MEMORANDUM

syrup.

TO: Syrup

FROM: Sarah Brown, Joshua Mcglothlin, John Meuer, Phung Tran, Josiah Le

DATE: 7 October 2022

SUBJECT: Usability Protocol Instructions and Progress Report

INTRODUCTION:

This progress memo serves to elaborate on the specifics of the usability tests that will be performed for your restaurant, syrup. Data from the usability tests will be used to identify potential flaws or areas of improvement for your website. This memo contains more information about our testing process including our scripted introduction, questions that we will ask about your homepage, our two design scenarios, questions that we will ask about your competitors' websites, a copy of the waiver test subjects will sign, and a detailed timeline about how these next steps will progress.

The basic test that we will run will be focused on navigation of Syrup's homepage. This will be done via questions about the homepage in addition to detailed scenarios where the test participant will try to find specific information on your website. During information collection, we will be utilizing "think aloud protocol." "Think aloud protocol," is a useful way to collect data without biasing the results. This is done via providing encouragement without asking leading questions, only answering questions about the test itself and not about the website, and by making sure that test subjects talk through the process by thinking aloud.

In this manner, we will strive to collect data that will prove beneficial to improvement of your website. This data will include how long specific activities take in addition to the time of the full test, the number of clicks required to complete specific activities as well as total number of clicks, areas where users struggled while using your website and quotes about their struggles. In addition, we will also collect information about redesigns that our test subjects suggest and imply, this data will include specific quotes about areas of improvement and images illustrating where the participants struggled.

While collecting this information for your company, we will work to provide neutral encouragement to ensure our test subjects complete the test without bias or influence. The data from completed tests will then be analyzed and typed up as a formal report for your convenience. In addition, the recorded tests will be available for your reference and review.

SCRIPTED INTRODUCTION

Good evening __*(name of participant)*__. My name is _____, and I will be your administrator. I'd like to first thank you for agreeing to take part in this test. This will take about 30 to 45 minutes. I will be asking you questions about both you and the website. The goal of the test is to see the usability of the website from multiple perspectives, along with your personal opinions on the website's performance. If you have questions or thoughts at any point, please feel free to share them.

First, I'd like to give you some information about the website that we've been analyzing and why you have been asked to be a participant in this.

Syrup is a brunch boutique located both in Norman and Oklahoma City. It is a restaurant that focuses on not only providing quality breakfast food, but also on supporting important local and global causes. Its website's primary purpose is to inform users of their cause, food, business location, and hours of operation. However, their website may have some design flaws and functionality issues. Although the website is usable as it is and has few surface-level abnormalities, your input will help us determine outlying problems and work towards proposing possible improvements.

Do you have any questions before we begin?

Now that you have an idea of what the purpose of this test is, I will now move on to the questions. If you don't have a solid answer, we can always come back to that question later or you can choose to skip it if you are uncomfortable with the question.

(We are starting with demographic questions to get the participant to feel more comfortable)

- What is your age?
- Are you currently pursuing a degree?
    - What degree are you currently pursuing?
    - Are you a full-time student?
- Are you employed currently?
- What do you think of Norman?
    - How about Oklahoma as a whole?
- How often do you eat out?
    - When you do, do you research the restaurant or even compare it to other options?

Now let's take a look at Syrup's website. If you haven't already, please pull up the restaurant's website. I will post a link in the zoom chat.

(Now we can transition into questions regarding Syrup and the layout of the website)

- What do you think about the layout of the main page?
- How about the color contrast of the page?
- Have you eaten at Syrup before?
    - If so, what did you think of them? How was the experience?
    - Do you remember what you had?
    - If you have not been to Syrup before, at first glance, would you be interested in visiting Syrup based on the appearance of its website?

HOMEPAGE TOUR QUESTIONS

First, I would like to get your initial reaction to the site's homepage. I am going to ask you to look around the homepage for a moment and think about what you make of it. You may scroll around if you like but please don't click on anything yet.

- What strikes you about it?
- What kind of site do you think this is?
- Is it easily readable to you?
- Do you like the design?
- Do you like the layout?
- Is the font style and size good for you?
- Does the color scheme have a good contrast to you?
- How does the page make you feel?
- Can you easily identify the tabs for the other pages?
- Is the page cluttered or disorganized?

DESIGN SCENARIOS

Design scenarios can be explained as an evaluation that is applied to certain users during a usability test to see what problems may arise based on their specific objectives on the website. Design scenarios create realistic activities/tasks for users so that when they are on the website, they can reveal the errors in certain areas of the site that may not have been so obvious previously. The whole purpose of design scenarios in usability testing is to examine different perspectives of who may use the site and how their interactions may reveal the flaws within the site. With this knowledge, the site can be revised and improved so that the user experience can be smoother and more efficient.

Design Scenario 1: Finding Menu/Ordering Food

In this scenario we want to test an important aspect of a restaurant-based website. That is the menu that the restaurant offers and how users can go about ordering from said menu if they were to choose not to eat in-person. Being that the menu is a crucial part of a restaurant-based website, we want users to have an easy-going experience with navigating the page to find the menu and figure out what they would like to eat. The menu needs to be scannable and easy to follow. It also needs to contain valuable information for users to be able to decide what they can and cannot eat when they are not at the restaurant itself. The site needs to have some versatility to accommodate users who choose to order to-go or want to get the food delivered.

You are a local Norman resident looking to get food to eat with your family. Everyone agrees that they want brunch food. However, not everyone wants to go to a restaurant to eat, so you must find a way to order food online or by phone and pick it up to-go. You must also find where the menu and prices of each item are online so that everyone in your family can see and decide what they want. You also have some family members that have dietary restrictions (E.g., gluten-free, vegan, vegetarian, etc.). Are there options available that can address these specific restrictions?

This scenario is designed to test the difficulty for an average user to be able to navigate through the website to find a page typical on most websites for restaurants. The user will try to find the menu and prices in addition to finding out if they can place an order online or via phone. The user also needs to figure out if the restaurant offers any options to meet the dietary restrictions of

some of their family members. Most restaurants today have their menu and some way of ordering food online or an alternative method (like calling the restaurant directly to place an order) to place a pickup order. We are wanting to assess how difficult it is for the average person to do all of this at this restaurant and how long it will take them.

Questions for scenario #1:

- How easy was it to find the menu page?
- Were you able to place an order online or by calling the restaurant directly?
- Were you able to find the price of items listed on the menu?
- Are there items that are friendly to people with certain dietary restrictions?
- How easy was it to find this information?
- Were there any difficulties that you experienced during this scenario?

Design Scenario 2: Contacting/Finding Directions

In this scenario we want to test the site's functionality on providing essential information to first-time users. Information like the address and phone number should be visible and easy to find right away when a user gets to the homepage. A user should not have to go through multiple pages or look deep into the website to just find these vital pieces of information. The information needs to be clear and up front, so that first-time users will have no issues with reading the page and find what they were looking for in a quick and easy fashion.

You and a few of your friends are from Texas and have come to Norman to meet and hangout with some friends. The morning that everyone gets to Norman, your friend suggested Syrup for food since it is a local breakfast spot. The only problem is you do not know where Syrup is and what they have to offer since you and some of your friends are from out of town. You want to find the address of the restaurant and contact the restaurant to be put on a waitlist.

This scenario is designed to test how fast and easy it is for someone not from Norman to go out and eat at Syrup. This scenario requires the user to be able to find where the restaurant is located, and if they have a phone number available for contact about questions that you may have. For someone who does not have a lot of knowledge about the area, these things need to be easily accessible.

Questions for scenario #2:

- How easy was it to find the restaurant's contact information?
- Were you able to find the restaurant's address?
- Were you able to find information about the restaurant's waitlist?
- Were there any difficulties that you experienced during this scenario?

COMPETITOR INTERACTION

A competitor interaction is the use of a similar company or organization to compare and contrast between products. In our case, we will be using two other similar local restaurants and their websites to compare with the Syrup website. The two competitor restaurants we will be using are Neighborhood Jam and The Diner. The importance of competitor interactions is that we are able to directly compare our website with restaurants that have a similar clientele as Syrup. We will use the existing website and improve on it using the information we collect from comparing websites. We hope to find positives and negatives from competitor websites that we can analyze and use to build a foundation for what we want the website to look like and have in terms of usability and appearance.

Participants will navigate through the home page, specifically looking to find contact information, the restaurant menu, and if/where to place an order online. Participants will use any means necessary to find these specific pages and information. We hope to analyze how participants locate the pages and how convenient or user-friendly it is to find them. Participants will likely use the side tabs or top tabs located on each restaurant along with any specific links or tabs that direct you to specific locations that they, as the customer, are trying to find. In addition to navigating the competitor's website, our team will also examine how the participants react to the design, layout, and appearance of both of the competitor's websites.

Questions we will ask participants include:

- How do you find the homepage appealing and easy to read or skim through?
- Does the homepage contain valuable information that helped you find what you were looking for or lead you in the right direction?
- Was it easy to find specific pages like the menu and contact page?
- Were you able to find directions or a map to the restaurant?
- Was information you would expect on the menu page like food, beverages, and prices?
- Were you able to find a location to place an order online or a phone number to call in a to-go order?
- Would you say that the competitor's website is more organized than Syrup's? If so what aspects?
- How user friendly would you rate this website between 1 and 10 (1 being the lowest and 10 being the highest)?

Scenarios that participants will be presented with include:

- Navigate through the homepage and attempt to find contact information or a link to the contact page.
- Starting from the homepage navigate through the website to find the menu page.
- Navigate through the website from where you are currently at and try to find where the link or page to place an online order is located.

WAIVER FORM

I _____ hereby volunteer to freely participate in this usability test session with my own free will. I assume all risk and liability associated with any and all activities associated with this test. I give permission for the recording, videoing, and use of myself and my voice, along with any other material collected during the test, to be used with this study. I acknowledge that my information will only be used for this study done on the behalf of the Syrup Breakfast Restaurant and no other studies without my consent.

Sign: _____   Date: _____

CALENDAR

12 October 2022, 7pm: Usability tests will be conducted.

- During the two usability tests, our team will be performing the following tasks:
  - John Meuer: Test Facilitator
  - Sarah Brown: Video Recorder and Waiver Collector
  - Joshua Mcglothlin, Phung Tran, Josiah Le: Note Takers and will ask additional questions
- We will be performing this test via Zoom and will have the test subjects each share their screen while they take the test. The test subjects' screens will then be recorded during this process via Zoom's built-in recording software.
- Our test subjects will be our fellow classmates from ENGL 3153-996 from a different group also completing this assignment.

13-16 October 2022: The final report will be written over a span of several days following the completion of the usability tests.

18 October 2022, 11:59pm: The final report will be turned in no later than the 18th of October at 11:59pm.