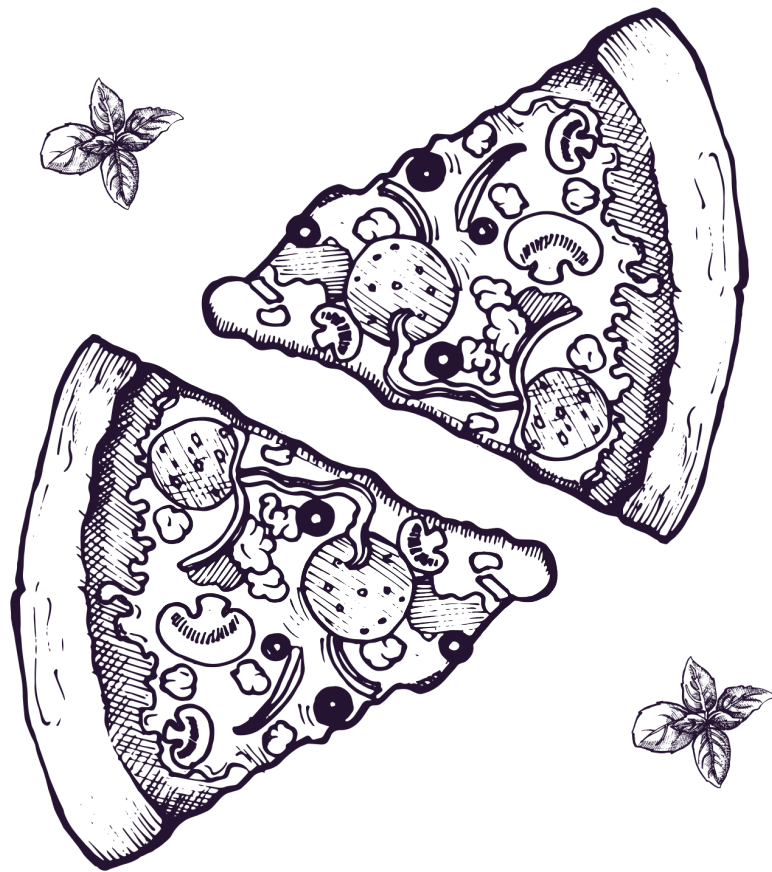


PAPA JOHN'S®

papajohns.com

Usability Testing Final Report



Shannon Kelly

June 24, 2023

Summer 2023 USABILITY I (UXD-60104-002)

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Executive Summary

Project Goal

The Papajohns.com project team conducted in-person and remote moderated usability tests between June 8, 2023, to June 14, 2023. The goal of these tests was to assess the usability of PapaJohns.com in 3 key areas:

- Customized ordering
- Promotional offer email sign up
- Finding customer support resources

Recruitment & Participants

For this summative (assessment) study, participants were screened for diversity in age and gender and qualified for this study based on their experience level ordering pizza online (advanced users.)

Four male and female participants between 20-50 years old, who have ordered pizza online in the past, participated in the study, with a mean session duration of 23 minutes.

Results

All participants completed the customized ordering process (mean time: 14 mins), but none could sign up for promotional offers using only their email addresses. All participants could find the customer support channels, but none were satisfied with the help options.

Key observations

- Confirmation messages aren't strong enough
- "Extras" pop-up is aggravating
- Lack of clarity on how-to customize orders
- Hard to find & extensive emails signups
- Lack of help option for instant feedback

This document contains the participant feedback, ease or difficulty of task completion, time on task, errors, and improvement recommendations. A copy of the scenarios and questionnaires are included in the appendix.

Introduction

About PapaJohns.com

Papajohns.com is the official website that connects customers worldwide to local franchised Papa John's stores for delivery or pick-up. Depending on product availability, customers can order made-to-order pizza, wings, sides, desserts, drinks, and more at the nearest Papa John's branch.

The website also offers additional tools such as a store locator, a customer service contact form, franchising information, and a rewards program.

Expectations

The website aims to provide a hassle-free and pleasant experience for customers who want to order meals, making it more convenient than ordering over the phone.

This study aims to reveal potential problems that may occur during the user's journey and pinpoint areas that need improvement.

The screenshot displays the PapaJohns.com website interface. At the top, the PapaJohns logo is on the left, and navigation links for 'DELIVERY TO 1167 FORD ROAD', 'EN', 'LOG IN', and 'SIGN UP' are on the right. Below the logo are links for 'MENU', 'SPECIALS', and 'PAPA REWARDS'. A search bar with 'Enter a promo code' and an 'APPLY' button is present, along with a shopping cart icon showing '\$0.00'. The main banner features a close-up of a pizza being pulled apart, with a '\$7.99' price tag and 'LIMITED TIME' label. The text reads 'DORITOS® COOL RANCH® PAPADIAS®' and 'Get a taste of the best idea ever', with an 'ADD & CUSTOMIZE' button. Below the banner are three featured menu items: 'PAPA PAIRINGS' for '\$6.99', 'XL NEW YORK STYLE PIZZA' for '\$12.99', and 'DORITOS® COOL RANCH® MEAL DEAL' for '\$10.99'. Each item has an 'ADD TO ORDER' button. At the bottom, there is a link to 'EXPLORE OUR MENU' and a row of small food images.

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Methodology

The test administrator contacted and recruited participants online. The test administrator screened participants via questionnaire and sent e-mails to qualified attendees informing them of the test logistics and requesting their availability and participation. Participants responded with an appropriate date and time.

Summative, moderated sessions were conducted in-person (as applicable) and remotely using screen-sharing software such as Zoom and Microsoft Teams. Each session was scheduled for 45 minutes, but the duration averaged 23 minutes between the 4 participants.

During the session, the test administrator explained the test session and asked the participants to answer a few qualification-confirming questions. The administrator read the task scenarios and asked participants to try to complete specific tasks and find relevant information.





After each task, the administrator asked the participants to openly discuss their experience with each task and provide feedback, positive or negative.

See the appendix for the screener questionnaire, testing script, and detailed notes for each task and session.

Participants

Experienced Users

Four participants, two male and two female, between 20-50 years old, who have ordered pizza online in the past, participated in the study between June 8, 2023, to June 14, 2023.

Warm-up Questions	 Igor - Participant 1 Early-mid 30s, Male Session Duration: 33:31	 Maggie - Participant 2 Early 20s, Female Session Duration: 11:33	 Craig - Participant 3 Late 40s/early 50s, Male Session duration: 31:08	 Erin -Participant 4 Female, Mid 20s Session duration: 15:38
<ol style="list-style-type: none"> 1. Have you ever ordered pizza online? 2. If so: was it for delivery or pick up? Why did you pick it up or why did you have it delivered? 3. What did you order? 4. How would you describe your experience? 	<ol style="list-style-type: none"> 1. Yes 2. Pick up; tried delivery and pickup but pickup is fresher. 3. 4 pizzas, don't mix or do a combination half and half but tries new things every time 4. Quick and easy, took around 5 minutes to order. 	<ol style="list-style-type: none"> 1. Yes, 100's of times 2. More so delivery, sometimes pickup. Delivery is so easy 3. Large pizza, appetizer, dessert, and beverage 4. Most of the time the experience is good. Has issues with card. 	<ol style="list-style-type: none"> 1. Yes 2. Delivery; brought to them instead of picking up or sitting down at a restaurant 3. Regular pizza. No appetizers. Chicago-style, deepdish cheese pizza. 4. Depends on provider. Some straight forward, others complicated. 	<ol style="list-style-type: none"> 1. Yes 2. Delivery and pickup. Pick was down the street. Places further or raining would do delivery. 3. Pizza and wings and soda. 4. Ok experience. Better than making it themself.

Tasks

Warm Up

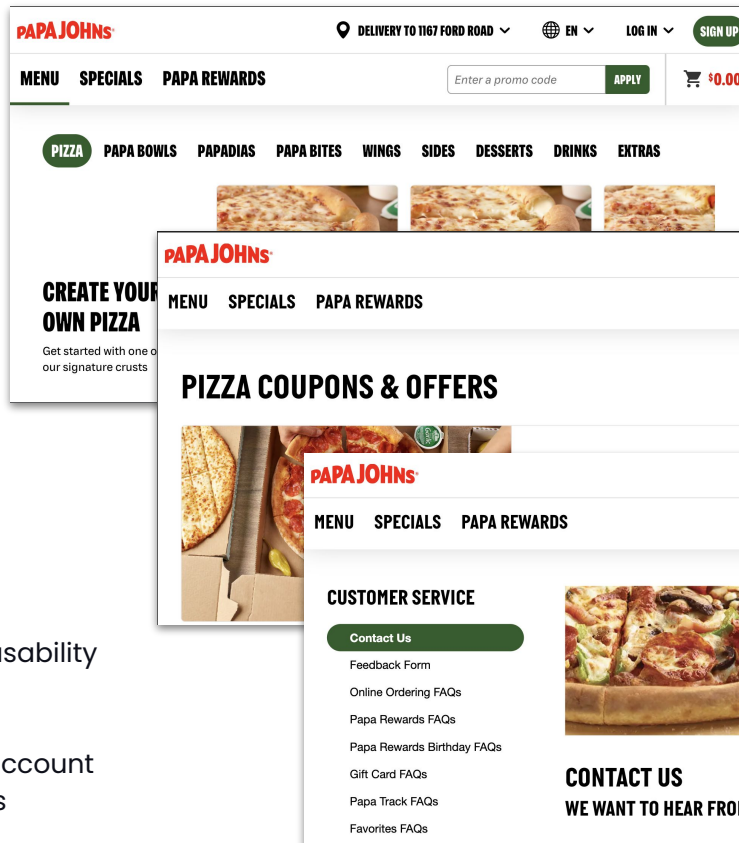
Before engaging in the usability test of papajohns.com, participants were given a warm-up task:

- *Search for pizza in your zip code. Tell me about the experience of using Google and browsing the results.*
- *Are you able to find what you need?*
- *Is there a pizza place close by?*
- *Is it the type of pizza you like?*

Main Tasks

The goal of these sessions was to assess the easy & usability of PapaJohns.com in 3 key areas:

1. Placing a customized pizza order
2. Signing up for emails promotions without an account
3. Finding corporate customer support resources



Task 1

We are going to be looking at papajohns.com web site. There are bunch of people at this party and you need to order 3 pizzas. They are:

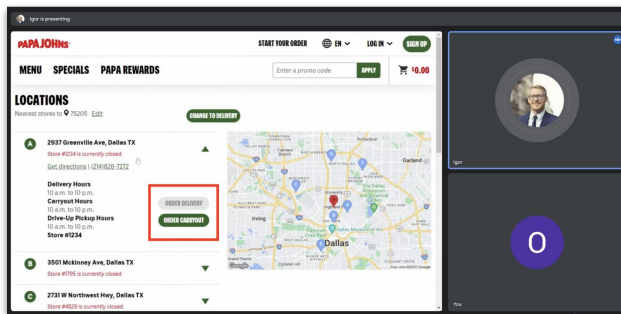
- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza, because you want some variety.

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

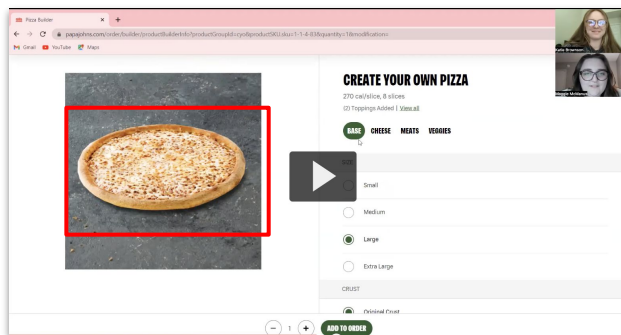
Findings

Task Completion Success Rate: 100%
All participants could complete the task, despite various errors and interruptions.

Mean Time on Task: 7 minutes, 25 seconds.



"Where can I find special pizzas? Might be handed crafted section. Yes, I think the handcrafted specialties, this is the section I need." P1



Participant 1 didn't see/click the location confirmation button. This caused them to loop several times from the location finder to the menu.

They also expressed confusion about where specialty pizzas were:

Multiple participants liked the animation of toppings being added.

But, also expressed concerns about toppings disappearing when toggling to the "base" tab for customized sauce.

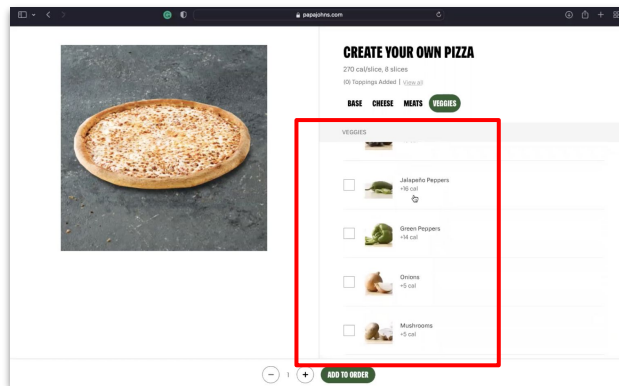
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Task 1 (cont.)

General experience impressions:

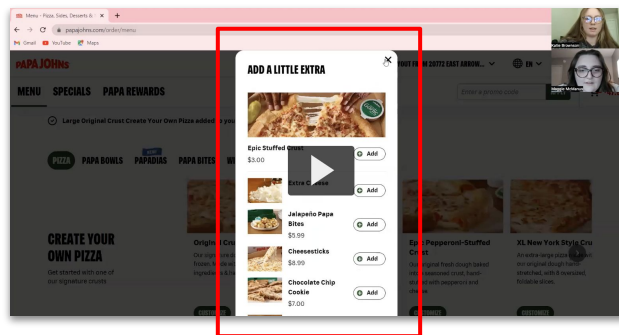
"A little bit annoy. It's a mix bag." P3

"Didn't know you could do a half pizza, Always thought you had to call. Thought this experience was cool and glad you could easily do online." P4



It was unclear to multiple participants (at first) how to do only half the items on a custom pizza.

"I'm not sure how to do a half... Ohhh this is how to do a half." P4



Multiple participants expressed annoyance when "extras" popped up after adding each main item to the cart.

"Lots of pop ups. Oh my lord, please..." P2

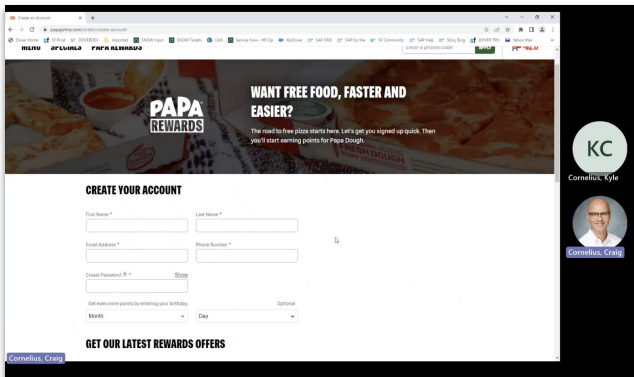
"Wow they are still pushing the extras" P3

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Task 2

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email.

Can you do this and what do you think you will receive by email?



It took multiple participants several tries to find the email offer sign-ups. Participant 1 looks in specials to find coupons.

Participants 1, 3, and 4 thought “Papa Rewards” was the email sign-ups.

Participants 1 & 2 found the tiny email and text offer link in the footer but expressed it’s more than asking for an email address.

“It says create an account but I don’t want to create an account.” P1

“This is soooooo hidden....Can I only put my email? No.” P2

“Got to create an account with a password and everything” P3

Findings

Task Completion Success Rate: 0%

All participants could not sign up for offers by providing just an email address.

Mean Time on Task: 2 minutes, 2 seconds.

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Task 3

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere.

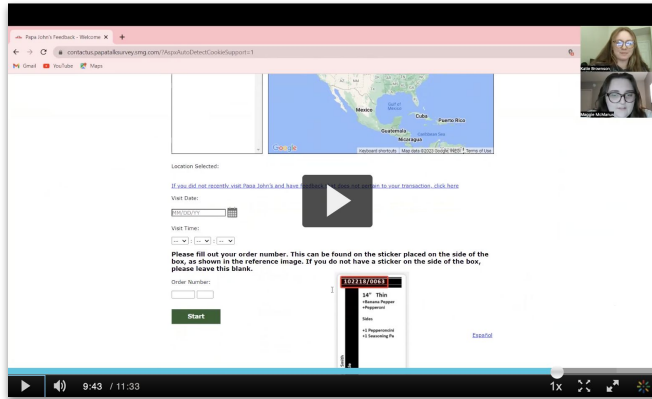
You need to contact the corporate office. How would you do that?

Findings

Task Completion Success Rate: 100%

All participants were able to find the customer support page with contact options.

Mean Time on Task: 1 minutes, 24 seconds.



"I would choose feedback form, because I don't like chat" P1

"I'm not going to get real-time [help]." P3

"Whoa. What is this? This almost looks like i'm getting hacked. I wouldn't want to use this." P2

At first, participant 1 expected to find a support link in the site's header.

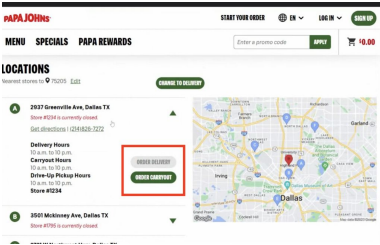
The other participants immediately scrolled down to the footer to look for a link.

Participant 1 couldn't find a phone number on the site, so they Googled "Papa John's corporate number." Participant 3 thought the options could have been more conducive to getting live help.

Participant 1 also found the feedback form needed to be updated, as it looked trustworthy.

Recommendations

Order Flow

Change	Justification	Severity
<p>Make the franchise location selector (delivery & pickup location confirmation) stand out.</p> 	<p>P1 and P3 both had issues with selecting/setting a location.</p> <p>The location confirmation button looks too much like the other buttons on the site. The indicators that a location was selected are minimal and must stand out more to allow the customer to confirm the correct place.</p>	<p>Medium</p>
<p>Change conditional logic for “add a little extras” popup to not open again once closed.</p> <p>Instead of popups, add upsell & cross-sell opportunities on the cart or checkout pages.</p>	<p>Almost all participants expressed annoyance at the pop-up every time they added a pizza to their cart.</p>	<p>High</p>

Recommendations (cont.)

Order Flow (cont.)

Change	Justification	Severity
Add a side bar (or dropdown on the cart icon to show what items have been added to the cart without the user having to click into their cart to see their order details.	P1 constantly went into their cart to see if the added item was correct.	Low
When customizing a pizza and topping items have been selected, don't remove the toppings when moving to different tabs.	Multiple participants liked the animated toppings, but when they toggled to different tabs (base, meat, veggies), the selections they already added disappeared, confusing them.	Medium
Show how to customize pizzas for "half options" more intuitively.	Participants expressed that they didn't think half options were available on the site and felt that feature was hidden.	Medium

Recommendations (cont.)

Email offer sign ups

Change	Justification	Severity
<p>Reduce the number of pages that have ambiguous meanings:</p> <ul style="list-style-type: none"> ● Specials ● Rewards ● Offers and Sign-ups <p>Provide an email-only offer/coupon sign-up. (A blatant call out in the footer or header.) Make what it's for more prominent and simplify fields to 1.</p>	<p>Multiple participants looked in different areas of the site, only to find specials and a rewards program.</p> <p>Some people who came across the email sign-up form expressed their dissatisfaction, stating that the form required an excessive amount of information.</p>	<p>High</p>

Recommendations (cont.)

Customer Support

Change	Justification	Severity
Provide an additional link for support in the header or menu.	Participant 1 expressed that they naturally look in the header for a support option.	Low
Make the corporate phone number prominently visible and bold. Additionally, provide an option for immediate or prompt assistance.	The participants were unable to locate a phone number on the website for urgent assistance. Feedback forms and chatbots are not instant and do not convey a sense of caring for the customer's concerns.	High

Follow up & Conclusion

The majority of participants completed the significant tasks without many complaints or issues. However, there were some duplicate or confusing terminology and functionality on the site that could be streamlined to improve the services and offers.

It's essential to thoroughly test out any changes made to the website, particularly in similar scenarios and tasks, to ensure that the online ordering experience for users is improved. Additionally, working with novice and experienced users can provide valuable feedback and insights into the effectiveness of the changes.



Appendix

- Testing Script
- Screener Questions
- Test Summary (with notes)

Testing Script

Intro

Hi [PARTICIPANT NAME]. My name is [YOUR NAME], and I'm going to be walking you through this session today. Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a web site that we're working on so we can see whether it works as intended. The session should take about 45 minutes.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions. If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me, because I don't have to take as many notes.

Informed Consent

If you're OK with this, please indicate this by reviewing and then signing the informed consent form.
[HAVE PARTICIPANT SIGN INFORMED CONSENT FORM] (Available upon request)

Testing Script (cont.)

Pre-Task Questions

Before we get started I have a couple of questions:

- Have you ever ordered pizza online?
- If not: why haven't you ordered online?
- If so: was it for delivery or pick up? Why did you pick it up or why did you have it delivered?
- What did you order?
- How would you describe your experience?

Task 1

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are bunch of people at this party and you need to order 3 pizzas. They are:

- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza, because you want some variety.

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

Task 2

You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

Task 3

Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

Ice Breaker

We are ready to get started so go ahead and launch the web browser and go to Google, and then search for pizza in your zip code.

Tell me about the experience of using Google and browsing the results.

- Are you able to find what you need?
- Is there a pizza place close by?
- Is it the type of pizza you like?

Screenener

Introduction

Hello. I'm Shannon Kelly. On behalf of my client, we are looking for people interested in participating in a usability study of an online pizza retailer's website that can help improve the website's design and order functionality.

Please answer the following questions honestly to ensure you match our user study profile.

Question	Answers	Instructions
What gender do you identify as?	Male	Continue
	Female	
	Non-binary/Other	
<i>Justification: To recruit an even mix of participants</i>		
Which best describes your age?	18 to 25	Continue
	26 to 39	
	40 to 59	
	60 - to 74	
	75 and older	
<i>Justification: To test all ages, as stakeholders are concerned that older users may be more likely to have trouble ordering online.</i>		

Screenener (cont.)

Question	Answers	Instructions
What gender do you identify as?	Male	Continue
	Female	
	Non-binary/Other	
<i>Justification: To recruit an even mix of participants</i>		
Which best describes your age?	18 to 25	Continue
	26 to 39	
	40 to 59	
	60 - to 74	
	75 and older	
<i>Justification: To test all ages, as stakeholders are concerned that older users may be more likely to have trouble ordering online.</i>		
What's your level/comfort with using a computer?	Basic - Infrequent user	Terminate
	Intermediate - Frequent user	Continue
	Proficient -Advanced user	
<i>Justification: For finding computer literate/advanced users,</i>		

Screenener (cont.)

Question	Answers	Instructions
Do you ever order food (takeout, pizza, etc.) online for delivery?	Yes	Continue
	No	Terminate
<i>Justification: More general food ordering, as they may order from Doordash/GrubHub often</i>		
What gender do you identify as?	Male	Continue
	Female	
	Non-binary/Other	
<i>Justification: To recruit an even mix of participants</i>		
Which best describes your age?	18 to 25	Continue
	26 to 39	
	40 to 59	
	60 - to 74	
	75 and older	
<i>Justification: To test all ages, as stakeholders are concerned that older users may be more likely to have trouble ordering online.</i>		
What's your level/comfort with using a computer?	Basic - Infrequent user	Terminate
	Intermediate - Frequent user	Continue
	Proficient –Advanced user	

Screenener (cont.)

Question	Answers	Instructions
<i>Justification: For finding computer literate/advanced users,</i>		
Do you ever order food (takeout, pizza, etc.) online for delivery?	Yes	Continue
	No	Terminate
<i>Justification: More general food ordering, as they may order from Doordash/GrubHub often</i>		
How often do you order food online for delivery?	Daily	Continue
	Weekly	
	Monthly	
	A few times a year	
	Once a year	Terminate
	Rarely/Never	
<i>Justification: Defining frequency of use. Advanced user would possibly order more often.</i>		

Screenener (cont.)

Question	Answers	Instructions
What meals/times do you typically order out for delivery? [Multi-select]	Breakfast	(if only option selected) Terminate
	Lunch	Continue
	Dinner	
	Late-night	
	Special occasions (Parties and events)	
<i>Justification: Time of day - potential distractions. Special circumstances are often required and more common, like ordering gluten-free options, side orders, etc.</i>		
Do you usually order pizza online for delivery?	Yes	Continue
	No, I typically call in my order.	Terminate
	No. I'm not a fan of pizza.	
<i>Justification: Call-in and non-pizza fans disqualify, not demographic/user personas for the advanced user profile.</i>		
Thinking about pizza-specific providers and restaurants, do you order:	From the same restaurant?	Continue
	From a few trusted providers?	
	From someplace new?	
<i>Justification: Any answer qualifies; repeat customers show loyalty but also may divulge ease of use.</i>		

Screenener (cont.)

Question	Answers	Instructions
How often do you repeat or reorder your previous meal when ordering pizza online?	Almost every time	Continue
	Sometimes for time/convenience	
	Never, I switch up based on mood or circumstance.	
<i>Justification: To discover if a "repeat last order" function is necessary. Repeat/loyal customers often have logins/accounts with order history. Not a deal-breaker question.</i>		
When it comes to customizing your order (especially with specialty pizzas), do you ever: [Multi-select]	Add extra toppings	Continue
	Remove toppings	
	Request half-and-half options	
	Request "light" toppings/sauces	
	Choose different sauce options	
	Change crust type	
	Gluten-free option	
	I don't customize	Terminate
<i>Justification: Want participants (advanced user) who would likely customize or change their order to their liking.</i>		

Screenener (cont.)

Question	Answers	Instructions
When ordering pizza online, how often do you order sides or extra items? (e.g., breadsticks, chicken wings, desserts, dipping sauces/dressings, or beverages)	Every time	Continue
	Most of the time	
	Sometimes	
	Rarely	
	Never	
<i>Justification: Another advanced user question, but it is not a deal-breaker. Looking for power-users.</i>		

Test Summary

Questions/Task	Participant 1 (oboreysh recording) Igor - Early-mid 30s, Male 33:31	Participant 2 (kbrownso recording) Maggie Early 20s, Female 11:33	Participant 3 (kcorne11 recording) Craig Late 40s/early 50s, Male 31:08	Participant 4 (ddiezdeb recording) Erin - Female, Mid 20s (No participant video) 15:38
<ol style="list-style-type: none"> 1. Have you ever ordered pizza online? 2. If not: why haven't you ordered online? 3. If so: was it for delivery or pickup? Why did you pick it up or why did you have it delivered? 4. What did you order? 5. How would you describe your experience? 	<ol style="list-style-type: none"> 1. Yes 2. 3. Pick up; tried delivery and pickup but pickup is fresher. 4. 4 pizzas, don't mix or do a combination half and half but tries new things every time 5. Quick and easy, took around 5 minutes to order. 	<ol style="list-style-type: none"> 1. Yes, 100's of times 2. 3. More so delivery, sometimes pickup. Delivery is so easy 4. Large pizza, appetizer, dessert, and beverage 5. Most of the time the experience is good. Has issues with card. 	<ol style="list-style-type: none"> 1. Yes 2. 3. Delivery; brought to them instead of picking up or sitting down at a restaurant 4. Regular pizza. No appetizers. Chicago-style, deepdish cheese pizza. 5. Depends on provider. Some straight forward, others complicated. 	<ol style="list-style-type: none"> 1. Yes 2. 3. Delivery and pickup. Pick was down the street. Places further or raining would do delivery. 4. Pizza and wings and soda. 5. Ok experience. Better than making it themself.
<ol style="list-style-type: none"> 1. Search for pizza in your zip code. Tell me about the experience of using Google and browsing the results. 2. Are you able to find what you need? 3. Is there a pizza place close by? 4. Is it the type of pizza you like? 	<p>Orders/likes dominos because they have a soft, bread-like texture. Specialist pizzas is easy to find.</p> <p>If they could they'd have dominos crust, papajohns toppings and pizza huts sauce.</p>	<p>Googles "pizza near me"</p> <p>Yes, find what needed and lots of options they like..</p>	<p>Sees yelp first, some chains and local places.</p> <p>Would have picked a brand and gone to a website instead of googling with zip code.</p>	<p>Googles "pizza near me"</p> <p>Found what they need. Lots of places. Places close by that they like.</p>

Test Summary (cont.)

Questions/Task	Participant 1 (oboreysh recording) Igor - Early-mid 30s, Male 33:31	Participant 2 (kbrownso recording) Maggie Early 20s, Female 11:33	Participant 3 (kcorne11 recording) Craig Late 40s/early 50s, Male 31:08	Participant 4 (ddiezdeb recording) Erin - Female, Mid 20s (No participant video) 15:38
<p>Task 1</p> <p>We are going to be looking at papajohns.com web site. There are bunch of people at this party and you need to order 3 pizzas. They are:</p> <ul style="list-style-type: none"> Mushroom and pepperoni. Half onion and half sausage with light sauce. A specialty pizza, because you want some variety. <p>Tell me a little more about your experience ordering pizza from this site. Is it what you expected?</p>	<p>Starts: 7:13</p> <p>Goes to papa johns website Goes to menu after a few minutes Clicks on pepperoni And ends up on the location finder and enters zip code but doesn't confirm/select the location. Delivery entry doesn't show a strong enough confirmation message.</p> <p>Understands the half and whole pizza options when customizing toppings. But doesn't see option until item is checked.</p> <p>Closes "extras" popup</p> <p>Might benefit from an overview so they don't have to click into the cart to confirm an order.</p> <p><i>"Where can I find special pizzas? Might be handed crafted section. Yes, I think the handcrafted specialties, this is the section I need."</i></p>	<p>Starts 4:27</p> <p><i>"Lots of pop ups. Oh my lord, please"</i> <i>"I love the little slapping it on animation. That's kind of fun"</i></p> <p>Able to easily order.</p> <p>Meat and veggies disappear when going back to the base for sauce option. 5:50mark</p> <p>Pop-ups were annoying - Reduce these.</p> <p>Task Complete: 6:10 min - Successful</p>	<p>Starts 6:57</p> <p>Googles papajohns and clicks on SERP result. Ad going (animation) and confused about the calls to action and if those are specific to the papadias.</p> <p>Goes to "start your order" and taking to the "find your store" page. Doesn't have a location available for delivery, so choose carry out.</p> <p><i>"Doesn't look like they're is a way to do half. Oh there it is!" - (once clicked).</i></p> <p>For specialty pizza, choose xl NY style (make your own) crust, but doesn't see pre-determined specialties. Goes back to menu to try again.</p> <p>Scrolls down and find specialities eventually.</p> <p><i>"Wow they are still pushing the extras"</i></p>	<p>Starts 6:20</p> <p>Googles "papa John" finds the website. Listing shows "start your order" and clicks. Gets taken to find your store page.</p> <p>Goes to menu. Create your own pizza. Gets taken back to find your store page.</p> <p>Closes pop up - no comment</p> <p>Chooses customize for both first pizzas.</p> <p><i>"I'm not sure how to do a half...Ohhh this is how to do a half."</i></p> <p>Gets confused when toppings disappear at base tab.</p> <p>If the customer has already added toppings, the animation shouldn't remove toppings.</p> <p><i>"Didn't know you could do a half pizza, Always thought you had to call. Thought this experience was cool and glad you could easily do online."</i></p>

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<p>Task 2</p> <p>You want to sign up for deals and coupons but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?</p>	<p>Started 24:03</p> <p>Would go to specials and checks page and didn't find fields. Goes to Papa Rewards (thought email offers were there) and clicks Join now.</p> <p>"Ahh, it says create an account but I don't want to create an account."</p> <p>Goes to Rewards FAQs. But doesn't find a way to no create an account.</p> <p>Clicks on text & email offers. Email sign up option is hidden. Form is still asking for too much information.</p> <p>Task ended: 28:24 (Somewhat successful. Found the right form, but has too many fields)</p>	<p>Started 7:32</p> <p><i>"This is soooooo hidden. Can I only put my email? No."</i></p> <p>Requires too much info.</p> <p>Thinks you'll get \$.50 off sauce cup offer (lame offers they'd never open.)</p> <p>Task ended: 8:00 (Somewhat successful; Found the right form, but has too many fields)</p>	<p>Started: 20:41</p> <p>Goes to bottom - a lot of find print.</p> <p>Sees papa rewards, but doesn't think it's coupons. <i>"Gotta create an account with a password and everything"</i></p> <p>What emails do you think you'd receive: Mix of advertising, reminders, and occasional \$ off. - Experience with other brands - send too much. Doesn't want to hear from pizza places every day. Less than once a week otherwise, unsubscribe.</p> <p>Task ended: 23:05 (Failed)</p>	<p>Started 13:35</p> <p>Participant can't find coupon/email offers.</p> <p>Make it more obvious.</p> <p>Task ended: 14:20 (Failed)</p>

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<p>Task 3</p> <p>Your pizza arrives and it is terrible! Your driver was rude and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?</p>	<p>Started: 30:34</p> <p>Wants to find customer support menu. Not in header. Found in footer in Help section.</p> <p><i>"I would choose feedback form, because I don't like chat"</i></p> <p>Possibly add a support or help tab in the header.</p> <p>Task Complete: 32:14 Successful (in finding the customer support option - would choose form)</p>	<p>Started: 9:06</p> <p>Super secret footer section.</p> <p><i>"Whoa. What is this? This almost looks like i'm getting hacked. I wouldn't want to use this."</i></p> <p>Expressed concerns that it doesn't look like a trustworthy website - wouldn't want to use.</p> <p>Googles - "papa johns corporate number"</p> <p>Visits FAQs.</p> <p>Task Complete: 10:30 Successful (in finding the customer support options - but doesn't find number; form is sketchy.)</p>	<p>Started: 26:20</p> <p>Goes to bottom and finds customer service.</p> <p><i>"I'm not going to get real-time [help]."</i> Assistance based on form and chat bot only. Doesn't think they want to listen and fix the issue based on options presented.</p> <p>Task Complete: 28:09 Successful (in finding the customer support option - but hopeful of immediate help)</p>	<p>Started: 14:41</p> <p>Would go to customer service in footer, then the feedback form to contact corporate.</p> <p>Did not explore further options.</p> <p>Task Complete: 15:24 Successful (in finding the customer support option)</p>