

Cafe Mobile Ordering App Usability Study

April, 29 2023

Team

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Study Details

Initial Presentation Overview

Study Details

Project Background

We are creating a cafe ordering app to allow users to place orders and schedule a pick-up for a later date. This will allow users to place an order in advance to avoid having to order the day of, which saves users time.

Link to previous presentation:

https://docs.google.com/presentation/d/1CKzrV1vfYNAsNJzglw64CmtnEXdHQjr_85lV3fp6J60/edit?usp=sharing

Research Questions

1. How long does it take a user to place an order?
2. What can be learned from the process a user takes to place an order?
3. What type of payment options do users need for orders?
4. How far in advance do users need to order?

Participants

5 participants

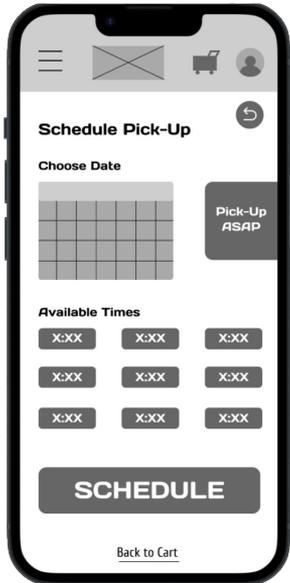
Three females and two males, ages ranging from 18 to 55, one participant uses magnification devices.

Methodology

- 30 minutes
- Virtual at participants homes
- Usability Study
- Users were asked to look at a low fidelity prototype

Prototype / Design Tested

https://www.figma.com/proto/5wP5uyNyv2i3pFz3nZo_aQk/Cafe-App-Digital-Wireframes?node-id=1-4&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A4&show-proto-sidebar=1



Original Presentation

https://docs.google.com/presentation/d/1CKzrV1vfYNAsN_Jzglw64CmtNEXdHQjr_85lV3fp6J60/edit?usp=sharing

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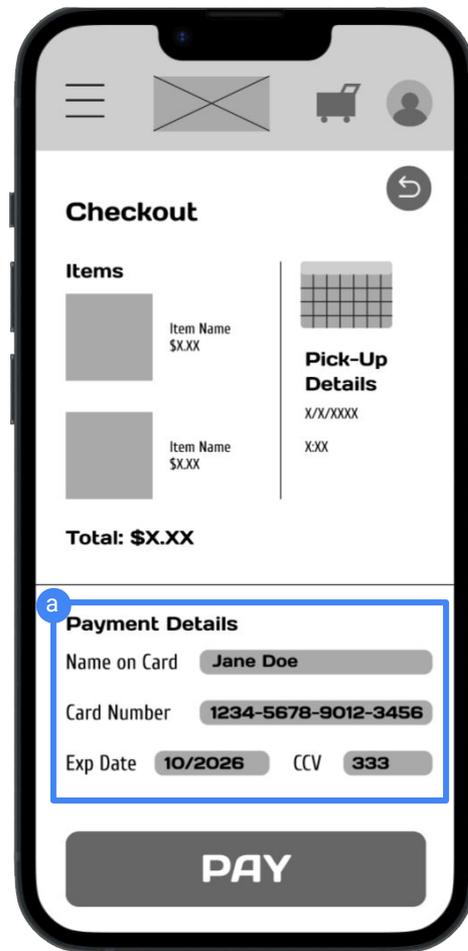
Themes

Most users were annoyed with the limited options for payment

Supporting evidence from the usability study.

- Users would like alternate forms of payment, like paying with a gift card
- Didn't see an option to pay with rewards
- Would like an option to pay with a gift card or rewards

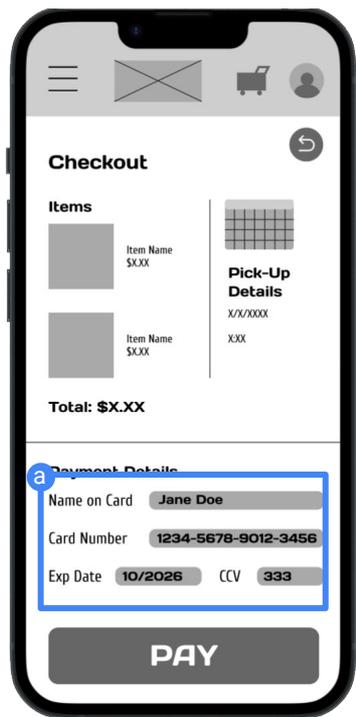
“I didn't even see an option to pay for the order with my rewards.”



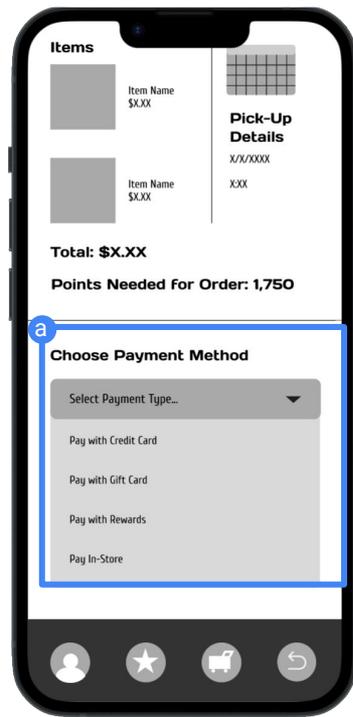
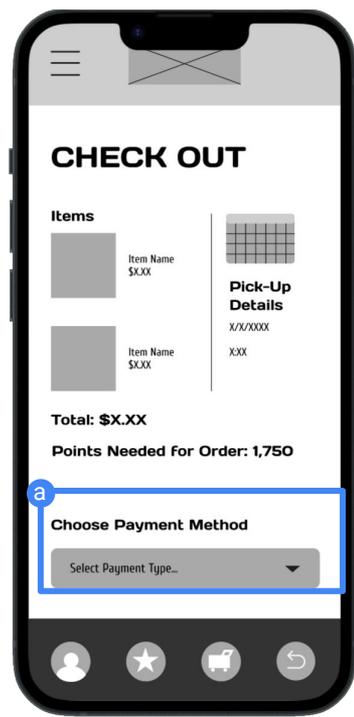
Theme #1 Before and After

With the edited design, users now have a drop-down to choose alternative payment methods other than a credit card.

They can now choose to also pay with a gift card, in-store, or with their rewards.



Before



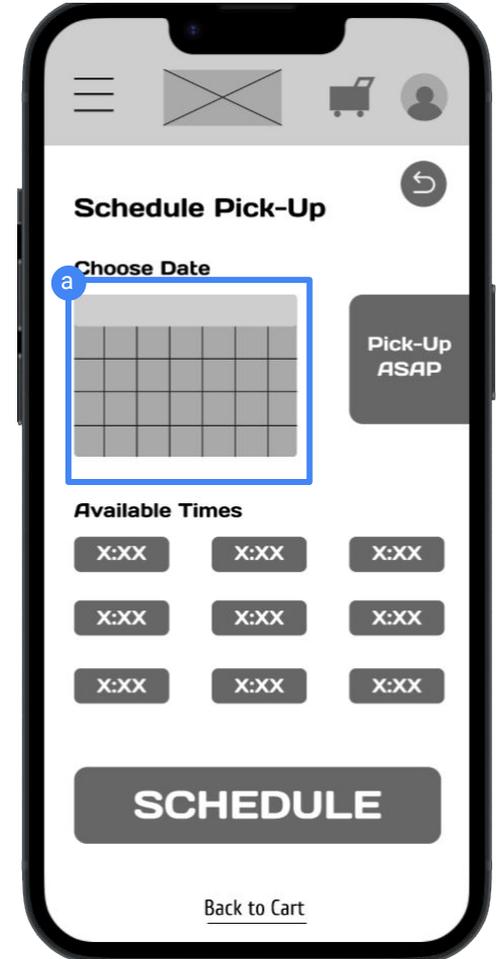
After

Most users were confused with the options to choose a date and time for pick-up

Supporting evidence from the usability study.

- Users would like to be able to choose a date from the calendar for pick-up
- Users want a drop-down option for choosing a time for order pick-up

“It would be helpful to have the ability to choose the date for my pick-up with an interactive calendar.”

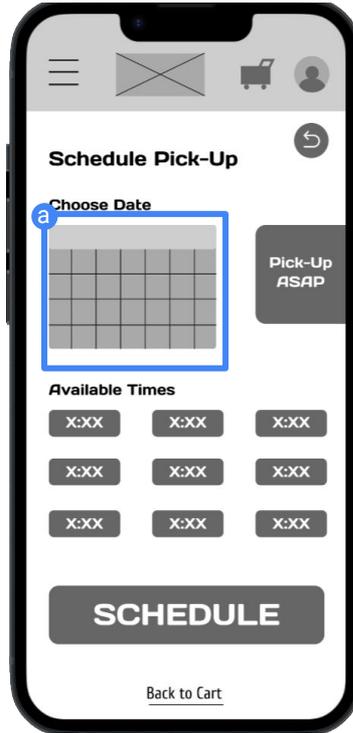


Theme #2 Before and After

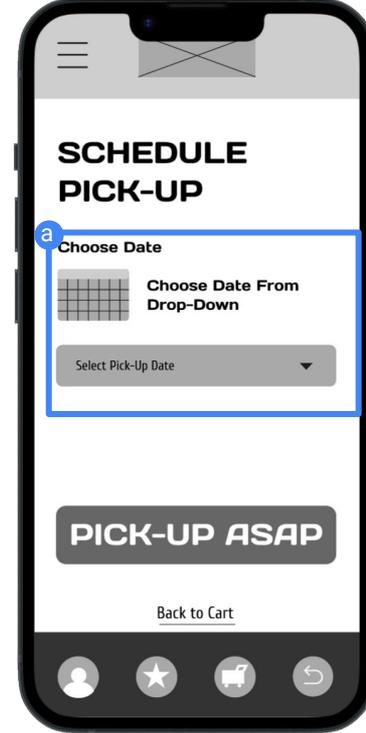
With the edited design, users now have a drop down to choose their date for pick-up instead of the calendar. Pick-ups can be scheduled in advance for a week out.

After choosing the date, they are directed to the available pick-up times on that day and then can schedule the pick-up.

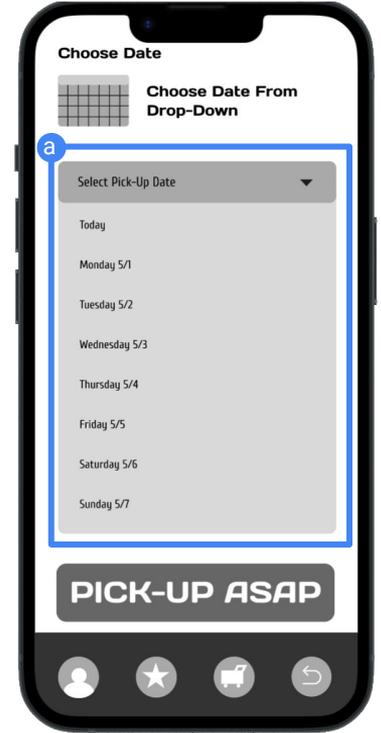
Having the option to pick-up ASAP is still available if the users choose to just pick-up their order now instead of scheduling for a later date and time.



Before



After

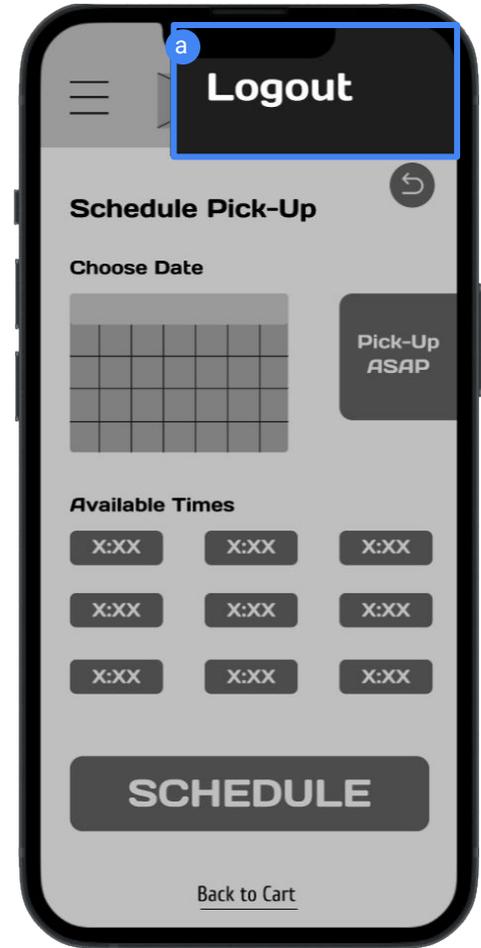


Most users were surprised that the profile icon only gave the option to logout

Supporting evidence from the usability study.

- Users would like to have more options with the profile icon instead of just being able to log out
- Users were frustrated that they weren't redirected to the login screen after registering for an account
- Users would like to be able to see their rewards on the profile screen

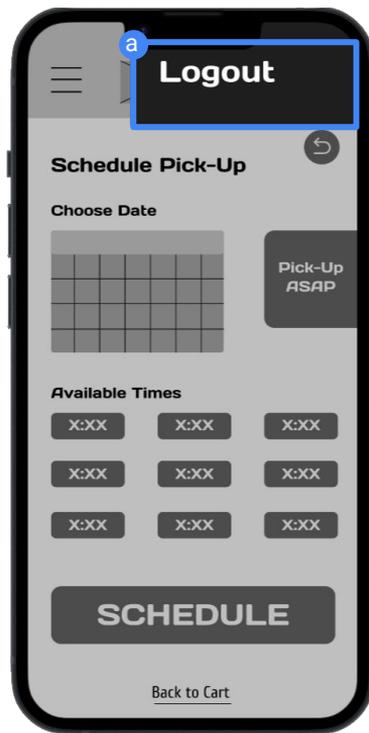
“I would think that you could find your rewards information on the profile page, but there were no options with the profile button except to logout.”



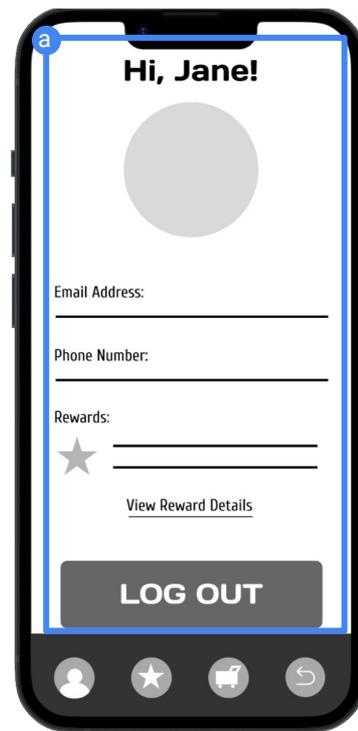
Theme #3 Before and After

The edited design now takes a user to a profile screen when they click on the profile icon instead of only giving them the option to logout. On the profile screen there is a logout button if the user does choose to logout.

The profile screen also lists the users rewards overview and gives them an option to view their rewards in detail if needed.



Before



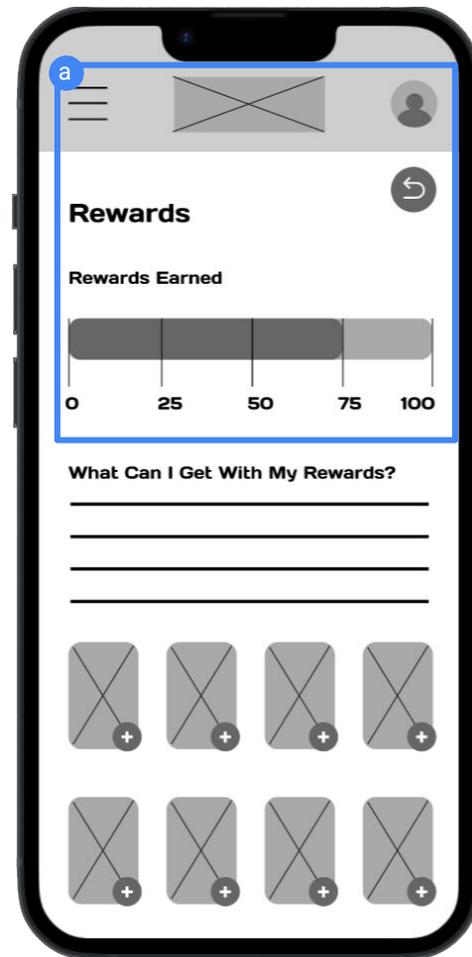
After

A majority of users could not find the rewards screen

Supporting evidence from the usability study.

- Users need an intuitive way to find their rewards
- Users wanted an icon for the rewards like the cart and profile icons
- Users would like rewards to be available on their profile screen

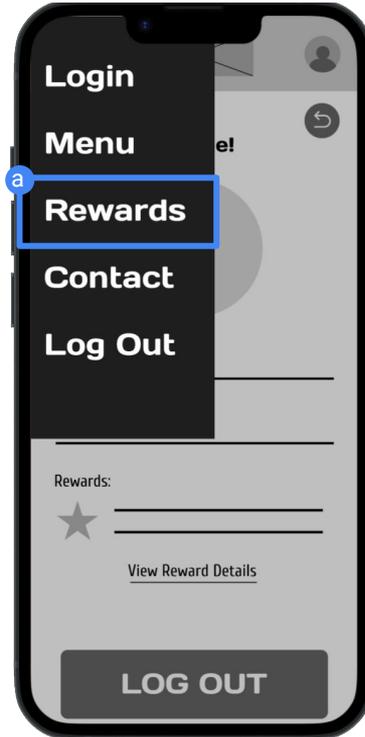
“I expected there to be a rewards icon on the top bar where the cart icon is.”



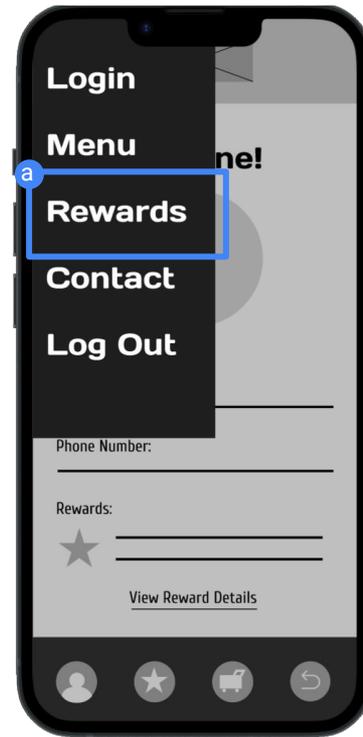
Theme #4 Before and After

Users now have the ability to get to the rewards screen from the menu or the icon in the top bar. Prior to the edits, users were only able to get to the rewards screen through the main menu.

Since multiple users mentioned that they expected an icon to view their rewards, one was added to enhance the user experience and make the flow more intuitive.



Before



After



Insights & Recommendations

Research insights and Design Updates

Users need simple options to choose pick-up date/time

Drop-downs were incorporated for users to choose their date with easy buttons to choose the available times.

Users need multiple payment options

Payment options were added to the checkout screen, giving users an option to pay with a credit card, gift card, rewards, or in-store.

A profile screen is needed

Users now have a profile screen option when they click on the profile icon instead of just having the option to login

The location of the rewards needs to be intuitive

Users now have two ways to get to the rewards screen - one is through the main menu and the other is through the rewards icon in the top bar

Initial Recommendations

- Design and include drop-down options for choosing a pick-up date and time for orders
- Design and include an icon for the rewards screen for easy access
- Include more options for payments on the payment screen
- Design and include a profile screen for the user that includes rewards available.

Recommendation for Additional Research

- Research whether or not a calendar and a drop-down are needed for choosing a date
- Research if there needs to be an overlay option with a 'View Profile' link and a 'Logout' link when users click on the profile icon
- Research whether or not the payment options are intuitive or if they need further consideration for updates to the design
- Increase text size on drop-downs

Next Steps

Next Steps and Reasoning

Conduct an additional usability study to determine if recommendations should be implemented:

- Users mentioned having a calendar option or a drop-down option for choosing a date, but the update only includes a drop-down. Usability test can determine if users find the drop-down sufficient.
- Users mentioned wanting an option to use their rewards for payment, so an additional usability test would determine if the way to pay for rewards in the update is sufficient.
- Although none of the users mentioned the text size being small, it is worth exploring an update with larger text in the drop-downs.

Thank you!

I appreciate you taking the time to review this presentation. If there is any feedback or ideas for future design iterations, please do not hesitate to contact me.