

Food Ordering App Usability Study

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Team

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Study Details

Project Background

We're creating a new Food ordering app to help people order various types of food from their local restaurants fast and conveniently. We want to make sure that the ordering process is effective in making sure that users are able to find restaurants easily and be confident about their choices. As well as making the checkout/payment process easy and fast.

Study Details

Research Questions

1. Are users able to login and navigate the app successfully?
2. Is there any issue when users are going to their profile and updating info?
3. Can users use the map to find restaurants they like?
4. Does the cart help users manage their food items well?
5. What do they think about the whole checkout process?

Participants

5 participants

Participants between the age of 20 - 50 years of age. Who lives in or near metropolitan and suburb area. These participants typically order/eat out at least 2 times a week.

Methodology

4 - 7 mins per participants

United States, remote

Unmoderated usability study

User were asked to go through the checkout process using the low-fidelity prototype.

Prototype / Design Tested

The low-fidelity prototype for the Food Ordering app is tested and can be viewed at [link](#).



Themes

Users confused when asked to remove items from cart

Supporting evidence from the usability study.

- 5 out of 5 participants didn't know what to do when tasked to remove items from cart.
- 3 out 5 participant kept looking for a indicator.

“It was pretty easy, however I would prefer if it had a separate dedicated button rather just taping on the item.”

- *Ritom food enthusiast located in Dallas, Texas*



Users are having trouble with map design and want more guidelines or options to help finding restaurants easier and simple

Supporting evidence from the usability study.

- 4 out of 5 participants acted confused when in the map, didn't know where to click.
- 3 out of 5 participants wants a way to interact more with the map.

“In the map area I feel like it needs something....maybe a feature that helps locate a specific restaurant.”

- *Khan busy remote worker located in Fort-Worth, Texas*



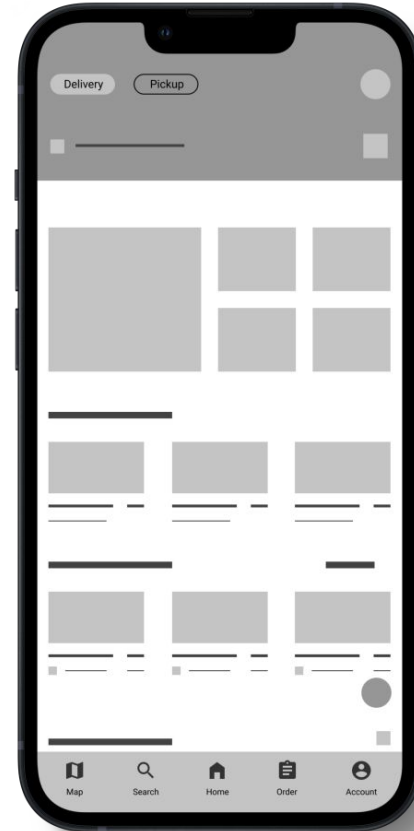
Users want visual elements to help with items not just in cart

Supporting evidence from the usability study.

- 3 out of 5 participants a way to manage other items more easily that may be visible.

“a indicator of some sort to help users find a way to remove items, be a X or text to help with swiping.”

- *Leo frequent food orderer located in Arlington, Texas*



Insights & Recommendations

Research insights

Removing items from cart

Users have a hard time understanding how to remove items from the cart.

In-map interactions

Users need more ways to interact with the map in order to find the restaurant they like.

Manage other items

Users are looking for ways to manage other items in their account.

Recommendations

- Users need an icon or indicators to help with removing items from cart.
- Including a search and filter options directly on map would make it more easier for users to find restaurants that they like to eat from.
- Users will manage items other than food like coupons or cards via settings dedicated to those features.

Thank you!