

Ordering Pizza Online

USABILITY STUDY FOR PAPA JOHN'S ONLINE ORDERING
EXPERIENCE.

George Burgess

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EXECUTIVE SUMMARY

In this study we conducted a usability test for PapaJohns.com. The goal was to Identify any problems that users have with the interface when when ordering pizza online though the site. For this test, we conducted three separate sessions with participants who all have ordered pizza online before. Also all three participant were over the age of 30. Participants were given three tasks to complete which allowed us to observe the user's overall experience with the site. All of the sessions were also recorded for future reference.

Since all three of the participants have ordered online before, we expected the sessions to go very well and last anywhere from 15 to 20 minutes. The average time of the sessions was under twenty minutes with an 88% completion rate. The average time to complete an order was under nine minutes.

However, we were able to identify some minor areas in which the interface could be improved as well as provide follow-up research questions for future studies.

WEBSITE BEING ASSESSED

The website in this study being assessed was <https://www.papajohns.com/>.

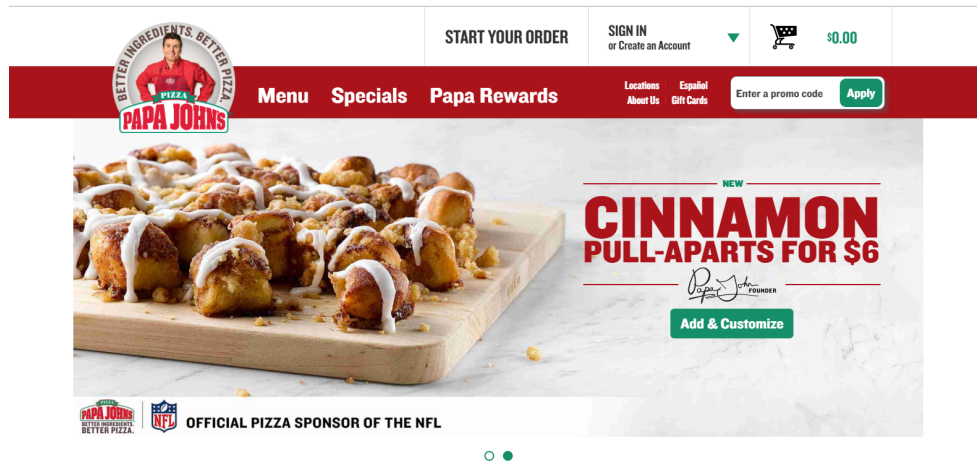


Figure 1: Papa john's homepage

METHODOLOGY

For this study, we conducted one-on-one usability test sessions. Participants were given three tasks to complete. The session were recorded, including audio, screen capture, and webcam of the participant. The tasks were designed to allow us to observe the Participant's overall experience using the site. As well as to discover usability issue that may exists. Three areas the tasks were focused around include ordering a pizza, signing up for deals & coupons, and contacting the corporate office.

PARTICIPANT INFORMATION

Three participants were chosen who all have the following:

- ❖ Had experience ordering pizza online at least once.
- ❖ Adults who are age 30+.
- ❖ Gender: 1 Male | 2 Females

LIST OF TASKS

Task 1: Order a Pizza Online

We are going to be looking at papajohns.com web site. Even if you are not a papa johns fan, imagine that the people you are with are fans of papa johns 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.

- ❖ Mushroom and Pepperoni
- ❖ Half onion and half sausage with light sauce
- ❖ A specialty pizza (you want some variety)

Task 2: Sign-up for Deals & Coupons

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: Contact the Corporate Office

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?

SYNOPSIS OF FINDINGS

Since all of our participants have ordered online before, we expected that the process of ordering online would easier for them. Overall all three participants did very well during their sessions. The average session time was under twenty minutes. However, we did notice a few areas on the site that could be improved. Which we will Identify in the analysis of each task. Below is a showing the time it took the participant to complete their session as wells the number of task they completed.

| | Session Length | Task Completed | Comments |
|----------------|----------------|----------------|---|
| Participant #1 | 18:53 | 3/3 | Participant completed task 1 with errors. |
| Participant #2 | 16:28 | 2/3 | Participant could not figure out the solution to Task 3 |
| Participant #3 | 22:36 | 3/3 | Participant had the longest session time but completed all of the task correctly. |
| AVERAGE | 19:19 | 88% | |

ANALYSIS OF:

Task 1: Order a Pizza Online

| | Time on Task | Issues that occurred |
|----------------|--------------|--|
| Participant #1 | 7:54 | This participant did not add the correct toppings. |
| Participant #2 | 7:36 | |
| Participant #3 | 10:36 | This participant corrected toppings after checking the cart. |
| AVERAGE | 8:42 | |

All three Participants completed this task successfully. They all tackled the task the same way by going to the menu and selecting the “create your own” pizza option instead of starting with a pre-made pizza.

One instance that stood out during this task was when the participants had to order the “Half onion and half sausage with light sauce” Pizza. All three participants had a pause at this point. They were trying to figure out how to add the topping to only half of the pizza. Eventually they figured it out without assistance.

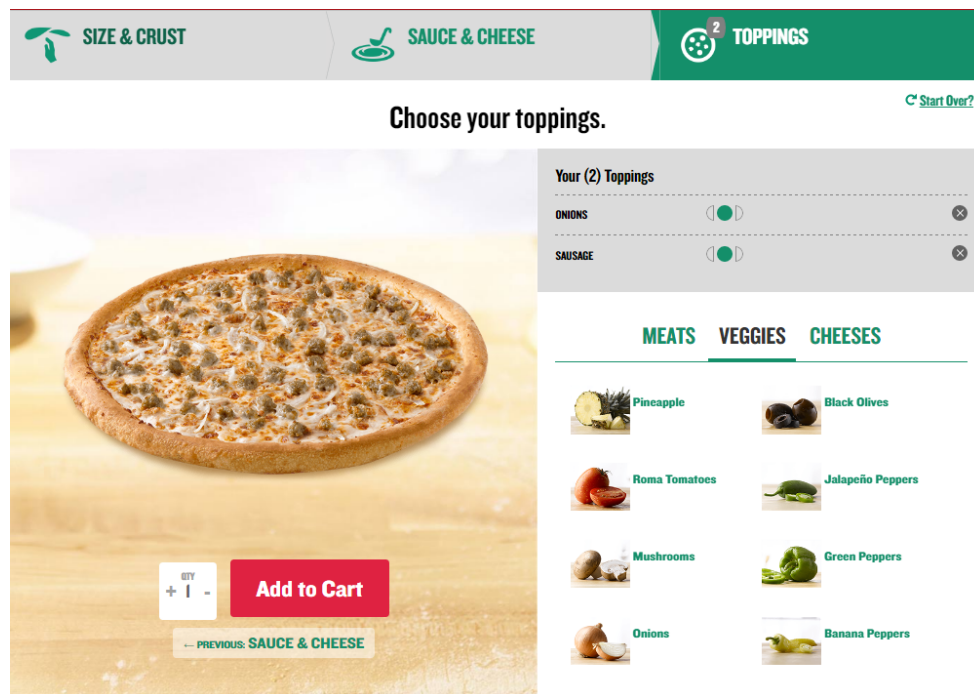


Figure 2: Pizza Customization Option

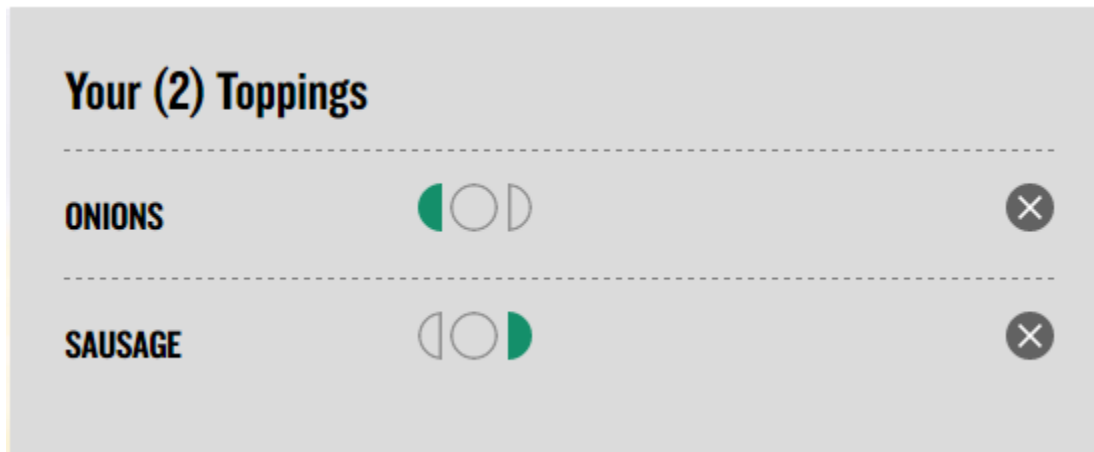


Figure 3: The Feature to add half toppings.

Participants Comments

"This is a lot. I guess that's why people call"

"It was actually a lot easier than I expected and kind of fun."

"Pretty exciting! I think I will be ordering again."

"It was a pretty painless experience."

Referring to the half-topping feature: *"It wasn't the easiest, I feel I there should be words there to describe what that is."*

Task 2: Sign-up for Deals & Coupons

| | Time on Task | Issues that occurred |
|----------------|--------------|--|
| Participant #1 | 2:45 | Participant thought that the "Text & Email Offers" Label was a button. |
| Participant #2 | 2:46 | Participant thought that the "Text & Email Offers" Label was a button. |
| Participant #3 | 1:46 | |
| AVERAGE | 2:25 | |

This task took the participants the least amount of time. The participants first instinct was to check the "Papa Rewards" page of the website. But they quickly realized that this page was used to register for an account and was not the right option. Next they scrolled to the footer of the page and noticed the "Text & Email Offers" label. Here two out of the three participants clicked on the entire area outlined in a dark red thinking it was one big button. After a few attempts, they realized that it was the two smaller icons to the left of the text that they should click on. After clicking the correct icon, all three participants were able to sign-up for deals successfully.



Figure 4: Website Footer with "Text & Email Offer" label

EMAIL & TEXT DEALS
Want pizza perks that you won't find anywhere else?

First Name
First Name

Last Name
Last Name

Email Address
Send me 2-6 great pizza deals weekly.
customer@papajohns.com

Mobile Phone Number
Enter your cell number to receive up to 6 text-exclusive offers per month.
(000) 000 0000

To read our privacy policy click here. To ensure future delivery of emails, please add special@papajohns-special.com to your safe sender list or address book.

Reply STOP to 47272 to stop receiving SMS messages from Papa John's.

If you provided a mobile phone number above, by clicking submit you consent to receive text messages by automated means. Signing up to receive text messages is not a condition of purchase. For additional details visit Terms of Use. Offers not available in Canada. Canadian residents can click here to sign up for an account and receive offers.

Submit Form →

Locations
About Us

Equalized
Gift Cards

Enter a Promo Code
Apply

Papa's Email and Text Offers make it easy to save on your Papa John's favorites! When you join our program, you'll receive:

- 1 Special discounts, just for being a subscriber
- 2 Access to exclusive offers and sweepstakes from Papa John's and our partners
- 3 Immediate notification of promotions and new menu items
- 4 Other hot-from-the-oven news and offers from your neighborhood Papa John's

Figure 5: Text & Email Deals Sign-up Page.

Task 3: Contact the Corporate Office

| | Time on Task | Issues that occurred |
|----------------|--------------|--|
| Participant #1 | 3:10 | |
| Participant #2 | 3:29 | This participant did not complete this task. |
| Participant #3 | 3:13 | |
| AVERAGE | 3:17 | |

This task had several different possible solutions:

- ❖ Feedback Form located on the “Customer Service” page.
- ❖ Customer Care Team Phone number located on the “Customer Service” page.
- ❖ Online Ordering Customer phone number located in the footer of the website.

Only two of our three participants could find one of the options. Participant #1 navigated to the “Customer Service” page and found Customer Care Team Phone number under the Unsolicited Ideas section. Participant #3 also navigated to the “Customer Service” page. But instead of using the phone number they pressed the Feedback Form button. Participant #2 was unable to find one of the three options.

Customer Feedback

Please let us know what you think about our products, organization or website by mailing us or by completing an Electronic Feedback Form. We welcome all of your comments and suggestions.

Feedback Form

United Kingdom customer feedback, [click here](#). For a listing of all International Papa John's, [click here](#).

Figure 6: Option 1. Feedback Form Button

The screenshot shows the Papa John's website interface. At the top is a red navigation bar with the Papa John's logo on the left, and links for Menu, Specials, Papa Rewards, Locations, About Us, Español, Gift Cards, and a button to Enter a Promo Code. Below the navigation bar is a sidebar with links: Contact Us, Feedback Form (highlighted with a green arrow), Online Ordering FAQs, Papa Rewards FAQs, Papa Rewards Birthday FAQs, and FREE Pizza Kickoff FAQs. The main content area is titled 'FEEDBACK FORM' and features the Papa John's logo, a language selector set to English, and a message from the company. Below the message are input fields for First name, Last name, Email, and Phone Number. There is also a section for 'Type of Feedback' with radio buttons for Praise, Concern, and Question/Suggestion. A 'Next' button is located at the bottom right of the form.

Figure 7: Feedback From

Unsolicited Ideas

Thank you for your interest to share an idea for a product or service that you believe would be beneficial to Papa John's. Please know, however, that it is Papa John's company policy not to consider unsolicited ideas from anyone other than our corporate employees, franchise owners/employees, and our supply partners.

It's not that great ideas cannot come from our valued customers. Each year, however, Papa John's receives thousands of unsolicited ideas for products and services. Due to the mass volume of these unsolicited ideas and the business challenge of determining what is truly a "new" idea versus a concept that we already have in development, being tested, or previously considered, we must adhere to our strict policy not to accept or review any unsolicited ideas that come from outside our system.

To speak to our Customer Care Team, call us at 877-547-PAPA (877-547-7272).

Figure 8: Option 2. Customer Care Team Phone Number

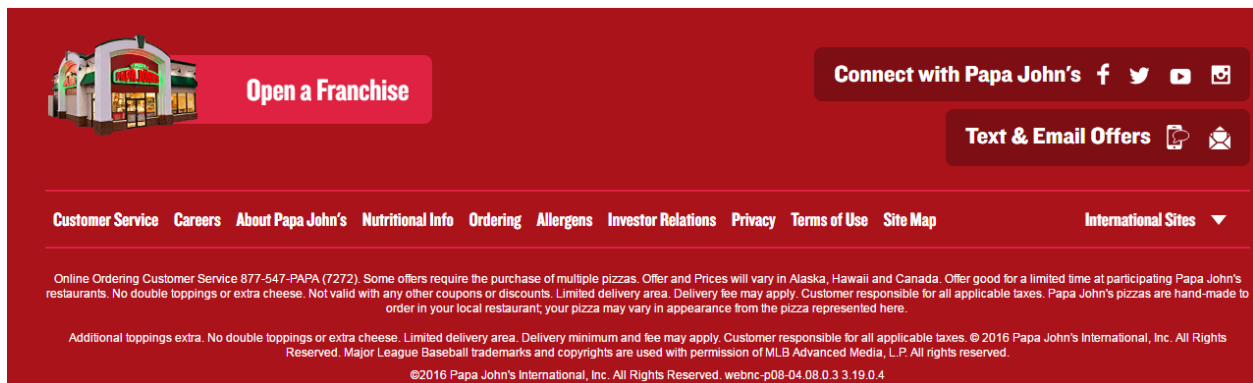


Figure 9: Option 3. Online Ordering Customer Service

FOLLOW UP RESEARCH QUESTIONS & RECOMMENDATION

Below are recommendations that could be made to improve the interface as well as the overall experience:

- ❖ Redesign of the Pizza customization option for adding toppings to only half of the pizza. We suggest adding text so the user will know what the buttons represent.
- ❖ Redesign of the "Text & Email Offers" option in the footer. We suggest removing the red background that is behind the text and two icons. That way users will not group them together as a single button.
- ❖ Implement an easier way for users to contact customer support. We suggest placing the customer service phone number in bold text. This way it is easily visible by the user. We also suggest including a link to the feedback form in the footer for easy accessibility.

We also came up with these follow-up research questions for future studies:

- ❖ What is the average time it takes to complete and order for users who have a Papa John's account vs. users who do not?
- ❖ What issues do new users face vs. users who have ordered pizza online before?
- ❖ What steps in the process of ordering can be consolidated to make the experience faster and more enjoyable?