User Test Analysis Report

The purpose of this document is to observe and analyse results based on iterative user tests conducted for Obero’s merchant and consumer applications.

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Background

User tests have been conducted in order to identify weak points and improvements for better efficiency and usability effectiveness in Obero's solutions. The methodologies used are mainly online survey-based testing with Maze.co, a digital prototype testing tool used to capture user data (heatmaps, click rates) and subjective inputs.

The survey will consist of 3 parts:

1. Pre-testing questionnaire
2. User tasks
3. Post-testing questionnaire

This sequence will be repeatedly used throughout all testing surveys and for many iterations that are available.

The usability metrics will be focused upon the **success rate**, and **error rate**, to determine the effectiveness and efficiency of the interfaces, and thoroughly match them alongside subjective inputs from the questionnaires.

Metrics

The metrics that will be used to determine the usability performance of the interfaces are:

1. Task completion (Success Rate)
2. Time of Completion (Efficiency)
3. Errors / Misclick Rate (Areas of Error)
4. User Satisfaction via System Usability Scale (UX/UI Aesthetics)

Results & Analysis

Version 1

I. Customer App

The test was conducted and shared at a closed, small scale consumers as target audience, totalling at 13 respondents, mainly to observe core user interactions with basic tasks (ordering items, navigation, payment). Based on the pre-testing questionnaire, respondents find that online ordering is very familiar (92%) and fairly easy to do (84.3%).

The test consists of 2 main tasks:

1. Task A — Normal Ordering

#1 - Order these and put them onto the cart:
.....1x Cocktail — 25 hours a day
.....1x Mocktail — Virgin Pina Colada
#2 - Place your order and pay now,
#3 - Once successful, view your order and download the receipt.

2. Task B — Open Tab Ordering

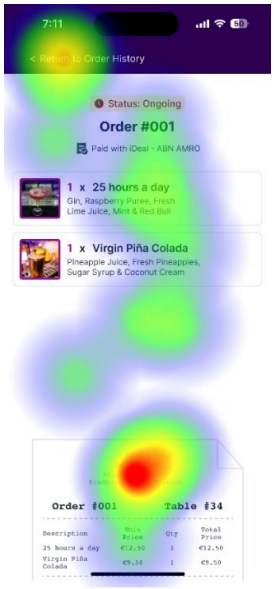
#1 - Order these and put them onto the cart:
.....2x Cocktail — Moscow Mules
#2 - Go to cart and Remove 1x Moscow Mule
#3 - Place your order, and choose 'open tab'
#4 - Order another drink:
.....1x Cocktail — Gimlet
#5 - Close & pay for your tab
#6 - Once successful, view your order and download the receipt.

Task A

Variables	Score	Preferred Score
Success Rate	88.9%	>70%
Time of Completion	137.9 seconds (459%)	30 seconds
Misclick Rate	52.6%	<10%
User Satisfaction	5.1/7 (72.8%)	6/7

Pros	Cons/Feedback
Clean design, attractive and easy to use	Make scrollables more noticeable
Useful and easy menu bar	Create more routes to cart (items bar)
Interactive by introducing gesture	Show possibility of gesture
Smooth payment process	

The results suggest a fairly moderate usability score; 4 testers have given up the task, with 88.9% of remaining testers successfully completing the task via an indirect path. The misclick rate was 52.6%, suggesting unclear paths that lead to many unintentional clicks by the user. The average duration for this task is 137.9 seconds, while the expected duration shouldn't take no more than 30 seconds (28,36 seconds — tested with internal stakeholders). On average, the user satisfaction score is about 5.1 out of 7, deriving from an average of 4.9 for user experience, and 5.3 for navigation and interaction.



Main Issue — Gestures and hidden interactions

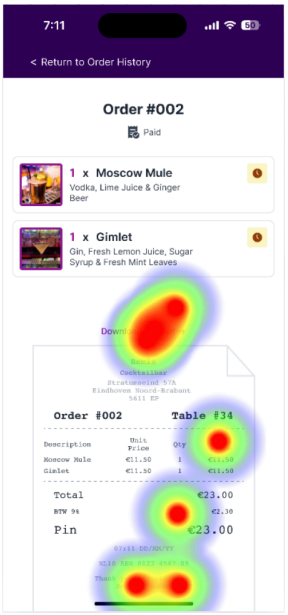
Causes usability issues for users, does not allow progression of tasks due to hidden gesture (pulling the receipt), an easy fix is to have an indicator that a gesture is available. Heatmap to the right showcases the main page with the highest drop-off rate (77.8%).

Task B

Variables	Score	Preferred Score
Success Rate	**66.7%**	>70%
Time of Completion	**164.9 seconds (299%)**	55 seconds
Misclick Rate	**60.7%**	<10%
User Satisfaction	**4.85/7 (69.3%)**	6/7

Pros	Cons/Feedback
Smooth payment process	Does not understand open tab functionality
UI is quite clear	Adding items to the cart and removing it from the cart should be more accessible.
Efficient and straightforward ordering	Gesture issues, no visual aid
	Security measure for open tab: ask banking information in the beginning

The results suggest a moderate to lower usability score; 3 testers have given up the task, with 66.7% of remaining testers successfully completing the task via an indirect path. The misclick rate was 60.7%, suggesting unclear paths that lead to many unintentional clicks by the user. The average duration for this task is 164.9 seconds, while the expected duration shouldn't take no more than 55 seconds (54,77 seconds — tested with internal stakeholders). On average, the user satisfaction score is about 4.85 out of 7, deriving from an average of 4.6 for user experience, and 5.1 for navigation and interaction.



Main Issue — Gestures and hidden interactions

Similar problem applies for the 2nd task: hidden gestures should be marked with a visual aid to help users with identifying the correct path. Accessibility should be increased due to fragility of certainty before finalizing/conducting/placing an order.

II. Management Platform

The test was conducted and shared within internal stakeholders: vendors and restaurant owners as target audience, totalling at 5 respondents, mainly to observe core user interactions with basic tasks (ordering items, navigation, payment). 80% of respondents have had experiences managing their businesses using digital tools, with an average importance rating of 6.2/7 of how impactful digital tools are contributing within businesses.

The test consists of 6 main features, each containing associated tasks:

I — Identification & Access	Login into the application
	Add a new merchant & Select your newly created merchant
	Create a new dashboard for your merchant
	Open your newly created dashboard
II — Orders	View your order history
III — Menu Items	View your total items
	Add a new menu item
IV — Merchant	Check your merchant information
	Check your merchant's social settings
V — Financials	Within your payment method, activate Paypal as a new method
	Check out your subscription costs within cost overview
VI — Reporting	Compare your annual sales between 2022 and 2023
	View your sales performance and export as CSV

Tasks I — Identification & Access

Variables	Score	Preferred Score
Success Rate	100%	>70%
Time of Completion	132.4 seconds (127%)	104 seconds
Misclick Rate	54.58%	<10%

Tasks II — Orders

Variables	Score	Preferred Score
Success Rate	100%	>70%
Time of Completion	5.7 seconds (110%)	5 seconds
Misclick Rate	36.4%	<10%

Tasks III — Menu Items

Variables	Score	Preferred Score
Success Rate	100%	>70%
Time of Completion	194.5 seconds (388%)	50 seconds
Misclick Rate	51%	<10%

Tasks IV — Merchant

Variables	Score	Preferred Score
Success Rate	100%	>70%
Time of Completion	34.2 seconds (114%)	30 seconds
Misclick Rate	49%	<10%

Tasks V — Financials

Variables	Score	Preferred Score
Success Rate	90%	>70%
Time of Completion	28.9 seconds (96%)	30 seconds
Misclick Rate	55.35 %	<10%

Tasks VI — Reporting

Variables	Score	Preferred Score
Success Rate	100%	>70%
Time of Completion	33.5 seconds (111%)	30 seconds
Misclick Rate	32.65 %	<10%

User Satisfaction	**6.1/7**	6/7
Pros	**Cons**	**Feedback**
Quick interactions	Unclear user location; not clear where the users are within the app	Smaller steps for onboarding
Easy to follow user flow	No intuitiveness whether the menubar was scrollable	Less features within the navigation bar
Dashboard making		Clear categorisation of features for specific users
Very clear		Make better Figma transitions
Clear payment part		Quicker navigation to reach your goal
		Add multisteps to clarify user location

The results suggest a moderate to high usability score; Most tasks achieved a 100% success rate (both via direct and indirect paths) averaging at **98.3%**, with misclick rates ranging from 32-55%. Most tasks were achieved according to the preferred duration (recorded before the testing phase), with exceptions on task 3 **(388%)**. On average, duration time is set at 157%, slightly higher than expected. On average, the user satisfaction score is about 6.1 out of 7, deriving from an average of 6.2 for user experience, and 6 for navigation and interaction.

Main Issue — Lack of Location Awareness

Main cause of usability error comes from user navigation and location. There is a lack of awareness within the interface that would suggest the juxtaposition of where the user is located. When dealing with mobile screens, interface has lesser space to accomodate the features, which leads to scrollables/out of bounds design. Given no proper indicator that a menubar is scrollable may affect the user performance for newer users. This can be mitigated with using a clear onboarding structure, but if run through a longer use case scenario, may not be suitable for users who would want to do things quickly.

Version 2

Minor changes to the prototype have been made in response to the results and inputs received from target users from both interfaces. Based on heatmap recordings, main errors were found because of the counter-intuitiveness that the prototypes did not provide for the users' intuition to proceed:

a. Examples can be derived from empty input fields, of which some are left empty for quick flow reasons, leaving users confused when they couldn't proceed because the 'action' buttons do not do anything either.
b. Gestures that are made available, but served with little use due to no visual indicators for the users.
c. Hidden overflows that disallow users to intuitively scroll through, due to yet again, lack of visual indicators.
d. Lack of paths that are 'allowed' within the tasks, which results in high rates of success taken via indirect paths. Although there shouldn't be any restrictions of pathways that are to be taken.

Hence, version 2 introduces a prepared flow that allows better direction for users to complete given tasks, with hopes to reduce the external errors encountered whilst going through the prototype, and still immersed by any design changes made within each interface.

Version 2 testing is also conducted using Useberry, a recently discovered testing tool that happens to be more viable than Maze. Trial tests have been conducted by internals to assess whether the testing tool is usable according to the scale of the project, and with the testing being limited to close affiliates, Useberry has proven to be a better choice. Test results will be analyzed down below, provided with screenshots taken from the generated report.

I. Customer App

Task Completion

Variables	Score	Preferred Score
Success Rate	**90%**	>70%
Time of Completion	168.6 seconds	-
Misclick Rate	**27%**	<30%
User Experience	**4.4/5 (88%)**	6/7 (85%)
Overall User Satisfaction	**90.5%**	>85%
Navigation Experience	**6.55/7 (93%)**	6/7 (85%)

Question 2 - Short Text

What did you like/dislike about the app?

9 out of 10 answered

- smooth animations, clear and visible information
- O
- smooth animations, loving the interaction
- The app is easy to use, and looks professional. But it is small and it lags a little bit.
- controls and navigation are consistent, elements shown are visually pleasing, maybe a little bit too overwhelming at times
- navigation menu is good, not very much on the market
- The download receipt was a bit unclear to the many steps. reduce the steps. maybe instead of a text link to download make an icon
- In detail page, the total price in the button seems like the price of the drink. Overall nice design only few screens too much distractions for me
- most elements are standard, no stand out ones. May be focus on putting fresher looking elements

Question 4 - Multiple Choice

Would you recommend/share this app to others?

9 out of 10 answered

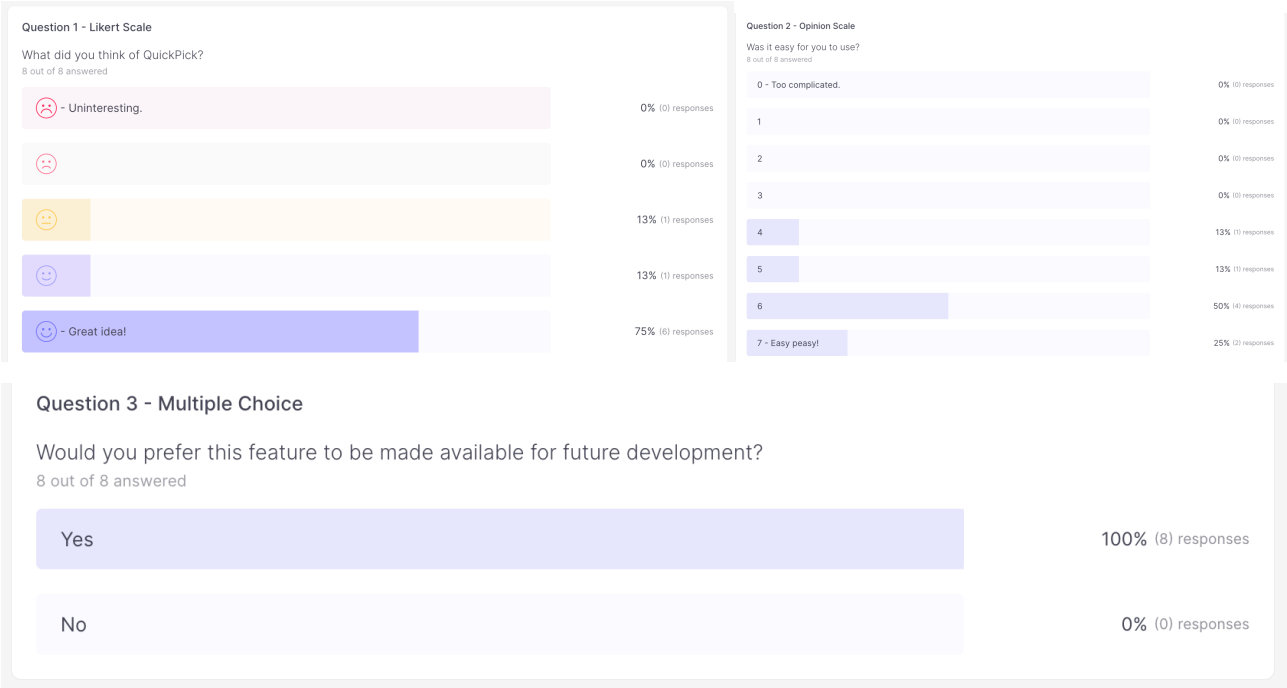
Yes	100% (9) responses
No	0% (0) responses

The results suggest a considerable improvement to the previous usability score; Tasks completion achieved a 90% success, with misclick rates reduced from 32-55%, to 27% average. Time of completion ws achieved at 168.6 seconds, presented with tasks similar to the previous testing, suggests no significant improvements. On average, the user satisfaction score is 90.5%, deriving from an average of 88% for user experience, and 93% for navigation and interaction.

Changes made were mostly on the representation of information/content on each segments of the experience:

a. Selection of payment methods — introduced preliminary explanation to allow users to understand (seemingly) high technical terms.
b. Widen the padding between elements within the navigation tab to allow visual aid on overscrolling — reduced confusion and clutter of the menu items.
c. Relative UI improvements in indicating order quantities — a practice that is more common in online delivery solutions, rather than food ordering.
d. Removal of unecessary interface gestures; replaced with a simple visual indicator. Gesture features will be kept as a recommendation within the advisory document.

QuickPick, a conceptual idea that was introduced during one of the stakeholder meetings, was came into fruition and was also included within the user test. The idea is a swipe-able menu interface, presenting random menu items and lets the user choose



quickly whether they would want to try it or not.

QuickPick's concept receives an average of 4.625/5 (92.5%) rating for user satisfaction, and 5.875/7 (83.9%) for ease of use. Of course, this was only shared between internal associates of Obero, but was able to prove able to be improved for further development.

II. Merchant Platform

Merchant Platform testing saw a reduce in the number of tasks and features showcased:

- This is due to one of the approaches taken in prioritizing feature-oriented tasks made as preferences from what is needed from the dashboard creation.
- Features are limited to 5 tabs maximum to avoid overflow, implying the inability to scroll through the menubar, reducing user confusion and avoiding unconventional practices for the current term.
- Previous v1 tests showed a high chances of task abandonment by users, due to the length of the task far exceeding the preferred duration for the users. Hence, the usability test conducted in an uncontrolled environment was flawed. The mitigation of this issue is to then reduce and prioritize main features to be tested and conducted.

Task Completion

Variables	Score	Preferred Score
Success Rate	**80%**	>70%
Time of Completion	153.9 seconds	-
Misclick Rate	**35%**	<30%
User Experience	**4.33/5 (86.67%)**	6/7 (85%)
Utility Likeliness	**4.22/5 (84.4%)**	6/7 (85%)
Overall User Satisfaction	**85.36%**	>85%
Navigation Experience	**6/7 (85%)**	6/7 (85%)

Question 2 - Short Text

Could you describe more of what went well/wrong?

9 out of 9 answered

- navigation is a little bit challenging,
- I didn't notice the exporting of sales button at first but after scrolling down a bit, I found it
- good
- Clear designs, very nice to see
- Good overview
- Clear
- menu tabs are reduced, which i think is a good, avoided troubles of scrolling too much.
-
- well made layouts, design is very clean, but very standard.. maybe make it more personalized?

Question 5 - Short Text

What would you improve/add-on within this application?

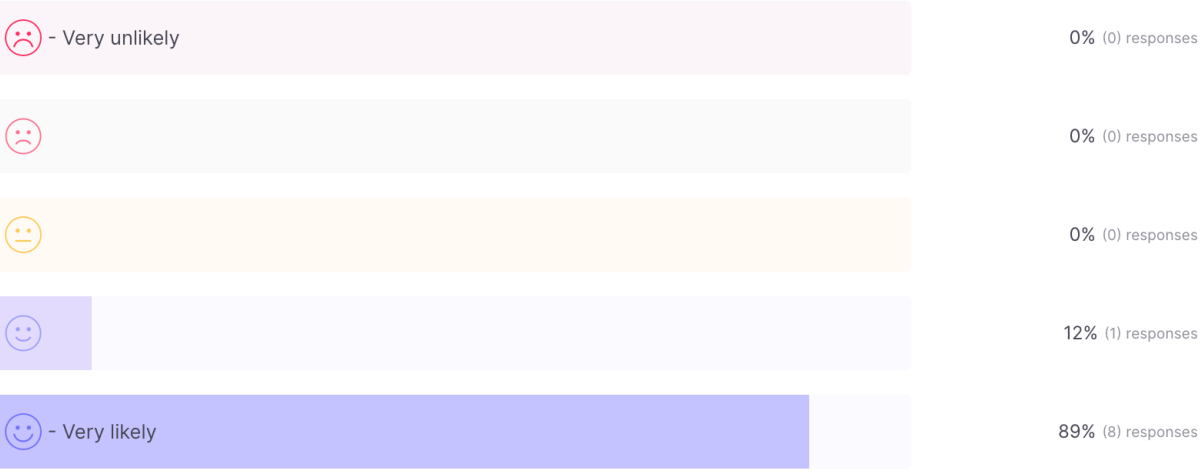
8 out of 9 answered

-
- add more features to see other stuff
- good
- show us more features available
-
- more features
- maybe add integrations with existing POS systems, but i think its a well thought of concept
- Good mvp

Question 6 - Likert Scale

How likely are you going to recommend this product to others?

9 out of 9 answered



The results show a consistent UX score when compared with the previous testing — reduced rates of misclicks are present however, into a 35% rate which is considerable better with the reduction of menu features within the menu tab; Overall user satisfaction score peaks at 85.3%, a combination of experience (86.67%), navigation (85%), and likeness of usage within own operations (84.4%).

Focus Group

A focus group session was also held as a post-testing clarity session with associates, with main topics of discussion surrounding the area of Obero's long term prospect and marketing approaches in filtering and simplifying knowledge gain of these features and how it can be transferred to the likes of the audience.

Data Driven System

As agreed upon, this system relies heavily on data solutions, being able to transfer real-time data and visualize it to fit efficiency and effective utility, which when used properly, could benefit both operational costs and future prospecting.

Payment Methods — Digital vs. Cash

An extensive argument about payment methods were held within the discussion, which concludes to the heavy reliance of cash for foreign customers, in which a physical pOS system may still needed to be establish, or integrated within the system. So far, physical payments were not considered to be a prioritiy within the customer application, but may receive more attention towards the next iteration.

Bill Splitting

Having one vendor mentioned the concept of bill splitting, one that is very popular in the Netherlands, this feature could and should be thought of within the next iteratioon process for customer ordering. Having a background of sales within Butlaroo, some insights were given and discussed, which the solutions need to be revolved around

simplistic publicity. Either so, the concept of bill splitting has become a culture here in the Netherlands, to which needs to be utilized as one of Obero's main feature points.

Cultural Impact on Digitalizing Operations

One interesting topic that was discussed was how digitalization has occured practically at every aspect of daily life, and that adoption and acceptance of digital platforms for businesses would be viable for consolidating payments, communications and many more. Hence, this matter explains the need to conduct and describe different situations and use cases, scenarios where businesses may or may not require the assistance of digital platforms.

Decisions for Packages to Business Owners

Packages shouldn't be offered as standardized, but rather tailor-made based on per situational scenarios. The next decision made is to define these situations on variables, whether it would be sector-based (where the business stands within the food service industry) or size-based (the size of the business). Either way, this method would prove to be more personal and flexible for the business, allowing them to be engaged in selecting prioritized features and customization to attract and retain business owners.

Summary & Next Steps

The session was closed with a quick usability testing, and a side note for each vendors to conduct bigger market research and draw upon situationals, so that a brainstorming session could be help by the next meeting. The prototypes were taken positively and in big consideration for the next step of development. Whilst the vendors are busy panning

out usecases for future market sectors, stakeholders are deciding on which feature to continue towards the next phase.

Conclusion

Evaluation of the testing results shows some inaccuracies/potential errors from tool utilities and their ability to comprehend different data results. Hence, potential results maybe need to be more accurate given the lack of tool capabilities in determining the accuracy of user interactions, having limitations to conducting proper parameter listing.

However, that is not to say that the test results are insufficient. With minor UI fixes, the customer app can have a significant user satisfaction rating increase, whilst the merchant platform has proven to be consistent with its results based on the feedback and inputs taken from all the associated users. The testing phase proves that a design-oriented process that focuses primarily on a good balance between users and the system yields consistent and positive results, with a stable backbone ready to be built upon for the subsequent iteration phases. There were many recommendations by the users that were already mentioned within the research process of determining features within the IA. The next focus would be to refocus user needs based on marketing strategies via situational configurations. As discussed with internal stakeholders and trusted vendors, the expansion of Obero can be done when all parts are ready for personal configurations.