



Maze version - TESTING-APP-V1

Obero v1

Responses

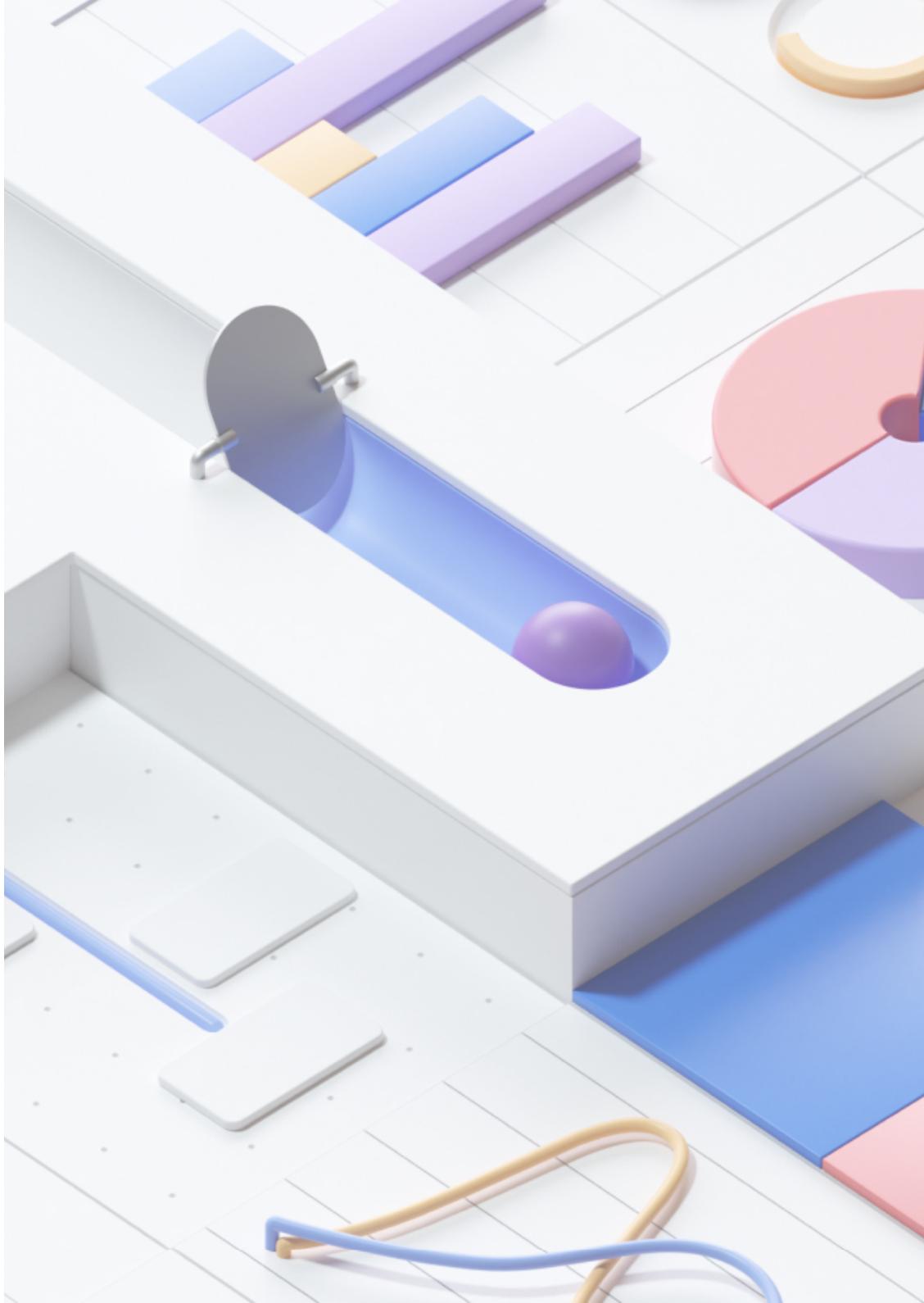
13

of blocks

14

[See online report ↗](#)

Downloaded on the 4.13.2023



How familiar are you with online ordering?

Multiple Choice

13

Responses

Online Ordering - You can use a computer, tablet, or phone to go to a website or app where you can choose what you want to buy. You can pick out the things you want and add them to a shopping cart, just like when you go to...

Familiar 92%

12 ♂

Not familiar 8%

1 ♀

[View details in Maze ↗](#)

Do you find online ordering difficult in general?

Opinion Scale

13

Responses

5.9

Average

0%

0 %

0%

0 %

8%

1 %

0%

0 %

15%

2 %

46%

6 %

31%

4 %



Yes, very difficult

Not at all

[View details in Maze ↗](#)

Test 1/2 Introduction

Context Screen

13

Tasks will be given out to you at every checkpoint, and are required to be completed to progress.

Testers

Goodluck!

Context:

It is Friday night and you're inside a cocktailbar. You sat down on a table noticed a QR code for ...

Task A - Normal Ordering

Prototype Test

49

#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 re...



11.1%

Direct success



11.1%

Mission unfinished



9

Total testers



52.6%

Misclick rate



137.9s

Avg duration

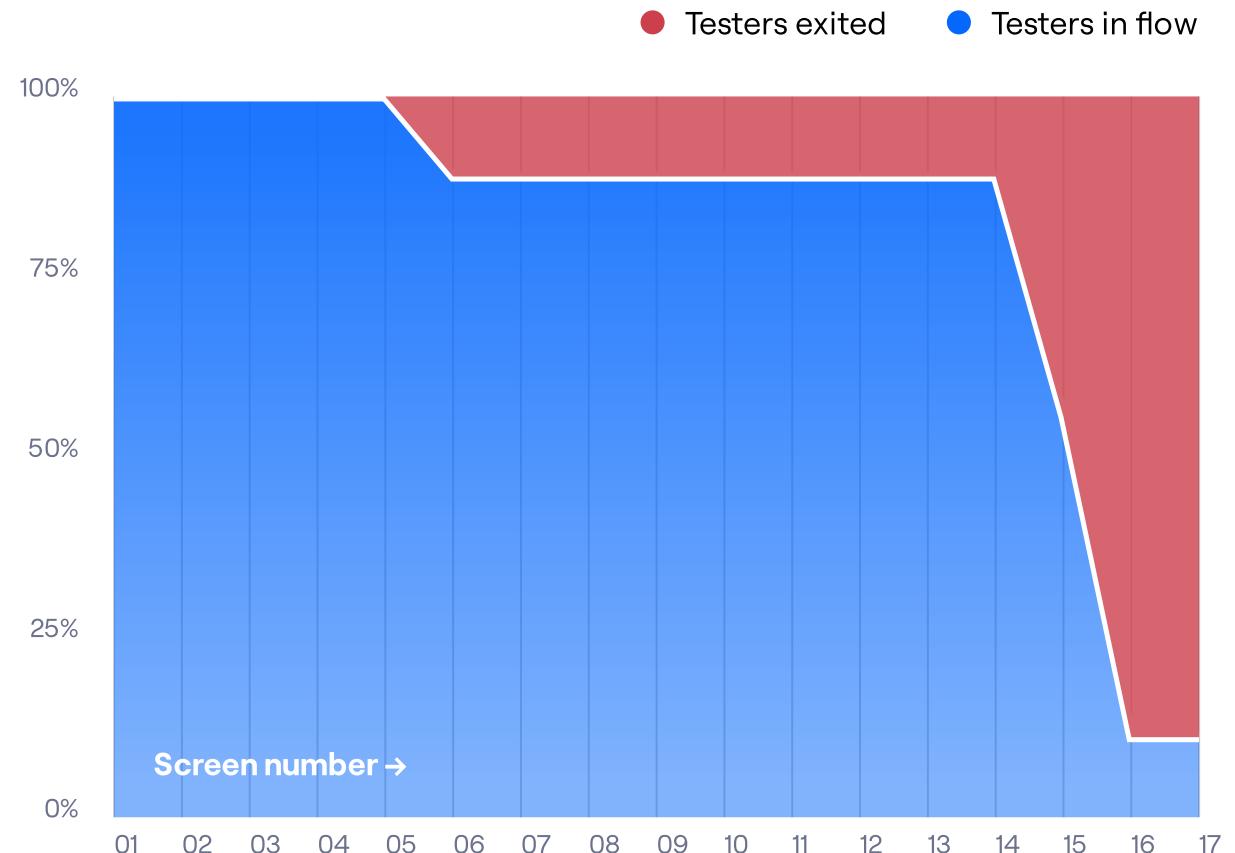
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



11.1%

Uh oh! An unusually high % of testers left the expected paths. Help bring back lost testers by consulting the metrics below.



Full path analysis

Screen 1

screen/mobile/iphone14pro

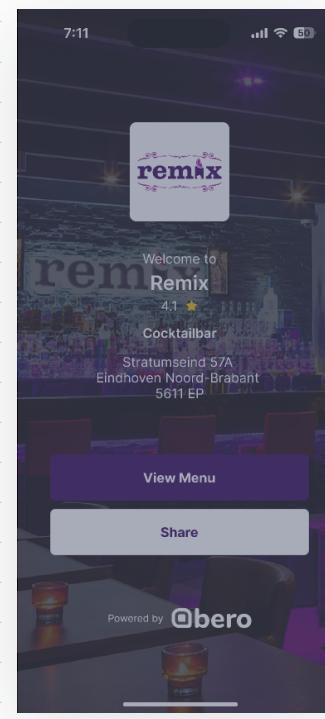
AVERAGE DURATION

MISCLICK RATE

7.1s

0.0%

99



Screen 2

screen/mobile/iphone14pro

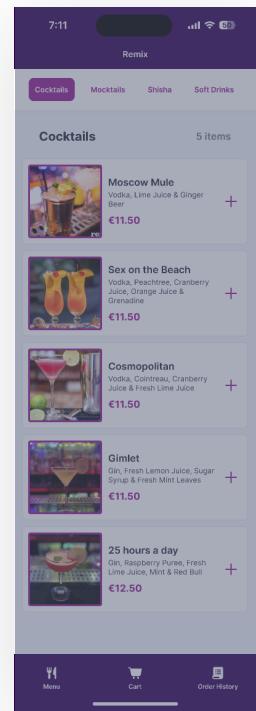
AVERAGE DURATION

MISCLICK RATE

12.1s

33.0%

81



Screen 3

screen/mobile/iphone14pro

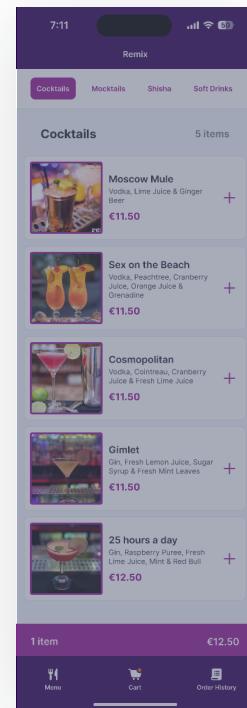
AVERAGE DURATION

MISCLICK RATE

6.0s

11.0%

95



Screen 4

screen/mobile/iphone14pro

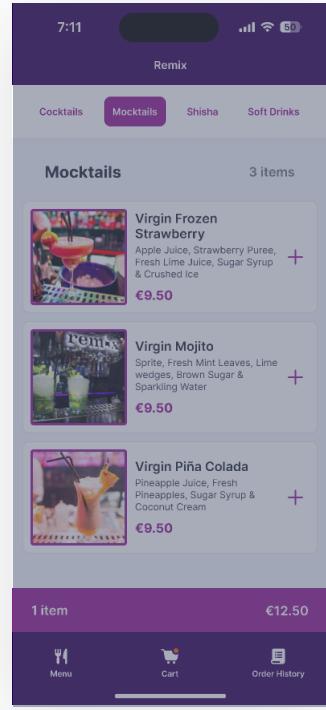
AVERAGE DURATION

MISCLICK RATE

5.3s

0.0%

100



Screen 5

screen/mobile/iphone14pro

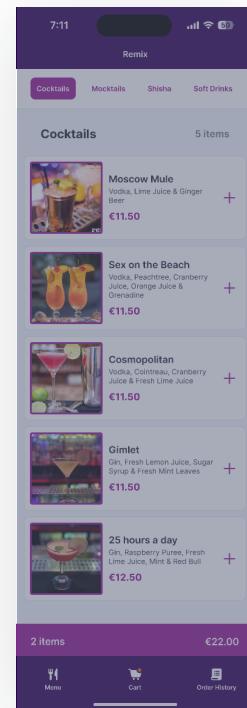
AVERAGE DURATION

MISCLICK RATE

9.7s

78.0%

48



Screen 6

screen/mobile/iphone14pro

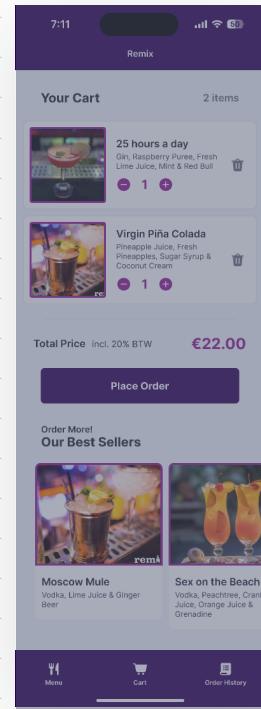
AVERAGE DURATION

MISCLICK RATE

4.5s

0.0%

100



Screen 7

pop-up-note

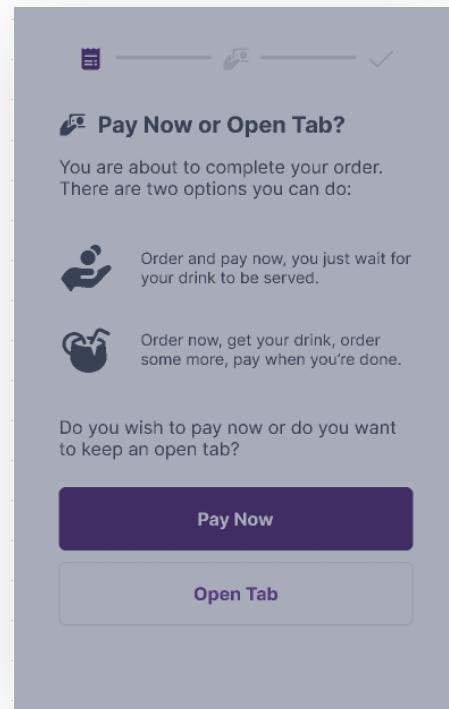
AVERAGE DURATION

MISCLICK RATE

11.7s

0.0%

97



Screen 8

pop-up-note

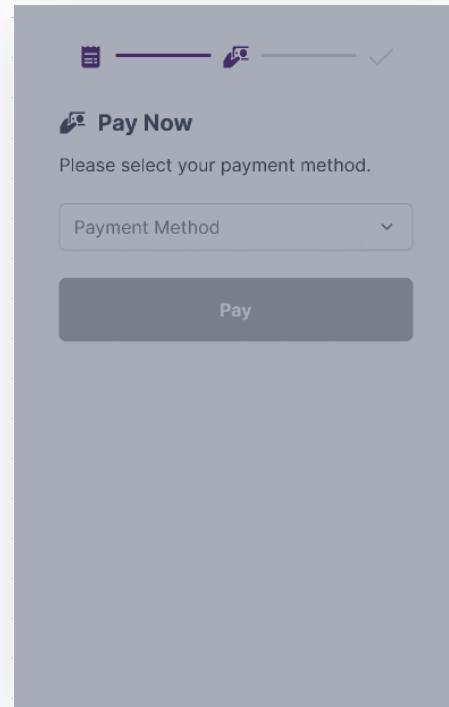
AVERAGE DURATION

MISCLICK RATE

2.0s

0.0%

100



Screen 9

pop-up-note

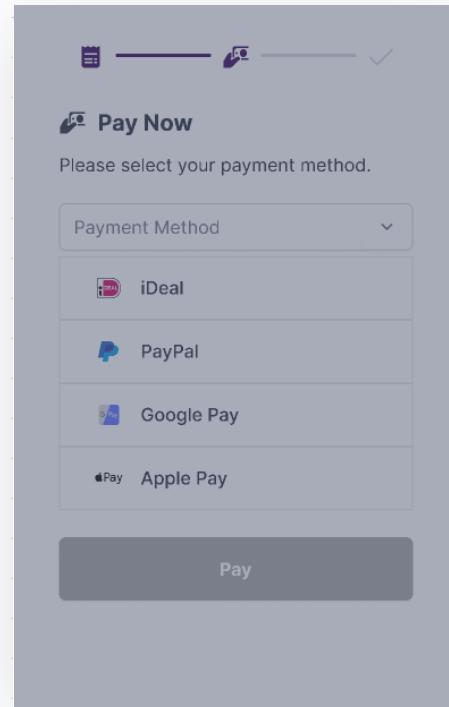
AVERAGE DURATION

MISCLICK RATE

1.8s

13.0%

94



Screen 10

pop-up-note

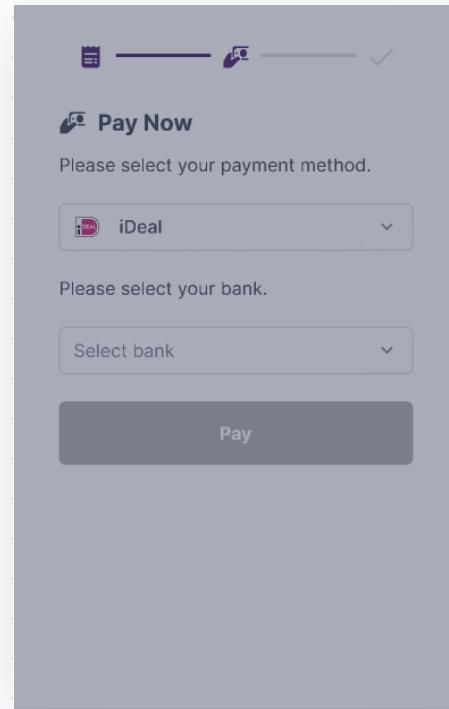
AVERAGE DURATION

1.1s

MISCLICK RATE

13.0%

94



Screen 11

pop-up-note

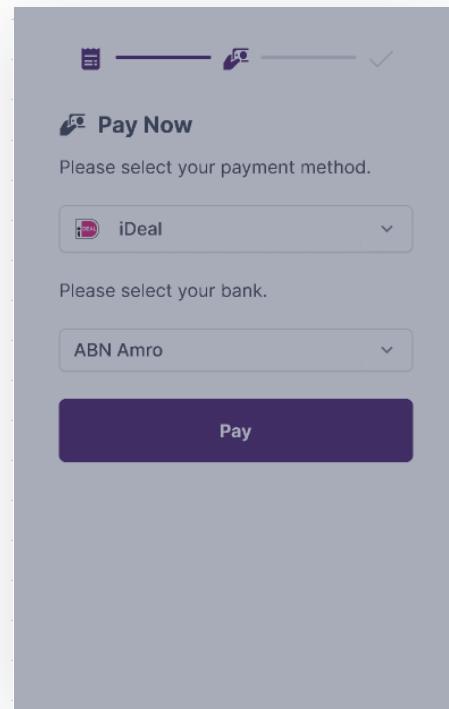
AVERAGE DURATION

MISCLICK RATE

1.8s

13.0%

94



Screen 12

pop-up-note

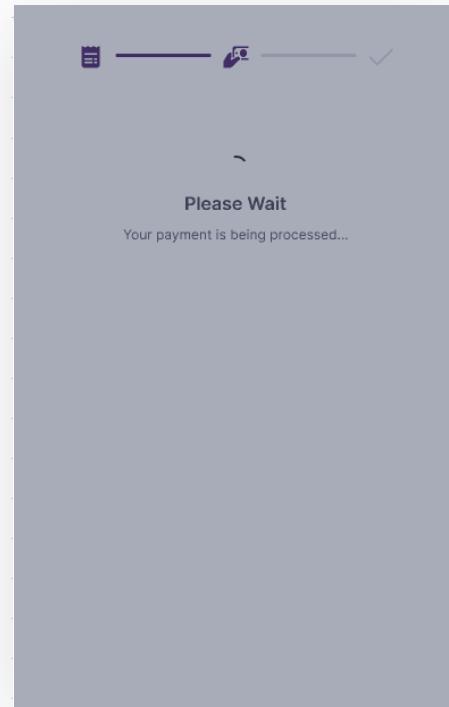
AVERAGE DURATION

MISCLICK RATE

1.6s

0.0%

100



Screen 13

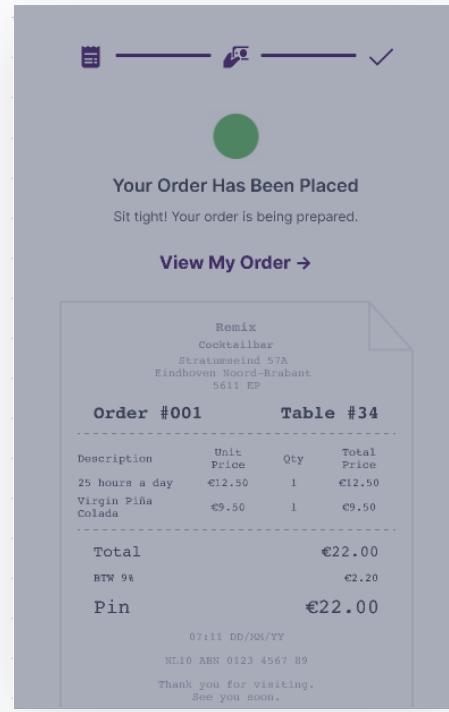
pop-up-note

AVERAGE DURATION

7.5s

MISCLICK RATE

38.0%



Screen 14

screen/mobile/iphone14pro

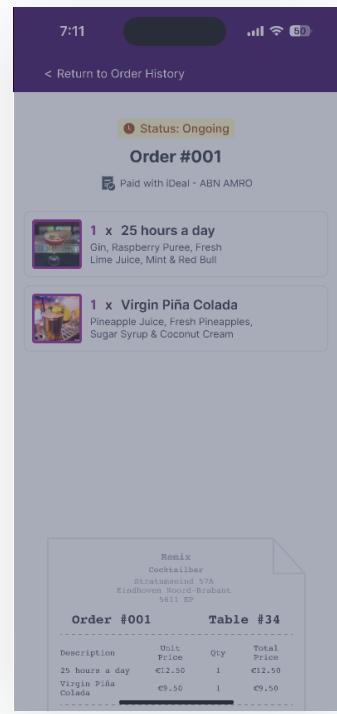
AVERAGE DURATION

MISCLICK RATE

5.5s

50.0%

37



Screen 15

screen/mobile/iphone14pro

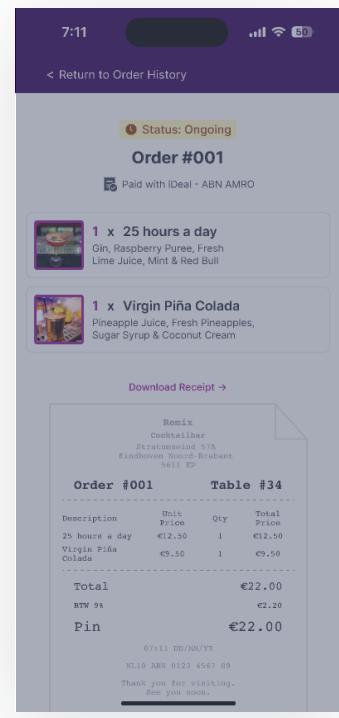
AVERAGE DURATION

MISCLICK RATE

2.7s

0.0%

20



Screen 16

screen/mobile/iphone14pro

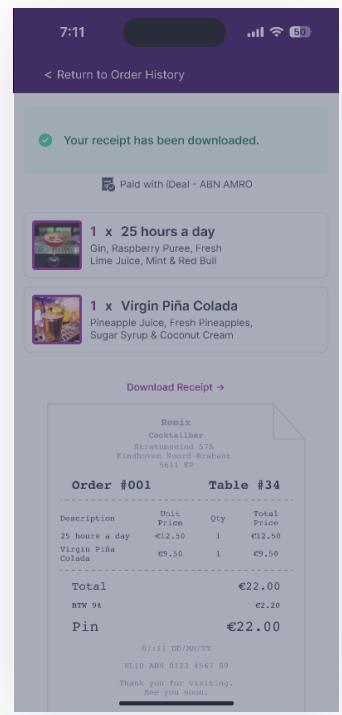
AVERAGE DURATION

MISCLICK RATE

1.5s

0.0%

100



View details in Maze ↗

How was your experience of using the product to complete this task?

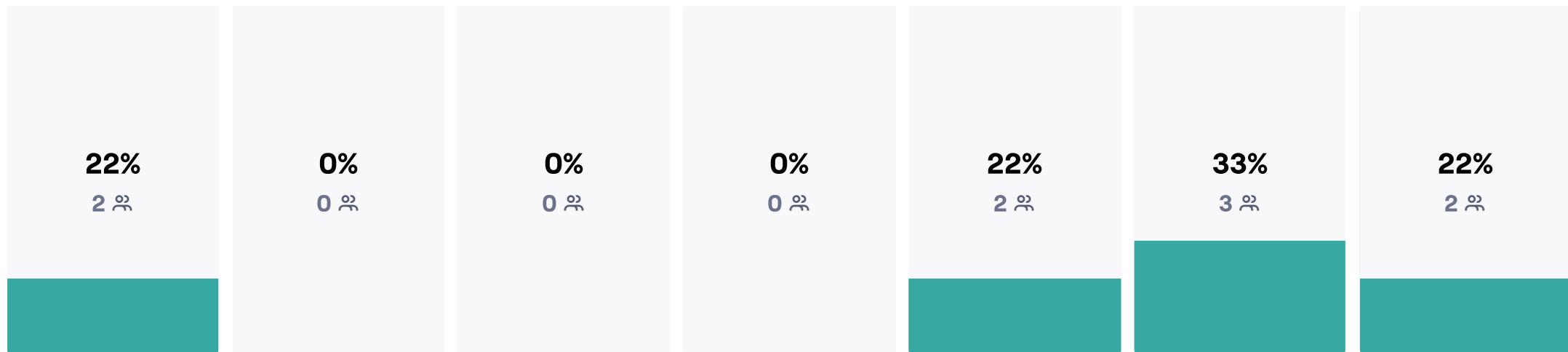
Opinion Scale

9

Responses

4.9

Average



Very unpleasant

Very pleasant

[View details in Maze ↗](#)

What did you like most about the product?

Open Question

9

Responses

"The clean design is a part I liked a lot because it makes the application attractive and easy to use. The menu bar is useful and easy to understand; I liked the gesture of pulling the receipt up and then, downloading it because it brings more interaction for the application."

Tester #150948861 • April 3rd 2023, 2:41:57 pm

"very user unfriendly"

Tester #154310128 • April 3rd 2023, 11:58:15 am

"I think the interface is clear"

Tester #154327108 • April 3rd 2023, 11:53:23 am

"visuals"

Tester #154326764 • April 3rd 2023, 11:52:00 am

"Choosing a card and a bank to pay went very smoothly"

Tester #154325261 • April 3rd 2023, 11:50:23 am

"Prices are clear. Nice shopping cart area. Nice receipt "

"Clean design"

Tester #154324429 • April 3rd 2023, 11:41:53 am

"the design, love it. it looks very simple to use, especially the animations"

Tester #154323206 • April 3rd 2023, 11:35:25 am

"_"

Tester #154322900 • April 3rd 2023, 11:32:14 am

View details in Maze ↗

Was the product easy to navigate and interact?

Opinion Scale

9

Responses

5.3

Average

0%

0 %

11%

1 %

11%

1 %

0%

0 %

22%

2 %

22%

2 %

33%

3 %



Very hard

Very easy

[View details in Maze ↗](#)

Which aspect of the product do you think needs improvement?

Open Question

9

Responses

"When I wanted to download the receipt, I did not understand immediately that I should pull the receipt up. I think you should show that the feature/gesture is available."

Tester #150948861 • April 3rd 2023, 2:43:28 pm

"All"

Tester #154310128 • April 3rd 2023, 11:58:34 am

"I think the bar with the information about how many items in the cart should be clickable

"

Tester #154327108 • April 3rd 2023, 11:53:58 am

"I didn't notice that you could move the receipt or download it. "

Tester #154325261 • April 3rd 2023, 11:53:11 am

"last step of the assignment that involves downloading the receipt"

Tester #154326764 • April 3rd 2023, 11:52:22 am

"Smoother scroll.

Make it clear that you can scroll through the menu, next to shisha etc."

Tester #154324453 • April 3rd 2023, 11:47:33 am

"Responsiveness on receipt page"

Tester #154324429 • April 3rd 2023, 11:42:34 am

"when you add something to your cart, you can see how much your bill is in the bar. I would expect that that bar would be clickable, as I did try to click it. I guess I am used to other websites of doing so, I personally would find it useful to be able to go to the cart from the cart button or that purple bar."

Tester #154323206 • April 3rd 2023, 11:36:47 am

"_"

Tester #154322900 • April 3rd 2023, 11:32:20 am

Test 2/2 Introduction

Context Screen

9

Congratulations on completing the first task, now onto the second and last.

Testers

Goodluck!

Task B - Ordering, but 'Keep an Open Tab'

Prototype Test

#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 C...



22.2%

Direct success



33.3%

Mission unfinished



9

Total testers



60.7%

Misclick rate



164.9s

Avg duration

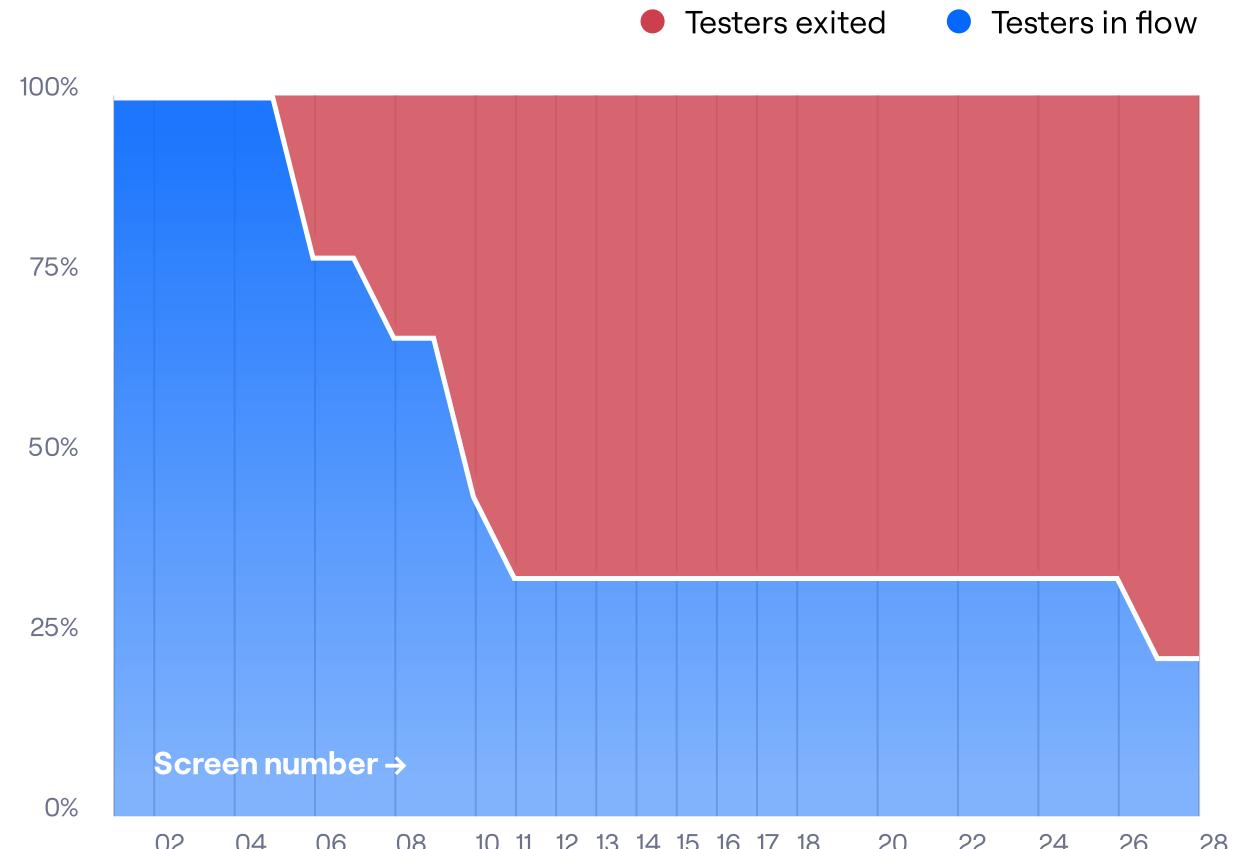
Success Metrics

Understand your maze's success and drop-off rate for all screens in the path



22.2%

Uh oh! An unusually high % of testers left the expected paths. Help bring back lost testers by consulting the metrics below.



Full path analysis

Screen 1

screen/mobile/iphone14pro

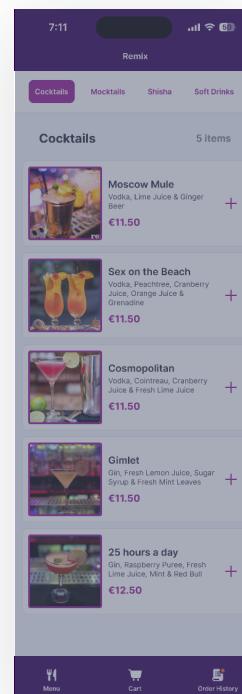
AVERAGE DURATION

MISCLICK RATE

7.3s

22.0%

88



Screen 2

screen/mobile/iphone14pro

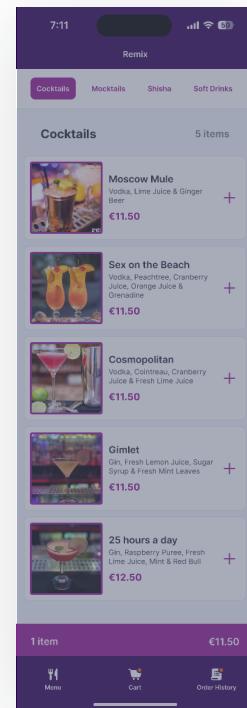
AVERAGE DURATION

MISCLICK RATE

1.9s

0.0%

100



Screen 3

screen/mobile/iphone14pro

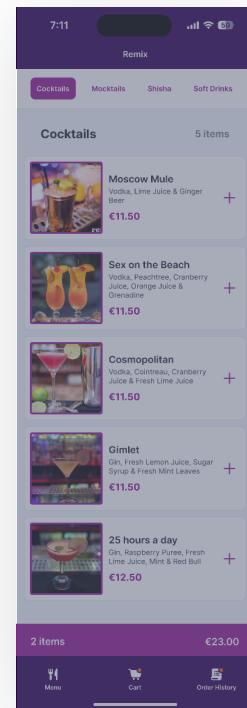
AVERAGE DURATION

MISCLICK RATE

14.8s

89.0%

52



Screen 4

screen/mobile/iphone14pro

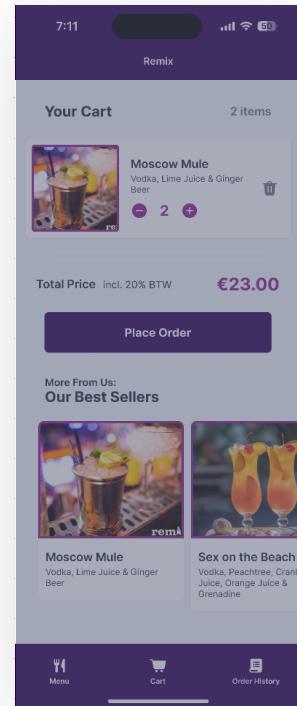
AVERAGE DURATION

MISCLICK RATE

3.3s

22.0%

89



Screen 5

screen/mobile/iphone14pro

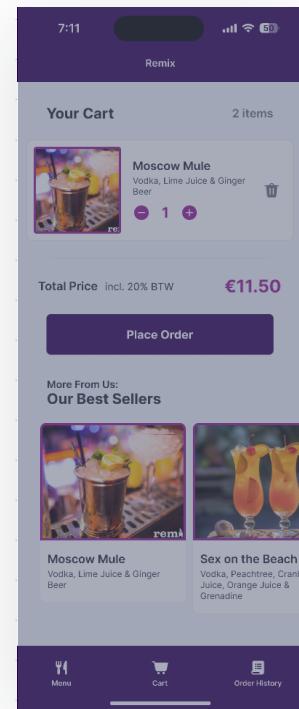
AVERAGE DURATION

25.6s

MISCLICK RATE

56.0%

40



Screen 6

pop-up-note

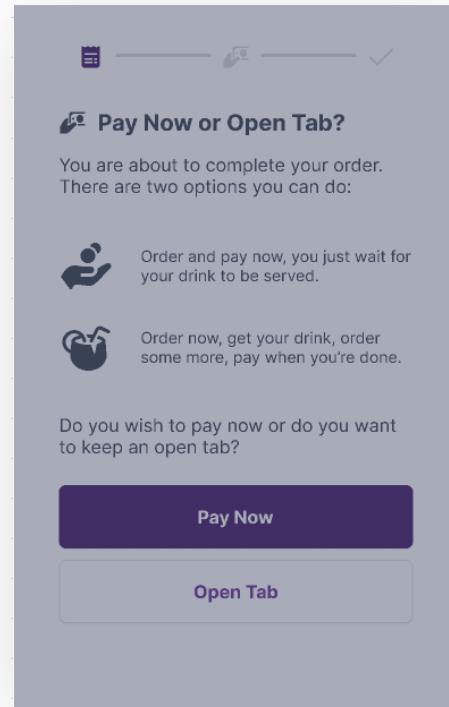
AVERAGE DURATION

MISCLICK RATE

3.3s

0.0%

100



Screen 7

pop-up-note

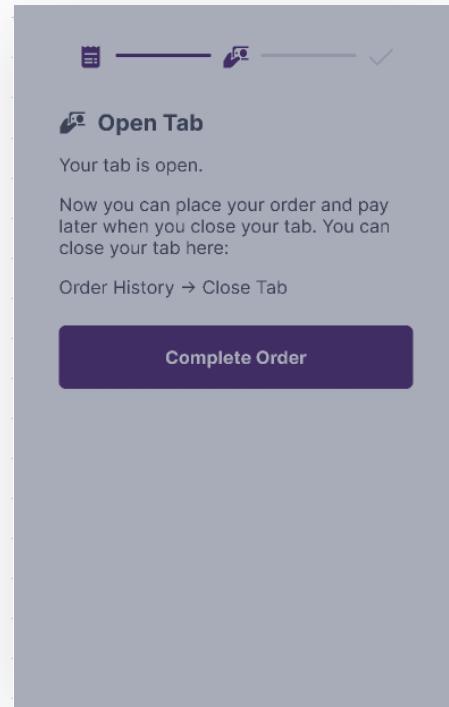
AVERAGE DURATION

15.7s

MISCLICK RATE

14.0%

74



Screen 8

pop-up-note

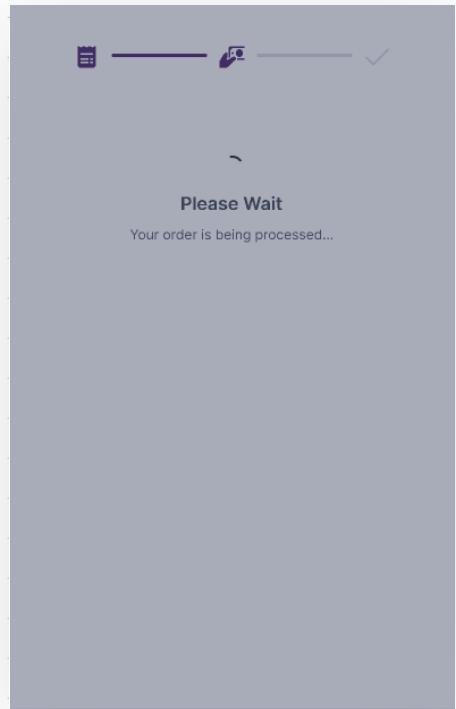
AVERAGE DURATION

1.7s

MISCLICK RATE

0.0%

100



Screen 9

pop-up-note

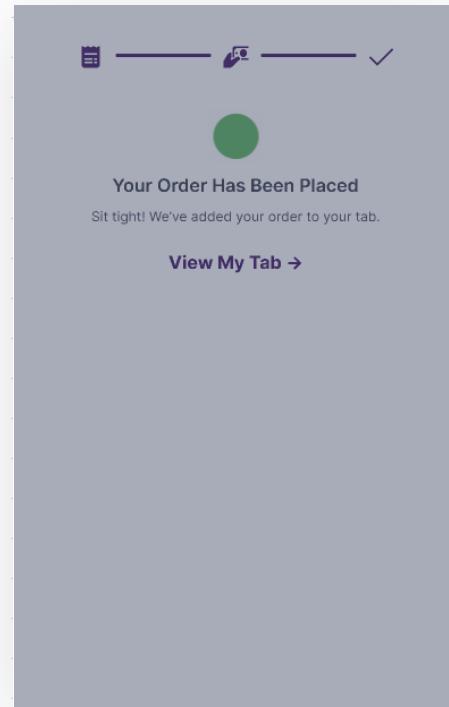
AVERAGE DURATION

8.8s

MISCLICK RATE

33.0%

50



Screen 10

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

7.6s

50.0%

49



Screen 11

screen/mobile/iphone14pro

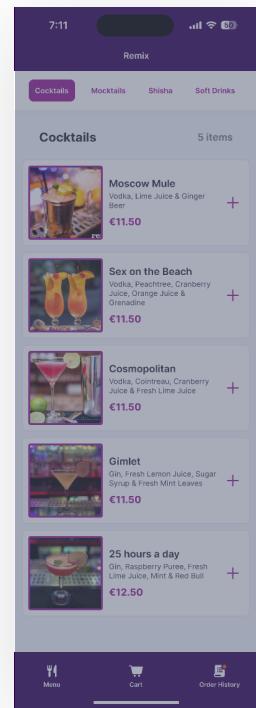
AVERAGE DURATION

10.7s

MISCLICK RATE

67.0%

65



Screen 12

screen/mobile/iphone14pro

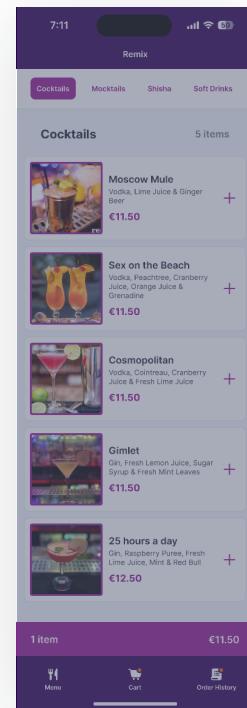
AVERAGE DURATION

MISCLICK RATE

3.5s

33.0%

84



Screen 13

screen/mobile/iphone14pro

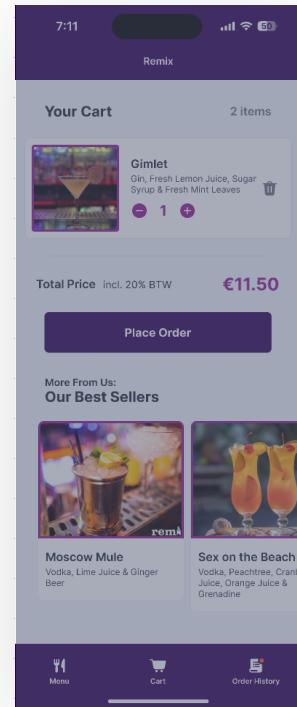
AVERAGE DURATION

MISCLICK RATE

5.7s

0.0%

100



Screen 14

pop-up-note

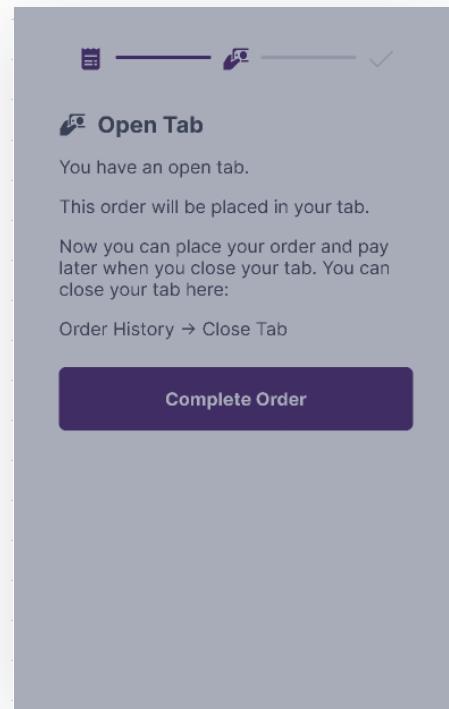
AVERAGE DURATION

MISCLICK RATE

1.9s

0.0%

100



Screen 15

pop-up-note

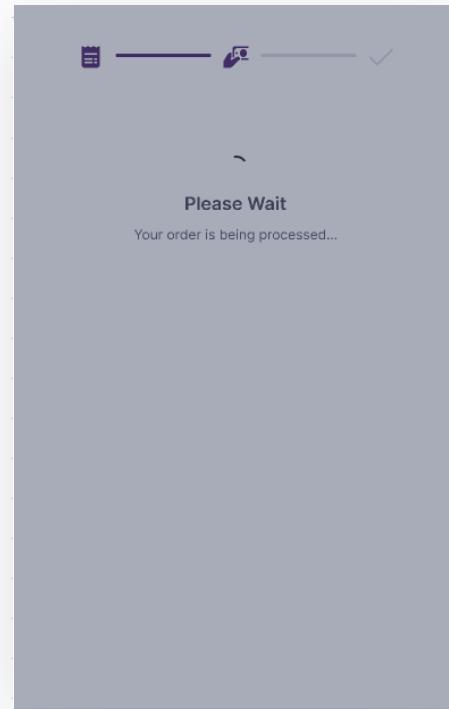
AVERAGE DURATION

MISCLICK RATE

1.7s

0.0%

100



Screen 16

pop-up-note

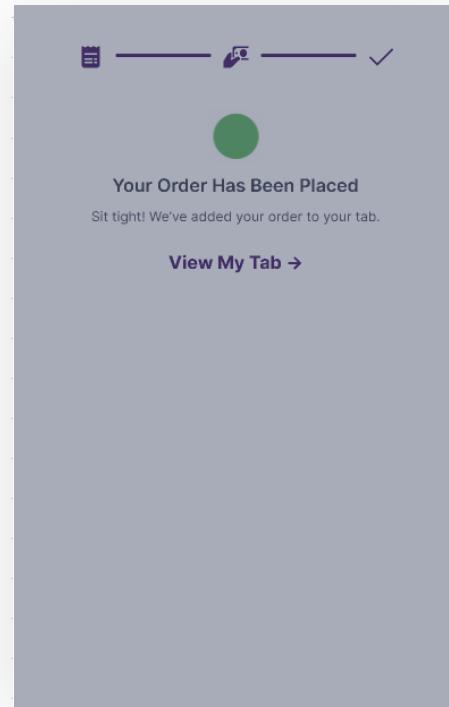
AVERAGE DURATION

MISCLICK RATE

1.9s

0.0%

100



Screen 17

screen/mobile/iphone14pro

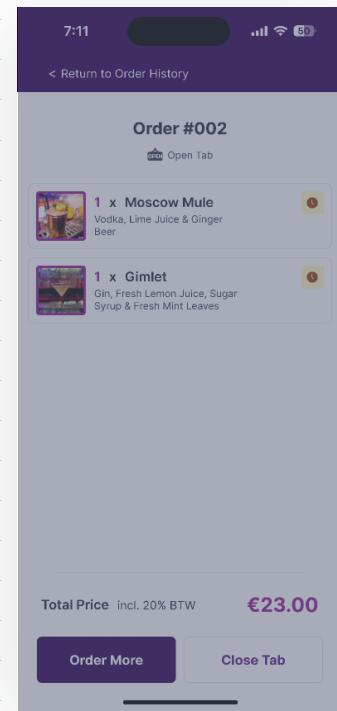
AVERAGE DURATION

MISCLICK RATE

5.2s

0.0%

100



Screen 18

pop-up-note

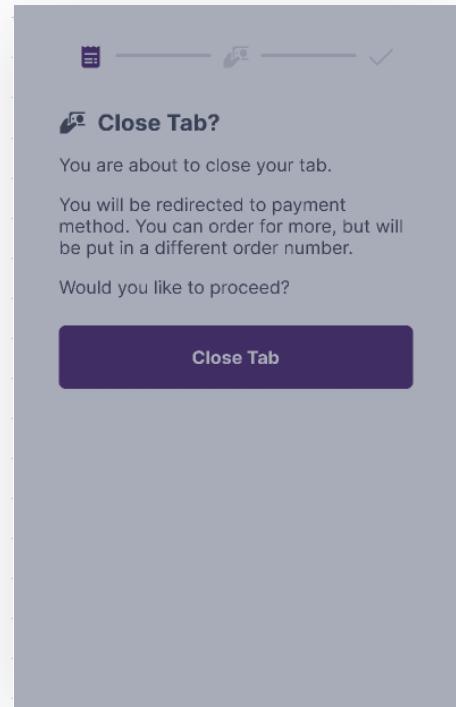
AVERAGE DURATION

MISCLICK RATE

1.4s

0.0%

100



Screen 19

pop-up-note

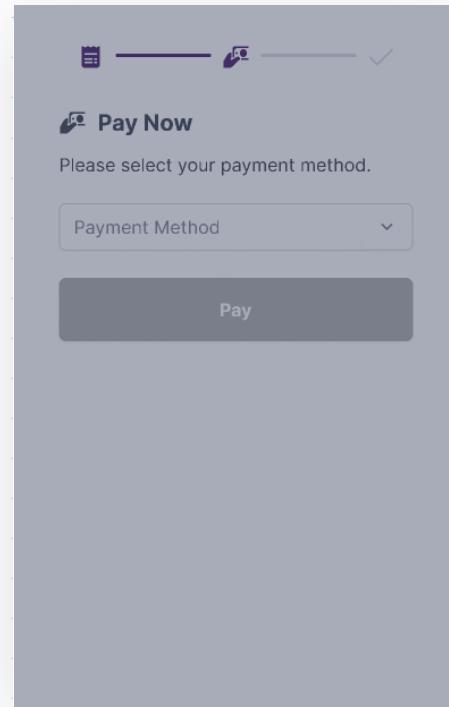
AVERAGE DURATION

MISCLICK RATE

1.1s

0.0%

100



Screen 20

pop-up-note

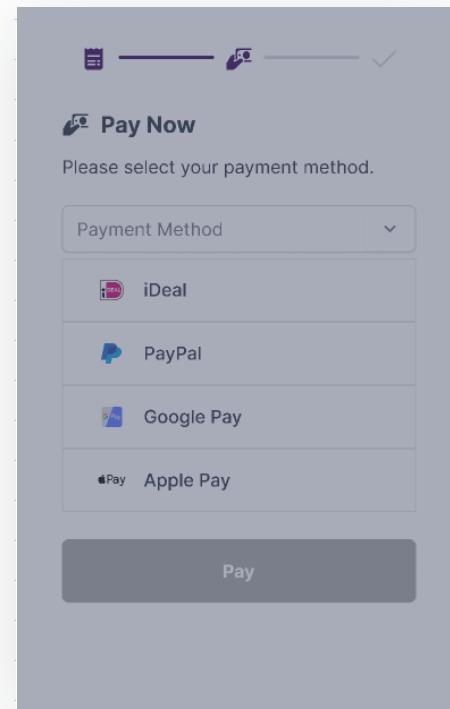
AVERAGE DURATION

MISCLICK RATE

0.8s

0.0%

100



Screen 21

pop-up-note

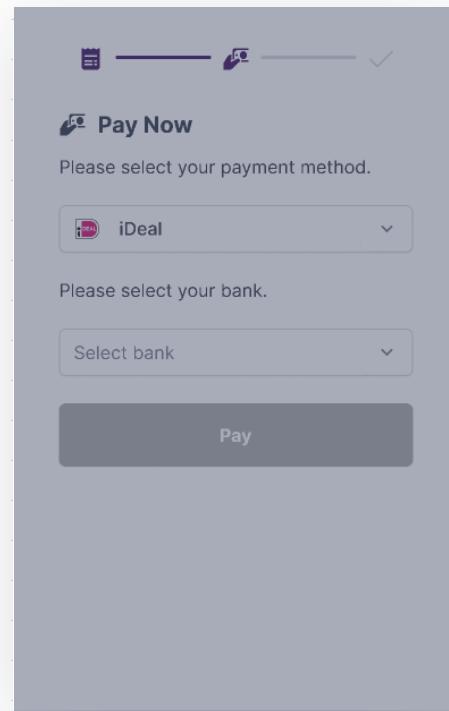
AVERAGE DURATION

MISCLICK RATE

1.0s

0.0%

100



Screen 22

pop-up-note

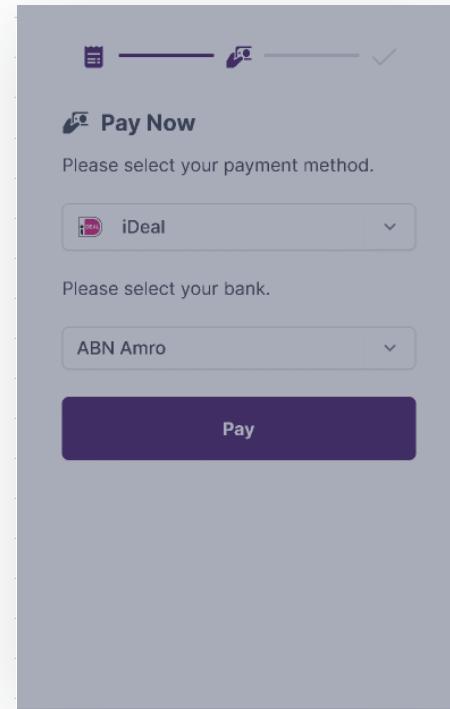
AVERAGE DURATION

MISCLICK RATE

0.9s

0.0%

100



Screen 23

pop-up-note

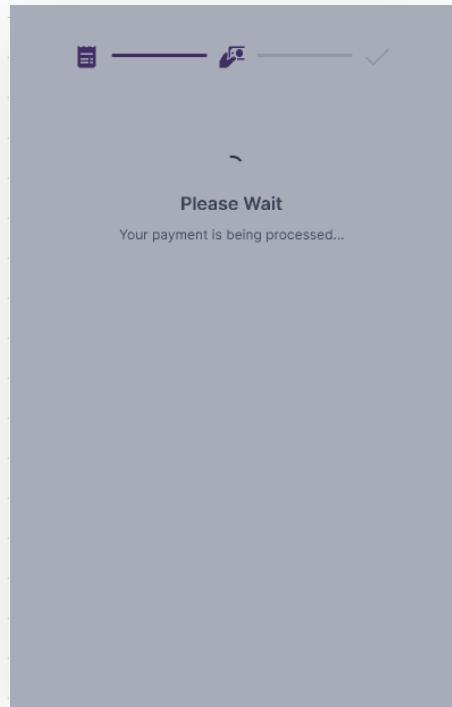
AVERAGE DURATION

1.7s

MISCLICK RATE

0.0%

100



Screen 24

pop-up-note

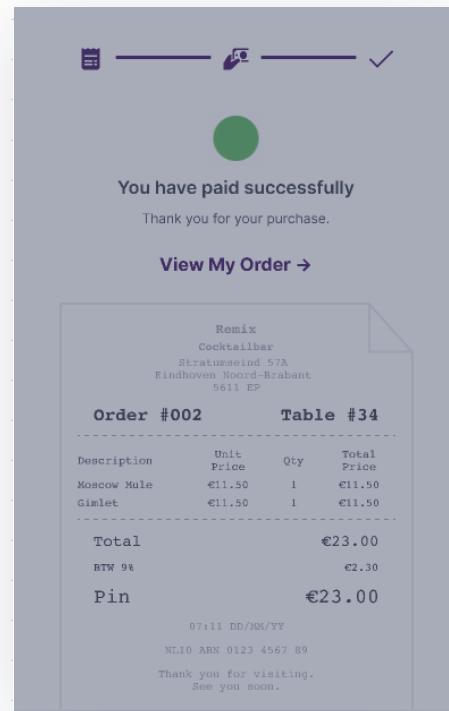
AVERAGE DURATION

2.2s

MISCLICK RATE

67.0%

67



Screen 25

screen/mobile/iphone14pro

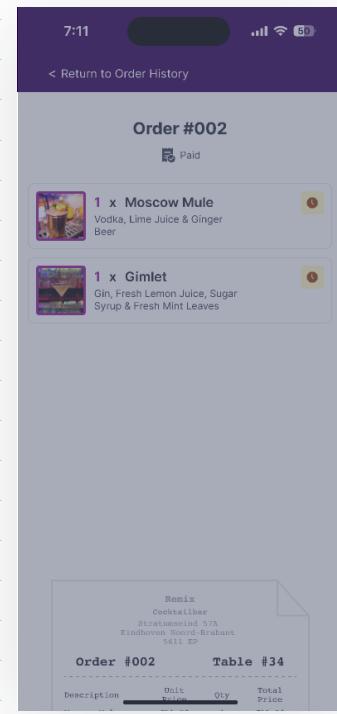
AVERAGE DURATION

MISCLICK RATE

2.8s

0.0%

100



Screen 26

screen/mobile/iphone14pro

AVERAGE DURATION

MISCLICK RATE

2.3s

0.0%

67



Screen 27

screen/mobile/iphone14pro

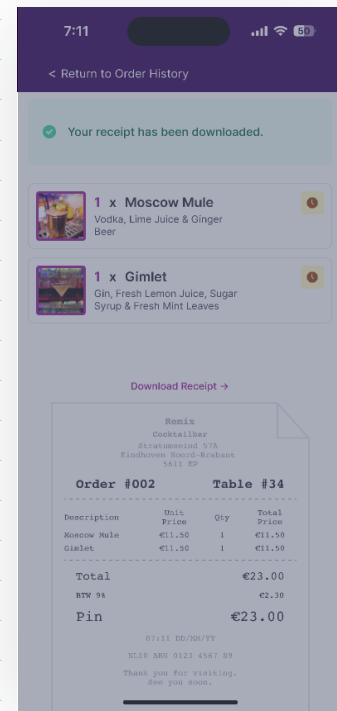
AVERAGE DURATION

MISCLICK RATE

1.8s

0.0%

100



View details in Maze ↗

How was your experience of using the product to complete this task?

Opinion Scale

9

Responses

4.6

Average

22%

2 ☺

0%

0 ☺

11%

1 ☺

0%

0 ☺

22%

2 ☺

22%

2 ☺

22%

2 ☺



Very unpleasant

Very pleasant

[View details in Maze ↗](#)

What did you like most about the product?

Open Question

9

Responses

"I like that you can order everything from your phone quickly, efficiently and straightforwardly. I like the explanations within the app and that it communicates what is happening."

Tester #150948861 • April 3rd 2023, 2:48:24 pm

"when it came to paying for the order it was a very smooth process"

Tester #154325261 • April 3rd 2023, 12:00:55 pm

"photo's"

Tester #154310128 • April 3rd 2023, 12:00:48 pm

"same as before, the UI is quite clear

"

Tester #154327108 • April 3rd 2023, 11:55:51 am

"open tab function"

Tester #154326764 • April 3rd 2023, 11:55:10 am

"

"Design"

Tester #154324429 • April 3rd 2023, 11:44:22 am

"again the design, and simplicity of it. not many places offer open tab option

"

Tester #154323206 • April 3rd 2023, 11:38:37 am

"intuitive"

Tester #154322900 • April 3rd 2023, 11:33:34 am

View details in Maze ↗

Was the product easy to navigate and interact?

Opinion Scale

9

Responses

5.1

Average

0%

0 %

11%

1 %

11%

1 %

11%

1 %

11%

1 %

33%

3 %

22%

2 %



Very hard

Very easy

[View details in Maze ↗](#)

Which aspect of the product do you think needs improvement?

Open Question

9

Responses

"I did not understand the purpose of the tab completely. I'd be already satisfied with the cart."

Tester #150948861 • April 3rd 2023, 2:49:42 pm

"Adding to the cart and removing it from the cart should be more accessible. I recommend adding the option to remove an item from the beginning menu page and not only on the cart page. I usually go to the cart page when I know I am ready to order and double-check my orders.

"

Tester #154325261 • April 3rd 2023, 12:05:41 pm

"All"

Tester #154310128 • April 3rd 2023, 12:00:56 pm

"not sure what open tab means.."

Tester #154327108 • April 3rd 2023, 11:56:04 am

"couldn't go back to menu"

Tester #154326764 • April 3rd 2023, 11:55:29 am

"Told you on the Phone"

Tester #154324453 • April 3rd 2023, 11:55:02 am

"Wasn't obvious receipt had to be pulled up to download "

Tester #154324429 • April 3rd 2023, 11:44:48 am

"i would ask the user in the beginning for their banking information, to prevent them from leaving. If they leave you have their banking information and you can charge for their orders. also maybe the app can generate a qr code that can be checked by the waiter to confirm payment"

Tester #154323206 • April 3rd 2023, 11:40:05 am

"_"

Tester #154322900 • April 3rd 2023, 11:33:43 am

View details in Maze ↗

