

Dominos Usability Test: Preliminary Results

Introduction:

Domino's is a fast food restaurant, known for its pizza. Customers can order pizza, pasta, and more from their menu online and can choose whether they would like the food to be delivered to their doorsteps or to carry the food out of the restaurant. As a fast food restaurant, Domino's goal is to make online ordering fast, intuitive, and enjoyable to speed up the ordering process, eliminate employee error from the ordering process, and free up more time for employees to spend on other tasks. The purpose of this study is to evaluate Domino's online ordering process and figure out what can be done to improve the experience for users. Specifically, we are aiming to improve the ease of use of the online ordering system and the effectiveness of the chatbot to reduce frustration for users as well as the cost of hiring employees to take phone orders. By making these improvements, Domino's can create a great online ordering experience where customers will want to come back to their website to order more food when they are hungry.

The research was conducted with 8 participants on various dates between November 13th and 18th of 2018. Participant ranged in age from 19 years old to 25 years old and are all college students. Four participants rarely or never ordered pizza online, and four other participants have ordered pizza online at least once within the last three months. The gender ratio was roughly equally split, with two males and two females who have ordered pizza online as well as three males and one female who have not. The gender ratio does not influence our results.

Video recordings of the sessions can be found here:

P1: <https://drive.google.com/open?id=1rqKIOhZ3lr8ggavP3YN7lwiN7HF85lyk>

P2: <https://drive.google.com/open?id=1KNOUDncx9M8dDCxhJi9bnKbtd2EERCDD>

P3: https://drive.google.com/open?id=1h-R1WnJO_t_OpmlvJlw8VZDrsKAFmvQS

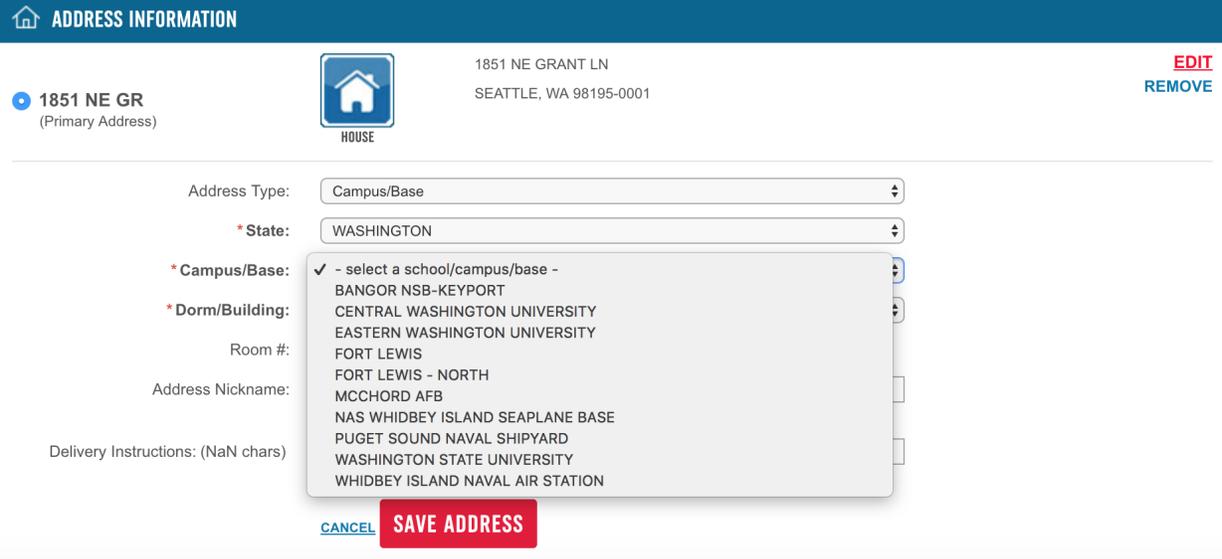
P4: https://drive.google.com/open?id=16O5ifYhRxD_otrvzrYdLCyDcT8_cxush

P8: <https://drive.google.com/open?id=1U6uQgrUN8lpzAXkPcowFNS69X380owYo>

Due to technical errors with UserZoom, the recordings for Participant 5, 6, and 7 were lost.

Overall Results:

UW is not listed as a college campus. When asked to add Mary Gates Hall as their primary address, all eight of our participants selected “Campus/Base” as the “Address Type” and was unable to find the University of Washington under the “Campus/Base” drop-down menu. The participants expressed frustration that the UW was not listed, and one of them kept double-checking to make sure that they did not miss out on something. Since the UW is one of the biggest universities in Washington and smaller universities were listed, we believe that the participants expected the UW to be on the list and were confused when it was not.



The screenshot shows a web form titled "ADDRESS INFORMATION". At the top, there is a home icon and the text "ADDRESS INFORMATION". Below this, the address "1851 NE GR" is listed as the primary address, with a house icon and the label "HOUSE". The full address is "1851 NE GRANT LN SEATTLE, WA 98195-0001". There are "EDIT" and "REMOVE" buttons in the top right. The form fields include: "Address Type:" set to "Campus/Base"; "* State:" set to "WASHINGTON"; "* Campus/Base:" with a dropdown menu open showing options: "- select a school/campus/base -", "BANGOR NSB-KEYPORT", "CENTRAL WASHINGTON UNIVERSITY", "EASTERN WASHINGTON UNIVERSITY", "FORT LEWIS", "FORT LEWIS - NORTH", "MCCHORD AFB", "NAS WHIDBEY ISLAND SEAPLANE BASE", "PUGET SOUND NAVAL SHIPYARD", "WASHINGTON STATE UNIVERSITY", and "WHIDBEY ISLAND NAVAL AIR STATION"; "* Dorm/Building:"; "Room #:"; "Address Nickname:"; and "Delivery Instructions: (NaN chars)". At the bottom, there are "CANCEL" and "SAVE ADDRESS" buttons.

Recommendation:

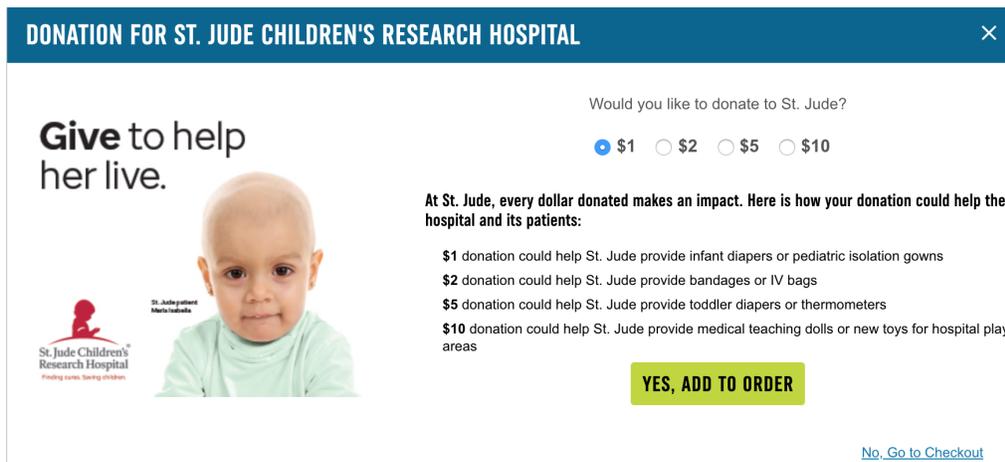
1. Add the University of Washington as an option under “Campus/Base.”
2. Add the option to manually enter information about the campus/base if it is not available in the drop-down menu.

Easy order vs. checkout: One of our tasks asks participants to create an easy order with a pizza. Because the path of the easy order is parallel to the path of creating an order, all of our participants had problems figuring out if they had actually saved their order. The saving of the order is at the same point as the checkout of a normal delivery order, which is confusing because saving the order as an easy order is not the same as ordering it. Many of our participants canceled out of their easy order before they saved it, thinking that they had, and had to go through the process over again to actually save the order to the profile.

Recommendation:

1. Create an alternate flow of pages/actions for customers that want to save an easy order, that is more tailored to this process.

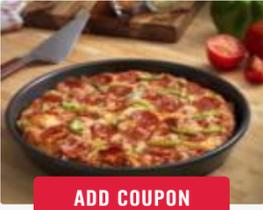
Donation pop-ups: Participants showed annoyance at the St. Jude's pop-up prompt asking for donations. This led to seven out of eight of our participants to choose the "No, Go to Checkout" option prior to checking out their final order. Participants reacted with surprise and quickly dismissed the donation pop-up prompt. One of our participants chose to donate \$1 due to "being nice."



Recommendation:

1. Add donations upfront in the order process, rather than an impeding pop-up prompt before checkout.

Adding coupons: Six out of eight of our participants had trouble both with locating the add coupon button and figuring out how to add a coupon when they located the add coupon button. This button is located at the top of the page, and most participants went to the checkout page to look for coupons, entering the name of the coupon in the promo code field.

 <p>ADD COUPON</p> <p>\$8.99</p> <p>Medium 2-Topping Handmade Pan Pizzas</p>	 <p>ADD COUPON</p> <p>\$30.99</p> <p>2 Large 2 Topping Pizzas, Stuffed Cheesy Bread, an 8-Piece Chicken and a 2 Liter</p>	 <p>ADD COUPON</p> <p>\$21.99</p> <p>2 Medium 2 Topping Pizzas and 16-Piece Parmesan Bread Bites</p>
 <p>ADD COUPON</p> <p>\$19.99</p> <p>2 Large 2 Topping Pizzas</p>	 <p>ADD COUPON</p> <p>\$16.99</p> <p>Large 2 Topping and 8-Piece Stuffed Cheesy Bread</p>	

Recommendation:

1. Make the coupon button more noticable.
2. Make it clear what information users are supposed to input in the promo code field.

Contact Information:

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Final Report will be made available by December 12th, 2018.