Catering Menu App Usability Study

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Team

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Study Details

Project Background

We are creating a new Catering Menu app for LaHeiressWeddings, to help customers choose their wedding catering menus online instead of coming to the wedding venue to complete that task. We are trying to create an app that works well for all the customers regardless of their backgrounds or abilities. We also want an app that is quick to use.

Study Details

Research Questions

What difficulties do users experience while using the app?

How long does it take the user to place an order and get a confirmation?

What path is the user taking to get to the end goal?

Is the app successful at solving the user's needs?

Participants

5 participants

2 females, 3 males; aged 20-50

Methodology

15 minutes per participant

Lagos, Remote

Unmoderated Usability Study

Users were asked to complete tasks on a low-fidelity prototype

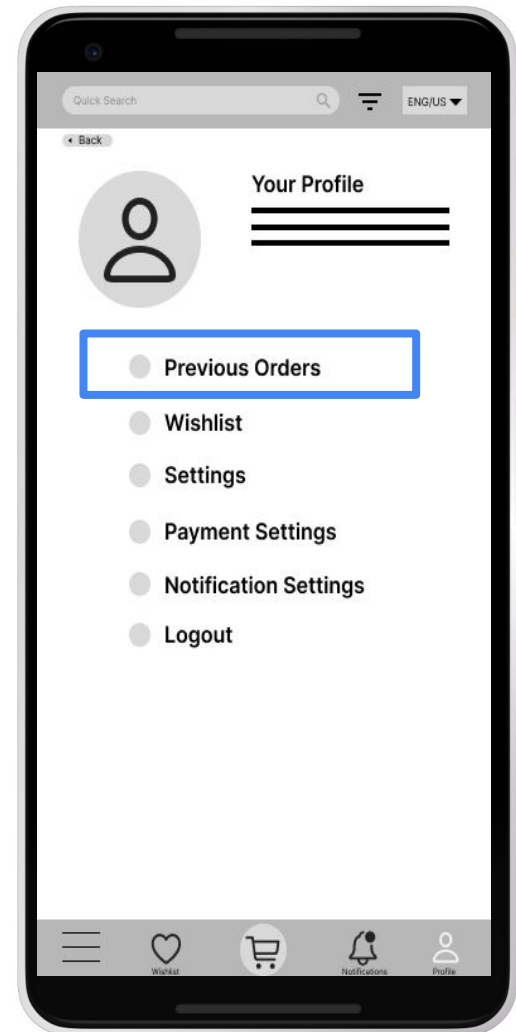# Prototype / Design Tested

Screenshot of prototype

Themes

Previous Orders are inaccessible to most users from just under the Profile

- 3 out of 5 participants had difficulty locating their Previous Orders

- Users had little idea where to even look

- Some users wanted a dashboard on the home page that is easily accessible

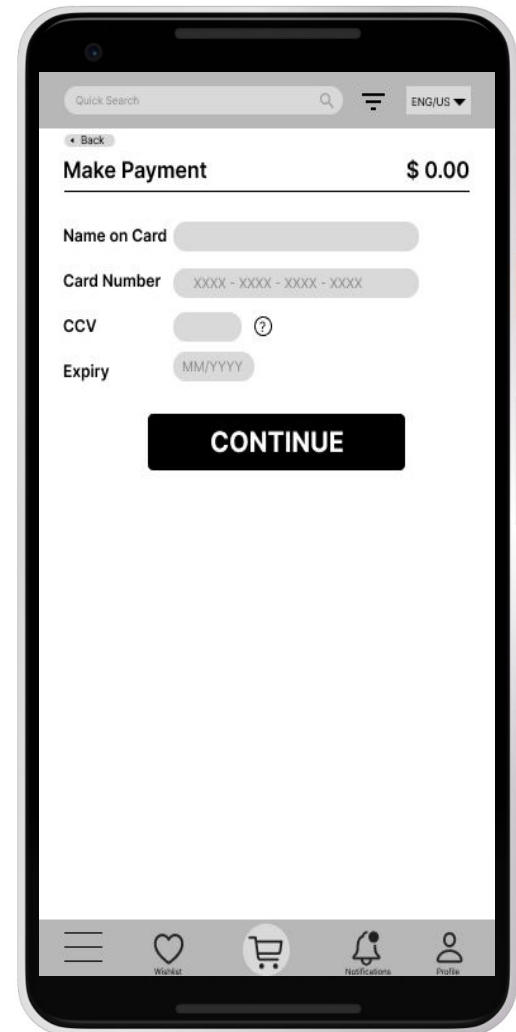"Not as easy as placing the order. I had to run around the home page to find it" (P1)

Users wanted multiple payment options when checking out

- 2 out of 5 participants wanted multiple payment options, not just card payment alone

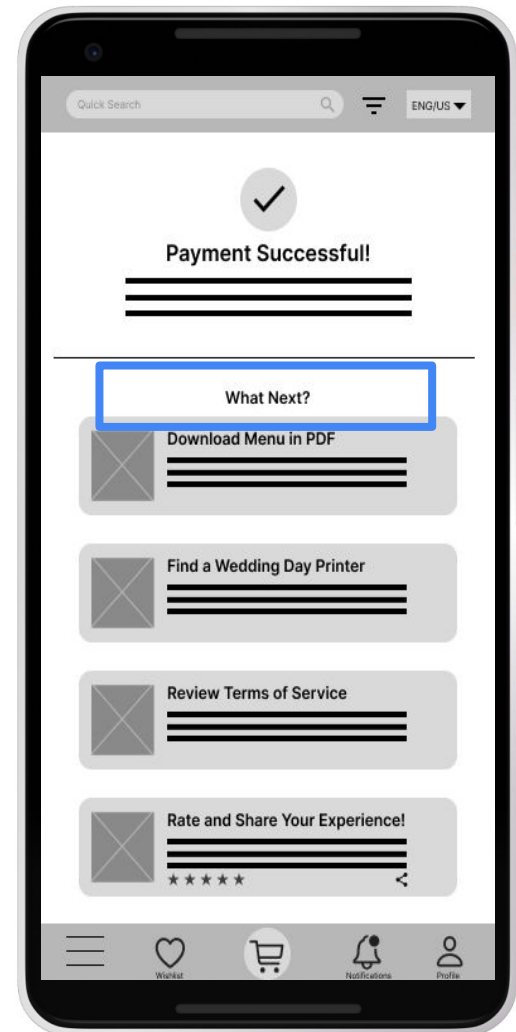"Oops! I can only pay with my card? What if I don't have a working card?" (P3)

The checkout process should be kept easy and not overcomplicated

- 4 out of 5 participants were satisfied with the ease and simplicity of the checkout process

"I dont think there's any change I'd make on this process. It's very straightforward" (P2)

"Wow, this is nice. It's asking me what I wanted to do after the confirmation screen, which is a nice touch" (P1)

Users need a better way to understand what each menu selection process does

- 3 out of 5 participants expressed mixed emotions about the menu descriptions

- Some users weren't aware of the options they had available

- The UX writing was complicated for some users

"There should be an option to edit invididual menu items. I didnt see that clearly" (P1)

The whole app should be kept as easy to use as possible

- 5 out of 5 participants were satisfied with the ease of flow and the simplicity of the whole app

"Quite easy to use. I like the interface. I think it is user-friendly and very direct" (P1)

"That was so straightforward" (P3)

"I like the whole experience. It isn't burdensome. I like that I can get things done easily and directly." (P4)

Insights & Recommendations

Research insights

Multiple Payment Options

Most users will benefit from having other payment options asides credit/debit cards

Ease of use

In general, users want the app to be as easy to use and user-friendly as possible

Better copy

The description of some sections like Menus weren't clear to some users. A simpler UX writing will be beneficial

Unable to find previous orders

Users need to be able to better find their previous orders as it makes the ordering process easier for them

Recommendations

- **Multiple Payment Options** should be provided. Most users will benefit from having other options apart from Credit/Debit Cards when making payments. Not all users have access to credit cards.

- **Ease of use** should be maintained or even improved. Users want the app to be as easy to use as possible. The **copy also needs to be changed** so that it is easy for users to understand what each item on the screen is for.

- **A dashboard on the homepage** for returning users will be beneficial as they can easily locate their previous orders and other personal settings. **Icons also need to have labels** because not all users are familiar with what a certain icon represents.

Thank you!