



Learnability: How easy is it for first-time users to use the website?

- 1) Both the “**Andino’s Italian Restaurant**” button and the “home” symbol in the navigation bar direct to the homepage. First-time users might need to click around to realize that the two buttons perform the same function.
- 2) The **framed photos of sceneries** confuse first-time users. Users need to trial and error to learn that these photos are clickable and once you click on it, the corresponding menu will pop up.
- 3) The red and blue buttons “**WE ARE OPEN- Reservations Required - Regular Menus**” bring learnability issue to new users. It is not obvious to new users that it is clickable and users might also think that “WE ARE OPEN”, “Reservations Required” and “Regular Menus” lead to three different pages. But no matter which part you click on, they all direct you to the external OpenTable page.
- 4) There are **two Google Reviews logos** on the bottom. It is hard to tell what each icon does for first-time users and whether there is any difference.



Efficiency: How quickly can users perform tasks?

- 1) All **menus** are presented as **PDFs in pop-up windows without any prioritization**. It is difficult for users to go through each of them and remember all the food offerings.
- 2) The **menus have low visibility to users in that they are embedded in the framed photo of sceneries**. Users need to click on them every time when they want to view a particular menu, which takes extra time and efforts.
- 3) It is **inefficient in presenting menus first and then favorite menu items**. Users are used to seeing signature or specialty dishes first.
- 4) The **grey captions under each image are very hard to read**, especially given that the background is either light yellow or marble.
- 5) The “**ORDER**” **button** is only present at the end of the page, making it inefficient for users who want to order instead of walking in or making reservation.



Memorability: How easily can users re-establish proficiency when they return to the website after a period of not using it?

- 1) It would **take a few attempts for users to recall that the framed photos are clickable** and that the button “**WE ARE OPEN- Reservations Required - Regular Menus**” **would direct them to the OpenTable Reservations page**.
- 2) It is difficult for users to memorize what each menu includes, the restaurant’s popular menu items as well as whether the restaurant offers online order and delivery.



Satisfaction: How pleasant is it for the users to use the website?

- 1) The vertical layout is neat, images are aligned and captions are centered. However, the **footer section is disorganized** and packed with too much information.
- 2) The color scheme does not align with the restaurant’s positioning as a traditional and authentic Italian restaurant with long history.
- 3) Users will not have a strong impression of the restaurant. Their experience is likely to be very neutral and mediocre – nothing too pleasant or too unpleasant.



Error: How many errors do users make, how severe are these and how easily can they recover from errors?

- 1) Users might unintentionally click and open a menu.
- 2) Users might accidentally click and enlarge the photo of a favorite menu item.
- 3) Users might unintentionally click and be directed to an external website such as the OpenTable website, Google Review page and Google Map.

*All the above errors are minor and easy to reverse. Users can click the “close” key on the top-right corner or hit the “back” key on the browser to return to the menu page.