

Negative Findings

Positive Findings

Ishany's usability test with real users

Cheesy crust option not very visible	Inefficient product info (no product description (no allergy info.))	Difficult to add amount of food (users not prefer to go to order overview)	Option to enter delivery time not visible enough	Page scrolls up when changing item attributes	Cookies don't get users' attention	Hard to know what cookies can be customized	Difficult to find specific items. Has to read about	No info on quality of pizza at internal search	Opening times easy to find	Easy to find extra toppings	Menu overview on right hand side makes browsing more easier	Easy to add and delete items from order overview	Easy to edit pizza toppings	Easy to fill in contact info.	Easy to enter discount coupon	PH icon (Phone icon) always visible	Generally clear website
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Findings from Evaluations (Heuristics & Dialog Principles)

Functions of the options on landing page unclear (all 4)	Can't add items through "view menu"	Time indicator on landing pg not accurate	Ordering pizza becomes a huge "no validation"	Charges for extra toppings unclear	Delivery time not updated as time passes	No overview of previous and future steps	Missing images on products	Clear "button content" instead of "click here"	Type on "Menu Overview" should be "Menu Item List"	Address fields do not follow standard German format	Immediate feedback when items are added to order	Can't icon (check) number of items added	System informs user that site is loading	Users get immediate info on earliest delivery time	Prices of each topping clearly visible	Order of landing pg options are logical	Overall language not internal jargon	Order overview pg supports editing	PH logs on top left & can even have external consistency	When entering name sufficient support is provided
Internal consistency: menu items are consistent across different categories	"Newly" tag doesn't follow industry conventions	Overview of PH branches incomplete	Presentation of pizza size & crust (choices) not clear. Size should be full	Topping categories not organized well	Special offers use internal jargon. Eg. "My Box"	Menu items use internal jargon. Eg. "The Box"	Function of logo on top left unclear	Removing items requires users to go to order overview	Linking the order page containing inconsistent levels of the options for editing	Site language & address field inconsistent	All menu categories easily accessible	System can detect users' location	Frequent users can log in to speed up process	Frequent users get internal recommendations	Knows delivery person will have enough change	Suggests ideal number of toppings	Gets immediate feedback on how much all the toppings cost			
Users not prevented from making errors in contact details	Error detection for e-mails inadequate	No search option on menu	Special deals are only accessible if you have an account	Details are only for certain branches	Info on where deals are available is hard to access	Unnecessary option: Details on ordering pg if shown shows any deals	"Half & half" box never works	Difficult to find specific dietary info	Allergy info only in German	Ordering address different when going through "view menu"	Can easily add multiple of the same pizza on product page									
FAQ not very helpful	Info on pizza sizes separate from the pizza menu	Option "Cancel" on landing pg is not visible enough for most users	Product descriptions are not clear enough (dietary info)	Unclear what is meant by "cookie dough"	Takes time to add amount of the same item from menu pg					Address field doesn't provide enough guidance										

Unmoderated "think aloud" Rapid User Test

Address format and language makes it difficult to enter address correctly	Organisation of extra toppings are unclear	Lack of dietary info on menu makes it difficult to find vegan items	Product titles and descriptions unclear	Hard to find cheapest item / best option	Increasing number of items to enter overview pg unrealistic	Difficult to find BBQ sauce topping	No search function	Order overview unclear	Can't create own pizza from scratch	Site is intuitive	Menu overview on right hand side easy to use	Salad ingredients easy to scan	Easy to enter contact details
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