

# Papa John's Usability Study

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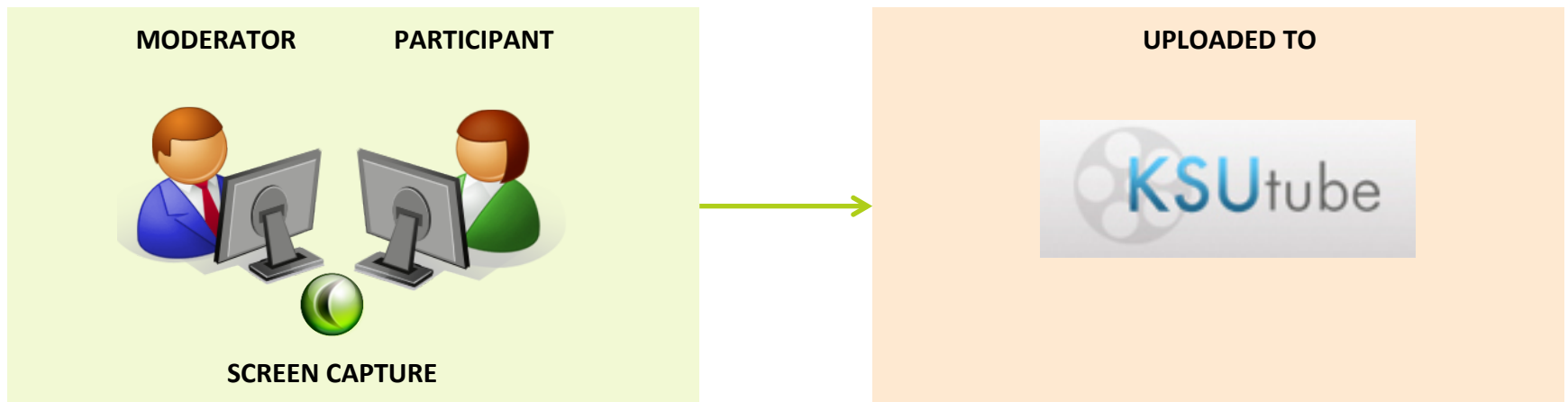
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# Introduction

- The overall objective of the usability study was to better understand how users interact with the online ordering function of the Papa John's website:
  - Understand customer goals and use cases.
  - Determine unmet customer goals and gaps in their expectations.
  - Identify bugs and find usability issues to inform later tests.
  - Validate current design decisions.
  - Understand how customers interact with different options.
  - Understand customer frustrations and successes.
- In the end, users expect to be able to select the store they want to order from, add pizzas to that order by customizing what they want, and check out easily and quickly.

# Methodology

- Each moderator was provided with the same script of tasks and instructions to conduct with their participant.
- Participants were told to think aloud and mention their impressions of what they were doing as they went through the different pages in the flow.
- Moderators recorded the session with the participant of their choice and uploaded it to KSUtube
- Moderators listed whether or not the participant had ordered online before so the research team could select participants for the appropriate group.



# Website Information

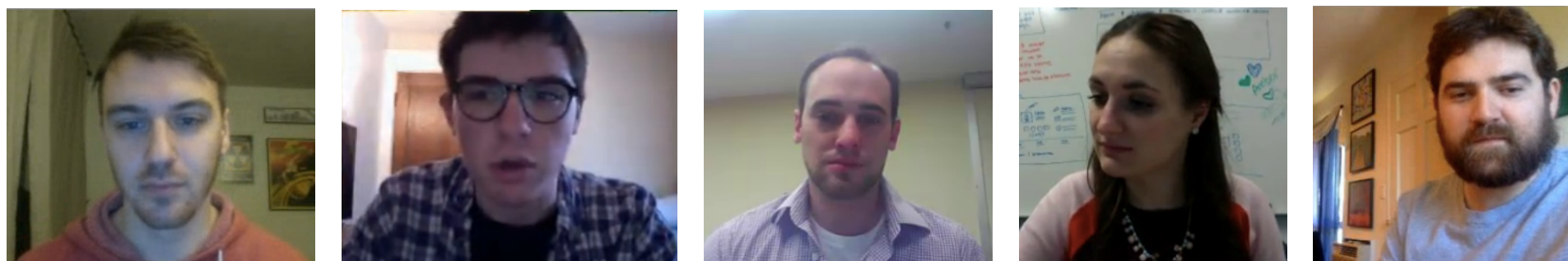
Participants used the Papa John's online ordering experience. Pages seen:

- Home
- Address/Store selection
- Menu
- Pizza customization
- Email/text coupon sign up
- Customer service information

The screenshot shows the Papa John's website homepage. At the top, the navigation bar includes links: Home • Find a Store • About Us • Our Pizza • Ordering • Own a Franchise • Email & Text Deals • Gift Card • Español. The main navigation menu features: Menu, Special Offers, Papa Rewards, and My Order (with Sign In and Create Account links). The central promotional banner highlights the "NEW BACON CHEESEBURGER PIZZA LARGE \$12" with a "Limited Time" badge and an "ORDER NOW" button. A text box on the left describes the pizza's ingredients: "BETTER INGREDIENTS Our New Bacon Cheeseburger pizza comes with 100% real beef and mozzarella cheese, hickory-smoked bacon, diced tomatoes, pickles and Papa's signature burger sauce." To the right, a "Add a Brownie TO YOUR ORDER. (Family Size 9 Pieces)" promotion is shown. Below the main banner, a "Today's Features" section lists items 1, 2, and 3. The footer contains three promotional tiles: "You're Missing Out" (Sign up for Text offers), "Better Ingredients." (Always had them. Always will. Watch our Story.), and "NEW Buy with Google" (Android users speed through checkout with "Buy with Google").

# Participant profiles

- 5 participants
  - 4 male, 1 female
  - All young adults
- All 5 have ordered online before.
- 4 participants ordered for both delivery and pickup before, and 1 only ordered for pickup.



# Participant tasks







- As a warm up exercise, participants were asked to use Google to find pizza options that were close to them and comment on the range and array of choices that came up.
- Participants were then directed to PapaJohns.com and told to order 3 pizzas for a party. These included:
  - Mushroom and Pepperoni
  - Half onion, Half sausage, Light sauce
  - A specialty pizza
- Participants were then asked to figure out how to sign up for email discounts and deals without registering for an account.
- Finally, participants looked for corporate contact information to report a poor pizza experience.
- Throughout, follow up questions were asked to get the participant to talk about the site and how it compared to what they have used in the past.

# Executive Summary

- Overall, participants were able to use the site to add pizzas to their order, sign up for coupons, and find corporate contact information
- However, this wasn't without roadblocks. Participants either struggled to complete their tasks or had difficulty understanding certain parts of the process.
- To that end, the site did not completely match the expectations users had for ordering pizza online.
  - The customization experience was slow/clunky, and didn't allow users to get what they needed quickly
- Participants performed these tasks fairly consistently, and there was little to no variation in what they did to complete each task.



# Legend

	<b>Positive.</b> Recommendable approach; a feature that users like.
	<b>Minor.</b> Small problem that does not seriously affect the results but makes the user hesitate for a moment.
	<b>Major.</b> Problem that causes confusion or irritation. Users must take effort to bypass the problem, but most are able to recover.
	<b>Critical.</b> Users can not accomplish the task because of the problem.
	<b>Functional problem.</b> Bug.
	<b>Site Metrics and Information.</b> Data used to support the usability findings.

# Findings – Adding Pizzas to Order



*This is kinda cool, the university [address type]... I don't remember Dominos having that. –P2 (5:47)*

*It's just showing me the most popular, I don't know how to just get a mushroom and pepperoni pizza... I guess I can create my own. –P5 (6:46)*

✓ Once participants arrived at the site some were required to enter their address to find their local store if they hadn't used Papa Johns before. This was expected and worked for them.

🐞 One participant could not figure out how to begin and was clicking "Menu" multiple times and nothing was happening.

✓ All participants reached the menu page and realized they needed to click "Add and Customize" to make the pizzas they wanted since they were not listed.

# Findings – Adding Pizzas to Order



It's kinda hard to see [if the onions] are even on there or not. –P1 7:43

I didn't notice these additional options down here. –P3 7:38

It's kinda cool that they offer specialty pizzas and allow you to add more to it. – P2 9:39

I just want a mushroom and pepperoni pizza, I don't know why it's animated – P5 7:00



Once participants got to this screen, they were able to add items to their pizzas with little to no issue.



However, opinions about the animation were mixed. One participant really liked it, and one disliked it. No one commented/saw the link that disabled the animations.



2 participants commented that they could barely see the toppings when they landed on the pizza.



Most participants mistook the "Sauce" dropdown under the pizza as the portion selector. Few scrolled right away to find the other options at the bottom of the page.



All participants were able to add the pizzas to their orders, but some commented on wanting the ability to add multiple pizzas at once without having to return to the menu.



Participants were split on how Specialty Pizzas worked. Some were glad they were brought to the customization page to edit the pizza, and others just wanted it to be added to the order right away.

# Findings – Getting Coupons



Home • Find Store • About Papa John's • Ordering • Own a Franchise • **Email & Text Deals** • Gift Cards • Español

**Menu** **Special Offers** **Papa Rewards** **My Order**

## Sign up for Papa's Email & Text Offers!

**Name\***

First Name Last Name

**Email Sign-up**

Enter your address to receive 2-7 weekly email-exclusive offers.

jon@doe.com

**Text Message Sign-up**

Enter your cell number to receive up to 6 monthly text-exclusive offers.

000 000 0000

• By clicking SUBMIT, you consent to receiving calls and text messages by automated means. Your consent to receive calls and text messages is not a condition of purchase. You may withdraw your consent at any time following submission.

• For additional details, please visit the [Terms and Conditions](#) page.

• Text offers apply only to US residents at this time.

**Submit Form ▶**

**Want pizza perks that you won't find anywhere else?**

**Papa's Email and Text Offers make it easy to save on your Papa John's favorites! When you join our program, you'll receive:**

- Special discounts, just for being a subscriber.
- Access to exclusive offers and sweepstakes from Papa John's and our partners.
- Immediate notification of promotions and new menu items.
- Other hot-from-the-oven news and offers from your neighborhood Papa John's.



All participants found the link to the Email & Text Deals in the upper navigation across the whole site.



Participants were mixed on understanding exactly what would be sent, and how often they would receive emails. Some were concerned about getting too much spam.

I would expect to get coupons and deals. –P4 11:40

I don't see how it could be much more simpler than this... Hopefully I won't receive too much stuff, I don't really like newsletters. – P1 12:16





It looks like they are going to send me a lot of emails. I don't like that much communication. Even if I like you as a company, once a week is enough. –P3 14:38

Your email address and mobile number will never be shared or sold by Papa John's. To read our privacy policy click [here](#). To ensure future delivery of emails, please add [specials@papajohns-specials.com](mailto:specials@papajohns-specials.com) to your safe sender list or address book.

Canadian residents can [click here](#) to sign up for an account and receive offers.

MSG and Data rates may apply. Text STOP to 47272 to opt out (confirmation will be sent). Text HELP for help. Not all carriers covered.

# Findings – Contacting Corporate

Customer Service • Careers • Ingredients • Investor Relations • Gift Shop • Privacy • Site Map •     Order Online @ PapaJohns.com

Online Ordering Customer Service 877-547-PAPA (7272). Offer and Prices will vary in Alaska, Hawaii and Canada. Offer good for a limited time at participating Papa John's restaurants. No double toppings or extra cheese. Not valid with any other coupons or discounts. Limited delivery area. Delivery fee may apply. Customer responsible for all applicable taxes. Papa John's pizzas are hand-made to order in your local restaurant; your pizza may vary in appearance from the pizza represented here.

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All participants found the link Customer Service in the footer of the site.



Some participants were unsure what information to use; the feedback form, or the “Online Ordering” number toward the bottom of the page.

**We want to hear from you!**

**Customer Service Home**  
FeedBack Form  
Current Promotion FAQs  
Valentine's Day Gift Card Promotion FAQs  
Online Ordering FAQs

**Customer Feedback**  
Please let us know what you think about our products, organization or website by mailing us or by completing an Electronic Feedback Form. We welcome all of your comments and suggestions.  
United Kingdom customer feedback, click here. For a listing of all International Papa John's, click here.  
[Feedback Form](#)

**What does your pizza look like?**  
At Papa John's, we believe better ingredients make a better pizza. If your pizza doesn't meet the quality standards you expect from Papa John's, we'd like to know.

**Unsolicited Ideas**  
Thank you for your interest to share an idea for a product or service that you believe would be beneficial to Papa John's. Please know, however, that it is Papa John's company policy not to consider unsolicited ideas from anyone other than our corporate employees, franchise owners/employees, and our supply partners.  
It's not that great ideas cannot come from our valued customers. Each year, however, Papa John's receives thousands of unsolicited ideas for products and services. Due to the mass volume of these unsolicited ideas and the business challenge of determining what is truly a "new" idea versus a concept that we already have in development, being tested, or previously considered, we must adhere to our strict policy not to accept or review any unsolicited ideas that come from outside our system.  
As a result, we must decline your invitation to review your idea, and hope you can understand and appreciate our business reasons for making this company decision. We do, however, greatly appreciate your interest in Papa John's.

**Contact Us**  
**Online Ordering Customer Service**  
877-547-PAPA (7272)  
Click here to find your local Papa John's phone number.  
**Our Mailing Address**  
Papa John's International, Inc.  
P.O. Box 99900  
Louisville, KY 40269-9990

The name of it is kind of misleading. It may not pertain to Online Ordering Customer Service... if it's not related to that I am not sure if I'm supposed to call this number or not, but it's the only one here so it's what I would go with. –P1 14:37

I want something immediate. I would want to get on the phone... I would like a chat function. –P3 15:55

I'd either fill out this feedback form or call this online ordering customer service... it looks like the only number besides the local one  
–P4 12:06



# Recommendations & Follow Up Research

- Consider testing the customization page without the animations.
- Consider an option to either add a pizza to an order and go directly back into the customizer to create another pizza, or return to the menu.
- Clearly outline what, and how much, communication will be sent out when signing up for deals and promotions.
- Label contact information with a general title, or provide multiple means of contact for different services/issues.

# Appendix

## Participant List/Links to Videos Used

- ❑ P1 – <http://ksutube.kent.edu/watchpwvid.php?playthis=714lqts6h>
- ❑ P2 – <http://ksutube.kent.edu/watchpwvid.php?playthis=z15t3yyh0>
- ❑ P3 – <http://ksutube.kent.edu/watchpwvid.php?playthis=g4e235h33>
- ❑ P4 – <http://ksutube.kent.edu/watchpwvid.php?playthis=i7u3gz041>
- ❑ P5 – <http://ksutube.kent.edu/watchpwvid.php?playthis=l55u6470q>

# Appendix

Notes from all participant  
sessions



## P1 – Greg - Male

### *Pretask Qs*

- Yes, definitely
- Half delivery, half pickup
- Delivery: if weather is bad, lazy
- Pickup: Closeby places
- Typical order: LG pep/saus and few drinks
- Experience: “It’s okay, not bad. Sometimes I order over the phone”

### *Task 1 (Mushroom Pep, Half Onion/Half Sausage/Light Sauce, Specialty)*

- Clicks menu
- Clicks add and customize because it’s the easiest
- “Sometimes the text is a little bit hard to see. And some of the graphics when you add the ingredients, like when you add onions you can’t really see if it is added or not”
- Adds pep, Adds mushroom, Adds to order
- Continue shopping to add another pizza
- “This is pretty much what I do on any website that has this feature.”
- “It’s kinda hard to see [if the onions] are even on there or not” - Adds to order
- Clicks on the same button when he is supposed to order a specialty pizza.
- When he tries to leave this page he gets an error that says “Leave Page” or “Stay on Page” – He incorrectly stays on page and then tries the back button and clicks leave this page.
- “Some of these pizzas are pretty complex, but this is about what I would expect.”
- “I don’t know if it is super necessary to go right to customize, if you are ordering a specialty pizza it should just throw it right in the shopping cart and ask if you want to make an edit to it... it’s kind of a pointless step.”

### *Task 2 (Sign up for coupons)*

- Looking for ability to get coupons and finds “Email and Text Deals” after searching a bit
- “I don’t see how it could be much more simple than this.”
- “Hopefully I won’t receive too much stuff, I don’t really like newsletters... maybe coupons every other week or something like that.”

### *Task 3 (Contact corporate)*

- “Something like this isn’t very obvious. It’s probably in the fine print somewhere maybe on the front page, maybe at the bottom I’m going to guess.”
- He finds customer service, “It’s super small. I’m pretty if I click here I will be put in the right direction.”
- Sees feedback form button and isn’t really sure what that is.
- Assumes the number listed and address is the only way he could contact them. Unsure if what he found was correct. “The name of it is kind of misleading. It may not pertain to Online Ordering Customer Service... if it’s not related to that I am not sure if I’m supposed to call this number or not, but it’s the only one here so it’s what I would go with.”

*Pretask Qs*

- Yes
- Both delivery/pickup – Dominos
- Pickup: Closeby, worth picking up
- Delivery: Didn't have access to car, farther away
- Ordered regular pizza and pastas
- Ordering online was pretty easy, recounts being able to say how much he wanted on the actual pizza/pasta.
- Says his favorite place comes up first on Google, likes the UrbanSpoon reviews

*Task 1 (Mushroom Pep, Half Onion/Half Sausage/Light Sauce, Specialty)*

- Comments on the address field, notices the option for university which he thinks is a good idea. Enters his address and tries to find the one closest to him.
- None of the stores close to him offer delivery and he isn't sure how to proceed.
- Goes to Create Your Own. Doesn't want to search through to find the customized pizza he wants.
- Adds the two toppings he wants and adds to order.
- Able to add items on different sides of the pizza and finds the light sauce option
- Selects a buffalo chicken pizza, and adds additional banana peppers
- "It's kinda cool that they offer specialty pizzas and allow you to add more to it."
- Looks at the crust options, likes the ability to do that
- "That's cool that you can take off stuff that's already on there."
- Really likes all the different options he sees here.

*Task 2 (Sign up for coupons)*

- Finds email and text deals link at the top of the home page
- "This doesn't look like its setting you up with an account... it seems really easy to do"
- Notices all of the things that will be sent
- Notices that only name is really required on the form

*Task 3 (Contact corporate)*

- "From experience, I would go down to the bottom... sometimes there is a contact us link, but I assume Customer Service is it."
- Finds both the phone number and letter. If he was really upset, he would call.

*Pretask Qs*

- Yes, ordered online
- More so delivery, convenience
- Pizza, minimal toppings.

*Task 1 (Mushroom Pep, Half Onion/Half Sausage/Light Sauce, Specialty)*

- Clicks Order Now from Home Page
- Enters home address into fields
- Takes him a moment to find the “Create Your Own”
- “Hopefully it starts me with a base, regular cheese pizza.”
- “This was the experience I’ve had before.”
- Looks at the other options to see if everything is correct,
- “I wonder if there is a place where I can go to order multiple pizzas at the same time”
- Goes back to the custom pizza section, and starts to add items to each half.
- Takes him a moment to find the sauce portion selector
- “I didn’t notice these additional options down here.”
- Selects the XL Hawaiian BBQ pizza. “Looks like everything is good, I like this pizza just the way it is.”
- Gets to a page with wings, and can’t find a way to proceed without adding them to his order so he has to go back. He gets a pop-up warning.
- Clicks on My Order to see what is currently in his cart.
- “This is one of the better pizza ordering websites I’ve seen. It’s better than I expected.”

*Task 2 (Sign up for coupons)*

- “I would expect some coupons, I might look into this Papa Rewards thing.”
- “I can see this ‘Email and Text Deals’ here, it’s pretty visible, but I don’t know what the difference is.”
- Gets to the page, starts typing in info.
- “I guess it’s special discounts, I’m not sure what they are.”
- Isn’t sure about the sweepstakes, unclear on “immediate” alerts.
- “It looks like they are going to send me a lot of emails. I don’t like that much communication. Even if I like you as a company, once a week is enough.”

*Task 3 (Contact corporate)*

- Goes back to the home page. Looks for “Contact Us” at the top first, and then the bottom. “Customer Service that might be a good one.”
- “I want something immediate. I would want to get on the phone.” Takes him a moment to look below the fold to find the number. “I would like a chat function.”
- Unsure about the label, for “online” ordering.

*Pretask Qs*

- Yes ordered online
- Done both; delivery for laziness. Pickup because it's not far away, will do when running errands
- Cheese pizza with mushrooms and veggies, and one with meat
- Sometimes orders wings or dessert/soda
- Has had a pretty good experience, has never had any issues.
- Uses Google to find Lou Malnati's pizza, a place that she has ordered from before
- Searches for pizza and her zip code
  - Seems to be able to find different ones she's ordered from in the past

*Task 1 (Mushroom Pep, Half Onion/Half Sausage/Light Sauce, Specialty)*

- "We do get Papa John's quite a bit because my fiancé is in the Rewards program... Normally he does the ordering, not me."
- Clicks menu, and nothing happens. She asks if it is for delivery or pickup.
- She clicks "Our Pizza" and then tries to click on Menu again and nothing is happening. "Seriously, what is wrong?"
- She clicks "Learn More" on "Better Ingredients."
- She goes to "Find A Store" and scoffs at herself for not seeing it sooner. She begins to enter her address. She only enters her ZIP and gets an error
- She chooses a store for delivery and finally gets to the menu
- Begins to customize the pizza. Selects the two items and puts it on the whole pizza both times. She then adds it to her order.
- She goes back to the menu and begins to add the items.
- She incorrectly goes to the "Sauce" drop down first to look for the light sauce option. She corrects herself and goes to the "Sauce Portion" dropdown
- Once at the confirmation page she selects pizza again to go back to the menu. She accidentally chooses "Create Your Own" and when tries to go back gets a pop up error... but she doesn't choose the right option to go back for almost half a minute.
- She chooses Spinach Alfredo: "I guess I don't know if this pizza has spinach alfredo stuff on it already... I would assume this is extras. So I will add it to my order."
- "I didn't know I had to choose a store first... I guess it might be different if I googled it first, but I didn't know I had to go to the location's specific page."

*Task 2 (Sign up for coupons)*

- Clicks "Email Text Deals"
- "I would expect to get coupons and deals."

*Task 3 (Contact corporate)*

- Clicks Customer Service at the bottom
- "I'd either fill out this feedback form or call this online ordering customer service... it looks like the only number besides the local one."

*Pretask Qs*

- Yes, has ordered for pickup before
- Easier for him and didn't want to have to pay the delivery fee
- Ordered pizza for himself and for parties ("a large order")
- Experience: "It got the job done, I got the pizza!"
- Searches for "pizza delivery near me" and scrolls down to the local results
- "It was nice that it had the autocomplete, but I didn't like how there were ads covering most of the screen."
- Notices there is no map, wonders if these places are actually close to him or not
- Usually orders from locally owned pizza shops

*Task 1 (Mushroom Pep, Half Onion/Half Sausage/Light Sauce, Specialty)*

- Starts with the address form already open, and starts to enter his own address
- Ends up on the menu screen, and looks for Mush/Pep in the list of specialty pizzas
- Clicks "Pizza" in the top nav but it takes him to where he already is.
- "It's just showing me the most popular, I don't know how to just get a mushroom and pepperoni pizza... I guess I can create my own."
- "I just want a mushroom and pepperoni pizza, I don't know why it's animated."
- Adds the items to his pizza, and he is trying to scroll down the page but can't. "There is no scroll bar to get to the bottom of the page."
- Clicks add to order at the top of the page after clicking multiple times to scroll.
- Goes back to create his own to order the next pizza
- "It's really not very friendly to scroll on this page."
- Somehow figures out how to scroll
- Goes to "Sauce" instead of "Sauce Portion" first
- Goes back to the menu to look for a specialty pizza... "I don't know what a John's Favorite is... it doesn't have an ingredient list until you click on it I guess."
- Finds the list of ingredients under the pizza image, and adds extra cheese to the pizza before adding to his order
- "I was able to get what I wanted, it just seemed like it could have been a list of ingredients I could have checked them off instead of having the visual there... it seemed cumbersome."
- Moderator points out the checkbox to turn off animations, he did not see it.

*Task 2 (Sign up for coupons)*

- Finds Email and Text deals at the top, clicks it.
- "I assume I will get emails with coupons... it's what it says"

*Task 3 (Contact corporate)*

- "I guess I would look for a number for the corporate office, or a place to submit a complaint."
- Goes back to the home page, "Sometimes they are at the bottom of the page."
- Finds the feedback form, and clicks in to it. Explores the options/categories for contacting. "I am not sure which one of these I would pick."