



**ZEEKS**  
**PIZZA**

# Comparative Testing Report

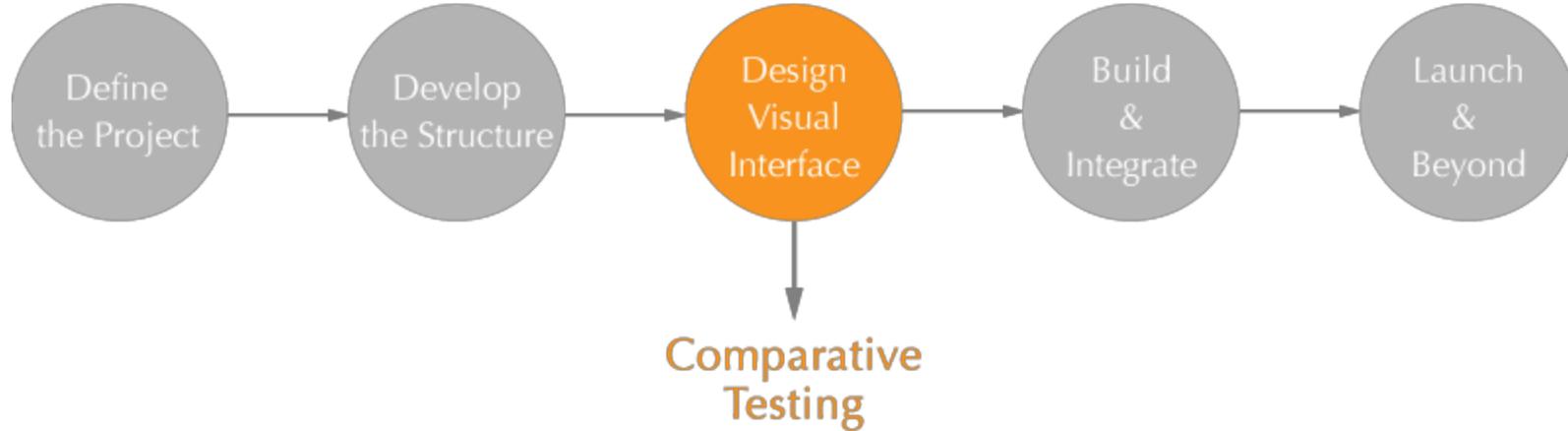
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Prepared by Michelle Ringgold

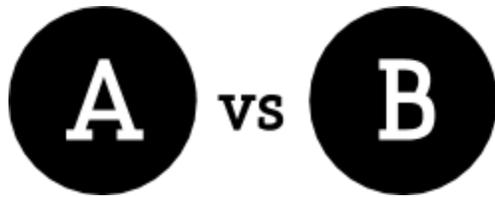
Client: Zeeks Pizza

June 3, 2014

# Research Stage



# Comparative Testing



Comparative testing is done during the "**Design Visual Interface**" stage. This usability test is also known as **Parallel Design**, a method where alternative interface designs are compared as users perform tasks. I was comparing two prototypes (A & B) for the home page to see which layout was most intuitive and useful in performing the prescribed tasks. I was also testing color palettes to determine if there is a better solution to the current one. This collected user feedback will inform the usability of the interface and design layout and highlight areas that need improvement.

## Research Questions:

1. Which layout is most intuitive for delivery options?
  2. Where do the users expect the delivery links to take them?
  3. Which "Order Online" call-to-action is most clicked?
  4. Is there a preference for a color palette and if so, which one?
  5. Will users naturally choose one design layout over the other, or will there be a merged design?
  6. What path will users take to locate the servings guide?
  7. What path will users take to locate the hours?
  8. How could I have improved the test set up - what worked and what didn't?
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# Activity Set Up



## Materials Used for this Report

- Adobe Illustrator/Photoshop/Acrobat & Google Docs
- Refined medium fidelity prototype visuals based on previous testing findings
- Zeeks current color palette and new color palette
- ITC 298 Lecture Notes/Resources

## Participants | Activity Date

3 participants

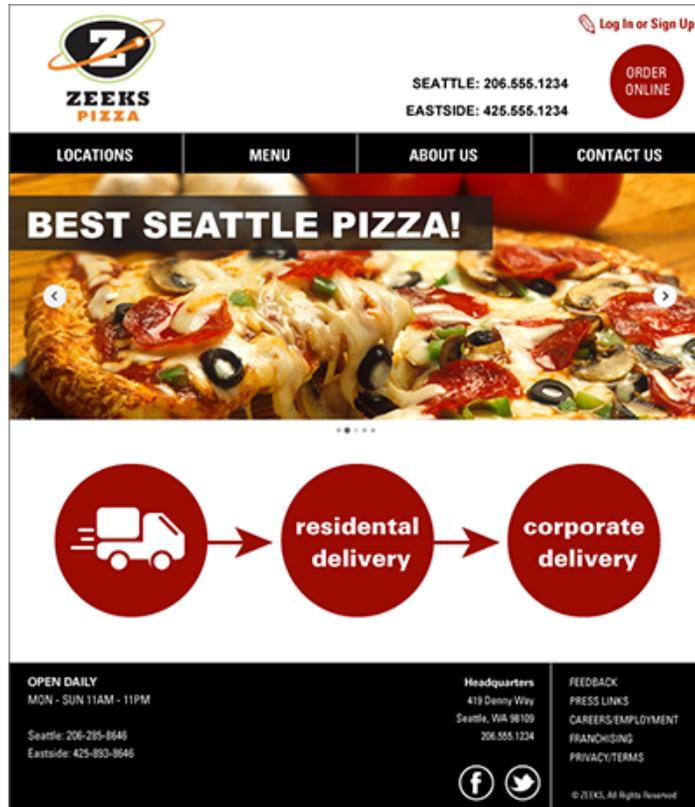
May 29, 2014

## Prototype A | Prototype B

My initial step was to take the wireframes from the paper prototype study and create color **high fidelity prototypes** in Adobe Illustrator, saving them as PDF's. I performed "randomized testing", showing either A or B first to participants while they performed the same tasks for each one. An advantage is I can compare user feedback and the concepts generated can often be combined so that a final solution is determined. I observed, took notes and asked and answered questions.

# Comparative Designs

## Prototype A



Prototype A features a white background with a dark navigation bar. The Zeeks Pizza logo is in the top left, and contact numbers for Seattle and Eastside are in the top right. A red 'ORDER ONLINE' button is positioned next to the contact numbers. The navigation bar includes links for LOCATIONS, MENU, ABOUT US, and CONTACT US. The main hero section displays a large image of a pizza with the text 'BEST SEATTLE PIZZA!' overlaid. Below the hero image is a delivery flow diagram consisting of three red circles: a truck icon, 'residential delivery', and 'corporate delivery', connected by arrows. The footer is dark and contains information about opening hours, headquarters address, and various links like FEEDBACK, PRESS LINKS, CAREERS/EMPLOYMENT, FRANCHISING, and PRIVACY/TERMS. Social media icons for Facebook and Twitter are also present.

Log In or Sign Up

SEATTLE: 206.555.1234  
EASTSIDE: 425.555.1234

ORDER ONLINE

LOCATIONS MENU ABOUT US CONTACT US

**BEST SEATTLE PIZZA!**

residential delivery → corporate delivery

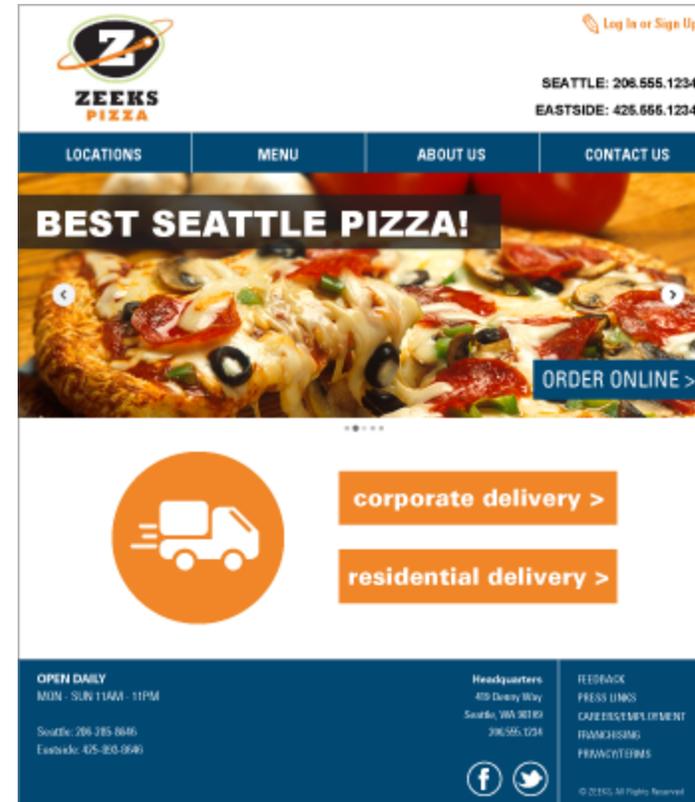
OPEN DAILY  
MON - SUN 11AM - 11PM

Headquarters  
419 Denny Way  
Seattle, WA 98109  
206.555.1234

FEEDBACK  
PRESS LINKS  
CAREERS/EMPLOYMENT  
FRANCHISING  
PRIVACY/TERMS

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## Prototype B



Prototype B features a blue background with a white navigation bar. The Zeeks Pizza logo is in the top left, and contact numbers for Seattle and Eastside are in the top right. A blue 'ORDER ONLINE' button is positioned next to the contact numbers. The navigation bar includes links for LOCATIONS, MENU, ABOUT US, and CONTACT US. The main hero section displays a large image of a pizza with the text 'BEST SEATTLE PIZZA!' overlaid. Below the hero image is a delivery flow diagram consisting of an orange circle with a truck icon, followed by two orange buttons: 'corporate delivery >' and 'residential delivery >'. The footer is dark blue and contains information about opening hours, headquarters address, and various links like FEEDBACK, PRESS LINKS, CAREERS/EMPLOYMENT, FRANCHISING, and PRIVACY/TERMS. Social media icons for Facebook and Twitter are also present.

Log In or Sign Up

SEATTLE: 206.555.1234  
EASTSIDE: 425.555.1234

ORDER ONLINE

LOCATIONS MENU ABOUT US CONTACT US

**BEST SEATTLE PIZZA!**

corporate delivery >  
residential delivery >

OPEN DAILY  
MON - SUN 11AM - 11PM

Headquarters  
419 Denny Way  
Seattle, WA 98109  
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FEEDBACK  
PRESS LINKS  
CAREERS/EMPLOYMENT  
FRANCHISING  
PRIVACY/TERMS

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# Scenarios & Tasks



## Scenario 1

You are hanging out with 2 friends, the weather is nice, and you all decide you are hungry and want to have pizza.

**Task 1:** Do they deliver to your Kirkland neighborhood?

**Task 2:** How late are they open?

**Task 3:** How many pizzas will you need for the 3 of you?

**Task 4:** Place an order for a pizza.

## Scenario 2

You are the office manager for a team at Amazon and are throwing a going away party for a coworker and want pizza brought to the office.

**Task 5:** Can you get pizza for your office party?



## Findings & Design Recommendations



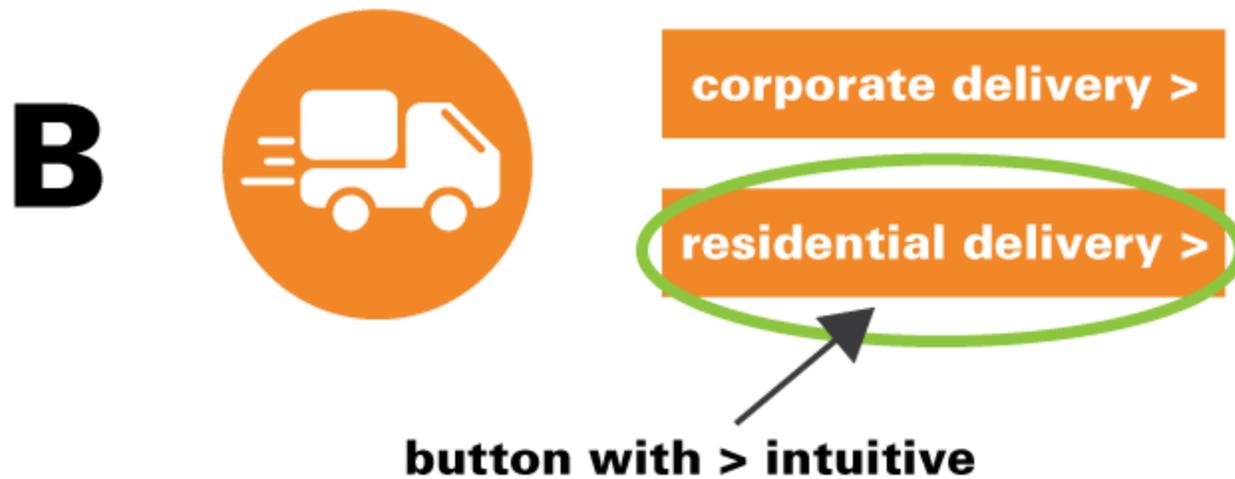
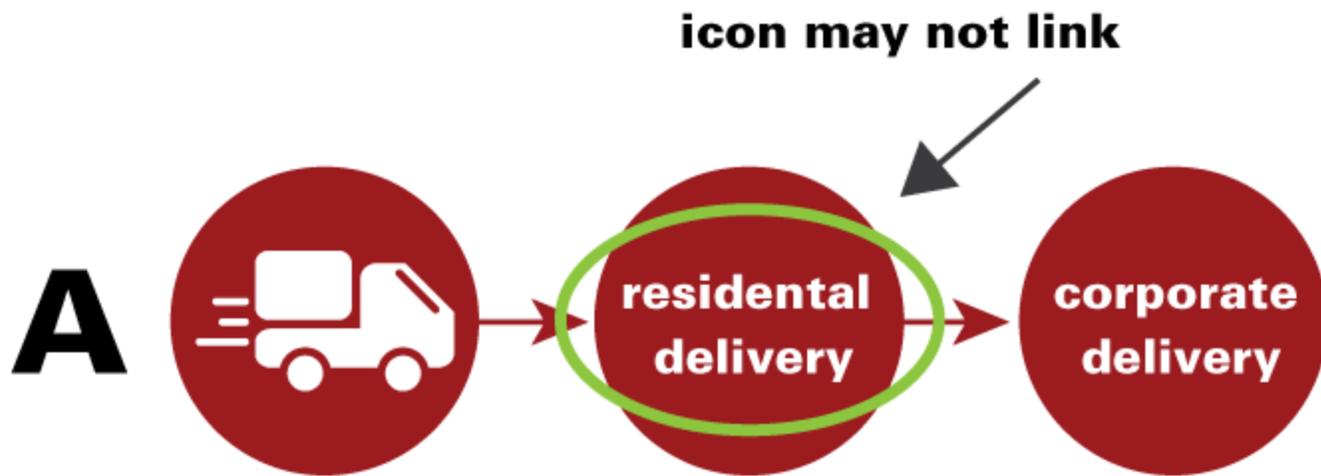
### Finding

**Task 1: Users were asked to see if Zeeks delivered to a Kirkland location.**

**P1 (A)** used the “residential icon”, **P1 (B)** used the “residential button”. **P2 (B)** used the “residential button”, **P2 (A)** used the “residential icon”. **P3 (A)** used the “locations link” in the main nav, **P3 (B)** used the “residential button”. All participants preferred the delivery button on **(B)** vs the icon on **(A)**, as they were confident it was a link and would take them to a page where they could place an order for delivery. All participants would expect the option to enter their zip code in a field and show the closest location and verify delivery to their address.

### Recommendation

1. Adopt the delivery buttons from concept B for the residential and corporate delivery links. Because, user feedback confirmed this was intuitive.
2. On the delivery landing page include a field for entering a zip code and showing the closest location and verify whether there is delivery to their address. This will provide a easy access to locations and confirm whether delivery is available to their location address.



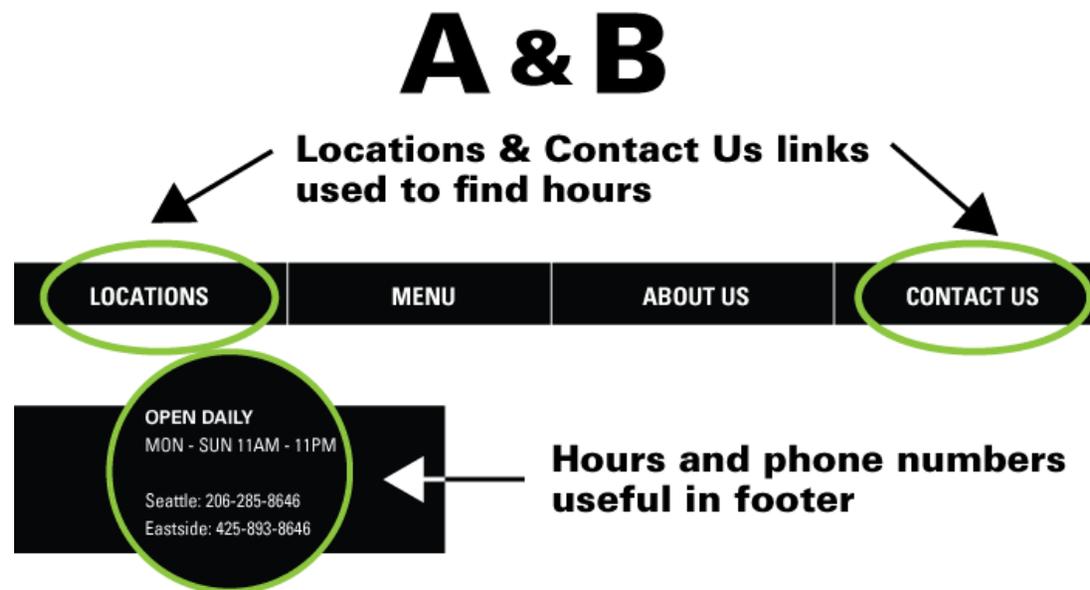
## Finding

### Task 2: How late are they open?

**P1 (A)** found the info in the footer, **P1 (B)** found the info in the footer. **P2 (B)** would either call the phone number in the header or use the “locations link” in the main nav. **P2 (A)** used the “locations link” in the main nav. **P3 (A)** used the “contact us link” in the main nav, **P3 (B)** used the “contact us link” and found the info in the footer. Each participant used a different path to find the hours. Both layouts performed the same.

## Recommendation

1. Keep the hours in the footer since this was useful.
2. Keep the hours for each location on the “Locations” page as users expected this.
3. Add a link “See Location Hours” on the “Contact Us” page to the “Locations” page, in case users look for this information on this page and reduce frustration



## Finding

### **Task 3: How many pizzas will you need for the 3 of you?**

All participants used the “menu” link in the main navigation for both layouts. They would have successfully found the servings guide on the menu page.

## Recommendation

No change required since the participants used the “menu” link to locate the servings guide. This proved to be intuitive.

## Servings Guide on Menu Page

| Small 10" | Medium 12" | Large 16" |



## Finding

### Task 4: Place an order for a pizza.

**P1 (A)** used the “order online” icon in the header, **P1 (B)** used the “order online” button in spotlight. **P2 (B)** used the “residential button” to look for ordering options **P2 (A)** used the “order online” icon in the header. **P3 (A)** used the “menu” link in the main header, **P3 (B)** used the “order online” button in spotlight. Each participant used a different path to place an order. The “order online” call-to-action was located differently in each layout. The call-to-action in layout A was “clicked” more than in layout B.

## Recommendation

1. Perform more testing with new participants to see if the trend to use the “online order” call-to-action from layout A is consistent.
2. If this is the case, then keep the “order online” call to action in the header or if not, use the button in the slideshow spotlight image.



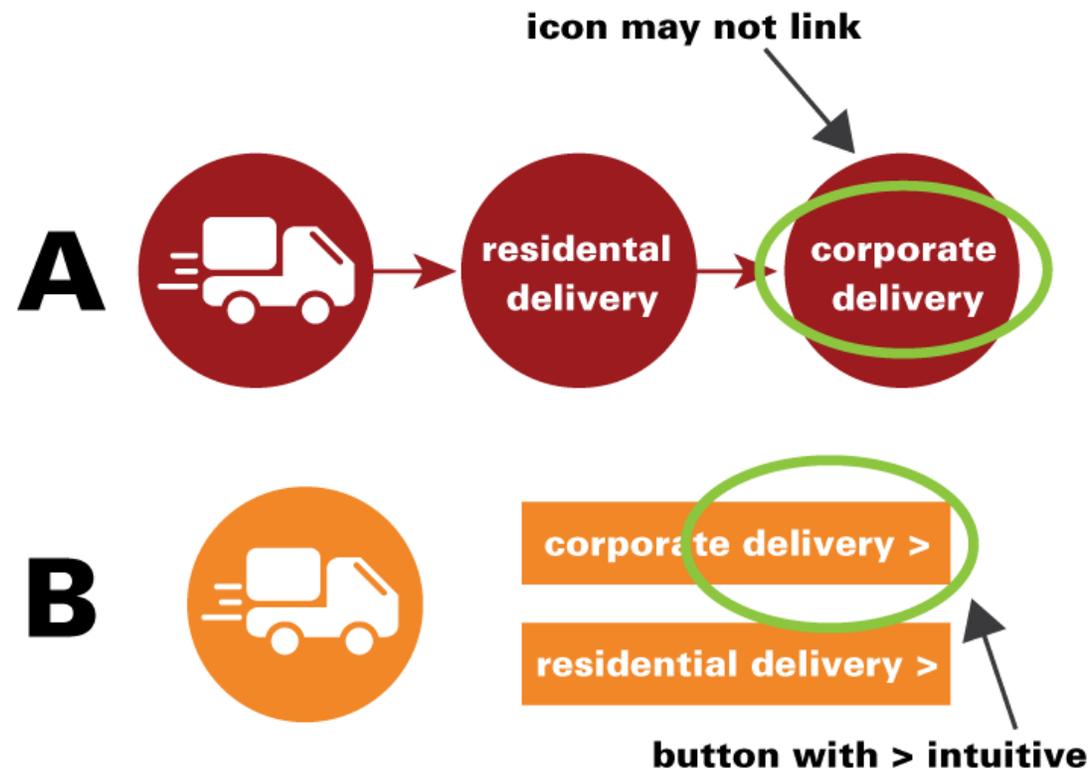
## Finding

### Task 5: Can you get pizza for your office party?

Participants used the “corporate delivery” button from prototype B and weren’t sure if the “corporate delivery” icon from prototype A would link to the desired page.

## Recommendation

1. Adopt “corporate delivery” button from prototype B. This was very intuitive and users wanted to click this to place an order for their corporate party.

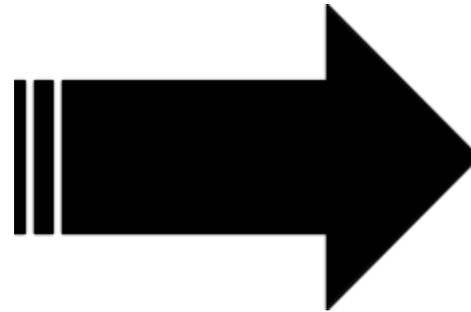


# Design Recommendation

## Prototype C

The prototype features a top navigation bar with the Zeeks Pizza logo on the left, contact numbers for Seattle (206.555.1234) and Eastside (425.555.1234) in the center, and a 'Log In or Sign Up' link and a red 'ORDER ONLINE' button on the right. Below the navigation bar is a horizontal menu with 'LOCATIONS', 'MENU', 'ABOUT US', and 'CONTACT US'. The main content area is dominated by a large image of a pizza with the text 'BEST SEATTLE PIZZA!' overlaid. Below the image are two red buttons: 'corporate delivery >' and 'residential delivery >', accompanied by a red circular icon of a delivery truck. The footer contains operating hours (MON - SUN 11AM - 11PM), Seattle and Eastside phone numbers, headquarters address (419 Denny Way, Seattle, WA 98109, 206.555.1234), a list of links (FEEDBACK, PRESS LINKS, CAREERS/EMPLOYMENT, FRANCHISING, PRIVACY/TERMS), social media icons for Facebook and Twitter, and a copyright notice (© 2013, All Rights Reserved).

## Next Steps



- Perform **Usability Testing** on Prototype C
- Compile data from Usability Testing and create report
- Prepare for the next stage: **Build & Integrate**