

Usability Study – Final Report

Papa John's Website

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UXD 60104: Usability 1

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Executive Summary

Four interview and observation sessions were conducted to evaluate the usability of Papa John's desktop website and provide insight into what went well and what could be improved.

Levels of Success

The participants were given three tasks, and the levels of successful completion were evaluated. This method provides more nuance than a binary success rate.

- **Task 1:** Three participants successfully ordered all three pizzas as instructed.
- **Task 2:** None of the participants were able to successfully sign up for deals and coupons with their email only. One had partial success and three failed.
- **Task 3:** Only one participant successfully contacted the corporate office using the preferred feedback form. The other three had partial success.

What Went Well

- **Task 1:** Ordering pizzas was easy and delightful.
- **Task 2:** Signing up for Papa Rewards was easy to find. Even though that's not what was needed for the task, it still provided useful information.
- **Task 3:** Participants knew to look in the footer to find out how to contact the corporate office. This made the first step of the task quick and easy.

What Could Be Improved

- **Task 1:** Minimizing the upsell of small food items would reduce frustration and make it easier for users to find bigger ticket items from the main menu.
- **Task 2:** Making the "text and email offers" link more visible and providing an option to sign up with email only would allow users to complete this activity.
- **Task 3:** Redesigning Papa Chat to receive complaints and provide an immediate solution would provide the customer service users were expecting.

Methodology

Website

A usability test was performed on Papa John's website, www.papajohns.com, with participants using a laptop or desktop computer.

Study Details

Four interview and observation sessions were conducted by four different moderators. Some sessions were conducted in person and some were remote. They lasted between 13 – 23 minutes. A video of each participant's screen and face was recorded.

Protocol

Each moderator followed the same protocol, which included the following steps:

- Introduction and informed consent.
- Pre-task questions to find out about the participant's previous experience with ordering pizza online.
- A warm-up task to help the participant feel comfortable and to observe their basic computer literacy.
- Three main tasks to assess the usability of Papa John's website.

The complete moderator's guide can be found in **Appendix A**.

Analysis Method

Each video was viewed and transcribed by hand, and the notes were entered into a spreadsheet. The following questions were answered for each of the three main tasks:

- What steps did the participant take to complete the task? How was this similar or different from the other participants?
- What problems did the participant encounter?

- Was the interface successful in helping the participant complete the task? If so, how? If not, why?
- What expectations did the participant have? In what ways were these expectations met or not met?

Data from the four usability test sessions was analyzed quantitatively to evaluate the levels of success for each task and qualitatively to evaluate participant's expectations, what went well, and what could be improved.

Participant Information

Participants were selected who had previous experience ordering pizza online.

Participant	Approximate Age	Ordered Pizza Online Before?	Description of Previous Experience
P1	18 – 24	Yes, for take-out and delivery.	“Easy.”
P2	25 – 35	Yes, for take-out and delivery.	“Easy and straightforward.”
P3	25 – 35	Yes, for take-out and delivery.	“Just like ordering anything else online.”
P4	25 – 35	Yes, for take-out and delivery.	“Typically pretty smooth.”

List of Tasks

The participants were given the following three activities to complete.

Task 1: Order Three Pizzas

Scenario

We are going to be looking at papajohns.com website. 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 a bunch of people at this party, and you need to order three pizzas. They are:

- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza, because you want some variety.

Task 2: Sign Up for Deals and Coupons

Scenario

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

Scenario

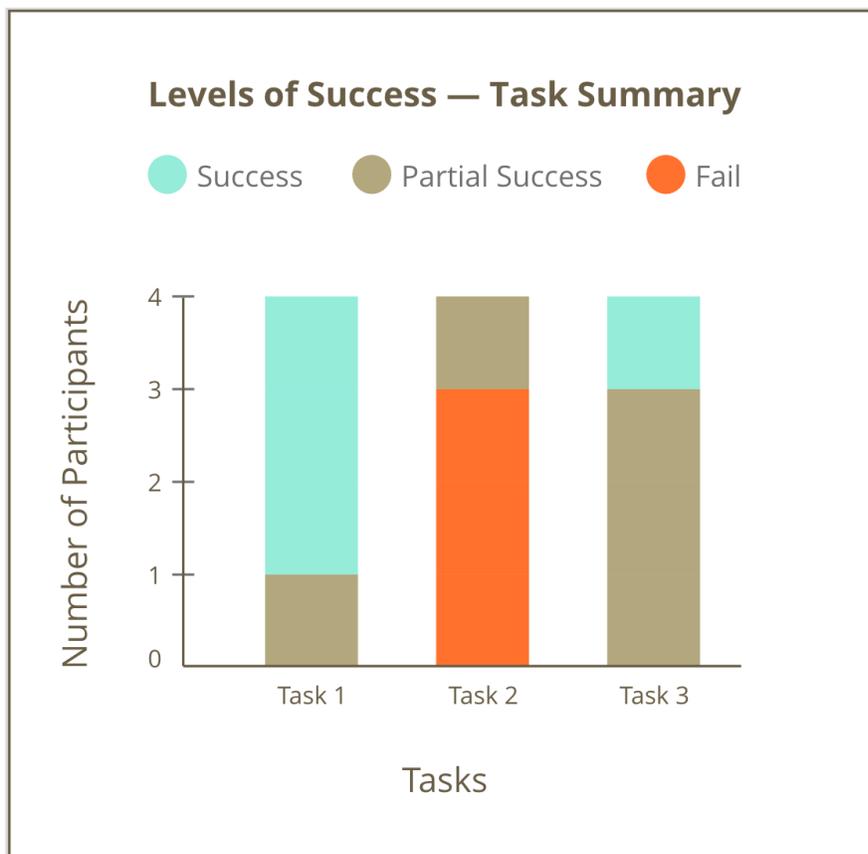
Your pizza arrives, and it is terrible! Your driver was rude, and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

Synopsis of Findings

Below is a summary of the most important findings. The bar graph provides a synthesis of the quantitative data evaluating the levels of successful completion for each task. The qualitative findings include the most delightful aspect of the interface and the most urgent problem to address.

A detailed analysis of each task can be found in the sections that follow.

Participants had the most success completing Task 1.



Task 1: Three participants successfully ordered all three pizzas as instructed.

Task 2: None of the participants were able to successfully sign up for deals and coupons with their email only.

Task 3: Only one participant successfully contacted the corporate office using the preferred feedback form.

Pizza animations created delight and made ordering easy.

When customizing a pizza, the interface provided an animation of the toppings falling down and landing on the pizza. This delighted the participants and made it

easy for them to see what they were ordering, choose which side to put the toppings on, and even recognize and correct their mistakes.

"I'm clicking onions. Oh! Oh wow! I never realized this. There is an option for onions all over, then half onions. This is very impressive, actually! Ooh, so basically once I click on sausage, all the sausage arrives on the pizza! ... I think it's great!"

~ Participant 4

The “text and email offers” needs to be more discoverable and allow people to sign up with their email only.

Only one participant was able to find the link for “text and email offers” located in the footer of the website. The second task asked them to sign up with their email only, but the form requires giving Papa John’s their mobile phone number as well. This made it impossible for anyone to successfully complete the task.

TEXT & EMAIL OFFERS

Want pizza perks that you won't find anywhere else?

Mobile
number is
required →

First Name *

Jessica

Last Name *

McDuffee

Mobile Phone Number *

- -

Please enter phone number.

Email Address *

jmcduff1@kent.edu

Analysis of Task 1

Quantitative Data

Levels of Success

Below is the criteria for determining the level of success and an example of what that looks like for the first task:

- **Success:** The participant completed the task as instructed (i.e. they added the three pizzas given in the scenario to their cart).
- **Partial Success:** The participant completed the task but in a slightly different way than instructed (e.g. they put the ingredients on only half the pizza instead of the whole pizza when ordering the mushroom and pepperoni).
- **Fail:** The participant was not able to complete the task (e.g. they gave up or forgot to add one or more of the pizzas).

Results

Three of the four participants successfully completed the task. One participant had partial success, and no participants failed.

Participant	Success	Partial Success	Fail
1		✓	
2	✓		
3	✓		
4	✓		
Totals:	3 of 4 = 75%	1 of 4 = 25%	0

Qualitative Data

Expectations

All four participants had previous experience easily ordering pizza online, so they expected the process to be easy on Papa John's website as well. However, one participant had only completed simple orders in the past and expected it to be more complicated to order the three pizzas requested in this task.

"One of the reasons why I usually just order the special online is because it seems to be more simple, but let's see what we've got here."

~ Participant 4

What Went Well

Easy to order

All four participants commented on how easy it was for them to order the three pizzas, even the one who was worried about it.

"I thought it was going to be more complicated, but it was very simple."

~ Participant 4

"It was really easy. It was all just right there. With pretty much just a couple clicks, you could add any pizza you wanted or any toppings you wanted or however you would like it."

~ Participant 3

Delightful animations

Not only was this task easy for the participants, there were many features of the interface that made the experience more enjoyable. Three of the four participants were particularly delighted by the animation of toppings being placed on their pizza.

"Ooh, did you see that little animation? They dropped all the pepperoni on my pizza for me. [Clicks on mushrooms] Ooh, they dropped all the mushrooms. Well that's fun!"

~ Participant 2

Additional successes of the interface (mentioned by at least one participant):

- Confirmation of the address in the header after entering it on the delivery or take out page provided good feedback.
- Suggestions for specialty pizzas with pictures made it easy to find one that looked good.
- Details page provided more information such as price, calories, and number of slices, which made it easier to decide what size pizza to order.
- Confirmation of the number of items in the cart with a running total of the price provided good feedback.
- The images and animations helped with error prevention and recovery.

What Could Be Improved

There were no severe problems that prevented participants from completing this task. The one participant who had partial success was due to her own error and not the design of the interface. When ordering the pepperoni and mushroom pizza, she put the ingredients on opposite sides of the pizza instead of the whole pizza. It was clear this was just a misunderstanding of the order.

Below is a list of minor problems that occurred along with proposed solutions.

Problem	Severity and Impact	Proposed Solution
<p>Most participants didn't know the difference between the "clean cut" and "normal cut" customization options. The pop-up was helpful, but one participant still seemed confused after reading it.</p>	<p>Minor problem (caused mild frustration, but did not interfere with users completing the task)</p> <p>P1: "What's the difference between clean cut and regular cut?"</p>	<p>Change the pop-up description to "If you have allergies or food sensitivities, choose clean cut to prevent possible cross-contamination of ingredients."</p>
<p>The "Can we tempt you?" advertisement comes up after adding anything to the cart, and it covers the entire screen above the fold.</p>	<p>Minor problem (caused mild frustration, but did not interfere with users completing the task)</p> <p>P2: "Ugh, I don't want a little extra — get out of my way!"</p>	<p>Minimize or eliminate this feature. Show a portion of the regular menu above the fold so users know they can scroll down to continue ordering.</p>
<p>One participant couldn't find a description of the epic stuffed crust. She was surprised by the extra cost because she wasn't sure what value it added.</p>	<p>Minor problem (caused mild frustration, but did not interfere with users completing the task)</p> <p>P2: "I don't know what epic crust means. Wow, the price went way up!"</p>	<p>Add an info button (ⓘ) next to unusual ingredients that provides a pop-up with a description.</p>

Analysis of Task 2

Quantitative Data

Levels of Success

Below is the criteria for determining the level of success and an example of what that looks like for the second task:

- **Success:** The participant completed the task as instructed (i.e. they signed up for deals and coupons with their email only and without registering or creating an account).
- **Partial Success:** The participant completed the task but in a slightly different way than instructed (e.g. they found the form to sign up for “text and email offers,” but they were required to give more information than their email).
- **Fail:** The participant was not able to complete the task (e.g. they gave up and/or did not find the link to sign up for “text and email offers”).

Results

Papa John’s website does not provide a way for people to sign up for deals and coupons with their email only, so no participants were able to successfully complete this task. One participant had partial success and the other three failed.

Participant	Success	Partial Success	Fail
1		✓	
2			X
3			X
4			X
Totals:	0	1 of 4 = 25%	3 of 4 = 75%

Qualitative Data

Expectations

All four participants expected to be able to sign up for deals and coupons with their email and without registering, but none of them were able to complete this task because the option was not available on the website.

What Went Well

The “Papa Rewards” tab in the global navigation and the “Sign Up” button on the top right corner of the header were easily discoverable. Two participants tried the Papa Rewards tab first, and the other two tried the Sign Up button first.

Unfortunately, these two options require registering / creating an account to start earning rewards, so they were not what was needed for this task. But, it is helpful to know that if people were interested in signing up for Papa Rewards, they would be able to discover where to do that easily.

What Could Be Improved

If Papa John’s wants people to sign up for deals and coupons with their email only, it is critical they provide a way to do that on their website.

Problem	Severity and Impact	Proposed Solution
<p>It was not possible to sign up for deals and coupons without creating a Papa Rewards account or signing up for “text and email offers” with an email <i>and</i> mobile phone number. This prevented all four participants from completing this task.</p>	<p>Critical problem (made it impossible for users)</p> <p>P4: “I don't think I'm able to do this without registering.”</p> <p>P2: “It seems like they are trying to push people more toward the profile, rewards, and signing up.”</p>	<p>Make the “text and email offers” link more visible (only one participant found this link in the footer), and provide an option of signing up with email only.</p>

Analysis of Task 3

Quantitative Data

Levels of Success

Below is the criteria for determining the level of success and an example of what that looks like for the third task:

- **Success:** The participant completed the task as instructed/desired (i.e. they contacted the corporate office to file a complaint using the preferred method of filling out the feedback form).
- **Partial Success:** The participant completed the task but in a slightly different way than instructed/desired (e.g. they decided to contact the corporate office by phone or some other method).
- **Fail:** The participant was not able to complete the task (e.g. they gave up or could not find a way to contact the corporate office).

Results

Papa John's website instructs people to fill out the feedback form to file a complaint. One participant had success, and the other three had partial success.

Participant	Success	Partial Success	Fail
1		✓	
2	✓		
3		✓	
4		✓	
Totals:	1 of 4 = 25%	3 of 4 = 75%	0

Qualitative Data

Expectations

Three of the four participants expected to find out how to contact the corporate office by looking in the footer of the website for a “Contact Us” or “Customer Service” link. One participant didn’t look at the website because he expected to find the answer by googling it.

What Went Well

The three participants who looked on the website found the customer service link nested under the “Help” label in the footer quickly and easily.

“It was right at the bottom of the screen. ... The help [label] was in bold so that was very helpful in locating it.”

~ Participant 4

What Could Be Improved

Although it was easy to find the customer service link, there were some major problems that prevented participants from contacting the corporate office using the preferred method of the feedback form.

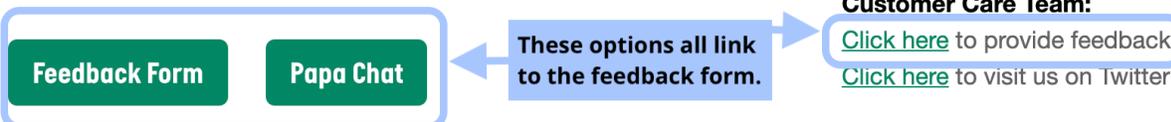
This preference was not specified in the task, but the website clearly states the way to give feedback is by “completing an Electronic Feedback Form.” It also provides multiple options for contacting the corporate office, but most of them end up linking back to the feedback form. This is shown in the screenshot below.

CONTACT US

We want to hear from you

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.



Local Papa John's Store:

[Click here](#) to find your local Papa John's phone number

Customer Care Team:

[Click here](#) to provide feedback
[Click here](#) to visit us on Twitter

United Kingdom customer feedback, [click here](#).

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

Our Mailing Address: Papa John's International, Inc.

P.O. Box 99900
Louisville, KY 40269-9990

Below is a list of major and minor problems along with proposed solutions.

Problem	Severity and Impact	Proposed Solution
There are too many options for providing feedback that lead to the same place. Only one participant read the paragraph that said to use the feedback form and clicked on that button first. The other two clicked on the Papa Chat button first and had to go through multiple steps before being directed back to the feedback form.	Major problem (made it difficult for users to complete the task)	Make it clear and obvious that the feedback form is the only way to file a complaint on the website. Remove the Papa Chat button from this location on the page since it does not allow users to provide feedback directly. Or, redesign the Papa Chat to accommodate this need.

<p>Three participants said they preferred talking to a person, and two of them chose to call the corporate office instead of trying to resolve their issue online for that reason.</p>	<p>Major problem (made it difficult for users to complete the task)</p> <p>P1 - "If I'm really upset, I'm not going to do a virtual assistant because I'm not talking to a person."</p>	<p>Provide the option of live chat to resolve customer complaints online during business hours.</p>
<p>The feedback form didn't seem like it would provide an immediate resolution to a complaint, so it was abandoned.</p>	<p>Major problem (made it difficult for users to complete the task)</p> <p>P4 - "I'm not quite sure I'm going to get my results back immediately. That's the problem!"</p>	<p>Provide an option for immediate resolution of complaints online.</p>
<p>The only participant who chose to use the feedback form did not think it was user friendly.</p>	<p>Minor problem (caused mild frustration, but did not interfere with users completing the task)</p> <p>P2 - "This form is not very friendly — just visually. I feel like now I have entered a ticketing system."</p>	<p>Do more user testing to see how to make the feedback form more enjoyable to use.</p>



Follow Up Research Questions

Task 1: How effective is the checkout process?

The scenario for Task 1 only had the participants add three pizzas to their cart. It would be helpful to test the checkout process as well to get a more complete sense of the whole online ordering experience.

Task 2: What is needed to make the email offers available and discoverable?

It would be helpful to design different solutions to this problem and perform an A/B split test or multivariate test to see which solution is most effective.

Task 3: How can Papa Chat be redesigned to accommodate customer feedback and provide an immediate solution? Is live chat a viable option?

All the participants who saw the Papa Chat option were interested in trying it, but they were disappointed it did not provide the solution they were looking for. Further research with a chatbot specialist and a cost analysis for a live chat would be beneficial in determining how to improve this feature.

Appendix A

Moderator's Guide

The following script was used by the moderators during the interviews. It was written by Dr. Paul Sherman, and the introduction was adapted from a script by Steve Krug.

Section	Moderator's Script and Test Tasks
Introduction and Informed Consent	<p style="text-align: center;"><i>-- START RECORDING --</i></p> <p><i>Read to the participant:</i></p> <p>Hi [PARTICIPANT NAME]. My name is [YOUR NAME], and I'm going to be walking you through this session today.</p> <p>Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a website that we're working on so we can see whether it works as intended. The session should take about 45 minutes.</p> <p>The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.</p> <p>As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're</p>

	<p>looking at, what you're trying to do, and what you're thinking. This will be a big help to us.</p> <p>Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions. If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.</p> <p>You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.</p> <p><i>Informed consent:</i></p> <p>If you're OK with this, please indicate this by reviewing and then signing the informed consent form.</p> <p>[HAVE PARTICIPANT SIGN INFORMED CONSENT FORM]</p>
Pre-task Questions	<p><i>Read to the participant:</i></p> <p>Before we get started I have a couple of questions:</p> <ul style="list-style-type: none">• Have you ever ordered pizza online?

	<ul style="list-style-type: none"> ● If not: why haven't you ordered online? ● If so: was it for delivery or pick up? ● Why did you pick it up or why did you have it delivered? ● What did you order? ● How would you describe your experience?
Warm-up Task	<p><i>Read to the participant:</i></p> <p>We are ready to get started so go ahead and launch the web browser and go to Google, and then search for pizza in your zip code.</p> <p>Tell me about the experience of using Google and browsing the results.</p> <ul style="list-style-type: none"> ● Are you able to find what you need? ● Is there a pizza place close by? ● Is it the type of pizza you like?
Task 1: Order Three Pizzas	<p><i>Read to the participant:</i></p> <p>We are going to be looking at papajohns.com website. 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 a bunch of people at this party and you need to order 3 pizzas. They are:</p> <ul style="list-style-type: none"> ● Mushroom and pepperoni. ● Half onion and half sausage with light sauce. ● A specialty pizza, because you want some variety.

	Tell me a little more about your experience ordering pizza from this site. Is it what you expected?
Task 2: Sign Up for Deals and Coupons	<i>Read to the participant:</i> 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	<i>Read to the participant:</i> 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?

Appendix B

Usability Test Notes

The spreadsheet used to collect and analyze all the notes taken from the four usability test sessions can be found here:

<https://docs.google.com/spreadsheets/d/1O7I1FzRz4SFeBuOtNfFOkqcBVzBG24D64O64QCD9P8w/edit?usp=sharing>