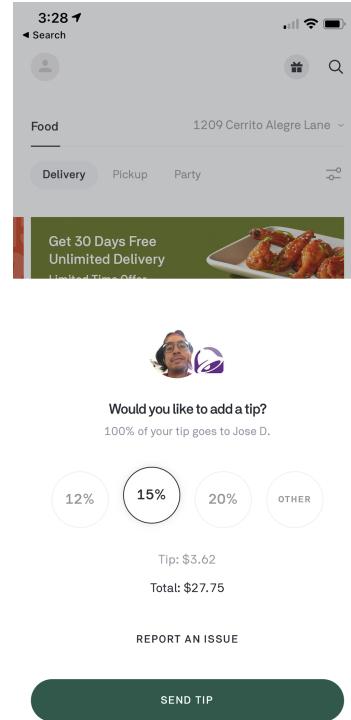


Figure 8: Tipping Page

Once items are picked out, the user will be led to the checkout page (Figure 7), where they are presented with additional suggested items to encourage them to add more items to their cart. On this page they will also see their estimated total cost and see the cost breakdown including Estimated Subtotal, Estimated Tax & Fees and the Delivery cost. After the user confirms their order, they will be waiting for delivery update notifications from Postmates and additionally will be sent delivery update texts to their phone number with which they signed up. Once the order has been delivered, the user will be presented with a pop-up tipping page (Figure 8), where they will be asked to tip their driver. Their options will be 12%, 15%, 20% or a custom amount. However, they cannot exit out of this page without making a decision.



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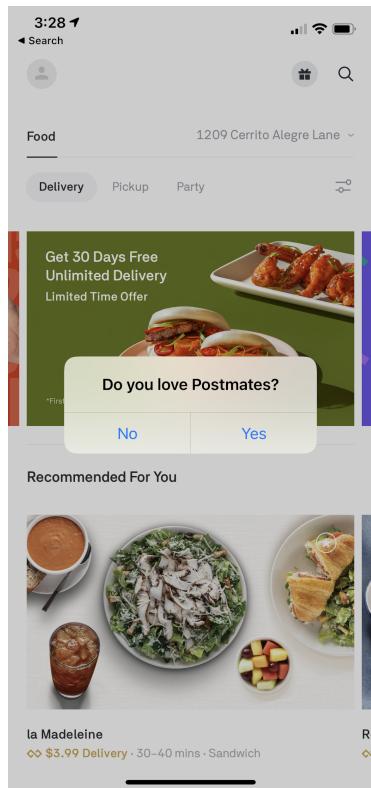


Figure 9: Survey Page

Cancel **What went wrong?**

We are very sorry to hear you had a negative experience. [i](#)

Select area of improvement:
select one

- Delivery prices too high
- My order was just wrong
- Restaurant selection
- Menus are incorrect
- Delivery times are inaccurate

How else can we improve the experience?

Please provide a response

Submit

Figure 10: Feedback Page

Finally, after the delivery driver has been tipped and order has been delivered, the user may have a survey pop-up from the Postmates app (Figure 9), where they will be asked whether they love Postmates. The only options given to the user are “No” and “Yes,” respectively, and again the user will have to make a decision in order to continue using the app at that time, without having to exit out of the page. If you pick “No” as an answer, you will be presented with an additional survey (Figure 10) about what areas need to be improved, and an opportunity to give feedback on how Postmates can improve the user’s experience.



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Users and User Goals

Millions of users rely on Postmates for their food and goods delivery service because it has provided them convenience in their daily lives. The ultimate goal of users is to have food or goods delivered to their home without having to physically be present at the restaurant/store. However, although the goal is simple, there are several different requirements needed in order to achieve this goal quickly and sufficiently.

User Goals

Below are some common requirements users will expect from a food and goods delivery application: (this list was based off of an informal heuristic evaluation conducted by the team)

List of Required Features:

- Hassle-free account registration
- Search for restaurants by name
- Populate a list of restaurants based on current location
- Filter search list based on a variety of different attributes (e.g genre of food, price tag, fastest delivery)
- Track the delivery in real-time
- Ability to contact the courier
- Favorite a restaurant
- Add food to cart and schedule orders
- Make payment easy
- Review order history
- Place a group order
- Rate a restaurant food
- Remove an item from the cart
- Change a user setting
- Change delivery method (e.g. pickup or delivery)
- Cancel an order
- Reorder past dishes
- Leave a note when placing an order
- Ability to customize an order
- Offers and promotions
- Review restaurant profile
- Locate restaurants
- Estimated delivery time and delivery fee



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In order to develop a better understanding of the types of users and their goals, further research was conducted to establish the demographics of users who use Postmates or other food delivery applications.

User Demographics

According to a report by Zion & Zion published in 2017, the largest percentage of users (63%) of any food delivery application (e.g. Grubhub, DoorDash, UberEats, Postmates, etc.) are young adults aged 18-29. There are several reasons why a young adult may use a food delivery service; some reasons may include: not knowing how to cook, being too busy with school or work to leave their desk, or not knowing how to drive/not have any reliable means of transportation. Even so, young individuals are valuable consumers because they are able to influence the purchasing decisions of their friends and family; ultimately driving sales. Individuals within the 30-44 age range may consist of parents or legal guardians. These individuals are responsible for properly providing the necessities of life for their children, and may have unique requirements for their food delivery application such as the ability to deliver groceries. The smallest percentage of users are individuals aged 60 and up, comprising only 14% of total users on all food delivery applications. Speculated reasons for individuals aged 60 and up for not using a food delivery application are: not knowing the product/service existed, inadequacy with technology, or simply not finding value in the food delivery model. Nevertheless, it is worthwhile to investigate why individuals aged 60 and up are less likely to use a food delivery service, and if there are any barriers that exist in the user experience which may have deterred them from using the service.

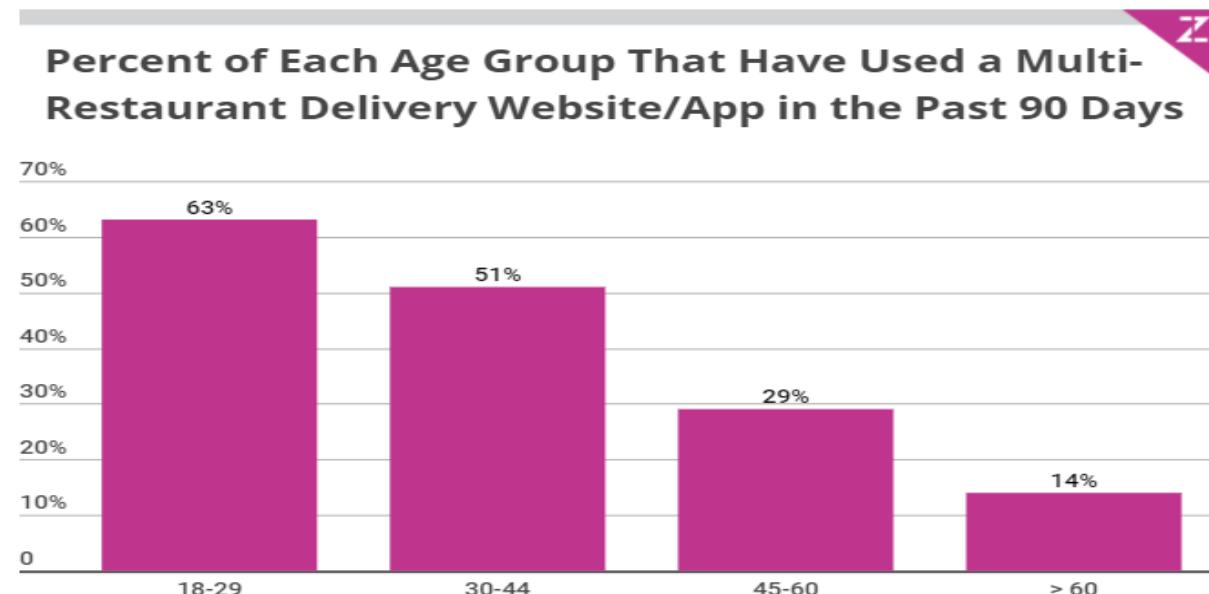


Figure 11: User Demographics of Food Delivery Applications by Age Group

Taken from <https://www.zionandzion.com/research/food-delivery-apps-usage-and-demographics-winners-losers-and-laggard>

Personas/Use Cases

To further segment the users of food delivery applications, our team broke down the users into four different personas and use cases. The personas addressed the different types of users based on experience with food delivery applications, and portrayed the common list of users as well as the potential goals they may wish to accomplish when utilizing Postmates. The ability of the application to address the empathetic need of the user will help determine the usability and satisfaction of the product. The personas encompass both naive and experienced users while taking into account experience with or without other food delivery applications. The personas are broken down into the following: (1) naive to Postmates but has experience with other food delivery applications (most common), (2) naive to all food delivery service applications, (3) experience with Postmate and many other food delivery applications, and (4) experience with Postmates exclusively and wants to streamline the ordering process.

Ayden Kearns (Naive to Postmates but experienced with other food delivery applications)

Ayden Kearns

Age: 35

Family Life: Married

Occupation: Freelancer

Lifestyle: Lives with Spouse

Primary Goal:

- Replace his current go to food delivery application, due to a negative experience
- Ability to find food options in many different locations, specifically gluten free food options



Bio:

Ayden Kearns is a freelancer who has pop-up shops for his art. His job requires him to move a lot so finds himself in new cities every 2-3 months. However, he is busy with his job, therefore has no time to eat outside and usually orders food to his AirBnb or hotel room. Ayden is allergic to gluten, therefore has a difficult time finding gluten free options, especially in new locations. He has used DoorDash, UberEats and GrubHub before, so is well versed with food delivery services. However, Ayden has never used Postmates, and has recently decided to try using Postmates.

Figure 12a: Persona 1 Ayden Kearns - Naive User

Use Case 1

Ayden Kearns is naive to Postmates, but has experience with other different food delivery applications. His go to food delivery application was DoorDash; however, he has had several negative experiences with DoorDash and is now giving Postmates a shot. Ayden hopes to find an alternative to DoorDash and has set expectations from Postmates, but is open to differences. Ayden is allergic to gluten and hopes the interface will allow him to filter by gluten free food options.



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Jocelyn Aeris (Novice User)

Jocelyn Aeris

Age: 41

Family Life: Single with two kids

Occupation: Nurse

Lifestyle: Often at home tending to the house or busy with work

Primary Goal:

- ◉ Ability to order food home for her children and herself on a busy night when she has no time to cook
- ◉ Order groceries online, so they are ready for her to cook when she gets home



Bio:

Jocelyn is a single mother who works full-time and takes care of her two sons, ages 6 and 10. Her busy schedule makes it difficult for her to find time to visit the grocery store, and prepare a meal before her children fall asleep. She has never used any food delivery services before and has just been introduced to Postmates by a fellow co-worker.

Figure 12b: Persona 2 Jocelyn Aeris - Novice User

Use Case 2

Jocelyn Aeris is a novice user who has not used any food delivery application before and is novel to the entire ordering and delivery process. She is using Postmates because her co-worker informed her of the ability to have groceries delivered to her door which she finds to be helpful for the days where her schedule is too packed to head to the store. She is looking for an application which is easy to use and understand to help with her grocery shopping.



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Brandon Dolce (Informed User)

Brandon Dolce

Age: 29

Family Life: Single

Occupation: Engineer

Lifestyle: Lives with roommates and is very social

Primary Goal:

- ⌚ Find an easy way to order food in a group, with his friends, and split the cost easily
- ⌚ Have a large selection of options to find a restaurant where him and all his friends will want to order from



Bio:

Brandon works as an engineer and lives in a house with his friends. He is very social, and often likes to eat out with his buddies if he is not busy with work. As going to a restaurant everyday is tiring, he often likes to order take out on his busy days. Since Brandon is very close with his roommates, he is looking for a platform where he can place orders for a group with ease

Figure 12c: Persona 3 Brandon Dolce - Informed User

Use Case 3

Brandon Dolce is an informed user of food delivery applications and has familiarity with food delivery applications in general, not strictly just Postmates (e.g. UberEats, Doordash, etc). He is a very social person and often likes to go out and eat with his friends during his free time. and is expecting a similar workflow from Postmates. He wants to find an application where he can place a group order with ease.



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Jennifer Barris (Frequent User)

Jennifer Barris

Age: 23

Family Life: Single

Occupation: Student

Lifestyle: Lives with parents

Primary Goal:

- ◉ Have an easy access to the restaurants she orders from the most
- ◉ Ability to reorder the exact same order as before in ease



Bio:

Jennifer is a college student who lives at home with her parents. She likes to order delivery whenever she has nothing to eat at home because her parents are busy, and she is too busy with schoolwork to cook. Jennifer likes to stick to the same dishes whenever she orders because it is what she knows and trusts. She is looking for a way to order her favorite food quickly and efficiently.

Figure 12d: Persona 4 Jennifer Barris - Frequent User

Use Case 4

Jennifer Barris is a frequent user of Postmates. She is familiar with the user interface and ordering/delivery process specifically for Postmates. Although she is a frequent user, she does not explore the application much after she has placed her order. Jennifer's goal is to streamline the ordering process by finding a way to quickly and efficiently order her favorite food.

Study motivations and objectives

As the boom and bustle of everyday life continues, Postmates offers a valuable solution for individuals who are looking for the convenience of not leaving the comfort of their homes while still being able to enjoy a hot meal. Postmates offers delivery services for both food -- and in certain locations -- other goods such as buying flowers. The power of convenience allows individuals to spend more time doing what they want to do, and can become an essential part of an individual's life whose circumstances makes it difficult for them to make frequent trips to restaurants or the grocery store. This has grown especially more important during the last year with the pandemic encouraging people to stay home.

Postmates has commissioned our team to assess the usability of the Postmates mobile experience. Therefore, this usability test plan evaluates the app's user experience for its ability to meet the needs and goals of its target users. We answered the following questions with our usability testing:

- Does the current flow of the Postmates App make sense to our users?
- Does the user understand and/or aware of the functionalities and limitations of the product?
- What are some of the most important pain points that are being experienced by the users?

We tested various tasks that relate to aforementioned user goals and measured usability based on a combination of qualitative data and quantitative data. The results of this study will be used to improve the overall usability of the Postmates mobile experience, which will help users achieve their goals with greater efficiency. By increasing user satisfaction, this may, in turn, drive user engagement with the application and bring value to both the users and the business.

Methods

Overview:

This section will detail the decision we made in determining the test plan created to study the overall usability of Postmates' mobile application. The objective of the usability study was to gain a better understanding of users' likes, dislikes, needs, and understanding of the system. Additionally, we wanted to study whether the interface lends itself to be easily understood by novice and experienced users. The feedback gained from conducting a usability test will provide useful insights for the design team to implement in order to improve the user experience.

The objectives of the study test plan are:

- To identify which features of Postmates the participants find frustrating or confusing
- To identify which potential feature the design team should consider concentrating on bringing to the surface
- To evaluate the usability and effectiveness of the product
- To identify the priorities of the features according to the user
- To evaluate whether the interface is able to communicate its features to novice and expert users without hesitations or contemplations
- To evaluate the discoverability of the premium features
- To assess the users' ability to troubleshoot within naturalistic user contexts.

Participants

We recruited 6 participants for this usability study; this included a mixture of participants aged 18+ from various age groups. 4/6 participants were in the age group 26-35, and 2/6 participants were in the age group 18-25. Postmates was not the go to delivery app of any of the 6 participants. 2/4 participants preferred Uber Eats, and 4/6 participants preferred DoorDash as their go to delivery app. 3/6 participants had used Postmates in the last 12 months, and the other 3/6 participants had not used Postmates in the last 12 months.

The usage of food delivery applications such as Postmates can be due to a variety of reasons; some individuals use it because they do not know how to cook, and others may use it because they do not have enough time in their day to worry about food. Age may be a factor influencing the usage of food delivery applications, where younger users are more likely to use the application than older users. The categories of participants will be broken down into the following:



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- 50% naive users: who have never used food delivery apps but are familiar with smartphones
- 50% experienced users: who either have used Postmates before or have used any type of food delivery app

Users of Postmates have often used other food delivery apps prior to Postmates. This consideration may yield a distinctly different experience for experienced users as they have already established a fundamental model in their brain of how the system works. In contrast, the naive user will have no biases to one certain food delivery application layout, and may experience a different goal and journey. We can use this distinction to compare how well Postmates serves naive users in comparison to experienced users.

Recruiting

The participants for this study were gathered through Reddit.. Recruiting users through Reddit allows for a random selection of participants. . Scripts for these postings as well as the corresponding flyers are surveyed and can be seen in **Appendix A**. Within each advertisement/Flyer is a link and QR Code to the survey screener that will be used to gather a list of potential research participants.

Screening

The screening process for the participants were conducted through an initial Google form survey, highlighting basic demographic information such as age, location, and communication details. This was to help the recruiters deduct which of the participants fits the research criteria in order to participate in the study session. In addition, the initial screening survey filters out those under the age of 18, and those who are unwilling to consent to an audio and video recording. Please see **Appendix B** for a screenshot of the Google Form screener survey.

Scheduling

After the participants had been acquired, the researcher sent an email (See script included in **Appendix A**) to confirm availability for a time slot, and followed up with a confirmation email detailing the location, number to call, and repeat of the scheduled session date and time. The confirmation email was used to give the participant the opportunity to review the session date/time information and make changes accordingly. Moreover, the confirmation email also provided a way for participants to contact the researcher in case they got lost, needed to reschedule, or



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canceled their session. The scripts provided in the **Appendix A** were featured in case the participant recruiter is unable to send them out.

In order to keep track of the scheduled participants, a Google sheet was created to keep a log of participants' contact details, scheduled date and time, conditions, and set reminders 24-hours before the study.

Compensation

Once the participant attended the entire session, the researcher marked their attendance in the shared Google sheet and the participants were compensated for 60 minutes of their time via \$20 in cash or Venmo.

Study Design

Overview

This study used specific tasks, naturalistic goals, and unstructured exploration of the product in order to give a holistic view of its downfalls. The specific tasks are detailed in the study script. This script was formulated using preliminary data from a heuristic analysis completed by the research team and its goals were directed by aforementioned heuristic analysis.

Use Case Focus

We have studied naive and experienced users, in both relaxed environments as well as simulated stressful situations. The users used both individual and group order features. The goal was to evaluate how effectively the product is able to communicate its features to the user.

Informed Consent

Our study was behavioral and involved human participants, therefore we received both written and verbal consent from our participants. The written consent was received through our screener survey.

We took audiovisual recordings of the participants and their interactions with their own desktop throughout the duration of the study. Participants were informed of their rights and asked to confirm their consent verbally to audiovisual recordings at the beginning of the study. They were also given a written session introduction that gave an overview of what the study involved.

We did not record the participant without their consent.

Please see the **Appendix F** for the session intro, IRB consent form, and the Bill of Rights documents.

Metrics and Measures

Our usability metrics focused on objective and observable behavior of the user. Follow-up questions targeted unobservable phenomena such as user perceptions on ease of use and levels of satisfaction with the interaction. In order to define these metrics, we developed a list of what to look out for when evaluating the performance of the user:

Quantitative

- Effectiveness - Did they do it or not?
- Efficiency - How many clicks did it take?
- Satisfaction - Did the participants enjoy it or find it satisfying?
- Ease of Use - Rating of their ability to use the product easily.

Metric	Score
Effectiveness	Binary yes/no
Efficiency	Number of clicks
Satisfaction	1-10
Ease of Use	1-10

Table 1: Metrics and Measures

Qualitative

Non-verbal body language

Signs of frustration: explicit utterances, furrowed brows, fidgeting, vocalizations (grunt, blowing air bubbles, sighing)

Signs of confusion: hovering, neck touching, looking up and around, asking for help, clicking around, head holding

Signs of satisfaction: relaxed posture, explicit utterances



Performance Measures

Task or Goal Completion

Effectiveness was determined by task or goal completion, in addition to other quantitative measures. In the naive condition, the task completion, time on task, and number of steps and mistakes were measured for effectiveness.

Time on Task

An important performance measure was to be able to understand how long it took for first time users of Postmates to find the features that they thought were necessary in the process of ordering food. As a goal, it would have been optimal for the interface to communicate clearly where certain options can be found, which was measured by time on task. There were time constrained scenarios included in the study too. Time-constrained scenarios simulated urgency and stress for the participants. These allowed for evaluation of the participants' interactions when in a less than ideal emotional state, which is also often more realistic.

Number of Errors

The number of errors measured in the task analysis and semi-structured interviews were collected to indicate performance. A good user experience and interface should result in few errors, therefore this data was used to evaluate error prevention in the Postmates user interface. It can also be used in future studies as benchmark data after some design changes.

Behavioral Measures

Efficiency

Efficiency was determined both quantitatively and qualitatively. The number of steps the user takes in order to complete a certain task or goal were measured as markers of efficiency. This data collected was compared to the optimal number of steps (as dictated by usability principles) and used to compare future studies with improved interfaces.

Additionally, behavioral markers of user frustration, effort, and satisfaction were noted through observations throughout the study. Using the two camera recordings, screen recordings, and microphone recordings, data of the following were collected:

- Facial expressions (frowns, flattening lips, furrowed eyebrows, etc.)
- Body posture



- Unsolicited verbal utterances and comments (“uhh”, “pfffff”, expletives...)
- Eye movements
- Task navigation

These are all obtained to identify indices of:

- Hesitation
- Confusion
- Difficulties
- Frustration
- Effort
- Satisfaction

Subjective Measures

Subjective data was collected throughout the session via open ended and subjective probe questions at the end of the study. Subjective data were also continuously collected throughout the session such as types of questions being asked, utterances, and comments, subjective data is formally collected in the last 10 mins of the session. Though a script was prepared to make sure the data we need is collected, each participant is unique and has different behaviors. The script was adjusted at times in order to probe into unforeseen behaviors that the script did not account for. These unforeseen behaviors were probed into and often transcribed word-for-word.



Test facility

This study took place in the usability lab at Postmates headquarters in San Francisco. Our usability laboratory had a Reception Room, Participants Waiting Room, Testing Room, AV Room, and an Observation Room for non-ux researchers, as depicted in **Figure 13**. The rooms the participant had access to were the Reception, Waiting and Testing rooms. A one way mirror connected the Testing Room and the Observation Room from one side and on the other side for non-ux researchers. For security purposes, the observation room was accessible by key fob only. For set up, researchers used the Experimenter Checklist for a complete set of instructions and materials for the study (**Appendix G**). In between participant sessions, Reset Procedures were used to complete break down and set up (**Appendix H**).

This was the floor plan for the lab we built for usability testing:

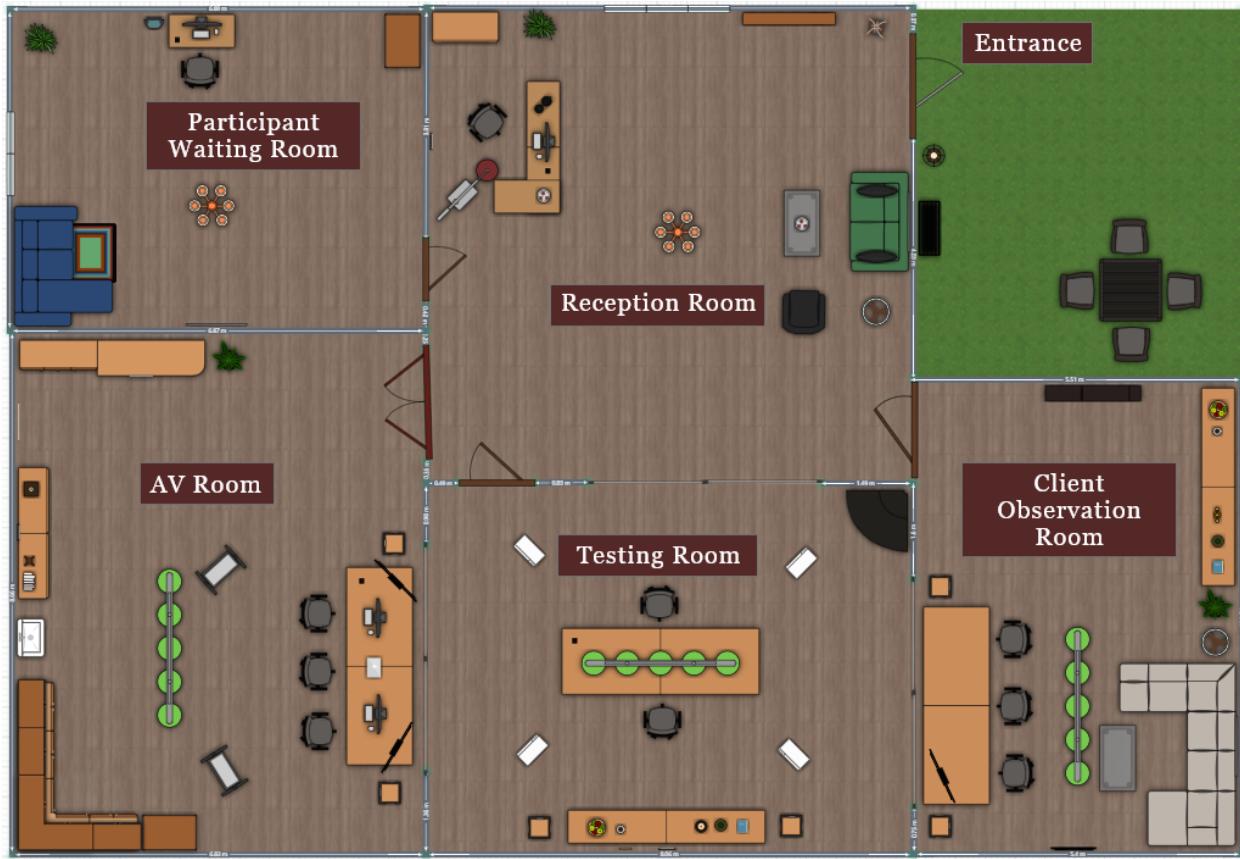


Figure 13: Layout of the testing lab

The lobby is where we greeted the participants when they arrived and offered water or snacks. Bar



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Figure 14: Reception Room

The participant was then directed to the waiting room where they looked over the session intro, bill of rights, and the consent form. This room was important for spouses, children, friends of participants that may have accompanied the participant. It was also space for the participants to wait in if researchers were not yet ready for them.



Figure 15: Participants and their family waiting room

Next, we had a researcher room where the data logger and the A/V person was stationed during the usability testing. There was a whiteboard for quick idea notes and storage cupboards for testing supplies.



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Figure 16: AV room (Front view)

They monitored the cameras, the video recordings, and were in charge of taking data in real-time. The wall between the test room and the researcher room was a one-way mirror into the test room.



Figure 17: AV room (Testing room view)

There was a testing room between the client observation room and AV room, where the usability testing took place. The moderator of the session took the participant into this room and directed them through the study.



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Figure 18: Test room

A dedicated room was in the lab for clients. Video monitors and TV display were placed in that room with an entire view of the test room.



Figure 19: Client observation room (Test room view)



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Figure 20: Client observation room (Front view)

Materials

- One Android phone
- One apple phone
- Tripod
- Camera with voice recording
- Sd card
- Notebook
- Sanitizing products
- Scenario Sheets
- Stopwatch
- Laptop

Test Team

The testing team was composed of three researchers, one receptionist, two recruiters, and one AV technician . During the procedure, one researcher was in charge of delivering the consent form and the script. One was in charge of logging data and keeping time. One was in charge of watching the cameras and uploading videos to make sure that the recording is done smoothly. Our team of 5 researchers rotated in the role of moderator between sessions.

Test Procedure [Total Time: 90 minutes]

Overview

This section details the set-by-step procedure for our study. Please refer to the script document for the actual script.

Set-up [10 minutes]

- All researchers in charge of implementing the test protocol arrived at the testing facility.
- Set up table and chairs
- Set up the camera(s):
 - The tripod camera was set up facing the participant such that their face and upper body were centered in the shot.
- Decided who ran the study for the session. The lead reviewed scripts and ready a consent form and a pen/pencil.
- Wrote down the participant number, time start, and date of the session.
- Set up the two smartphones after clearing cache and log-in credentials.
- Sent a reminder to the participant 30 minutes before the study with address and parking details.

[Participant arrives]

- Had the participant sit down and introduced the researchers. Let the participant use the restroom if needed. [5 minutes]
- When set-up was ready, introduced the study using the {Session Intro} section of the script and obtained participant consent to record audio and visuals. They were given a written session intro and a Bill of Rights. [5 minutes]
- Turned on the camera and checked that the audio was recording.
- Asked the participant whether they used Android or iOS and gave them the corresponding smartphone. Began screen recording clicks on smartphones.
- Delivered {task introduction} of the script.
- Asked for questions.

In between sessions, participants were free to go to the restroom or request a break. The script was a guide, but not the rule. Researchers deviated from the script as needed according to what we had already learned from previous sessions and what we



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needed to learn more about. Participants were encouraged to think aloud during the study in order to bring the experience closer to a more naturalistic context.

Wrap-up [10 minutes]

- Followed script for {Thank and pay the participant}.
- Logged that incentive was given and receipt of food.
- Turned off the camera and checked the recording.
- Reset the testing facility.
- Collected all documentation.
- Immediately saved the recording to a secure location.
- Sanitized all surfaces and props with alcohol.

Debrief

After the study session was complete, the participant was given a hard copy of the debriefing sheet, which also contained the researcher contact details. They were also given a verbal debriefing. The participant was encouraged to contact the researchers if they had any questions about the study. View the debrief sheet in **Appendix I.**



Findings

Total 6 participants' (3 naive and 3 experienced food delivery app users) findings were equally distributed among the two types of users. Due to current circumstances the procedure of the study had to be converted to a remote usability session that was conducted online via a Zoom conference call. Earlier, Postmates mobile app was considered under usability testing, but mobile devices won't be accessible remotely so, study was redesigned according to web page format. The session was shortened to 30-40 minutes of time to make it less zoom fatigue for participants. Our findings are summarized via the table below.

Naive Users	Main Finding
Search nearby restaurants / Favorite restaurants	All the naive users were ready to search restaurant through search bar and homepage options
Order item	Two participants checked dish details for ingredients and added to the card.
Contact driver	All the participants succeeded in identifying the help button but further it was difficult from there to choose a particular option for contacting.
Order food under time pressure	Two participants were ordered based on distance of the restaurant from the current location while another one chose based on time factor.
Add specific food	All the participants used the search bar for finding a specific dish like gluten-free or vegetarian.
Place a group order	They were unaware of the group order feature and its need to be more highlighted and promoted on the website.
Delivery to Pick up	Only one used a delivery to pick up option from the home page others used from the cart
Buy convenience product	They were not aware of this feature but figured it out from the "convenience" word in the navigation bar. Some found the wording for "Convenience" to be confusing. They assumed it mean "convenient"



Scheduled order	They were not aware of this feature but they found it when they were in the cart
-----------------	--

Table 2: Main Findings from Naive Users

Experienced Users	Main Finding
Contact driver	Two participants were confused in the after help section. One was wondering if there is no direct button for contacting the driver directly.
Order food under time pressure	Ordering food in time pressure was difficult for them but all of them used the distance factor from the current location.
Add specific food	They expected a better filters as they were not confident about the received results
Place a group order	One participant was aware of this feature but others found it difficult to access and difficult to process.
Buy convenience product	They were not sure if such products are available on Postmates but succeeded in ordering.
Scheduled order	They were aware of this feature because they have already used in another platform but they found it when they were in the cart

Table 3: Main Findings from Experienced Users



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Insight discussion

Issues with Favoriting a Restaurant and Finding Favorites



Priority Level: Low

Adding an item to one's Favorites is an efficient way to streamline the process of reordering from the same restaurant, and ensuring that the restaurants which the user is most interested in always appears somewhere on the selection page. There are two different pathways in which the user can find their favorite restaurants; however, only one method removes all the noise from the page and displays only the favorite ones.

Option 1, see figure 21, the user had to click on the star, which is on the right top corner of the restaurant card

The screenshot shows the Postmates app interface. At the top, there is a yellow header bar with the Postmates logo, a search bar, and navigation tabs for FOOD, DRINKS, and CONVENIENCE. Below the header, the location is set to "868 S 5th St". A delivery status bar indicates "\$3.99 Delivery • 40-50 min". The main content area is titled "Recommended For You" and features three restaurant cards:

- BJ's Restaurant and Brewhouse** (verified): \$3.99 Delivery • 40-50 min. Card image: A bowl of ice cream dessert with a star icon in the top right corner.
- Smashburger** (verified): \$3.99 Delivery • 25-35 min. Card image: A tray of burgers and fries.
- Okayama Japanese Restaurant** (verified): \$3.99 Delivery • 55-65 min. Card image: A tray of sushi rolls.

Figure 21 : Favoriting restaurant option 1



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For option 2, see figure 22, the user has to click on the star, which is on the right top corner of the restaurant banner of the restaurant page.

The screenshot shows the Postmates website interface. At the top, there is a search bar with placeholder text "Search for anything...". Below the search bar are navigation links for "FOOD", "DRINKS", and "CONVENIENCE", along with a user profile icon and a "Cart" link. The main content area displays a photograph of a dessert, specifically a creme brulee, served in a metal tin with a scoop of vanilla ice cream on top. In the top right corner of this image, there is a small white square icon containing a black star, which is highlighted with a red rectangular box. Below the image, there are filters for "Delivery or Pickup", a categories dropdown, and a search bar with placeholder text "Search items". Further down, there is a delivery cost indicator "\$3.99 DELIVERY", a cuisine type indicator "AMERICAN", and the restaurant name "BJ's Restaurant and Brewhouse". Below the name, it says "★ 103 added to favorites". At the bottom of the listing are buttons for "40-50 MIN", "511 COLEMAN AVE (1.8 MI)", and "MORE INFO".

Figure 22 : Favoriting restaurant option 2

Participants were asked to find three restaurants they would consider ordering from, and finding a way to return to the restaurants they like over and over again. A subsequent task involved asking participants how they can find the restaurants again after adding them to their favorites. The participants' performance are outlined in the chart below:

Naive Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P1	Yes	Scrolled up and down the page multiple times. Clicked around and eventually found the user icon.	"I thought the user icon button was for settings or something" "No I didn't have difficulty, but at first I didn't see the



			stars"
#P2	Yes	Scrolled up and down. Hovered over convenience and account page. Clicked on "58 added to favorites", but it took them to the Restaurant's page. Found "Your favorites" once they clicked "back" from the restaurant page.	
#P4	Yes	Clicked on 'Convenience' when asked to view favorites. Scrolling through the main page to find "your favorites"	"i thought the account icon would just take me to account settings"
Summary: All Naive users' first interaction was to scroll up and down the home page to find their favorite restaurants. $\frac{2}{3}$ users thought the account icon would take you to the account settings.			

Table 4.a: Naive Users: Favoriting a Restaurant

Experienced Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P3	Yes	Tried to favorite the restaurant on the restaurant's page, but could not do it.	
#P5	Yes	Favorited three restaurants with ease	"If you aren't aware of the favoriting feature you wouldn't know"
#P6	Yes	Favourite three restaurants with ease. Clicked on the user account icon and found	



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		“Your Favorites” immediately	
<p>Summary: All experienced users were able to successfully favorite three restaurants with ease with the exception of one user who stumbled briefly. Experienced users understood that the user icon was all information about the user account, and was able to find the Favorites page.</p>			

Table 4.b: Experienced Users: Favoriting a Restaurant

Recommendations

Violation of UX principles - Lack of Discoverability

Although all users were successfully able to add restaurants to their favorites list and find their favorites with relative ease, many naive users chose to scroll down or clicked around before finding the user icon to access their Favorites History. Experienced users were aware of the meaning behind the user icon and were able to complete the task with ease. In order to help guide novice users, a small tooltip should be implemented to inform users of where they can access their Favorite History after they favorite an item.

Issues with Contacting the Driver



Priority Level: High level

Contacting the driver is a necessary post-order requirement for all food delivery applications. Users should have a method for contacting their courier in case an issue arises such as: food not being delivered at expected time, need to cancel an order, or any other issues with the order after it has been delivered. On the webpage, there is actually no way to contact the driver directly. According to the Postmates FAQ, “Once your Postmate has picked up your order, you can track their location. If you need to contact your Postmate, tap the Help button next to their name.” However, there is no such button on the screen. The large ‘Help’ button at the bottom of the page redirects



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the user to the help center where the most they can do is submit a report and wait to be contacted by Postmates.

Way 1, see figure 23, click on the help button to take actions on the order of the food. Then if you want to cancel the order follow figure 25 and if want help follow figure 24.

Postmates

Missing Help Button

Edgaro B. Is picking up your order.

Delivery by 3:37 PM

Chipotle Mexican Grill
5670 Cortile Road

1 Burrito Bowl
Steak Bowl, White Rice, Cheese, Fajita Veggie, Romaine Lettuce, Sour Cream, Tomatillo-Red Chili Salsa
\$11.00

Address
229 Manley Ct

VISA 1462

Payment

HELP

Tax & Fees \$7.95

The screenshot displays the Postmates mobile application's order summary screen. At the top, it says "Postmates". Below that, a message "Missing Help Button" is displayed with a red arrow pointing to the "HELP" button. The main content shows an order for "Burrito Bowl" from "Chipotle Mexican Grill" at "5670 Cortile Road". The order details include: "1 Burrito Bowl", "Steak Bowl, White Rice, Cheese, Fajita Veggie, Romaine Lettuce, Sour Cream, Tomatillo-Red Chili Salsa", and a total cost of "\$11.00". Below the order details, there is an "Address" section for "229 Manley Ct". Further down, payment information is shown: "VISA 1462" and "Payment". At the bottom of the screen, there is a green button labeled "HELP". The background of the screenshot is a map showing the delivery route, with various roads and landmarks labeled.

Figure 23 : Contacting driver - Missing Help Button which is mentioned in the FAQs



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Postmates

00:16

Just Wing It. Is confirming your order.
Once confirmed, you'll be charged for cancelling.
Delivery by 3:50 PM

Just Wing It.
7028 Santa Teresa Blvd

1 Buffalo Hot Wings
Ranch Dip, Side of Celery, 6 Wings
\$8.99

Address
229 Manley Ct

HELP

A small green icon with a red bird logo is located near the top center of the map.

Figure 24 : Contacting driver - step 1

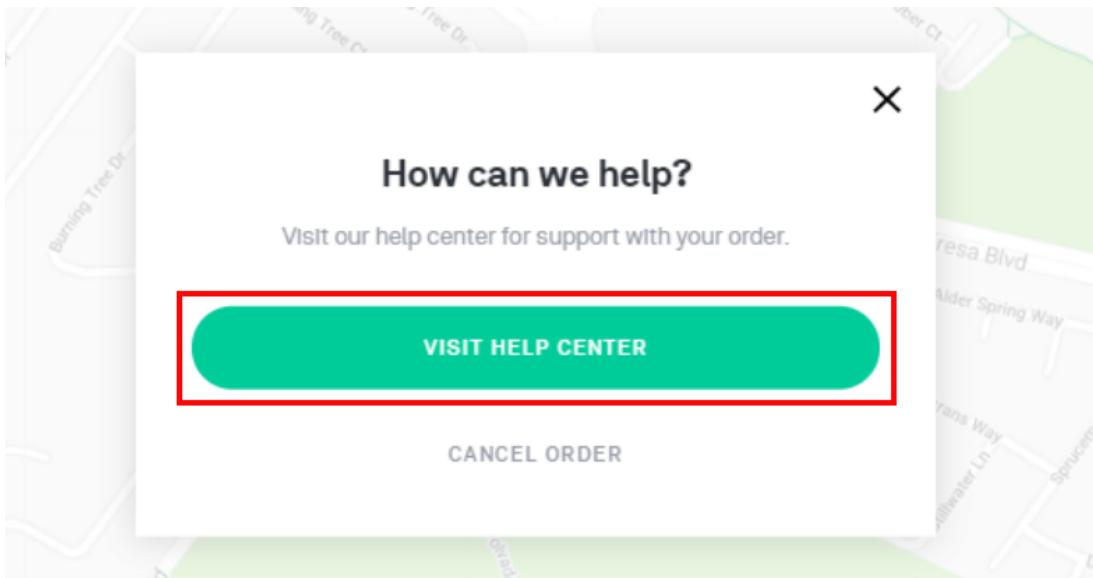


Figure 25 : Contacting driver - step 2



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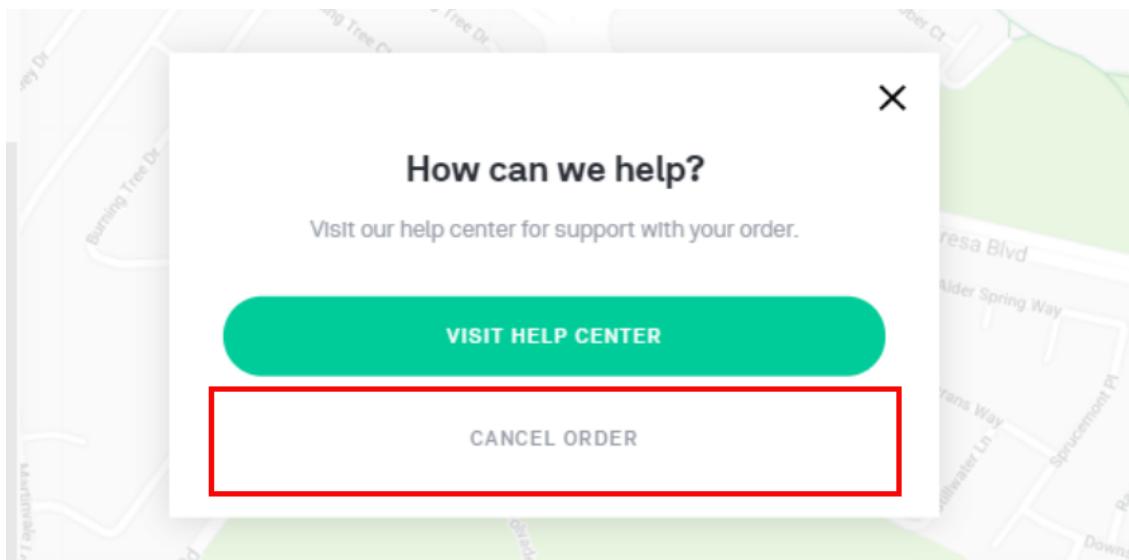


Figure 26 : Contacting driver - step 3

See in the figure 26, Follow the relevant options for required help.

Figure 27 : Contacting driver - step 4



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Postmates

Something is wrong

Please share details in English.

SUBMIT

Figure 28: Something is wrong - Step 5

Participants were given a scenario in which they needed to contact the driver because it has been 45 minutes past the estimated delivery time and the food has still yet to arrive. The participants' performance are outlined in the chart below:

Naive Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P1	No	Pressed the “Help” button, pressed, visit ‘Help center’, selected Where is my order? Went back to the order screen. Unsure of next steps.	<u>“I guess I'm fed then”</u>
#P2	No	Clicked on the top right user icon. Then selected Help, Visit help center, then Where is my order?	“I didn't get that Help was for the order itself, I thought it was for more technical issues”
#P4	No	Unable to move past “Where's my order”	
Summary: No way to contact driver or customer service			

Table 5.a: Naive Users: Contacting the Driver



Experienced Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P3	No	Unable to move past “Where’s my order” in the UI. This takes them to external FAQ, which tells the user to find a button that is not there.	
#P5	No	Unable to move past “Where’s my order” in the UI. This takes them to external FAQ, which tells the user to find a button that is not there.	
#P6	No	Unable to move past “Where’s my order” in the UI. This takes them to external FAQ, which tells the user to find a button that is not there.	
Summary: No ways to contact driver or customer service to inquire about order.			

Table 5.b: Experienced Users: Contacting the Driver

Recommendations

Users need a way to contact customer service or the driver if they have an issue with their order. If users do not have access to customer service, they are unlikely to be able to resolve issues with their order and remain unsatisfied. These users would abandon the app and likely not come back.



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Issues with Choosing a Restaurant with Shortest Delivery Time



Priority Level: Medium level

In scenarios where the user has limited time to order food, being able to order food fast and knowing your fastest options is a valuable knowledge for them. Currently, Postmates displays the estimated delivery time for each restaurant, however they do not provide the option to filter by delivery time.

See figure 29, the user can see the estimated delivery time below the restaurant name, next to the delivery cost.

Postmates Search for anything... FOOD DRINKS CONVENIENCE LOG IN SIGN UP

Delivery or Pickup 1 Washington Square

Daily Deals

Epic deals from your favorite restaurants! View all 20 >

Amici's Pizzeria ✓
Free Delivery 40-50 min

Rubio's Coastal Grill ✓
\$5 OFF \$30
\$3.99 Delivery · 30-40 min

Pollo Campero ✓
\$5 OFF \$25
\$3.99 Delivery · 40-50 min

Figure 29 : Delivery Time on Restaurant Card

Participants were asked to imagine that they were in a time crunch to order food fast. They were told to make an order under 2 minutes, and choose items/restaurants that they think would deliver their food the fastest.



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Naive Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P1	Yes	Searched for "sandwich", as they thought it would be the fastest food item. Skimmed through each delivery time to find the fastest restaurant that offers sandwiches.	"I think postmates does a poor job letting the user know what the fastest food order is"
#P2	Yes	Saw "Get it fast" Section immediately and chose Jack in the Box.	
#P4	Yes	Saw "Get it fast" Section immediately and chose Jack in the Box.	
Summary: Each user spent additional time scrolling through the page to compare delivery times of each restaurant to each other.			

Table 6.a: Naive Users: Choosing fastest delivery option

Experienced Users - Performance and Verbal Comments

Participant #	Task Complete?	Performance	Verbal Comments
#P3	Yes	Scrolled and skimmed through most restaurants and picked a restaurant with lowest delivery time	
#P5	Yes	Scrolled and skimmed through most restaurants and picked a restaurant with lowest delivery time	
#P6	Yes	Scrolled down and picked something that seemed short.	"Yes I had difficulty because I actually had to look for it. I was expecting there to be a filter option"



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Summary: Each user spent additional time scrolling through the page to compare delivery times of each restaurant to each other.

Table 6.b: Experienced Users: Choosing fastest delivery option

Recommendations

Violation of UX principles: Recognition over recall.

Currently Postmates has no feature, which allows users to filter their search by delivery time, in order to find the fastest delivery option. Instead, Postmates relies on users' recall of delivery times, to compare them to each restaurant. A filter option would allow users to easily sort their search by delivery time, and make it easier to choose the fastest option.

Issues with changing from delivery to pick up



Priority Level: High

Changing from delivery to pick up should be hassle free and quick. The ability to change between the two methods of delivery is important in case users change their mind about how they wish to receive their food after they have placed items in their cart. Unfortunately, the Postmates does not offer a way to quickly change between delivery and pickup. Users must either select the delivery method before they add items to their cart, or restart their cart if there are already items added. Trying to change from delivery to pickup after items are added to the cart makes the other option unselectable.



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The screenshot shows the Postmates homepage. At the top, there's a yellow header bar with the Postmates logo, a search bar, and navigation links for FOOD, DRINKS, CONVENIENCE, LOG IN, and SIGN UP. Below the header, a red box highlights the "Delivery or Pickup" button. To the right of the button is the address "1347 Manor Blvd". A section titled "Top Categories" displays five food items: Fast Food, Pizza, Burger, Indian, and American, each with a small image and a "View Details" button.

Figure 30 : Pick up option on homepage

The screenshot shows the Postmates checkout page. It starts with a "Checkout" section where the "DELIVERY" tab is selected, while the "PICKUP Free" tab is highlighted with a red box. Below this, there's a "Delivery Address" field containing two options: "237 Manley Ct, San Jose, California 95139" (Postmates Usability) and "Add new address". A "CONFIRM" button is at the bottom. To the right, there's a map of the area around 7-Eleven, a "VIEW MENU" link, and a shopping cart summary. The cart contains "1 x Berkeley Farms Whole Milk Gallon" (\$5.39), "Coke 12 Pack 12oz" (\$0.35), and "Pepsi 2" (\$3.65). The total is listed as "TBD".

Figure 31 : Pick up option at checkout page

This screenshot is similar to Figure 30 but lacks the user-specific elements like a logged-in account or a sign-up progress bar. The "Delivery or Pickup" button is again highlighted with a red box.

Figure 32 : Pick up option before login or sign up



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Naive Users

Participant #	Task Complete?	Performance	Verbal Comments
#P1	No	Went to the checkout screen, clicked around in the Time section, saw the Pickup option after. Pickup was unavailable, confused as to why it was not selectable.	
#P2	No	Went to cart, clicked around several places. Clicked the user icon twice. Asked for help.	"Huh.. I do not know..." "Yeah, I don't think I will be able to. I see it says pickup unavailable so I do not think I would be able to"
#P4	No	Tried to click pickup multiple times. Clicked on the Postmates logo to return to the home page. Chose Pickup from there, and believed that the order was then changed from delivery to pickup.	"I wish you could just be on the page and be able to change it from there instead of having to go back" "This was a little frustrating"
Summary: Naive users were able to locate the option to change from delivery to pickup after looking around momentarily. Although they were able to find the option, the Postmates interface blocked the participants from changing from delivery to pickup easily. All naive users were confused and unsure of what to do. They did not know they had to clear the cart and start a new order.			

Table 7.a: Naive Users: Changing from delivery to pickup

Experienced Users

Participant #	Task Complete?	Performance	Verbal Comments
---------------	----------------	-------------	-----------------



#P3	No	Clicked on the user icon first. Saw the option of delivery and pickup at the top but unable to select it. Went to the checkout page.	
#P5	Yes	Went to the checkout page. Would select pickup from there but realized it was unavailable. Went to the homepage and deleted the items in the cart. Changed to pickup from homepage and added new items to cart.	“If it was unavailable I would probably choose another place to eat. If not, I would just give up and eat somewhere else and walk”
#P6	Yes	Hypothesized that they were unable to select pickup because they already had items in the cart. Removed items in the cart and tried to click the pickup option again when on the restaurant page. Went back to the Postmates homepage and changed from delivery to pickup.	“If I wanted to change something to pickup it should be interchangeable or not shown. The card should have delivery or pickup information so I know if I can get it delivered or pick it up”
Summary: Experienced users understood the process of changing from delivery to pickup, but were blocked by the Postmates interface. The experienced user knew how to complete the task because they ran into similar problems before, or were able to hypothesize why a function did not work.			

Table 7.b: Experienced Users: Changing from delivery to pickup

Issues with Gluten-free or Vegetarian dishes



Priority Level: High level



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Finding gluten-free or vegetarian dishes is an essential task for someone who follows a strict diet or having some allergies. Ensuring that the searched dishes are gluten-free or vegetarian is more important than searching also. There are two different types of ways for finding such dishes.

Way 1, to find vegetarian dishes, See figure 33, Go to the search bar and type vegetarian dishes and see the results in step 2 (see figure 34) and go to items. All the listed items will be vegetarian dishes.

The screenshot shows the Postmates mobile application interface. At the top, there is a yellow header bar with the Postmates logo, a search bar containing "vegetarian dishes", and navigation links for FOOD, DRINKS, CONVENIENCE, and a user profile icon. A "Cart" icon with a "0" is also present. On the left side, there are several vertical tabs: "Postmates", "Delivery or Pickup" (which is underlined), "Guides", "How we're keeping", "Top Categories", and a thumbnail image of a meal. The main content area displays search results categorized by delivery method:

- FOR DELIVERY:**
 - Arranged Marriage Symphony, 100 N Almaden Ave (checkmark)
 - Back A Yard Caribbean American Grill, 80 N Market St (checkmark)
 - Opa! Authentic Greek Cuisine, 1100 Lincoln Ave (checkmark)
- FOR PICKUP:**
 - Loving Hut, 2855 Stevens Creek Blvd (checkmark)
 - Veggie Grill, 3055 Olin Ave #1030 (checkmark)
 - Golden Bamboo Vegetarian House, 3245 S White Rd (checkmark)
- ITEMS:**
 - Curry Noodles Dish, \$13.75 • Thai Lovers

Below the list, there are three small images of food items: a sandwich, a salad, and a burger. A right-pointing arrow indicates more items are available.

Figure 33 : Searching vegetarian dishes way 1 - step 1



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Postmates Q vegetarian

FOOD DRINKS CONVENIENCE



Cart >

“vegetarian”

25 Results

DELIVERY PICKUP ITEMS

<p>Vegetarian Pizza - Large \$30.95</p> <p>BJ's Restaurant and Brewhouse ✓</p>	Vegetarian Pizza - Large \$30.95 BJ's Restaurant and Brewhouse ✓	<p>Vegetarian Pizza - Small \$18.95</p> <p>BJ's Restaurant and Brewhouse ✓</p>	Vegetarian Pizza - Small \$18.95 BJ's Restaurant and Brewhouse ✓
<p>Vegetarian Pizza - Mini \$13.95</p> <p>BJ's Restaurant and Brewhouse ✓</p>	Vegetarian Pizza - Mini \$13.95 BJ's Restaurant and Brewhouse ✓	<p>Gluten-Free Vegetarian \$18.95</p> <p>BJ's Restaurant and Brewhouse ✓</p>	Gluten-Free Vegetarian \$18.95 BJ's Restaurant and Brewhouse ✓
<p>Vegetarian Jerk Tofu Salad \$9.95</p> <p>Back A Yard Caribbean American Grill ✓</p>	Vegetarian Jerk Tofu Salad \$9.95 Back A Yard Caribbean American Grill ✓	<p>Vegetarian Adventurers Pho \$13.80</p> <p>Pho Hoa Noodle Soup ✓</p>	Vegetarian Adventurers Pho \$13.80 Pho Hoa Noodle Soup ✓

Figure 34 : Searching vegetarian dishes way 1 - step 2

For way 2 to search vegetarian dishes, see figure 35, click on vegetarian food category to look for vegetarian dishes.

Postmates Q Search for anything...

FOOD DRINKS CONVENIENCE

Delivery or Pickup 868 S 5th St

How we're keeping you safe | COVID-19

Top Categories

Mediterranean	Thai	Japanese	Vegetarian	Coffee
---------------	------	----------	------------	--------

Figure 35 : Searching vegetarian dishes way 2



POSTMATES

See only way to find gluten free dishes, follow figure 36, Search gluten-free dishes in search bar like step 1 and to see the result click on the item shown as in the step 2

The screenshot shows the Postmates mobile application interface. At the top, there is a search bar with the text "gluten free". Below the search bar, there are tabs for "FOOD", "DRINKS", and "CONVENIENCE". A user profile icon and a "Cart" icon are also visible.

The main content area displays a list of results for "gluten free" items:

- Blue Line Pizza** (selected, indicated by a green checkmark) - Address: 415 E Campbell Ave
- Kategna Ethiopian Restaurant** - Address: 1663 West San Carlos Street
- Asian Box** - Address: 1078 E Brokaw Rd
- Freedom Burrito** - Address: 5239 Stevens Creek Blvd

Below the list, there is a section for "ITEMS" with two items listed:

- Gluten-Free Thin Crust Cheese Pizza** - \$13.95 · BJ's Restaurant and Brewhouse
- Gluten-Free Chocolate Chip Pizookie®** - \$8.95 · BJ's Restaurant and Brewhouse

At the bottom of the list, there is a link: "View all results for \"gluten free\"".

On the right side of the screen, there is a large image of various gluten-free food items, including tacos, an avocado, and what appears to be wings or meatballs. There is also a promotional banner for "Get 30 Days Free Unlimited Delivery" with the text "LIMITED TIME OFFER".

Figure 36 : Finding gluten-free dishes - Step 1

**POSTMATES**

Postmates Q gluten free



FOOD DRINKS CONVENIENCE



Cart >

“gluten free”

10 Results

DELIVERY

PICKUP

ITEMS

Gluten-Free Thin Crust Cheese Pizza \$13.95 BJ's Restaurant and Brewhouse ✓		Gluten-Free Chocolate Chip Pizookie® \$8.95 BJ's Restaurant and Brewhouse ✓	
Gluten-Free Chicken Bacon Ranch \$19.95 BJ's Restaurant and Brewhouse ✓		Gluten-Free Sweet Pig® \$17.75 BJ's Restaurant and Brewhouse ✓	
Gluten-Free Vegetarian \$18.95 BJ's Restaurant and Brewhouse ✓		Gluten-Free Pepperoni Extreme \$18.95 BJ's Restaurant and Brewhouse ✓	

Figure 37 : Finding gluten-free dishes - Step 2

Participants were asked to add a vegetarian dish to the cart first and later the moderator asked them to remove vegetarian dishes from the cart and add gluten-free dishes to the cart. Participants can use any way they want to find the results. The participants' performance are outlined in the chart below:

Naive Users

Participant #	Task Complete?	Performance	Verbal Comments
#P1	Yes	Use the search bar to search vegetarian and gluten free. Expressed difficulty and distrust in the search results	"This is sus, i don't think there is an option" "I don't see any way to sort out what's gluten free or not from this mountain of a menu" "I don't believe these items"



			are gluten free"
#P2	No	Searched vegetarian in the search bar, displayed restaurants which were only available later. Changed address, and searched vegetarian again Searched for gluten-free in the search bar. Clicked different items. Unsure if items were gluten-free.	"Would be nice if some indicator specified it." "Is it all items gluten-free or do they just have gluten-free products?"
#P4	No	Could not find gluten-free options easily.	"I feel like for people who are gluten free, it would be much easier to have a gluten free section, instead of having to scroll through the whole page."
Summary: Finding gluten free items was not easy or efficient for naive users. There were no clear indicators to provide feedback to denote if the item was gluten free or not and many users simply trusted the search results. In addition, users added only items they were familiar with and had the least likely chance of containing gluten because they were unsure.			

Table 8.a: Naive Users: Finding vegetarian and gluten-free options

Experienced Users

Participant #	Task Complete?	Performance	Verbal Comments
#P3	Yes	Did not notice vegetarian tags in gluten-free menu at first	"Should add a gluten free filter."
#P5	Yes	Used search bar and found store with gluten-free menu	
#P6	No	Searched through several menus.	"No guidance and very confusing. I do not know"



POSTMATES

			what is gluten free or vegetarian."
Summary: Experienced users could not find gluten free or vegetarian items efficiently, nor easily. There were no clear indicators to provide feedback to denote if the item was gluten free or not and many users simply trusted the search results or simply chose items which had the least likely chance of containing gluten (e.g. choosing to order broccoli)			

Table 8.b: Experienced Users: Finding vegetarian and gluten-free options

Recommendations

Violation of UX principles: Flexibility of use and recognition over recall.

The current UI requires the user to be extremely vigilant in vetting the search results or store menus in order to be confident that their order is fully vegetarian or gluten-free without being able to contact the store or see the food easily.

There needs to be additional filters and consistent labelling of items that are gluten-free and these need to be cross-checked with the vendor before being added to the store page. Consistent labelling will also allow the specific dishes and stores to be found more readily through the search bar.

Issues with Group Order and Convenience Feature



Priority Level: Medium level

Group Order, Party, and Convenience are features of Postmates that provide value proposition to the users. These features could potentially help Postmates stand out from the competition. However, in order to be useful to the user, they need to be easy to learn about and find in the user interface.



POSTMATES

Participants were asked to perform a group order and an order for milk with the goal of getting the user to interact with these features. There is only one to start a group order and it includes only those restaurants which offer group orders.

From figure 38 to figure 42 all the steps show how to create group order for friends and family.

- Step 1: Add item to the cart from the restaurant which offers group order
- Step 2: Click the button which is highlighted in figure XX
- Step 3: Give name and spending limitation to your group
- Step 4: Click on the start group order
- Step 5: Share the created link with friends and family for group order
- Step 6: Receive group order and check out together

The screenshot shows the Postmates app interface. On the left, there's a vertical sidebar with categories: FOOD, DRINKS, and CONVENIENCE. Below these are sections for 'Search items' and the restaurant 'True Brew San Jose - Taphouse & Kitchen'. A red box highlights a plus sign icon next to a group of people icon at the top right of the cart summary. The cart summary shows 'Cart - True Brew San Jose - Taphouse & Kitchen' with a note to 'Add \$3.00 more to avoid small cart fee'. It lists '1 Carnitas Fries \$12.00'. Below the cart is a section for 'Add Sets of Utensils' with a plus sign icon. Under 'Recommended Add-ons', there's an option for 'Pelmeni \$10.00' with a plus sign icon. There's also a field to 'Enter promo code' with an 'APPLY' button. At the bottom, a summary table shows Subtotal (\$12.00), Tax & Fees (\$8.09), Delivery (\$3.99), and Total (\$24.08). A note says 'Save \$3.99 on this order with a ...' and a large green 'CHECKOUT' button is at the bottom right.

Figure 38 : Click on the ICON to start group order - step 1



POSTMATES

X

Start a group order

Invite others to join in on your order. Share your cart link and they can add items to your cart.

Name your order

Usability Tester's Order

Set spending limit (\$ per person)

<\$15.00

No Limit

\$15.00

\$20.00

\$25.00

Figure 39 : Give name and spending limit - step 2



POSTMATES

X



Start a group order

Invite others to join in on your order. Share your cart link and they can add items to your cart.

Name your order

Usability Tester's Order

Set spending limit (\$ per person)

\$15.00

START GROUP ORDER

Figure 40 : Click on “START GROUP ORDER” - step 3

X



SHARE GROUP ORDER

Usability Tester's Order

Invite others to join in on your order. Share your cart link and they can add items to your cart.

<https://postmat.es/zve84dvKjgb>

COPY LINK

Figure 41 : Copy the link and share - step 4



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The screenshot shows the Postmates mobile application interface. At the top, it says "Cart - True Brew San Jose - Taphouse & Kitchen". Below that, it displays "USABILITY TESTER'S ORDER" with a user profile icon and a "+" button. It indicates a "\$15.00 limit per person" and a "Cancel Order" link. The main section shows "Your order" with a list of items: "1 Carnitas Fries \$12.00". A red box highlights this item. Below it, there are links to "Hide Details" and "1 items · \$12.00". Further down, there are sections for "Add Sets of Utensils" and "Recommended Add-ons". Another red box highlights the "CHECKOUT" button at the bottom of the screen.

Figure 42 : Receive orders from group - step 5

Participants were asked to order milk from the postmate convenience feature. There is only one way to visit the convenience feature.

See the figure 43, Click on the convenience tab which is in the navigation bar and page will show all the affiliated stores of convenience products.



POSTMATES

The screenshot shows the Postmates mobile application. At the top, there is a search bar with the placeholder "Search for anything...". Below the search bar are three categories: "FOOD", "DRINKS", and "CONVENIENCE", with "CONVENIENCE" highlighted by a red rectangle. To the right of the categories are icons for user profile and cart, with "0 Cart" next to it. The main content area is titled "Convenience" in large white text. Below the title, there are four service cards: 7-Eleven, Walgreens, Rite Aid, and a new service.



7-Eleven ✓
\$1.99 Delivery · 20-30 min



Walgreens ✓
\$3.99 Delivery · 30-40 min



Rite Aid ✓
\$3.99 Delivery · 40-50 min



NEW

Figure 43 : Visit convenience feature

Naive Users

Participant #	Task Complete?	Performance	Verbal Comments
#P1	No	Couldn't find the group order button after wandering to multiple store at a time	
#P2	No	Initially searched for family deals, and chose a place where they get the most cost effective return. Did not know about group orders. Found it by trial and error.	"No indication for group order anywhere."



#P4	No	Called for help. Went to the wrong place to look for group orders (to the cart).	"They should have a separate section that says 'start group orders here' or something"
Summary: No naive users accomplished this task. All users were unfamiliar with the group order feature and did not know Postmates had such feature.			

Table 9.a: Naive Users: Ordering Group Order

Experienced Users

Participant #	Task Complete?	Performance	Verbal Comments
#P3	Yes	Went to the help section, but the help section and actual stores didn't align. went to the help section twice.	"i feel like i saw something about this earlier" "I saw it pop up before, but i don't remember" where" doesn't know what group order is, exactly
#P5	No	Added the same dish multiple times, couldn't find group order on other store pages	"Don't know what to do"
#P6	Yes	First clicked on 'Convenience'. After, participants found a group order under the checkout page. Used Control-F function of their desktop instead of the search bar on the restaurant page to find milk.	"Let's go to 'Convenience' cause group orders are supposed to be convenient" "I thought, when you press on the [group order] icon, it would be to add an account underneath you."
Summary: Two users completed it, but with great difficulty. One participant was aware of the group order function, but still had difficulty finding it. All users expressed discontent with how hidden the feature was.			

Table 9.b: Experienced Users: Ordering Group Order



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Recommendations

Violation of UX principles: Learnability and Discoverability

All unique features need to either be taught to the user through pop-up tutorials to bring attention to them, or need to be in a reliable location on the UI for the user to find consistently.

Issues with reorder feature



Priority Level: Medium level

Reorder feature allows frequent users of the app the ability to order their favorite food quickly. This is an important feature for those who use the app to order the same food again and again. Participants were asked to reorder food and an ideal path to do that is shown here in two steps.

See the figure 44, Click on the profile and click on “Order History”

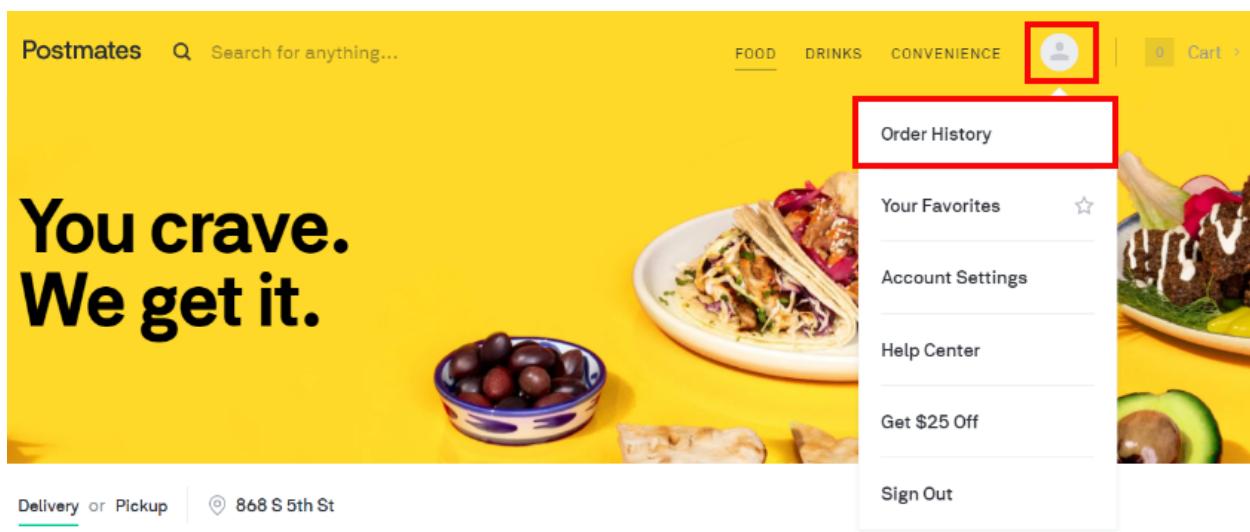


Figure 44 : Reorder food - step 1



POSTMATES

See figure 45, Click on the “Get it again” to add the dish to the cart which is there in figure 46.

Orders

Past orders

Chipotle Mexican Grill
Entrees: Burrito Bowl (Rice: White Rice, Toppings: Romaine Lettuce, Sour Cream, Cheese, Fajita Veggies, Tomatillo-Red Chili S...
Completed 5/16/2021

GET IT AGAIN

Figure 45 : Reorder food - step 2

Postmates Search for anything... FOOD DRINKS CONVENIENCE

Cart: Chipotle Mexican Grill

1 Burrito Bowl
Steak Bowl
\$11.10

Recommended Add-ons

Large Chips & Large Guacamole \$7.85

Enter promo code APPLY

Subtotal TBD
Tax & Fees TBD
Delivery TBD
Total TBD

CHECKOUT

Figure 46 : Reorder food - step 3

Naive Users

Participant #	Task Complete?	Performance	Verbal Comments
#P1	Yes	Clicked on the user icon and found Order History right away. Hesitated a bit	“Hmm.. did I.. oh there it is”



		because they did not see a way to get the item again until they hovered over one of the selections.	
#P2	Yes	Clicked on the user icon and found Order History right away.	
#P4	Yes	Looked on the homepage, then found it under the menu button	"Figured that they would probably have like something on the homepage as well for ordering again"
Summary: Naive users found it quickly, but were often left a little puzzled about where it was. Slight hesitation in movements indicate that they were not exactly sure if they were navigating to the correct location.			

Table 10.a: Naive Users: Reordering past order

Experienced Users

Participant #	Task Complete?	Performance	Verbal Comments
#P3	Yes	Clicked on the user icon and found Order History right away.	
#P5	Yes	Clicked on the user icon and found Order History right away.	"What is the price?"
#P6	Yes	Clicked on the user icon and found Order History right away.	"It's where I would expect it to be, but how much is it going to cost?"
Summary: More experienced users had more accurate intuition about where it would be whereas novice users struggled more finding it. Lack of pricing information.			

Table 10.b: Experienced Users: Reordering past order



Recommendations

Offer reordering functionality in both the account pulldown and on the homepage. Show price on the reorder food button / nearby to educate the user on how much the cost is.

Free play

Participants were asked to explore the app however they saw fit. They were given approximately 5 minutes each and were asked questions during and after the exercise.

Naive Users

Participant #	Verbal Comments
#P1	I like how simple the interface is.
#P2	Straightforward interface. Sees the same restaurant over and over and wants to keep scrolling. Top categories are where they would choose to filter. Some interface of the menu was difficult at the time to use, so switched to a different food delivery app.
#P4	"I figured that they would have had something like an extra step in order to order alcohol."
Summary: Simple interface, but the prioritization of categories is odd. Lack of clear information surrounding the drinking tab and ordering drinks.	

Table 11.a: Naive Users: Free Play

Experienced Users

Participant #	Verbal Comments
#P3	I see some restaurants are available for later.
#P5	Would like to change colors > Hard to see these colors > Prioritisation will be good and deals too. > reviews or rating based sorting on homepage
#P6	Oh that's what they mean by drinks. Did not know it meant alcoholic.



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	I expected soft drinks instead of alcohol. "I don't know if I have to show my ID?"
Summary: Lack of clear distinction across drinks tab. Colors are difficult to see. Unclear when a restaurant is available.	

Table 11.b: Experienced Users: Free Play

Recommendations

Clearer distinction that drinks mean alcoholic > change name to Alcoholic Beverages, or something similar OR add additional non-alcoholic restaurants to the list (e.g., Jamba Juice, etc.). Thus, making the drinking tba more general and not just alcoholic. Add color blind modes to the website to increase navigation capabilities. Clean up navigation from help center to the home page/rest of the website. Add additional search functionality to filter by ratings/reviews/daily deals.

Questions about participants experience

We asked the participants to answer a series of questions regarding their experience with the Postmates website.

Average intuitiveness: 7.83 / 10

Easy to use: 2/6 Participants

Stumbled a bit: 4/6 Participants

Difficult time using: 0/6 Participants

Naive Users

Participant #	Verbal Comments
#P1	Didn't know exactly what convenience meant.
#P2	Would like a filter for things such as fast, display is a little bland, font doesn't pop out at you.



#P4	Started using Postmates because of the familiarity of it through advertisements.
Summary: Lack of filter options / should be easier for first time users.	

Table 12.a: Naive Users: Post-study questions

Experienced Users

Participant #	Verbal Comments
#P3	Should be easier for first time users. Experienced bugs and unclear feedback if the cart was empty or not. Things were easier to find on Doordash or UberEats.
#P5	Every unique Postmates feature falls flat. It is not better than its competition and I often find myself going to the other better delivery apps, because their experience is more refined.
#P6	Postmates seems like it has healthier options. I would have overlooked the group order option if it was not mentioned.
Summary: Overwhelming support for competitor delivery apps due to the better interface, display, and app experience. Lack of continuity between desktop and mobile.	

Table 12.b: Experienced Users: Post-study questions

Recommendations

- Add additional filter options for fastest delivery / soonest available.
- Increase continuity across mobile and desktop versions, having the same functionality / general feeling and capabilities.
- Add a brief skippable tutorial when a new user joins for the first time.



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UI Based Insights:

Convenience Button:

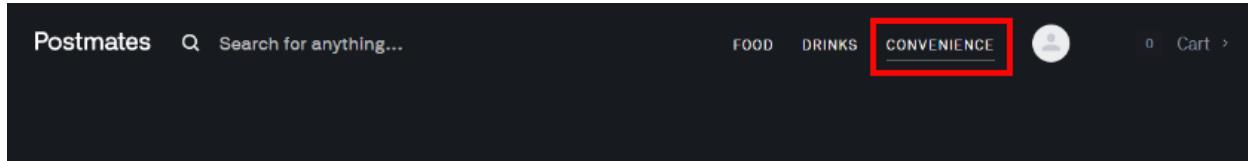


Figure 47: Postmates Convenience Feature

The Convenience feature of Postmates was originally meant to place orders for grocery items from stores like Walgreens, 7/11 etc. However, from our usability study, we have observed that 4/6 of our participants misunderstood or were misled by the wording of the button. Our participants assumed that 'Convenience' meant that it was a button for 'convenience', and not for groceries. Some participants hovered over the button or even clicked the button when given the task 'Find your favorited restaurants'.

Disable Pick up Button:

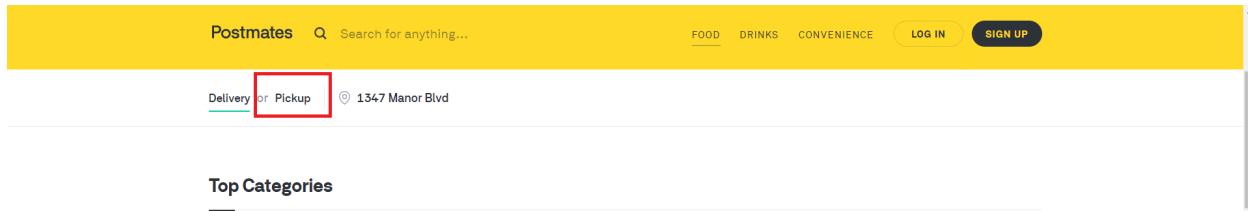


Figure 48: Postmates Pick Up Button

Postmates allows users to change their food service option from delivery to pick up, this feature is only available for restaurants that allow pick-up orders. When the pick-up order is not available, the pick up button is grayed out and is disabled. However, the message that pick up is not available for these restaurants is not conveyed properly according to our usability study. Majority of our participants thought that there was something wrong with their desktop, or that it was a technical malfunction, rather than the restaurant not offering pick up orders.



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Invisible Get it Again Button:

Past orders

Willow Glen Creamery
Milkshakes & Smoothies: Specialty Shakes (Choose Size: 12 Oz., Choose Flavor: Caramel Ribbon, Notes: Top it with whipped cre...
Completed 3/7/2021

Figure 49 : Postmates invisible Get it Again Button

There is a feature to reorder the food from the food order history which is nested in the user profile in postmate web application. This feature saves time for users to go through restaurants and find the same item to order. However, when users try to reorder and look at the past order there is no button visible along with that order as shown in figure 46. It is visible when the user will hover over that row but again that button does not seem to be an active button it appears as disabled button only.(See figure 49)

Past orders

Willow Glen Creamery
Milkshakes & Smoothies: Specialty Shakes (Choose Size: 12 Oz., Choose Flavor: Caramel Ribbon, Notes: Top it with whipped cre...
Completed 3/7/2021

Figure 50 : Postmates Get it Again Button after hovering over row

After hovering over on the button it turns to green color like in the figure 48 and displays as a clickable button otherwise it was a kind of unrecognized feature and seems like a broken webpage.

Past orders

Willow Glen Creamery
Milkshakes & Smoothies: Specialty Shakes (Choose Size: 12 Oz., Choose Flavor: Caramel Ribbon, Notes: Top it with whipped cre...
Completed 3/7/2021

Figure 51 : Postmates Get it Again Button after hovering over the button

Camouflaged Search Bar:



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The screenshot shows the Postmates homepage with a search bar at the top labeled "Search for anything...". Below the search bar is a banner for 7-Eleven featuring Slurpees. A second search bar is located below the banner, labeled "Search items". The 7-Eleven section includes a "\$1.99 DELIVERY" offer, a "CONVENIENCE" button, and details about the store's offerings and location.

Postmates

Search for anything...

FOOD DRINKS CONVENIENCE

Delivery or Pickup Categories

Search items

\$1.99 DELIVERY

CONVENIENCE

7-Eleven

Serving up all your favorites from brownies, chicken wings, and mozzarella sticks to daily essentials and signature Slurpees. 7-Eleven's selection never leaves you high and dry.

20-30 MIN 787 S 11TH ST (0.4 MI) MORE INFO ^

Figure 52 : Postmates Convenience Store Search Bar

Postmates offers convenience stores also which have nearby stores like 7-Eleven, Rite Aid etc. There was one task in our study where our participants had to buy milk from a convenience store. But there are two search bars and participants were not able to see the search bar below the store banner. It was camouflaged between the labels and most of the participants were confused in using the search bar. They thought it may reset the whole query. This search feature should be more prominent.



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Conclusion

The food delivery market has seen significant growth over the past few years, and the number of competitor products continues to rise. Currently, statistics from 2021 show that DoorDash and Uber Eats hold the largest market share for all food delivery services, with Postmates taking last place amongst its competitors.

US Food Delivery App Market Share

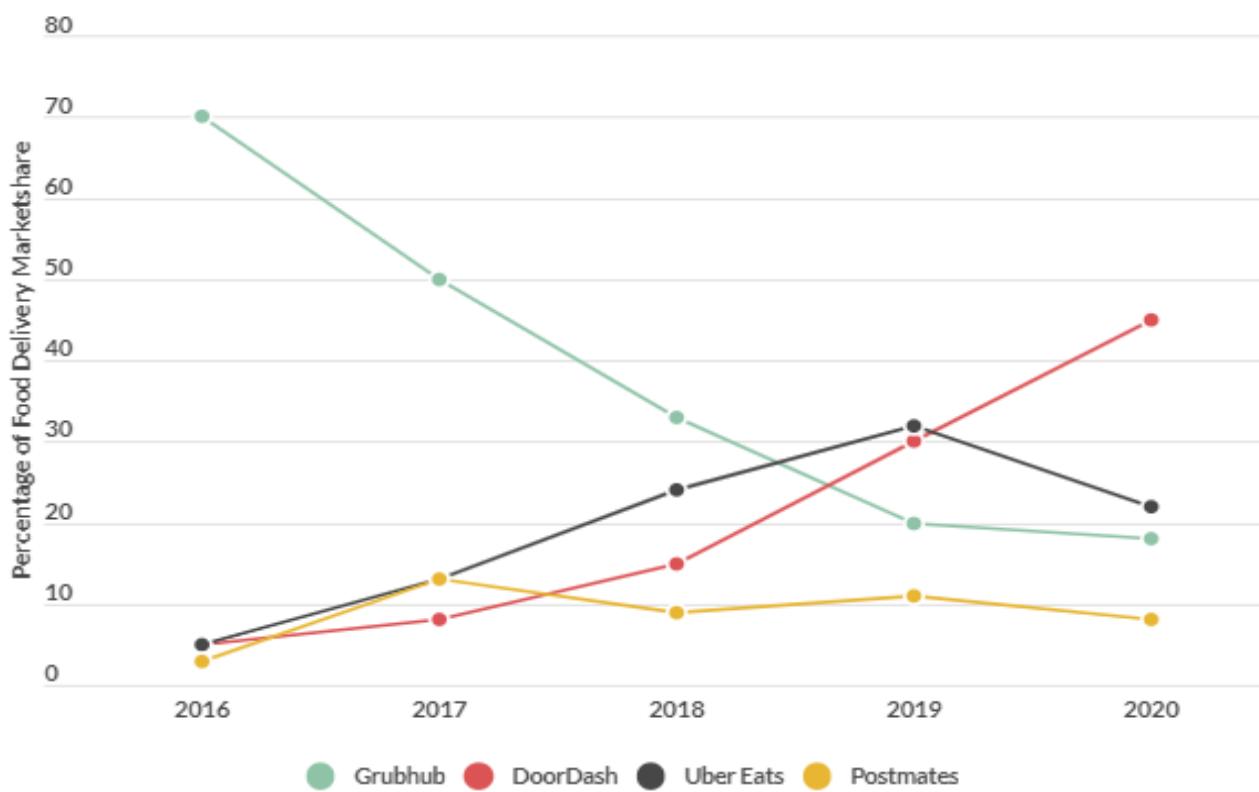


Figure 53 : US Food Delivery App Market Share

Participants within our usability test reported a similar trend with nearly all users preferring to use either DoorDash or UberEats as their primary food delivery service. Many also reported that they used Postmates first, but left it due to a “buggy UI” and high fees. This is likely directly related to the usability issues we identified. Therefore, it is imperative that these issues be addressed in order to grow the Postmates user base and prevent users from choosing competitor apps. Below is a table summarizing all the insights and design recommendations we suggest.



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Summary of Design Recommendations

Problem	Usability Principle Violated	Design Solution	Priority Level
Unable to find meals that can be delivered in the shortest time possible.	Flexibility and ease of use	<ul style="list-style-type: none">• Add filters that allow users to sort the restaurants by delivery time	 Medium
Unable to contact customer service or Contact the driver	Help & Documentation	<ul style="list-style-type: none">• Give users easier access to customer service by including the buttons labelled clearly. E.g. Contact Driver, or Contact Customer Service	 High
Too difficult to find meals for people with dietary restrictions.	Accessibility, ease of use	<ul style="list-style-type: none">• 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.	 High
Users cannot utilize features that set Postmates apart from competitors.	Discoverability and Learnability	<ul style="list-style-type: none">• Add pop-up tutorials for new features and first time encounters.• Keep buttons in the same location	 Medium



POSTMATES

		consistently	
Users are unable to switch goals smoothly in Postmates	Flexibility and Transparency	<ul style="list-style-type: none">Allow delivery and pickup to be interchangeable during checkout or anytime when the user adds an item to the cartInform users beforehand if the restaurant does not allow one form of delivery to save the users time and frustration	 High

Table 13: Design Recommendations



POSTMATES

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Appendix

Appendix A - Recruitment Scripts + Flyer

SJSU student center & partnered restaurant

WE WANT TO HEAR FROM YOU!

Help make Postmates a better experience for everyone.

Participate in a **90 min usability study**, and receive **\$100 in cash** as your compensation.

WHO?

- Adults 18 and older
- Lives in Bay Area (or willing to commute to San Jose for the study)
- Have used Postmates before / or a current Postmates user
- Able to speak, read and write in English

WHEN?

Recruiting participants through May 15th, 2021.



Postmates

To participate, take the screener survey (scan QR code below) :





POSTMATES

Facebook groups, Postmates IG, Various forums

WE WANT TO HEAR FROM YOU!

Help make Postmates a better experience for everyone.

Participate in a **90 min usability study**, and receive **\$100 in cash** as your compensation.

WHO?

- Adults 18 and older
- Lives in Bay Area (or willing to commute to San Jose for the study)
- Have used Postmates before / or a current Postmates user
- Able to speak, read and write in English

WHEN?

Recruiting participants through May 15th, 2021.



Postmates

To participate, take the screener survey (go to link below) :

<https://rb.gy/mhj1mf>



POSTMATES

LinkedIn Post

Hi!

My UX research team is working with Postmates mobile app and; looking for folks who like to order their food online and receive it at the doorstep. We welcome those novice users who would like to explore food delivery apps. This is to help us improve our mobile app for the future and enhance the food ordering experience. Here are some more details:

Date: XX

Duration: 60 - 90 minutes

Times Available: XX

Task: Have us follow along with your food ordering process and follow up Q&A

Thank you gift: Food + \$100

If you're interested in participating, please fill out this survey and we will be in contact with you ASAP for scheduling.

Scheduling email

Subject: Scheduling for Research Session for Postmates app

Hello <Participant Name>,

This is <Researcher Name> from Postmates mobile app. I'm here to follow up with you in regards to the usability study you signed up for via google survey on <Signed up date>.

Will you be available during any of the below times on <Scheduling Date> for me to schedule you in? If this date does not work for you do let me know your nearest availability for the same.

- <Time slot 1>
- <Time slot 2>
- <Time slot 3>

Best regards,

<Insert company/email signature>



POSTMATES

Scheduling email

Subject: Scheduling for Research Session for Postmates app

Hello <Participant Name>,

This is <Researcher Name> from Postmates mobile app. I'm here to follow up with you in regards to the usability study you signed up for via google survey on <Signed up date>.

Will you be available during any of the below times on <Scheduling Date> for me to schedule you in? If this date does not work for you do let me know your nearest availability for the same.

- <Time slot 1>
- <Time slot 2>
- <Time slot 3>

Best regards,

< Insert company/email signature >

Confirmation email

Subject: Session confirmed for < scheduled date > < scheduled time slot >

Hello < Participant Name >,

This email is to confirm that you have been scheduled for a usability study session on < day, month date, year > from < time, time-zone >. Please arrive 10 minutes early in order to find parking. Travel and parking instructions are attached to this email.

If rescheduling or cancellation needed, please respond back to this email explaining your situation or call on XXX-XXX-XXXX.

Best regards,

< Insert company/email signature >



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Appendix B - Google Form Screen

Food Delivery App Usability Study

Hello!

Thank you for taking the time to consider this survey. If you are first time or experienced food delivery app user, our team would like to ask for your time in giving us feedback on your experience.

Here are some details about the study:

- Duration: 90 minutes
- Participation is completely voluntary
- Session will take place in-person and travel instruction will be provided

If you have any questions at all, please write down in black area at the end of the survey. our team member will reach out to you via your email.

Finally, if you are interested in participating, please proceed to the short questionnaire.
Thank you.

* Required

*

I am 18 or older and AGREE to the terms above

I am not 18 or older and Do NOT AGREE to the terms above

[Next](#)



Demographic information

What is your full legal name? *

Your answer

What is your preferred email address? *

We will send scheduling email to this email address

Your answer

What is your preferred phone number? *

We will call you in urgent cases only

Your answer

Are you located in San Jose? *

- Yes
- No

What is your age? *

- Under 18
- 18 - 25
- 26 - 35
- 36 - 45
- 45 - 55
- 56 or older



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Experiment Requirements

Have you used Postmates to place an order for food delivery in the last 12 months? *

- Yes
- No

How many orders have you placed in the last 12 months? *

- <1
- 2 - 5
- 6 - 10
- 11+

What is your go to food delivery app? *

- Doordash
- Grubhub
- Uber Eats
- Postmates

Do you use premium version of any of the above mentioned food delivery app?

- Yes
- No

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Consents

Do you consent to audio and video recordings? *

Privacy will be maintained by our team

Yes

No

Are you ready to perform study in in-person with all the covid measures? *

Yes

No

[Back](#) [Submit](#)

Appendix C - Session Introduction

Session Introduction

Welcome to our usability study! For this study, we will be showing you a product and asking you for your feedback about it. The reason we are doing this is to improve upon the user experience of the product. Do not worry about doing things wrong, or doing things slowly. There are no wrong answers! We just want to see you use the product and get your honest feedback on the experience.

How does the study work?

A moderator will guide you through a series of scenarios and you will be asked to roleplay using the product. These scenarios will (hopefully!) be very familiar to you and this is because we want you to use the product as if you were at home or at another familiar setting. If you are stuck, feel free to ask and we can talk about how you might be able to proceed.



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Is this a study on how well I can use a product?

No, **there is no right or wrong way to complete this study.** Just do what you think you would do the way you would like to do it. We want to see what you would do with the product if you were using it yourself in a familiar setting.

At the end, we will ask you some final questions regarding your experience with the scenarios and the product today.

Feel free to let us know if you would like a break or some snacks.

Will I be compensated for my time?

Yes! The compensation is \$100.00 an hour at the end of the study

Appendix D - Task Sheet

Task 1 : Set up and exploring a new food delivery app (Open app + sign in)

“Let’s imagine that it’s another typical day. It’s almost lunchtime and you are thinking about what to eat. You open up Postmates to check it out.”

Task 2: Add address and search nearby restaurants / favorite restaurants

“So, Since you have explored the application, I would like you to add the address of our lab and search nearby restaurants for your favorite food.”

Task 3: Add multiple dishes to the cart from you favorite restaurant

“Now that you have looked at different restaurants and cuisines of your choice it’s time that you favorite some of the restaurants and add some of your favorite dishes to the cart.”

**Task 4: Order item**

“I believe you have finalized your order and a gift card has been added to the account, you may order and get delivery here at testing lab ”

Task 5: Contact driver

“Let’s imagine you’ve been waiting for 45 mins and the food has still yet to arrive. You check the application and it says the estimated delivery time was over 10 mins ago. You begin to wonder if there has been a problem. What do you do?”

Task 6: Order food under time pressure

“You were casually browsing Postmates to help you decide on what to eat. As you were browsing, you suddenly received a message to attend an urgent meeting happening in 2 minutes. You want to have your food by the time the meeting ends (as soon as possible). ”

Task 7: Add a vegetarian meal to your cart + delete + add gluten free

“You prefer vegetarian food, add a vegetarian dish to your cart”

“You now have changed your mind and no longer want the vegetarian meal remove it from your cart.”

“Add a gluten free dish to your cart.”

Task 8: Place a group order + Party order

“Your family wants to place a meal together. Place a group order”

“Your family no longer wants food, but you want to save some money. Place a party order.”

Task 9: Reorder

“You found your favorite meal and want to eat it again. Reorder your previous meal.”

Task 10: Freeplay

“Explore the app anyway you want. See what it has to offer.”



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Appendix E - Experiment Script

Postmates Study Script

Estimated time: 45 minutes

Participant #:

Date:

Start Time:

Hello, my name is (my name), and I will be leading this interview today along with (another researcher's name). This research project is approved by the Institutional Review Board at San Jose State University, and your participation is completely voluntary. You can discontinue your participation at any time, and you can choose not to answer any question we might ask.

This study involves video and audio recording of the study session as you complete various tasks. **[Present consent form and explain all rights to the participant]**

You can also decide to make comments "off the record" which will be redacted during the data analysis process. Anything you share that may be identifiable will be anonymized. You will be given \$100 in cash for your participation at the end of the session.

Don't worry if you are not able to complete the tasks, just try your best.

Do you have any questions for us before we get started? May I begin audio recording this interview? (if yes, start the recorder).

Tasks to evaluate:

- place an order of your choosing and with your specific desires
- search for a store you are interested in (browse for favorites), search for favorite dish and look for it - ask about store hours as a question within a task
- cancelling order/contacting driver/trying to modify order after it has been placed
- give screens to show tip giving process - give a tip
- Contact driver about late food / Customer service
- timed order task



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- changing to pick up
- Cancel order
- Place a vegetarian meal in your cart
- Delete an item from your cart and add a different one
- Place a gluten free meal in your cart
- group orders
- party order
- reorder
- Exploratory task to go through the app as they please

Postmates Interface Study Script

Supplies

- One Android phone
- One apple phone
- Tripod
- 4 Cameras with voice recording
- Computer for Data Logging
- Computer for video upload
- Notebook
- Sanitizing products
- Stop watch

Introduction



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Moderator: Welcome to our study, today we are going to have you perform tasks with Postmates. The purpose of this study is to focus primarily on the software interface, though you will also interact with the notification mechanisms and alerts. As you attempt to perform each task, please try to let the software interface guide you rather than trying to figure out how to perform the task on your own. This way, we can evaluate how well the touchscreen interface communicates and guides users across various screens and tasks. Also, don't worry if I give you a task that you haven't ever performed before. Just try to complete it as best you can, through the software interface.

Any questions?

Here is Postmates (on their preferred platform).

Q: Do you have any first impressions from just looking at the Postmates app?	Verbal Response:
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1. Scenario 1 - Set up and exploring a new food delivery app

Task/Pathway/Question	Observations/Response
Moderator: For our first task, let's imagine that it's another typical day. It's almost lunchtime and you are thinking about what to eat. You open up Postmates to check it out.	



<p>TASK: Please open the Postmates app and set up so that you can use it to order food.</p> <p>.....</p> <p>.....</p> <p>Pathway For Sign-in:</p> <p>A. Welcome>Sign-up>Home</p>	<p>Performance Observations:</p> <p><input type="checkbox"/> Failure to sign-in <input type="checkbox"/> Did not navigate to Home <input type="checkbox"/> Did not scroll down <input type="checkbox"/> Did not select "Sign-in"</p> <p>Behavioral Observations For Signing up:</p> <p><input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response</p>
<p>Q: Did you have any difficulty signing into the app?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Do you feel like the information was located where you expected it to be?</p> <p>[Follow up] If No: Where do you think it should be located?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>

2. Scenario 2 - (Free order condition)

Task/Pathway/Question	Observations/Response
<p>Moderator:</p> <p>Show me how you would use the app to look for your next meal.</p>	



<p>TASK(s):</p> <ol style="list-style-type: none">1) Add address to the address bar and start browsing nearby restaurants, favorite 3 restaurants you would consider ordering from2) Pick a restaurant from your favorites and browse through their menus3) What are their hours? <hr/> <p>.....</p> <p>Pathway For Adding Address And Selecting Nearby Restaurants</p> <ol style="list-style-type: none">A. Click on the address menu located under the search bar > entering a new address > click on search button > type in restaurant name/food type > click on restaurantB. Clicking on profile icon on the top left > clicking on settings top left > clicking on addresses > typing in a new address <p>Pathway For Favoriting A Store:</p> <ol style="list-style-type: none">A. Using the search bar > typing in desired store details > clicking on store page > click on three dots > favorite the storeB. Click on store page from home > click on three dots > favorite the storeC. Home>filter the home page>click on the store page > click three dots > favorite the store	<p>Performance Observations:</p> <ul style="list-style-type: none">___ Failure to locate where the address bar is___ Failure to interact with the address bar.___ Failure to favorite a restaurant___ Failure to browse restaurant menus <p>Behavioral Observations For Exploring food options:</p> <ul style="list-style-type: none">___ Observed frustration, confusion, or difficulty___ Calls for help___ Relevant verbal response
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Moderator: Show me what you would do to make sure you can return to the restaurants you like over and over again.

TASK(s): Return to your favorited restaurants. Favorite 3 more restaurants you would consider ordering from and then view favorite stores and select one.

Performance Observations:

- Failure to identify any restaurants that they like
- Failure to favorite their stores
- Failure to apply filters appropriately
- Failure to add an item to cart

Behavioral Observations For Favoriting Restaurants:

- Observed frustration, confusion, or difficulty
- Calls for help
- Relevant verbal response

Q: What are their store hours?

[Follow up] If they could not find: What was difficult?

Found Unable to find
Verbal Response:

Q: Did you have any difficulty finding restaurants you liked?

[Follow up] If Yes: What was difficult?

Yes No
Verbal Response:

Q: Did you have difficulty favoriting the store?

[Follow up] If No: What was confusing?

Yes No
Verbal Response:

Q: Did you have difficulty finding your favorite stores?

[Follow up] If Yes: How so?

Yes No
Verbal Response:



Moderator: Do what you usually do when making an order

TASK(s):

Select a store to order from and add all items you would consider buying to the cart

.....
.....

Pathway For Adding Items To Cart:

- A. Using the search bar > typing in desired store details > clicking on store page > select items > add to cart
- B. Click on store page from home > add items to cart
- C. Home>filter the home page>click on the store page > add items to cart

Performance Observations:

- Failure to add an item to cart
- Failure to adjust item numbers
- Failure to find desired items

Behavioral Observations For Exploring food options:

- Observed frustration, confusion, or difficulty
- Calls for help
- Relevant verbal response

Q: Did you have any difficulty adding items to the cart?

Yes No

Verbal Response:

[Follow up] If Yes: What was difficult?

Q: Did you have difficulty finding the cart?

Yes No

Verbal Response:

Q: Is there anything that can be improved?

Yes No

[Follow up] If Yes: How so?

Verbal Response:

Moderator: What do you do when you order the wrong product and you want to fix that?



TASK(s): Fix the error in your order Pathway For Getting Help: A. Using the help function on your order > contact Postmates B. If your order has been picked up > Using the help function on your order > contact driver	Performance Observations: <input type="checkbox"/> Failure to contact Postmates\Driver <input type="checkbox"/> Failure to get the issue resolved <input type="checkbox"/> Canceled Order Behavioral Observations For Ordering Wrong Product: <input type="checkbox"/> Observed frustration, confusion, or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
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Moderator: Finish getting your food. Show me what you do post-ordering food.

TASK(s): Order Items and add tip	Performance Observations: <input type="checkbox"/> Failure to set payment details <input type="checkbox"/> Failure to send order <input type="checkbox"/> Failure to set the intended tip amount Behavioral Observations For Ordering And Adding Tip: <input type="checkbox"/> Observed frustration, confusion, or difficulty
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	<input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
--	--

3. Scenario 3 - Need to Contact Driver*

Task/Pathway/Question	Observations/Response
<p>Moderator: Let's imagine you've been waiting for 45 mins and the food has still yet to arrive. You check the application and it says the estimated delivery time was over 10 mins ago. You begin to wonder if there has been a problem. What do you do?</p>	
TASK: Go ahead and try to contact the driver to ask about your food.	<p>Performance Observations:</p> <ul style="list-style-type: none"><input type="checkbox"/> Failure to find previously placed order<input type="checkbox"/> Did not find driver's contact<input type="checkbox"/> Failure to find customer service <p>Behavioral Observations For Contacting Driver:</p> <ul style="list-style-type: none"><input type="checkbox"/> Observed confusion or difficulty<input type="checkbox"/> Calls for help<input type="checkbox"/> Relevant verbal response



Moderator:

[Participant unable to call driver]

So how do you contact customer service to let them know that you didn't get your food?

TASK: Go ahead and contact customer service	Performance Observations: <input type="checkbox"/> Failure to find customer service
Q: Did you have any difficulty finding your driver information? [Follow up] If Yes: What was difficult?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Did you have any difficulty finding customer service? [Follow up] If Yes: What was difficult?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Do you feel like the interface adequately guided you through the process? [Follow up] If No: What was confusing?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Is there anything that can be improved? [Follow up] If Yes: How so?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:

**4. Scenario 4 - (Timed Task) Trying to Order Food under time pressure**

Task/Pathway/Question	Observations/Response
Moderator: You were casually browsing Postmates to help you decide on what to eat. As you were browsing, you suddenly received a message to attend an urgent meeting happening in 2 minutes. You want to have your food by the time the meeting ends (as soon as possible).	
Task: Go ahead and make a cart with whatever you think would take the shortest time to get to you.	
[Follow up] if needed: What would need to be done to resolve this message?	<p>Performance Observations:</p> <ul style="list-style-type: none"><input type="checkbox"/> Failure to find desired dish<input type="checkbox"/> Did not understand why dish could not be found<input type="checkbox"/> Did not suggest a restaurant?<input type="checkbox"/> If yes, what actions were not performed: _____<input type="checkbox"/> Did not use search filter for fastest delivery<input type="checkbox"/> Failure to select fastest dish <p>Behavioral Observations For Adding Items That Have The Shortest Delivery Time:</p>



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	<input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
<p>Moderator: Your meeting was cancelled and you decided to go with pick up instead. How would you go about this?</p> <p>Please stop before you submit the order.</p>	
<p>TASK: Change your order from delivery to pickup</p> <p>.....</p> <p>.....</p> <p>[Follow up] if needed:</p>	<p>Performance Observations:</p> <p><input type="checkbox"/> Failure to locate delivery options menu <input type="checkbox"/> Failure to change order from delivery to pickup</p> <p>Behavioral Observations For Changing Your Order To Pickup:</p> <p><input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response</p>
<p>Q: Did you have any difficulty trying to get the fastest order?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Did you have any difficulty changing from delivery to pick-up?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Do you feel like the interface adequately guided you through the process?</p> <p>[Follow up] If No: What was confusing?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>



<p>Q: Is there anything that can be improved?</p> <p>[Follow up] If Yes: How so?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Moderator: You changed your mind and don't want to buy from Postmates anymore, but you already ordered. How will you go about changing it?</p>	
<p>TASK: Cancel your order</p> <p>.....</p> <p>.....</p> <p>[Follow up] if needed: Why were you unable to cancel your order?</p>	<p>Performance Observations:</p> <p><input type="checkbox"/> Failure to cancel the order</p> <p>Behavioral Observations For Canceling Your Order:</p> <p><input type="checkbox"/> Observed confusion or difficulty</p> <p><input type="checkbox"/> Calls for help</p> <p><input type="checkbox"/> Relevant verbal response</p>
<p>Q: Did you have any difficulty trying to cancel your order?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Did you have any difficulty canceling your order?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Do you feel like the interface adequately guided you through the process?</p> <p>[Follow up] If No: What was confusing?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Is there anything that can be improved?</p> <p>[Follow up] If Yes: How so?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>

5. Scenario 5 - Adding a vegetarian meal to your cart / deleting it / adding a gluten free meal



Task/Pathway/Question	Observations/Response
<p>Moderator: You prefer a vegetarian diet and want to order vegetarian food. Go ahead and add a vegetarian meal to your cart.</p>	
<p>Task: Add a vegetarian meal to your cart.</p>	<p>Performance Observations:</p> <ul style="list-style-type: none"><input type="checkbox"/> Failure to find desired dish<input type="checkbox"/> Did not understand why dish could not be found<input type="checkbox"/> Did not suggest a restaurant?<input type="checkbox"/> If yes, what actions were not performed: _____— <p>Behavioral Observations For Adding A Vegetarian Meal:</p> <ul style="list-style-type: none"><input type="checkbox"/> Observed confusion or difficulty<input type="checkbox"/> Calls for help<input type="checkbox"/> Relevant verbal response
<p>Moderator: You realize that you don't want a vegetarian dish. Remove the vegetarian item from your cart.</p>	
<p>TASK: Delete the vegetarian item from your cart</p>	<p>Performance Observations:</p>



	<p><input type="checkbox"/> Failure to remove item from cart</p> <p>Behavioral Observations For Removing An Item From Cart:</p> <ul style="list-style-type: none"><input type="checkbox"/> Observed confusion or difficulty<input type="checkbox"/> Calls for help<input type="checkbox"/> Relevant verbal response
<p>Q: Did you have any difficulty removing an item from your cart?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Do you feel like the interface adequately guided you through the process?</p> <p>[Follow up] If No: What was confusing?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Is there anything that can be improved?</p> <p>[Follow up] If Yes: How so?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Moderator: You realize that you want to buy a gluten free dish. Please add a gluten free dish to your cart.</p>	
<p>TASK: Add a gluten free item to your order.</p> <p>.....</p> <p>.....</p> <p>[Follow up] if needed: Why were you unable to locate a gluten free dish?</p>	<p>Performance Observations:</p> <p><input type="checkbox"/> Failure add a gluten free dish</p> <p>Behavioral Observations For Adding A Gluten Free Dish:</p> <ul style="list-style-type: none"><input type="checkbox"/> Observed confusion or difficulty<input type="checkbox"/> Calls for help<input type="checkbox"/> Relevant verbal response



<p>Q: Did you have any difficulty trying to find a gluten free dish?</p> <p>[Follow up] If Yes: What was difficult?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Do you feel like the interface adequately guided you through the process?</p> <p>[Follow up] If No: What was confusing?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>
<p>Q: Is there anything that can be improved?</p> <p>[Follow up] If Yes: How so?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>

Scenario 6 - Group order / party order

Task/Pathway/Question	Observations/Response
<p>Moderator: Your family wants to order food together. Start a group order.</p>	
<p>Task: Start a group order.</p>	
<p>[Follow up] if needed: What is a group order?</p>	<p>Performance Observations:</p> <ul style="list-style-type: none"><input type="checkbox"/> Failure to find group order<input type="checkbox"/> Failure to start a group order<input type="checkbox"/> Failure to locate menu to invite other members to group order <p>Behavioral Observations For Starting A Group Order:</p>



	<input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
Moderator: Stop your group order and instead start a party order.	
TASK: Start a party order [Follow up] if needed: What is a party order?	Performance Observations: <input type="checkbox"/> Failure to find party order <input type="checkbox"/> Failure to start a party order Behavioral Observations For Party Order: <input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
Q: Did you have any difficulty finding a party or group order? [Follow up] If Yes: What was difficult?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Do you feel like the interface adequately guided you through the process? [Follow up] If No: What was confusing?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Is there anything that can be improved? [Follow up] If Yes: How so?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:

6. Scenario 7 - Reorder



Task/Pathway/Question	Observations/Response
Moderator: The order that you placed earlier today I want you to use the reorder feature in Postmates.	
Task: Reorder your previous order	
[Follow up] if needed: What would need to be done to reorder your previous meal?	Performance Observations: <input type="checkbox"/> Failure to find reorder function <input type="checkbox"/> Failure to reorder Behavioral Observations For Reordering: <input type="checkbox"/> Observed confusion or difficulty <input type="checkbox"/> Calls for help <input type="checkbox"/> Relevant verbal response
Q: Did you have any difficulty reordering your previous meal? [Follow up] If Yes: What was difficult?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Do you feel like the interface adequately guided you through the process? [Follow up] If No: What was confusing?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:
Q: Is there anything that can be improved? [Follow up] If Yes: How so?	<input type="checkbox"/> Yes <input type="checkbox"/> No Verbal Response:



Scenario 8 – Free Play

Task/Pathway/Question	Observations/Response
Moderator: Go ahead and use the product as you would like for the next 5-10 minutes.	
	<p>Observations:</p> <ul style="list-style-type: none">· What do they interact with?· Difficulties/Struggles· Verbal Responses

6. Scenario 9 - Final Questions

Task/Pathway/Question	Observations/Response
Moderator: We are now done with all the product tasks other than waiting for your food to arrive! To wrap-up this session, I will be asking you a few questions about your overall experience using the Postmates app.	
Q: Please pick one of the following statements to describe how you feel about using this touchscreen interface for the first time?	<p><input type="checkbox"/> It was easy to learn and use <input type="checkbox"/> I stumbled a bit, but can quickly get used to it. <input type="checkbox"/> I had a difficult time learning and using it.</p>
RATING: Overall, on a scale of 1-7, how intuitive was it to use the Postmates app?	<p>(1=Not Intuitive at all, 7 = Very Intuitive)</p> <p>Verbal Response:</p>
Q: Do you use other delivery apps? If so, do they look like what you just used?	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>



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<p>[If yes] Q: How does the design of the Postmates app compare to the one you are used to?</p> <p>[Follow up] Why?</p>	<p><input type="checkbox"/> Better <input type="checkbox"/> Worse <input type="checkbox"/> Same</p> <p>Verbal Response:</p>
<p>Q: Do you have any other feedback about the interface that we have not yet gone over? Anything that would make this interface even better, more intuitive, more efficient?</p> <p>[Follow up] If Yes: What?</p>	<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Verbal Response:</p>

10. Thank and Pay Participant

We are now done with all the tasks for this study. Do you have any questions or comments for us about your experience with our usability test today?

Here is your additional compensation for completing our study. **[Give compensation]** Thank you for participating in our study and we hope you enjoy your food!

Appendix F- Informed Consent

P# _____
CONSENT FORM FOR PARTICIPATION IN RESEARCH
Postmates wishes to confirm your interest in participating in a usability study.
Purpose
The purpose of this study is to gather your behaviors, reactions, and feedback to the Postmates web page. Your participation will help us assess and improve the overall compatibility and usability of Postmates.



Procedures

For this study, we will introduce you to some scenarios and ask you to complete several tasks. We will be asking you to directly interact with the product and ask you some follow-up questions after each scenario.

Use of Images and Audio Recordings

By signing this Consent Form, you grant Postmates and its clients in this research effort permission to photograph and record your session and use any audio or video recording of your participation in this study for data analysis and reporting purposes. You may choose to make off the record comments, we ask you to let us know when to stop recording. Any images or audio recordings captured during your session will NOT be posted in any public manner and your identity will be kept anonymous during the reporting of the analysis. All information provided by you will be strictly confidential and will be used only for business purposes to improve the functionality, design and usability of our product.

Compensation

For your generous participation in our research, you will be given a \$25 gift certificate for Postmates as compensation at the end of the session. The estimated time for this session will be 45 minutes.

Participant Rights

Your participation in this study is completely voluntary. If at any time in this study you wish to withdraw from our study, please inform the moderator. However, compensation will only be provided for individuals who complete the study.

Signature

Your signature indicates that you voluntarily agree to be a part of the study, and that the details of the study have been explained to you. You are welcome to ask questions at any point in the study if anything is unclear. In addition, your signature indicates that you understand that you have no obligations to use, purchase, lease, recommend or otherwise arrange for the use of products you encounter during your participation in the study.

I understand and agree to the terms of this Consent Form for Participation in Research on
_____ (Date).

Participant Signature:

Signature

Printed Name

Appendix G - Experimenter Checklist

Checklist is to be used prior to each experimental trial of participants for the entire team. The following instructions are organized by room and include details about: personnel, materials, and setup. Different researchers can use it according to their role in the experiment.



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It is imperative to check for functionalities for each piece of equipment to prevent any issues, errors, or set-backs during the study.

If you are missing any materials, please consult with the receptionist or any staff/assistant if any help or material is required.

Reception Room

Personnel

- (1) Receptionist

Materials

- Participant scheduled for the day
- Participant contact information
- Communicate to participant and give a gentle reminder

Waiting Room

Personnel

- (1) Document assistant

Materials

- Consent forms
- Session Intro
- Bill of rights
- Water
- Snacks
- Magazines

Procedure

- Be sure to check the room to be clear of.
 - Personal belongings from previous participants
- Sanitize table, chair and sitting area
- Put Consent form, Session Intro and Bill of rights on the table
 - Explain Documents and experiment
 - Put required stationary on the table

Testing Room

Personnel



(1) Moderator and (1) participant in the room during the sessions.

Materials

- Participant materials
 - Chair and Table
 - An android smartphone
 - Ensure that the smartphone is charged and have free storage
 - Ensure the smartphone is connected to the internet
 - Ensure Screen-recording is working
 - An iOS smartphone
 - Ensure that the smartphone is charged and have free storage
 - Ensure the smartphone is connected to the internet
 - Ensure Screen-recording is working
 - Black scratch paper and pen/pencil
 - Credential sheet
 - Printed task sheet
- Moderator
 - A chair
 - Printed protocol
 - Condition log
 - Task sheet
- Equipments
 - A large table
 - Tripod for camera
 - An AV Camera facing participant
 - Ensure camera is plunged in and working
 - Ensure camera is charged
- Facility
 - Water
 - Snacks
 - Extra scratch papers and pen

Procedures

- On the participant computer screen:
 - Turn on inbuilt screen-recording for android/iOS smartphones
 - Clear cache: Settings > Apps > Installed Applications > tap on the Postmates > Storage tab > Clear App Cache (android smartphone)
 - Clear cache: Settings > Tap General > Tap iPhone Storage > Tap on the Postmates (iOS smartphone)
 - Open Postmates application in the preferred smartphone by participant



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- Make sure AV camera is facing towards participant and covering upper-body part

AV Room

Personnel

- (1) Datalogger , (1) Note taker, (1) Recording handler

There may be other staff in the room during the experiment.

Materials

- Table and chairs
- Three pairs of headphones
 - Ensure the headphones are picking up the microphones sound
 - Ensure that headphones are charged
- Three laptops
 - Ensure that each laptops are charged
- Two screens for video feed
- A stopwatch
- Whiteboard
- Documents open on the screen:
 - datalog sheet
 - Protocol
 - Blank document for notes
- Extra scratch papers and pens

Procedures

- (1) Screen should show the feed for the Participant's activities
- (1) Screen will have datalog sheet open and filling the data
- Refer to the condition log to ensure the correct procedures are being implemented
- Keep a record of time throughout the experiment.

Appendix H - Reset Procedures

Reset between sessions will take 30 minutes. These procedures are organized by role and include saving and breaking down of the previous session, and preparing for the set up of the new session.

Once these are completed, please refer to the Experimenter Checklist to proceed with session set-up.



Quick checklist for key reset procedures

- Stop** all recordings (AV camera , Screen)
- Save** all data (recordings, consent forms)
- Clear** data (browsing history, cache)
- Set up** the session for the next participant (Refer to Experimenter Checklist)

Full Procedures	
All (10 mins max)	Get observation team and moderator together to discuss any anomalies, thoughts, observations, suggestions, and overall recap
Document assistant	<ul style="list-style-type: none">• File away signed consent form into appropriate folder• Obtain their screener information• Obtain new consent form• Sanitize all the area
Moderator	<ul style="list-style-type: none">• Take notes and place into appropriate folder• Clear browsing history and cache from the used smartphone• Sanitize all the area <p>For new participant:</p> <ul style="list-style-type: none">• Prepare new Google Doc on laptop to take notes• Open Postmate App on selected smartphone
Observation Room Team	<p>Stop recordings of:</p> <ul style="list-style-type: none">• Screen recording• Camera recording <p>Save the files of both the items into the appropriate participant folder</p> <p>Set up for new participant:</p> <ul style="list-style-type: none">• Data log open• Protocol for correct condition
All	Use the Experimenter Checklist to set-up for the next session.

Appendix I - Debrief Sheet



Debrief

We have come to an end of our session and we all would like to thank you again for your participation. The primary purpose of this study was to analyze food ordering experience in different circumstances.

There was no deception involved in this feedback session. Our team here at Postmates would like to analyze the collected feedback from you to help us better understand your pain points during the process and continuously work to improve the Postmate experience.

We will continue working on Postmates food delivery experience and conduct similar usability studies regarding implementation of new features. If you found this study helpful and interested in coming back for future studies, feel free to email our UX research participant recruiting team at: UXparticipants_postmates@domain.com so that our recruiter can get in touch with you to give more details about the study.

If you have any other questions that you would like for us to answer, feel free to email our team at: UXresearch_postmates@domain.com

Now, feel free to collect your gift and food from the reception area. Have a nice day!

Appendix J - Condition Log

Participant #	Operating System	Task Order		
		Free Play	Free Order	Timed Order
1	iOS	Free Play	Free Order	Timed Order
2	iOS	Timed Order	Free Play	Free Order
3	iOS	Free Order	Timed Order	Free Play
4	iOS	Free Play	Free Order	Timed Order
5	iOS	Timed Order	Free Play	Free Order
6	iOS	Free Order	Timed Order	Free Play
7	Android	Free Play	Free Order	Timed Order
8	Android	Timed Order	Free Play	Free Order
9	Android	Free Order	Timed Order	Free Play
10	Android	Free Play	Free Order	Timed Order



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11	Android	Timed Order	Free Play	Free Order
12	Android	Free Order	Timed Order	Free Play

Appendix K - Testing Account Sheet

Use below mentioned credentials for login.

Email ID: User_usability@gmail.com

Password: user1234



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