

Website Design – Basic Features

According to Jeff Dearing (2018), the customers use the feature “add to a cart” of an application or website to compare prices, make wish or shopping list, save item to be purchased later, and for them to purchase the item(s) itself. He, quoting Baymard Institution, also stated that there is a relatively high abandonment rate (of 69% to be precise) of users using this functionality, of which can be caused naturally but also because bad design layouts.

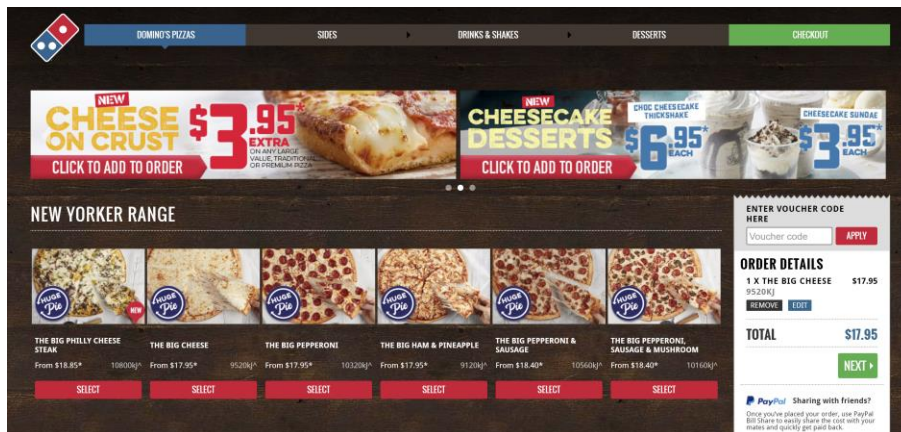


Figure 1: “Add to cart” feature in Domino’s Pizza website

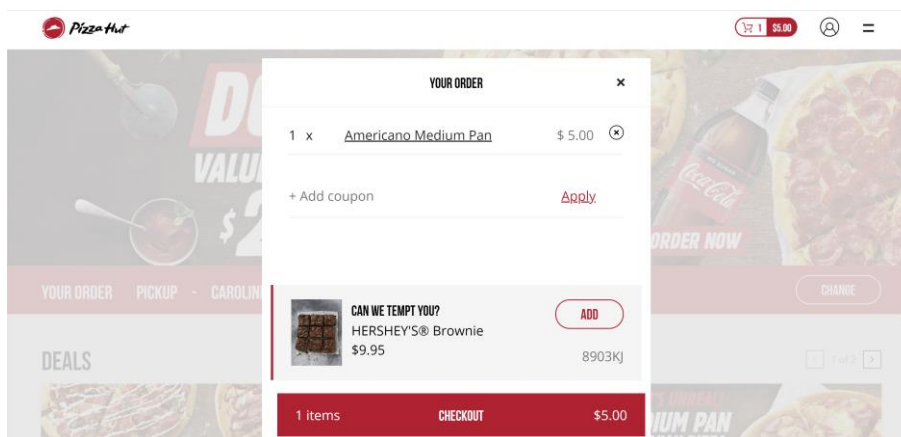


Figure 2: “Add to cart” feature in Pizza Hut’s website

As for the competitive analysis, we choose Domino’s Pizza and Pizza Hut as they are two of the most well-known pizzerias in Australia. From comparing Figure 1 and Figure 2, it is apparent that the two pizzerias apply a different approach on the design for the “add to cart” function of the website.

It is evident that Pizza Hut (Figure 2) apply the design commonly used in many other commercial websites, where the icon of cart is shown on top right of the website which shows the list of items that are to be bought when clicked. In this design, users choose the items they want to buy before clicking the cart icon to proceed to checkout. It is very unlikely that users miss the design orientation (action that

they need to do to proceed) in this layout, as it is very commonly used in other commercial websites. Moreover, the content of the cart is removed once user is inactive for a while.

On the other hand, Domino's Pizza (Figure 1) take a different approach in their design. Instead of putting a cart icon on the website, the users will be redirected to a series of pages once they clicked on an item they want to buy. These series of pages share a resemblance with a restaurant menu, where users are shown sets of the menu (pizza, beverages, etc.) whilst they navigate through said series of pages. As to how users navigate through, there is a section (shaped similarly to a receipt) on down right of Figure 1, where users can click the "next" button to be redirected to the next page until ultimately to the checkout page. The upper section of the website functions, not only as a "breadcrumb" for the series of pages, but also for a "shortcut" that can be utilised by users to skip pages unnecessary for them and even go straight to the checkout page if they are willing.

It is worth mentioning that both websites offer an advertisement of sorts, especially about the promotion they currently have, to the user. These advertisements are shown on the home page of both websites but also before users commit checkout. Both companies (Domino's Pizza and Pizza Hut) handle this in a different way. Domino's Pizza, as stated before, shows a series of pages, that is practically a menu, that user can see before proceeding to checkout. Each time the user changes segment/page, an advertisement of another item (it seems that the item is also from the current segment/page (e.g. shown a drink in the drinks segment)) will pop up. Differently, Pizza Hut decides to add a little section below the checkout page called "can we tempt you" (as shown in Figure 2) to show an item that the user would probably like.

Website Design – Place Order

Referring to the statement made by Jeff Dearing (2018), the orders that the user have chosen (i.e. in the cart) supposed to resemble a list the user can use for various reasons. This can be implied that the design used must also be convenient for the user to help them achieve this purpose. Using Figure 1 and Figure 2 as reference, we could see that they follow a similar format, with minor differences. The format mentioned is written as follows:

(number of items)x (name of item) (total price)

Using a format that users understand easily without showing excess information (cramming in information) would make them review items to be bought faster and efficiently, hence suggested. It is also most likely a good decision to pick a format that users are already familiar with.

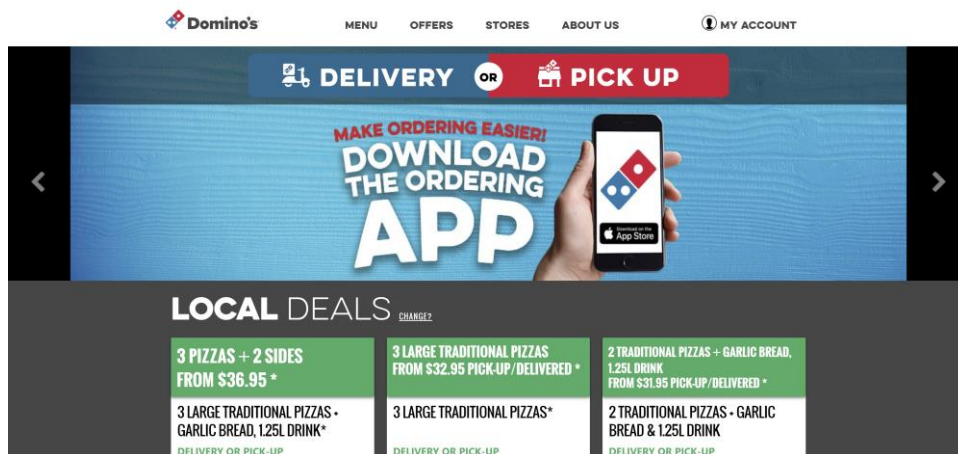


Figure 3: Domino website's delivery vs. pick up option

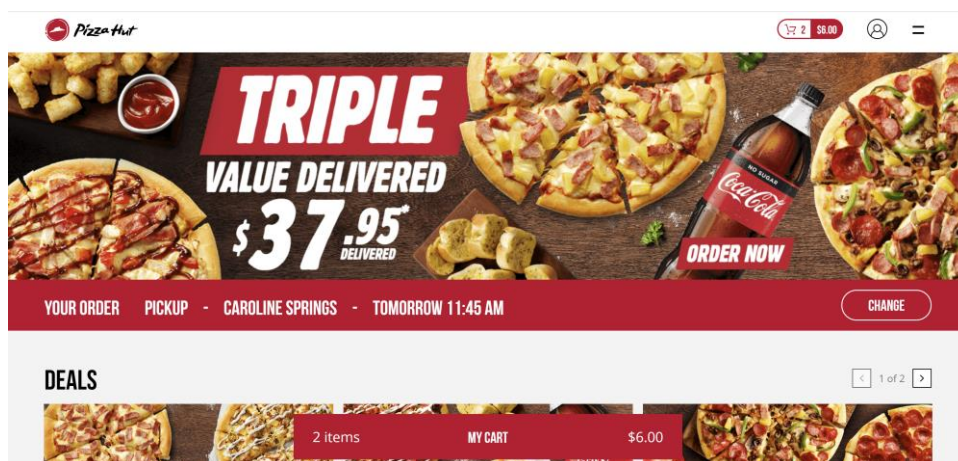


Figure 4: Pizza Hut website delivery vs. pick up option

As for how the two pizzerias handle user's preference on how they want to receive the items they have bought, the two websites used very similar approach. As can be seen from Figure 3 and Figure 4, both websites provide the users the option for the user to decide whether they want to have their pizza delivered or picked up (from the store of their choice), even before the user have not pick any order. The users will then be able to put any relevant information that is needed by the pizzeria to deliver the pizza or recommend the users the closest store from which they can pick up their pizza. This information is then saved by the pizzeria for the user future visits. During checkout, users will be prompted to choose whether they want their pizza to be delivered or picked up by themselves and give out the relevant information. However, the users will not need to put their information again if they have given them before to the website in the past.

Website Design – Make Your Own Pizza

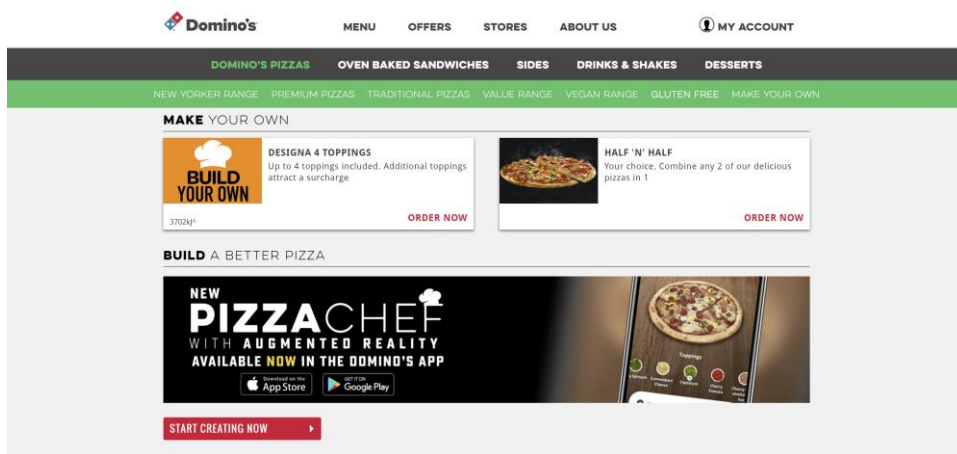


Figure 5: Domino's "make your own pizza" selection location

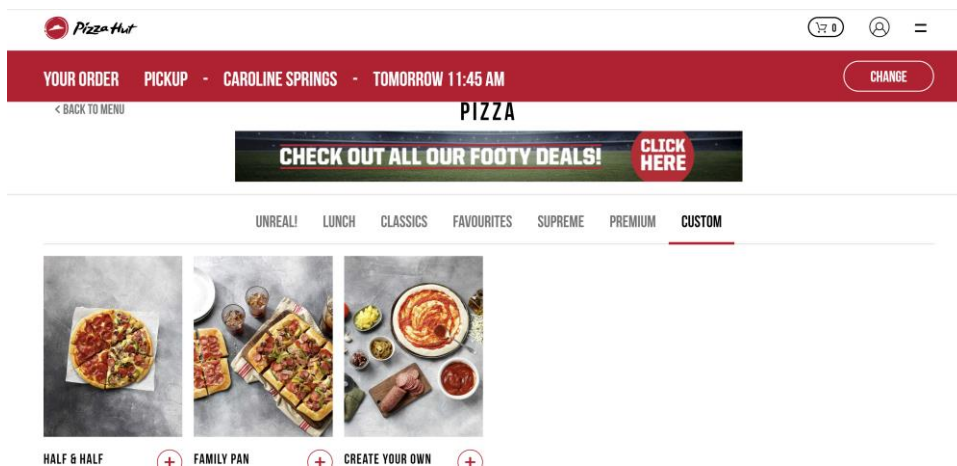


Figure 6: Pizza Hut's "make your own pizza" selection location

Both of Domino and Pizza Hut's website have the "make your own pizza" functionality. As such, we would use these pizzerias' website as reference for competitive analysis.

As can be seen from Figure 5 and Figure 6, both websites have a different location from where the user can access the "make your own pizza" functionality. It would seem Domino gives an easier and direct access to this functionality than Pizza Hut does. Both websites require the users to go through the menu first. From here, users can access the functionality by choosing the option. However, Domino's website makes the option more prominent by having more contrast on the header. Moreover, Domino's website allows users for a more flexible navigation through the menu as all items are listed in one page, with a header for a way of "shortcut", ultimately enhancing efficiency and ease of use.

For collecting the basic information on the users' pizza preference, the kind of information and how users enter them is very straightforward for both websites. Users will be required to select the type of

crust/base they want, the sauce that accompanies it and the quantity of the custom pizza they want to order.



Figure 7: Toppings choosing on Domino's website

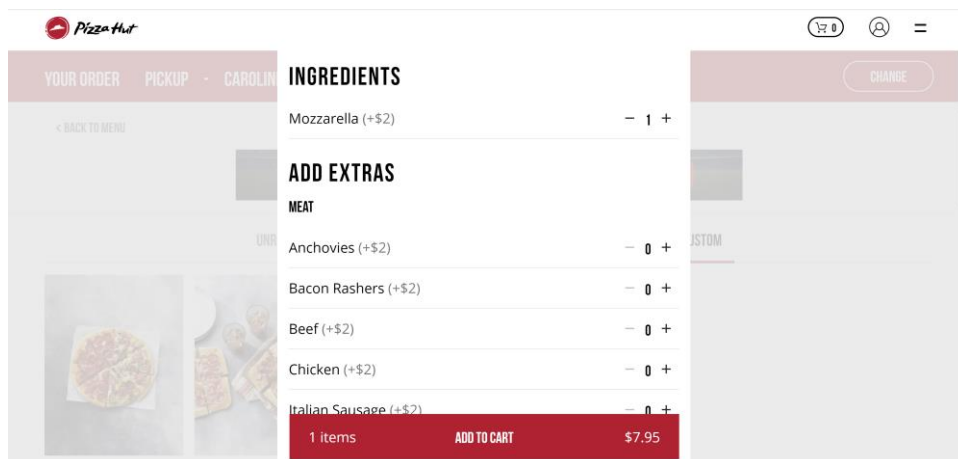


Figure 8: Toppings & Ingredients choosing on Pizza Hut's Website

The two websites, however, handle the “toppings choosing” section very differently, as can be seen from Figure 7 and Figure 8. From figure 8, we can see that Pizza Hut decides to make a (drop-down) list of toppings where users can specify the quantity of each item they want to have as the toppings. This would likely impair users’ flexibility and efficiency on adding the toppings and reviewing their choices when they are about to confirm the order. It is also worth mentioning that there can easily be an error in modifying the ingredients value that users are hard to recover from (even though the error message is clear enough), which can be daunting for users. On the other hand, Domino’s website shows a more compact list of items (as shown in Figure 7) that users can choose from. This increases users’ flexibility and efficiency on choosing the toppings, as flow is not interrupted from having to drag down a list. Users can also easily check the items they’ve chosen, which would be useful for reviewing

the pizza they've made. Moreover, should there's an error occurred (e.g. when users have chosen too much item), an error message is shown that is clear enough and help users to recover from it easily.

Website Design – Customise Order

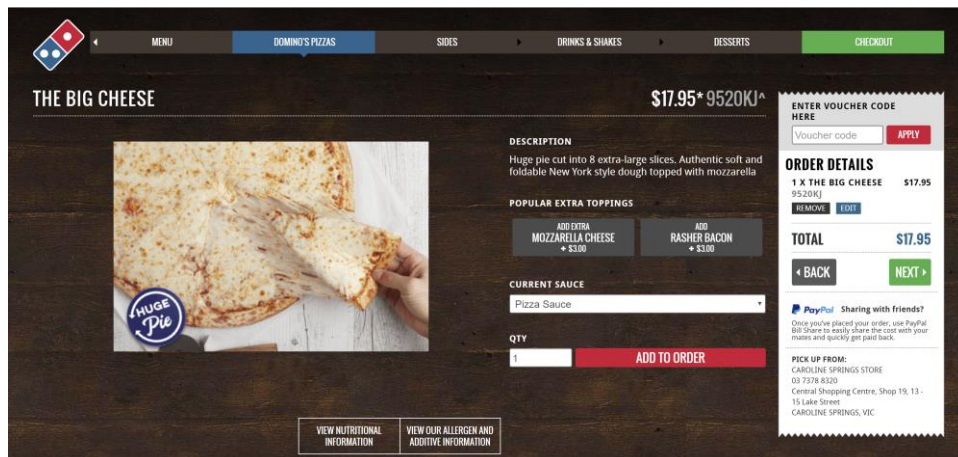


Figure 9: Domino website's extra toppings option

The two pizzerias (Pizza Hut and Domino) also allow the users to further customise the pre-made pizzas and add them as their order (along with the chosen customizations). It is worth noting that should the (selected) pizza does not support (i.e. doesn't make sense to customise), the option will not be shown, preventing users to read/input in redundant data.

The two pizzerias seem to adopt a different approach to each other on users' additional customisation request. Domino seems to provide a little customisation choice to the users (which can be seen in Figure 9), as such it is logical for them to display a small list of buttons/options that the user can choose from. On the contrary, Pizza Hut allows the user to choose from a much larger array of choices compared to Domino, as such it is understandable for them to show a drag-down list containing the extra items user can choose from. A possible improvement can be made in Pizza Hut's case, where users' choices are highlighted, as to enhance users' ability to review their decisions with more efficiency and accuracy.

Website Design – Set Quantity



Figure 10: Domino website's "set quantity" format

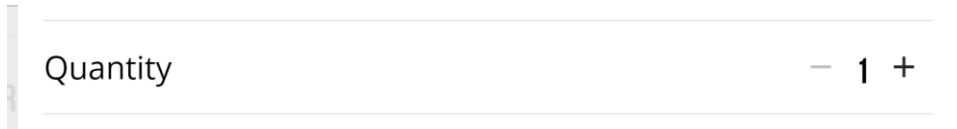


Figure 11: Pizza Hut website's "set quantity" format

The pizzerias website's "set quantity" feature is overall very similar. Domino (Figure 10) decides to let users type in their wanted quantity, while also giving them the option to increase the quantity by increment (or decrement) of 1 using the button provided. On the other hand, Pizza Hut (Figure 11) only let the users to edit the quantity of the item using the buttons that allow users to either increase or decrease quantity by 1 each time it is pressed.

Both formats seem to have their own benefits and downsides. For Domino's format, the user would be given a flexibility on editing the information (i.e. the quantity) by letting them manually input a value if the quantity is large or by pressing the buttons if the quantity is relatively small. This, however, would allow the users to input in a rather ludicrous number as the value (quantity) if left without constraints. Said constraints, however, is not necessary should we use the Pizza Hut's format, as trying to get a very large amount of quantity as value would be next to impossible (unless extreme determination). However, this will give users difficulty should they indeed want to order in a large batch. All in all, it seems that using the Domino's format would be better as putting constraints on users' input would not necessarily be difficult.

Additional Notes:

1. Tutor's (Trevor) suggestion: adding the option to deliver uncooked pizza
2. Some aesthetic aspect on the websites (mostly on Pizza Hut) are lacking in term of colour contrast (drop down list vs the main list colour, etc.).

Reference List

Dearing, J. (2018). UX Best Practice: The All-Important 'Add-to-Cart' Page. [online] Salesforce Blog. Available at: <https://www.salesforce.com/blog/2018/03/ux-best-practice-important-add-cart-page.html> [Accessed 3 Apr. 2019].

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