

# Project Declaration

## **Members:**

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**Group:** Human Centered Pizza (Group #7)

**Name of Product:** Domino's Pizza, <https://www.dominos.com/en/>

## **Product Description:**

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. We chose to test Domino's website because of qualitative feedback we received from our peers who struggle to order pizza online. By conducting a usability test on Domino's website, we hope to better understand how to improve Domino's user experience for customers ordering food online.

## **Target Users:**

Our target user group is college students, ages 19-25, from the Washington area. Users may or may not have experience with ordering pizza online and over the phone and will also have a range of levels of experience with ordering pizza online from Domino's. To summarize, users will be selected to test Domino's website based on the following inclusion criteria:

- Age: 19-25
- Location: Washington
- Class Standing: Any
- Web Expertise: Any

## **Tasks:**

Currently, our main goal is to assess a user's ability to complete a pizza order online. As such, the tasks that we may ask users to perform include a variety of simple as well as more complicated customizable pizza and side dish orders, using different payment methods and delivery locations.