

## **Screener Tasks**

### **Task #1**

Order a large cheese pizza with extra pepperoni and add it to your cart.

### **Task #2**

When navigating to checkout, create an account before completing your order. Speak through the steps in creating the account, how do these steps differ from other accounts you have created during the checkout process?

### **Task #3**

Edit the existing pizza in your cart to include half pepperoni topping. Speak aloud as you about any difficulty as you are making these changes.

### **Task #4**

Log out of the account you just created and attempt to checkout as a guest. Please speak aloud as you complete the same tasks (ordering a pepperoni pizza) and identify any roadblocks.

### **Task #5**

Complete two more orders of additional pizzas with whichever toppings of choice to two additional addresses.

### **Task #6**

Navigate to the coupons page and add a coupon to the cart and add an applicable product.

### **Task #7**

Once you have completed the order, please opt-in to follow-up communications that you would expect to use for delivery notification.

### **Task #8**

Order another half onion, and half pepperoni light sauce pizza for delivery at a later scheduled time.

### **Task #9**

If you want to save your card information for future use what would you do first?

### **Task #10**

If you wanted to save your address information for future use where would you navigate to first?

## Screener Questions

1. What best describes your age range?

- Under 18
- 18-21
- 21+
- 30+
- 40+
- 50+
- 60+
- 70+
- 80+

2. When ordering food, do you order primarily online?

- Yes, online via the computer
- Yes, online via mobile device or app
- No, I usually prefer to visit in-person
- No, I usually call ahead for pick-up

3. What other platforms have you used when ordering food in the past six months?

- Food delivery mobile apps
- Call ahead for pickup
- Call for delivery
- Online ordering through a desktop app
- Texting for delivery
- Texting for pickup
- Using a smart home device for pickup/delivery

4. How do you typically order pizza?

- Calling ahead for pickup
- Calling for delivery
- Texting for pickup
- Texting for delivery
- Using an app for pickup/delivery
- Using a smartphone for delivery/pickup

5. How often do you usually order food online?

- Once a month
- Once every three months
- Twice every six months

6. Where do you reside geographically?

- City
- Suburbs
- Rural

7. When ordering food, how important are accurate ready times?

- Very important
- Important
- Neither important nor not important
- Not important
- Not that important

8. When ordering food, how important are discount codes?

- Very important
- Important
- Neither important nor not important
- Not important
- Not that important

9. When ordering food, how important is it for the company to have an app?

- Very important
- Important
- Neither important nor not important
- Not important
- Not that important

10. When ordering food regardless of platform, how would you best like to receive your receipt?

- Printed paper
- Electronically
- SMS message
- Emailed
- No Receipt option