SE3050-UEE – Lab sheet 4

User Research Plan

CodeWave - 2021S2\_REG\_WE\_57

|  |  |
| --- | --- |
| **Id Number** | **Name** |
| IT19014128 | A.M.W.W.R.L. Wataketiya |
| IT19180526 | S.A.N.L.D. Chandrasiri |
| IT19240848 | H.G. Malwatta |
| IT19057248 | G. L. I. R. Liyanage |

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# Introduction

In this project we will be covering the mobile application Pizza Hut Sri Lanka. The application is used for ordering food items through the Pizza chain, Pizza Hut. Apparently, the application currently has issues with the usability and the user experience. We will test the usability, and the user experience of the application in order to find out the points that are not user friendly, parts that are working well, major blockages of the user flow. We will also seek opinions, ideas and suggestions of the users who are using the application. The results of the research will be analyzed and then be used for improving the user experience of the application.

# Test Objectives

* Identify the well-made parts of the application
* Identify the poorly made parts of the application
* Identify major blocking points in the application.
* Get users’ opinions and suggestions regarding the application.

# Methodology

User research will be conducted by engaging with participants. They will be given an interview about the application, a set of tasks regarding the application and a questionnaire regarding the application.

## Interviewing

We will be interviewing the participants to find out what they think of the application, identify user experience flaws and to get users’ opinions and suggestions regarding the application. The interview will be conducted via a teleconferencing tool (like Zoom, Microsoft Teams) along with other research methods. The interview questions will be asked by each member of the group related to their respective parts of the application.

The scripts for interview will be as follows.

### Script for general questions

1. How often do you use the pizza hut Sri Lanka application?
2. Do you use the application just to view the products without actually ordering them through the application?

### Script of User Profiling - IT19240848 (H.G. Malwatta)

1. What do you think when you enter the delivery location?
2. How do you rate sign in page out of 5? – (1-5)
3. How about the registration procedure? Is that attractive?
4. When you forgot your password, is that easy to reset password?
5. When you need to update you profile, is that easy to update you all details?

### Script of Pizza menu and cart - IT19014128 (A.M.W.W.R.L. Wataketiya)

1. What is your general opinion on ordering pizza through the application? - Is it easy, straightforward, user friendly?
2. Do you think customizing pizza in the application easy, a little difficult, or difficult?
3. Do you think the thin crust pizza must be specially highlighted or should they be included in the same menu?
4. Do you see any issues in the flow of selecting and adding pizza to the cart?
5. What do you think about the cart, and do you suggest any improvements to the cart?

### Script for appetizers and promos - IT19180526 (S.A.N.L.D. Chandrasiri)

1. Do you think ordering appetizers in the application easy, a little difficult, or difficult?
2. Do you think ordering pasta and dessert in the application easy, a little difficult, or difficult?
3. Do you think ordering beverage in the application easy, a little difficult, or difficult?
4. Do you think customizing promos in the application easy, a little difficult, or difficult?
5. Do you see any issues in the flow of contact seller through the application?

### Script for store locator and coupon codes - IT19057248 (G. L. I. R. Liyanage)

1. To what Operating System have you Installed the Pizza Hut Application? (Android / IOS / Both )
2. Do you face difficulties when you are finding the outlet location? (Yes / No)
3. Does the “Store Locator” button work in the menu bar? (Yes / No)
4. Can you view the location through map? (Yes / No)
5. Do you face any difficulties while finding the coupon code? (Yes / No)

## Video Recording

The interview process was held online and recorded, and the videos were merged to one. Please find the link to the video below.

<https://web.microsoftstream.com/video/d5349968-04c7-4f42-909f-4fdf74db057d>

Recording for member IT19057248 (G. L. I. R. Liyanage) is available separately.

<https://mysliit-my.sharepoint.com/:u:/g/personal/it19057248_my_sliit_lk/ETWGTTZMDLZNv28rUMtioY4Bvcn2wU9edGIhQWDl6vZ14Q>

## Questionnaire

The questionnaire will be constructed with the focus of getting an insight of the experience of using the application from the users. The questionnaire will consist of questions from all the parts of the members covering each section of the application. The questionnaire will be constructed using Microsoft Forms and given to the participants via a link to the questionnaire.

The questionnaire consists of yes/no questions requiring ratings from 1 – 5 and text input questions based on selections of the previous questions.

[Link to the questionnaire](https://forms.office.com/r/PSxhk8TcjT)

**The questionnaire is as follows.**

The map for numeric values

1: Very Poor/ very Difficult

2: poor / difficult

3: Neutral

4: good/easy

5: very good/ very easy

**General**

1. How do you rate the overall app experience?

**User profiling section–** IT19240848(H.G. Malwatta)

1. Do you think pop messages are very user friendly? (Yes/No)
2. What do you think, when you see loading message time to time in the screen? Is that good? (Yes/No)
3. When you need to sign out from the app, are you able to sign out easily? (Yes/No)
4. Is that easy to update your profile? (Yes/No)

**Appetizers and promo section -** IT19180526 (S.A.N.L.D. Chandrasiri)

1. Do you think the way that the Promos menu items displayed are user friendly? (yes/no)
2. How easy it is to customize a promo through the application? (1-5)
3. Do you think the way that the Appetizers & Others menu items displayed are user friendly? (yes/no)
4. Do you think appetizers, pastas, dessert and beverage needs to be in a separate place? (yes/no)
5. How easy it is to use the feedback section in the application? (1-5)

**Pizza menu and cart section -** IT19014128 (A.M.W.W.R.L. Wataketiya)

1. How easy it is to customize a pizza through the application? (1-5)
2. Do you think thin crust pizza needs to be in a separate place? (yes/no)
3. Do you think the way that the menu items displayed are user friendly? (yes/no)
4. How easy it is to use the cart section in the application? (1-5)
5. Do you find any blockages in the menu flow? (yes/no) If yes please mention.
6. Would it be more convenient if the addition of an item to the cart is confirmed upon addition? (yes/no)

**Store Locator and Coupon Codes** – IT19057248 (G. L. I. R. Liyanage)

1. Does your store locator button work? (Yes / No)
2. Does Store locator works for your android? (Yes / No)
3. Does Store locator works for your IOS? (Yes / No)
4. Is there any issue loading the location map? (Yes / No)
5. Does the map work for your android? (Yes / No)
6. Does the map work for your IOS? (Yes / No)
7. Is it easy for you to check the mail for you coupon code when needed? (Yes/ No / Sometimes)
8. Will it be effective if the coupon codes are stored inside the app? (Yes / No / Maybe)

# Participant profiles

|  |  |  |
| --- | --- | --- |
| **Name** | **Demography** | **Location, Date and Time** |
| Bimal Gunawardana | Age – 28 Years  Gender – Male  Background – He is an entrepreneur and doing online jobs at Fiverr. He uses pizza hut app for ordering and sometimes for viewing products. But he typically used to view promotions and other products from the social media platforms and also, he rarely goes to pizza hut outlet and buy pizzas. | Online via Zoom.  Date – 2021-08-14  Time – 21:30 |
| Suranga Wimalaweera | Age – 25 years  Gender - Male  Project manager at a Tech Startup. He identifies himself as a movie lover. He is motivated to use pizza hut application for viewing products from away from a pizza hut outlet and to a lesser extend to order food items from the organization. | Online via Microsoft Teams  Date – 2021-08-16  Time – 21:30 |
| Najith Liyanage | Age – 42  Gender – Male  Senior Product Manager – Risk and Collateral Systems at LSEG Technology.  He frequently uses the Pizza Hut Application and all the other food ordering and delivering applications. | Online via WhatsApp  20th august 2021  14.00 |

# User Research – Tasks/Scenarios

## Tasks for user profiling - IT19240848 (H.G. Malwatta)

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 1 | Sign into the app | Sign in to the app successfully | Sign in interface is not very attractive |
| 2 | Update your phone number. | Update phone number successfully. | * Identifying issues with finding the correct option from the Navigation bar. * Identifying issues with updating the user phone number and email address (number and email are visible but unable to edit). * Identifying issues with finding the correct update options from the user profile(Update options are separated). |
| 3 | Sign out from the app. | Successfully log out from the app. | * Identifying issues with finding the correct option from the Navigation bar |
| 4 | Add your location. | Add delivery address to the app successfully. | * Identifying issues with selecting the location and couldn’t scroll back the suggest locations. * Identifying issues with adding location to the app. (need to add time to time) |

## Tasks for Pizza menu and cart – IT19014128 (A.M.W.W.R.L. Wataketiya)

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 1 | Add a chicken bacon sausage crust large pizza (item1) to the cart | Add the said pizza to the cart successfully. | * Identifying issues with finding the correct item from the menu. * Investigate the flow of adding a sausage crust pizza. * Identify any issues in the process of customizing * Identifying any issues in adding item to the cart. |
| 2 | Add 3 tandoori chicken medium pan pizza with extra cheese (item2) to the cart. | Add 3 pizzas successfully to the cart | * Identifying issues with finding the correct item from the menu. * Identifying any issues with adding extra items to the pizza * Identify any issues in the process of customizing * Identifying issues in the flow of adding multiple pizzas to the cart. |
| 3 | Add a large pan pizza with half black chicken and half BBQ chicken with mayo base and extra olives (item3) to the cart. | Add the 2 flavored pizza successfully to the cart. | * Identifying issues with finding the correct item from the menu. * Identifying any issues with customizing a pizza with 2 flavors with extra items and mayo base. |
| 4 | Reduce the count of item 2 to 1. | Successfully reduce the count. | * Identify issues with identifying the items in the cart. * Identify issues with reducing count |
| 5 | Increase the count of item 1 to 2. | Successfully increment the count. | * Identify issues with identifying the items in the cart. * Identify issues with incrementing the count |
| 6 | Delete the item 3 from the cart. | Successfully delete the particular item from the cart. | * Identify issues with identifying the items in the cart. * Identifying issues with deleting items from the cart. |

## Tasks for appetizers and promos - IT19180526 (S.A.N.L.D. Chandrasiri)

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instruction** | **Target** | **Probes** |
| 1 | Add a “Triple Treat Box” promo to the cart. | Add a “Triple Treat Box” successfully to the cart. | * Identifying issues with finding promos section. * Identify issues in the process of customizing promo. * Identifying issues in adding item to the cart. |
| 2 | Add 2 Wing it - Garlic Parmesan (24PCs) and 1.5-liter Coca-Cola to the cart. / Add 2 Wing it – BBQ (24PCs) and 1.5-liter Coca-Cola to the cart. | Add 2 appetizers and 1 beverage to the cart. | * Identifying issues with finding the correct item from the menu. * Identifying issues in adding item to the cart. * Identifying issues in the flow of adding multiple items to the cart. |
| 3 | Add 3 Spaghetti Bolognaise Chicken and 1 Chocolate Melt Lava Cake to the cart. / Add 3 Chicken Lasagna and 1 Chocolate Delights to the cart. | Add 3 pastas and one dessert to the cart. | * Identifying issues with finding the correct item from the menu. * Identifying issues in the flow of adding multiple items to the cart. |
| 4 | Send a complaint through the feedback. | Successfully send an inquiry to seller. | * Identifying issues with finding feedback section. * Identifying issues with finding inquiry type. |

## Tasks for Store Locator and Coupon Codes – IT19057248 (G. L. I. R. Liyanage)

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Task Instructions** | **Target** | **Probes** |
| 1 | Click on the store Locater and then in the “select your outlet” section click on “locate me” button. | Nearest Pizza Hut outlets must Be Listed. | Identifying that the shown locations are not the nearest outlets. |
| 2 | Click on the store Locater and then in the “select your outlet” section click on “locate me” button. Then select any outlet and click on the navigation button. | This should navigate you to the pizza hut outlet through the map. | Identifying that the map doesn’t load. |

# Plan for Data Analysis

## Interviews

### General Section

The users were using the application 2-6 times a month. The participants’ idea was that they do not use this application often. One participant said that he used the application for viewing products only. Other participant mentioned that he uses social media to view the products. They also mentioned that the application is generally not user friendly.

### User Profiling

1. Adding the delivery location is not very convenient. One participant mentioned the app asked several times to add the delivery location. Other participant’s opinion was same as this problem and unable to add or select the exact location, but the app was display near location.
2. Sign in page is not very attractive. One participant rated for sign in page 2 out of 5. Other participants rated 2 ½ out of 5. As a summery, all of participants are not satisfied.
3. Registering to the app is not very convenient. One participant can register to the app via google account and able to log in to the app. But one participant was not allowed to the register via google and Facebook accounts. That participant needs to register manually to the system filling out the form. That participant tried many ways but finally registered manually. He was very unsatisfied for registering part.
4. One participant mentioned password reset is not much hard and password reset proceed safe. Password reset link send via e-mail to the participant. But other participant mentioned he had never tried to reset the password and he mentioned that process is not easy on his incosistent previous experience.
5. Update user profile is not very convenient at all. All of participant did not understand to update their phone number and email address. But main user profile shown the phone number and email but not allowed to edit. The participants mentioned that. but there are options to update phone number and email separately. Participants failed to find that options and also that options are some kind of hidden.

### Pizza Menu and Cart

1. Ordering pizza through the application was more on the difficult side. One participant mentioned that it was difficult but not too difficult. Other participant’s opinion was scrolling up and down all the time was difficult and even suggested a search bar.
2. Customizing the pizzas in the application was perceived by participants as not very difficult. But one participant mentioned that customizing half and half pizzas is not easy.
3. Ideas on thin crust pizzas being in a separate place was divided. One participant mentioned that it should d be in the same place while the other mentioned that every category should be shown in the menu separately.
4. Adding an item to the cart was mentioned by users as not hard. One participant mentioned that font sized are too small. One participant specially mentioned that adding to cart is good, but selecting items was difficult.
5. In the cart one participant mentioned that the cart was okay. The other participant however was not satisfied with the experience in the cart. He said that the delete buttons are not working and editing items added to the cart was not allowed (and it should be allowed in an ideal situation). It should be noted that the user who complained about the cart was using the iOS version of the application while the one who was satisfied with the cart was using the android version on the application.

### Appetizers and Promos

1. Ordering appetizers in the application was more on difficult side. One participant said that it was little difficult. Other participant mentioned scrolling up and down all the time was difficult and even suggested a search bar. And menu bar should be shown more clearly to choose what they want, and participant mentioned that selecting quantity should be shown in menu for add more items at ones.
2. Ordering pasta and dessert in the application was more on difficult side. One participant mentioned that it was little difficult. Other participant mentioned that it was little difficult and menu bar should be shown more clearly to choose what they want and selecting quantity should be shown in menu for add more items at ones.
3. Ordering beverage in the application was more on difficult side. One participant mentioned that it was little difficult. Other participant mentioned that it was little difficult and menu bar should be shown more clearly to choose what they want and selecting quantity should be shown in menu for add more items at ones.
4. Customizing promos in the application was more on difficult side. One participant mentioned that it was difficult. Other participant mentioned that it was difficult and it should be need more easy to find. And information of promos should be more visible and need clearer. And participant mentioned it should be need large font sizes for clearly identify information.
5. Issues in the flow of contact seller through the application was more on difficult side. One participant mentioned that should be simpler. Other participant mentioned that it should be simpler and if he logged to application feedback section required information should be auto filed otherwise, he need to repeat his information to send inquiry though the application.

### Store Locator and Coupon Codes

* I am planning to ask the questions related Store Locator and the coupon codes.
* First, I need to get his idea about those two and the difficulties he faced earlier using the store locator and the coupon code.
* Then will ask him some questions that I have and clarify those.
* Then I will ask him to do some tasks and if he could I will ask him to show the results.

## Video Recording

### User Profiling

During the tasks given and recorded in the video, the following points were noted.

* When registering to the pizza hut app, the app provides many ways to register to the system. One user registered to the app via google account. But another user was confused to register and tried many ways (Google, Facebook account). Finally, that user manually register to the app filling out the registration form.
* Any of user not satisfied for the login interface. Averagely they were rated 2.5 out of 5.
* One participant was given good comment on the forgot password option but other participant not much satisfied on that (That user guessed on his previous experience but never try).
* When updating the user profile, participants were confused to update their phone number and email address. However, phone number and email address shown in the user profile page but users unable to edit. Users need to update their phone number and email address separate way. Even users were confused to see that two option.
* Sign out option is same as previous. All users went through the navigation bar options and try to find the sign out option. Participants were little bit confused to sign out.

### Pizza Menu and Cart

During the tasks given and recorded in the video, the following points were noted.

* When selecting pizza items, the user did not enter the delivery address first. Therefore, when they finally customized and pressed the add button, the delivery address was requested, and they had to add the delivery address again and customize and add the item again. This appears to confuse and even frustrate users. The users do not expect that the delivery address is mandatory for adding items to the cart.
* One participant was confused in adding extra cheese to the pizza.
* Both users struggled when making a pizza 2 flavored. One user could not find the second flavor. He may have confused with mayo appearing in front of each name after selecting mayo based. (Example: “BBQ chicken” flavor appeared as “BBQ chicken Mayo” after the mayo base was selected)
* Incrementing ad decrementing items was easily performed by the participants
* The participant using the android version of the application managed to successfully delete items. But the delete button was not working for the participant using the iOS version.

### Appetizers and Promos

During the tasks given and recorded in the video, the following points were noted.

* When participants pass between interfaces every time application shows loading screen and they tired of that happen.
* Need stable network connection otherwise app does not behave correctly.
* One participant confused in finding Promos section and flow of selecting options in a promo.
* One participant confused in adding “Wing it Garlic parmesan” because of cannot identified name correctly and name of items not clear. And he cannot identify quantity of items because quantity of item not clear.
* One participant confused in adding 1.5-liter Coca-Cola to the cart. There two types of Coca-Cola and name of the item confused him.
* One participant confused in adding Chocolate Melt Lava Cake. The item not loaded correctly in item list. Other participant confused with finding correct dessert from item menu because of cannot identified name correctly and name of items not clear. And he cannot add correct quantity of items because quantity selection of item not defined.
* One Participant confused finding feedback section. Both participants do not expect to fill his information again to send inquiry.

### Store Locator and Coupon Codes

* I was going to conduct an interview with a user who use the pizza Hut application often and who is friendly with the application.
* First, I asked him about the operating system what he is using. And then he said that he has the experience in using both the android and IOS recently.
* Then I wanted to know about the difficulties he has faced when he is finding the locations of the outlets. He said that sometimes the store location is not working, and he said that it is better to use google map rather than the pizza Hut locator.
* Then I wanted to know about his idea on the coupon codes which are said to the email, or their phone number. He said that he normally does not add the coupon codes because he needs to check the mail, and the messages again and again to search those codes.
* Then I have asked him to do some tasks so that I can get a clear idea about what difficulties does he face during those tasks.
* First, I asked him to Click on the store Locater and then in the “select your outlet” section click on “locate me” button. Then he said and showed me that it doesn’t work properly. He is from Malabe, but it shows a list of Pizza Hut Outlets which are from different cities.
* Then I asked him to stay on that page and select any outlet and click on the navigation button. He said that when clicking on the navigation button the app automatically shuts. And I asked him to check that for another outlet and the same thing happens again.

## Questionnaire

### Questionnaire Results

**Results for User profiling, pizza menu, cart, appetizers and promos**

|  |  |  |
| --- | --- | --- |
| **ID** | 3 | 4 |
| **Start time** | 8/14/21 22:16:09 | 8/16/21 22:14:51 |
| **Completion time** | 8/14/21 22:17:40 | 8/16/21 22:18:10 |
| **Email** | anonymous | anonymous |
| **Your Name?** | anonymous | anonymous |
| **How do you rate the overall app experience?** | 2 | 2 |
| **Do you think pop messages are very user friendly?** | No | No |
| **What do you think, when you see loading message time to time in the screen? Is that good?** | No | No |
| **When you need to sign out from the app, are you able to sign out easily?** | No | Yes |
| **Is that easy to update your profile?** | No | No |
| **Do you think the way that the Promos menu items displayed are user friendly?** | No | No |
| **How easy it is to customize a promo through the application?** | 3 | 2 |
| **Do you think the way that the Appetizers & Others menu items displayed are user friendly?** | No | No |
| **Do you think appetizers, pastas, dessert and beverage needs to be in a separate place?** | No | Yes |
| **How easy it is to use the feedback section in the application?** | 2 | 2 |
| **How easy it is to customize a pizza through the application?** | 4 | 3 |
| **Do you think thin crust pizza needs to be in a separate place?** | No | Yes |
| **Do you think the way that the pizza menu items displayed are user friendly?** | Yes | No |
| **How easy it is to use the cart section in the application?** | 5 | 3 |
| **Do you find any blockages in the menu flow? If yes please mention.** | No | Yes |
| **Please mention blockages.** |  | There should be more categories to select and editing the phone number and email should be also in the profile section. |
| **Would it be more convenient if the addition of an item to the cart is confirmed upon addition?** | No | Yes |
| **Do you think information provided in the cart items are enough? (Information can be type of crust, size, extra additions, special instructions)** | Yes | Yes |
| **How do you rate item deletion experience from the cart?** | 5 | 1 |
| **How do you rate the payment and order placement process within the app once the items are finalized?** | 5 | 1 |

**Results for store locator and coupon codes**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | Does your store locator button work? (Yes / No) | | Yes |
|  | I | Does Store locator works for your android? (Yes / No) | Yes |
|  | II | Does Store locator works for your IOS? (Yes / No) | Yes |
| 2 | Is there any issue loading the location map | |  |
|  | I | Does the map work for your android? (Yes / No) | No |
|  | II | Does the map work for your IOS? (Yes / No) | Yes |
| 3 | Is it easy for you to check the mail for you coupon code when needed? (Yes/ No / Sometimes) | | No |
| 4 | Will it be effective if the coupon codes are stored inside the app? (Yes / No / Maybe) | | Yes |

### General

The overall app experience was rated 2 by all the participants. That indicates that the experience of using the application is not very good.

### User Profiling

* Participants mentioned all of pop-up messages in the app are not very user friendly.
* Participants mentioned they were frustrating when time to time pop up the loading message on the screen.
* One participant mentioned sign out option is easy. But other participant mentioned sign out option is not very convenient and suggested sign out option should be shown in the navigation bar.
* All participants mentioned update profiling is not good. they were confused to update their details when see the feedback form.

### Pizza Menu and Cart

* Participants mentioned the ease of customization of pizza as 4 and 3 which averages to 3.5. Customizing pizza is good but may have space for improvement.
* Regarding thin crust pizzas being in a different place, users’ opinions were mixed. One said it is not good and one said it is bad.
* One participant thought that the display of menu items is user friendly while other thought that it was not. This is an indication that menu displaying could be improved.
* The android user rated ease of using cart as 5 while the iOS user rated it 3. This indicates that the cart section is designed good to some extent.
* One user mentioned the blockages in the menu flow and the mentioned blockage was, “There should be more categories to select and editing the phone number and email should be also in the profile section.”. These ideas indicate areas of the application users find bad.
* One participant mentioned that it would be more convenient if addition of items to the cart was confirmed upon addition while the other mentioned it was not.
* Both participants thought that the information provided in the cart section was enough. They might have not noticed lack of some information since major information was there in the cart.
* Item deletion was rated 5 by the android user and 1 by the iOS user (probably because deletion did not work in the iOS application0. This indicates inconsistency of the application on the 2 platforms. This might be an issue that could be mitigated with cross platform frameworks.
* Payment and order placement also followed the pattern of item deletion. Android user rated it 5 while the iOS user rated it 1. There might be issues in the iOS version that might require further investigation.

### Appetizers and Promos

* Both participants mentioned way that the Promos menu items displayed are not user friendly.
* Participants mentioned the customize a promo as 3 and 2 out of 5. Which average to 2.5. Customizing promos may have simpler.
* Both participants mentioned way that the Appetizers & Others menu items displayed are not user friendly.
* Participants mentioned the appetizers, pastas, dessert and beverage needs to be in a separate place as No and Yes. That means there should be some improvements.
* Both participants mentioned the how easy it is to use the feedback section as 2 out of 5. That means there should be some improvements happened.

### Store Locator and Coupon Codes

* As a result of the interview, I understood that store locator and coupon code saving should be corrected.
* But when it comes to store locater it does not works on android and sometimes it does not work on IOS as well.
* I think that because of the fault in the app users are giving up using the store locator and they are using the google map to find the locations of the outlets.
* It is better to fix that locate me function, map and the coupon code saving inside the application.