USABILITY STUDY

PAPAJOHNS.COM

CONDUCTED BY
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EXECUTIVE SUMMARY

This usability study was conducted to evaluate the effectiveness of Papa Johns website. The primary goal was to understand the user's experience in terms of intuitiveness, efficiency, and overall satisfaction during key interactions such as pizza ordering and customization, deal sign-up, and customer service communication.

The study consisted of four participants who were tasked with specific scenarios to simulate a common user experience. Each session was recorded, allowing a detailed review of each participant's interaction with the website.

The overall sentiment was satisfactory, with all participants able to complete the tasks. The website was regarded as functional, and users appreciated the wide range of pizzas and toppings available. However, the study did highlight a few areas where the user experience could be significantly improved to make the process more intuitive, less disruptive, and more user-friendly. This report will delve into each task in detail, providing a comprehensive view of the findings and considerations for follow-up research questions.

WEBSITE ASSESSED

This usability study focused on the website PapaJohns.com. The website is an online portal for the Papa John's Pizza company, a global pizza delivery and carry-out restaurant chain. The website allows customers to place orders for pizza and other related food items, find store locations, and access deals and rewards.

METHODOLOGY

A mixed-method approach was employed, combining task-based usability testing with qualitative participant feedback. Participants were asked to perform specific tasks on the website while narrating their thought processes. Following each task, participants were asked to share their overall experience and thoughts about the website.

The sessions were recorded with the participant's consent, capturing on-screen activity, participants' facial expressions, and verbal commentary. This approach allowed for a thorough analysis of both the usability of the site and the participants' subjective experience.

PARTICIPANT INFORMATION

Participants in this usability study were selected to represent users who had previous online pizza ordering experience. Prior to commencing the tasks, participants were asked about their previous experiences with ordering pizza online, including their motivations for choosing delivery or pick-up and the type of pizzas they usually order. The participants, along with their respective demographic information, are described below.

- **Participant 1:** A male who appears to be in his late 20s or early 30s. His preference is to call and place his orders due to his dietary restrictions.

- **Participant 2:** A male who appears to be in his 40s. He doesn't have a preference for either calling his order in or ordering online.

PARTICIPANT INFORMATION

- **Participant 3**: A female who appears to be in her 50s. Her husband has an app on his phone of their favorite pizza place so he typically orders their pizzas.

- **Participant 4**: A male who appears to be in his 30s. He orders a few pizzas every month. His current favorite pizza place doesn't offer delivery services.

LIST OF TASKS

Participants were asked to complete the following tasks on PapaJohns.com:

Task 1: Order 3 specific pizzas for a hypothetical party.

- Mushroom and pepperoni
- Half onion and half sausage with light sauce
- Specialty pizza (of their choice)

Task 2: Sign up for deals and coupons using an email address, without registering for a full account.

Task 3: Find a way to contact the corporate office after a poor pizza delivery experience.

PARTICIPANT QUOTES

Participant 1:
- "I usually call in my order because sometimes the website has too many steps – just easier to call."
- "I have some dietary restrictions so that's also why I like to call. I feel like I can trust them to honor my restrictions because I'm talking to them."
- "Oh wow! I like the pizza animation thing."

Participant 2:
- "Overall, I didn't have any problems except for the half-and-half pizza thing. I couldn't easily find how to do that."

Participant 3:
- "We only do pick-up. We have had bad delivery experiences."
- "Our regular pizza place has an app that saves your order details. So all we have to do is open the app and click 'reorder.' It's so easy."
- "I can't believe I have to scroll through all of these meat options just to add pepperoni. Pepperoni is a classic!"
- "This popup is asking if I want additional things. I just want some sort of confirmation that it has my pizza order."

Participant 4:
- "The process was pretty clear cut, but I wish there weren't so many popups trying to sell me extra things."
- "I'm sure if I sign up for coupons, I am just gonna receive daily spam-type emails."

SYNOPSIS OF FINDINGS

The usability study yielded a number of imporant findings.

Participants generally found the core ordering process straightforward; however, some difficulties arose in the customization stage of ordering, with participants noting that certain customization options were not as intuitive to locate as they should be. Participants perceived the pop-ups to be obtrusive and unnecessary, interrupting the user flow, and causing occasional frustration.

Additionally, the process of signing up for deals and coupons generated dissatisfaction among the participants. A key source of this dissatisfaction was the website's requirement for full account registration through "Papa Rewards" to access these features. This imposition was perceived as excessive, with some participants expressing privacy concerns and a reluctance to share unnecessary personal information. The participants were not able to locate the "Text & Email Offers" link at the bottom of each webpage and strictly navigated to "Papa Rewards" which is located in the top primary navigation bar.

Finally, when attempting to locate contact information for the corporate office – a vital feature in instances of customer service issues – participants struggled to find the telephone number directly on the site. They were able to locate a chat feature and a feedback form but voiced that a telephone number should also be listed.

In summary, while PapaJohns.com was largely successful in facilitating the core task of ordering pizzas, there are some areas where user experience could be significantly improved to foster user satisfaction and ease of use.

ANALYSIS OF TASKS

Pizza Ordering: Participants faced difficulties during the pizza customization process. The option to customize a pizza with half-and-half toppings and selecting the quantity of sauce was confusing. Participants also expressed dissatisfaction with the lack of a larger image of their customized pizza when viewing their cart, which would have allowed for easy order confirmation instead of having to click on "view details." Also, the frequency of pop-ups when ordering the 3 pizzas was overwhelming and disruptive.

Deal Sign-up: When users were trying to sign-up for deals and coupons from the "Papa Rewards" button they were deterred by the need to create an account to access these. None of the participants search for any other way to sign up for email coupons; however, some participants were hesitant with this option as well based on past experiences with other restaurants. They stated most of the emails were more spam-like and rarely contained actual coupons or savings.

Customer Service Contact: When tasked with contacting the corporate office due to an issue, participants found the customer service number difficult to find; however, they were able to find a chat feature and a feedback form. One participant eventually resorted to searching for the telephone number via a search engine, which is not an ideal user experience.

The following page contains bar charts representing a visual analysis of each task's completion success rates of the 4 participants. Although some of the charts may appear successful, it doesn't fully represent user errors or frustrations with the task.

TASK COMPLETION SUCCESS RATES

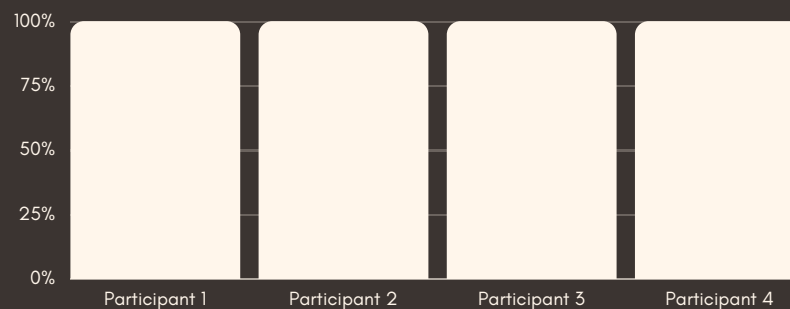## Task 1: Ordering 3 specific pizzas; 2 with customizations
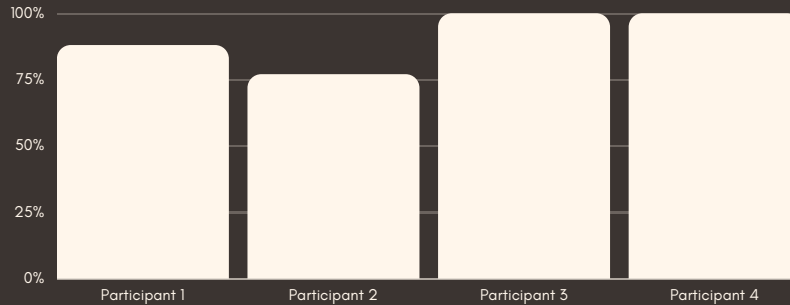
Task 2: Signing up for deals and coupons; without an account
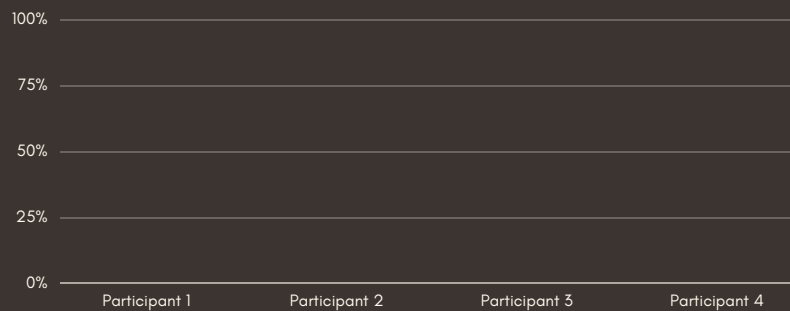
Participants clicked on "Papa Rewards" but were directed to create an account.
The participants did not locate the "Text & Email Offers" link at the bottom of each webpage.

Task 3: Contacting customer service; corporate office

Although participants were able to locate some ways to contact customer service, they either could not find
a telephone number or had great difficulty in locating it.

FOLLOW UP RESEARCH QUESTIONS

Pizza Ordering

- How can the process of customizing a pizza be streamlined to enhance user experience?
- Are there ways to simplify the 'half and half' pizza customization process to ensure more intuitive user interaction?
- How can the interface be improved to highlight important elements like 'light sauce' or dietary preferences more prominently?
- How effective would removing or modifying the post-order pop-ups be in improving the overall user experience?

Deal Sign-up

- How can both the "Text and Email Offers" and "Papa Rewards" links be displayed to guide users to the one they would prefer?
- Can we explore ways to reduce the information required for signing up for deals, such as removing the necessity of phone numbers?
- What methods could be implemented to reassure users about the frequency and content of promotional emails?

Customer Service Contact

- How can the visibility of corporate contact information be improved on the website?

SCREENSHOTS

"Text & Email Offers" vs "Papa Rewards"

TEXT & EMAIL OFFERS

Want pizza perks that you won't find anywhere else?
Fill out the form below to receive exclusive deals and promotions from Papa Johns weekly.

First Name *

Last Name *

Mobile Phone Number *

XXX - XXX - XXXX

Email Address *

To read our privacy policy click here. To ensure future delivery of emails, please add specials@papajohns-specials.com to your safe sender list or address book.

Reply STOP to 47272 to stop receiving SMS messages from Papa Johns.

If you provided a mobile phone number above, by clicking submit you consent to receive text messages by automated means. Signing up to receive text messages is not a condition of purchase. For additional details visit Terms of Use. Offers not available in Canada. Canadian residents can click here to sign up for an account and receive offers.

SIGN UP

CREATE YOUR ACCOUNT

First Name *

Last Name *

Email Address *

Phone Number *

Create Password ? *   Show

Get even more points by entering your birthday.   Optional

Month

Day

GET OUR LATEST REWARDS OFFERS

☐ Email

☐ SMS/Text

TERMS OF USE

☐ * I understand & agree to the Terms and Conditions and that my information will be used as described on this page and in the Privacy Policy.

CREATE YOUR ACCOUNT

* Required Field

Half-and-Half

Mushrooms
+5 cal

Normal   Extra

SCREENSHOTS

Pop-ups

ADD A LITTLE EXTRA   ✕

Epic Stuffed Crust
$2.50   ⊕ Add

Extra Cheese   ⊕ Add

Jalapeño Papa Bites
$6.99   ⊕ Add

Cheesesticks
$7.49   ⊕ Add

Chocolate Chip Cookie
$6.99   ⊕ Add

2-Liter
$2.99   ⊕ Add

Pepsi ⌄

NO, THANK YOU

ADD SAUCE CUPS   ✕

Cheese Sauce
+ $0.59 40 cal   ⊖ 0 ⊕

Ranch Sauce
+ $0.59 100 cal   ⊖ 0 ⊕

Special Garlic Sauce
+ $0.59 150 cal   ⊖ 0 ⊕

Spicy Garlic Sauce
+ $0.59 153 cal   ⊖ 0 ⊕

UPDATE ORDER

Cart: Pizza icon not representative of specific pizza

YOUR CART

Large Original Crust Create Your Own Pizza
Remove | Edit | View Details

← *Pepperoni & Mushroom Pizza*