

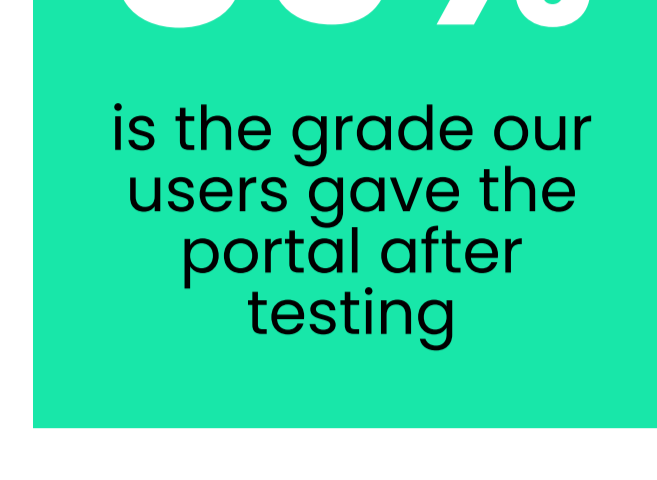
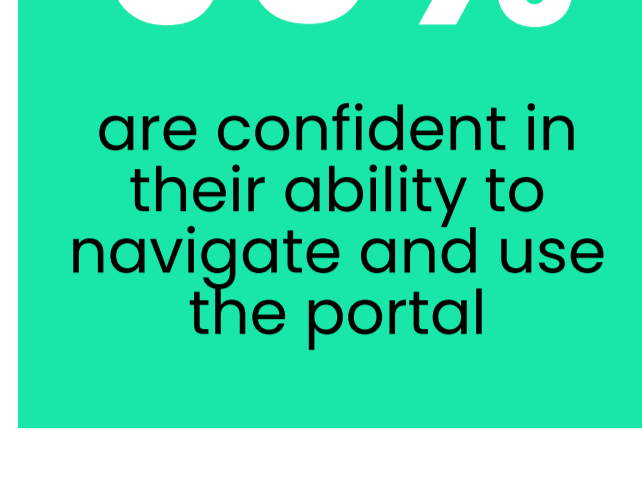
Usability Test Report

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Executive Summary

From July 25, 2020 through July 28, 2020, the UX team conducted usability tests of the Ziplunch admin portal prototype. The goal of the admin portal is to give the restaurant owner a clean, simple, and portable administrative tool with a supportive onboarding process that allows them to manage their menu, schedule and order process so that they are better able to reach a larger market, efficiently meet customer needs, and maintain productivity. The usability testing sessions were held remotely over Zoom where the user and moderators interactions were recorded. The user's conducted the test through a shared link from Figma. User's were tested on 21 different tasks that aimed to solve the problem at hand.



Participants were asked to complete various tasks while the interviewers observed the interactions with the prototype. The focus of the tests were to assess the navigation, organization, function and the ability of the user to effectively use each section.

Test consisted of 9 total users from varying industries and varying ages. All test takers have, at some point, been involved in the food service industry.

This user test report aims to address each aspect of the test process.

Goals

We set out to gather data on the effectiveness of the user flow. We wanted to know how the users experience with the portal matched up with their expectations. The tests allowed us to gather this data based on several pressing questions we asked ourselves.

- How well could the user navigate the portal?
- Could the user easily understand the layout?
- How intuitive is the portal?
- How user friendly is the dashboard?
- How likely is it that the user will use the portal outside of orders?
- Where did users find trouble navigating to?
- Verify the clarity of "call to actions"?

Methodology

As a result of Covid-19, the tests were conducted remotely via Zoom. Users were given a link to the Figma prototype and asked to share their screen as they walked through the test session. With the users recording, the test was recorded via zoom. The sessions lasted 45 minutes. As we moderated the session, we asked all participants to use the "think out loud" protocol and also use concurrent and retrospective probing.

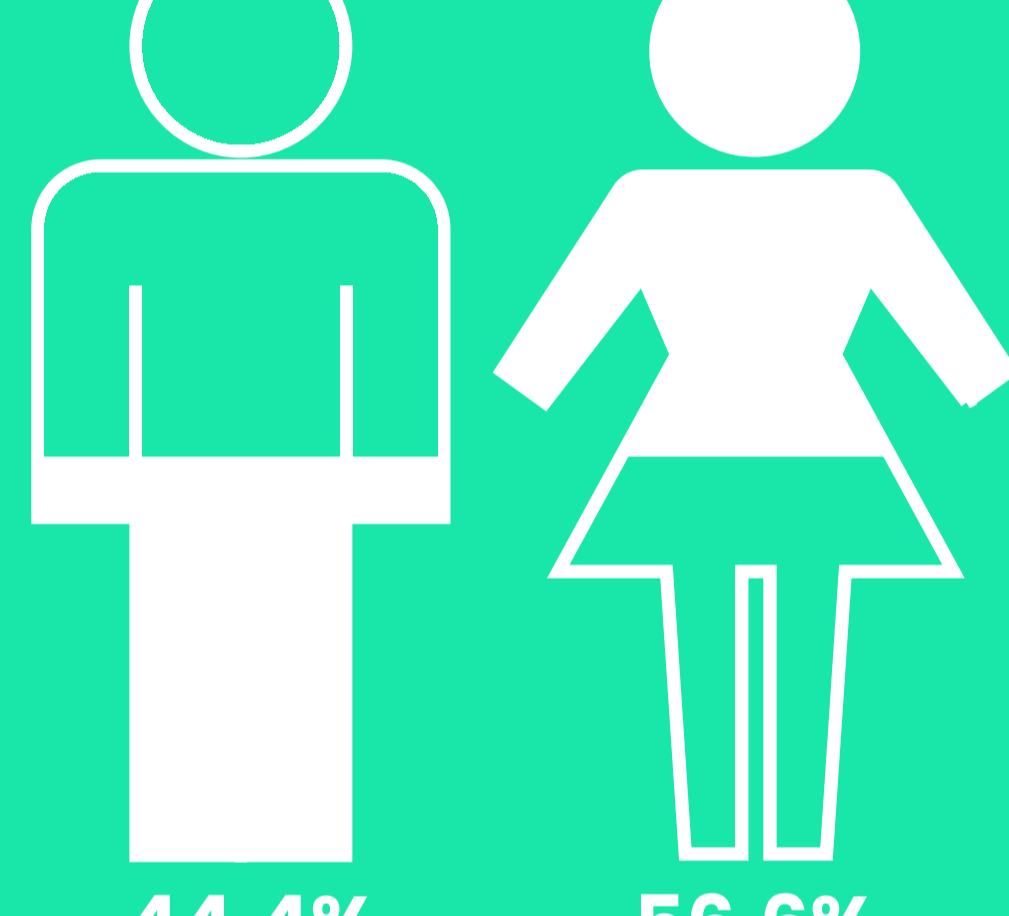
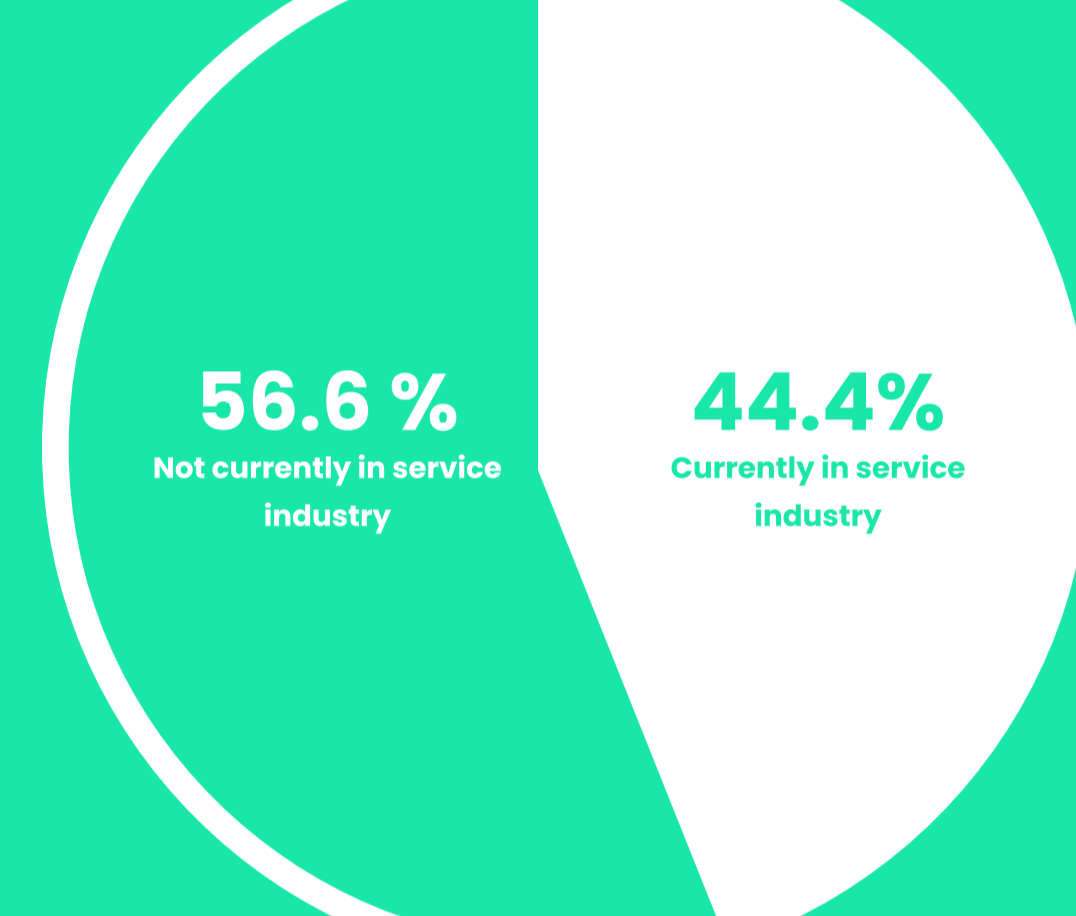
We tested the mid fidelity wireframes collecting the data as the test was done and also post test. We noted and assessed quantitative data such as errors/miss-clicks and time on task, as well as qualitative data which included a post-test questionnaire.

Test Participants

Participants were recruited by word of mouth and email. We tested a total of 9 people varying in age, socio-economic status, gender and ethnicity. They all have has some experience in the service industry, currently working as:

- Restaurant owners
- Previous Food Industry Workers
- Developers/ Software Engineers

PARTICIPANTS	OCCUPATION/INDUSTRY	LOCATION
Participant 1	Beer Industry	Portland
Participant 2	ACS Non Profit	New Jersey
Participant 3	Landscape Arch/Food Industry	Los Angeles
Participant 4	Speech Therapist	Portland
Participant 5	Creative Director/Food Industry	Nigeria
Participant 6	Project Manager/Food Industry	Seattle
Participant 7	Restaurant Owner	Toronto
Participant 8	Software Engineer at Apple	San Francisco
Participant 9	COO (+Developer)	Palo Alto



Testing Setup, Moderation & Post-Test Questions

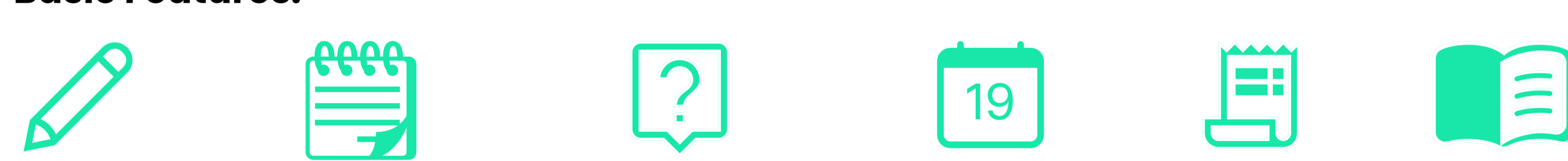
Intro:

Participants were invited to participate in testing through a mass email and invited to schedule testing through Calendly. They were provided with a link to zoom with all the necessary requirements to gain access to the room prior to meeting time.

The moderator provided a brief overview of the Ziplunch business model for frame of reference during testing. They also received an overview to the testing goals and the goals of the platform.

We tested the mid fidelity wireframes collecting the data as the test was being conducted and also post-test. We noted and assessed quantitative data such as errors/miss-clicks and time on task, as well as qualitative data which included a post-test questionnaire.

Basic Features:



Post Test Questions:

1. Considering the sections that you just tested, how would you rate (on a scale of 1 - 10, 10 being the best) the onboarding section and why did you rate it that?
2. Considering the sections that you just tested, how would you rate (on a scale of 1 - 10, 10 being the best) the general flow of the portal and why did you rate it that?
3. Considering the sections that you just tested, how would you rate (on a scale of 1 - 10, 10 being the best) the flow of the Menu portion and why did you rate it that?
4. Considering the sections that you just tested, how would you rate (on a scale of 1 - 10, 10 being the best) the flow of the Schedule portion and why did you rate it that?
5. Considering the sections that you just tested, how would you rate (on a scale of 1 - 10, 10 being the best) the flow of the Order portion and why did you rate it that?
6. On a scale of 1 to 5 (1=not at all confident, 5=very confident), how would you rate your level of confidence in using the product?
7. Would you use this on your phone? Why?
8. What would you change?
9. What, if anything, surprised you about the experience?
10. What, if anything, caused you frustration?

Tasks:

1. Sign up for an account
2. Set the days your restaurant is open
3. Set the hours your restaurant is open each day (8am-9pm every day, except friday from 8am-10pm)
4. Set a lunch cutoff time (10:30am every day, except friday at 11:30am)
5. Set your dinner cutoff time (3:30pm every day, except sunday at 2:00pm)
6. Add a new menu manually titling it "lunch"
7. When you've finished with the lunch menu, create a new menu titled "Dinner" and upload an existing PDF.
8. When you've finished, complete the live walkthrough tutorial on the dashboard.
9. In the menus tab, select "lunch" and add a new menu item.
10. Delete "Steak Sandwich" from the menu.
11. Repeat the same process for the dinner menu (add a new menu item and delete steak sandwich)
12. Upload a new menu titled "Winter"
13. In the Schedules tab select "restaurant schedule" and view your current restaurant hours.
14. In your calendar, set special hours for the 11th of June to 11:30am - 3:00pm and save.
15. Go to your menu schedule and change the days you are serving the Mediterranean plate, deselect tuesday, select wednesday and save.
16. View and save your cutoff hours for delivery.
17. In "new orders" tab, view Timothy C.'s order and confirm it.
18. View Timothy C.'s order that is "in progress" and confirm that it has been completed.
19. View Timothy C.'s order that is "out for delivery" and confirm that has been delivered.
20. View past orders
21. Check on order number 17N46

Analysis

After the testing was completed on 9 interviewees we crunched some numbers and came across that almost half (44.4%) of our interviewees are currently working in the restaurant/food industry. The test takers were asked to rate/grade each section where 100% is perfect (the following grades are reflective of the average of the test takers).The general flow of the portal was graded 85%, the onboarding process was graded 87.5%, the menu section was graded 91%, the schedule section was graded 82%, the order section was graded 75% and the confidence in the users in being able to use the product is 90%.

Where Do You Go Next?

- Ideate on previously developed sections. Some of the testing outcomes suggested minor changes could be made to specific areas in the design.
- Collaborate with a Ux designer to further develop sections that have not yet been constructed (notification center, promotions section, revenue, rewards, settings and the help section)
- More Testing and Development for other sections (notification center, promotions section, revenue, rewards, settings and the help section)
- Handoff to UI and Developers
- ...Launch Portal

Disclaimer

There were several factors that may have impacted the validity of testing outcomes.

- Sample size was small, therefore may not accurately represent the type of user this product is being created for.
- Prototype tools often glitch and may negatively impact the interaction between prototype and user.
- Not all participants are currently working in a restaurant. Those without previous knowledge of back-of-house processes, may not have fully understood the intentional nuances of the prototype.