

User testing results

Papa John's Pizza

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Executive summary

This report documents the usability test of the Papa John's website performed in the last week of September 2016. The purpose of the test was to assess the usability of the current website for users who are experienced with ordering pizza online. Four users participated in the study.

Positive findings

- Our participants expressed preference for ordering pizza online, demonstrating the importance of the study and a cost-effective investment for Papa John's in the future.
- When given the task, our participants had no difficulty locating contact information for Papa John's and the means for them to receive coupons. The informational aspect of the Papa John's website is well designed.

Areas to improve

- Participants had trouble beginning the process of ordering pizza. Papa John's offers a variety of entry points to this process, which was more confusing than helpful to them.
- The interface through which a user can customize a pizza offered problems for our participants in several locations.

Recommendations

We recommend Papa John's improve its website in the following ways:

1. Define a clear starting point for creating an online order.
2. Iron out the trouble spots in the pizza customization interface.

Further study can be done to more clearly determine how to achieve these ends, but the participants of our study were unanimous in uncovering these two areas of potential.

Website

The Papa John's pizza website was tested between the dates of September 26 and October 2, 2016. Tests were conducted on the state of the website during this timeframe. Participants were allowed access to all public-facing aspects of the site in order to complete their tasks.

The Papa John's Pizza website

The screenshot shows the Papa John's website interface. At the top left is the Papa John's logo with the tagline "BETTER INGREDIENTS. BETTER PIZZA." and a photo of Papa John. To the right, there is a location indicator: "CARRYOUT FROM: 28418 State Highway 249" with a building icon. Further right are links for "SIGN IN or Create an Account" and a shopping cart icon showing "\$0.00". Below these is a red navigation bar with "Menu", "Specials", and "Papa Rewards" links, and a promo code input field with an "Apply" button. The main content area features a large image of a pan pizza being lifted. Text overlays include "8 THICK & CRISPY SLICES" and a "LIMITED TIME OFFER" for "NEW PAN PIZZA UP TO 3-TOPPINGS" for "\$10". A signature of "Papa John FOUNDER" is visible, along with an "Add & Customize" button. At the bottom left, there are logos for "PAPA JOHN'S BETTER INGREDIENTS" and "NFL", with the text "OFFICIAL PIZZA SPONSOR OF THE NFL" below them.

Methodology

All participant sessions were conducted using the same framework methodology. First, participants were recruited who had ordered pizza online at least once before. Second, the session was moderated using the following guidelines:

- Standardized introduction script
- Consent obtained to record screen, face and voice
- Initial questions about familiarity with ordering pizza online
- Icebreaker task
- Three primary tasks
- Follow up questions
- Session end

During the session, the moderator asked the participant to voice his or her experience, to “think out loud,” and kept interruptions to a minimum. If a task could not be completed, the participant was instructed to move to the next task.

Participants

All participants had ordered pizza online previous to the usability session. They all reported satisfying experiences. Participant 3 said his experiences were “fairly quick and easy” (2:53). Participant 2 reported her experiences as “fine.”

Little demographic information was required for the session. The gender of the participants were evenly divided.

Male - Participant 1, Participant 3

Female - Participant 2, Participant 4

Tasks

Below is a list of tasks the participants were asked to complete. The moderators repeated the task instructions as-needed, but did not add to or subtract from the tasks.

Icebreaker task - A warm-up with the computer involving a Google search of pizza within their area. This was unrelated to the primary tasks.

Task 1 - The participants were asked to order three pizzas. The script is as follows...

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are bunch of people at this party and you need to order 3 pizzas. (1) Mushroom and Pepperoni (2) Half onion and half sausage with light sauce (3) A specialty pizza (you want some variety)

Task 2 - The participants were asked to find the email list for coupons and deals.

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

Task 3 - The participants were asked to find the corporate contact information.

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office, how would you do that?

Findings

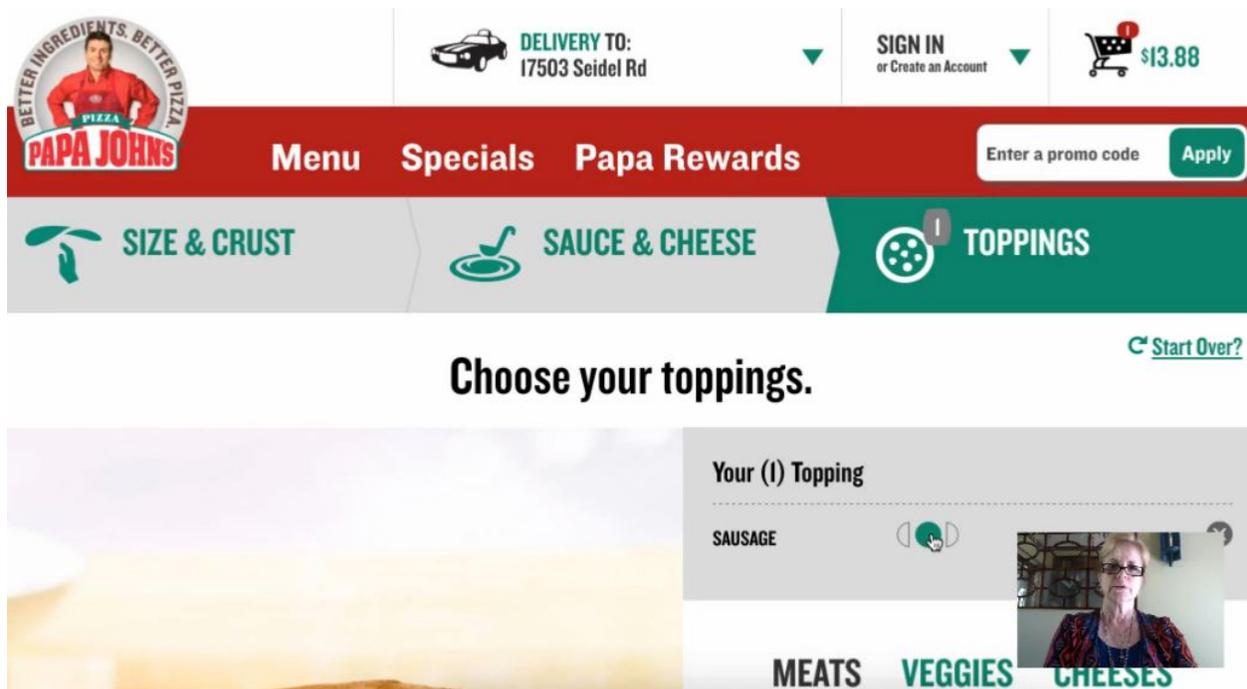
Finding 1 - Websites aren't judgmental

An interesting finding among the participants was the reported preference of ordering pizza online, and specifically *why*. Participant 1 said he likes that he “[doesn’t] have to deal with anybody” (3:15). Participant 4 said she thought she could customize it *better* than she would be able to with a person. “I always feel like when I’m talking to a person that I’m being a little picky on how I want my pizza” (3:08).

Finding 2 - Confusions when customizing

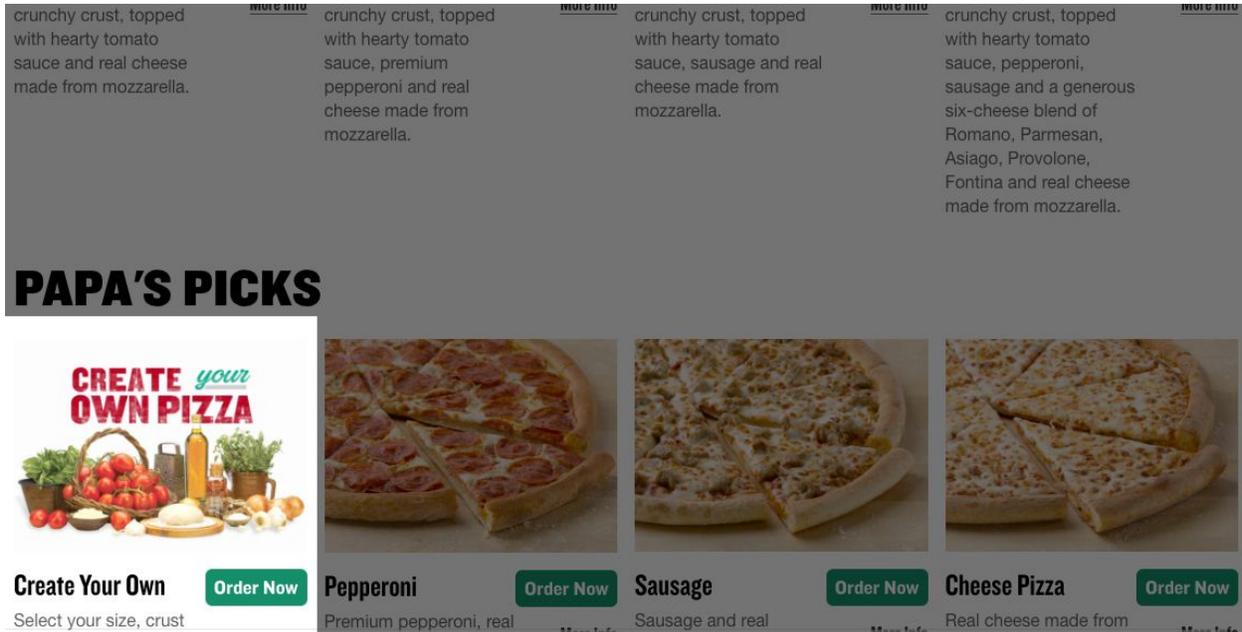
During the process of adding pizzas to their cart, **3 out of the 4 participants** encountered errors. Participant 1 had trouble at (6:26) where an ingredient floated to the top of the list when added, against his expectations, making him undo an action he had previously done. “See, I would expect the onions to go below the sausage, instead of the sausage floating to the bottom.” Participant 3 had the same issue (7:23).

Participant 4 had the worst error, failing to order the second pizza at all since she was unable to customize the pizza to create half/half toppings (13:10). Below, Participant 4’s mouse is hovering over the half/half button, yet she is still searching elsewhere for the option.



Finding 3 - Where to start an order?

The participants were erratic in their task flow when ordering their pizzas. Participants 1 and 3 scrolled for some time before locating the “Create your own pizza” box. Participants 2 and 4 chose to customize the pepperoni pizza for their first pizza, but then had difficulty locating the 2nd and 3rd pizzas. Participant 3 was especially frustrated, saying, “I did not think this was so complicated!” (5:47). Participant 1 said, “The first thing I should see should be ‘create your own pizza.’ I shouldn’t have to scroll down to find it” (8:20).



Finding 4 - Email list and contact information, easy to find

All participants were successful in finding the email list and contact information for the corporate company. Participant 3 said, “Normally down at the bottom is where the contact info is” (14:10), and the others echoed this belief in their behavior, scrolling to the bottom of the page immediately when the tasks were read to them. Since the website behaved as expected, they had no trouble with completing the 2nd and 3rd tasks.

Recommendations

Going forward, we offer the following recommendations for website changes as well as recommendations to hone and confirm those changes.

A clear starting point

One of the key functions of the website is allowing customers to place online orders. We recommend relocating “Create your own pizza” to a prominent spot on the home page. Consider renaming the option to “Start your order here” or something similar. An A/B test could confirm whether this change helps customers speed up their orders.

Ironing out errors in the customization process

Our participants made errors in the process of ordering pizza online which could easily be addressed with tweaks in the design. However, since our study did not assess the full scope of the ordering and customization journey, we recommend further usability study to discern these problem spots.