

# Project Proposal

Team Human Centered Pizza

## Product

Domino's website features an online menu, coupons, an order tracker, and a pizza profile. Instead of calling on the phone or going in person to order a pizza, the online ordering feature is meant to give customers a more convenient way to order pizza. We are conducting a usability test on Domino's website to determine if Domino's automation of the ordering process is successful and what can or should be done to improve it.

## Client

Domino's is a fast food chain, known for its pizza. Customers can order pizza, pasta, and more from their menu online and can choose whether they would like for the food to be delivered to their doorsteps or whether they would like to carry the food out of the restaurant themselves. Domino's goal is to create a great online ordering experience that is quick and easy to complete so that customers will want to come back to their website to order more food when they are hungry.

## Participant Character

Our target user group consists of people who are looking for a fast, convenient meal at an affordable price. Domino's website allows them to quickly and easily customize their order and have their food at their door or ready for carryout within 30 minutes. We would like for our participants to have ordered a pizza online, over the phone, or in person in the past three months. They may or may not have experience with ordering pizza online. Although college students are the most accessible population within our target user group, we are interested in including participants of all ages who regularly order pizza. By conducting usability tests with a variety of people, we hope to better represent Domino's customer base to understand how they navigate Domino's website and where issues might pop up during the online ordering experience.

## Key Tasks

We have identified the following key tasks for users to perform, both manually and via the chatbot:

1. Choose a service method (delivery or carryout).
2. Build a pizza and add it to the cart.
3. Make modifications to the pizza after you add it the cart.

4. Add a side dish or drink to the cart.
5. Remove the side dish or drink from the cart.
6. Use a coupon or promotion code.
7. Place the order.

## Usability Questions

We have identified the following usability questions for us to investigate:

- Can users set their location (for delivery) or store (for carryout)?
- Can users find the food item that they are searching for?
- Can users add a food item to an order?
- Can users remove or change the quantity of a food item in an order?
- Can users build and edit a pizza?
- Can users use a coupon or promotion code?
- Can users successfully place an order (both manually and via the chatbot)?
- Are all features of the online ordering process clear to the users?
- Which features, if any, of the online ordering process are frustrating to the users?
- Will users find online ordering as or more convenient than ordering over the phone or in person? Why?
- Will users prefer to place an order manually or via the chatbot? Why?