

INTRO & OVERVIEW

My chosen category of websites is food delivery services in Bloomington, Indiana. My goal for this evaluation is to determine the usability of one and how it compares to all the others within the same category.

RESEARCH

The six sites I decided to use within the restaurant delivery services in Bloomington are

- <https://btownmenus.com/some/bloomington/delivery/featured>

This is a popular website for local Bloomington restaurants to deliver meals to residents nearby.

The look and feel of this website is outdated. It feels a little messy and that I am looking at too much at one. There is also no menu bar it is all just thrown onto the same page and you search for it. You can immediately put your address it at the top of the page to see if you are close enough to be delivered too. You can scroll down the main page to look at all the restaurant It options. It has genres of food, however I cannot search for a cheese burger and find restaurants with cheese burgers.

- https://www.delivery.com/search/food/?address=Bloomington,%20IN&page=1&per_page=20&orderType=delivery&orderTime=ASAP&gclid=EAlaIQobChMI6Kr9ioWw7AIVjMDACh1OLgwREAAAYBCAAEgKZW_D BwE&uhaid=130581&utm_campaign=bloomingtonin&utm_medium=cpc&utm_source=adwords&filter_categories=restaurant

Delivery has everything I need to find the restaurant I am looking for on the home page. It is convenient however, a little over whelming. You can get food, alcohol, groceries, or catering.

You can determine the day and time, type of restaurant, price category, delivery minimum, and more. It has many restaurants but when I searched for chipotle it was unavailable and did not recommend any restaurants as similar option.

- <https://www.doordash.com/en-US>

Door Dash is a common delivery website. The feel of this website is definitely much more updated. It feels clean and easy to navigate. It tells you about how long it would take to get to get food delivered from many restaurants as well as how much the delivery would cost. It gives you the option to download the app to make an account to save your information.

- https://www.mrdelivery.com/search/bloomington-in/food?address=Bloomington,%20IN&page=1&per_page=24&orderType=delivery&orderTime=ASAP&filter_categories=restaurant

For Mr. Delivery you have to enter your street address and make an account before you can search the restaurants, the wait time, or the delivery cost. The website feels relatively clean. It feels well put together. It is clean and simple. This website allows you to gain points as you order more often. It also allows you to see the closest option when you type in your address on the home page. It only lets you order from one restaurant at a time. There also is a minimum about you have to spend in order to get something delivered.

- https://www.grubhub.com/delivery/in-indianapolis?utm_source=google&utm_medium=cpc&utm_campaign=Indianapolis%2C+IN+%7C+All+%7C+Food+%7C+Delivery+%7C+Exact&utm_term=delivery%20near%20me&efkwid=26717134105&gclid=EAlalQobChMI37vUo_Sv7AIVlz2tBh2BkAZWEAAYAiAAEgJLCfD_BwE&gclsrc=aw.ds

This website lay out is similar to Mr. Deliveries website. It allows you to pick up or get delivery. However, you have to type in your address before you can see the restaurant options. It gives you an option to look at and support local restaurants rather than order from a chain restaurant. You also can gain points or perks the more money you spend.

- <https://eatstreet.com/bloomington-in/home>

Eat street give you a discount if you type in your email when you open the page. It is very well laid out. You immediately see a place where you can select delivery or take out and can type in your address. You also can scroll down and see recommended restaurants such as healthy options or late-night snacks or restaurants with at least a 4 star rating.

Several of the website are similar in how they either have too much happening on the homepage or that they are well planned out and spread out. Btown menus and delivery were the two websites that seemed difficult to navigate because I had too much to look at when I opened up the home page. It requires much more action than just searching the restaurant I want or category. I am unable to just skim the page and find what I want like the other websites allow me too. Door Dash and Mr. Delivery make it much more likely for a user to find what they are looking for in just a few clicks. You can skim the page and determine what costs too much or what will take too long to get delivered. The website I am testing is Eat Street. I am doing this because it is something users are not as familiar with yet also will not fail the usability tests like many of the websites will.

Eat Street in terms of design has been done well. The colors, green and orange, are simple and repeats well throughout the website without being overbearing or disrupting the ability to read the content. You can clearly see the hierarchy of the site and is not too small or too big. Which makes it easier to navigate the pages without having to search too hard for what the user is looking for. Which is why I am choosing this website, because it is not completely awful and outdated but also not perfect.

ANALYSIS & EVALUATION

During my evaluation I am looking at how easy it is to find the restaurant you are looking for and place an order. Another thing I will be evaluating is if a user is able to do a group order for multiple people and if so, how does the website handle it. I am also looking for how quickly can someone go back to the home page. Another good thing to look at is if the content has is appropriately laid out and easy to scan to find what the user is looking for.

During my testing of the website I found several issues that made it difficult to find what I was looking for. In terms of usability it was quite difficult to get back to the home page. This is because of several reasons, the first being links and buttons. When trying to go back a page, at the top left-hand corner there is an arrow pointing backwards and the name of the previous page next to the arrow. This would suggest that this is a place to click on to return to the previous page. However, when you click on the page name as well as the arrow you remain on the same page. This is surprising because the arrow moves a little when you hover over it. This

is an issue because it causes confusion and wastes the users time to then try and find a different way to get back to a different page. Another thing I found confusing is how to place a delivery from the desired restaurant. At the home page the user has to select either "Takeout" or "Delivery" then type in the desired delivery address to see the restaurants. It could be a small issue that the user must do all of that before they can see the restaurants however this is a small issue comparably. After the user selects delivery it takes them to a page of restaurant choices. Yet, when I do this during my test it does not give me any possibilities for delivery, only take out. This is confusing to the user. If no options for delivery are available at the time, that is not expressed immediately. Another usability issue I ran into, similar to the home page return issue, is when the user tries to start a group order. There is a button for group orders and when you hover over the button it is clearly a link, yet the button does nothing when clicked on.

BACKGROUND ON USERS

My subjects are my roommates, who are Juniors in college, and in quarantine with me. Their background is familiar with using websites from specific restaurants that deliver such as Panera or pizza. As well as familiar with one of the websites I looked into, Door Dash. They are all very experienced with using the internet and websites like this.

QUESTIONS I ASKED

How often do you get meals delivered?

Have you ever used this website before?

Have you used similar websites like this before?

Is the home page as you expected?

Can you find if there is an app available?

Are you able to have a subscription?

When looking at the home page what is the first thing you want to click to find what you are looking for?

First I want you to find a restaurant that you want delivered, add the food to the cart and get to the checkout page

Next I want you to return to the home page.

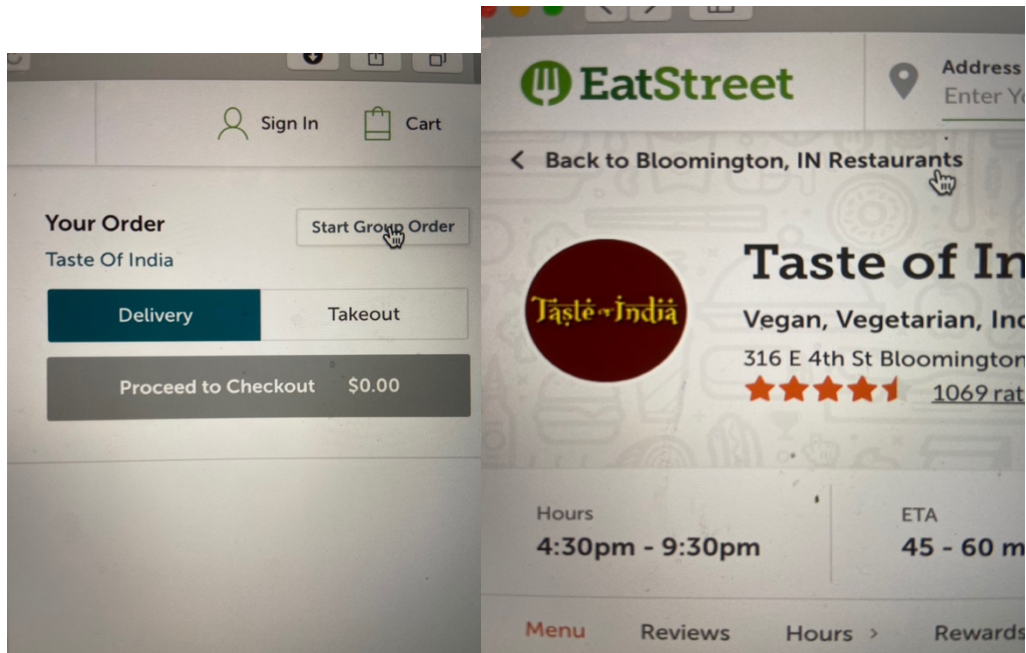
After returning to the home page, you decide you and your friends want all want food delivered. See if you can get a group order and again add the food and try to get to the checkout page.

Findings

Because this website is so similar to many other food delivery services my subjects were easily able to perform the tasks, I asked them to do. However, most of them ran into the same issue as I found in my initial test. When asking my roommate Ally, to place an order for our house to get Chinese food, she was able to type in our address for delivery, find a restaurant, and add the first order to the cart in a matter of seconds. When she came to the group order

she went to click the “Group order” button on the right side of the page, and it did not work for her. Like I am sure many other people have done she tried to click again two or three times then gave up. Yet one thing she found that I did not, it that the group order button only works for participating restaurants. This is another usability issue. If button only works for certain restaurants it should not be an option or demonstrates that it is only for specific restaurants. This took her about two minutes to figure out. Which in terms of navigating a website is a long time.

Both Ally and another tester Jeremy ran into the issue that after I asked them to find a restaurant and then return into the home page, they both had trouble with this. Jeremy was on the page listing all available restaurants and there was no navigation at all to return to the homepage without him reopening the whole website, which is eventually what he did. Ally however was on a specific restaurants page and ran into the same problem where the back arrow on the top of the page was misleading. She eventually used the back arrow provided by Chrome instead of the websites. Devon, one of my other testers, ran into fewer issues and if she did, she was able to navigate faster around them because she had the most food delivery services experience out of all of the testing subjects. Because she has had more experience with websites similar to this, she made the comment that she wishes each website would display their minimum when scrolling through the page. She made me aware of the fact that users have to put all their food into the cart and go to check out only to find out that their total is \$8.57 but they need to spend \$10.00 to be eligible for delivery.



Usability testing is designed to test what could be made better and how many errors there are. The issues I found were often those that were misleading to the user leading them to confusion or to waste time trying to get where they desired to go. This website did not have an enormous amount of problems however, there were several things found that if changed would make the website as a whole easier to use.

REFELCTION

It was pretty easy to find some tasks for them to test. Each of them was able to navigate the website pretty smoothly except for the errors I knew they would run into. They did find some things that I did not notice, like the group order button issue. I wish I had taken better notes or timed them better so I would have had more to go off of.

Notes

Jeremy:

- Has had Panera delivered and pizza
- Never used this site before
- Thought the homepage seemed “reasonable” and easy
- Drew his attention to where it was necessary – the sign in, delivery, takeout, address was easy to find and read
- Found a restaurant and added to cart easily
- When asked to return to home page could not
- He brought to my attention there was no navigation at all to return to home page

Ally:

- Delivers Pizza X all the time
- Has never used this one before
- Said the homepage is easy to understand
- Signed up for an account and subscription for discounts
- Could not get the back arrow to work for home page
- Asked me “is this a trick”
- Could not get group order button to work for pizza but after 3 trials and errors got it to work for a Chinese restaurant

Devon:

- Gets food delivered all the time for door dash

- Uses door dash app rather than website
- She did not even try to use the websites back arrow but used the platforms she as on next to the pages URL, when asked why she chose to do that she didn't even realize said it was probably a habit
- Picked a restaurant where the group button worked
- Brought to my attention she wishes each website would display their minimum when scrolling through the page

Mallory:

- Did this on her iphone
- It was super easy to navigate on her phone
- Gets food delivered often
- Came across no issues I was testing for
- Had trouble viewing what she was doing because I was observing at a distance and her phone was tiny.