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| Introduction | <ul style="list-style-type: none">● Title: Usability of a mobile ordering app for Jollibee● Author: Ashley Santiago, UX Researcher● Stakeholders: Jollibee customers and Jollibee CEO, CFO● Date: 10/1/21● Project background: We are creating a mobile ordering app for Jollibee customers to efficiently and quickly order from anywhere anytime for a contactless and speedy service. Rather than have customers order from multiple different 3rd party apps we will create a dedicated app straight from the source with the Jollibee experience they expect and customized rewards they can't get from our competitors.● Research goals: We want to take a deeper look into any difficulties or obstacles Jollibee customers may face when navigating, ordering through the app or customizing their meals. |
| Research questions | <ul style="list-style-type: none">● How long does it take for a user to order?● Is it easy for a user to customize their meal?● Are users going through a straightforward path?● Are the options clear for them? |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none">● Time on Task● User Error Rate● System Usability Scale (SUS) |
| Methodology | <ul style="list-style-type: none">● Unmoderated Usability Testing● Location: Online/Remote within the United States● Dates: October 25-29● 5 participants● Each session will take approximately 18-20 minutes where participants will place an order through the app |
| Participants | <ul style="list-style-type: none">● Participants who often go to Jollibee at least 1-2 times a month● Participants who live within a 15 mile radius of a Jollibee restaurant● Even distribution of genders between the ages of 18-65● 1 user who has English as a second language● 1 user with a visual impairment |
| Script | <ul style="list-style-type: none">● Participant will complete a series of prompts with follow up questions<ol style="list-style-type: none">1) Go to the home page |



- a) How easy or difficult was this task? Is there anything that you would change?
- 2) Start a pickup order
 - a) How easy or difficult was this task? Is there anything that you would change?
- 3) Select Food and customize options but do not add to order
 - a) How easy or difficult was this task? Is there anything that you would change?
- 4) Now add food to bag and checkout
 - a) How easy or difficult was this task? Is there anything that you would change?
- 5) From the home page, change language
 - a) Was this feature useful? How easy or difficult was this task?
- Participants will complete a short questionnaire of 6 questions with a scale of 1-5 from Strongly Disagree to Strongly Agree
 - I found the app easy to learn
 - I found the ordering process confusing
 - I found the customization option overwhelming
 - I think the checkout process was straightforward
 - I believe that most people will use this app
 - I think that I will use this app often