



# Usability Research Final Report

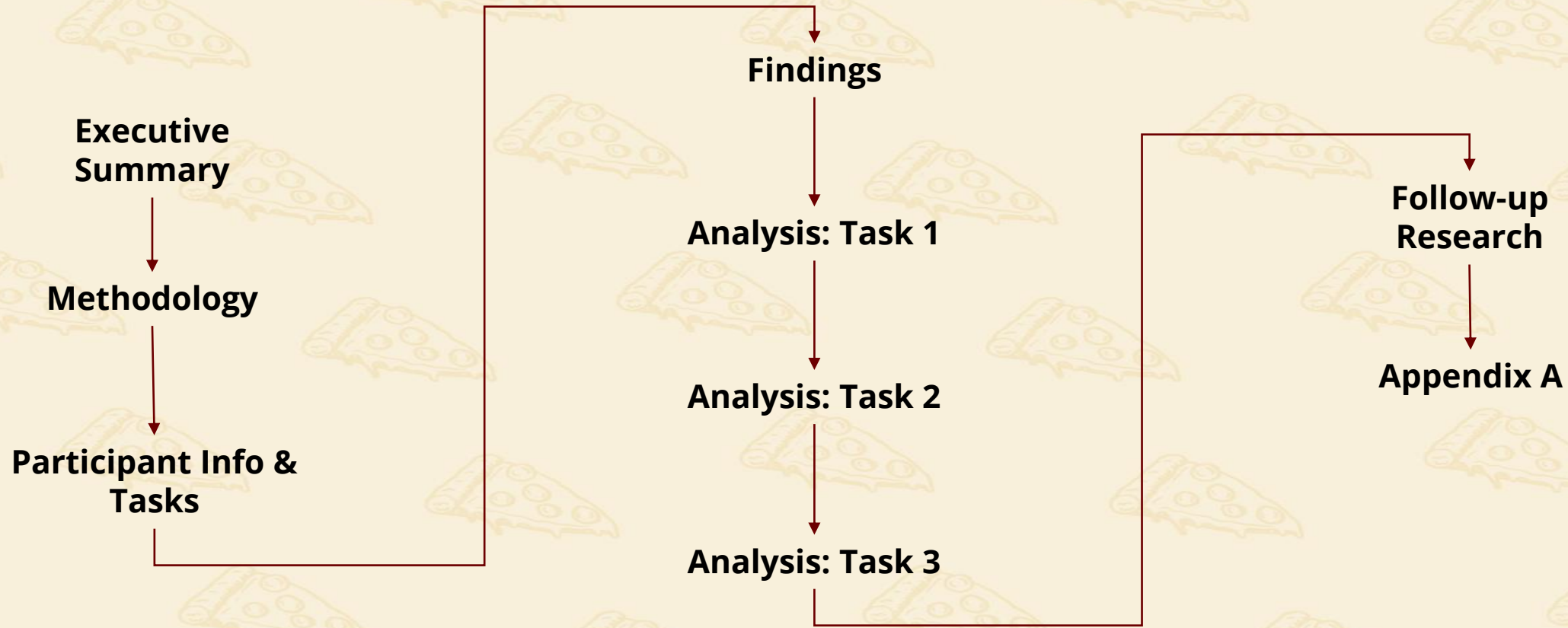
**2/29/2020**

Project: Assessing PapaJohns.com usability for online orders, signing up for deals, and contacting customer service.

Audience: Users who have ordered online before.

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# Executive Summary

## OVERVIEW

Local and national pizza companies have invested in digital infrastructure that threatens Papajohn's competitive position. To remain the best pizza option, both in product and experience, Papajohn's wants to know how usable papajohns.com is for common user activities.

This project sought to understand the user experience related to the following questions:

- How efficiently can users order complex pizzas
- Are users able to sign up for deals without registering for rewards
- Are users able to contact corporate customer service when a local store won't help

## METHODS

To assess these questions, we selected **recorded usability sessions** with users that have experience ordering pizza online. The tests were moderated by experienced team members using carefully selected tasks that required the user to touch different parts of the site. The sessions took place over the week of Feb 9.

## ANALYSIS

Analysis of the recorded sessions involved all key stakeholders, to ensure each team had opportunity for feedback. **Each session task's were scored on their success rate, and completion time.** If usability issues were present, they were documented at the time of incident and later grouped accordingly. The UX team had final decision authority for how the tests were scored and what recommendations we proceeded with.

## FINDINGS

Based on the analysis of the usability sessions, four common usability issues presented themselves. Findings are presented in the order of the common user journey.

### Before the Pizza Order

- 1) User **flow was interrupted for all participants** as they started to order when location selection was necessary

### During the Pizza Order

- 2) Most participants began with the "create your own pizza" option, even if a quicker method was available
- 3) Most participants did not immediately recognize that Base/Cheese/ Meats/Veggies selectors were tabs and **struggled with navigating**
- 4) The pizza-builder visualization and live text summary only reflect toppings, and ignored changes to sauce/crust/etc.
- 5) Selecting "half" toppings were burdened by the lack of the iconography, as **users didn't realize they had to select the topping itself before selecting its apportionment**

### Signing Up for Deals (Not Rewards)

- 6) Only one participant was able to complete this task due to its location vs the prominence of Rewards

### Contacting Customer Service

- 7) Users were not able to find the corporate phone number, but appeared satisfied with the online feedback form

## RECOMMENDATIONS

Quick feedback from the development team and marketing yielded actionable recommendations that we can begin implementing immediately. Some findings require longer-term solutioning as they are global issues with large impacts.

*Recommendations are numbered to align with findings.*

### 1) Don't change location selection until further research is complete

This is a struggle for all pizza and delivery companies, and more research needs completed to understand the best method to collect this info at the right time.

### 2) Make "create your own" a featured card on the page

Since most people refer back to it when they can't find what they want, make it more visible from the start

### 3) Add tab visuals to the categories

Help users recognize the functionality on the page with signifiers

### 4) Add text summary of all selections

Add feedback that confirms selections and affirms a user's progress towards their goal

### 5) Make "half" icons visible but locked until the topping is selected

Allowing users to see the functionality that is hidden saves them cognitive load in trying to figure out how to act on a need

### 6) Conduct further testing to what the market need for this is, and prioritize on the page if warranted

Currently this feature is unusable as it exists, more research is needed to determine the effort put into fixing

### 7) Add iconography for phone contact info, even if there is concern about volume, its best practice

Hiding information from an upset customers just makes them more upset

# property: papaJohns.com

[MENU](#) [SPECIALS](#) [PAPA REWARDS](#)

Enter a promo code

Apply

\$0.00



### New Papadias **\$6**

Flatbread-style sandwich made from original fresh dough filled with our real meats, veggies, and cheese.

[Customize](#)



### Jalapeño Popper Rolls **\$5**

Made with PHILADELPHIA® Cream Cheese on our original fresh dough and rolled up with jalapeños for a side that really pops.

[Customize](#)



### Family Special **\$22.99**

Enjoy Any Large Specialty Pizza and a Large 2-Topping Pizza

[Customize](#)

# Methodology

## PARTICIPANTS

The participants of the session were all users who are experienced in ordering pizza. Aside from their experience ordering online, the participants varied in age, gender, occupation, and geography.

Based on ample studies and third-party research, we were comfortable executing this project with a small number of candidates<sup>1</sup>. In this case, we believed that four experienced users would be able to yield most issues present on the site. All participants were selected using a comprehensive nine question screener

### Papa Johns - Screener Questions

Please select the answer that best fits your situation.

**1) How many times in the last month have you ordered pizza online?** a. 0 [Terminate]

- b. 1-2
- c. 3+ [Terminate]

**2) What is your preferred method for ordering pizza online?** a.

- Phone/mobile [Terminate]
- b. Tablet [Terminate]
- c. Laptop
- d. Desktop Computer

**3) When you order a pizza online, how do you decide where you will order from?** a. I go to the same place mostly every time

- b. I search for deals first, then decide on where
- c. I do a local search for pizza to see if there is anything new

**4) How many hours do you spend on a computer per day?** a. 0 [Terminate]

- b. 1-2
- c. 3-4
- d. 5-6
- e. 6+

**5) What is your comfort level in using a desktop or laptop computer?** a. It's easy / second nature to me. No stress

- b. I'm ok with computers but sometimes run into issues finding the information I need
- c. It's stressful / difficult
- d. I don't use computers [Terminate]

**6) When ordering food for takeout do you typically order for: (Select all that apply)** a. Myself

- b. 1-2 people
- c. 3-4 people
- d. Groups larger than 5

**7) When ordering food online what is the most important to you?** a. Total cost (food plus delivery fees and tip)

- b. Time to delivery/pickup
- c. Food quality/taste

**8) In what year were you born?** a. Text/Drop Down

**9) What is your gender?** a. Male

- b. Female
- c. Other (specify) \_\_\_\_\_

## RESEARCH

The research itself **was done with live moderators across the U.S. at participant locations**. While we were not able to maintain static environments for each user, the testing property itself remained unchanged. **All testing sessions were recorded using both screen-recording software**, as well as a "selfie" camera (where possible) to note any expressions or qualitative findings.

Participants were welcomed to the session, engaged in warm activities consisting of finding pizza locations near themselves and guided through how to "think out loud" so that we could follow their logic.

## COLLECTION METHODS

**Using the video recordings we have specific start and end times for each task and sub-task, as well as vocal commentary throughout the duration to note how many issues a user had, when they occurred, and how the user was able to overcome them.**

Each session was reviewed in detail, with time specific notes captured in a matrix (Appendix A). From there, we could calculate the success rates and task/sub-task durations. While durations may be indicative of issues in other studies, we are only able to speculate on this as the users were often vocal and possibly in dialogue with the moderator explaining their thinking which caused them to linger on specific task longer than others when there was not an issue.

<sup>1</sup> Neilson, J. (2000). Why You Only Need to Test with 5 Users. Retrieved from <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>

# participant Info & Tasks

## PARTICIPANT 1

Duration: 20:17

Link: [Here](#)

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## PARTICIPANT 2

Duration: 19:41

Link: [Here](#)

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## PARTICIPANT 3

Duration: 18:51

Link: [Here](#)

---

## PARTICIPANT 4

Duration: 9:17

Link: [Here](#)

## TASK 1 – Order Three Pizzas

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. They are:

### Subtask 1 – Mushroom and pepperoni

*Tests the user's ability to add both a meat and a vegetable.*

### Subtask 2 – Half onion and half sausage with light sauce

*Tests the user's ability to add a topping to half a pizza and find/adjust base selections*

### Subtask 3 – Any specialty pizza

*Tests the user's ability to find and potentially customize a high-end pizza*

## TASK 2 – Sign-up for coupons without registering

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?

*Tests the user's ability to find Promotional Offers without creating an account.*

## 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?

*Tests the user's ability to find and select a method of contacting the corporate office.*

# findings

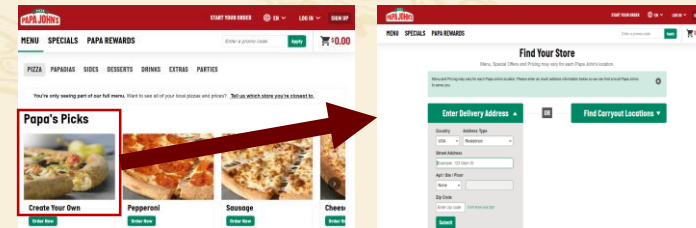
## FINDINGS

Based on the analysis of the usability sessions, four common usability issues presented themselves. Findings are presented in the order of the common user journey.

### Before the Pizza Order

- 1) User **flow was interrupted for all participants** as they started to order when location selection was necessary | *Session References: 1 (8:00), 2 (7:10), 3 (7:40), 4 (1:45)*

*Participant Comments: "I think it breaks the flow. I come into the menu, see what I expect. Have options of what to select, choose what I want, and it pulls me out of that experience."*



When users are ready to think about the pizza order, they are side-tracked by store location selection, then dumped back to the menu instead of where they clicked.

### During the Pizza Order

- 2) Most participants began with the "create your own pizza" option, even if a quicker method was available | *Session References: 1, 2, 4 (for almost all orders)*
- 3) Participants did not immediately recognize that Base/Cheese/ Meats/Veggies selectors were tabs and **struggled with navigating** | *Session References: 1,2,3,4 (all initial orders)*

*Participant Comments: "Entering in the first pizza I was confused before I saw additional options at the top."*

When a task order called for half-sausage, participants elected to start from scratch rather than modify a prebuilt sausage pizza.

### Create Your Own : 270 cal/slice, 8 slices

(0) Toppings Added | [View All](#)

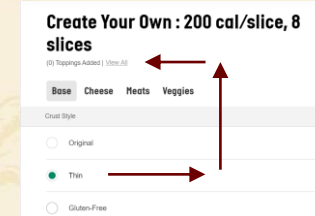
Base Cheese Meats Veggies

The subtle highlight around base isn't enough to distinguish it as a selection, especially on screen with poor contrast.

- 4) The pizza-builder visualization and live text summary only reflect toppings, and ignored changes to sauce/crust/etc. | *Session References: 1 (11:15),2 (9:35)*

*Participant Comments: "I can see my toppings, but I can't see what I've selected for crust or cheese" | "The photo is helping when it adds stuff and you can see you're doing it correctly."*

Base layer customizations aren't communicated back to the user and cause dissonance towards their success in the process.



# findings

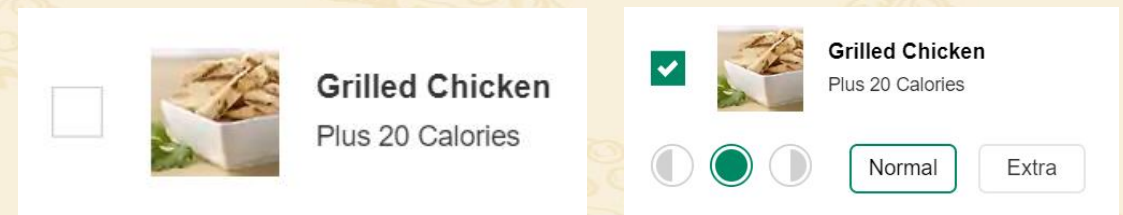
## FINDINGS

Based on the analysis of the usability sessions, four common usability issues presented themselves. Findings are presented in the order of the common user journey.

### During the Pizza Order

- 5) Selecting “half” toppings were burdened by the lack of the iconography, as **users didn’t realize they had to select the topping itself before selecting its apportionment** | *Sessions References: 2 (9:15), 3 (8:35)*

*Participant Comments: “I’m looking for the option to only do half of it one way” (Even after the topping was selected), “It’s funny you have to do it from a custom pizza.” (You don’t.)*

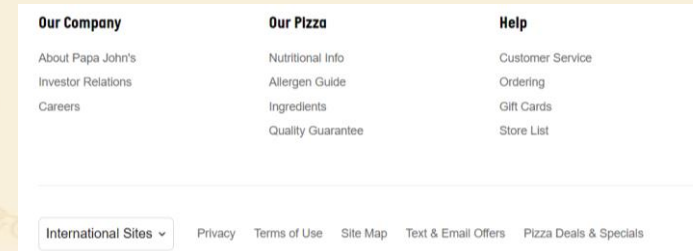


Half/Extra options are not visible until the toppings is selected.

### Signing Up for Deals (Not Rewards)

- 6) Only one participant was able to complete this task due to its location vs the prominence of Rewards | *Session References: 1 (15:30), 2 (14:00), 3 (12:30), 4 (5:30)*

*Participant Comments: “I click PapaRewards but that doesn’t look like that’s it.” (scrolled to through the page) “Oh, text and email offers, you have to go to the very bottom to get to that”.*

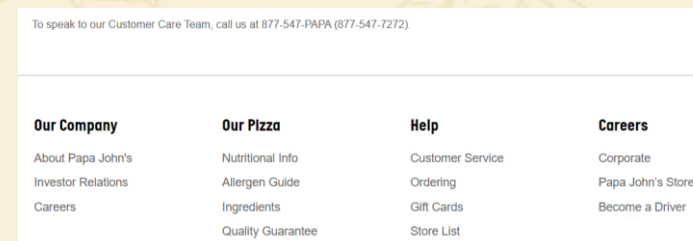


Attention made it to the main footer, but not to the sub-footer “Text & Email Offers”.

### Contacting Customer Service

- 7) Users were not able to find the corporate phone number, but appeared satisfied with the online feedback form | *Session References: 1 (10:15), 2 (17:00), 3 (14:55), 4 (8:00)*

*Participant Comments: “I like to do something where I don’t have to talk to people.”*



The phone number located awkwardly at the bottom of the customer service page in miniscule text which makes it look more like a copyright tag than help.



# Analysis: Task 1

## TASK 1 – Order Three Pizzas

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. They are:

### Subtask 1 – Mushroom and pepperoni

*Tests the user's ability to add both a meat and a vegetable.*

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*Tests the user's ability to find and potentially customize a high-end pizza*

## TYPICAL JOURNEY



### Menu

When users were on the home page everyone navigated directly to the menu.

### Create Your Own

Only one participant started with a topping pizza, all others started subtasks 1-2 with Create Your Own. For subtask 3 the split was 50/50.

### Progress Through Tabs

As expected, all users progressed through the tabs (once they learned their function) to customize the pizza. Only 1 user added a specialty pizza from the menu.

### Add to Cart

All users ended with the bottom Add to Cart button.

## STATS

Completion Rate 100%

Average time to Complete 6m

Participant Issues p/User 3

## HEADLINE

All users had previous experience ordering pizzas online, and thus were successful in completing the tasks. They were slowed occasionally by nuances of the site like base/cheese/meat/veggie navigation, missing information from the pizza selection text, or identifying how to add a topping to half the pizza. However, these challenges were overcome. This provides us a good case for making a usable site even better.

# Analysis: Task 2

## TASK 2 – Sign-up for coupons without registering

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?

*Tests the user's ability to find Promotional Offers without creating an account.*

### TYPICAL JOURNEY



#### Header

Typical for the user to begin their search at the top of the page. Most found PapaRewards and accepted it as the deals solution. Moderators did not intervene to correct the user.

#### Scroll Through PapaRewards

Users then navigated the PapaRewards page and surmised that this was the sign-up point for deals/etc based on prior experience with similar programs.

! One user wasn't sold and made it to the footer where the actual deals sign-up resides.

#### Sign-Up

Users were willing to sign up and expected to get a confirmation email and then regularly updates about deals.

### STATS

Completion Rate	25%
Average time to Complete	3m
Participant Issues p/User	NA

### SUMMARY

The instructions for this task seemed to confuse most of them, or resulted in a false positive when users signed up for PapaRewards.

While we can utilize the results from the study to assume that users are accepting of PapaRewards, it remains to be proven that customers who only want deals without a rewards account can successfully sign-up.

# Analysis: Task 3

## 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?

*Tests the user's ability to find and select a method of contacting the corporate office.*

### TYPICAL JOURNEY



#### Footer

All users immediately scrolled to the page footer based on previous conditioning.

#### Customer Service

Participants quickly found the Customer Service options within the footer.

#### Feedback Form

While 1 participant was able to find the phone number hidden in the small type, most only found the feedback form (of which all were satisfied with).

### STATS

Completion Rate 100%

Average time to Complete 1m

Participant Issues p/User 0

### SUMMARY

Per the recommendations, even though users were satisfied with the feedback form and in one case lucky to find the phone number, making it more visible should be a top experience priority. It's less about usability and more about being an accessible business.

# Follow-up Research

## RECOMMEND THE FOLLOWING FOLLOW-UP RESEARCH

Based on this research sprint, there are a few tracks that should be researched additionally or more-thoroughly.

### **What is the market demand for deals and promotions?**

We tested if this was findable, but if people are satisfied with PapaRewards it potentially doesn't need to exist. If there is market demand, then it needs to be positioned accordingly.

### **Would a stand-alone "create my own" pizza option make sense?**

Since most people start with this, could it be the default option above all others? It doesn't logically fit within the swimlane it exists now.

### **When is the right time to select the location?**

Breaking the flow after the user has selected menu is illogical, but when is it appropriate to identify location?

### **Does making half-topping selections visible improve the users task time?**

We recommended making the half icons visible, but does it clutter the page too much? We should study if it will help or hinder the overall experience.

### **Is it more important to have selections displayed in the photo visualizations or text summary? Which should be added first?**

If a choice must be made between updating the photo visualization or the text-based summary, which should be enhanced first?

## A SPECIAL NOTE

It has been a privilege to work with PapaJohns on this project. We have enjoyed our collaboration with your stakeholders and believe that this quick research study will move your online ordering experience from good to great.

*Seth Sparks*

	<a href="https://video.kent.edu/media/60104+Session+Recording/0_89zxbzv9">https://video.kent.edu/media/60104+Session+Recording/0_89zxbzv9</a> Ordered before NO	<a href="https://video.kent.edu/media/60104+Session+Recording/0_yucx3873">https://video.kent.edu/media/60104+Session+Recording/0_yucx3873</a> Ordered before YES	<a href="https://video.kent.edu/media/0_qxg0cdm9">https://video.kent.edu/media/0_qxg0cdm9</a> Ordered before YES	<a href="https://video.kent.edu/media/60104+Session+Recording/1_znedki46">https://video.kent.edu/media/60104+Session+Recording/1_znedki46</a> Ordered before YES	<a href="https://video.kent.edu/media/60104+Session+Recording/0_gi5lt3bo">https://video.kent.edu/media/60104+Session+Recording/0_gi5lt3bo</a> Ordered before YES	
<b>Task 1</b> 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. They are: 1) Mush and Pepperoni, 2) Light Sauce Half Sausage Half Onion, 3) Any Specialty	Navigated from google results – clicked website button at top of flyout, not blue text – landed pj and ordered for delivery – entered address but didn't confirm, hit the address fly-in without confirming then went to menu – hovered on "tell us which store you're closest to" momentarily – didn't find mush/pepp initially so created own and was redirected to address entry – now submitted – back to create own -tried to get text and photo to create own, didn't realize could scroll down - started creating a sausage pizza, got upset, then accidentally closed the window and had to start over – on refresh figured out scrolling and made it to custom – went straight to meats, found pepperoni and hit normal, missed mushroom on first scroll down, added to cart – didn't find option for sauce amount – for specialty went for the works but again clicked the picture instead of add to cart first – difficult finding what you need at first, guess what was expected asking for crust and toppings	8:00 – menu, to create own, entered address, long dialogue about breaking flow of food to address, back to menu, create my own, scrolled base layer, to meats add pepperoni, to veggies add mushroom, add to cart  10:50 – create my own, scroll to light sauce option, break to think about flow and commented on lack of tab info, to meats to sausage right side, veggies to left onion, commented on toppings showing on summary but no base or cheese info  13:15 – menu scroll to specialties, heart shaped pizza, base sauce to bbq, mean to chicken, cheese to three-cheese blend, question about visualization, " <b>was only helpful when I was selecting toppings</b> ", add to cart	7:10 – went to menu, create your own since its not a papa's pick, quickly realized how the toppings menu worked, went to meats and expected pepperoni on the top but found and added it, then to veggies (commented on the pizza visualization), clicked on mushroom check box but it added black olives, <b>participant blamed themselves</b> but they were in the right spot, tried to replicate but couldn't... weird – added to cart  9:15 pizza two – added to cart when back to menu, back into create my own, stick on base, found light sauce at bottom, then means to sausage, half selected after picking, veggies to onion and added to other half (like the icons) but did comment that would be nice to show sauce in the header summary, added to cart – got a pop up but clicked away  11:35 pizza tree – wanted specialties in the header nav, but found it scrolling, <b>glad prices were there</b> , added cheesy alfredo to cart, another popup  13:00 not quite what expected, wasn't familiar but figured it out, liked visualization, also wanted base choices in top summary	7:40 button on front to order delivery, entered info, could see confirm button – went to pepperoni > customize, straight to veggies and added mushroom  8:35 – going to start with sausage, use customize button, veggies button, help up on looking for "half" button ... (could have but) aborted back to main menu ... create your own, half sausage, once clicked on sausage saw half icon, to veggies to onions and half options, commented on visualization, back to base for light sauce  10:20 – specialty, heart shaped, random toppings, added to cart, checkout  11:40 – not frustrated, just one glip with starting with a pizza and not being able to customize, major frustration would be not being able to customize online	1:45 – create own from home screen, not from menu, prompted for address, confirmed, create own again, scrolled base skipped cheese, meat to pepperoni, vegies to mushrooms – add to cart  3:33 – customize create your own, scroll to light sauce, meats to sausage right side, veggies to onions left side, add to cart  4:50 – scroll menu to specialties, added Hawaiian to cart  Is what she expected	<b>Common problems:</b> 1) Not immediately evident that selection tabs are there, how they are used 2) Visualization only shows toppings, not other customizations 3) "Half" topping selections confused participants as they only appear after a topping is selected, leading users to think they were in the wrong area or that "half" was not possible. 4) Flow is interrupted as participants are looking at menu, starting an order, but forced to input address, then dumped back to menu instead of what they clicked on. 5) X) Most people start with Create Your Own for more than one topping pizzas
<b>Task 2</b> 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?	17:00 – went from cart to papa rewards, commented that they didn't want to sign up for rewards, could only see having to hand over all info	15:30 - Login on top nav – log in - sign-up clicked – enter info, emails – ok with rewards programs – expect to see a welcome email after completing the form	14:00 - Clicked on papa rewards, but didn't look like there was a option, then found promo offers in the footer, was concerned with giving out phone number so read the fine print, didn't indicate what was required	12:30 – led the participant with no papa rewards, so the user was looking for something other than papa rewards > sign up, still didn't find it, aborted task	5:30 – went to address flydown thinking it was a menu, went through checkout process to find a checkbox for receiving communications via email, she thinks she will get coupons doing this	<b>Common problems:</b> 1) Results were split, some ended up signing up for Papa Rewards, some opted-in for communications during check-out, found deal sign up in footer but was concerned about inputting phone number, and on person aborted the task completely.
<b>Task 3</b> 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?	18:10 – wanted to go back to papa johns website, to use back button get back to homepage, got to address screen and scrolled to bottom of page, didn't see any phone numbers, commented on feedback form,  22:34 wasn't too difficult to get to	10:15 - Straight to footer bottom nav – help –> customer service – feedback form    felt it was pretty straight forward	17:00 – scrolled immediately to bottom, remembered form last task, found contact us, looked at options for customer care team and feedback form, said it was good enough	14:55 – immediately scrolled the bottom footer and selected customer service, form wont scratch that itch like calling might, but still lets you pinpoint a location, commented would go through all of it to send the message, but could not find the corporate number .. 17:40 found it at the very bottom of the page in tiny print	8:00 – home page, footer, customer service, feedback form, with number displayed on screen user said they weren't sure there was a phone number, then realized it was there	<b>Common Problems:</b> 1) Everyone immediately scrolled to the footer of the page and found the Customer Service link. Most elected to complete the feedback form, but only one found the actual corporate phone number in small text below that.