

Usability Test Kit

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Description

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.

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Screening Questionnaire

Our target user group consists of college students, ages 19-25, from the Washington area. We would like for our participants to have ordered a pizza online, over the phone, or in person from any pizza restaurant in the past three months and are hoping to recruit a total of eight participants for our study as well as one participant to pilot our study. Of the eight participants, four participants will have ordered pizza online before and four will have not. The gender ratio will be equally split, with two males and two females who have ordered pizza online as well as two males and two females who have not.

This screening questionnaire will be posted online to recruit participants for our usability study.

“Human Centered Pizza

Hello! We are a team of University of Washington students conducting a usability study on a pizza delivery website’s online ordering system for educational purposes.

If you are interested in participating in our study, please fill out the following questionnaire. All personal information will remain confidential and the questionnaire will take about 5 minutes to complete. If you fall under our intended user group, we will contact you within the next 72 hours to confirm a date and time for your testing session.

Please note that this study will take place at the University of Washington, Seattle and may take up to an hour of your time. Thank you for taking our survey. We appreciate your interest in participating in our study.”

1. Have you ordered a pizza in the last 3 months?
 - a. Yes
 - b. No [terminate]

2. Have you ordered a pizza online before?
 - a. Yes
 - b. No

3. How often do you order pizza online?
 - a. Once a week or less
 - b. More than once a week

4. Which websites, if any, have you ordered pizza from before? Please select all that apply.

- a. Pizza Hut
 - b. Domino's Pizza
 - c. Little Caesars
 - d. Papa John's
 - e. Papa Murphy's
 - f. Other (please specify): _____
5. How often do you order pizza from Domino's online?
- a. Once a week or less
 - b. More than once a week
6. Please select the days and times you're available.
- a. Tuesday, November 13 (morning)
 - b. Tuesday, November 13 (afternoon)
 - c. Tuesday, November 13 (evening)
 - d. Thursday, November 15 (morning)
 - e. Thursday, November 15 (afternoon)
 - f. Thursday, November 15 (evening)
7. What is your first and last name?
8. How old are you? [terminate if younger than 19 or older than 25]
9. What are your preferred pronouns?
10. What is your email address?

Script

This script is to be read aloud to the participant once they have sat down and gotten comfortable.

“Hello!

My name is _____. Thank you for taking the time out of your day to participate in this testing session. I am now going to provide you with some basic information regarding what will be happening today.

We are a team of University of Washington students conducting a usability study on Domino’s online ordering system. I will be facilitating today, and my colleague _____ will be taking notes so that we can analyze the system’s issues after this testing session is over. Our goal is to improve the ease of use of Domino’s online ordering system, and we are not testing you in any way.

We will be running through three sets of tasks together. Please try to express your thoughts as they occur to you when you are completing the tasks. This is called thinking aloud, and it will give us a better understanding of your experience with the system while you are using it. Feel free to ask me any questions if you have them, and I will do my best to answer them. If I cannot answer a question in the moment, I will answer them to the best of my ability after we finish all of the tasks. Also, if you need to excuse yourself for any reason or take a break, please let me know.

With your permission, we would like to record your screen and use the webcam to record your face while you are working through the tasks. These recordings are for us to better understand the usability problems with Domino’s system. Your comfort and privacy are extremely important to us, and your personal information will remain confidential.

Do you have any questions so far?

[If yes, answer the questions. If no, give the participant a consent form.]

Great! Please sign this consent form.

[Participant signs the consent form and gives it back to us.]

Thank you!

We also have a pre-test interview and a post-task questionnaire to better gauge your experience with the product. After you have completed all three sets of tasks, we will ask a few final questions to understand your overall experience and any additional

feedback you'd like to share. We are interested in any and all of the feedback you have about your experiences with this product.

Alright! I know that's a lot to digest. Do you have any questions?

[If yes, answer the questions.]

Okay! Before we get started with the tasks, let's run through the pre-test interview.

[Refer to the the pre-test questionnaire.]

Thank you for your feedback. Are you ready to start?

I'm going to read you a list of task scenarios to complete. If you ever need to refer back to a task scenario, we have also printed them out for you. Please think aloud as much as possible as you walk through the each task. After each set of tasks, we'll also ask you to fill out a post-task questionnaire.

For the first part...

[Refer to part 1 of the task scenarios.]

Thank you for completing the first set of tasks! Please fill out this post-task questionnaire about this process.

[Give the participant a post-task questionnaire.]

For the second part...

[Refer to part 2 of the task scenarios.]

Thank you for completing the second set of tasks! Please fill out this post-task questionnaire about this process.

[Give the participant a post-task questionnaire.]

For the third part...

[Refer to part 2 of the task scenarios.]

Thank you for completing the last set of tasks! Please fill out this post-task questionnaire about this process.

[Give the participant a post-task questionnaire.]

And we're done with the tasks! Before we let you go, we're going to hold post-test interview with you. We'd like it if you're as open and honest with your feedback as possible. Are you ready?

[Refer to the post-test questionnaire. The facilitator and observer may ask follow up questions.]

Thank you! Do you have any questions now that we are done? I'll do my best to answer any that you may have.

[If yes, answer the questions. If no, stop the recording and save the file. Thank the participant again and escort them out of the room.]”



Consent Form

This consent form will be given to the participant to sign.

Thank you for agreeing to participate in our usability study.

During this testing session, we will ask you to perform tasks on the computer, interview you about the tasks you performed, and audio and video record your screen and face. The data we collect and the recording from this testing session will be used in our reports for educational purposes, and personal information will remain confidential. Participation in this usability study is voluntary, and you are free to withdraw from this testing session at any time.

By signing this consent form, you are indicating that you have read and understood the information above and that any questions you have about this testing session have been answered.

Participant's printed name: _____

Participant's signature: _____

Date: _____

Pre-test Questionnaire

We will conduct interviews with our participants before we ask them to complete the tasks. These open-ended questions are to be read aloud to the participant. The notetaker will record the answers.

1. Have you ever ordered pizza online?
2. Tell me about the last time you ordered a pizza.
3. Have you ever ordered pizza from Domino's? Can you tell me about that experience?
4. Do you prefer ordering food online, over the phone, or in person? Why?

Task Scenarios

Users will be asked to go through three workflows: setting up a Domino's profile, placing an order manually, and ordering a pizza via chatbot. To meet the successful completion conditions for all of the tasks in these workflows, users must be able to perform the tasks and achieve the correct results without moderator assistance.

Part One - Set up a Domino's profile

Task #1	
Goals/Output:	To create and log in to a Domino's profile.
Scenario:	Imagine you want to create a Domino's account to redeem the benefits of saving your order preferences and to be a part of the reward programs. Create your personal Domino's account and log in.
Task #2	
Goals/Output:	To add 1851 NE Grant Ln, Seattle, WA 98195-0001 as the primary address.
Scenario:	You and your friends study at Mary Gates Hall on UW campus every week. The address is 1851 NE Grant Ln, Seattle, WA 98195-0001 . How would you ensure that this is the address where your pizza always goes?
Task #3	
Goals/Output:	To add the Wisconsin 6 Cheese pizza as an easy order for future orders.
Scenario:	Your favorite pizza is the " Wisconsin 6 Cheese pizza. " Please add the Wisconsin 6 Cheese pizza as a saved order to use for future orders.
Task #4	
Goals/Output:	To order a Wisconsin 6 Cheese pizza using the easy order feature.
Scenario:	Please order your favorite pizza.

Part Two - Place an order manually

Task #1	
Goals/Output:	To start a delivery order.
Scenario:	Imagine that you and your friend are holding a study session for finals and don't have the time or energy to cook or eat out. You both decide to go online and order some food from Domino's. Please start a delivery order.
Task #2	
Goals/Output:	To add a large pizza with a hand tossed, no garlic-seasoned crust; cheese (extra); robust inspired tomato sauce (normal); pepperoni (extra); and black olives (extra) to an order.
Scenario:	You and your friend would like to try out a new pizza. Please order a large pizza with a hand tossed, no garlic-seasoned crust; cheese (extra); robust inspired tomato sauce (normal); pepperoni (extra); and black olives (extra).
Task #3	
Goals/Output:	To add a 8-piece parmesan bread twists with garlic dipping sauce to an order.
Scenario:	Your friend would like something on the side to go with the pizza. Please order a 8-piece parmesan bread twists with garlic dipping sauce.
Task #4	
Goals/Output:	To add two 2L bottles of Barq's root beer to an order.
Scenario:	You would like something to wash all the food down. Please order two 2L bottles of Barq's root beer.
Task #5	
Goals/Output:	To apply the "Large 2 Topping and 8-Piece Stuffed Cheesy Bread" coupon to an order.
Scenario:	To save money, you would like to use a coupon. Luckily, there's a coupon that fits your order. Please apply the "Large 2 Topping and 8-Piece Stuffed Cheesy Bread" coupon to your order.

Task #6	
Goals/Output:	To remove one 2L bottle of Barq's root beer from an order.
Scenario:	Your friend notices the two 2L bottles of Barq's root beer and thinks it might be a little bit much. Please remove one of the 2L bottles from your order.
Task #7	
Goals/Output:	To checkout an order.
Scenario:	You and your friend are done! Please purchase your order.

Part Three - Order a pizza via chatbot

Task #1	
Goals/Output:	To start a new delivery order via the chatbot, using the phone number "425-877-3393" and the apartment address "4730 University Way NE #613, Seattle, WA 98105."
Scenario:	Imagine you recently heard about Domino's new feature - a chatbot named Dom - and decide to try it out to order a pizza. Please start a new delivery order via the chatbot.
Task #2	
Goals/Output:	To order a medium ultimate pepperoni pizza with a hand tossed crust.
Scenario:	You would like something simple to eat. Please order a medium ultimate pepperoni pizza with a hand tossed crust.
Task #3	
Goals/Output:	To checkout your order.
Output	You're done! Please purchase your order.

Post-task Questionnaire

We will have users fill out an online post-task questionnaire after they complete each of the three parts. The questionnaires will be identical and brief, and we will follow up with questions to dig into the reasoning behind each rating. We would like to get a better understanding of users' experiences with the profile as well as their experiences with ordering online without a chatbot, with a chatbot, and the differences between those experiences.

On a scale of 1-5, 1 being strongly disagree and 5 being strongly agree, to what extent do you agree or disagree with the following statements?

		Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
	Statement	1	2	3	4	5
1	I think this system was easy to use.					
2	This system provided help for me when I got stuck.					
3	The terminology used throughout this system made sense to me.					
4	I think this system is aesthetically pleasing.					
5	I would order a pizza again using this system in the future.					
6	I would recommend this system to a friend or colleague.					

Post-test Questionnaire

We will conduct interviews with our participants after they complete all of the tasks or have spent the allotted time trying to. These open-ended questions are to be read aloud to the participant. The notetaker will record the answers.

1. Overall, how satisfied are you with Domino's online ordering experience? What did you like or dislike? Why?
2. Do you feel like the standards and terminology used on Domino's website were clear?
3. Based on what you used today, do you have a favorite feature on Domino's website? Which one?
4. If you could change one thing about the experience, what would it be?
5. After using Domino's website, would you use it to order a pizza again? Why?

Data-Logging Tables

Part One - Set up a Domino's profile

Task	Start Time	End Time	Task Completed?	Number of assists
Create and log in to a Domino's profile.				
Add 1851 NE Grant Ln, Seattle, WA 98195-0001 as the primary address.				
Add the Wisconsin 6 Cheese pizza as an easy order for future orders.				
Order a Wisconsin 6 Cheese pizza using the easy order feature.				

Task	Participant Quotes	Observer Comments
Create and log in to a Domino's profile.		
Add 1851 NE Grant Ln, Seattle, WA 98195-0001 as the primary address.		
Add the Wisconsin 6 Cheese pizza as an easy		

order for future orders.		
Order a Wisconsin 6 Cheese pizza using the easy order feature.		

Part Two - Place an order manually

Task	Start Time	End Time	Task Completed?	Number of assists
Start a delivery order.				
Add a large pizza with a hand tossed, no garlic-seasoned crust; cheese (extra); robust inspired tomato sauce (normal); pepperoni (extra); and black olives (extra) to an order.				
Add a 8-piece parmesan bread twists with garlic dipping sauce to an order.				
Add two 2L bottles of Barq's root beer to an order.				
Apply the "Large 2				

Topping and 8-Piece Stuffed Cheesy Bread” coupon to an order.				
Remove one 2L bottle of Barq’s root beer from an order.				
Checkout an order.				

Task	Participant Quotes	Observer Comments
Start a delivery order.		
Add a large pizza with a hand tossed, no garlic-seasoned crust; cheese (extra); robust inspired tomato sauce (normal); pepperoni (extra); and black olives (extra) to an order.		
Add a 8-piece parmesan bread twists with garlic dipping sauce to an order.		
Add two 2L bottles of Barq’s root beer to an order.		
Apply the “Large 2 Topping and 8-Piece Stuffed Cheesy Bread” coupon to an order.		
Remove one 2L bottle of Barq’s root beer from an order.		

Checkout an order.		
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Part Three - Order a pizza via chatbot

Task	Start Time	End Time	Task Completed?	Number of assists
Start a new delivery order via the chatbot, using the phone number "425-877-3393" and the apartment address "4730 University Way NE #613, Seattle, WA 98105."				
Order a medium ultimate pepperoni pizza with a hand tossed crust.				
Checkout your order.				

Task	Participant Quotes	Observer Comments
Start a new delivery order via the chatbot, using the phone number "425-877-3393" and the apartment address "4730 University Way NE #613, Seattle, WA 98105."		

Order a medium ultimate pepperoni pizza with a hand tossed crust.		
Checkout your order.		