

[Pur Boutique Taco Ordering App Usability Study]

October 2022

Google User Experience Design Certification

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Project Revision #2

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Study Details

Project Background

I am creating a mobile app for the taco bar at the Pur Boutique Cabanas resort in San Pedro, Belize. The app will allow customers to order tacos in advance for pickup, but can also be used for sitdown orders. The digital system would replace the current system where customers can only order during sitdown service using a pencil and paper. The goal of the study is to identify whether the digital app is easy for customers to use.

Study Details

Research Questions

Is the flow of the ordering process on the mobile app intuitive and easy to follow?

Can users successfully use the “?” (What is this?) buttons to learn more about a particular taco component?

Can users successfully select their desired taco components?

Can users successfully add multiple tacos to their order on the app?

Participants

5 participants

All are individuals that enjoy tacos and would potentially visit a taco bar if it were located near them

Ages 25 – 71

3 male, 2 female

Methodology

No time limit

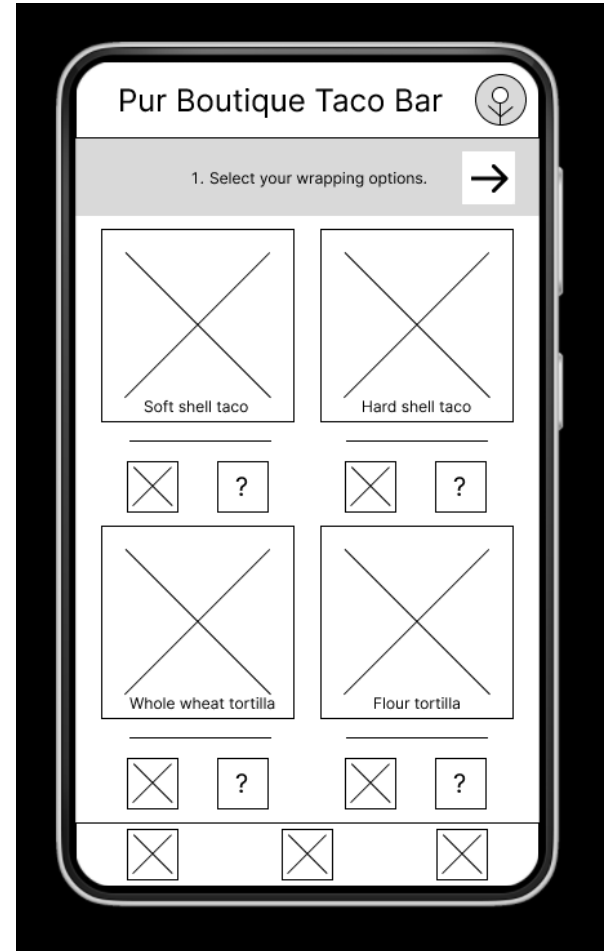
United States, remote

Unmoderated usability study

Users were asked to perform tasks using a low-fidelity prototype in Figma and compare the experience to using a pencil and paper ordering system

Prototype / Design Tested

<https://www.figma.com/file/S8jupGM3EpVZzxL36mUcMR/Taco-Bar-Wireframe?node-id=0%3A1>

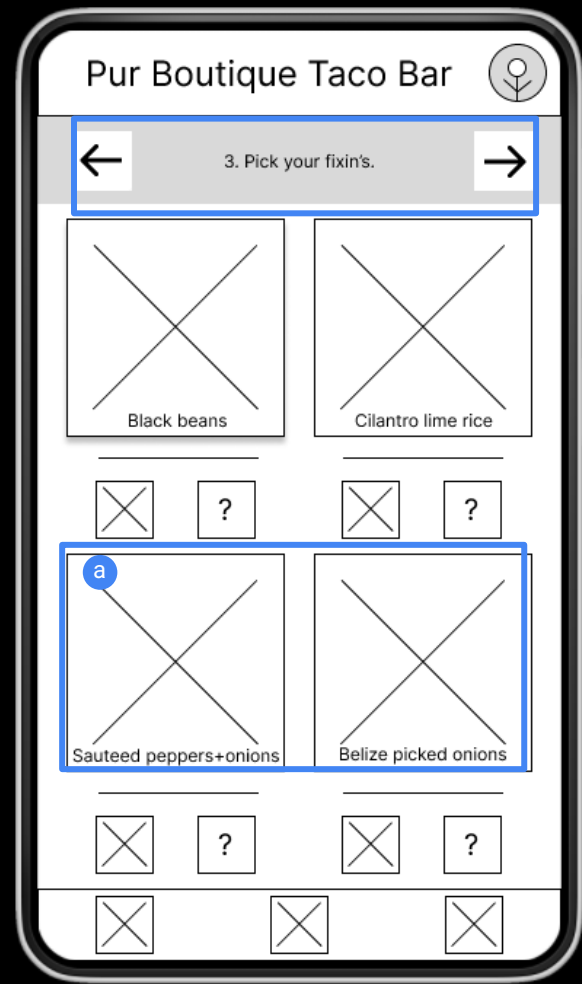


Themes

Theme #1: *Most participants didn't know how to make multiple selections on a step.*

- Participants realized that selecting one option in each step took them directly to the next step instead of giving them a chance to make multiple selections
- 4 of 5 participants expressed frustration that they couldn't make multiple selections
- 2 of 5 participants used the Back button repeatedly to return to the previous page and make additional selections

"This is easy. I like this better." –Neil H, on using a pencil and paper instead of this app

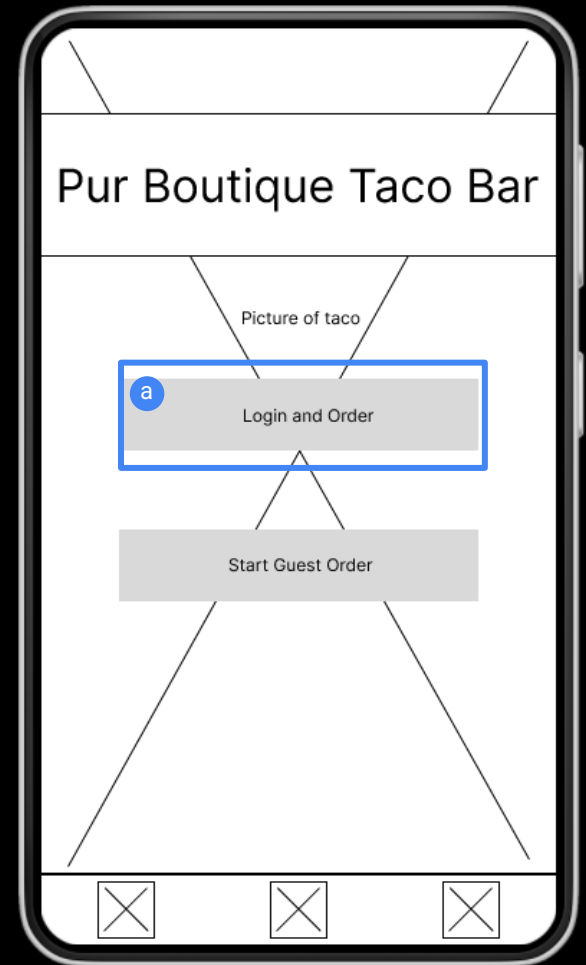


Theme #2: All participants wanted a login page before ordering.

- Participants were confused about when in the user flow they were supposed to be able to log in
- 3 of 5 participants were surprised when the “Login and Order” button took them to the menu instead of a login credentials page
- Users could not find any links on the app that would take them to an actual login page

“It doesn’t let me log in. That’s annoying.”

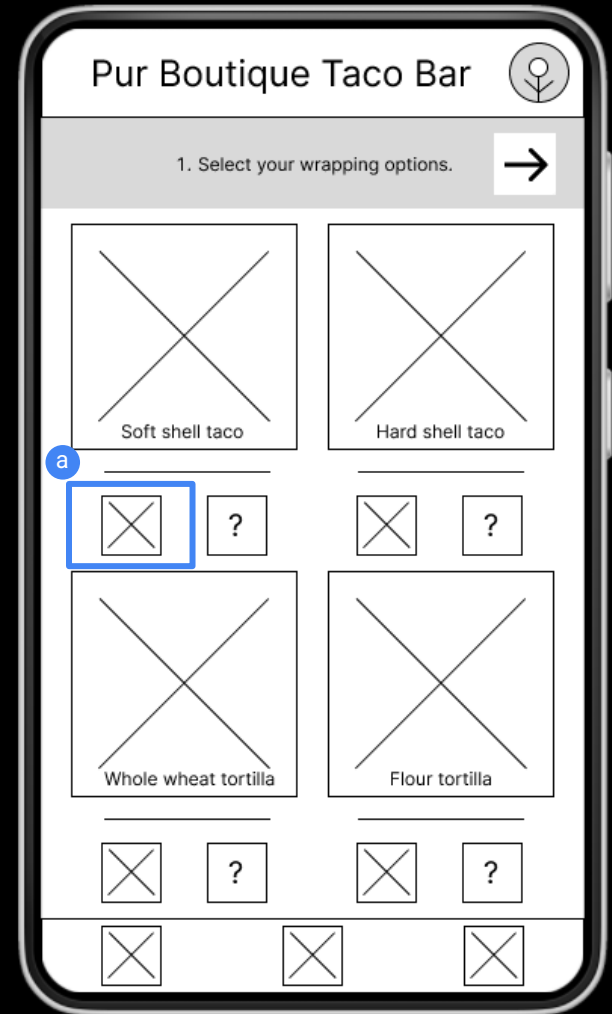
–Madi F



Theme #3: *Participants didn't know the app has audio, because the buttons weren't labeled.*

- Participants did not know the purpose of the small square buttons under each menu choice
- 2 of 5 participants were surprised to learn that the left button was intended for producing audio

"I didn't know the small buttons are for audio. They aren't identified as such." –Jordan F



Theme #4: *Participants found several Back buttons that didn't work.*

- 2 of 5 participants were surprised when clicking these buttons had no effect
- 1 participant gave up on using the app altogether after finding multiple buttons that didn't function as intended



Insights & Recommendations

Research insights

Additional selection options

Users want to be able to make multiple selections or no selection for a step.

Want to be logged in

Users want the ability to login when using the app and have a visual confirmation that they have successfully logged in.

Visual labels are important

Users want page titles and buttons clearly labeled, i.e. "First Taco" vs. "Second Taco", "Hear It!", "Back", etc.

Point 4

Brief description of insight

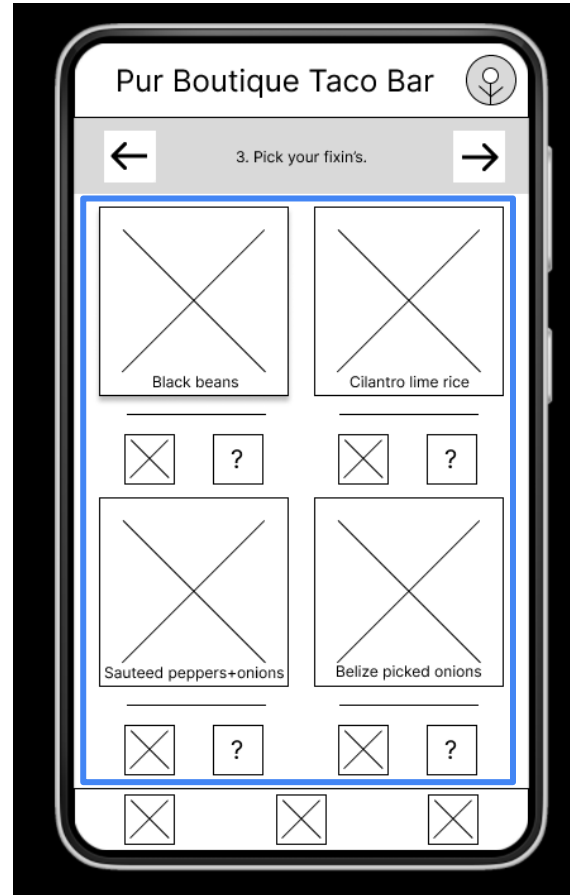
Recommendations

- Change each step page (Wrapping, Protein, Fixin's, Sauces) to allow for multiple selections or no selection at all
- Add a dummy page to the Figma model to represent the page for logging in with Mail, Facebook, etc. Add this functionality to the finished product.
- Use symbols or text to illustrate the purpose of the Hear It! and What's This? buttons.
- Fix the Back and Forward buttons to ensure proper functionality.

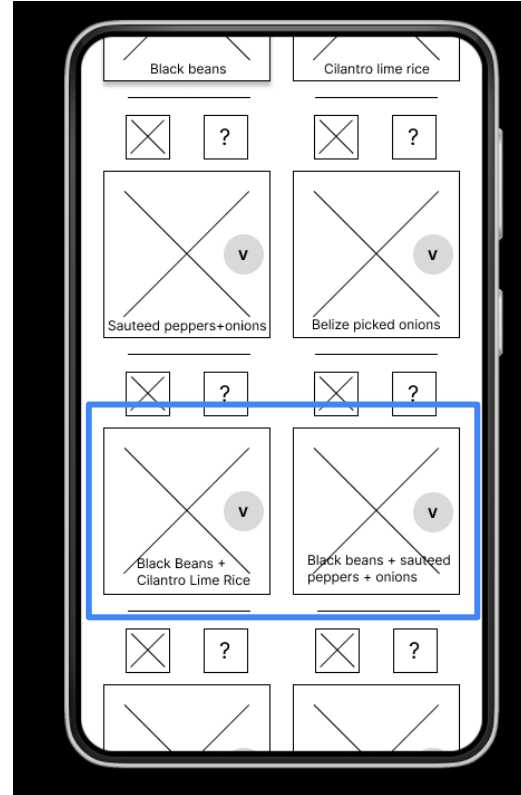
Updates to Version 2

Before: Single select only

<https://www.figma.com/file/S8jupGM3EpVZzxL36mUcMR/Taco-Bar-Wireframe?node-id=0%3A1>



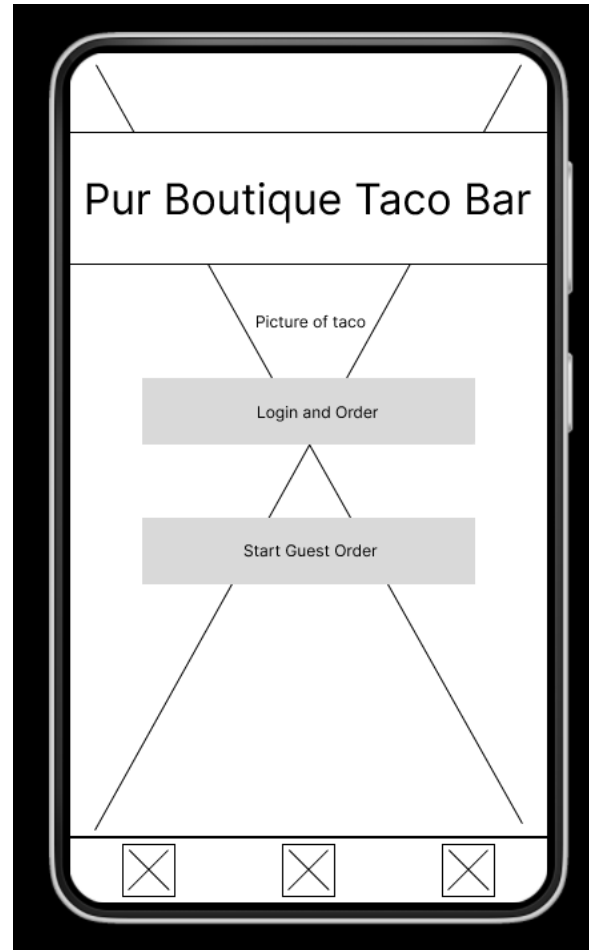
After: Buttons available that allow multiple selections



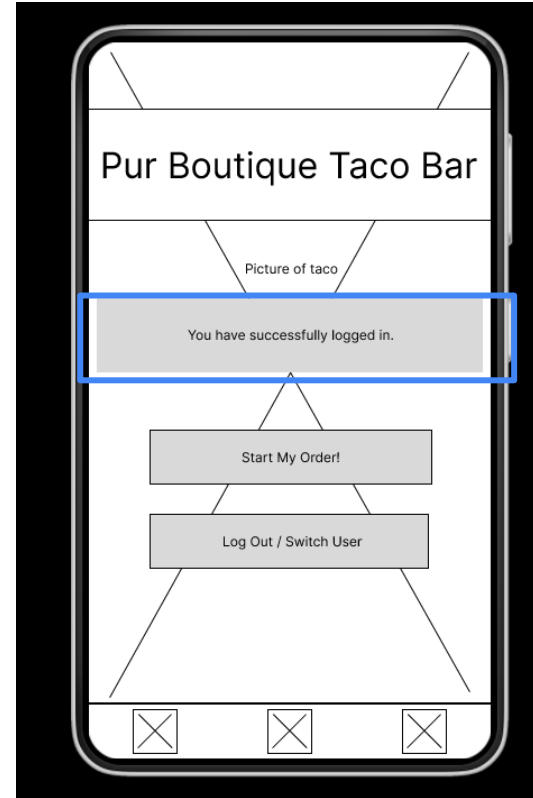
<https://www.figma.com/file/qBdeoUhnP5nUCdKWbkHQ>
QB/Taco-Bar-Wireframe-Version-2?node-id=0%3A1

Before: Login and Order button goes directly to menu

<https://www.figma.com/file/S8jupGM3EpVZzxL36mUcMR/Taco-Bar-Wireframe?node-id=0%3A1>



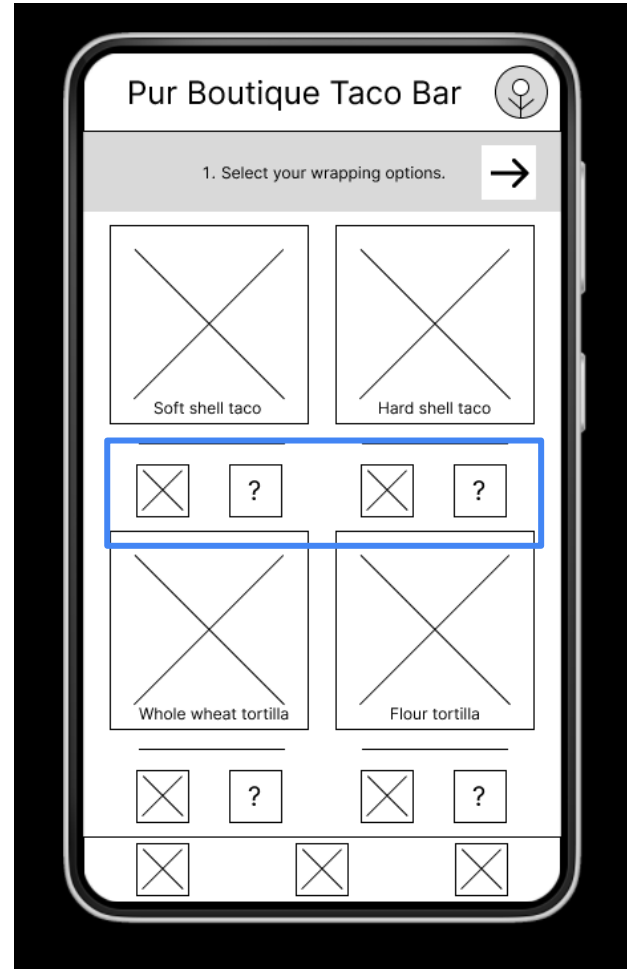
After: User sees a confirmation of login before reaching the menu



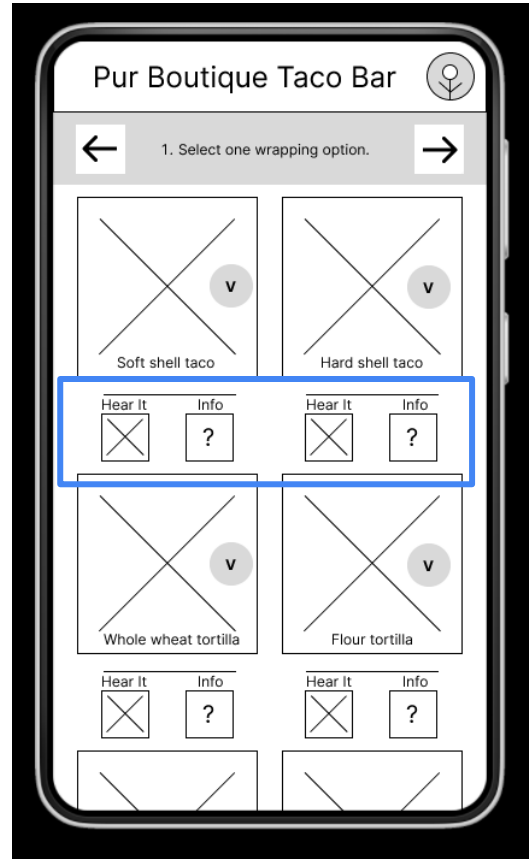
https://www.figma.com/file/qBdeoUhnP5nUCdKWbkHQ_QB/Taco-Bar-Wireframe-Version-2?node-id=0%3A1

Before: No button labels

<https://www.figma.com/file/S8jupGM3EpVZzxL36mUcMR/Taco-Bar-Wireframe?node-id=0%3A1>



After: Button labels added



<https://www.figma.com/file/qBdeoUhnP5nUCdKWbkHQ%3AQB/Taco-Bar-Wireframe-Version-2?node-id=0%3A1>

Recommendations and Next Steps

- Replace text labels “Hear It” with an audio symbol / image. This will give a cleaner look overall.
- Allow multiple selections instead of using tons of buttons that each contain multiple items. This will reduce the amount of text on the page and accomplish the same objective with less space required.
- Give prototype back to testers for second round of usability testing.
- Break out Taco 1 / Taco 2 / etc. functionality to make it clear whether the user is building their first taco, second taco, etc.

Thank you!