

USABILITY TEST REPORT

PIZZA HUT GERMANY WEBSITE

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EXECUTIVE SUMMARY

The Pizza Hut Germany website in English (www.pizzahut.de) has been usability tested in August 2021 with 3 members of the target group. Four methods were used for the evaluation. 1) A heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design, 2) an evaluation based on the ISO 2020 Dialog principles, 3) a remote moderated "think aloud" usability test, and 4) a remote un-moderated "think aloud" usability test.

The primary purpose of the usability test was to assess the strengths and weaknesses of Pizza Hut Germany's website.

The usability test report describes findings and recommendations from the tests.

MAIN POSITIVE FINDINGS

- The menu has a easy to use overview that helps users find required items easily.
- Users get a lot of feedback on if their items have been added to the cart.
- Elements of the navbar have good external consistency.

MAIN IMPROVEMENT AREAS

- The English website is not fully translated. Parts of the site are still in German. This makes it especially difficult to enter addresses in English.
- Dietary information is not easily accessible.
- The process of customizing a pizza could be faster.

MAIN RECOMMENDATIONS

- Make sure that each page (including advertisements, dietary information and input fields) is carefully translated to English.
- Make the main dietary information available on the product page.
- Give users the option to build their own pizza from scratch



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1. CLASSIFICATION OF FINDINGS

The following ratings were used for assessing and describing the findings.

**Positive Finding**

Works well. The approach is recommendable.

**Minor Problem**

Minor dissatisfaction; noticeable delays; or superficial difficulties

**Major Problem**

Substantial delays; or moderate dissatisfaction

**Critical Problem**

Test participants gave up – showstopper; substantial dissatisfaction; or minor financial damage to user.

**Catastrophic Problem**

Existential threat. Potentially life-threatening; or bodily harm; or substantial financial damage.

**Good Idea**

A suggestion from a test participant or from the moderator that could lead to a significant improvement of the user experience.

An aerial photograph of a city street scene. On the left, there are several multi-story buildings with flat roofs. One building has a large white 'H' on its roof. In the center, there is a wide street with a crosswalk and some trees. On the right, there are more buildings and a large area of trees. The overall scene is a typical urban environment.

2. FINDINGS

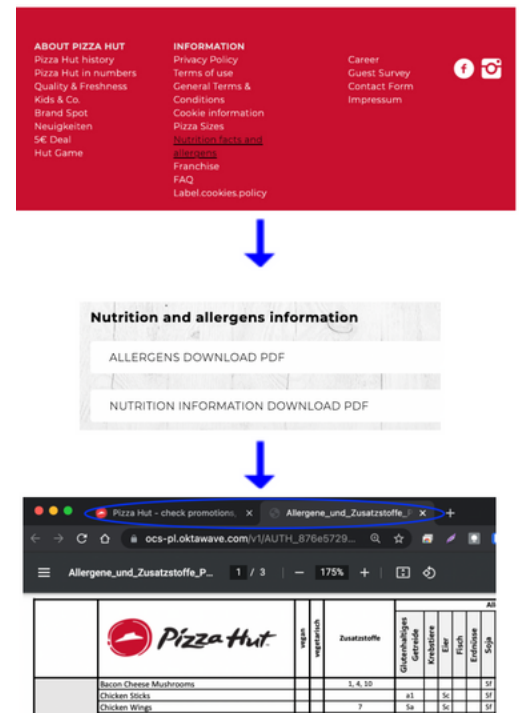
2.3 CLARITY & ACCESSIBILITY OF INFORMATION

2.3.1



Finding & Understanding Allergy Information is Difficult

- The user is not able to find any allergy information on the product page itself.
- Although the link to the allergy information is on the footer of every page, this is not very visible.
- Once the allergy information link is found, the user has to open a separate PDF file to see the information. This process takes too many steps.
- The presentation of allergy information makes it difficult to find the exact information the user is looking for.
- The allergy PDF is written in German, which makes this information inaccessible to English speakers using the website in English.



Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog principles.
- Remote unmoderated "think aloud" usability test.

Recommendations

- Include the most important dietary and allergy information on the product pages using simple language or universal symbols.

2.3.2

**Finding Information About the Nearest Branch is Difficult**

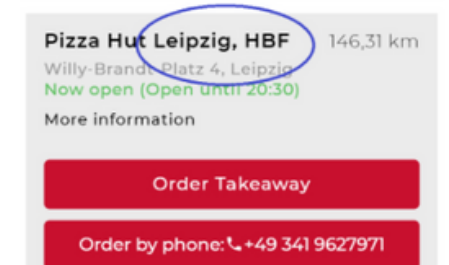
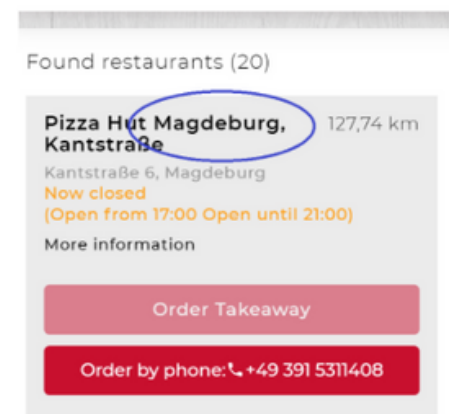
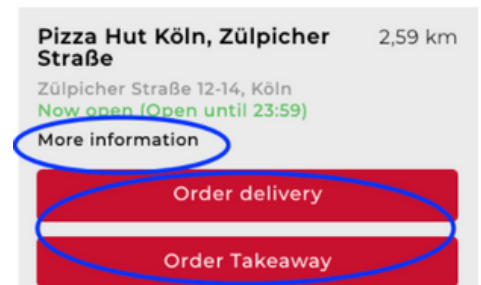
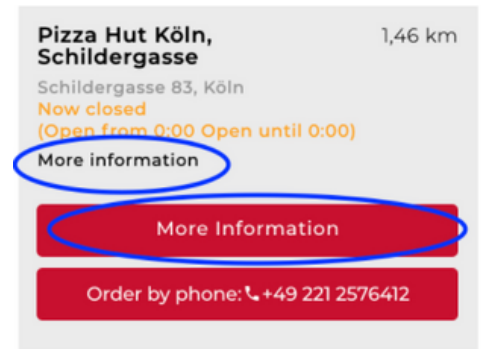
- **Finding the opening times and contact number** of the nearest branch was difficult for most users. It not clear that this information is found under the option "restaurants" on the landing page.
- Once on the restaurants page, it is still not easy to find the opening times. The times are seen only after clicking "more information". This is an extra step for the user and it is made more difficult by the **inconsistency of the button between restaurants**. Some restaurant shave a button whereas others have a text link.
- The **list of Pizza Hut branches is incomplete**. For example, although there are several Pizza Huts in Berlin, according to the website there are none.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog principles.
- Remote un-moderated "think aloud" usability test.

Recommendations

- The user should be able to access the opening times of the nearest Pizza Hut by simply entering their postal code.
- Update the list of Pizza Hut branches so that they are all on the website even if the branch does not deliver. The reason for not delivering should be explained.



2.3.3

**Product Names & Descriptions are Unclear**

- The product name "cookie dough" is confusing to users. It is not clear if this is a cookie or if it is a cookie dough dessert.
- The product description for "Three Small Cookies" does not make it clear that the cookies can be customized. Most users accidentally stumble across this by accident.
- Product names such as "My Box" and "The Box" are internal jargon that the user does not immediately understand.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Have more explicit self-descriptive product names.
- The item description should indicate the main features of the item. For example, if the item can be customized it should be mentioned in the description.

2.3.4

**Information on special deals are not easily accessible**

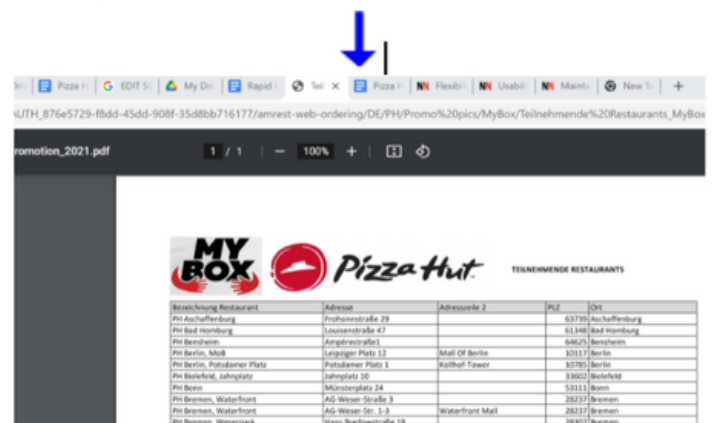
- The carousel on the landing page shows the special deals in German even when the language settings have been changed to English.
- The carousel on the landing page shows the special deals in German even when the language settings have been changed to English.
- The site does not allow novice users to access special deals. This reduces the flexibility for these users. Moreover, for both types of users, they have to go through an extensive process of opening a PDF file to find out if the Pizza Hut closest to them offers the special deal.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog principles.

Recommendations

- Make sure all information is provided in English when the language setting is changed to English.
- The site should detect the users location and only show deals relevant to them.



2.4 PRESENTATION & DESIGN

2.4.1



Functions of the buttons on the landing page are unclear

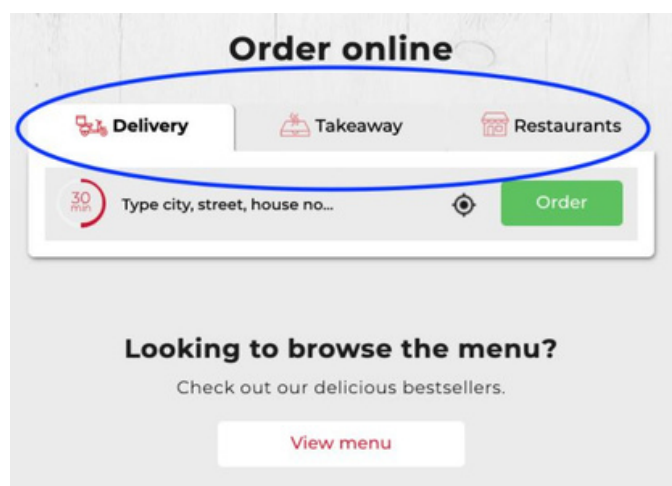
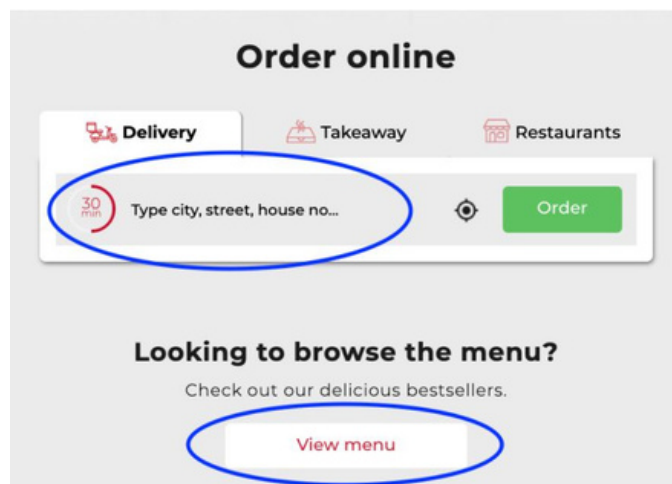
- When the user gets to the Pizza Hut landing page it is not clear what the next steps should be. Should the user view the menu first? Or should they enter their address first?
- The user is not immediately presented with feedback to know what happens with clicking one of the 'Order Online' options. Hence, there is a lack of clear open continuous communication.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog principles.

Recommendations

- Make the options on the landing page more straight forward. It would also be helpful to have some text about what each button does.



2.4.2



Unclear where coupon codes can be entered

- The user expects that the coupon code needs to be entered on the order details page. However, the code needs to be entered when the user is still on the order overview. This does not follow the standard conventions and can cause delays when the user is trying to order.

The image shows two side-by-side screenshots of the Pizza Hut website's ordering process. The left screenshot is the 'Your order' overview page, and the right is the 'Order details' page.

Left Screenshot (Your order):

- TEXAS SUPREME:** Size Medium, Crust PAN, Toppings Bacon, Barbecuesauce, Mixed Peppers, Mozzarella, Beef Pepperoni Sausage. Price: 11,99 EUR.
- CHICKEN SUPREME:** Size Medium, Crust PAN, Toppings Marinated, grilled Chicken, Vegetable-Mix, Mozzarella, Tomato sauce, Beef Pepperoni Sausage. Price: 11,99 EUR.
- Total:** 23,98 EUR.
- Discount Code:** A field labeled 'DO YOU HAVE A DISCOUNT CODE?' with a 'Next' button below it.

Right Screenshot (Order details):

- Delivery address:** Köln, Gernotstraße 20. [Change](#)
- Order will be delivered by:** Pizza Hut Köln, Zulpicher Straße 12/14, +49 221 92368568.
- Delivery time:** 12 - 45 minutes.
- Who receives the delivery?** First name*, Last name*, Phone number*, E-mail*, Staircase, floor, gate.
- Payment form:** ☐ Online payment (PAYU), ☐ Card payment on delivery, ☐ Cash payment on delivery.
- Basket summary:** 1x Texas Supreme 11,99 EUR, 1x Chicken Supreme 11,99 EUR, Total 23,98 EUR.
- Consent:** Two checkboxes for accepting terms and conditions, and for receiving personalized messages.
- Order and pay (23,98 EUR):** A green button at the bottom right.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote un-moderated "think aloud" usability test.

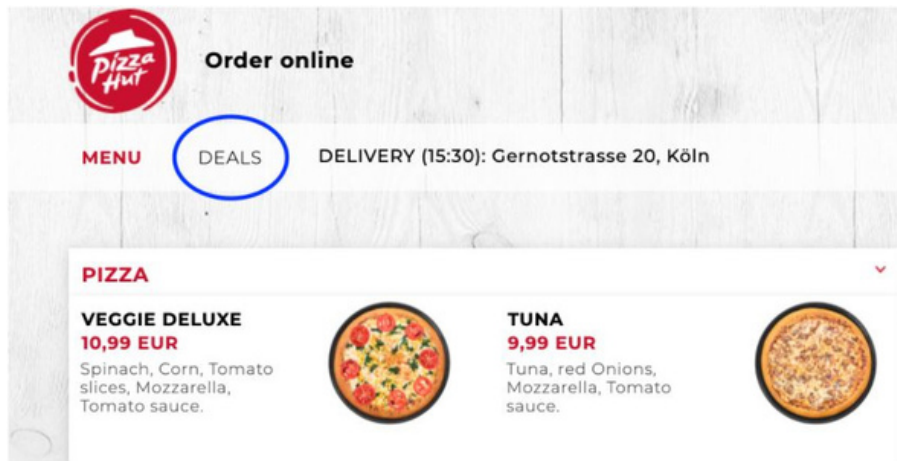
Recommendations

- Give the user the option to enter coupon codes at the order details page.

2.4.3

**Unnecessary crowding of information on the landing page**

- The options for "deals" and the button "careers" is unnecessary. The landing page has the option "career" which is not useful to a customer trying to order pizza.
- The element 'DEALS' on the menu page is irrelevant since it does not actually show the user any deals, rather it shows them the normal pizza menu.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.

Recommendations

- Remove unnecessary elements from all pages on the website.

2.4.4

**Missing product photos**

- Some products (e.g. cookies and sauces) do not have any product photos. This causes internal consistency in design and it makes it more difficult for the user to find these products. Users also spent less time looking at products without photos.

**Method Discovered**


- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.

Recommendations

- Make sure that all product listings are up to date and have photos.

2.5 ORDER PROCESS

2.5.1

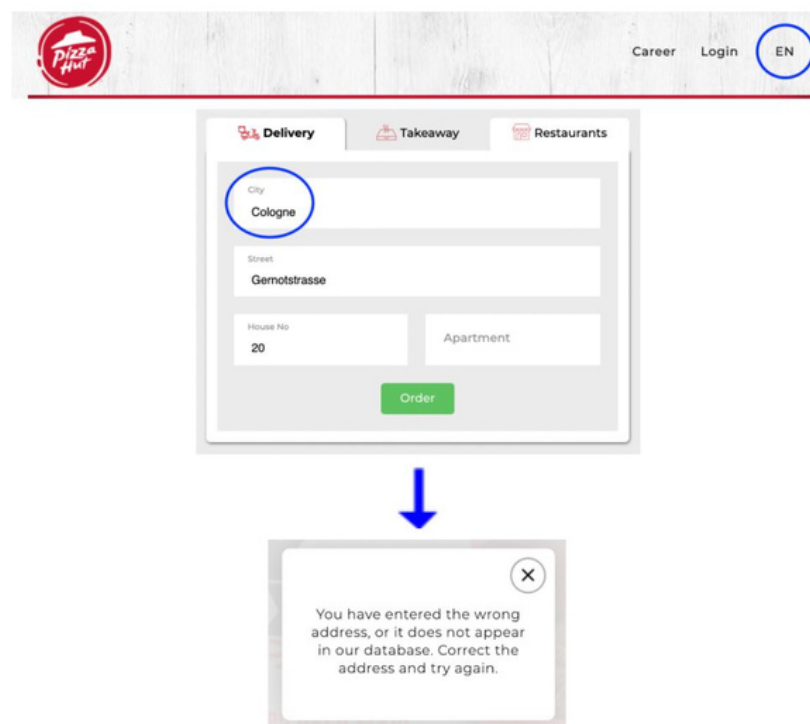
-  **Entering the delivery address is challenging**
- The address format does not **follow real world conventions** and is not in a **natural and logical order**. The standard format for writing an address in Germany is: 1) street name, 2) house number, 3) postal code, 4) city.
 - When entering their address incorrectly, the site does not constructively suggest a solution.
 - There is internal inconsistency when entering the address for delivery. Although the site language setting was changed to English, the input fields do not recognise addresses written in English.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Make sure the user can enter the city name in English if the website language setting is in English.
- Change the order of how the address should be entered so that it matches the general conventions of how addresses are written in German.
- Provide users with more support and guidance whenever they enter the address incorrectly.

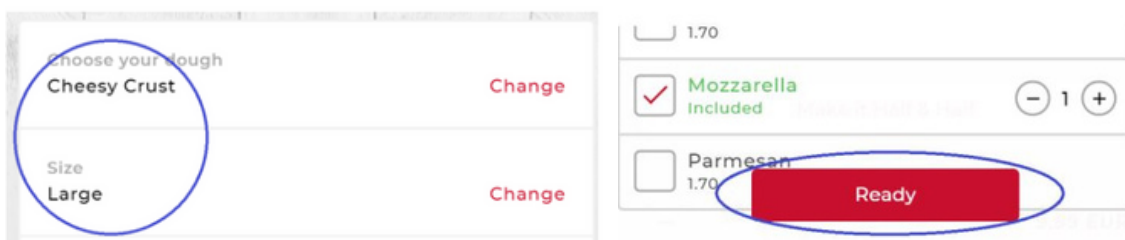
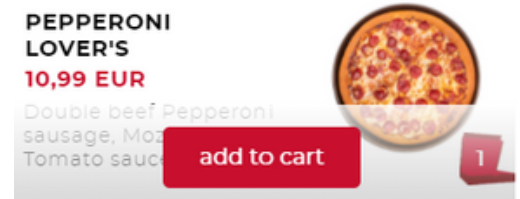


The screenshot shows the Pizza Hut website header with the logo, 'Career', 'Login', and 'EN' (English) link. Below the header, there are three tabs: 'Delivery', 'Takeaway', and 'Restaurants'. The 'Delivery' tab is active, showing a form with the following fields: 'City' (with 'Cologne' entered), 'Street' (with 'Gernotstrasse' entered), 'House No' (with '20' entered), and 'Apartment'. An 'Order' button is at the bottom of the form. A blue arrow points down to an error message box that says: 'You have entered the wrong address, or it does not appear in our database. Correct the address and try again.'

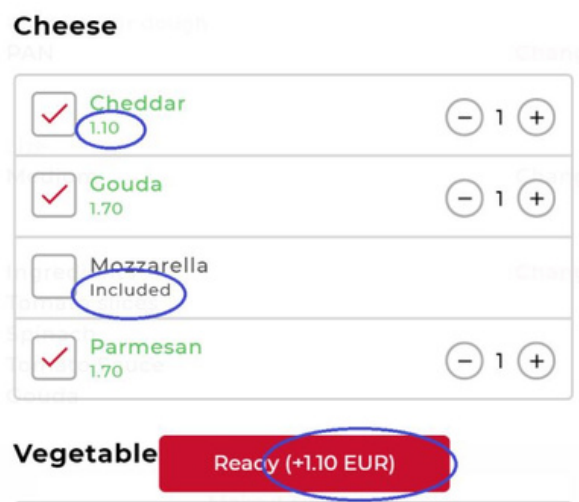
2.5.2

**Difficulties finding and adding items**

- The user is unable to add a multiple number of the same item in one button press on the menu page. The users have to click "add to cart" multiple times to place several of an item into the cart. Users preferred to go to the "order overview" page to add multiple of one item.
- When customizing the pizzas, it is unclear what is meant by "dough". Users expect it to be called "crust" instead.
- When selecting a cheesy crust pizza, the system automatically changes the pizza size to large without communicating this change to the user. It is difficult to figure out how to order a cheesy crust pizza.
- When adding an item to the cart, the wording in the button "ready" does not follow industry conventions.



- It is unclear how the user is charged for the extra toppings when one topping is already "included" in the pizza. For example, the below screenshot shows that they only charge for the Cheddar cheese (1.10 EUR) even though two other cheeses were also chosen. Therefore, it seems two cheeses can be added for free, but this is not communicated.



2.5.2

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

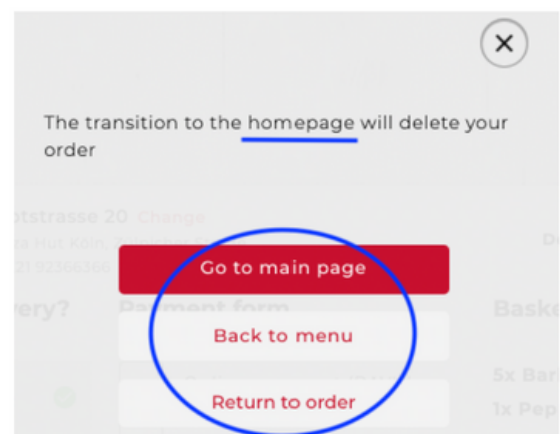
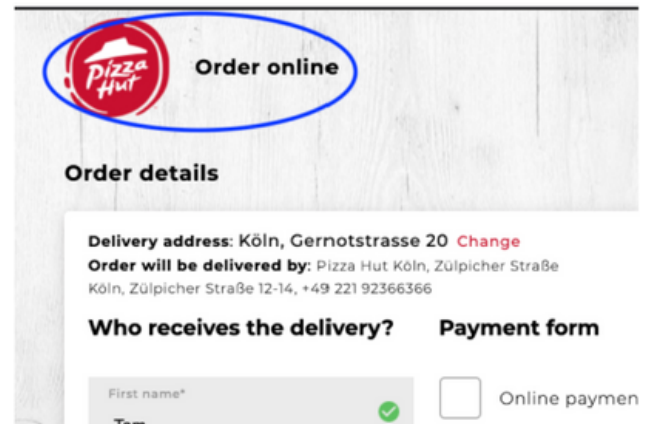
Recommendations

- Allow the user to enter the amount they would like to add of a certain item on the menu page it self.
- Change the term "dough" to "crust".
- When a user selects the cheesy crust pizza inform them that the pizza first needs to be changed to a large.
- Change the word "ready" to "add to basket".
- Provide the users with a concise explanation on how they are charged for toppings.

2.5.3

**Difficulties in editing the cart & order overview page**

- Once the user is on the 'Order details' page before paying, there isn't a clear way to exit.
- The icon on the top left takes the user back, but once the icon is clicked the process is unclear as they are given three pages they could exit to. In addition, Inconsistency in the terminology for 'homepage' makes it unclear which option the user should go for.
- If a user adds too much of a certain item, the steps to undo this on the menu are more extensive than necessary. The user has to go to the order list and then remove the item instead of being able to undo it directly at the same location where they added it.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.

Recommendations

- Make it easier to exit the order overview page. The items in the cart should not be deleted no matter how the user exits the order overview page.
- Allow users to remove items from the cart directly from the menu page.

2.5.4



Entering address and payment details

- On the order summary page, the user is not prevented from making errors in their details. An error about the phone number only appears once the user has committed to the action 'order and pay'.
- The site never gives an error message regarding the incorrect email address. It only detects email address errors when the '@' symbol is removed. This is insufficient for detecting and preventing all errors.
- Option to enter delivery time on order details page is not visible enough. Users frequently oversee it. In addition, when the hour time is adjusted, the minutes time changes automatically.

Phone number*
1234567

Phone number form contains invalid data.

This screenshot shows a form field for a phone number. The input is '1234567'. A green checkmark is visible on the right. Below the input field, an orange error message states 'Phone number form contains invalid data.' The entire error message is circled in blue.

E-mail*
t.b@fakemail

This screenshot shows a form field for an email address. The input is 't.b@fakemail'. A green checkmark is visible on the right. The input field is circled in blue.

E-mail*
t.bfakemail

This screenshot shows a form field for an email address. The input is 't.bfakemail'. An orange warning triangle icon is visible on the right.

Please enter a valid e-mail address

Order details

Delivery address: Köln, Gernotstrasse 20 [Change](#)
Order will be delivered by: Pizza Hut Köln, Zulpicher Straße
Köln, Zulpicher Straße 12-14, +49 221 92366366

Delivery time 15 10

This screenshot shows the 'Order details' section. It includes the delivery address, the delivery company (Pizza Hut Köln), and the delivery time. The delivery time is set to 15 minutes. The delivery time dropdown is circled in blue.

Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Give users more detailed error messages when they enter their details incorrectly.
- Make the option to enter delivery time more prominent and ensure minute time does not change when the hour is adjusted.

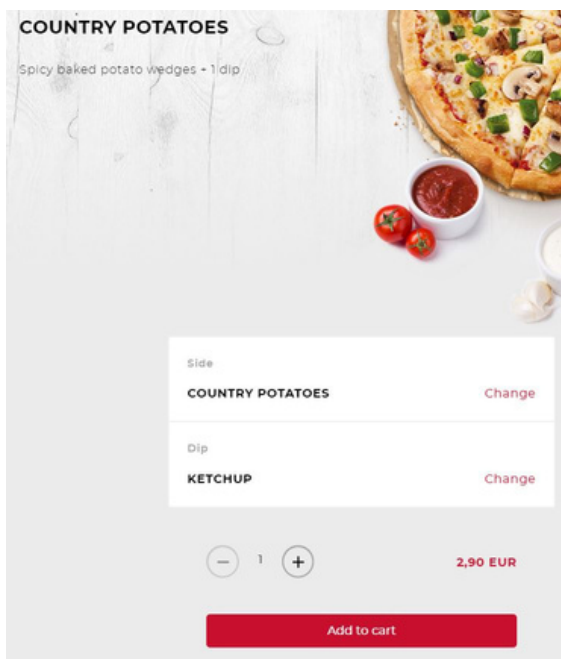
2.6 MISSING FEATURES

2.6.1



Lack of dietary information on the menu and products page

- The users are unable to quickly scan the menu for items that meet their dietary preferences because there is no such information given on the menu page or the product page. Therefore, although some items may be vegan, users are not able to find vegan items because this information is not easily accessible. E.g "country potatoes" are vegan but users are unaware of this.



COUNTRY POTATOES
2,90 EUR
Spicy baked potato wedges + 1 dip



Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Include basic dietary information on the product pages and menu page.

2.6.2



Can not create a custom pizza from scratch

- The process of customizing an exiting pizza takes too much effort. Most users would like to have the option to select a bland pizza and add all the toppings themselves.

Method Discovered

- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Include an option on the menu page where users can make their own pizza from scratch.

2.6.3**No search function**

- The users are not able to search or filter the menu items for what they want. This would allow them to find the items they want much faster.

Method Discovered

- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

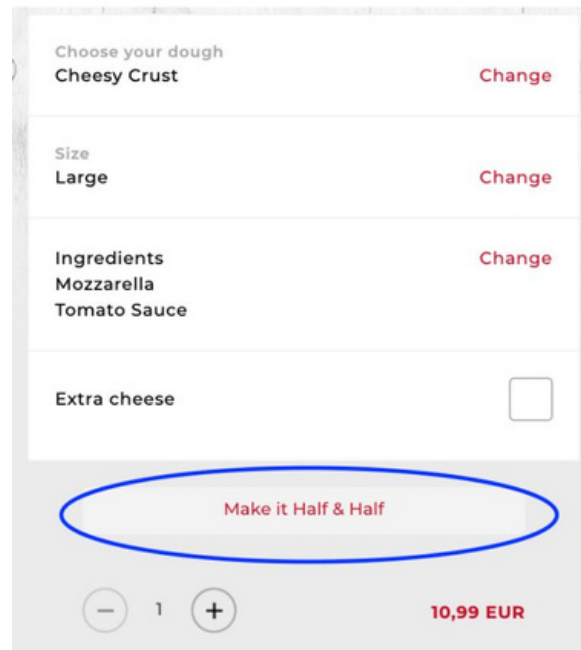
- Include a search bar and filtering option on the menu page.

2.6.4



Not able to create "half & half" pizzas

- The users are not able to create "half & half" pizzas. Although the button is on all product pages, it does not work.



Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

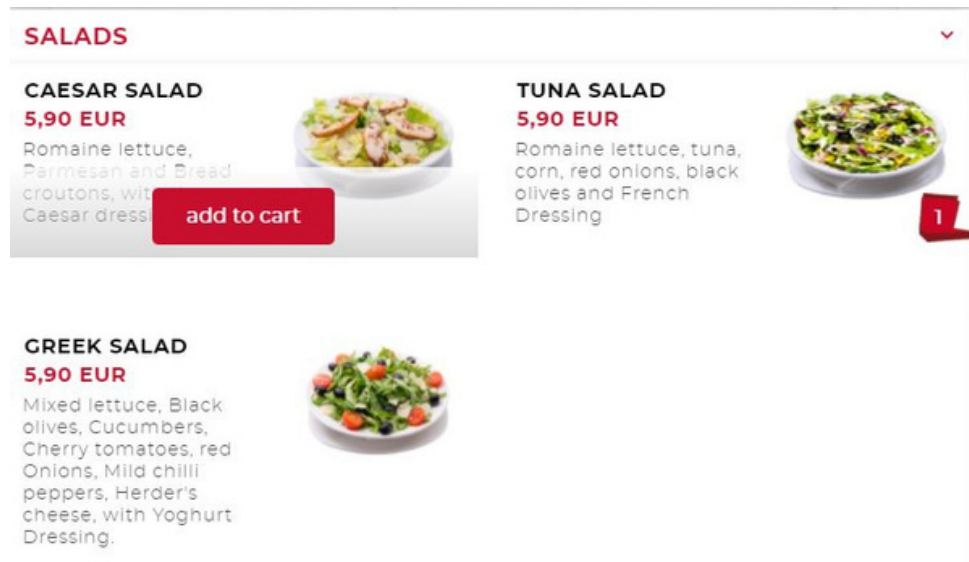
Recommendations

- Allow users to create "half & half" pizzas.

2.6.5

**Salads can not be customized**

- The users are not able to customize the salads even though the pizzas can be modified. It would be beneficial if users are able to add and remove certain items from salads.

**Method Discovered**

- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

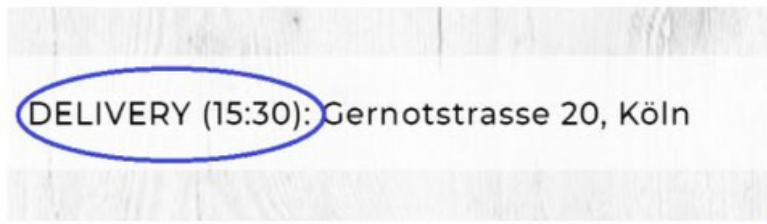
- Allow users to customize the salads.

2.6.6



Delivery time does not update

- Once the user enters their address, the manu page gives them information about the earliest delivery time. However, this time is not updated based on how long the user takes to place the order. Even if the user takes an hour to decide what to order, the delivery time stays the same.



Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

Recommendations

- Adjust the time to match a realistic delivery time.

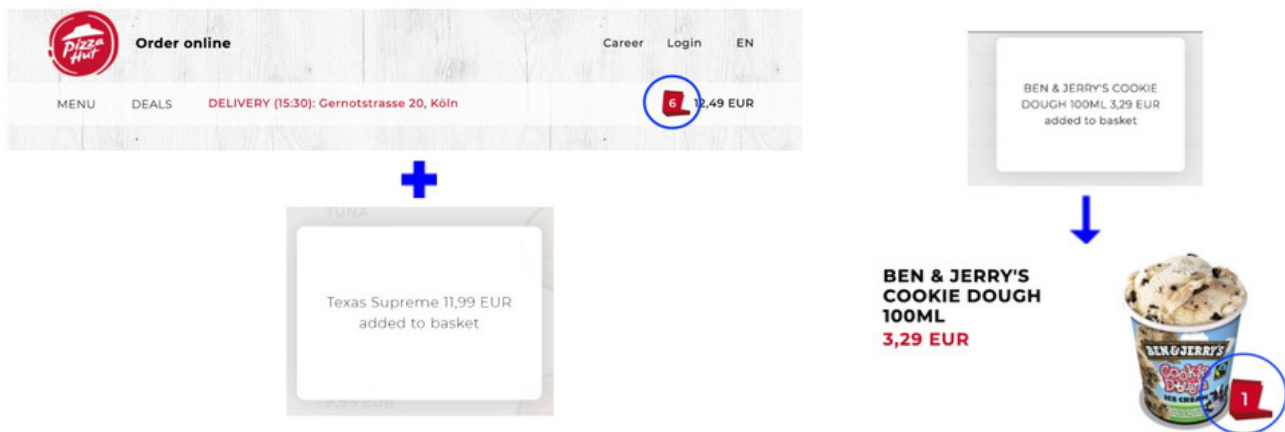
2.7 POSITIVE FINDINGS

3.1



Feedback when item is added

- When a user adds an item to the order there is immediate feedback that it has been added. They get a popup notification and a pizza box icon appears on the side of the item selected with the amount selected.
- The pizza box icon on the top right corner of the screen shows the total number of items on the order list and a pop up informs the user that an item has been added.



Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.

**3.2****Navbar elements have external consistency**

- By having the 'cart' / order list icon on the top right of the screen the site has external consistency to other online food ordering websites.
- The logo on the top left hand corner takes the user to the home page. This homepage link has external consistency to other websites.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.

3.3

**Clear overview of menu categories**

- All categories of menu items are clearly visible to the user. Hence, they do not have to memorize exactly where the items they want are.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.
- Remote moderated "think aloud" usability test.
- Remote un-moderated "think aloud" usability test.



3.4

Frequent users have additional benefits

- Frequent users can directly login from the homepage so that their delivery details are automatically entered.
- Expert users who have accounts on the site get several benefits such as promotions tailored to the users taste, automatically assigning the nearest restaurant to the order, and saving the delivery address.

Log in and reorder with your saved address!

E-mail

Password

☒ Remember me

Login

Create account

Forgot password

Register at Pizza Hut and get more

First name*

Required field
Phone helps contact with you during delivery.

Phone number*

E-mail*

Password*

Why is it worth to create Pizza Hut account?

- Access to special offers - only to registered users
- You get a special promotional offers tailored to your tastes.
- You have assigned a nearest restaurant, which will carry out your delivery.
- You do not have to give your address every time accelerate the completion of the order.

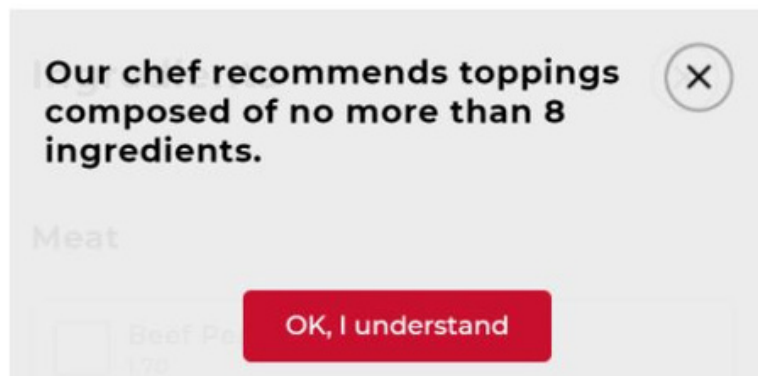
Method Discovered

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.

3.5

**Helping users get the best products**

- When the user adds too many toppings to a pizza, the system gives the user the suggestion to reduce the number of toppings. This tip helps them to place a better order.

**Method Discovered**

- Heuristic evaluation based on Jakob Nielsen's Principles for Interaction Design.
- Evaluation based on the ISO 2020 Dialog Principles.

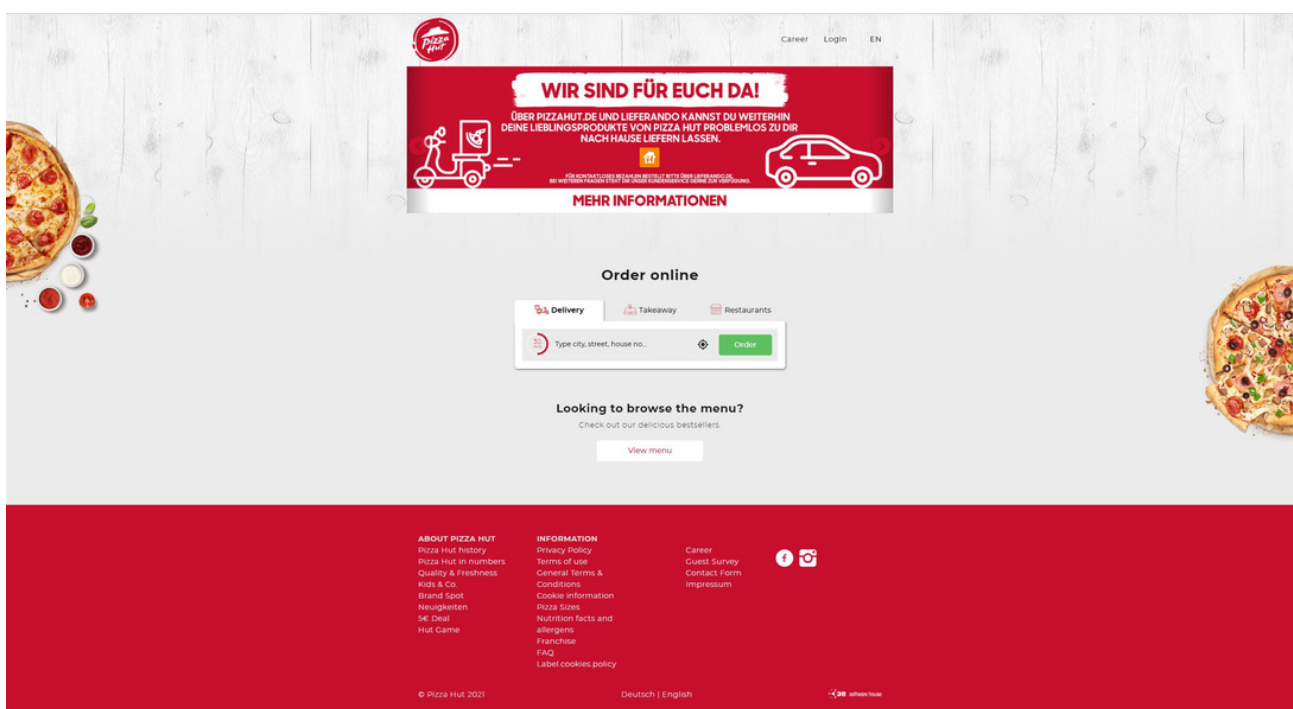
3. DESCRIPTION OF THE OBJECT OF EVALUATION

The object of evaluation was the website www.pizzahut.de as it is available to the public in English. The home page of the website at the time of testing is shown below.

The target group for the website is individuals who want to order Pizza Hut via their website.

The test participants were explicitly asked to refrain from submitting orders. Apart from this restriction, the website was fully available to them.

The exact link used: <https://pizzahut.de/?language=en#ChooseDelivery>



4. PURPOSE OF THE EVALUATION

The purpose of this evaluation was to carry out a usability test on the Pizza Hut Germany website for English speaking users. The aim was to determine usability strengths and weaknesses. Following these findings, the secondary purpose was to find potential solutions that would improve the usability and consequently the number of users using the Pizza Hut website to order.

5. EVALUATION METHOD

5.1 OVERVIEW OF THE EVALUATION METHOD

This usability test was conducted as a "think aloud" usability test. One test was unmoderated and conducted using a platform called RapidUserTests (<https://rapidusertests.com/>). RapidUserTests is a convenient platform for conducting usability tests with ideal test subjects. They have a pool of over 30,000 testers from which you can filter the exact testers you need for your test. It also allows for screen and audio recording so that you can see exactly how the user performs the test and hear them as they "think aloud".

A second moderated "think aloud" usability test was conducted via Zoom. Here the user performed the tasks one by one as the moderator sent the tasks to them via Zoom chat. The user was allowed to ask questions but the moderator did not give any help regarding the completion of the tasks. However, the test had to be limited to 20 minutes, hence, if the user was slow to perform tasks not all tasks were given to the participant.

5.2 METHODOLOGICAL BASIS

Methodological basis This usability test used the recognized "think-aloud" method. This method is described for example in Dumas und Redish (1999): A Practical Guide to Usability Testing, and Hartson und Pyla (2012): The UX Book.

5.3 USABILITY TEST SESSIONS

The evaluation is based on an analysis of videos from 7 usability test sessions of pizzahut.de carried out in July and August 2021. The unmoderated usability test sessions lasted less than 25 minutes. Each moderated usability test session lasted between 30 and 40 minutes.

5.4 TARGET GROUP FOR THE SYSTEM

The target group for the website are individuals who are currently using online food delivery systems. More specifically they should be people who order pizza online. The target age group was between 20-70. We wanted a wide age group because of the possibility that older users may have different accessibility issues than younger ones. All users had to be able to speak English since we were testing the Pizza Hut website in English. Finally, we tried to exclude individuals who had a background in UX design/research, product management or programming as they may be better at conducting usability tests than the average population.

5.5 SEGMENTATION

This usability test did not have any segmentation of test participants.

6.

USABILITY TEST SCRIPT

6.1 BRIEFING

Hi <name of tester>! My name is <name of moderator>. Welcome to our session. Today, I will be moderating and we are also joined by <names of observers>, who will watch the session and take notes.

First, could you please check that your phone is on silent? Next, we would like to make sure that all the technology is in order. Could I please ask which browser you will be using?

<If applicable: If possible, please switch to either Chrome, Firefox or Safari.

Great. Now could you please share screen with me via Zoom?

But please just share your 'browser window'. You can do so by clicking on the green button. It should say something like 'Bildschirm freigeben' in German or 'Share screen' in English. You only need to share the browser that you are using. So please select the option where you can see your browser and then click on the share button.

<Check that we can see the person's face and the application>

Are you familiar with the chat function in Zoom?

<If applicable> Move the mouse to the top of your browser and the 'Chat' button should appear.

Next, I will go through our 'Non-disclosure agreement'. An NDA is basically an agreement between us, that you won't share any confidential information. Instead of a signature, I will post the NDA in the chat and read it to you and then you can tell us if you agree.

<Post NDA into chat and read out loud>

Non Disclosure Agreement

Regarding the Usability Evaluation of the website Pizza Hut Germany we would like you to agree to a non-disclosure agreement on the following points:

1. The participant agrees that the usability evaluation will be recorded on video. This will allow us to check our findings later.
2. The usability evaluation will be observed by one or more people via Zoom. They were introduced to you beforehand as part of an open and transparent cooperation.
3. The above product will be evaluated. You will help us to improve the product.
4. The participant can leave at any time. Breaks can be made at any time, while the time frame should be respected.
5. You will be working with a product that is still in development. Any information you receive about the product is confidential. It will only be provided to you so that you can take the test. By hearing and agreeing to this agreement, you confirm that you will not disclose the information.

I have now finished reading the non-disclosure agreement. If you agree, please say 'I agree'.

1.8 <Participant agrees> Thank you! We will now start recording.

<Start recording>

<Explain video cameras> We are now recording and we will continue to record until this session is finished. Could the observers please turn off their video and mute their audio whilst observing the session.

<Check that observers turned off their video and audio>

Excellent. <explain purpose> So, <testers name>. The purpose of today is that we want to find out if the Pizza Hut website is easy to use. We do not evaluate you in any way. We evaluate the product. Also, you can leave at any time. Even if you leave early, you will still get the agreed incentive.

Throughout the evaluation, please comment out loud what you are thinking. So as you are doing the tasks, just think out loud mentioning what you're doing, how you're solving the tasks and making decisions along the way.

You can always ask questions but please bear in mind that we can't answer questions directly related to the task. Before we continue, do you have any questions?

Now I would like to ask you a few questions about how you use technology.

6.2 PRE-SESSION INTERVIEW

1. On a day to day basis, do you spend a lot of time using computers/technical interfaces?
 - a. If yes, what do you use computers for the most?
2. Do you buy many things on the internet?
 - a. If Yes:
 - i. What do you normally order online?
 - ii. How often do you order things online?
 - iii. Which device (phone/laptop) do you normally use?
 - b. If no, why not?
3. Do you buy or order food online?
 - a. If yes:
 - i. What kind of food do you order?
 - b. If no, why not?
4. Have you ever ordered pizza online?
 - a. If yes:
 - i. Where do you normally order pizza from?
 - ii. What is your experience with that site/app?
 - iii. Do you know Pizza Hut?
 - b. If no, why not?
5. Have you ever used the Pizza Hut Germany website?
 - a. If no, why not?

6.3 TASK SCENARIO

Imagine you are from Ireland and have recently moved to Cologne, Germany. You have found an apartment at Gernotstrasse 20, 50739 Cologne. You love Cologne but only recently started a German language course.

It is Saturday night, and your friends are at your apartment. You want to offer them delicious hot pizza and make sure there is something for everyone. A friend of yours told you that Pizza Hut has great food.

6.4 TASKS

Task 1:

You would like to know the opening times of your local Pizza Hut, both for today and tomorrow.

You live at Gernotstrasse 20, 50739 Köln.

Task 1 Notes for Facilitator:

Task should take: approx. 1 min

Precondition: Test participant on homepage.

Post-condition: NA

Success criterion: Test participant can name the opening times for their local restaurant for today and tomorrow.

Termination criterion: The test participant takes longer than 5-6 minutes to succeed.

Task 2:

Two of your friends like to eat pizzas with cheese inside the pizza crust.

One friend is a strict vegetarian and he is allergic to nuts. His favorite pizza toppings are peppers, sweetcorn, onions, mozzarella, herder's cheese, and two portions of BBQ sauce. The other friend would like a pizza with grilled chicken.

Task 2 Notes for Facilitator:

Task should take: approx. 3 min

Precondition: The user finds the menu and the option to select cheesy crust pizza. The tester also understands that they need to find the allergy information.

Post-condition: The tester finds the allergy information and figures out how to alter toppings.

Success criterion: The Tester manages to find the allergy information and orders two cheesy crust pizzas: one with grilled chicken and the other with peppers, sweetcorn, onions, mozzarella, herder's cheese, and two portions of BBQ sauce.

Termination criterion: The user takes too longer than 12 mins to find the allergy information and does not move on to adding pizzas to the order.

Task 3:

Your friends enjoy salads that contain black olives and onions. In addition to the salad, they would both like a vegan appetizer. With this vegan appetizer they love having garlic flavored sauce, and usually need at least 9 portions of it. After a meal, you and your friends enjoy finishing off with some sweet goodies that contain dark chocolate, white chocolate, raspberry, and caramel.

Task 3 Notes for Facilitator:

Task should take: approx. 3 min

Precondition: The tester is able to find the salads, side dishes and dessert section of the menu and read the item descriptions.

Post-condition: The tester has found all listed items.

Success criterion: The tester adds a Greek Salad, Potato Wedges, 9 portions of garlic sauce and "3 small cookies" with the listed ingredients to their order.

Termination criterion: The tester is unable to find at least one of the items or takes longer than 9 mins trying to figure it out.

Task 4:

Your friend who wanted a grilled chicken pizza has decided he now wants one with lots of beef, pepperoni and salami instead.

Task 4 Notes for Facilitator:

Task should take: approx. 1 min

Precondition: User has a Pizza menu visible to them.

Post-condition: Pizza with beef, pepperoni and salami is shown in the shopping basket.

Success criterion: Pizza with correct ingredients in the shopping basket within 3 minutes.

Termination criterion: After 4 minutes test is stopped.

Task 5:

After checking all the food, your friends say they would like to eat at 8:30 pm. Your grandmother gave you a 200€ note which you would like to use. Moreover, you have the discount coupon HMN56478C you would like to use, and you are interested in Pizza Hut's special offers.

Use the following contact details:

Email - seanthesheep@dist.com

Phone - 0211 834567

Name - Sean Sheep

Task 5 Notes for Facilitator:

Task should take: approx. 3 min

Precondition: All the required food is in the shopping basket. The user is viewing the food order at the end stage.

Post-condition: Voucher, Email, telephone and name of customer is shown by the system. Newsletter box is selected. The new delivery time is shown by the system.

Success criterion: The new delivery time is properly put into the system and accepted by the system. Voucher, Email, telephone and name of customer is entered into the system and newsletter box is properly selected. Everything completed within 4 minutes.

Termination criterion: Task is taking longer than 8 minutes.

6.5 POST-SESSION INTERVIEW

Question 1:

Please name at least 2-3 aspects of the website you liked the most.

Question 2:

Please name at least 2-3 aspects which could be improved.

Question 3:

How would you describe your overall experience with the product?

Question 4:

On a scale from 1 to 5 (1=not at all likely, 5=very likely), how likely are you to recommend ordering from this website to a friend?

Question 5:

Can you imagine that you would use this website to order for yourself?

If yes, How frequently would you / do you use this product to order pizza?

[Option 1:] Never

[Option 2:] Very Rarely (once per month)

[Option 3:] Rarely (2-3 times/month)

[Option 4:] Occasionally (2-3 times/week)

[Option 5:] Frequently (1-2 times/day)

[Option 6:] Very Frequently (3+ times/day)

Thank you very much for your time and patience.

7.

LIST OF TEST PARTICIPANTS

	Gender	Internet use	Food delivery use	Previous experience with the Pizza Hut
1	F	38	Once a month	No experience
2	M	27	Once a week	Used a few times





All test participants were recruited by Usability Academy, a company specializing in unsupervised usability testing.











Information about the physical environment during the test: the participant was at home, in one quiet room alone.

Information about the technical environment during the test: PC with internet, microphone and camera.

APPENDIX 1 - USABILITY FINDINGS FOR EACH TEST PARTICIPANT

The following table shows an overview of the entire test. For each test participant, the table shows how the item solutions were assessed by the authors of this report:

-  The task was solved correctly without any problems.
-  There were problems that delayed the solution of the task.
-  The test participant had great problems. Nevertheless, managed to solve the the task.
-  The test taker could not solve the task or arrived at an answer, that differed significantly from the correct answer

		Participant 1	Participant 2
Task1	You would like to know the opening times of your local Pizza Hut, both for today and tomorrow. You live at Gernot Straße 20, 50739 Köln.		
Task 2	Two of your friends like to eat pizzas with cheese inside the pizza crust. One friend is a strict vegetarian and he is allergic to nuts. His favorite pizza toppings are peppers, sweetcorn, onions, mozzarella, herder's cheese, and two portions of BBQ sauce. The other friend would like a pizza with grilled chicken.		
Task 3	Your friends enjoy salads that contain black olives and onions. In addition to the salad, they would both like a vegan appetizer. With this vegan appetizer they love having garlic flavored sauce, and usually need at least 9 portions of it. After a meal, you and your friends enjoy finishing off with some sweet goodies that contain dark chocolate, white chocolate, raspberry, and caramel.		
Task 4	Your friend who wanted a grilled chicken pizza has decided he now wants one with lots of beef, pepperoni and salami instead.		
Task 5	After checking all the food, your friends say they would like to eat at 8:30 pm. Your grandmother gave you a 200€ note which you would like to use. Moreover, you have the discount coupon HMN56478C you would like to use, and you are interested in Pizza Hut's special offers.		

APPENDIX 2 - INDEX OF TEST RESULTS



Positive Finding

Something works well and should be maintained

Feedback when item is added.....	25
Navbar elements have external consistency.....	26
Clear overview of menu categories.....	27
Frequent users have additional benefits.....	28
Helping users get the best products.....	29



Good Idea

Suggestions from test participants that could significantly improve the user experience.



Catastrophic Problem

Existential threat. Potentially life-threatening; or bodily harm; or substantial financial damage.

Finding & Understanding Allergy Information is Difficult.....	6
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Critical Problem

Users fail to complete appropriate tasks.

Finding Information About the Nearest Branch is Difficult.....	7
Information on special deals are not easily accessible.....	9
Entering the delivery address is challenging.....	14
Difficulties finding and adding items.....	15
Difficulties in editing the cart & order overview page.....	17



Major Problem

Users were delayed longer (one to five minutes), but were able to complete the task on their own

Product Names & Descriptions are Unclear.....8

Functions of the buttons on the landing page are unclear.....10

Lack of dietary information on the menu and products page.....19



Minor Problem

Users were briefly stopped, hesitated, or had to think for a bit (less than a minute)

Unclear where coupon codes can be entered.....11

Unnecessary crowding of information on the landing page.....12

Missing product photos.....13

Entering address and payment details.....18

Can not create a custom pizza from scratch.....20

No search function.....21

Not able to create "half & half" pizzas.....22

Salads can not be customized.....23

Delivery time does not update.....24