



PIZZA

JOHN'S

MICHELLE VALENTIN

FINAL REPORT

USABILITY CLASS I

TABLE OF CONTENTS

- Executive Summary
- Methodology
 - User Tasks
- Participate
 - Comparison Synopsis Chart
- Report Summary



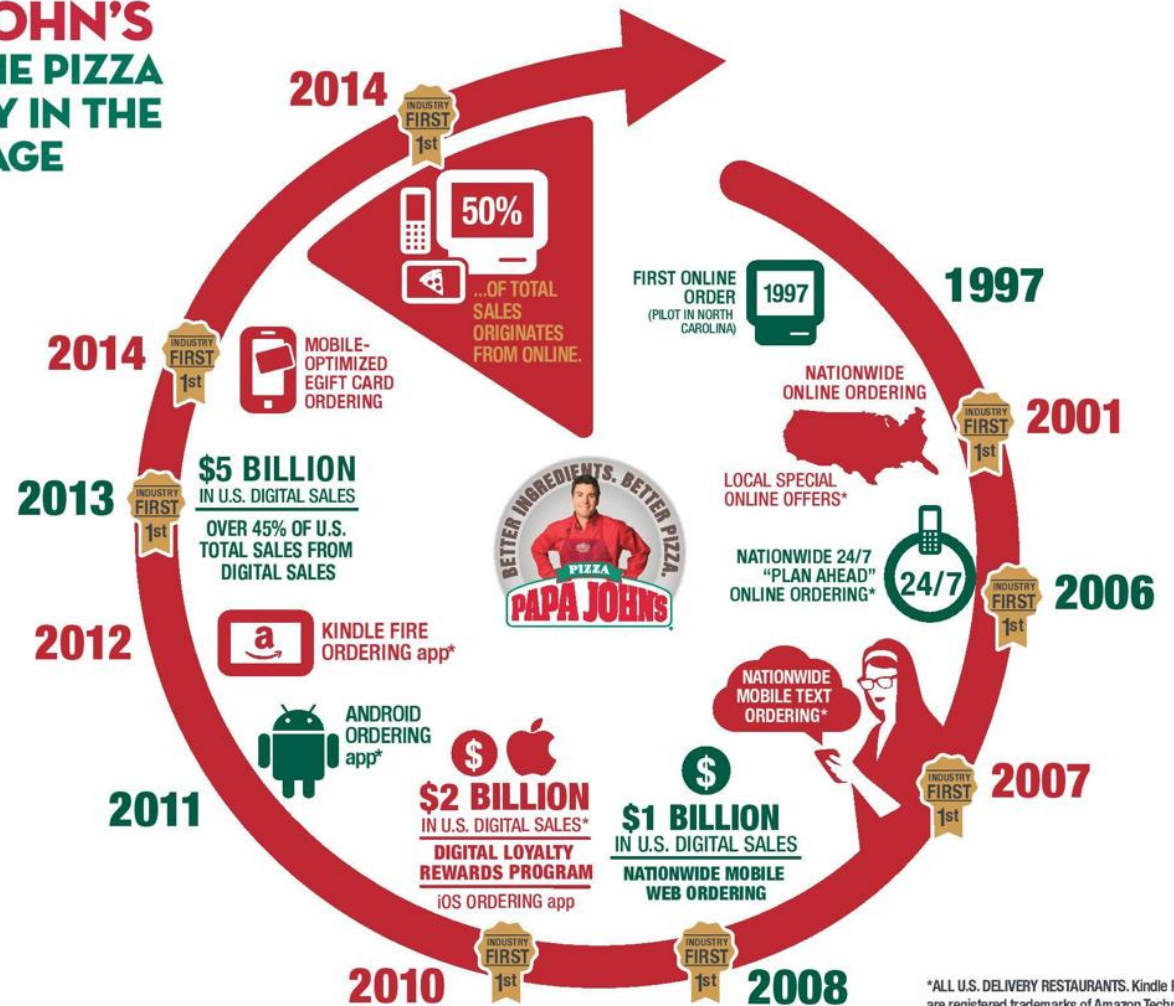
EXECUTIVE SUMMARY

The goals and objectives our stakeholders have proposed, we have created a set priorities based on PapaJohn.com website. In order to accomplish the usability success of a purchase is by creating a sense of readiness and visibility for online purchase's that reflect the overall and a repeated user experience.

Focus on infrastructure according to the actions, needs, questions, or process a specific content such as.

- Local pizza searchable(to determine search rankings)
 - Website flow oriented
 - Measure web efficiency
 - Difficulties and understanding
- Hence, restructure the website by evaluating its menu content layout organization. An operational system which includes descriptive, efficiency, effective flow, satisfaction & accessibility for the user.

PAPA JOHN'S LEADS THE PIZZA INDUSTRY IN THE DIGITAL AGE



*ALL U.S. DELIVERY RESTAURANTS. Kindle Fire and the / are registered trademarks of Amazon Technologies, Inc. trademark of Google, Inc. The Apple logo is a registered trademark of Apple Inc.



METHODOLOGY

This analysis performed with the emphasis focus on the person who is the end user. To determine usability with ordering that can either be frustrating and/or hard to use for the consumer.

The following tasks were performed:

- Measure web efficiency
- User difficulties(emotion emoji moods)
- Web navigation flow



User Tasks

The user's performed the following:

- **Order 3 Pizzas**
 1. Mushroom and pepperoni.
 2. Half onion and half sausage with light sauce.
 3. A specialty pizza, because you want some variety.
- **Join a rewards program with email option only**
- **File a Complain**

** With minimal moderator interaction with user*

Participate's	Interested	Familiar ordering online	Task 1 - Order	Task 2 - Rewards	Task 3 - Complain	Overall Navigation	Moderator Involvement %
Video Person 1(#19) https://video.ken.t.edu/media/60104+Session+Recording/1_qteal153	 The user felt ready by engaging with the readiness	 The user was able to google search a fav place of ordering like Dominos. Then was able to proceed to Papa John website	 Annoy to fill out form prefers a rapid order no customized pizza and just use existing pizza to edit easily to overlook to customize	 can't find the option to sign-up email only	 Instantly search the footer for contact us / feedback- no other option use for further feedback	 Likes the easy to customize w/different toppings from normal, light, extra; halves and the hardest to navigate to create your own	Moderator did well to not involve with user only if call upon
Video Person 2 (#17) https://video.ken.t.edu/media/Irod aA+60104+Session+Recording/1_6yo62vms	 The user felt ready by engaging with the readiness	 Google search, it populated Papa John site	 Find your store in order to customized your own pizza User found it difficult, just wants a rapid order; prefer less options	 Scroll to footer Got form - can't find email to sign-up	 Looking around for contact, click on customer service link - got feedback form but prefers 800, to speak to someone instead of form. Or call the nearest franchise regional manager.	 Not famialiar with the site and not easy to follow - prefer less options but repetition ordering to help ease the navigating. Playing around w/functions; Not expecting other sites not much efforts- needs to be simplified	Moderator had intercept w/questions
Video Person 3 (#16) https://video.ken.t.edu/media/60104+Session+Recording/1_qteal153	 The user felt sincere	 The user was able to google search a fav place of ordering like Dominos. Then was able to proceed to Papa John website	 Click to enter address first Do not want Papa John picks Could not find built own pizza	 Went straight to the footer to locate to sign-up but had trouble finding it Will not fill out form in fear to get all kinds of texts	 Got familiar with site, went to the footer to locate help / contact but click on customer care. Chat offers a complaint or feedback but fear it will get unnoticed so prefers to call directly or search social media for a direct contact source	 Overwhelm of where to start Crust type buttons - not clear then proceed to order by editing its existing selection - very fluent using the icon to determine types / halves choices	Moderator did well to not involve with user only if call upon
Video Person 4 (#20) https://video.ken.t.edu/media/Irod aA+60104+Session+Recording/1_6yo62vms	 The user felt ready by engaging with the readiness	 Google search, it populated Papa John site - very tech savvy user	 enter address first then so many choices, lookin for a prefer pizzaq. Use the Order Button to navigate, pizza pics are seducing. Will use the exist pre-made pizza to edit. "That's a lot of choices" crust - feeling lost- contonuous scrollig. Comfortable w/icons to select, then proceed rapidly to easy order. The custom pizza was not able to add garlic.	 Go to cart to check out as guest has options to sign-up. Proceed to tell us about yourself form, enter info then option to email / text- prefer no text to avoid being loaded with promo.	 Go to customer service care, option to chat - option to select topic to complain-feedback, 48hrs to resolve summary, a provided survery link and talkto a local store.	 Confusing in the beginnging no direction / descriptive but soon after entering address then proceed to order swiftly	Moderator did well to not involve with user only if call upon

Participation Comparison Synopsis Chart

USER TASK 1

The overall experience:

1. Annoy to fill out address/store location form
2. Prefer a rapid order
3. Do not like **PapaJohn Fav Picks**
4. Difficult to find 'Built Pizza' – end up editing a pre-existing pizza from menu
5. Icon's not visible unless hover
6. Need descriptive / caption details
7. Vast of selections overwhelm the user direction flow
8. Rather speed dial a call for a pick-up / delivery service
9. Not familiar with types of selections without its descriptions to read further

CREATE YOUR OWN PIZZA

Start by selecting your favorite crust

ORIGINAL CRUST

EPIC STUFFED CRUST

THIN CRUST

GLUTEN-FREE CRUST



USER TASK 2

The users had most troubles to find the option to sign-up with email option only – it required phone number.

...”reluctant to provide in fear being overloaded with texts and promo’s”.

Prefer no form mechanism or tell us about yourself section to be filled out first. User wants a rapid button field to enter email address.



Tell Us About Yourself

All fields marked with an asterisk (*) are required.

First Name *	Last Name *
Iroda	Narzullaeva

Send confirmation email to: *	Phone Number *
iiroda36@gmail	

Receive our communication via

☐ SMS/Text



DELIVERY TO 4617 LLOYD STRE... EN LOG IN [SIGN UP](#)

Enter a promo code

[APPLY](#)

3 **\$54.83**
Shopping cart

USER TASK 3

The users complain experience.

- Instantly search the footer
- Constantly search the site not easily visible

...“Rather call an 800 number to speak to someone directly or call the nearest franchise to speak to a regional manager”

- Autobot / chat topics to select from
 - 48hrs to resolve
 - A survey to fill out

...“I fear it will get unnoticed, so I rather call directly or search the social media for a direct contact source”.

CUSTOMER FEEDBACK

Please let us know what you think about our products, organization or website by mailing us or by completing an Electronic Feedback Form. We welcome all of your comments and suggestions.

[Feedback Form](#)[Papa Chat](#)

United Kingdom customer feedback, [click here](#).

For a listing of all International Papa John's, [click here](#).

If you are a corporate restaurant team member and would like to submit a concern, please contact your General Manager, Director of Operations or Human Resource Director (for contact information reference your team member handbook). If you are a franchise restaurant team member, please contact your franchisee to discuss any questions or concerns you have.

WHAT DOES YOUR PIZZA LOOK LIKE?

At Papa John's, we believe better ingredients make a better pizza. If your pizza doesn't meet the quality standards you expect from Papa John's, we'd like to know.

Local Papa John's Store:

[Click here](#) to find your local Papa John's phone number

Customer Care Team:

[Click here](#) to provide feedback
[Click here](#) to visit us on Twitter

Our Mailing Address: Papa John's International, Inc.

P.O. Box 99900
Louisville, KY 40269-9990



REPORT SUMMARY

Navigation was the biggest hurdle to overcome on the user end. Not familiar with the site and not easy to follow - prefer less options along with its repetition to determine, the ease the navigating changes the action flow mechanism. To be concise and clear only after playing around with its functionality.

... "Not expecting other sites with not much efforts- needs to be better simplified with ease".

Recorded session of users' interaction by doing the following: ordering 3-types of specific / customized pizza from its current menu-selections, rewards with email option only and how to file a complain.

The user experience felt confused from its home page presence. Not providing a beginning start of a direction, lack of descriptive items but soon after entering an address then proceed to order swiftly. It has overwhelmed the user at first but the most trouble-some is the type of 'Crust' buttons feature in order to proceed further. No further information to describe each entities.

The users' biggest likes is the icon driven to determine the types of half's choices --after realizing it is a function needs that to be selected in order to complete the pizza of their choice.

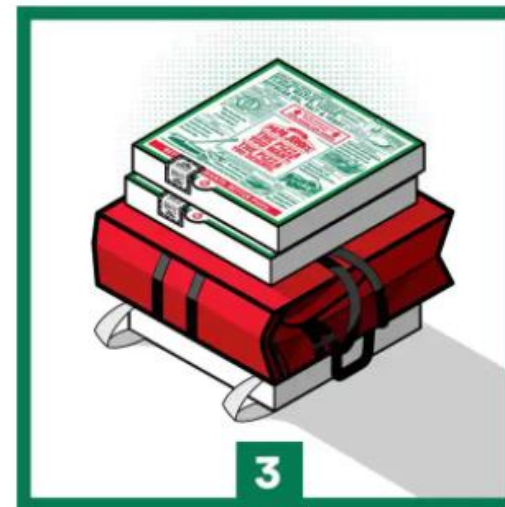
A common flow of a mechanism for its usage after discovering by the end user. Not all are familiar with the site without having to visit it more than once for its repetition and its expectation to online ordering.



All app and online orders use No Contact Delivery. To opt out or pay cash, uncheck "Leave order at my door." And please remember to tip when checking out.



A Quality Seal is applied to the lid of the box, so you know it hasn't been opened.



The driver sets your order up at your door, eliminating the need for direct contact.



The driver knocks or rings your doorbell, then steps back 6 feet so you can collect your order.