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Usability Test Report

syrupbreakfast.com

Team Members

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ABSTRACT

Contained in this document are the results of the ordered usability report for the restaurant Syrup. A usability test was performed to identify areas of improvement for Syrup's website; this test was based off of identified areas of interest as discussed in our team's proposal and memo. By walking test participants through two different scenarios, we were able to collect valuable information and gather ideas to further improve your website. By adding contrast to text and including a handful of photographs, our team believes that Syrup's website could be strengthened to provide additional clarity and draw in more customers, while still maintaining your established style.

INTRODUCTION

Usability testing is a method designed to determine how easy an interface, such as a website, is to use for real people. Usability testing can highlight weak or potentially confusing areas of a site. By running usability tests on real people, information can be gathered beyond a potentially small, internal circle and allows new eyes to find issues that may have been overlooked. During our overview of Syrup's website, we noticed potential issues with lack of contrast and website elements blending together. To further investigate these issues, we designed two scenarios to use in a usability test to gather more information from the perspective of potential customers visiting Syrup's website. The key audience that we tested focused on older college students, that is, students who are about to start working fulltime. This audience allowed us to gather feedback from two major audiences that Syrup markets to, students and young professionals. As our test subjects had not used the site before and were unfamiliar with its contents, participants were able to provide unbiased feedback to help clarify and improve Syrup's website.

As we discussed in our usability proposal and memorandum, our team thought that your website reflected Syrup's style and values, but we were concerned with some readability issues and the ease of access to critical information. Our team was concerned that the small text and lack of contrast from on your homepage would make it difficult for customers to find necessary information and that the required additional effort might drive patrons away. By running our tests, we were able to gather valuable insights about how to improve these potential weak points of your website while staying true to Syrup's style and goals. In addition, by comparing test participants reactions to Syrup's website versus other local brunch restaurants we were able to document other areas that could increase Syrup's success. Comparison to competitors revealed areas of improvement, mainly related to menu pages and how the addition of photographs could draw in more people. Overall, our testing confirmed some of our theories mentioned in previous documentation and also gave extra nuggets of information that should help to improve your site and entice more customers to come to eat brunch at Syrup.

PROCEDURE

A test concerning the usability of Syrup's website was conducted and lasted roughly 45 minutes long. It was intended to find flaws on the website we chose and record the comments that our participants had concerning the website's usability or visual appeal. Our test was administered through zoom, allowing us to utilize its recording and screen-sharing features.

The participants were asked to sign a waiver before the test was conducted and were notified of the goals and functionality of the test. We managed to find two volunteers for our usability test. Our first test was with Brandon Duong and the second was with Braydon Brown. They were asked several questions regarding their personal life initially and later took part in the homepage tour and usability scenarios. The answers to the questions were recorded, along with any observations we made while the participants were navigating and commenting on the website. We also gave them a little background of the company and why we chose them to analyze. Before moving forward, we assured them that they were free to ask questions or make comments. We also gave them the option to defer from answering a question if it made them uncomfortable.

The first few questions had no relation Syrup or their website, but rather the participants' personal lives. It helped us to get an idea of how the demographic of users may affect their likeliness to use the website or their attitudes toward it. It also allowed the participants to become more comfortable with answering questions that they didn't need to think about. We questioned their age, academics, and employment. We then transitioned to related questions such as the number of times they ate out weekly and how they approached selecting restaurants. The last few questions were about Syrup. They were questioned on whether or not they had been to Syrup and, if so, their experience there. This introduction and the first set of questions were prepared in the scripted introduction.

Upon moving to the homepage tour, we asked the participants to open the website and share their screens so that we could observe them and listen to what they had to say. During this tour, we asked them simple questions such as their first thoughts on the homepage, its visual appeal, and what changes they would make to it. The menu page was the next destination. Similar questions were asked. However, the menu is one of the most important pages of a restaurant's website, so we spent a decent amount of time here. Roughly 10 minutes. It was important that we tackled the issues here as during our analysis, we revealed many problems that most users would run into.

Our scenarios were some of the most important aspects of our usability test, as they would either confirm our speculations regarding the website's usability flaws or unveil new issues. The first scenario places the user in a situation where they live in the city of Norman and plan on eating brunch with their family. Their task is to find a way to navigate to the restaurant's menu via their website and figure out how to place a delivery order to their home or a pick-up order. This should be fairly simple and given the experience of our participants, there was no real concern that it could not be done if it were possible.

The second scenario is a little trickier, as the characters are from another state and are unfamiliar with the city and its restaurants. These students are from Texas and are planning to meet with some of their friends from Oklahoma. Their Oklahoma friends recommend Syrup, but the students are wanting to research the restaurant before they meet up. The task at hand is to find the location of the restaurant and contact them so that they could be placed on the waitlist.

After these two tests are done, we then introduce competing restaurants to compare their websites. We chose The Diner's and Neighborhood JAM's websites. We ask similar questions to those regarding Syrup at the beginning of our test and by the end of it, we ask the participant to compare the websites to Syrup along with a rating of each of the restaurants' websites.

It is crucial that notes are taken throughout the duration of the test. The opinions and comments of the participants should be recorded in great detail.

RESULTS

Major Problems

Major Problem 1: Color Contrast

The first major problem of the site was identified quickly on the homepage during the usability test that we conducted. Our first user, Brandon, initially appreciated the minimal, organized, and simple design of the homepage. However, the design style of the homepage is not maintained throughout the whole page. The homepage is made up of a top half (figure 1) and a bottom half (figure 2). The bottom half of the page has a very poor color contrast between the background and the words (figure 2).

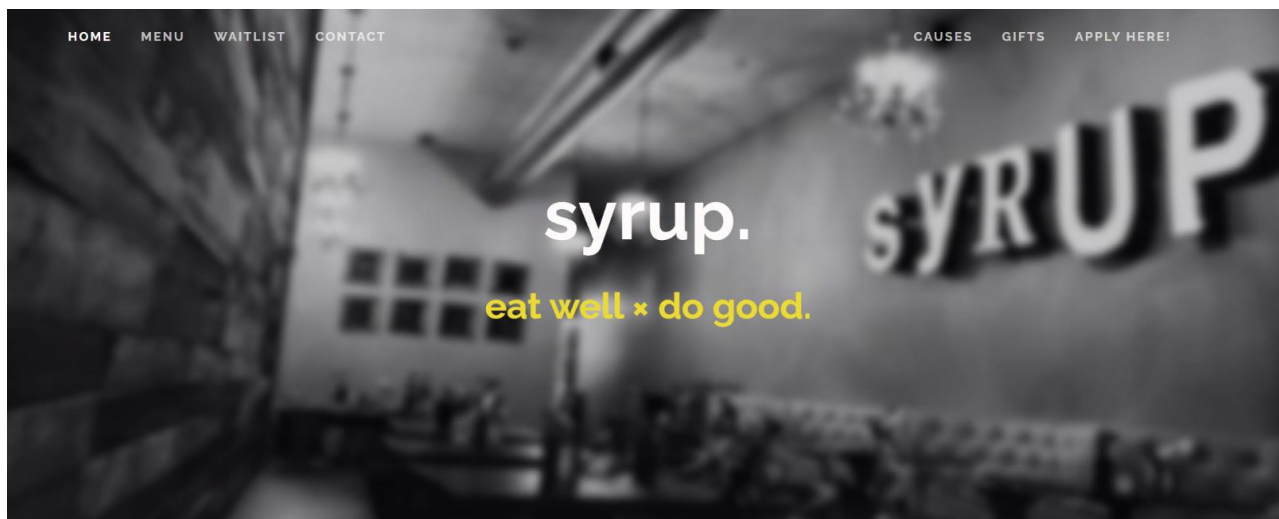


Figure 1. Top half of Syrup's homepage.

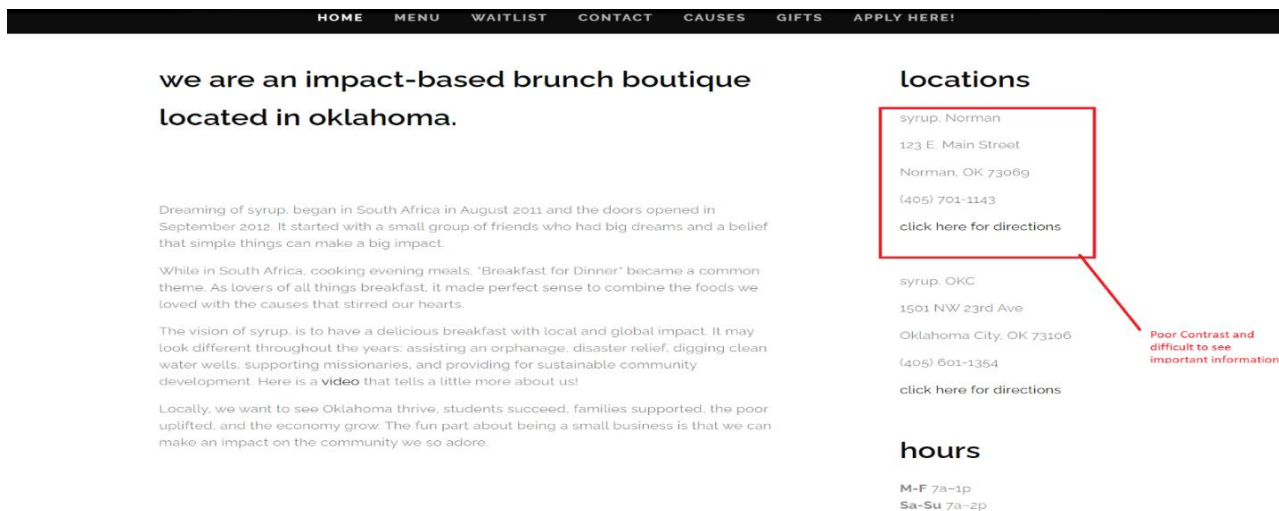


Figure 2. Bottom half of Syrup's homepage.

When first observing the bottom half of the homepage, Brandon stated:

The contrast on this second half, nothing is drawing my eyes. So, I have to look a little bit harder than I would like to find the information I am looking for. They have small minimalist font, but it is not working here.

The poor contrast made it difficult for our users to read the information presented in the bottom half of the homepage. Given that the homepage is the first interface presented to customers online, the priority of addressing this issue is high. A quick fix to this issue would be to make the words in the bottom half the same color of yellow in the top half. The yellow color in the top section was easier to see with the black/gray background. A more long-term solution will be to research what color schemes have the highest probability of being seen easily by most people. Our second user, Braydon, had difficulty with the readability of the second half as well. When analyzing the second half of the page Braydon said:

I feel they should have added more color. The text should be darker because it can be hard to see, especially for someone who is visually impaired.

We want to make the information that Syrup is intending on conveying to their customers quickly and easily presented. This means making it more readable for everyone, especially those with poorer eyesight. When finding a new color scheme, it may be necessary to reevaluate attempting to match the company's colors. This is because both of our users appreciated the more inviting colors found at the competitor websites (figure 3) that were presented during the usability test. For example, when Brandon was analyzing the homepage of Neighborhood JAM, he said:

I like Neighborhood JAM's homepage a lot more, I like the colors because they are more inviting and warmer in comparison to Syrup's. Syrup was just black and white with a bit of yellow.

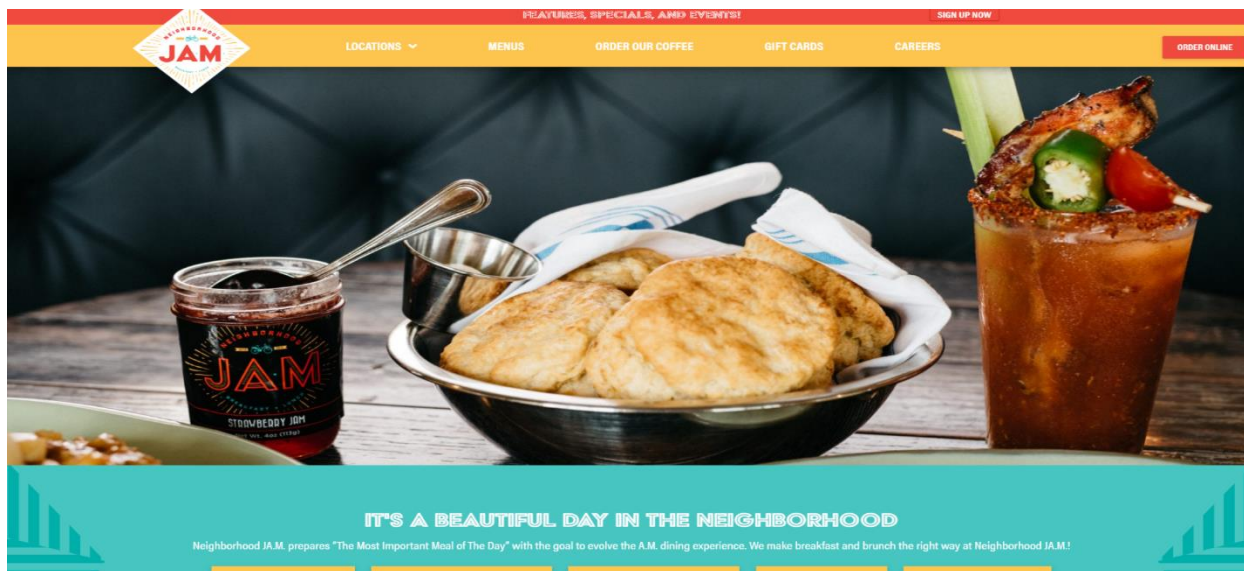


Figure 3. Neighborhood JAM's homepage displaying a good color scheme and contrast.

The readability issues and disinterest found during the usability test was all due to the color scheme and color contrast used in Syrup's website design. The color style is not just present on the homepage but is also used for every page of the site. This makes this color contrast issue the

top priority for us to address and see resolved. The poor color contrast is hindering the website's ability to convey the restaurant's information successfully.

Major Problem 2: Menu Issues

The second major issue that needs immediate attention is regarding the menu. During the usability test neither of our users were overly impressed with the menu's presentation. The menu does not have any images or price details (figure 4). When asking our first user, Brandon, the question "Do you prefer having prices included in the menu?" he said:

For me I would prefer it had prices, just because I would like to know what kind of money I would be spending. It is not a make-or-break thing for me, but it would be nice know, especially college kids don't want to spend too much money. So, if I spent 20 dollars when I was only intending to spend 10, I would be pretty bummed.

We believe it would be more beneficial for the company to display the prices on the menu to aid in clear communication with the customers. This will be more inviting for customers to feel confident that they want to purchase food from Syrup because they know how much they would be spending. Neighborhood JAM did display their prices on their menu (figure 5). When Brandon was presented with the menu of a competitor website from Neighborhood JAM his initial thoughts were:

I like how they have the prices at the end of the items, that is always a nice touch.

Coupled with the color contrast problems, the lack of prices on the menu is making the page appear to be unprofessional. It does not show that very much thought or effort was employed in the menu design. There are, however, good descriptions of the food items but there are not any images to accompany them.

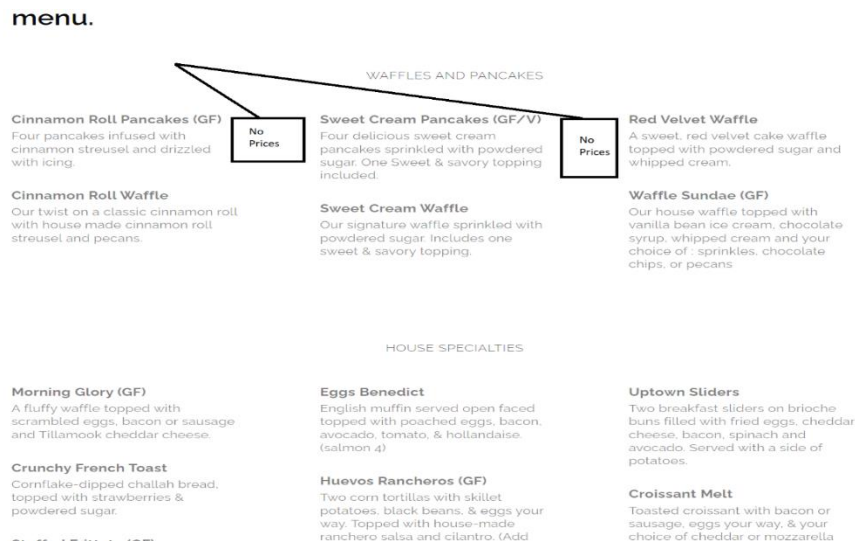


Figure 4. Syrup's menu without prices displayed.

CREATURES OF HABIT <small>SEE CLUBHOUSE FOR ADD-ONS</small>		NEIGHBORHOOD FAVS		DRINKS	
BACK TO THE BASICS* Three eggs, choice of meat, breakfast potatoes or hash browns, toast	13	HOT JAM BISCUIT* Scratch made biscuit, jalapeño peach jam, fried chicken breast, bacon, one egg your way, cheddar, breakfast potatoes or hash browns - Make it nasty +1	11	ICED MANGO GREEN // BLACK TEA 3 by <i>Taliss</i>	
3 EGG OMELETTE OR SCRAMBLE Three eggs, choice of three fillings, breakfast potatoes or hash browns, choice of meat, toast - Add extra egg +2	13.5	SHRIMP & CHEDDAR GRITS* Shrimp sautéed with mushrooms, onions, white wine, creole seasoning, served on top of cheddar grits, one egg your way	16	SEASONAL KOMBUCHA 6	
BREAKFAST TACOS Three corn or flour tortillas filled with scrambled eggs, guacamole, cotija cheese, sour cream, green chile hollandaise, pico, cilantro - Add extra taco +1.5	10.5	HUEVOS RANCHEROS* Corn tortilla layered with black beans, pepper jack cheese, guacamole, ranchero sauce, beef barbacoa, two eggs your way, topped with pico, cotija cheese, sour cream	16	FROM THE FOUNTAIN 3 Coke // Diet Coke Dr Pepper // Lemonade // Sprite	
BIG BAD BURRITO Four tortilla filled with two scrambled eggs, breakfast potatoes, black beans, poblano peppers, cheese blend, topped with sour cream, cotija cheese, pico, cilantro, green chile or ranchero sauce - Ask us about "The Frankie"	10.5	THE HEAP* Heaping hash browns covered with cheese blend, two eggs your way, choice of meat, avocado, pico, cotija cheese, cilantro, chives, toast	12.75	BOTTLES 3 Diet Soda // Funky Root Beer Ginger Beer // Water/Aleobac // Topo Chico	
COWBOY CONTINENTAL* Three eggs your way, 6oz of strip steak, breakfast potatoes or hash browns, toast	17	BREAKFAST STUFFED POBLANO* Breaded poblano pepper stuffed with mixed cheese, pork sausage, black beans, corn, jalapeño peppers, topped with hollandaise, sour cream, cotija cheese, cilantro, served with three eggs your way, pico de gallo	14.5	JUICE Apple // Cranberry // Grapefruit // Orange // Pineapple // Pome // Tomato	
THE GOOD OL' BOY* One open faced scratch biscuit, three eggs your way, choice of meat, black pepper sausage gravy, breakfast potatoes or hash browns	13.5	BENNIES		MILK Almond // Chocolate // Coconut // Oat // Soy // Whole	
SWEET & YUMMY		UP TOWN BENNY* Toasted English muffin, shaved ham, two poached eggs, hollandaise, chives	12.5	LOOSE LEAF TEA by <i>Urban Teahouse</i> (Hot, Iced) 5	
PINEAPPLE BOURBON CAKES Buttermilk pancakes, caramelized pineapple, pineapple bourbon sauce, bourbon butter, lemon cream swirl, caramel drizzle	10	OKIE BENNY* Scratch biscuit, shaved ham, two poached eggs, cheddar, black pepper sausage gravy	12.5	SEASONAL SELECTION Cinnamon Apple Cider Coconut Chai Earl Grey English Breakfast Black Harvest Maple Herbal Moroccan Mint Green Spicy Chai Sweet Almond Herbal	
CINNAMON ROLL CAKES Cinnamon and caramel infused pancakes, topped with cream cheese frosting, caramel drizzle	10	WESTSIDE BENNY* Toasted everything bagel, cream cheese, lox, pickled red onion, two poached eggs, hollandaise, tomato caper salsa, dill	16	SMOOTHIES	
LEMON POPPY CAKES Three buttermilk poppyseed pancakes, topped with house-made lemon curd, lemon cream swirl, poppy glaze	10	EL JEFE* Corn tortillas layered with green chile pulled pork, tortilla chips, two poached eggs, green chile hollandaise, pico, cotija, pepper jack cheese, chives	13	STRAWBERRY BANANA 9 Strawberry, Banana, Coconut Water	
LOONEY CAKES Carrot cake pancake batter mixed with shredded carrots and coconut, topped with cream cheese frosting, candied pecans, lemon cream swirl, powdered sugar	10	BBQ BENNY* Scratch biscuit, beef barbacoa, two poached eggs, green chile hollandaise, bbq sauce, cotija, cilantro	12	MANGO PINE APPLE 9 Mango, Pineapple, Coconut Water	
SIMPLE JACKS Plain 7 - Blueberry 9 - Chocolate Chip 9	10	SANNIES		POWDER GREENS 9 Spinach, Avocado, Pineapple, Peach	
THIRD WHEEL Feeling adventurous? Try three different Sweet and Yummy pancakes!	12	NYC REUBEN House-made corned beef, sauerkraut, Swiss cheese, 1000 island, marble rye bread	14	THE CLUBHOUSE Diet Coke // Strawberry Pilsner	
EXCUSE OUR FRENCH (TOAST) Challah bread, mascarpone, fresh fruit, maple cream, powdered sugar	12	THE B.E.L.T.* Bacon, one egg your way, lettuce, tomatoes, Sriracha mayo, Texas toast - Sub whole avocado for vegetarian	10.5	VEGGIES Arugula, Avocado, Caramelized Onions, Chives, Cilantro, Pico de Gallo, Poblano Peppers, Red Pepper, Red, White or Green Onion, Spinach, Tomato, Wild Mushrooms	
NEIGHBORHOOD WATCH		BREAKFAST CUBAN* Ham, pulled pork, candied bacon, Swiss cheese, mustard, pickled red onion, two eggs your way, toasted ciabatta roll	13.75	THE BAKER Corn or Flour Tortilla, Cinnamon English Muffin, Eileen-Free Toast, Marble Rye, Scratch Biscuit, Sourdough, Texas Toast, Whole Wheat	
LEGAL GROUNDS Scratch seasonal granola, fresh fruit, Chobani yogurt, honey, brined grapefruit	10.5	ITALIAN EGG* Crispy bacon, two eggs your way, fried smoked provolone cheese, white onion, tomato jam, Sriracha mayo, toasted ciabatta roll	10.5	CHEESES	
OVERNIGHT OATS Rolled oats, scratch seasonal granola, fresh fruit, toasted almonds, honey, toast - Served hot or cold	10.5	CHEESEBURGER* 1/3 lb. chuck, American cheese, lettuce, tomato, red onion, pickle, mustard - Add extra patty +3	10.5		
THE KOB Baby kale, marinated chicken, cranberries, candied bacon, manchego cheese, boiled eggs, avocado, campari tomatoes, mango, mint, cilantro, green onion, champagne vinaigrette	13	PATTY MELT* 1/3 lb. chuck, two slices of pepper jack cheese, caramelized onions, comeback sauce, Texas toast	10.5		
AVOCADO TOAST* Whole wheat toast, sliced whole avocado, toasted campari tomatoes, two eggs your way, topped with arugula salad tossed with champagne vinaigrette and a balsamic glaze drizzle	12				
ACAI BOWL Blended acai, bananas, soy milk, topped with scratch seasonal granola, fresh fruit, toasted coconut	13.75				

Figure 5. Neighborhood JAM's menu with prices displayed.

There are not any images present anywhere on the website that displays Syrup's products. There are not any pictures of food or drinks available for customers to see, which would be a beneficial aid in deciding to go dine at Syrup. In contrast, both competitor websites analyzed by our users during the usability test have various images of their food presented on their websites (figures 6).

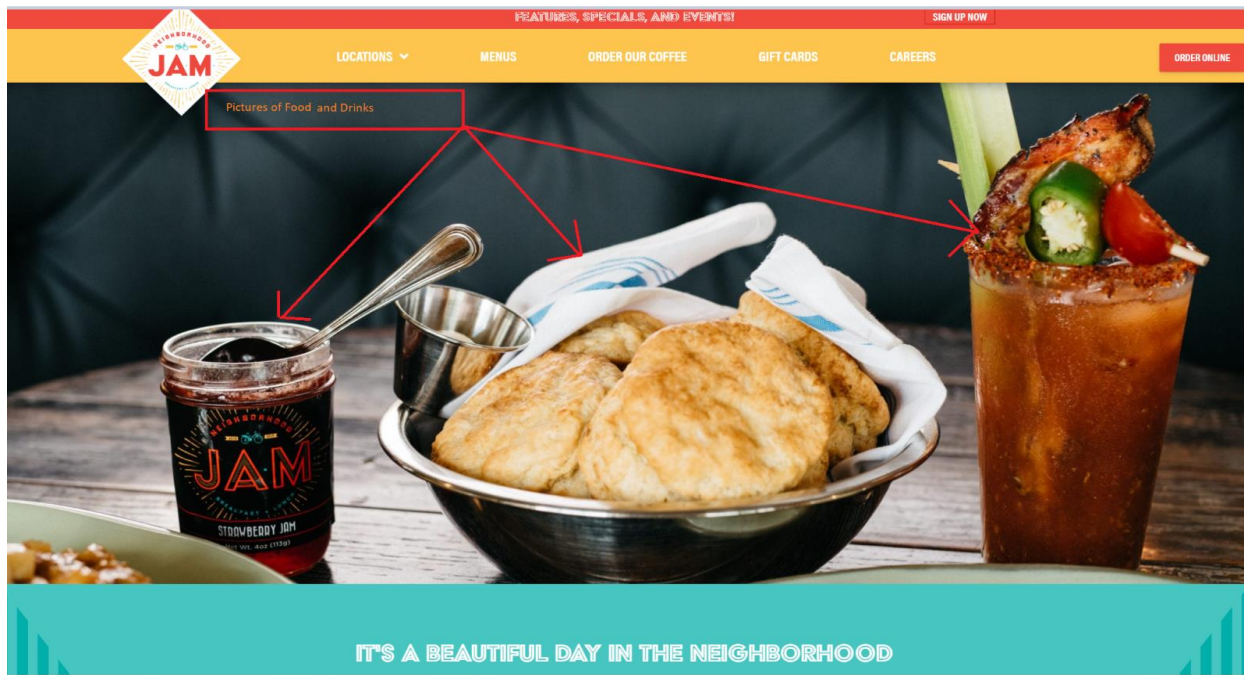


Figure 6. Neighborhood JAM's website has pictures of food and drink items.

The short-term solutions to these problems are simple and would also be the same as the long-term solutions. That is that the website should incorporate prices next to the food and drink items. Also, the website should include pages that display images of some of the restaurant's more popular dishes.

Major Problem 3: Online Ordering System

The third major issue that was discovered during the usability test had to do with ordering food from the website. While performing a design scenario that incorporated the need to order from the website many issues arose that are of immediate concern. The first issue was that there is not any online ordering capability through the website itself. There are no ordering tabs available allowing for the option to order through the website. The only avenue to accomplish ordering from the store is via a Doordash link. However, whenever our user attempted to order via the Doordash link he was unable to accomplish this task. The link only brought up addresses for other Syrup locations other than the one he was looking for in Norman. After attempting to order from the website our user, Brandon stated:

If I really wanted Syrup, I would have to call it in which is another hassle. It would be nice if they had an order tab or their own ordering system. Because sometimes Doordash is not the greatest ordering system. In my own experience, they don't always have every item from the menu available.

Because of the inability to perform this task, which would have been a valuable tool for the website to employ, the website appears poorly constructed. This impacts negatively on the company and will hinder the restaurant's ability to tap into the online customer base. For customers who are wanting to pick up or be delivered to via online ordering they will be more likely to turn to Syrup's competitors who have a functional ordering system that is easy and efficient to use. An example of what appears when someone attempts to order from the Norman Syrup location online is given in figure 7. In contrast, Neighborhood JAM has an easily accessible "Order Online" tab (figure 8). In addition to this simple tab the online ordering interface is easy to use and efficient, providing images and prices for each item (figure 9).

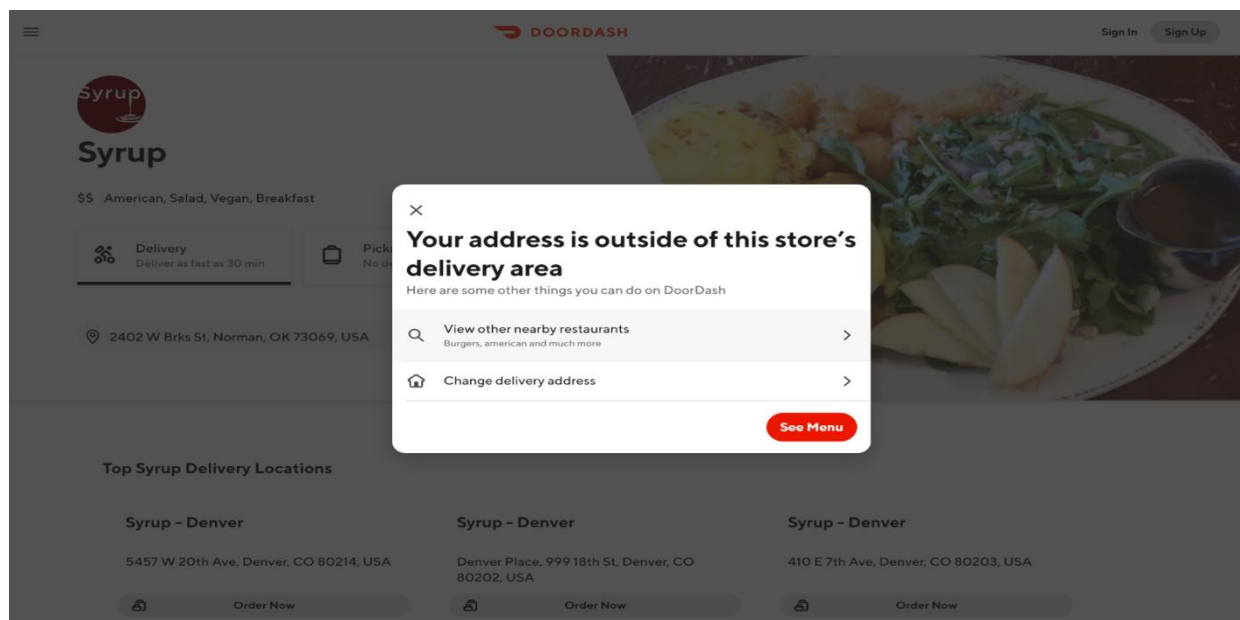


Figure 7. The error bar that is presented when ordering online on Syrup's website.

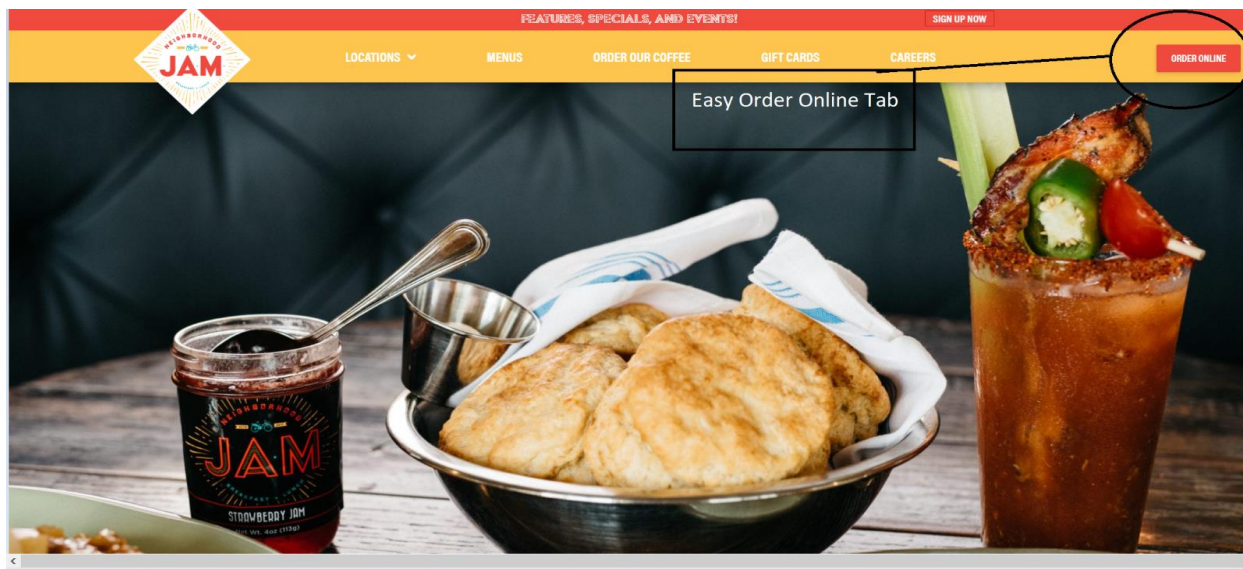


Figure 8. Neighborhood JAM has an easy-to-use order online tab.

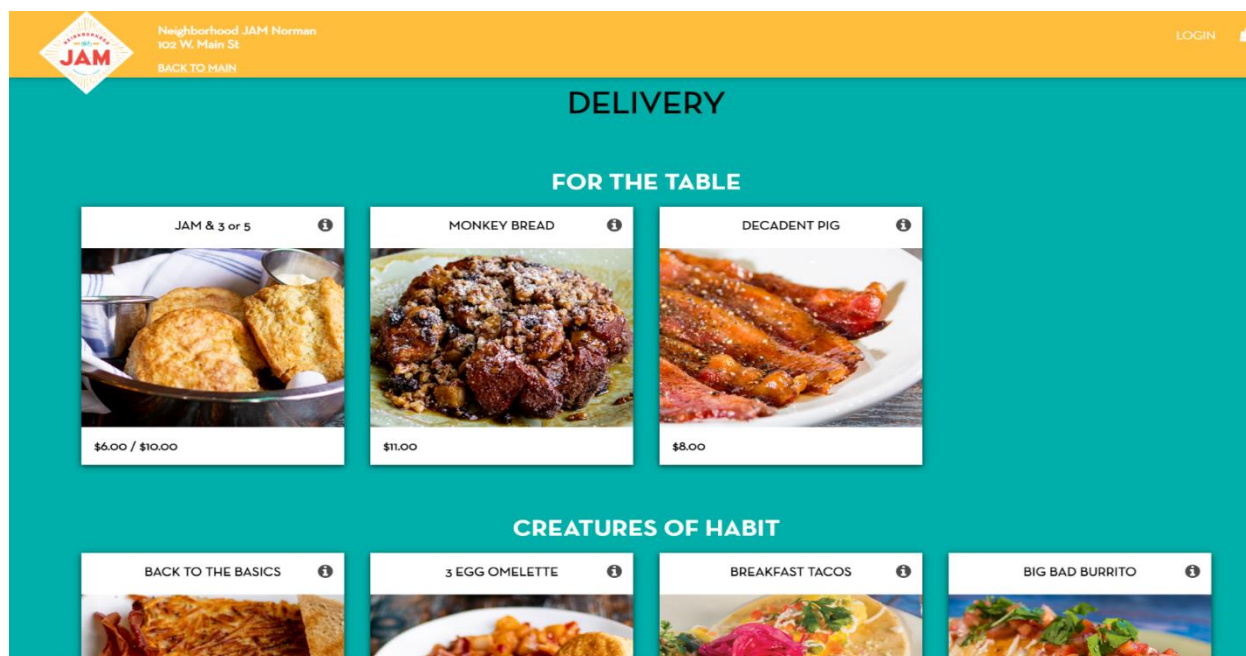


Figure 9. Neighborhood JAM's easy interactive ordering interface.

Our results indicate that Syrup should quickly address the Doordash ordering system for the Norman branch. This should be one of the most immediate priorities for the site because there could be customers lost while this system is inoperable. For the long term the website will need to completely redesign the website's online ordering system and interface in way that make it easier to use and efficient. There should be an easy to see online order tab. Within that tab there should be a section to choose to either order online for pick up or delivery depending on the services the restaurant chooses to provide. The interface should display images of the meals offered, prices of those meals, and tabs for quantity, comments, extras for each item to add to the cart. Once the items are placed in a cart there should be an easy way to place the customer's

payment information and delivery address. Fixing these issues will greatly improve Syrup’s website practicality and usability for their customers.

Minor Problems

Minor Problem 1: PDF Menu

The first minor problem that needs attention is the menu on Syrup’s website. This menu is very plain and does not display much information to the customer besides the items available and whether they are gluten-free or vegan. Overall, the lack of contrast seemed to make the menu blur together for our test participants. Our first test user, Brandon, brought up the importance of having a menu that replicates the one you would see while physically eating at the restaurant. He commented on the menu page and how it took a long time to skim through to find specific food items.

Right off the bat one thing I like about restaurant websites is that well, some restaurants will have like a scanned menu image of their in-store menu. ... Like a pdf on their website that has like their in-person restaurant menu on their website, and it makes it easy to skim. ... it makes it easier and makes it so you don’t have to scroll all the way down like I am now.

menu.

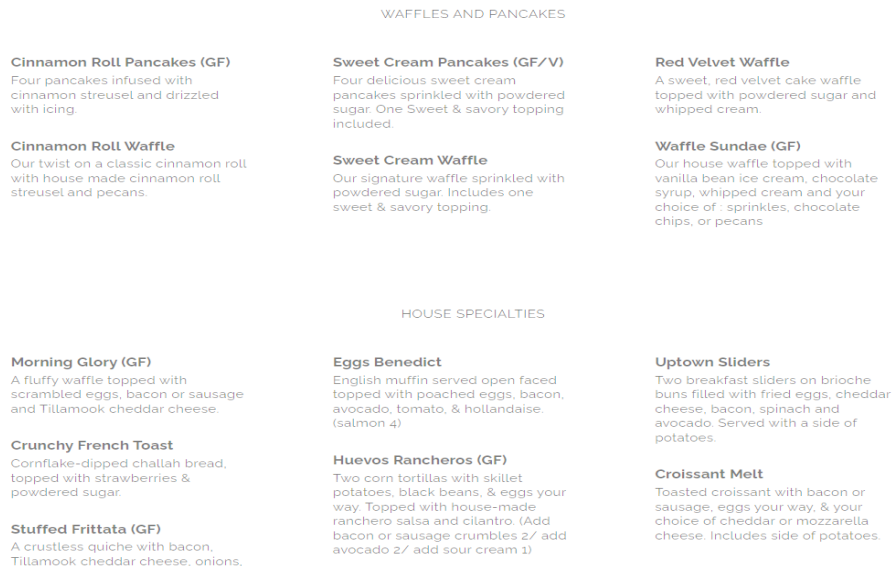


Figure 10. A screenshot of Syrup’s low contrast menu page.

In comparison, Neighborhood JAM’s website has a PDF version of its physical menu that is given to customers to view when physically at the restaurant. This PDF menu also displays all the relevant and important information customers usually look for when looking at a menu. By adding a PDF of Syrup’s menu, you will instantly add all the features that your customers see when they physically dine in at your restaurant. This added feature will also make your website

look seamless and more organized rather than cramming everything on your menu on a website page without relevant information. When viewing Neighborhood JAM's website, our first test user, Brandon, remarked on their menu page. Specifically, he commented on how their menu was included as an embedded PDF, which allowed him to browse through the equivalent of the in-store menu easily.

CREATURES OF HABIT SEE CLUBHOUSE FOR ADD-ONS

BACK TO THE BASICS Three eggs, choice of meat, breakfast potatoes or hash browns, toast 12

3 EGG OMELETTE OR SCRAMBLE Three eggs, choice of three fillings, breakfast potatoes or hash browns, choice of meats, toast + Add extra egg +2 12.5

BREAKFAST TACOS Three corn or flour tortillas filled with scrambled eggs, guacamole, cotija cheese, sour cream, green chile hollandaise, pico, cilantro + Add extra taco +3.5 10.5

BIG BAD BURRITO Flour tortilla filled with two scrambled eggs, breakfast potatoes, black beans, poblano peppers, cheese blend, topped with sour cream, cotija cheese, pico, cilantro, green chile or ranchero sauce - Ask us about "The Frankie" 10.5

COWBOY CONTINENTAL Three eggs your way, 6oz of strip steak, breakfast potatoes or hash browns, toast 17

THE GOOD OL' BOY One open faced scratch biscuit, three eggs your way, choice of meat, black pepper sausage gravy, breakfast potatoes or hash browns 19.5

SWEET & YUMMY

PINEAPPLE BOURBON CAKES Buttermilk pancakes, caramelized pineapple, pineapple bourbon sauce, bourbon butter, lemon cream swirl, caramel drizzle 10

CINNAMON ROLL CAKES Cinnamon and caramel infused pancakes, topped with cream cheese frosting, caramel drizzle 10

LEMON POPPY CAKES Three buttermilk poppyseed pancakes, topped with house-made lemon curd, lemon cream swirl, poppy glaze 10

LOONEY CAKES Carrot cake pancake batter mixed with shredded carrots and coconut, topped with cream cheese frosting, candied pecans, lemon cream swirl, powdered sugar 10

SIMPLE JACKS Plain 7 - Blueberry 9 - Chocolate Chip 9

THIRD WHEEL Feeling adventurous? Try three different Sweet and Yummy pancakes! 12

EXCUSE OUR FRENCH (TOAST) Challah bread, mascarpone, fresh fruit, maple cream, powdered sugar 12

NEIGHBORHOOD WATCH

LEGAL GROUNDS Scratch seasonal granola, fresh fruit, Chobani yogurt, honey, brûléed grapefruit - Served hot or cold 10.5

OVERNIGHT OATS Rolled oats, scratch seasonal granola, fresh fruit, toasted almonds, honey, toast - Served hot or cold 10

THE KOB Baby kale, marinated chicken, cranberries, candied bacon, manchego cheese, boiled egg, avocado, campari tomatoes, mango, mint, cilantro, green onion, champagne vinaigrette 13

AVOCADO TOAST Whole wheat toast, sliced whole avocado, roasted campari tomatoes, two eggs your way, topped with avocado salad tossed with champagne vinaigrette and a balsamic glaze drizzle 12

ACAI BOWL Blended acai, bananas, soy milk, topped with scratch seasonal granola, fresh fruit, toasted coconut 19.75

POWER BOWL Two eggs your way, choice of protein, sweet potatoes, corn, avocado, roasted campari tomatoes, cilantro, salsa - Try it with ground beans +4 14

SWEET POTATO HASH Two eggs your way, pork sausage, sweet potatoes, roasted veggies, baby kale, chives, green onion, roasted salsa 13

FOR THE TABLE

JAM & 3 or 5 Choice of 3 or 5 scratch biscuits, choice of jam, apple butter 6 // 10

MONKEY BREAD Nutty scratch bread, caramelized nuts 11

DECADENT PIG Five pieces of candied bacon 8

NEIGHBORHOOD FAVS

HOT JAM BISCUIT Scratch made biscuit, jalapeno peach jam, fried chicken breast, bacon, one egg your way, cheddar, breakfast potatoes or hash browns - Make it nasty +1 11

SHRIMP & CHEDDAR GRITS Shrimp sautéed with mushrooms, onions, white wine, creole seasoning, served on top of cheddar grits, one egg your way 16

HUEVOS RANCHEROS Corn tortilla layered with black beans, pepper jack cheese, guacamole, ranchero sauce, beef barbacoa, two eggs your way, topped with pico, cotija cheese, sour cream 11

THE HEAD Heaping hash browns covered with cheese blend, two eggs your way, choice of meat, avocado, pico, cotija cheese, cilantro, chives, toast 12.75

BREAKFAST STUFFED POBLANO Breaded poblano pepper stuffed with mixed cheese, pork sausage, black beans, corn, chipotle peppers, topped with hollandaise, sour cream, cotija cheese, cilantro, served with three eggs your way, pico de gallo 14.5

BENNIES

UPTOWN BENNY Toasted English muffin, shaved ham, two poached eggs, hollandaise, chives 19.5

OKIE BENNY Scratch biscuit, shaved ham, two poached eggs, cheddar, black pepper sausage gravy 12

WESTSIDE BENNY Toasted everything bagel, cream cheese, tox, pickled red onion, two poached eggs, hollandaise, tomato caper salsa, dill 16

EL JEFE Corn tortilla layered with green chile pulled pork, tortilla chips, two poached eggs, green chile hollandaise, pico, cotija, pepper jack cheese, chives 13

BBQ BENNY Scratch biscuit, beef barbacoa, two poached eggs, green chile hollandaise, bbq sauce, cotija, cilantro 12

SAMMIES

NYC REUBEN House-made corned beef, sauerkraut, Swiss cheese, 1000 island, marble rye bread 14

THE B.E.L.T. Bacon, one egg your way, lettuce, tomatoes, Sriracha mayo, Texas toast - Sub whole avocado for vegetarian 10.5

BREAKFAST CUBAN Ham, pulled pork, candied bacon, Swiss cheese, mustard, pickled red onion, two eggs your way, toasted ciabatta roll 13.75

ITALIAN EGG Crispy bacon, two eggs your way, fried smoked provolone cheese, white onion, tomato jam, Sriracha mayo, toasted ciabatta roll 10.5

CHEESEBURGER 1/2 lb. chuck, American cheese, lettuce, tomato, red onion, pickle, mustard - Add extra patty +3 10.5

PATTY MELT 1/2 lb. chuck, two slices of pepper jack cheese, caramelized onions, comeback sauce, Texas toast 10.5

AAAAAH... LA CARTE

SIMPLE JACK // SPECIALTY JACK	3 // 4	TOAST // BAGEL	3 // 3
ONE EGG // TWO EGG	3 // 4	FRESH BERRIES // FRESH FRUIT	5
BACON // HAM	+5	SCRATCH SEASONAL GRANOLA	4
PORK OR CHICKEN SAUSAGE	+5	CHOBANI YOGURT	4
CHEDDAR GRITS	4	WAFFLE FRIES	4
BRÛLÉED GRAPEFRUIT	4	BLACK BEANS	4
HASH BROWNS // BEAT POTATOES	4	BISCUIT & GRAVY	4

Each English Sausage or Vegetarian Mushroom Sausage

DRINKS

ICED MANGO GREEN // BLACK TEA. 3
by Teabon

SEASONAL KOMBUCHA 6

FROM THE FOUNTAIN 3
Coke // Diet Coke
Dr Pepper // Lemonade // Sprite

BOTTLES 3
Coconut Water // Honey Root Beer
Ginger Beer // Woodchuck // Topo Chico

JUICE
Apple // Cranberry // Guajahuá // Orange // Pineapple // Plum // Tamarillo

MILK
Almond // Chocolate // Coconut // Oat // Soy // Whole

LOOSE LEAF TEA
by Urban Teahouse (10oz weight) 5

Seasonal Selection
Cinnamon Apple Oolong
Coconut Chai
Earl Grey
English Breakfast Black
Harvest Maple Herbal
Mint Green
Spicy Chai
Sweet Almond Herbal

SMOOTHIES

STRAWBERRY BANANA 9
Strawberry, Banana, Coconut Water

MANGO PINEAPPLE 9
Mango, Pineapple, Coconut Water

POWER GREENS 9
Spinach, Avocado, Pineapple, Peach

THE CLUBHOUSE
Dried // Scratch // Fries

VEGGIES
Arugula, Arugula, Caramelized Onions, Chives, Cilantro, Jalapeno, Pico de Gallo, Poblano Peppers, Red Pepper, Red, White or Green Onion, Spinach, Tomato, Wild Mushrooms

THE BAKER
Corn or Flour Tortilla, Ciabatta, English Muffin, Gluten-Free Toast, Marble Fry, Scratch Biscuit, Sourdough, Texas Toast, Whole Wheat

CHEESES
American, Cheddar, Colija, Feta, Manchego, Pepper Jack, Swiss

SAVORY SAUCES
Black Pepper Sausage Gravy, Comeback Sauce, Green Chile, Green Chile Hollandaise, Hollandaise, Ranchero, Vegetarian Mushroom Gravy

MEATS
Bacon, Chorizo, Fried or Grilled Chicken, Ham, House-made Chicken or Pork Sausage, Pulled Pork

FANCY MEATS
Barbacoa, Candied Bacon, Corned Beef +3, Loaf, Swamp, Strip Steak +3, Ground Bison

FAUX MEATS
Soy-Ton, Tofu

We take pride in creating our food from scratch every day. Some items will have limited availability. We are committed to your well-being. If you have allergies, please inform us in advance of your visit. We are allergen-free. Our food is prepared in a kitchen that also prepares allergen-free food. We are allergen-free. Our food is prepared in a kitchen that also prepares allergen-free food. We are allergen-free. Our food is prepared in a kitchen that also prepares allergen-free food.

Figure 11. A screenshot showing the Neighborhood JAM's menu as an embedded PDF.

Minor Problem 2: Cluttered Homepage

Another minor problem was pointed out during Brandon's homepage tour. While scrolling through the homepage, he noticed that it was a little cluttered and that a lot of space was devoted to Syrup's history and values, remarking that:

For me I guess, nothing is really standing out and in my personal opinion, I guess, is that I wouldn't really care about reading like this whole long paragraph. Like these four paragraphs, like when I'm looking at a restaurant, I don't really care too much about the history I guess, I just want to find out what I would be eating there and the menu ... maybe this could be repurposed and put onto a different tab? Like an about us tab?

Dreaming of syrup, began in South Africa in August 2011 and the doors opened in September 2012. It started with a small group of friends who had big dreams and a belief that simple things can make a big impact.

While in South Africa, cooking evening meals, 'Breakfast for Dinner' became a common theme. As lovers of all things breakfast, it made perfect sense to combine the foods we loved with the causes that stirred our hearts.

The vision of syrup, is to have a delicious breakfast with local and global impact. It may look different throughout the years: assisting an orphanage, disaster relief, digging clean water wells, supporting missionaries, and providing for sustainable community development. Here is a [video](#) that tells a little more about us!

Locally, we want to see Oklahoma thrive, students succeed, families supported, the poor uplifted, and the economy grow. The fun part about being a small business is that we can make an impact on the community we so adore.

Norman, OK 73069
(405) 701-1143
[click here for directions](#)

syrup, OKC
1501 NW 23rd Ave
Oklahoma City, OK 73106
(405) 601-1354
[click here for directions](#)

hours

Figure 12. Syrup's homepage with detailed information about the restaurant's history.

In contrast, The Diner's website is streamlined and has everything sorted in an order that allows a customer to quickly find the information that they are looking for. The Diner's phone number and menu are the first things that you see when you go to their website. By potentially moving the information detailing Syrup's history to a different section or another page, other information can be highlighted.



Figure 13. The Diner's homepage with important information showcased.

Minor Problem 3: Small Text Size

One of our design scenarios centered on browsing the menu and finding out how to contact the restaurant to place an order. Our test subjects both started by going to the menu page and browsing before moving on to the contact page to find a phone number for the restaurant. However, it was difficult for participants to find this information. Eventually, one of our test subjects found it in the website's footer. We believe that this difficult is related to the small text size and lack of prominence of the contact information on Syrup's homepage. Brandon Doung remarked on this, stating:

The contrast on this second half, nothing is really drawing my eye. I really have to look harder than I would like to, to find the information that I am looking for. ... On first glance it was hard to look at this locations area and find the information that I was looking for, like this font is kind of not uniform and small and it makes it hard to determine what it is that I am actually looking for.

we are an impact-based brunch boutique
located in oklahoma.

Dreaming of syrup. began in South Africa in August 2011 and the doors opened in September 2012. It started with a small group of friends who had big dreams and a belief that simple things can make a big impact.

locations

syrup. Norman

123 E. Main Street

Norman, OK 73069

(405) 701-1143

[click here for directions](#)

Figure 14. Syrup's homepage showing the relative font size of its various portions.

This minor issue is related to the previously mentioned one of space use on the homepage. By removing some of the information from the homepage and creating a separate page to feature the history of the restaurant, it would be possible to increase the font size and reposition crucial information

DISCUSSION

From our usability test, many of the problems that our participants encountered were the same problems that we saw during our usability proposal. It is clear now that these problems need to be addressed to improve user-experience as well as increase profitability. Which will in the long-term help with the success of a restaurant-based website. The most common errors that we and our participants saw were the lack of contrast the site offered (including font style and menu), the minimalistic style that had more cons than pros, the contact page that led to an unnecessary Typeform, the online ordering system, and the overwhelming blank space. Note some of these issues are minor in scale and will not require too much work to implement immediately. Through one simple adjustment, the site's overall appearance and user interaction can benefit greatly. This could potentially allow for more traffic and interest in the restaurant.

The first problem that we can tackle is the minimalistic style that the restaurant is applying. Often, we assume that less is more but in this case the site is so minimal that there is not much to work with. A restaurant site that is plain in nature will have difficulty with garnering attention from potential customers and have them uninterested in trying to learn more about the restaurant. From our usability test, one of our participants was asked if they would be interested in visiting Syrup based on the appearance of the website. Their answer was no, simply because the website was plain and had no pictures or graphics to grab their interest. This is a prime example of how having a minimalistic website can drive away potential customers. A quick fix for this problem would be to simply implement some pictures of the food that is offered and apply some graphics that will increase the time users spend looking through the site. A long-term fix for this problem would be to eliminate the unnecessary blank space throughout the website along with some aspects of the minimalistic style. Implementing more vibrant colors will allow the website to feel more inviting and visually appealing. This, along with filling out some of the unnecessary blank space will help the website feel less empty and provide more information to users upfront without having them look through multiple tabs to find what they were looking for. The diversity

between colors and graphics will work well together and give the site a less boring and plain look.

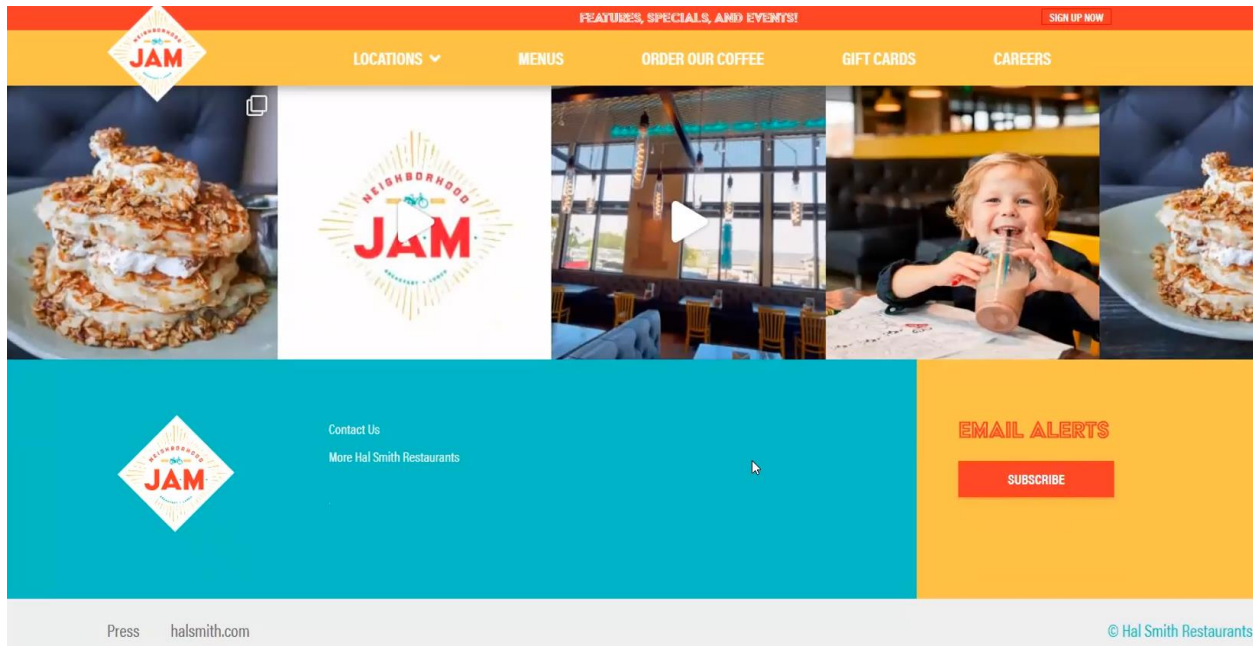


Figure 15. A picture of Neighborhood JAM’s homepage showing their use of colors and graphics.

This is an image from Neighborhood JAM’s website that provides a good example of how vibrant colors and good graphics can make a site more visually appealing and inviting. Everything is formatted in a way that is easy to follow. The images allow the user to figure out what is offered and entices the user to browse through the different pages to learn more.

The second problem that we can tackle is the lack of contrast that Syrup’s website offers. We want the information we provide on our site to be easily readable and have good sectioning so that the user can quickly and efficiently find what they are looking for. If the information we provide is not clear and does not stand out, the user will miss some vital information and will not spend any more time looking through the pages to figure out what is going on. This is a problem that both our participants encountered during our usability test. Font style and color is a huge factor in readability. A font style that is too thin will make it harder for users to read what is presented, the same goes for font color. The font color should not be too similar to the background color since it will make the information blend into the page. We also want the titles of various sections, especially on the menu, to be bolded so that it is easier for users to look through. Having the title of certain items less legible than the information below it seems disorganized and makes it more difficult for users to scan. A quick fix for this problem would be to change the font color so that it is more distinguishable to the background. This will allow the information to pop more and make it easier for users to read. A long-term fix for this problem would be to change the font style along with incorporating bolded titles. This, with implementing bullet points and good sectioning for the many distinct types of information will also help with the contrast of the page.

CREATURES OF HABIT <small>SEE CLUBHOUSE FOR ADD-ONS</small>	
BACK TO THE BASICS* Three eggs, choice of meat, breakfast potatoes or hash browns, toast	12
3 EGG OMELETTE OR SCRAMBLE Three eggs, choice of three fillings, breakfast potatoes or hash browns, choice of meat, toast • Add extra egg +2	12.5
BREAKFAST TACOS Three corn or flour tortillas filled with scrambled eggs, guacamole, cotija cheese, sour cream, green chile hollandaise, pico, cilantro • Add extra taco +3.5	10.5
BIG BAD BURRITO Flour tortilla filled with two scrambled eggs, breakfast potatoes, black beans, poblano peppers, cheese blend, topped with sour cream, cotija cheese, pico, cilantro, green chile or ranchero sauce • Ask us about "The Frankie"!	10.5
COWBOY CONTINENTAL* Three eggs your way, 6oz of strip steak, breakfast potatoes or hash browns, toast	17
THE GOOD OL' BOY* One open faced scratch biscuit, three eggs your way, choice of meat, black pepper sausage gravy, breakfast potatoes or hash browns	12.5

Figure 16. A picture of Neighborhood JAM's menu page showing their use of font style and color to improve contrast.

This is also an image from Neighborhood JAM's website that provides a good example of contrast on a website. The bolded titles and proper sectioning allow for the information to stand out. The font color is also an excellent choice since it is clear and distinguishable from the background allowing for better legibility.

The third problem that we can tackle is the online ordering system. The online ordering system is not as seamless as it should be. The tab to order online was at the bottom of the homepage, which was not easily accessible at first glance. Syrup uses DoorDash to take online orders, but the link provided does not take you directly to the restaurant location that you are trying to order from. Instead, the user had to search for the restaurant location manually but even then, our participants could not find the restaurant to place an online order. New users who experience this are most likely to give up ordering online and instead call in to the restaurant itself to place an order for pick-up. This is not good for business and can potentially push customers away from eating at Syrup. A quick fix for this problem would be to include an order online tab at the top of the homepage so it is easily accessible to new users. If ordering online through DoorDash is too complicated on the website, then it can be easily adjusted to just have a call in to order section on the homepage that includes the phone number of the restaurant and its operating hours. A long-term fix for this problem would be to implement your own online ordering system to the website. This eliminates the difficulty of using a third-party system and allows you to interact with the user directly. This system could also be faster and more efficient since it will reduce the time that your staff needs to be on the phone to put in a call-in order. Time that can be used to ensure that your in-person customers receive the best experience.



Figure 17. A picture of Neighborhood JAM's online ordering tab.

This is an image from Neighborhood JAM's website that provides a good layout of how online ordering should be set up. It is a simple tab that takes you to their own online ordering system, but also includes a phone number so you could decide to place an order by phone if you wanted to do so instead.

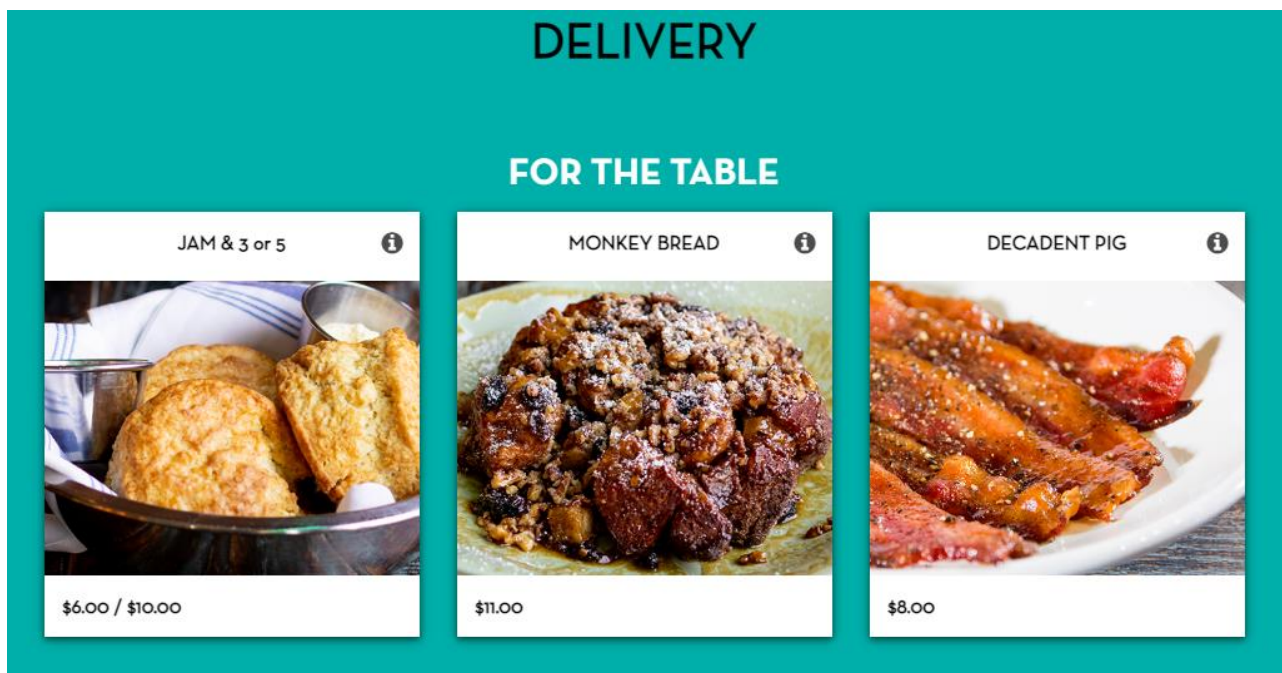


Figure 18. A picture of Neighborhood JAM's online ordering system interface.

This is an image from Neighborhood JAM's website that shows the interface of their online ordering system. Simple set up with images and prices of their menu items so users can look through and decide what they want.

CONCLUSION

Overall, Syrup's website is in a stable condition that does not require any drastic changes that would completely render this website unavailable. Many of the current features and aspects of the website are unique, and we recommend leaving them untouched. Our suggested order for fixing the website would start with the major problems we outline of online ordering, cluttered homepage, and small text size. We believe that these three problems are the most significant and detrimental to your website. By fixing these problems right away, we expect there to be an immediate difference in the appearance and appeal to customers that will make your website more user-friendly and convenient overall. Next on our recommended priority list would be to address the minor problems of converting the menu to a PDF version, the cluttered homepage, and the small text size. These problems are also significant. However, they are not as important as the three major problems we highlighted earlier. After fixing and implementing changes to the major problems, we recommend that you move on to these three minor problems as a final touch-up to your website. These three minor problems focus around added appeal and more convenience to the customer. After addressing both the major and minor problems we highlighted in the report, we recommend having an in-depth review of your website to ensure all changes are correctly implemented, and everything is working as intended.

In the future, we recommend more usability testing based on feedback from customers or changes in technology that would negatively affect your website. However, we believe that some areas to focus on with possible usability testing in the future would be the online ordering page and contact/location page. Specifically, testing the online ordering page is always necessary to ensure that this is working correctly and that it is up to date with everything so that customers aren't faced with issues or inconveniences.


The value of the work we have done so far is incredible, and we expect the changes we highlighted to positively impact your customers' experience and appeal of your restaurant. Customers will see how you value their opinion and experience and have gone out of your way to change your website to better suit their needs and experience. With added features like the online ordering page and PDF menu, more customers will likely place orders online or request a reservation to dine in at a specific time. This will increase your profits and the number of customers you are able to serve efficiently. You will soon see a positive change from upgrading your website and the full potential that can be unlocked with your website.

APPENDIX

Waivers

WAIVER FORM

I Brandon Duong 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: 10/12/2022

WAIVER FORM

I Braydon Brown 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: BNB Date: 10/18/2022