

# Burgwedges App

# Usability Study

07/04/2021

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# Study Details

## Project Background

We are creating a new app where people can order fast food through the app while dine-in, takeaway, and delivery. They can check the amount of nutrients in each item and even customize their own meal. We'd like to understand what specific challenges our users face in the ordering, payment, and delivery process, and how we can help them fix those.

# Study Details

## Research Questions

1. How long does it take for a user to select and order an item in the app?
2. Are users able to successfully order the item that they want?
3. What can we learn from the steps users took to order an item?
4. Are there any parts of the ordering process where users are getting stuck?
5. Is the payment process easy for the customer?

## Participants

5 participants

Participants between the ages of 18-62 who reside in metropolitan and suburb areas. Participants order out at least once a week.

## Methodology

25-30 minutes

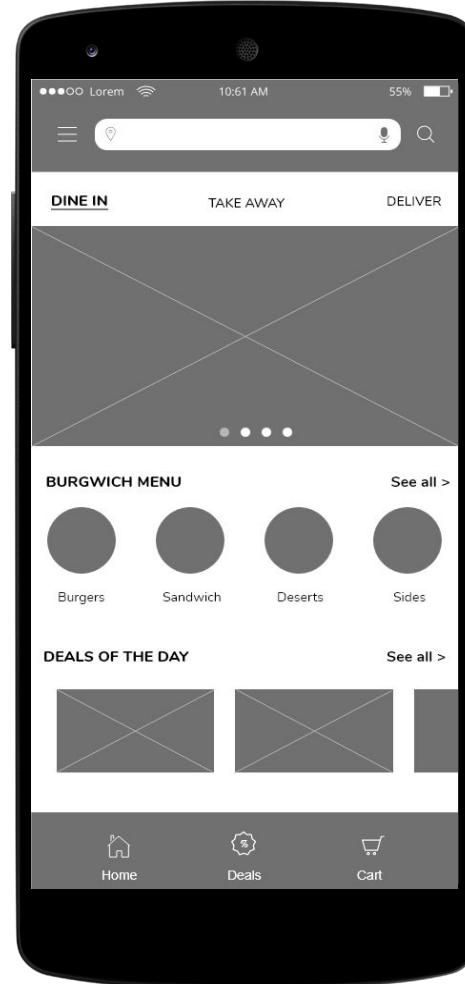
India, remote

(Unmoderated usability study)

Users were asked to order a burger on a low-fidelity prototype

# Prototype Tested

The low-fidelity app prototype for Burgwedges was tested and can be viewed at



# Themes

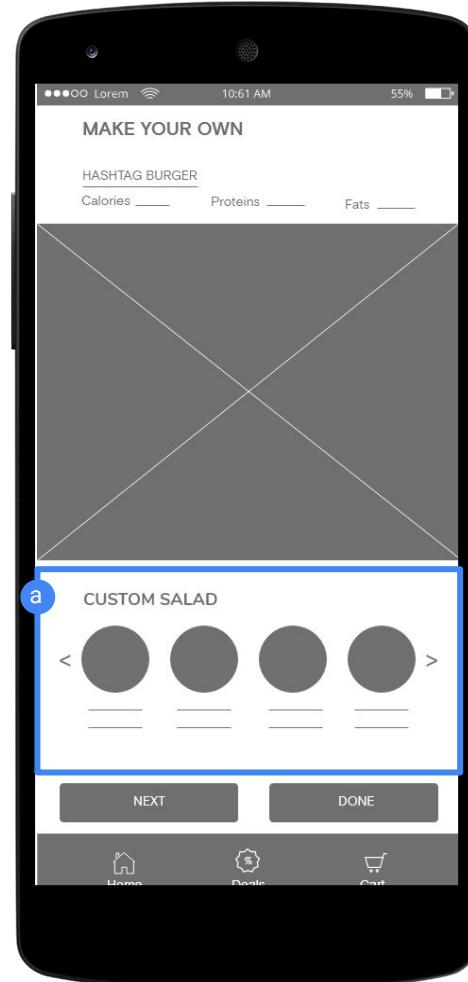
People want to choose not only the type of ingredient but the quantity of ingredients as well.

Supporting evidence from the usability study.

- 3 out of 5 total participants expressed a desire to have the liberty to choose number of patties and even layers of salad.

*"I like onions a lot and I would love to get an option where I can add all the tomato layers with onions and that will be the best burger for me."*

— Amisha, 2nd year Delhi University student



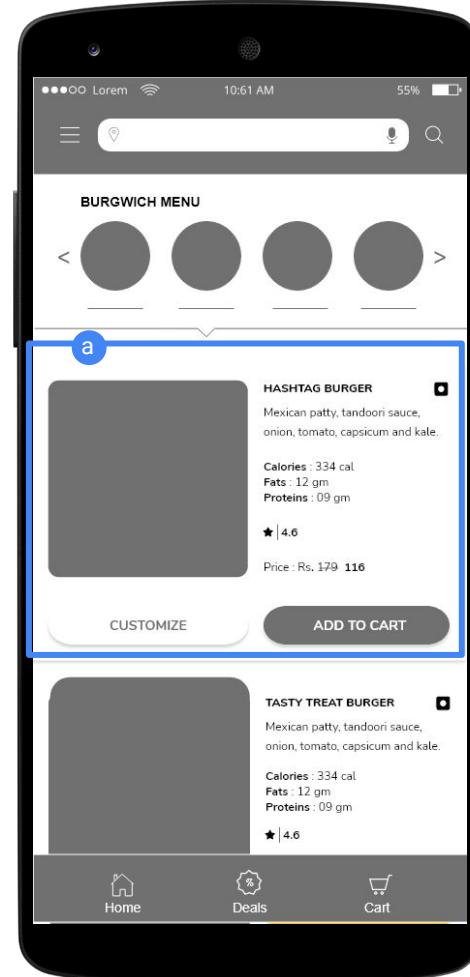
# People want to share an item with other people.

item evidence from the usability study.

- 4 out of 5 total participants said they want to share an item on the menu list
- 3 of those participants noted that they would like to reduce the information provided in the item description.

*“What if I want to share an item to one of my friends to try?. Do I get an option?”*

— Rakshit Kapoor - Software engineer, Mumbai



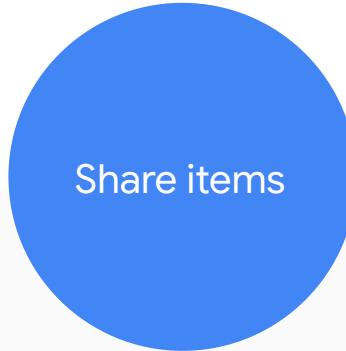
# Insights & Recommendations

## Research insights



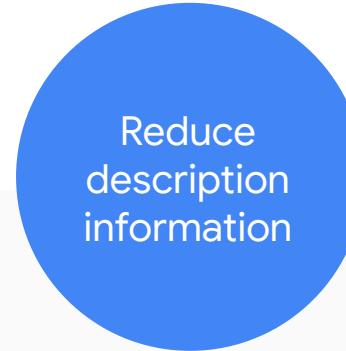
Manage Quantities

Users want a way to add the quantity of ingredients



Share items

Users want to share the items on menu



Reduce description information

Users want to reduce the volume of description provided for each item

# Insight 1

Theme-

“Users want a way to add the quantity of ingredients”

*“Quantity buttons will be provided where users can choose any two patties and eight layers of salad at a time.”. Quantities chosen above that will not be considered and an error message will be shown.*

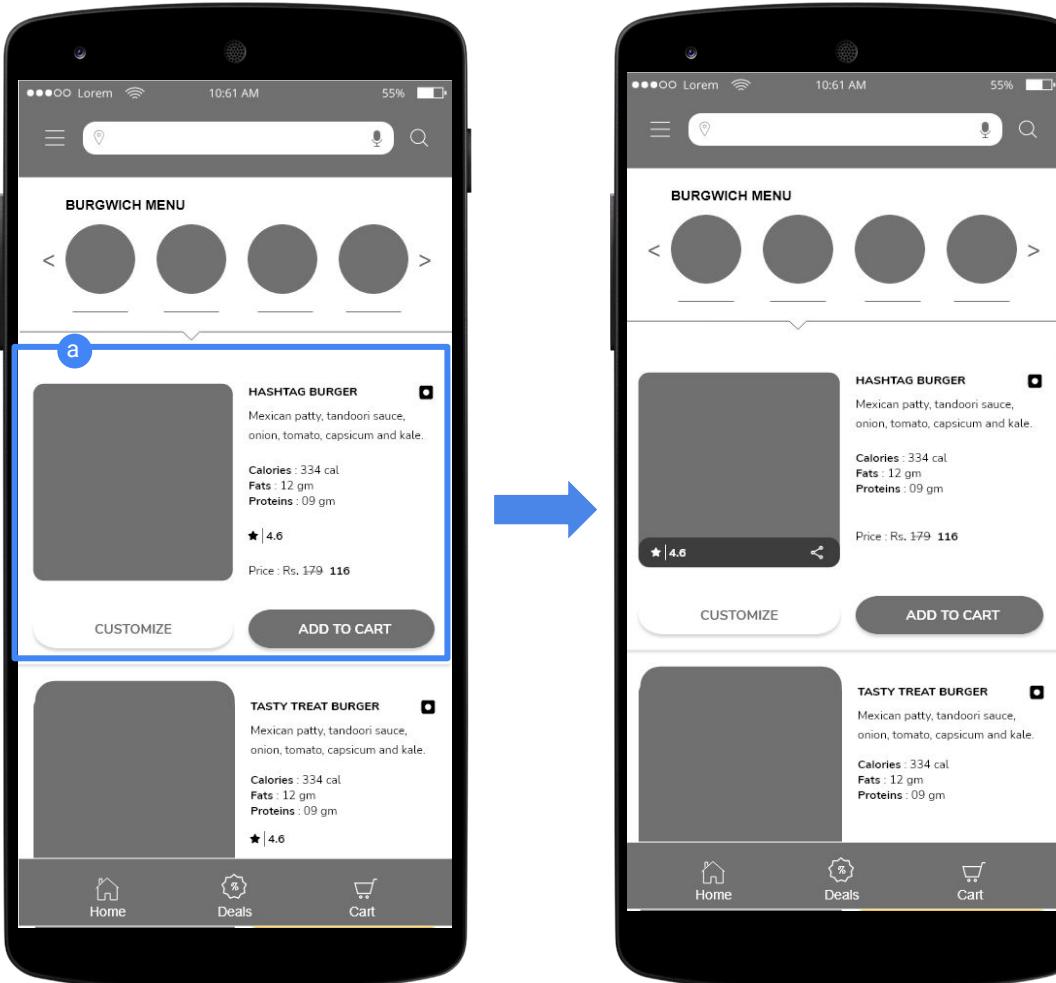


## Insight 2

Theme-

"Users want to share the items on menu "

A share button was provided on each item card so that users can easily share items.

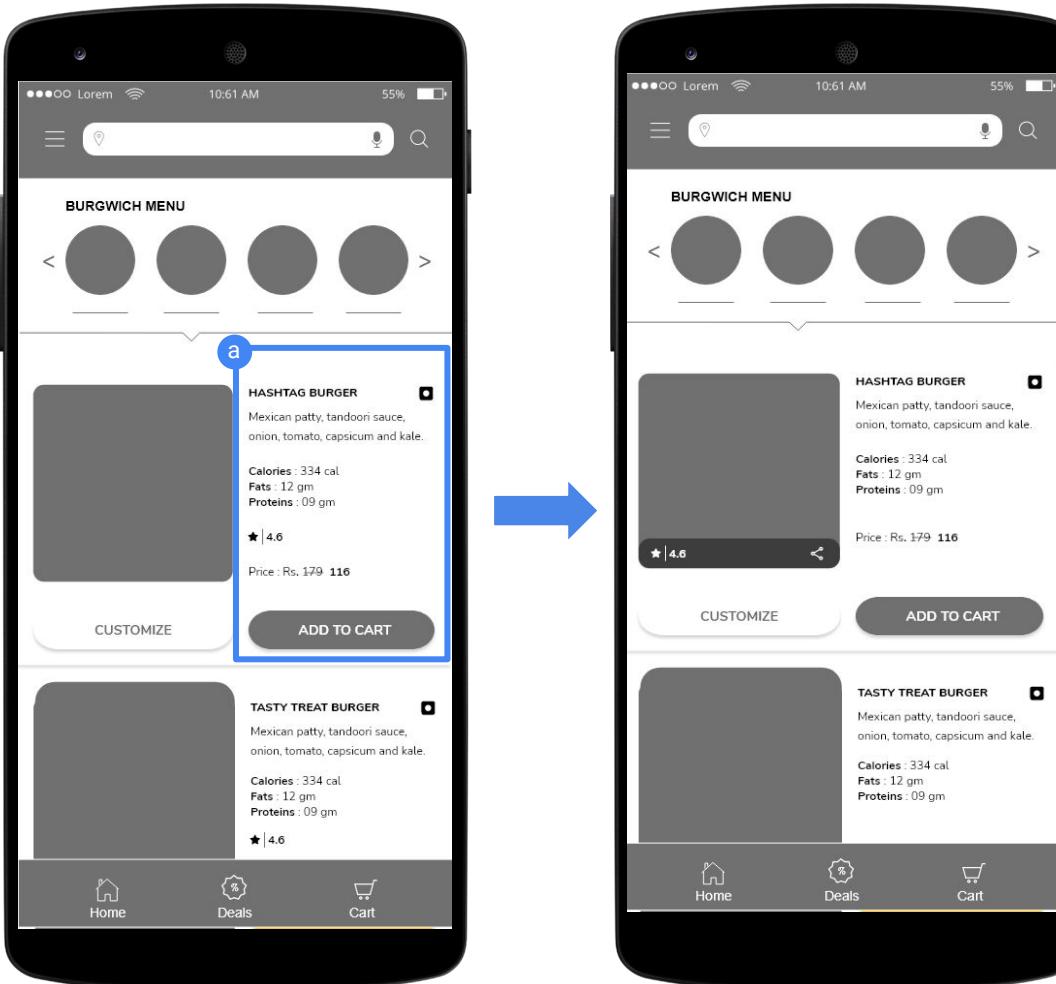


## Insight 3

Theme-

"Users want to reduce the volume of description provided for each item"

Rating was moved to left section and the remaining information is distributed in three sections and distance between them is increased so that user can easily read it.



## Recommendations

- Add a share button on even item card so that they can easily share their items.
- Add quantity button for every ingredient..

## Next steps

- Next step is to add colors, content and relevant information in these screens.
- Later, we'll test high fidelity mockups with users to take their feedback.
- One user complained about inconsistency in heading size, will check that as well while creating high fidelity mockups.

Thank you!