

PapaJohns.com Online Ordering Usability Study

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Research Goals

This project's goal was to assess the usability of papajohns.com, the ease at which a user can order pizzas online, join the rewards program without having to register, and how easily they can access the customer service information in case of a less-than-ideal experience.

Scope

This project was completed using remote moderated sessions for people who have and have not ordered pizzas online before. These sessions were completed over a two-week period during June 2023.

Results

The results from these moderated sessions show that building customized pizzas is easily understood among those who usually do not typically order pizzas online. Users' experiences range from tolerance of the interface for building pizzas to excitement to watch the toppings visually land on the pizzas as they are selected from the menu.

User frustration is found mostly with the ability to sign up for offers and specials without creating an account with PapaRewards, which is very visible from the site's top navigation. Only one participant was able to find the text & email rewards after some time on the site and after they had thought they had completed the task.

The website being assessed for this study is papajohns.com

The screenshot shows the Papa John's website interface. At the top left is the **PAPAJOHNS** logo. To the right, there is a location dropdown set to "DELIVERY TO 1133 AVON STREET", a language dropdown set to "EN", and buttons for "LOG IN" and "SIGN UP". Below the logo are navigation links for "MENU", "SPECIALS", and "PAPA REWARDS". A search bar contains the text "Enter a promo code" with an "APPLY" button. A shopping cart icon shows a total of "\$0.00".

The main banner features a close-up of a pizza with melted cheese and toppings. Text on the banner includes: **\$7.99**, **LIMITED TIME**, **DORITOS® COOL RANCH® PAPADIAS®**, and "Get a taste of the best idea ever". A button labeled "ADD & CUSTOMIZE" is positioned below the text. A pause icon is visible in the bottom right corner of the banner.

Below the banner is a horizontal row of four promotional images: a hand holding a slice of pepperoni pizza, a plate of various pizza toppings, a Doritos and Slurpee promotion with a price tag of "\$10.99", and a partial view of a Papa John's storefront.

For the duration of this study, we used assessment usability methods to provide an overview of the site for Papa John's. Using this methodology, we were able to determine and highlight if users were able to complete tasks or fail to reach their goals given the current layout of the site.

The results from this study will provide insight into the areas of improvement for the next iteration of design changes and sprints for the team to consider to enhance the UX.

Participants were selected at random and they did not have to order pizza online in the past to participate in this study. Age range was also not a consideration for this study.

Tasks for this study included the following:

Task 1:

Imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are a bunch of people at this party and you need to order 3 pizzas.

They are:

- Mushroom and pepperoni
- Half onion and half sausage with light sauce
- A specialty pizza, because you want some variety

Task 2:

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

Task 3:

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

Participants in the study were able to easily navigate the homepage to create their custom pizzas to create the outlined task 1. The reactions to the animations of the toppings being placed on the pizza as an indication ranged from no comment to ecstatic. All of the participants in this study struggled the most with finding the solution to the second task as they commonly clicked on the PapaRewards which was found in the top navigation. Task 3 proved to have various results as some participants choose to click through the contact us form in the footer while one participant choose to find Papa John's corporate number via Google.

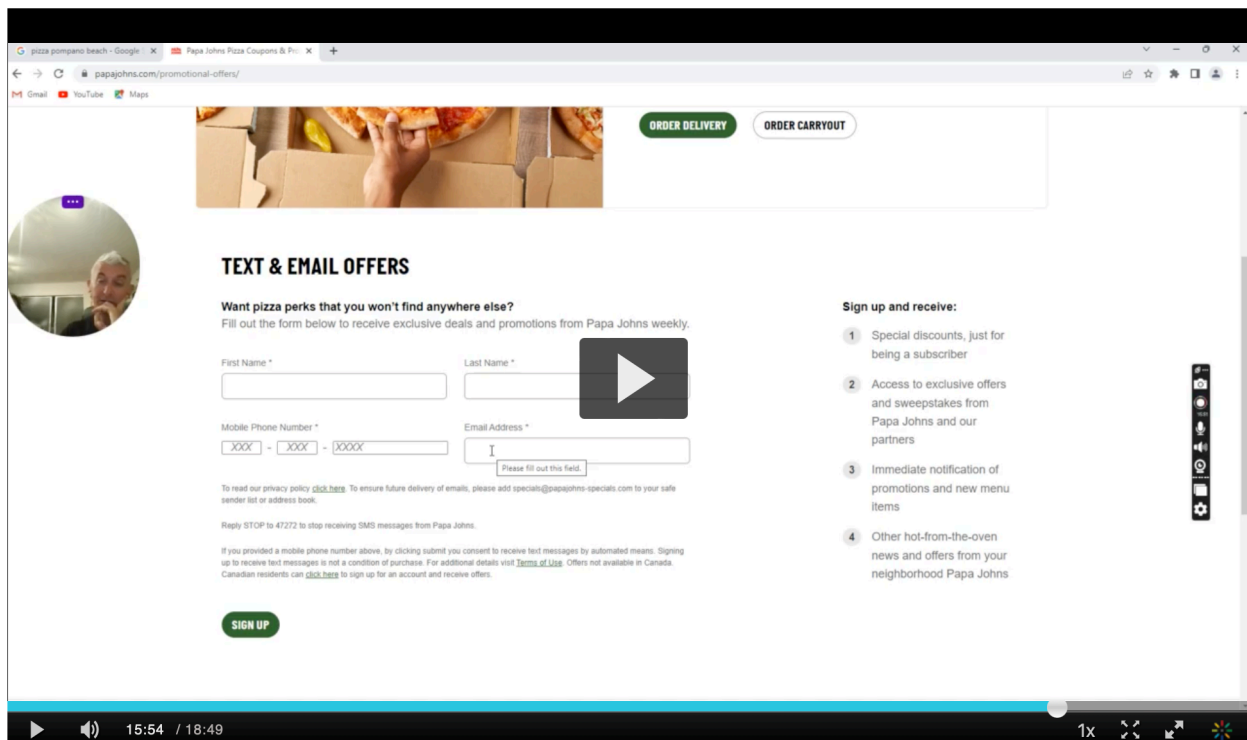
Task 1 Analysis:

Within all of the moderated sessions, I observed the current interface for the creation of custom pizzas has a success rate of 100% among United States users. The only outlier I observed was one user AGarcia, who had a participant in Puerto Rico who encountered an experience unlike any other of the participants in the United States. My recommendation for the UX designers on the Papa John's site is to align their Puerto Rican experience with the United State experience or continue with further research as many English-speaking Puerto Rican natives may interact with the site similarly or have similar expectations.

When completing the task, the user Mboyce initially added the incorrect pizza type but vocalized that they would delete the incorrect pizza that they had created once they completed the correct configuration. As mentioned above, AGarcia's participant struggled with creating the half-and-half pizza experience as the interface for the Puerto Rican user was not as intuitive as for the United States user. MarcellaG's participant found that even though they were typically not someone who orders pizza online, they found creating the custom pizza configuration relatively easy.

Task 2 Analysis:

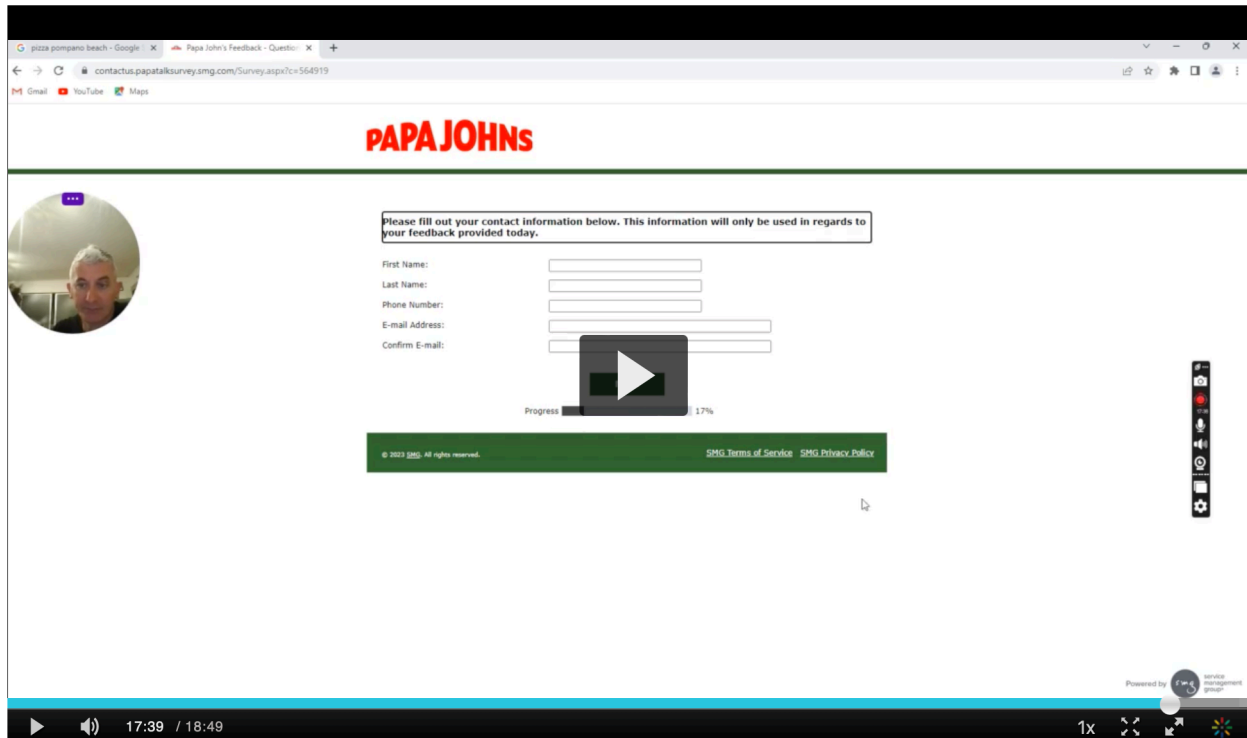
This task is where every participant struggled with locating where they could sign up for offers and specials without creating an account. Many struggled due to the prominence of the Papa Rewards at the top of the site. All participants Mboyce, Agarci, MarcellaG, and Cassandra's users were at a loss when posed with this question. The only user who discovered this area was after they completed the other tasks and had moved on to task 3. MarcellaG's participant finally found the way to sign up after searching for the contact us information for task 3. When he discovers the area 15:44 in the video, he notices that this is the area where he does not have to create an account.



Task 3 Analysis:

3 out of 4 of the participants approached this task in a similar way and navigated to the footer of the website to look for the contact us area. One participant, for moderator Cassandra said she would Google the corporate phone number and contact them directly as they would not

waste time dealing with the website or trying to find the information via their site directly especially after dealing with their local store directly. MarcellaG's participant was frustrated by the amount of information that was required once arriving at the contact customer service step, he said "Everything was good until this part, there isn't a lot of information on what to do."



Follow-up Research Questions:

[PapaJohns.com](https://www.papajohns.com) needs to continue research internationally especially if they plan to offer delivery and pick-up in these locations as the user experience differs from the United States. This study provided great insight into how those experiences differed and what users are expecting.

Although one of the biggest challenges following the pandemic has been the increase in customer care needs, Papa John's also needs to look at how to best serve their customers for complaints and easy ways to contact them when things do not go as planned with franchises.

