

Tacos El Cuñado

Website Usability Report

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Executive Summary

This report focuses on the usability test of the Tacos El Cuñado website including the testing process, results, and recommendations based on the observations made during the tests.

Tacos El Cuñado is a West Michigan Mexican restaurant franchise. The specific franchise's website chosen for this usability test was Tacos El Cuñado #6 located in Holland, MI. Tacos El Cuñado #6's website is targeted towards customers and aims to convince users to order from their restaurant by providing users with the information they need in an appealing format. The website incorporates lots of imagery of the food and drinks they offer in an attempt to appeal to users' appetites and create credibility.

Three participants were chosen for this usability test. Participants were chosen based on proximity. They were asked to use the think-aloud protocol during the test to help the testers identify user thoughts and experiences while navigating the website. Participants are close in age. Two are female, and one is male. All participants look up restaurant menus before eating out at new restaurants.

The scenario for the usability test was exploring a new restaurant's website in order to determine if it is worth eating out at. Participants were asked to complete six tasks; the majority were regarding the location of general restaurant information.

All participants completed the tasks with few difficulties. All participants appreciated the main menu's imagery and organization. Participants noted the organization of the content was relatively easy to understand despite the cluttered appearance. The copy text on the website was inconsistent and frustrated the participants when asked to locate the complaint policy.

It is recommended that the website improves the lunch menu to be visually appealing like the main menu. Improving visual components will help users easily navigate and access the information they need. The structural design of the website should also be improved to ease navigation. The copy of the website needs to follow consistent hierarchical styles to increase the readability and findability of information. Rather than improving the lunch menu, the menu separation (breakfast, lunch, and dinner) could be omitted as it is unnecessary and redundant to the main menu which already includes the breakfast and dinner options.

Introduction

Company

Tacos El Cuñado is a small West Michigan Mexican restaurant franchise with seven stores. This usability test focuses on the website of Tacos El Cuñado #6 located in Holland, MI. Tacos El Cuñado serves authentic Mexican cuisine at a reasonable price. Premiering in Grand Rapids, Tacos El Cuñado became so successful that the company began to open new locations including Tacos El Cuñado #6. All of their locations strive to provide customers with delicious, authentic cuisine and phenomenal customer service.

Goal of This Report

This usability report aims to explain the current and potential user experience with the Tacos El Cuñado #6 website. This report will analyze the current website and discuss its usability features. Following the analysis, the methods and results of a usability study of the website will be discussed. The report will close with recommendations for improved website usability.

Analysis of Website

Audience

The Tacos El Cuñado website is targeted towards customers. The main target audience is hungry customers looking for basic store information like hours of operation, location, and menu. This website is not designed for employees or potential employees. It only contains information regarding the needs of customers.

Content

The website content can be categorized into three main categories. First, there is general store information. This includes the hours of operation, the store's location, the store's phone number, and the services they can provide (i.e. dine-in, takeout, catering, and drive-thru). Next, there is the menu information. This provides all items that may be ordered at a given time of the day. This category can be broken up into four parts:

breakfast, lunch, dinner, and holiday. The last category is the store's social information. The links to Facebook in the hall in Sentinel as well as the food claims policy and grading are included in this category. The last category is the store's social information. The links to Facebook and the Holland Sentinel as well as the food claims policy and store rating are included in this category.

Organization

The website is organized with six hyperlink headings across the top of the page. The headings can take visitors to the home page, several different pages for the menus, or a company contact page. The organization of the headings (and some of the headings themselves) changes depending on the page you are currently on. These differences in the layout of the top panel can be seen in figures 1-3 below.



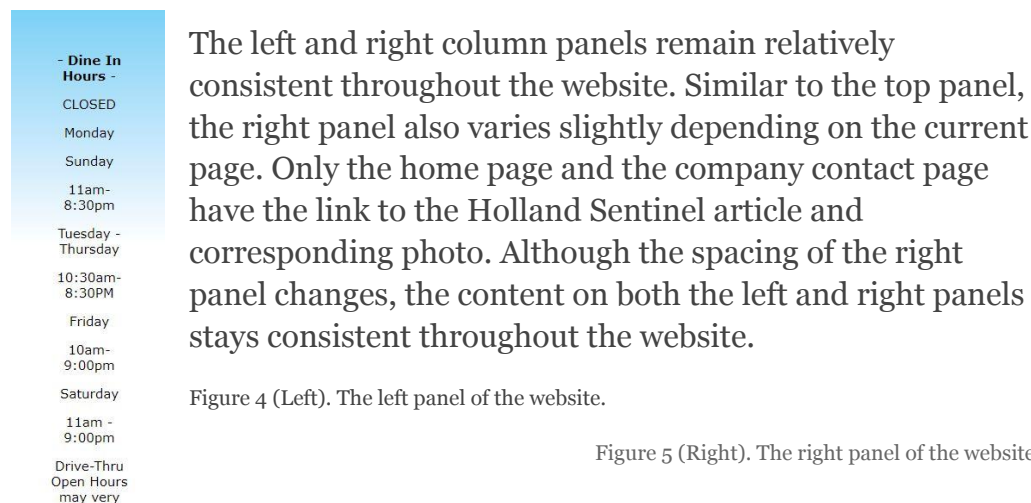
Figure 1. The top panel of the website from the home page.



Figure 2. The top panel of the website from the menu page.



Figure 3. The top panel of the website from the contact us page.



The left and right column panels remain relatively consistent throughout the website. Similar to the top panel, the right panel also varies slightly depending on the current page. Only the home page and the company contact page have the link to the Holland Sentinel article and corresponding photo. Although the spacing of the right panel changes, the content on both the left and right panels stays consistent throughout the website.

Figure 4 (Left). The left panel of the website.



Figure 5 (Right). The right panel of the website.

The menus on the website (besides the breakfast and lunch menus) are all images of what appears to be their printed menu. The breakfast menu has only two items listed on the page with pictures below. The price and breakfast hours are listed at the top of the page. The lunch menu is formatted in a grid listing the entrees, descriptions, and meat

choices. Unlike all the other menus, the lunch menu contains no images. The holiday menu is an external link that opens a JPG of the menu used on holidays. This menu has no prices but uses the same layout and imagery as the main menu.

Testing Process

Methods Used

This usability test was conducted using the think-aloud protocol. This protocol was chosen to give the best insight regarding users' thoughts and expectations of website content and features. The think-aloud protocol allows testers to learn more about the website by listening to users' thoughts rather than only their answers to tasks and post-test questions. Participants were selected based on proximity; it was not random selection. Tests were conducted in person, so the user's facial expressions and computer screen could be seen.

Description of Participants

Three individuals were selected to participate in this usability test. Two out of the three participants were female. Two out of the three participants attend Grand Valley State University. One participant is a senior in high school. The other two are a sophomore and a senior in college. All participants have different career and degree aspirations. All participants spend at least 20 hours on the internet each week; one participant spends 30 hours on the internet. All participants look up restaurant menus every time they go out to eat somewhere new; two of the participants look up the menu every time regardless of familiarity with the restaurant; one of these two does this to save time while ordering, and the other looks to see if there are new products or promotions. All participants look up menus hoping to find an entree they think they will enjoy. Only one participant looks up a restaurant's website for reasons other than the menu. All participants were unfamiliar with the Tacos El Cuñado website.

Scenario and Tasks

Participants were told to treat the website as if they recently moved to Holland, and while looking for a place to eat out, they found the Tacos El Cuñado website and decided

to browse to see if it interested them. Participants were asked to complete six tasks. The first task asked participants to explain his/her first impression of the website. The remaining five tasks asked participants to locate certain features or information including the hours of operation, menu and pricing, ordering methods, and complaint policy.

Testing Results

Participant A

Participant A was not impressed by the website. They noted that the website appeared “homemade” and “outdated”. Participant A had the most difficulty completing the tasks asked of them. They particularly struggled to find the complaint policy as well as all possible ways to place an order. Participant A struggled to pick the correct heading the policy would be under, which increased the amount of time spent on the task. Once the policy was found, the participant was confused by the wording of the small print and did not understand how to properly file a complaint with the restaurant. Participant A appreciated the large size of the phone number on the menu and website. The store rating made the restaurant feel more credible to Participant A. The organization of the content could be improved for ease of user navigation.

Participant B

Participant B appreciated the multitudes of imagery used on the website noting that it was making them hungry. Participant B had no struggles with any of the tasks. They completed them relatively quickly and easily. They appreciated the consistent hyperlinks to new subpages, decorative fonts and images, and credibility. Despite the generally positive experience participant B had with the website, they were skeptical of the website’s organization and confused about the location of the website. Participant B stated the website looked like a “poorly made Weebly”. They noted the text had awkward spacing and made the website feel cluttered. After locating the complaint policy, participant B zoomed in on the text to make it easier to read. The store rating confused participant B about the location of the restaurant. The rating is for the franchise located in Grand Rapids, which sparked the confusion as Participant B assumed the restaurant was in Holland according to the scenario.

Participant C

Participant C had the same problem as Participant B with regard to the store rating. Participant C also believed the restaurant was located in Grand Rapids because of the rating and scrolled to the bottom of the home page to find the address and realized it was in Holland. Participant C was confused about the purpose of the store rating since it was for a different franchise. Participant C had few problems with the tasks and found the website useful. Participant C enjoyed the imagery and consistent side and top panels.

Conclusion

All participants found the menu feature of the website appealing and useful. Although the overall organization of the website is simple and slightly cluttered, participants had few difficulties finding the information they needed. The major pain points of the website were the inconsistent copy text and the confusing store rating. Participants had few problems overlooking these inconveniences to find the restaurant's information. This website is targeted solely to customers and aims to convince users through imagery and credibility to order from their restaurant.

Recommendations

Recommendation 1

The first recommendation is to improve the lunch menu. All participants appreciated the beautifully decorated images on the main menu. That menu was much more appealing and easy to navigate compared to the grid style of the lunch menu. The new lunch menu needs imagery to appeal to customers. Entree descriptions should be below or directly beside the entree and appear in a smaller, less bold font than the entree titles. Creating a hierarchy on the lunch menu will help users identify the items they can order and what they will be receiving with it.

Recommendation 2

Another recommendation would be to incorporate structural design elements on the website. The side and top panels are not separated from the other panels in any visual

way causing the website to appear cluttered and unorganized. Inserting clear lines and dividers will help users chunk content from different sections more easily. Clear structural design will help users easily navigate and interact with the website. Consistency in web design is important so users get what they need and expect without any frustrating surprises.

Recommendation 3

The separation of breakfast, lunch, and dinner menus is unnecessary and could be omitted. The dinner menu is a snippet of the main menu and instructions that direct users to the main menu for additional items and drinks. The breakfast and lunch menus provide the same information as the main menu in a different, more unappealing way. The separate sections for these menus do not provide any additional information from the main menu and may put off customers based on the appearance of these menus.

Recommendation 4

The copy text of the website could be formatted evenly to reduce distractions. The current copy text does not follow clear heading-level styles. The typefaces, color choices, size, and spacing of the copy are inconsistent across the website. The copy regarding the food claims policy is small and awkwardly spaced. Consistent usage of styles will increase readability and reduce user frustration and time spent searching for information. Decreasing the number of typefaces used will help readers focus on the important information.

Appendices

Appendix A: Pre-test Questionnaire

1. Roughly how many hours a week altogether would you say you spend using the Internet, including Web browsing and email, at work and at home?
2. How often do you go out to eat?
3. How often do you look up restaurants' menus online before eating out?
4. Why do you or why do you not look up a restaurant's menu?
5. What prompts you to look up a restaurant's website?
6. Do you check restaurant reviews? Why or why not?
7. How familiar are you with the Tacos El Cuñado website? Explain.

Appendix B: Scenario

You have recently moved to Holland and you were looking for Mexican restaurants nearby. You stumble upon the [Tacos El Cuñado](#) website. You want to check it out to see if you'd like to eat there.

Appendix C: Tasks

Task 1. Give your first impressions of the website.

Task 2. Find the hours of operation.

Task 3. Find the menu.

Task 4. Locate the cheapest item(s).

Task 5. List all possible ordering methods.

Task 6. Find the complaint policy.

Appendix D: Post-test Questionnaire

1. Rate the difficulty of finding the complaint policy on the website. (1= very difficult to 7=very easy)
2. Rate the difficulty of finding the menu on the website. (1= very difficult to 7=very easy)
3. Rate the difficulty of finding the hours of operation on the website. (1= very difficult to 7=very easy)
4. Rate the difficulty of finding the cheapest item on the menu. (1= very difficult to 7=very easy)
5. What is your opinion about the time it took to complete the fourth task (locating the cheapest item)? (1=took less time than expected, 2= took about what I expected, 3= took too much time)
6. What is your opinion about the time it took to complete the fifth task (list all possible ordering methods)? (1=took less time than expected, 2= took about what I expected, 3= took too much time)
7. What is your opinion about the time it took to complete the second task (locating the hours of operation)? (1=took less time than expected, 2= took about what I expected, 3= took too much time)
8. Please list any features you found helpful on the site.
9. Please list any features that made your tasks difficult.

10. Below, please provide any suggestions or comments on how this company could make this site more user-friendly.