



PIZZA

PAPA JOHN'S

Papa Johns loved connecting with their fans. This app made it easier for customers to order their favorite pizza and other meal items, delivered fresh, just a few taps. It features included customizing your pizza, geolocation for delivery or pickup, and future ordering.

EXECUTIVE SUMMARY

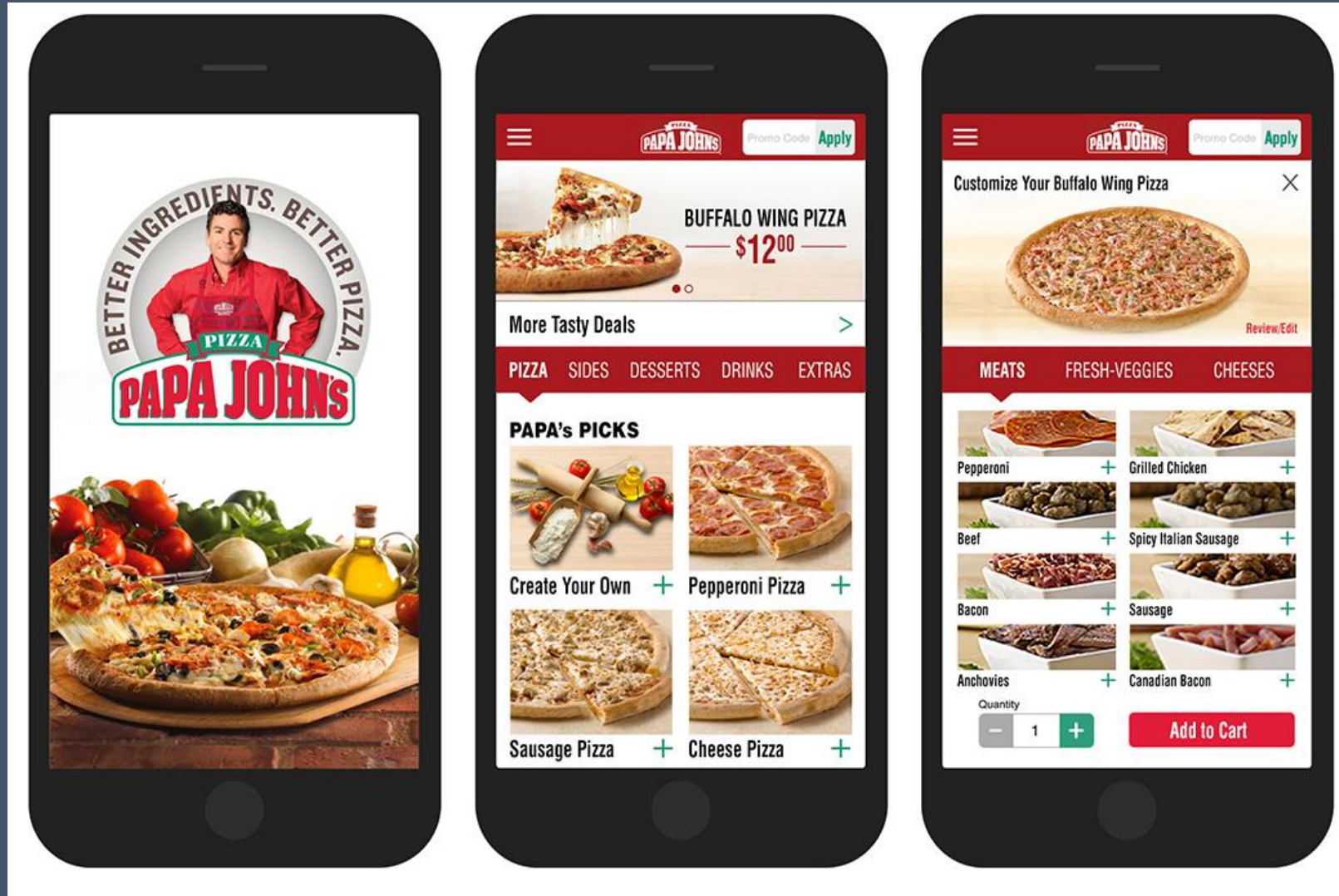
The primary goal was to evaluate the usability of Papa John's app. To provide further insights for improvement. To measure a case study usability success from a purchased view, navigation flow and overall user-end experience.

Immediately the users expect beautiful interfaces. An **omnichannel experiences** that operates seamlessly between desktops, tablets, and phones.

Cast studies were recorded from a 3rd party software "Validately". **Analyzed the data qualitatively** to find out the successes, partial successes, and failures occurred and to gain deeper insight into the user's experience.

The following tasks were measured:

- Mechanical Navigation Flow
- User Ease or Difficulties
- Consistency



ABOUT THE STUDY

User's Feedback

A total of 4-participant. **Conducted a moderated usability test** that included several pre-task questions about the participant's experience when ordering pizza from the app.

Questionnaire Tasks:

- Age demographic
- Ordering frequency
- Time preference
- Pre-ordering
- Receiving choices
- Pizza Types
- Rewards program / promo deals
- Rate app experience



Eric
Male, 34yrs

Phone type: Samsung

https://video.kent.edu/media/PapaJohn_app_Eric/1_onbpsfvv

Quote: ...*"prefer to call in order until familiar with the app".*

Yes, will use the app to order pizza.



David
Female, 56yrs

Phone type: iPhone

https://video.kent.edu/media/PapaJohn_app_David/1_kujg06zi

Quote: ...*"very difficult to follow if not familiar with their pizza selections. Need more caption description".*

No, will not use the app to order pizza.



Nick
Male, 38yrs

Phone type: Samsung

https://video.kent.edu/media/PapaJohn_app_Nick/1_nnyjch0u

Yes, will use the app to order pizza.

ABOUT THE STUDY

User's Feedback

The users' favors the icon symbols. A functionality that needs to be order first in order to complete their selective pizza of choice.

Recorded data of sessions was performed by doing the following:

- Ordering types of specific / customized pizza from its current menu-selections,
- Rewards with email option only
- Rate the overall app experience.

The **end-user expectations are the most important element to building a good app**. They bring their first-hand experiences of expectations to your business.



Iroda

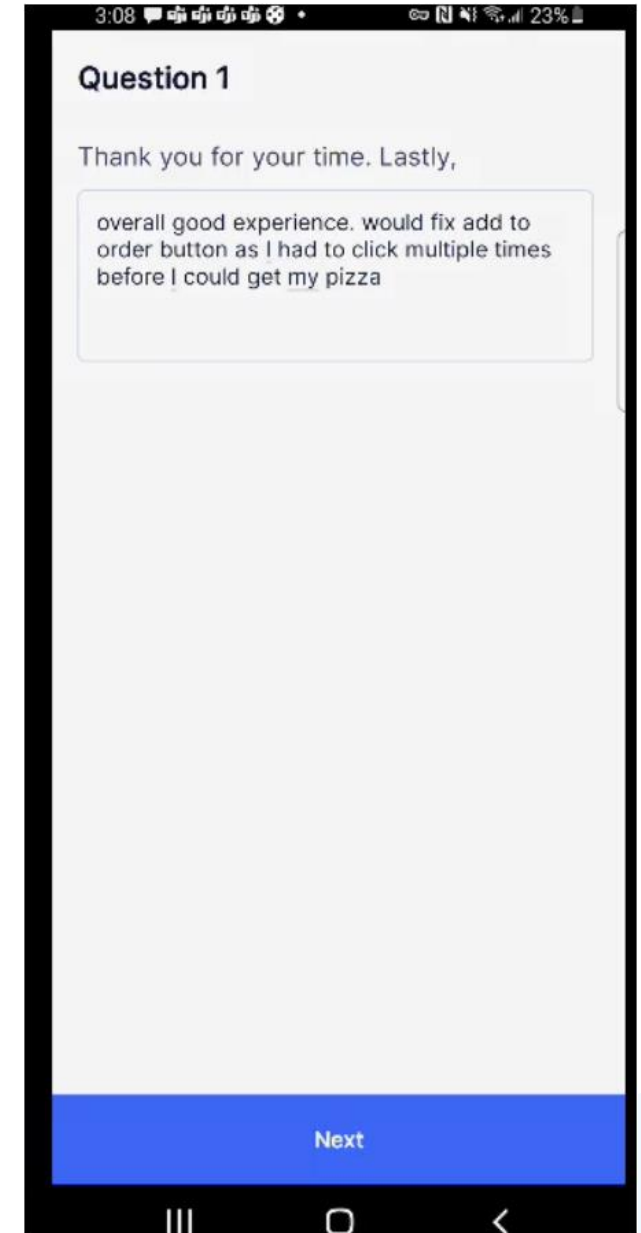
Female, 26yrs

Phone type: Samsung

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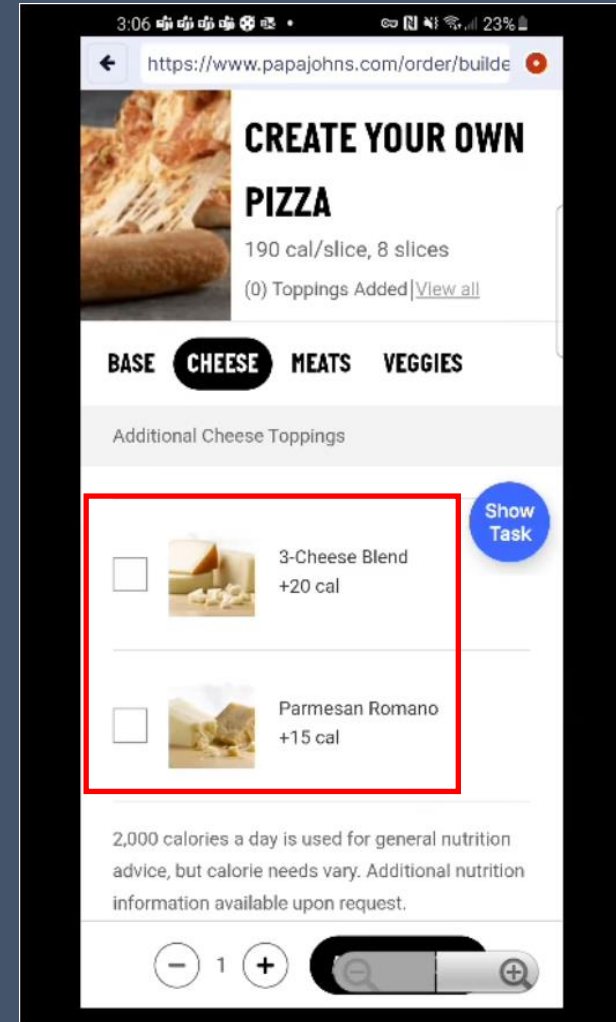
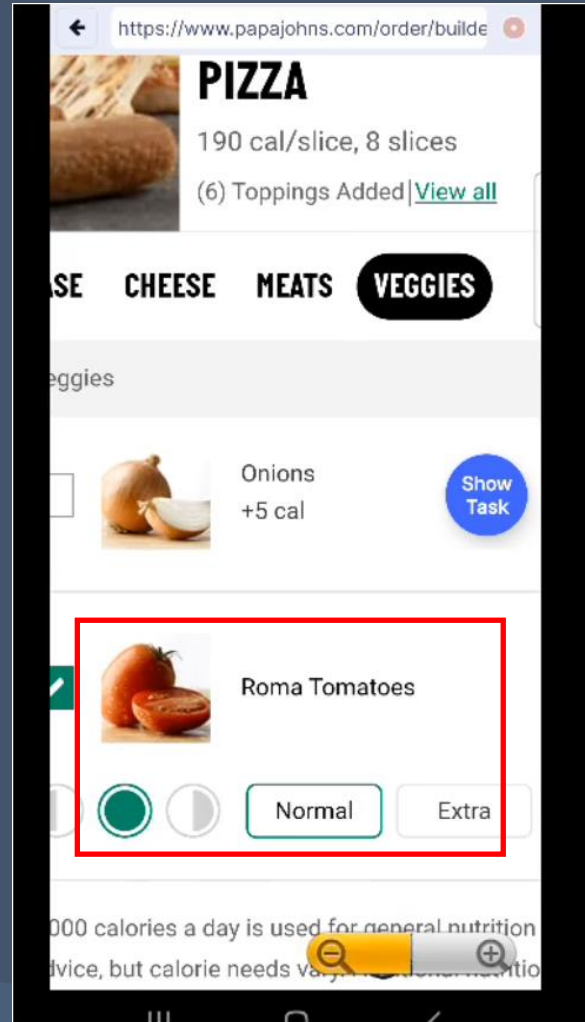
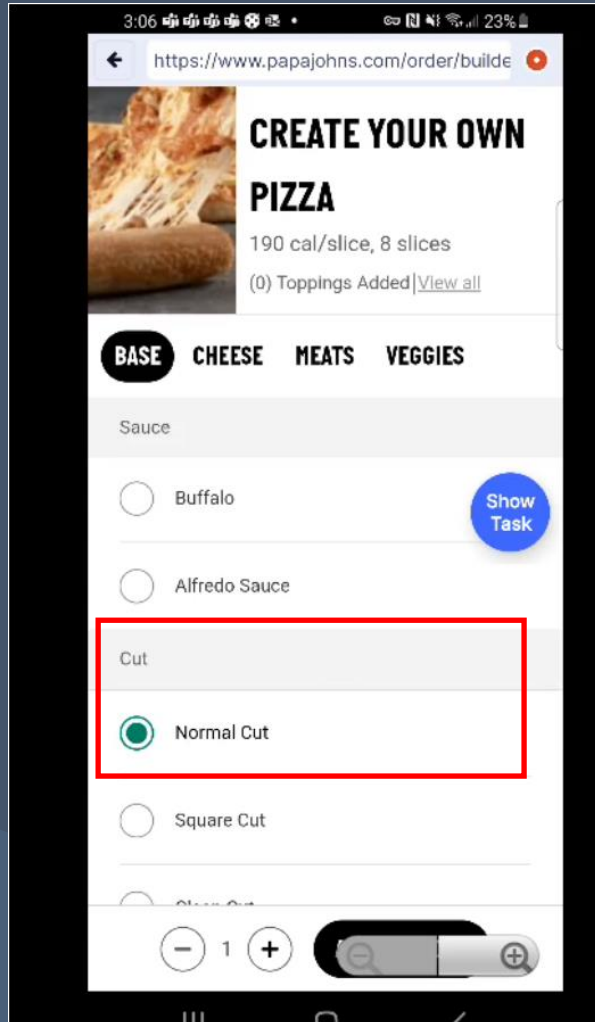
Quote: ...*"reluctant to provide phone number in order to sign up for the rewards program in fear being overloaded with texts and promo's".*

Yes, will use the app to order pizza.



ABOUT THE STUDY

User's Feedback



The user felt the navigation flow is not consistent. Constant scrolling back and forth to select items to be customized.

The nav is confusing:

- Radio buttons
- Icon click for half or whole cut
- Check box

DATA ANALYSIS

Task Question's	1 x A Week	2x A Week	+2x A Week	Party Event's	Weekend pizza lover
How often do you order pizza	1			2	1
Time Preference	11 am-2pm	3pm-5pm	5pm-7pm	7pm-11 pm	
		1	3		
Do you pre-order? Special events?	Yes	No			
	3	1			
Pizza serving size	12"	14"	16"	Football (10+ people)	Jumbo (20+ people)
	1	1	2		
Types of pizza	Vegan	Gluten-free	All meats	All cheese	Customized
				1	3
Type of crust	Thin	Pan	Cheese	Stuffed	Gluten-free
	2	2			

DATA ANALYSIS

Task Question's	Cut preference			
	Whole cut	Half Cut	Normal Cut	Square Cut
Cut preference		1	3	
Task Question's	Get your pizza preference			
	Pick-up	Drive-thru	Hand-deliver by driver	Drop-off / ring doorbell service
Get your pizza preference	2			2
Task Question's	Will you join the rewards program?			
	Yes	No		
Will you join the rewards program?	1	3		
Task Question's	Rate the app			
				
Rate the app	1	3		

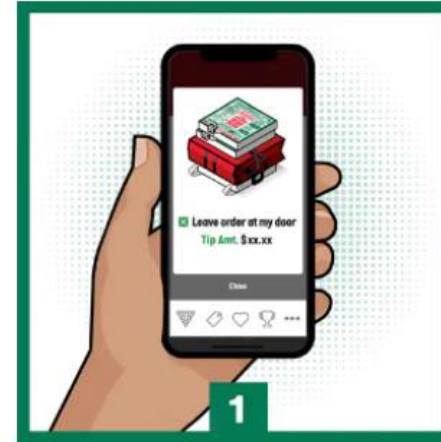
REPORT SUMMARY

Navigation flow was the biggest hurdle to overcome for the end user. Not familiar with the app. The user prefer less options but want more repetition of choices. Have an ease navigational flow mechanism. To be concise and clear with its functionality.

... "Not expecting other app with not much efforts- needs to be better simplified with ease and offer discount on non-busy days".

App user, David

To design great apps, you must understand the pains and needs from the end-user. Don't forget that your users' needs will change over time.



All app and online orders use No Contact Delivery. To opt out or pay cash, uncheck "Leave order at my door." And please remember to tip when checking out.



A Quality Seal is applied to the lid of the box, so you know it hasn't been opened.



The driver sets your order up at your door, eliminating the need for direct contact.



The driver knocks or rings your doorbell, then steps back 6 feet so you can collect your order.