

Andy's Tacos

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Study Details

Project Background

We are creating an app to order from a local street vendor. We would like to engage an online customer base and grow our customer base with loyalty incentives.

Study Details

Research Questions

- How long does it take the user to complete an order?
- Are there any steps that the user cannot complete?
- Are users able to successfully complete an order without any roadblocks?
- Are there more features the user would like to see in the app?
- Do users find the app difficult to use?

Participants

5 participants

- Users who frequent local restaurants (order at least twice a month)
- Participants to be between the ages of 25 - 45
- Two females, two males, and at least one non-binary person. At least one person with a visual impairment, and one with English as a second language

Methodology

10 minutes

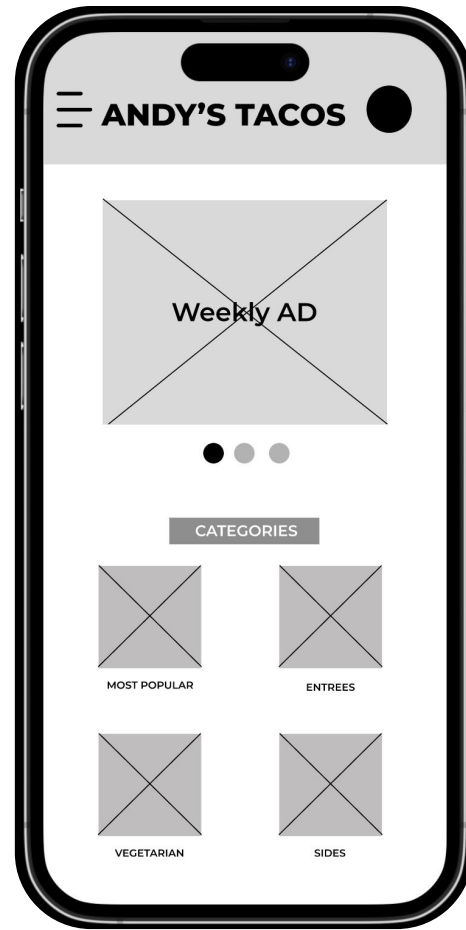
Remote locations in the US

Usability study

Users were asked to look at a low-fidelity prototype

Prototype Tested

The low-fidelity prototype of Andy's Tacos was tested and can be viewed [here](#)



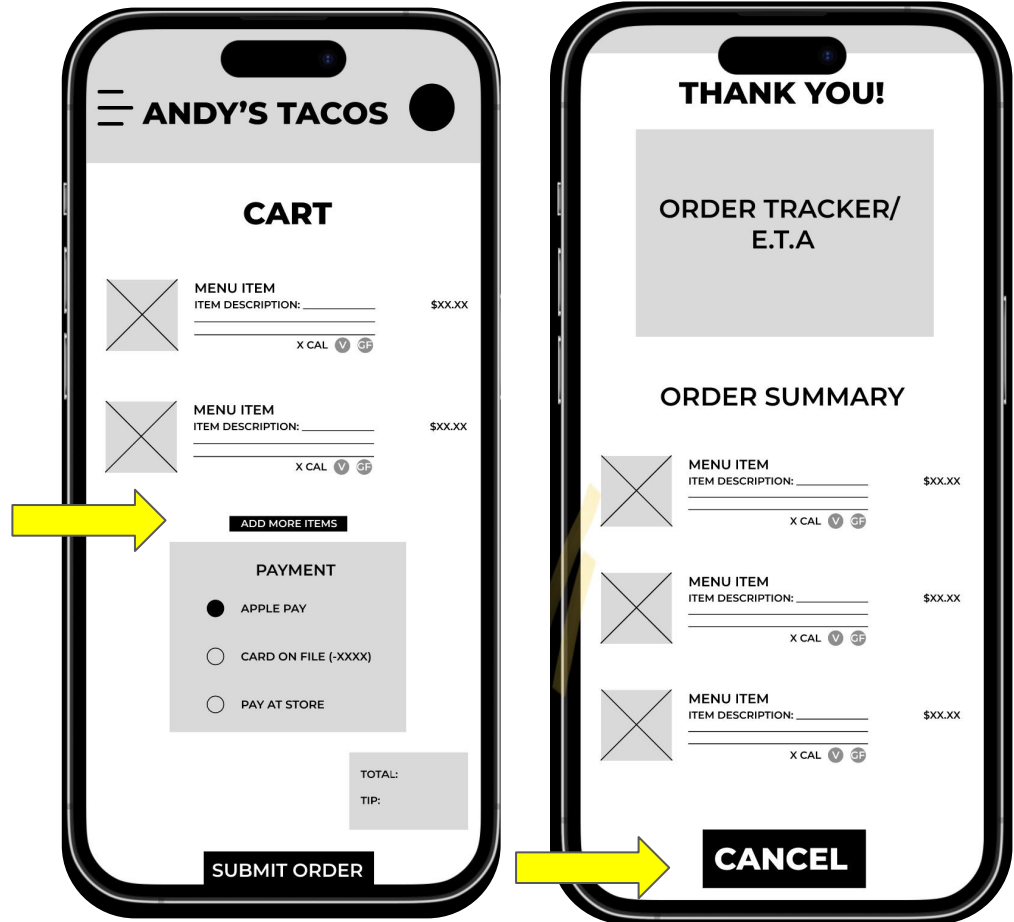
Themes

Theme #1

The size of actionable items should be proportionate to the importance of the action.

- ⅔ users felt confused by the size of actionable items
 - “Add more items” button is too small. It’s easy to miss
 - “Cancel order” button is too large.

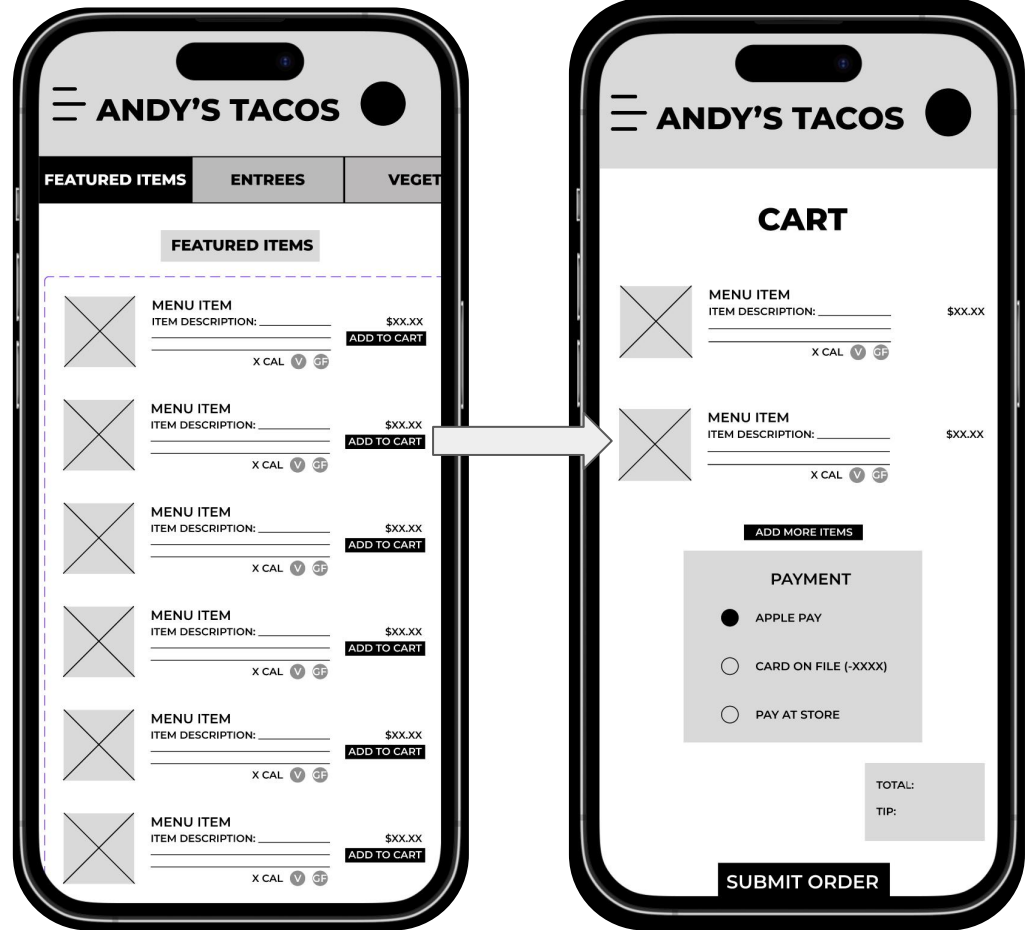
“I like the option to cancel my order after submitting; however, the button is so large I feel almost encouraged to cancel my order.”
(P2)



Theme #2

Participants prefer to receive an “added to cart” notification instead of being taken to the cart after adding an item.

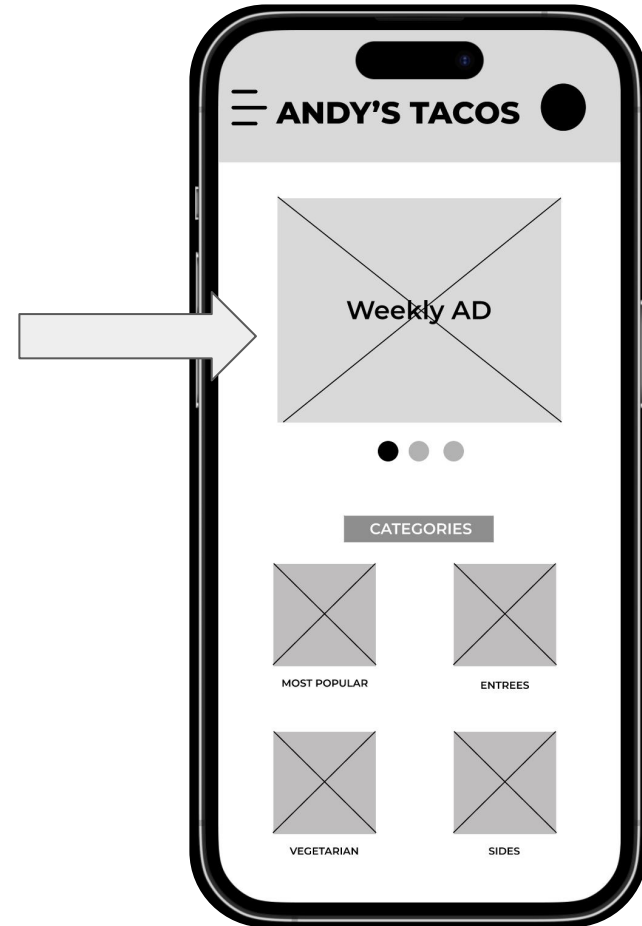
- Some participants noted they felt their ordering flow was interrupted when they were rerouted to the cart



Theme #3

Participants were confused that the home page ad was not clickable.

“I would have liked if the ad directed me to the menu item being featured in greater detail.”
(P4)



Insights & Recommendations

Research insights

Size of Action Items

The size of actionable buttons should provide adequate cues for the importance of the action

Notifications instead of redirections

Users need better cues of actions rather than redirections

Clickable items

Featured ads on the home page should be actionable

Recommendations

- Buttons such as “add more items” need to be noticeable; while buttons like “cancel order” need to be less noticeable
- Some actions do not require redirection. Adding an item to the cart should be a banner like notification.
- Ads on the homepage should lead the user to more details.

Thank you!