Mel C's Perogies app research findings

01/31/2023

Version 2.0

UX Analysis Team

Jedidiah Gardner

Dasher Claus

Blitzen Claus

Table of Contents

Usability review

Intention

We're creating a Perogies app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

We conducted a usability study with select participants who used a low-fidelity prototype to complete prompts within the app. Details, insights, recommendations, and next steps are as follows:

Usebility study details

Research Questions

1. How long does it take a user to find the search field within the app?
2. What can we learn from the user flow, or steps that users can take, to place an order.
3. Are there parts of the user flow where users get stuck?
4. Are there more features that users would like to see included in the app?
5. Do users think the app is easy or difficult to use?

Participants

8 participants

Individuals are between the ages of 20 and 75.

One participant is visually impaired and needs a screen reader for the study.

Participants are all people who use apps to order food who go out to eat more than once a week.
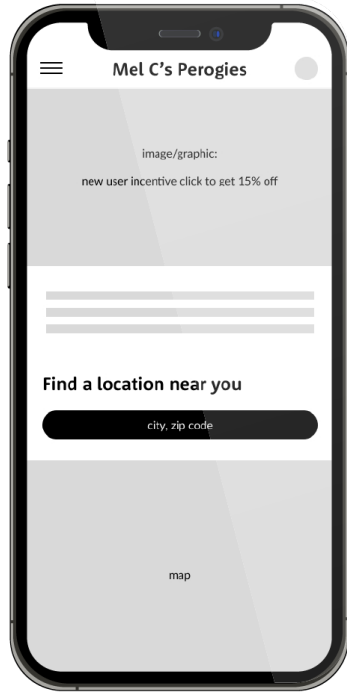
Methodology

Length: 10-15 mins based on prompts

United States, remote

Unmoderated usability study

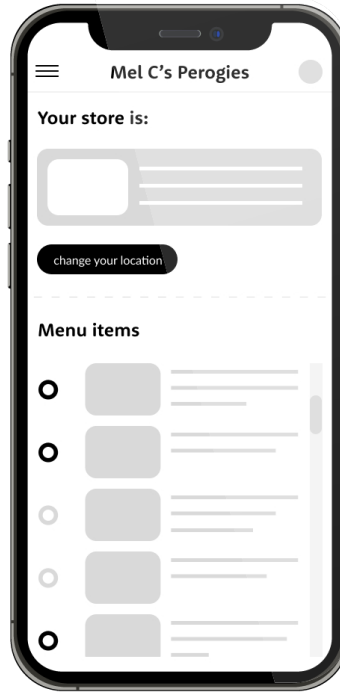Users were asked to select a store and order items on a low-fidelity prototype
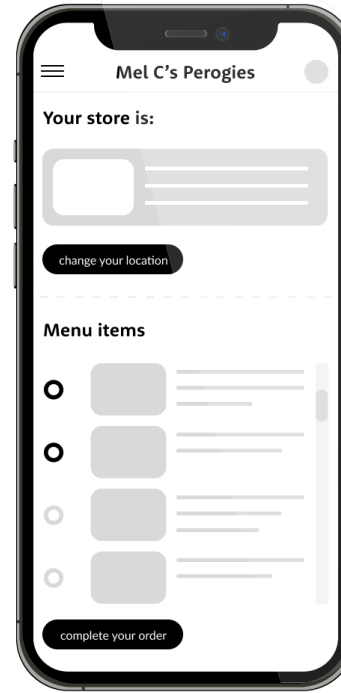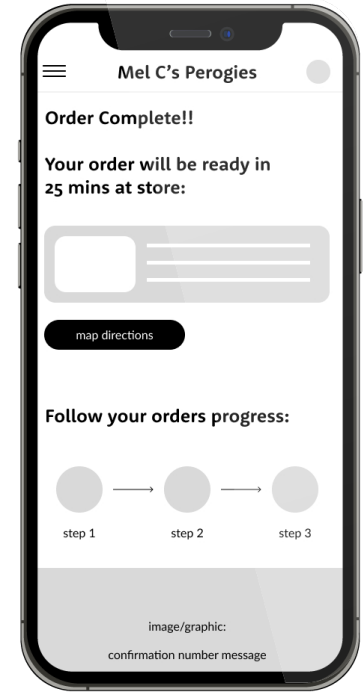
Usebility tested low-fidelity prototype

Home

Locations

Menu

Cart

Checkout

Insights and recommendations

Research insights

P0

P1

P2

None, all users were able to complete the ordering process without issue or blockers

Users need a way to tell how far away the stores are from their current location

Users need to see what items are in their cart

Recommendations

- P1 – Add mileage from users' location to each stores detail result.

- P2 – Add an additional screen to show cart details.

Recommendations

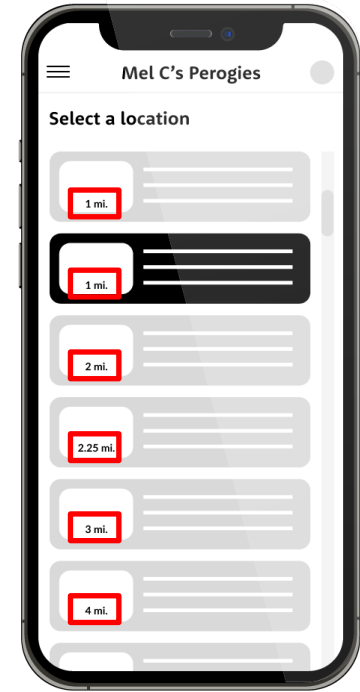P1 - Add mileage from users' location to each stores detail result.

- 3 out of 5 total participants said they were confused by not seeing a distance to the store from their location

" The app is good for locating stores nearby, but I wasn't sure how far they are from me. I dislike not knowing how far away these stores are from my location."

— Participant C
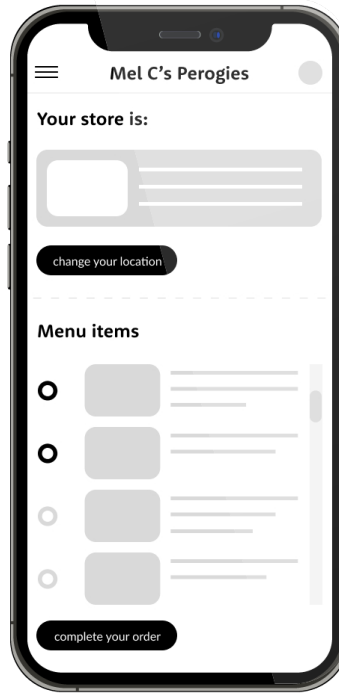

Locations (before)

Locations (after)

Recommendations

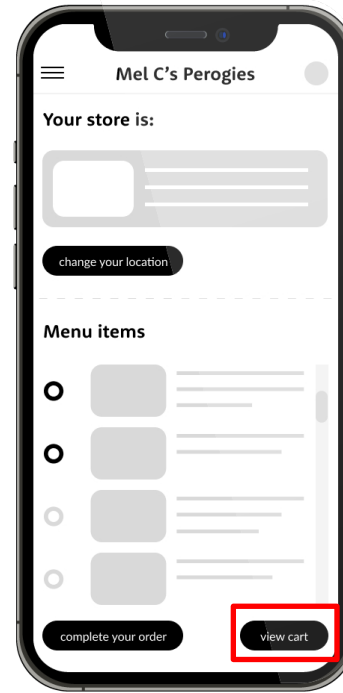P1 - Add additional screen to show cart details

- 3 out of 5 total participants were not able to select and unselect items from the cart.

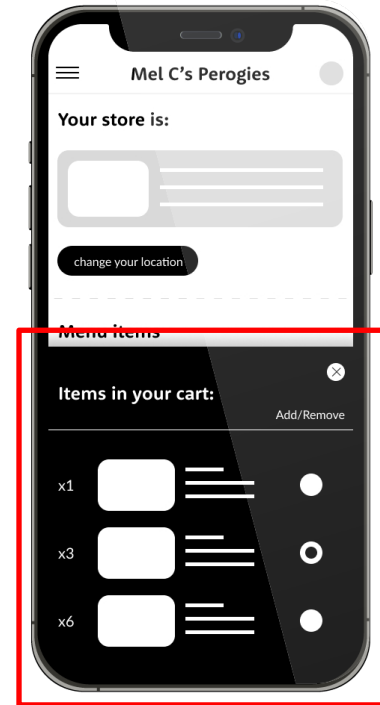*"The app was easy to navigate but there are no options to remove items in the cart."*

— Participant D

Cart (before)

Cart (after)

Cart (after)

Next steps

Next steps

- Adding mileage identifier to filtered returned store results
  Most users were not clear on how far away the closest store was

- Addition of a view cart button and cart screen.
  Most users did not find out how to remove items from their cart

- Recommend additional usability research upon addition of mileage identifier, view cart button and cart screen.

Updated low-fidelity prototype – usability testing

- View prototype [here](#)

We would like to acknowledge all those who were involved with the development, design and testing. These contributions are vital to the success of this project and the continued efforts are greatly appreciated.

Thank you!