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Solution

User Navigation/Patterns

User feedback

Success

Pain

Possible Solutions

Used Nav bar to go to other pages

Not interested in about us

"Maybe put 1 or 2 pics for each drink category?"

"Change "hot selling" to "our recomm..popular/clients' favorite"

100% completion

Went to "About us" first to find address info.

Add a CTA button on "About Us" page that directs to "Visit Us"

Viewed "About Us" page to find general info

Clicked on "Facebook" icon to share the page

"Nice to show pictures for the menu"

"It would be better if you could put the ratings (stars) under reviews"

"Navigation is very simple."

Thought "Find your way" means location. "They are nav links? ok"

Change "Find your way" to "Links"

Viewed "Visit Us" Page to find location info

Clicked on "View more" to go to other pages

"It would be better if you could put the date of the review"

"Maybe you could put main course first, then soy pudding and snacks?"

"It's good to have recommendations!!"

Insights:

1.All participants successfully navigated throughout the website.

2.5/6 participants went to look at the menu before reading anything on the homepage.

3.4/6 appreciated having recommendations on the home page.

Went to our food, our drinks directly after arrived on the home page

Clicked on "Facebook icon" at the bottom of "About us" page

"Maybe you could talk about "non-dairy etc" in the homepage"

"it's good to have ingredients."

"10% off. nice!"

Clicked on "view reviews on google"

Could add calories counts.

"It's good to show the number of dumplings we get for the price!"

"Very intuitive, everything is on homepage"

Used CTA buttons to go to other pages

"The discover drinks/food button are so useful!"

"I really like the slogans. they catch our eyes instantly!"

"I like the simple design"

Change to "Contact Us" instead of "Get in touch!"

"The separation of food and drinks are useful."

"The prices in the drink sections are very clear! nice!"

"There's everything in the footer! Cool"

"it's so cool to be directed to the Google page"

"Would like to click on menu image, then an overlay appears"

"Maybe combine red tea and red milk tea ?"