



Moderated User Testing Report

INFO 644 - 01
Usability Theory and Practice

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Executive Summary

Packit Gourmet aims to enhance its customers' backpacking experience by providing a platform to easily access on-the-go meals and gear. This report aims to evaluate the usability of packitgourmet.com and identify concerns that limit the user's interaction with the website and hinder successful task completion.

The project was completed in four steps: Prepare, Test, Analyze and Report. Four usability experts came together to conduct eight remote usability tests. First, participants were collected using a screening questionnaire, filtering for users that may or already do use the site. The method used was Moderated User Testing, a type of user research that allows a moderator to observe participants completing specific tasks on a website or app. Along with task completion, participants were also asked to describe the experience and rate the difficulty of the tasks themselves. After testing, our team of usability experts analyzed and synthesized the data from testing to come up with **three key usability problems** with the website:

1. The filters and sort options are difficult to find and use.
2. The login icon is difficult to identify.
3. Important information is buried in the product pages.

Once the topline problems were decided, simple design changes were made to the mobile site to solve for them:

Recommendation 1: Make the "Sort by" and "Filter" options clear call-to-action buttons and create an accordion-style filter popup.

Recommendation 2: Replace the tent icon with an account icon that matches industry standards and is familiar to users.

Recommendation 3: List out topline item information near the top of the product page, and include a pop-up info icon next to words or phrases needing explanation.

Incorporating these recommendations will help establish a more concise task flow for the users by ensuring that the website is consistent with the user's mental model and will improve the overall usability of the packitgourmet.com mobile interface.

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Introduction

[Packitgourmet.com](https://packitgourmet.com) is a family-owned, boutique e-commerce company based in Austin, Texas, that sells shelf-stable camp meals, cooking ingredients, and related tools and gear. Utilizing their long-term camping and food-dehydrating experiences across the US and Canada beginning in the '70s, Debbie and Jeff Mullins launched Packit Gourmet in 2008 with the help of their daughters Sarah and Loren and her husband Austin.

[Receiving awards](#) from Backpacker Magazine, Outside Magazine, Women's Adventure and others in combination with social media exposure, word of mouth, and other avenues have helped Packit Gourmet grow successfully over the years. Since its conception, Packit Gourmet through the medium of its website has helped enhance its customers' backpacking experience by providing a platform to easily access on-the-go meals and gear. The company has built up a dedicated returning user base while welcoming a steady stream of new users to the website, which saw a revenue of nearly \$1 million in 2021.

Considering that users rely heavily on the website, it is imperative that the website facilitates easy access to information and resources and provides a seamless user experience. This Moderated User Testing report focuses on the **mobile version** of the website. Our four-person team of usability experts was able to identify several target areas in order to improve the usability of the mobile interface using the Moderated User Testing method. Our suggestions will help make the mobile version of the website more functional for its users.

Methodology

Overview

To effectively evaluate and analyze the website's usability, a Moderated User Test was chosen as the most feasible user testing method. [Moderated User Testing](#), sometimes referred to simply as "usability testing," is a method in which relevant participants are recruited and asked to use the "think aloud" method as they perform tasks on the platform set by the usability experts. (Schade, 2013). This method is known as the "gold standard" of usability testing because it has the usability expert watch a user complete tasks in *real time*, allowing them to build rapport with participants, probe for further information and clarify any confusion within the study (Dumas & Saltzman, 2006). The downside of Moderated User Testing is that it takes the most time and resources compared to other types of usability testing, and therefore may not be the best fit for every design project.

During our client meeting with the Packit Gourmet team, we learned that the company was curious to know about the user's whole customer journey from beginning to checkout. Specifically, they were curious about their website's product pages, calls to action, and how easy it was to navigate through their website's information architecture.

From the data we received from the Packit Gourmet team, we learned that in 2021 the website saw revenue of nearly \$1 million, with over a third of that coming in via mobile devices. Over the same period, the company welcomed 115,000 new users. The company also informed us that returning users had a significantly higher conversion rate than new users. (New users account for 84% of site traffic and have a 2% conversion rate whereas returning users make up 16% of the site traffic and have an 8% conversion rate.) Therefore, we felt that it was necessary to test the usability of the website with both new and returning users.

Also, while 59% of transactions occur on desktop devices vs. 38% on mobile, the Packit Gourmet team decided they wanted the usability test to focus on the mobile version of the website.

Procedure

In order to gather actionable insights into how users interact with the mobile website, our team planned to carry out eight usability tests on the mobile version of packitgourmet.com. Each usability expert first spent some time individually investigating the website and identifying the strengths of the site as well as potential usability problems. Based on the goals determined by the Packit Gourmet team and our findings, we came together to create a scenario and four tasks.

Tasks

Each participant was given the scenario below to keep in mind while carrying out each task:

"You plan to go on a hike for several days with your friends. The hike is in a remote area, and you need to take some food with you. You decide to buy some camping food from packitgourmet.com."

Then, before beginning the first task, we had each participant sign in using a dummy account so that they would be able to move completely through the checkout process by the end of the final task.

Our usability team created the following four tasks for each participant to carry out, the first three of which were randomized in order to avoid biased results:

Task 1

"You are shopping for a friend who has an intolerance to gluten. Add one of the best-selling gluten-free items to your cart."

Task 2

"Find a vegetarian breakfast item that appeals to you. Add enough to feed 3 people."

Task 3

"You want to cook some beans. Find the ingredients and gear that will help you do that, and add them to the cart."

Task 4

"Purchase the items in your cart."

Each task was also followed by the two post-task questions listed below. While each participant answered them on their Google Form, we asked them to share their thoughts with us aloud in order to gather specific details.

Post-task question 1:

"Do you feel like you completed the task successfully?"

Post-task question 2:

"On a scale of 1-5 how would you rate the difficulty of completing the task?"

After the four tasks were completed, we asked two final post-test questions, which the participants answered verbally. The second question probed for their emotional experience, an important factor that our usability team needed to include in the research.

Post-Test Question 1:

"Did you feel like you had any difficulty in completing any of the tasks? If so, please tell us why."

Post-Test Question 2:

"How did you feel about the overall navigation and checkout process on the website?"

Participant Recruitment and Testing

Once all the scenarios and questionnaires for the study were designed, we proceeded with participant recruitment. New potential users were recruited by sending out a mass email to the Pratt Institute School of Information listserv. In order to test returning users, Packit Gourmet's team provided us with a list of existing customers who graciously agreed to participate in our study. We sent each participant a screening questionnaire, which can be viewed in Appendix A.

After conferring with the Packit Gourmet team, our usability team decided we did not have to get too specific to recruit usability test participants. In order to qualify for our study, each

potential participant needed to answer “yes” to the question, “Do you shop online on mobile, desktop or laptop?” We also asked the question “Which devices do you have access to?” because it was necessary for each participant to have access to both a mobile device and a desktop/laptop computer simultaneously due to the planned setup of our usability test. The participant would access documents via their desktop/laptop while carrying out the actual usability test on their mobile device. We also preferred the participants to have an interest in hiking/camping/outdoor activities as well as supporting small businesses.

We completed the user testing on a mixed group of five new users and three returning customers to gain insights on how prior usage of the website would affect the users comfort with the interface.

Our team of usability experts specifically utilized the synchronous remote moderated user testing method in which the participant and moderator are in two different physical locations rather than bringing participants into a lab setting to observe them in person. This was due to a combination of the returning users’ being located on the other side of the country in addition to new users’ preference to participate remotely.

For each session, using the videoconferencing software [Zoom](#), we connected with each participant and used the software’s built-in audio, video, and screen-recording functions in order to observe each user’s screen. One usability expert from our team moderated each research session while another took notes. (The full moderator script used to conduct each session can be seen in the hyperlinked document in Appendix B.)

Before recording each session, each participant signed a consent form and filled out a pre-test questionnaire to help us gather more information about them and understand how their demographics could potentially affect their usage of the website. (Both forms can be seen on pages one and two, respectively, along with the scenario and task prompts and post-task and post-test questionnaires by clicking the hyperlinked “Usability Test Form” in Appendix C.)

After all eight sessions were complete, the four usability experts then worked together to consolidate the observations made and problems encountered by the participants. (The complete “List of Usability Problems” charts can be seen in Appendix D.) After analyzing the data, the team then prioritized what usability issues were the most critical to focus on.

Participant Information

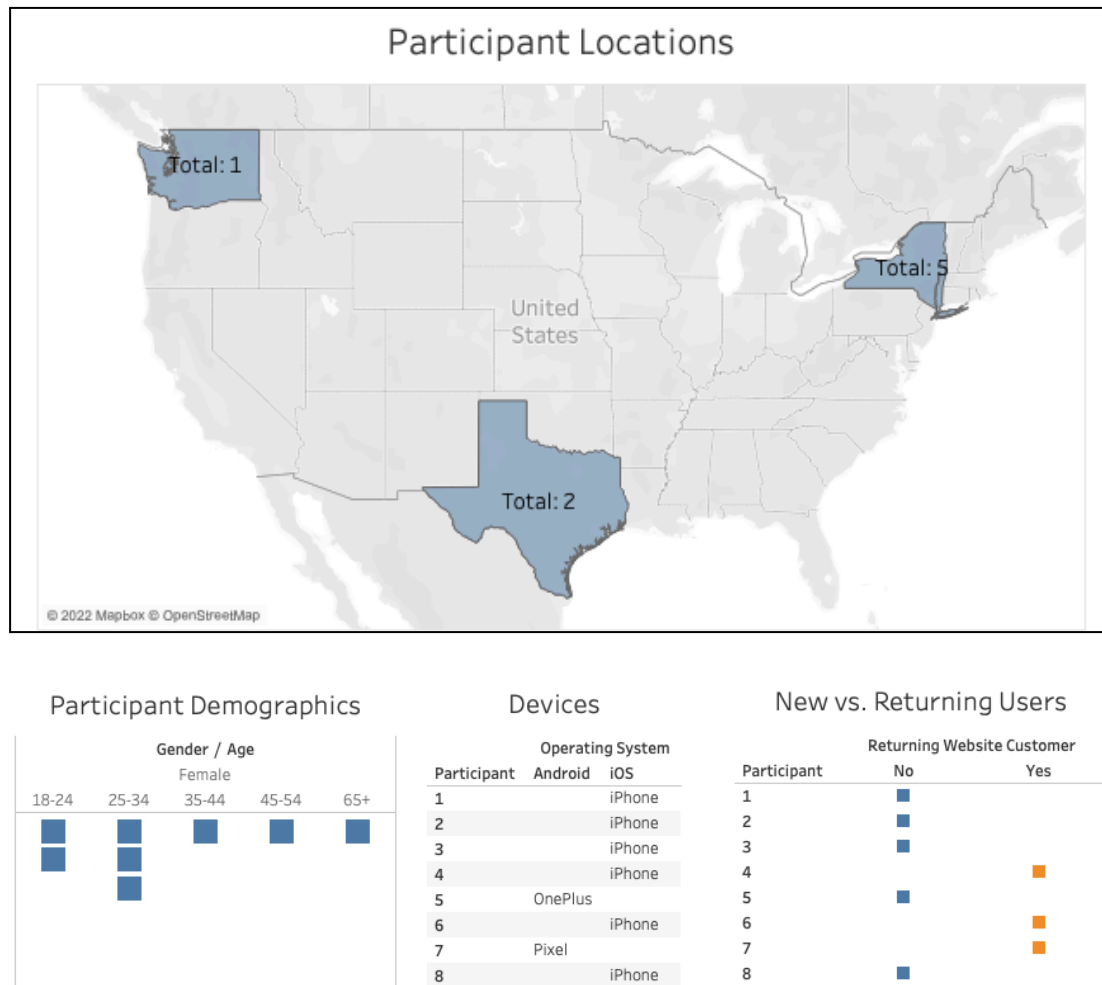


Fig. 1: The participants' background information

As can be seen in Fig. 1, the resulting eight participants - three returning users and five new users - were all female and located in the US with five in New York, two in Texas, and one in the state of Washington. Two participants were 18-24 years old, three were 25-34, one was 35-44, one was 45-54, and one was 65 years and up, keeping our age range for testing extremely diverse, which generally aligned with the website's user breakdown. Two were on Android devices while the rest were using iPhones, which generally reflect Packit Gourmet's user base in which approximately 55% of mobile device users are on iPhone. (The full, interactive visualization can be viewed at [Tableau Public](#), which is a free software with which users can create interactive graphs, maps, and live dashboards using a variety of formats, including CSV, Excel, and Google Sheets. See the "Participant Information" chart in Appendix E for additional details.)

Key Findings

[Packitgourmet.com](https://www.packitgourmet.com) has enjoyed continual growth of its business from its launch in 2008 until today. It's clear that thoughtful design went into creating a website that connects its numerous users to the shelf-stable food, tools, and related gear that the company sells. Nevertheless, using the Moderated Remote User Testing method, our usability team was able to identify several areas for improvement on the mobile website in order to improve overall usability.

After moderating eight usability tests accompanied with thorough note-taking of each session and then reviewing the recorded session videos, our team discovered seven recurring issues across the four tasks. (These usability issues can be viewed in the "List of Usability Problems" chart in Appendix D.)

After deliberating over the severity of these issues, our usability team chose to focus on three key issues for which this report provides recommendations.

Recommendation 1:

Make the "Sort by" and "Filter" options clear call-to-action buttons and create an accordion-style filter popup.

Problem

While attempting to carry out two of our tasks - *"Find a vegetarian breakfast item that appeals to you. Add enough to feed 3 people"* and *"You're shopping for a friend who has an intolerance to gluten. Add one of the best-selling gluten-free items to your cart,"* our users missed the "Filter" and "Sort by" options due to their poor discoverability and text-like appearance.

Several users also clicked into "Filter," then into a subcategory, and then missed the "Dietary Needs" submenu since they had to scroll a significant amount in order to find the actual filters as can be seen in *Fig. 2*. This is because all the categories and subcategories are listed at once in one-click, with the actual filters themselves showing up much further below that. Four participants did not even notice the "Category Filters" options that exist much further below the "Shop By Category" options. In fact, according to the world-leading

user-experience firm [Nielsen Norman Group](#), scrolling through “long dropdown lists [is] especially difficult for mobile users, particularly those on iOS” (Kaley, 2018).

Concerning completing the gluten-related task, one participant said, “[It] wasn't that easy. It took a really long time to scroll to the filters before I found the section I needed.” Another said, “I had a little bit of a hard time finding the dietary restrictions, but I finally did find it. I hadn't scrolled down enough to see the dietary restrictions.” (A chart of compiled participants' comments can be found in Appendix F.)

Solution

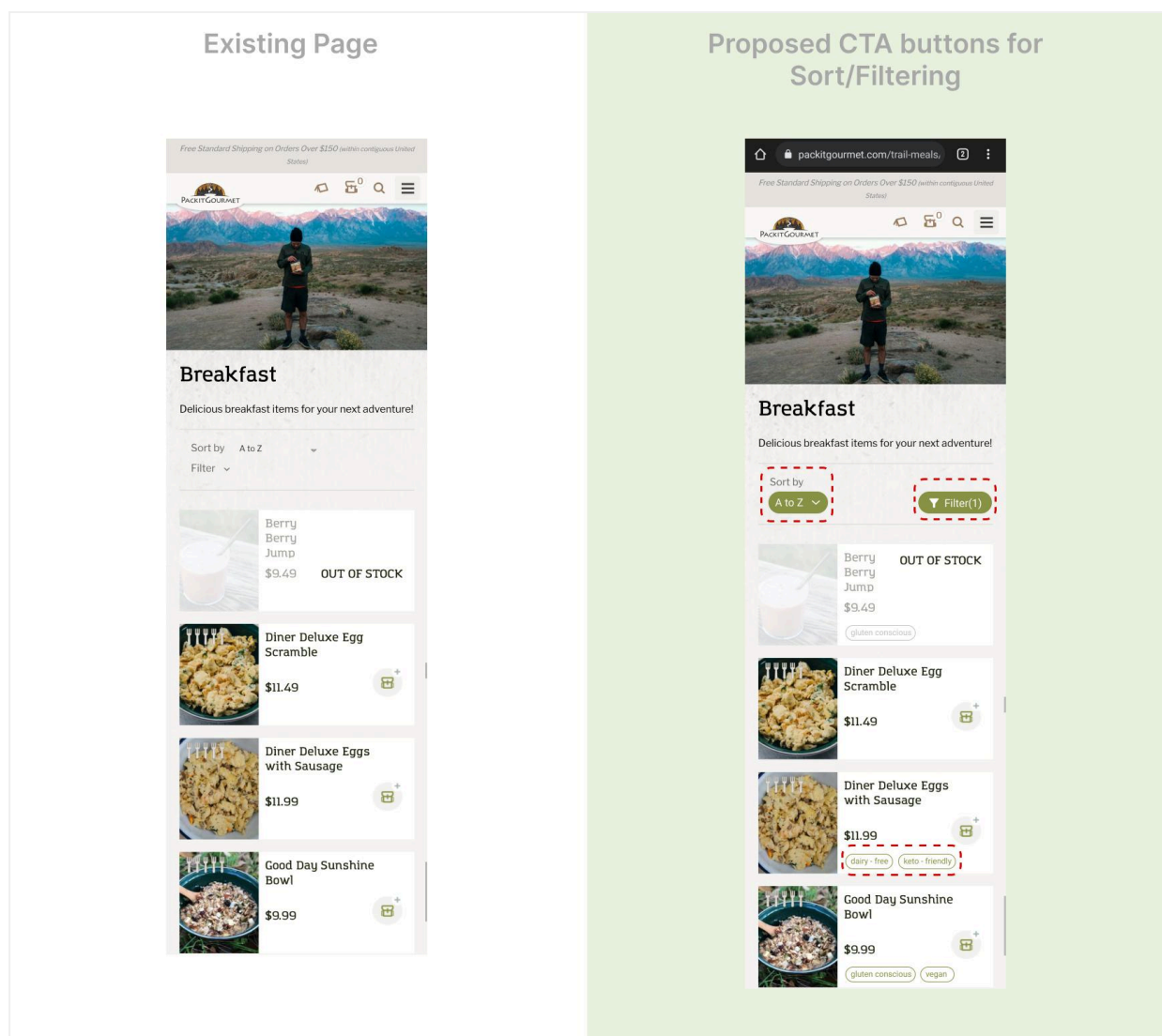


Fig. 2: The original search results page vs. our new design

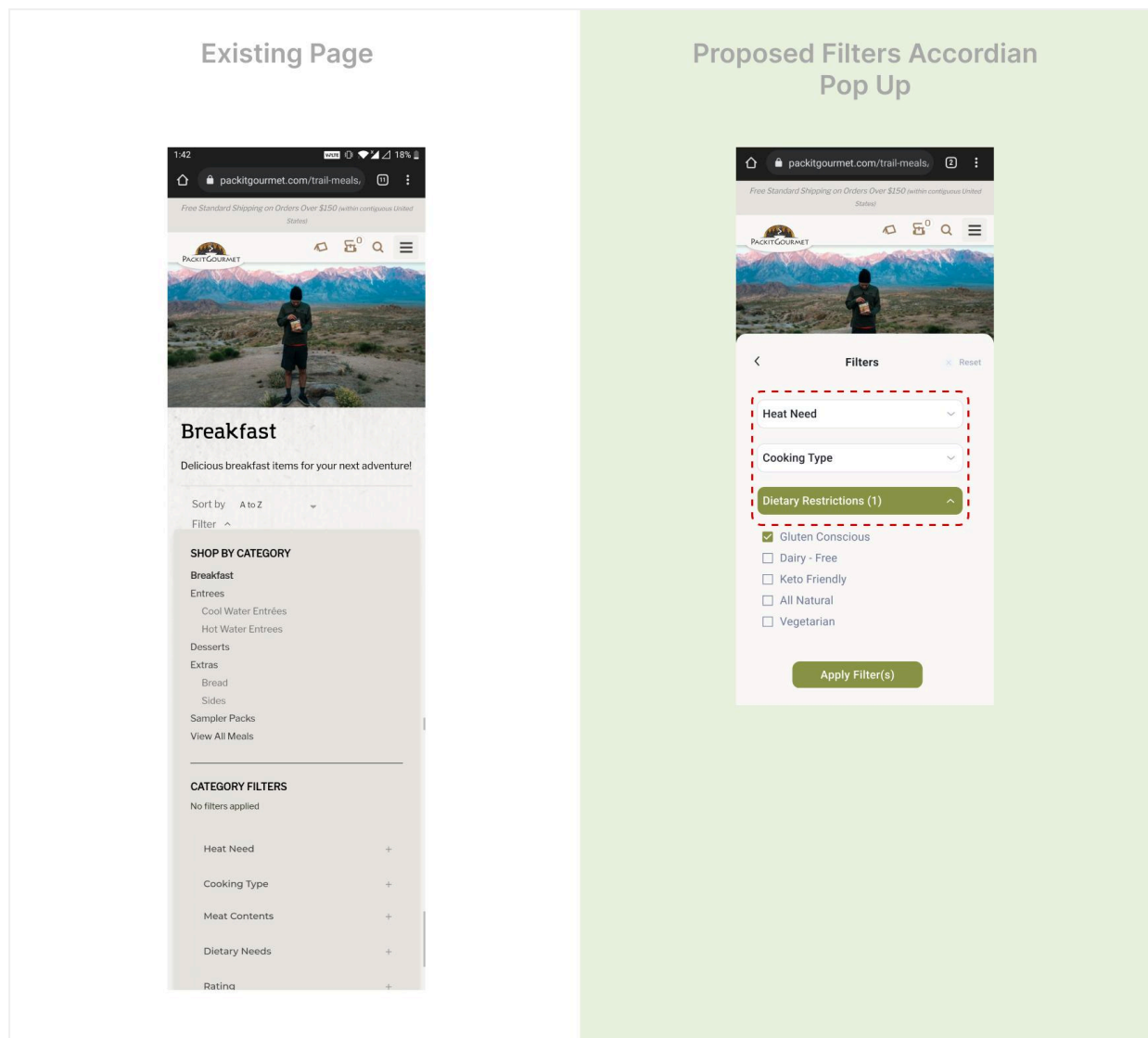


Fig. 3: With the existing filter design, users must scroll significantly to find filters that can be applied vs. our proposed design

We believe that an easy solution would be to add a clear CTA button for sorting and filters (Fig. 3). Secondly, the filters opening up in accordion style would help the user find the filter they're looking for without cognitive overload, and prevent the excessive scrolling needed in the current filters design. (A link to all our proposed designs from all three recommendations can be found in Appendix G.)

Recommendation 2:

Replace the tent icon with an account icon that matches industry standards and is familiar to users.

Problem

Participants found it difficult to log in to their accounts as they failed to accurately identify the “tent” icon as a signifier for account access. Since the tent icon currently found on the website did not align with the universal user account icons that the participants were used to seeing on other websites - differing from their mental models - they overlooked it on a majority of occasions.

One particular participant mentioned, *“The icon is in the right place, but I wouldn't think to click the tent to log in.”* Another said, *“I'm looking for the login. I clicked on the hamburger menu, but I didn't see a login.”* After scrolling down the page and then back up to the top, she finally clicked on the tent icon and said, *“Ok, I found the login.”*

Solution:

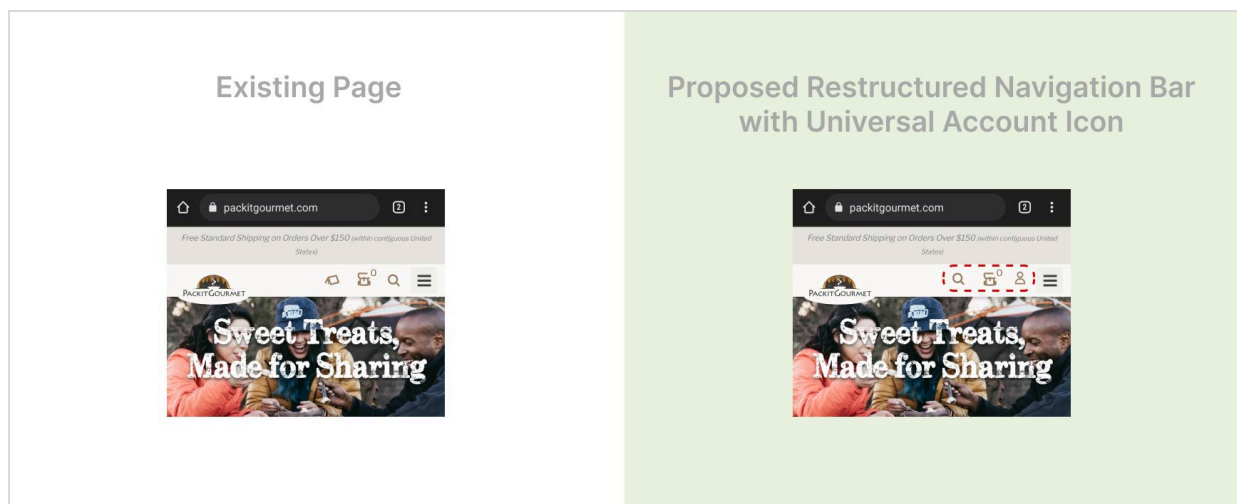


Fig. 4: The existing tent icon does not signify account log in like the profile icon that is a universal icon for account

Replacing the tent icon with an account icon that users are familiar with will reduce the intellectual load on the users and facilitate seamless access and faster completion of fundamental tasks.

As displayed in *Fig. 4*, a profile icon that is universally used to signify account login is ideal to ensure discoverability and facilitate seamless task completion.

Recommendation 3:

List out topline item information near the top of the product page (dietary needs, parts not included, product pairings), and include a pop-up info icon next to words or phrases needing explanation (i.e., “gluten-conscious”).

Problem

On individual product pages, participants struggled to find important information pertaining to their tasks (add 3 servings, add a gluten-free item, etc.). Some searched for a while to confirm that the item was gluten-free, while others weren’t sure what was included in the item. Additionally, the paragraphs to introduce the items at the top of the page were either skimmed or skipped.

For example, one user clicked on the “All-American Works Burger” product. When taken to the page, she searched through the “Ingredients” section, then “About” section, even saw the “Dietary Considerations” bullet in “About”, but the term “gluten-conscious” was not found. She said, “I don’t see anywhere that says it’s gluten-free, so I’m not sure if I should get that.”

Three participants also mentioned that they were unsure if “gluten-conscious” meant gluten-free. Since this was the only mention of gluten dietary consideration, they assumed this was correct, but couldn’t 100% confirm that it was gluten-free. After adding a gluten-conscious item to her cart, one participant stated, “I don’t know if it’s the same as gluten-free, but I hope so.” None of the participants checked the “FAQ” section of the product page, where the gluten-conscious explanation is located.

Solution

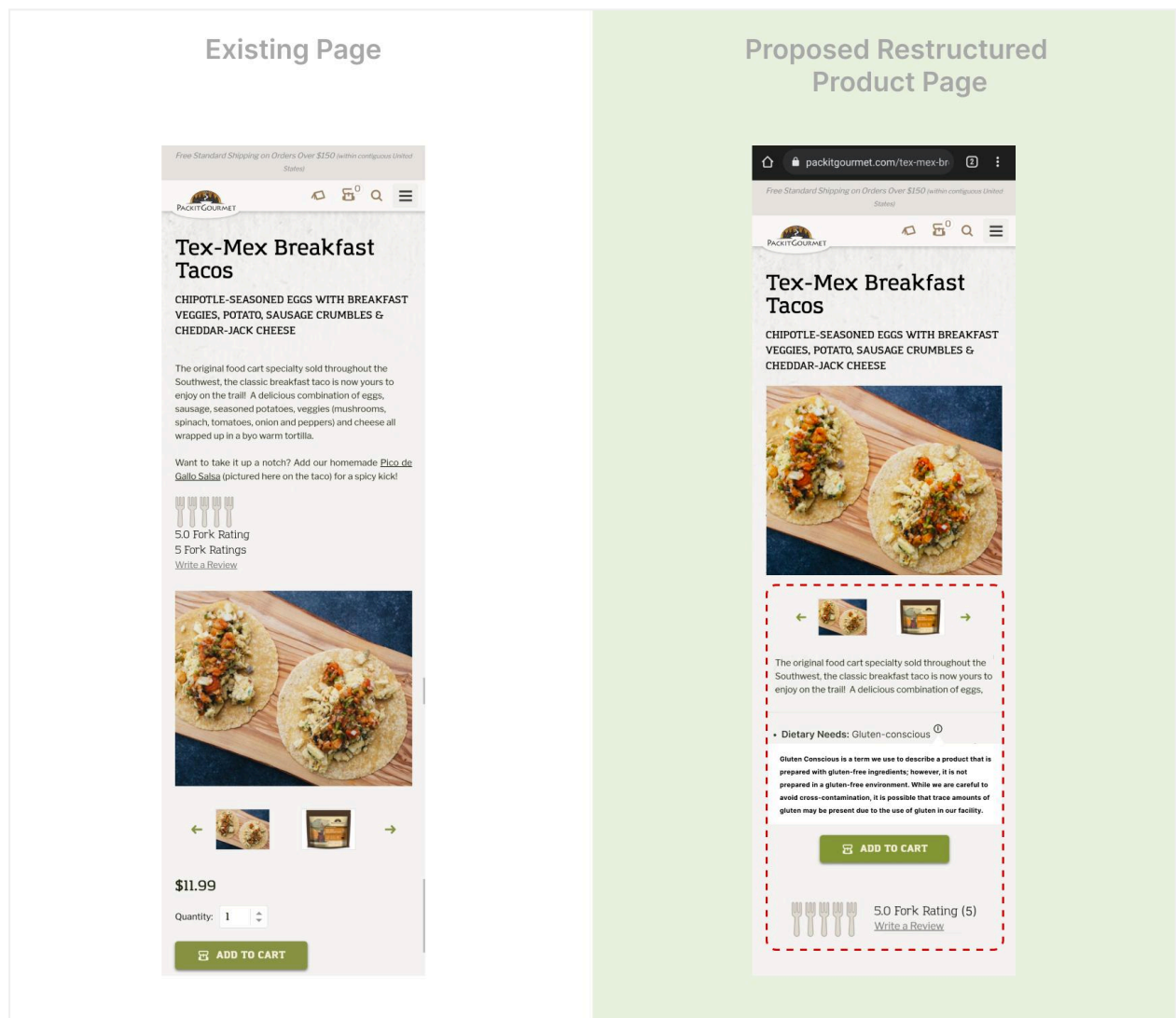


Fig. 5: The current site vs. our proposed design presenting pertinent information in a streamlined manner

To solve this findability issue, we made two key changes: we removed the block of text and listed out topline information between the product image and the “Add to Cart” button, and we added a tappable info icon next to “gluten-conscious” that pops up with a quick explanation of the term. “Dietary Needs” is the first bullet and will be for every product page, listing any restrictions or needs. To set expectations, the second bullet will include any ingredients the item does NOT have, especially ones included in the product photo—this will only apply to certain products. The third is a recommendation for another Packit Gourmet item to pair with the one the user is viewing, with a link out to its own product page.

Conclusion

Packitgourmet.com is a family-owned, boutique e-commerce company based in Austin, Texas, that sells shelf-stable camp meals, cooking ingredients, and related tools and gear. Since its conception in 2008, Packit Gourmet through the medium of its website has helped enhance its customers' backpacking experience by providing a platform to easily access on-the-go meals and gear. However, a few inconsistencies in design and navigation standards has resulted in usability concerns on the website.

Conducting a Moderated User Testing of Packit Gourmet's mobile website provided key insights into the usability concerns that were causing limitations in the users' access to fundamental information, such as product details, account login, and filtering and sorting different products. While a majority of the users were able to successfully complete given tasks on the website, the above mentioned limitations led to an increase in the time taken to complete those tasks thus leading to increased cognitive load and frustration for the user. The following recommendations suggested in this report will enhance the website's usability and enable users to seamlessly navigate and access the contents of the website.

Recommendation 1: Make the "Sort by" and "Filter" options clear call-to-action buttons and create an accordion-style filter popup.

Recommendation 2: Replace the tent icon with an account icon that matches industry standards and is familiar to users.

Recommendation 3: List out topline item information near the top of the product page and include a pop-up info icon next to words or phrases needing explanation.

Incorporating these recommendations will help establish a more concise task flow for the users by ensuring that the website is consistent with the user's mental model. Furthermore, reducing the visual, motor, and cognitive load of the user will make the website engaging, enhancing user interaction.

References

Dumas, J. S., & Salzman, M. C. (2006). Usability Assessment Methods. *Reviews of Human Factors and Ergonomics*, 2(1), 109-140.

Kaley, A. (2018, December 2). The Mobile Checkout Experience.

<https://www.nngroup.com/articles/mobile-checkout-ux/>

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<https://www.nngroup.com/articles/remote-usability-tests/>

Appendices

Appendix A: Screening Questionnaire

PackitGourmet.com Screening Questionnaire

PackitGourmet.com, a boutique company that sells backpacking food/trail meals and related gear, is working with a team of graduate students from Pratt Institute to evaluate its mobile website.

Please fill out this screening questionnaire to help us identify usability study participants. Please note that the information you share, including your name and email address, will remain confidential and only be used for the purposes of this study.

hgreason@pratt.edu [Switch account](#)

* Required

Email *

Your email

How would you prefer to participate in the test?

☐ In person (Pratt Institute, Manhattan Campus)

☐ Virtual (for example, over Zoom, Google Meet, etc)

Do you shop online on mobile, desktop or laptop? *

☐ Yes

☐ No

Which devices do you have access to? *

☐ Mobile Phone

☐ Laptop

☐ Desktop

☐ Tablet

[Next](#) [Clear form](#) Page 1 of 2

PackitGourmet.com Screening Questionnaire

hgreason@pratt.edu [Switch account](#)

* Required

PackitGourmet.com Screening Questionnaire

PackitGourmet.com, a boutique company that sells backpacking food/trail meals and related gear, is working with a team of graduate students from Pratt Institute to evaluate its desktop and mobile website.

Please fill out this screening questionnaire to help us identify usability study participants. Please note that the information you share, including your name and email address, will remain confidential and only be used for the purposes of this study.

How regularly do you support small businesses? *

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

How regularly do you participate in outdoor activities like hiking, camping or backpacking? *

☐ Often

☐ Sometimes

☐ Rarely

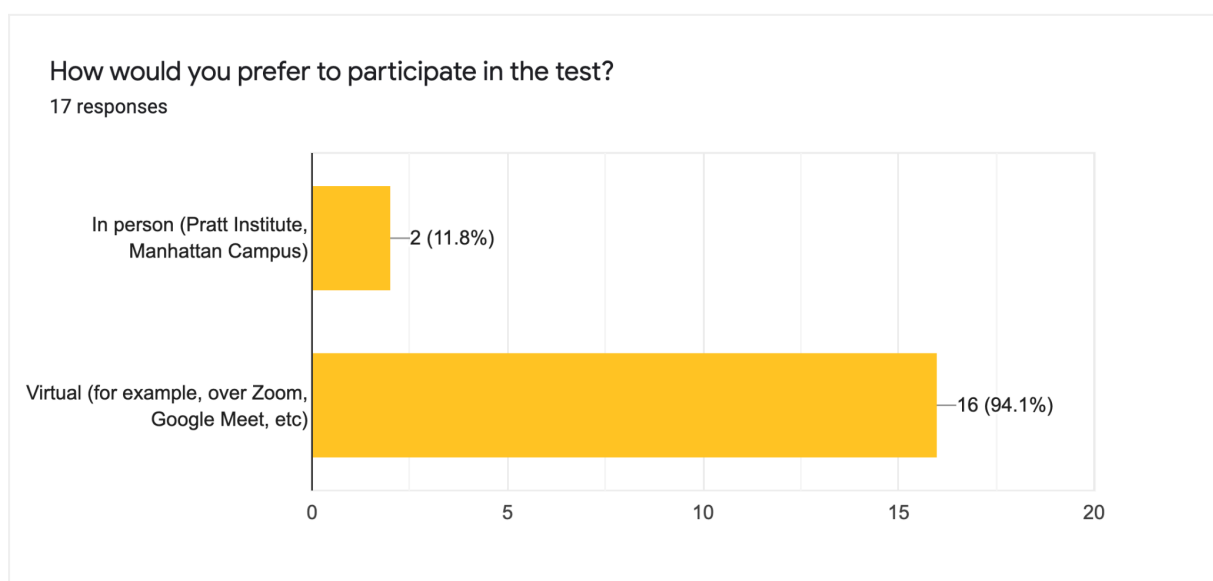
☐ Never

Have you ever shopped with PackitGourmet.com before? *

☐ Yes

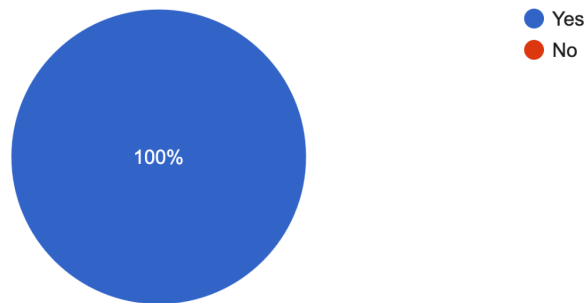
☐ No

Results of Screening Questionnaire:



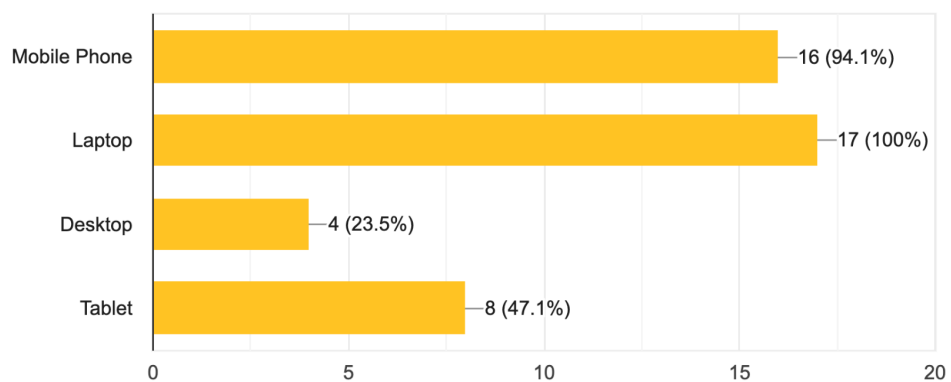
Do you shop online on mobile, desktop or laptop?

17 responses



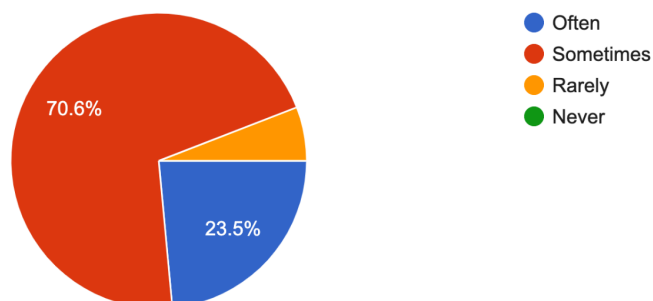
Which devices do you have access to?

17 responses



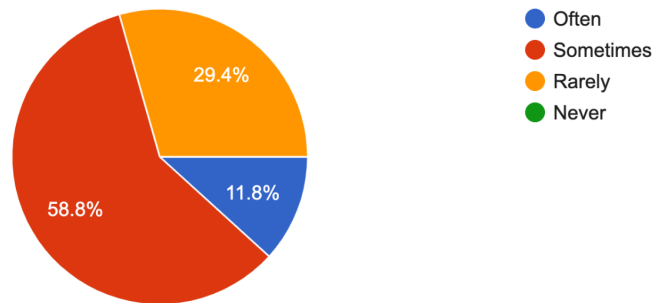
How regularly do you support small businesses?

17 responses



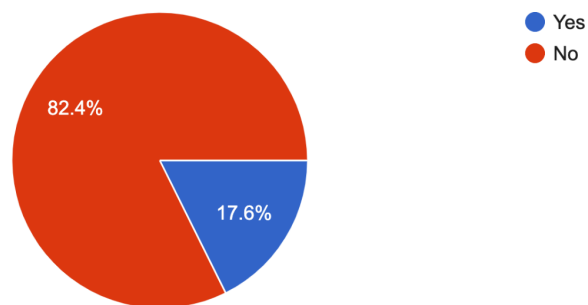
How regularly do you participate in outdoor activities like hiking, camping or backpacking?

17 responses



Have you ever shopped with PackitGourmet.com before?

17 responses



Appendix B: Moderator Script

[Reminder to moderators: We will be randomizing tasks 1-3 in order to avoid biased test results so make sure you've switched up the order of the tasks and related post-test questionnaires in the Google Form.]

INTRODUCTION

Greeting

Hello! Thank you so much for agreeing to participate in our study! My name is _____, [and this is _____], and we're graduate students at the Pratt Institute School of Information. The feedback we gather today will be valuable information we utilize in evaluating the usability of the website for packitgourmet.com, a boutique company that sells backpacking food/trail meals and related gear, for our Usability Theory and Practice class.

Consent Form

[Send the following Google Forms link in the chat]

I'm currently sending you the link to a paginated set of Google Forms in the chat window: <https://forms.gle/4x1RCwg6DwZmUwB18> (link to paginated consent form, pre-test questionnaire, tasks with post-task difficulty scales, and post-test question prompts)

Please read and sign the consent form via the link I've sent you in the chat. Feel free to ask us any questions about the form or the test if you have any concerns.

[Wait for the consent form to be read/signed and for the participant(s) to send it.]

Session Overview

We would like to note that **we are not testing you and that there is no such thing as a wrong answer**; rather, we are testing the design of the website.

This study aims to learn how people use Packit Gourmet's website and will take approximately 30-45 minutes. This study includes a pre-test questionnaire, tasks to complete, and a post-test questionnaire.

[Do you have a time-constraint/hard-stop that we aren't aware of?]

During the session, we will give you a set of tasks to complete on the website. Please "think aloud" as you're working by telling us what you're thinking as you go through each task.

[Explain think aloud method, if they are not familiar]

Appendix C: Usability Test Form

PackitGourmet.com Usability Test

hgreason@pratt.edu [Switch account](#)

* Required

Email *

Your email

Consent Form

Thank you for participating in Packit Gourmet's website usability study. This study is being conducted on behalf of Packit Gourmet by the Centre for Digital Experiences at Pratt Institute (<https://prattdx.org/>), under the supervision of Craig MacDonald, Ph.D.

Purpose of the Study
The purpose of this study is to evaluate the usability and design of the Packit Gourmet desktop and mobile website. We are interested in determining if people can accomplish common tasks and easily find information on the website. The session is not a test of your ability to complete the tasks and that there is no such thing as a wrong answer; rather, we are testing the design and usability of the website. Please be advised that there are no risks associated with participation in this session.

Procedure
The session will last approximately 30 minutes and during the session, you will be given a set of tasks to complete on the website and will have to fill out a pre and post test questionnaire. As you perform each task, we will be observing your screen using Zoom's built-in audio, video, and screen recording functions. In addition, the session will be recorded for future review.

Confidentiality
If for any reason you are uncomfortable during the session and do not wish to complete a task, you may say so, and we will move on to the next task. You may also end the session and leave at any time.

Approximately eight people will participate in this study. Results from all sessions will be included in a usability report and presentation. Your name will not be included in the report, nor will your name be associated with any session data collected unless disclosure is required by law.

If you wish to speak to someone regarding your participation in the study, or if you feel like you were not treated as described above, please contact Dr. Craig MacDonald at cmacdon@pratt.edu.

I have read and fully understand the extent of the study and any risks involved. *

All my questions, if any, have been answered to my satisfaction. My signature below acknowledges my understanding of the information provided in this form and indicates my willingness to participate in this user testing session.

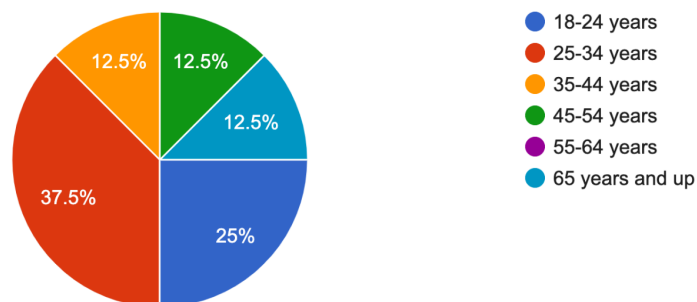
☐ Yes

[Next](#) [Clear form](#)

Results of Usability Test Form:

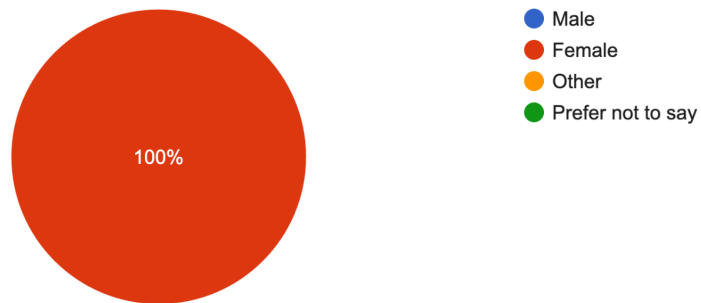
What age bracket do you fall under?

8 responses



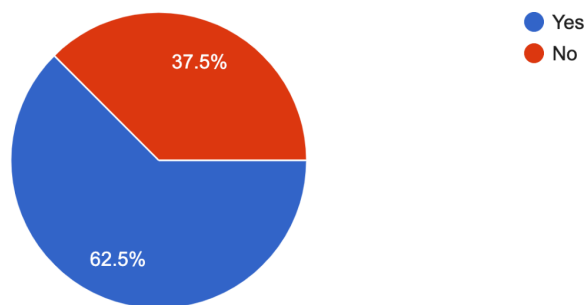
What gender identity do you most closely identify with?

8 responses



Do you have experience using backpacking food/trail meals/MRE (meals ready to eat)?

8 responses



Appendix D: List of Usability Problems (*color-coded by severity)

Initial List of Every Issue Encountered by Participants

Participant #	Problem	Problem	Problem	Problem	Problem	Problem	Problem	Problem
1	Couldn't find the filters or sort option	Couldn't find the serving size at first	Asked to sign in to look at search results	Found it difficult to close the filter panel and had to navigate back to get rid of the panel	The forks were confusing for the participant as they didn't know whether they represented reviews or spice levels			
2	Participant was unsure if gluten conscious and gluten free were the same thing.	Wasn't sure what gear was necessary to cook beans						
3	Dietary needs is not clear (vegetarian filter)	"Continue shopping" doesn't lead back to shopping page - leads to product page	Finds "gluten conscious" to be misleading	Finds header fonts in checkout to be overwhelmingly large, and the rest of the text is too small				
4	Missed the filters at first glance	Mentioned they didn't see dietary filters since they had to scroll a lot	Looks at the quantities for groceries - converts everything from oz/grams to cups/teaspoons	Tries to get an item that was out of stock in the color she wanted (not mentioned till you select the color)				
5	Confused forks for best-selling rating, said she wasn't sure if there was an option for best-selling	Said it was difficult finding filters because you had to scroll for a long time	At checkout, even though we were logged into the account, the shipping form had to be filled out	Couldn't find feedback that the filter was applied for gluten-free	Font is too small to read in filter menus	The categories on the gear shopping page include Grocery and Trail meal categories - "confusing and unnecessary"		
6	Participant had trouble finding the login page as the tent icon wasn't intuitive enough	Participant was unsure if gluten conscious and gluten free were the same thing	Mentioned it would be easier to identify gluten free products if it was mentioned on the images					
7	Goes to search bar since she couldn't find the back button (breadcrumbs?)	Accidentally typed in "14" instead of "4" when changing quantity - similar to other participants	Misses ingredients when looking at the product description page	Couldn't find the serving sizes in the product description page	Search results skewed - show items with meat when looking for "vegetarian breakfast"	Mentions they wouldn't know that it was BYO tortilla if they hadn't already bought it	Doesn't find filter/sort options	Can't find how to log in - mentions it's in the right place but wouldn't think to click the tent to log in
8	Wasn't sure what gear was needed to cook beans	Wasn't sure what the forks meant	Said finding gluten-free items was difficult	Didn't realize tent icon stood for account	Tries to get an item that was out of stock in the color she wanted (not mentioned till you select the color)	Wanted more photos for certain products - ie the spoon	"View all groceries" and "View all" are next to each other in the menu - is there a difference?	Didn't know what the forks meant

Consolidated List of Repeating Problems

Couldn't find the serving size at first 1, 7, 8
Couldn't find the filters or sort option (two-fold- can't find filter button or filters within ie dietary needs) 1, 4, 5, 7
Can't find how to login - mentions it's in the right place but wouldn't think to click the tent to login 6, 7, 8
The forks were confusing for the participant as they didn't know whether they represented reviews, spice levels, or best-selling. 1, 5, 7, 8
Participant was unsure if gluten conscious and gluten free were the same thing. 2, 3, 6
No explanation for which tools are needed to prepare and eat meals and grocery items 2, 8
Tries to get an item that was out of stock in the color she wanted (not mentioned till you select the color) 4, 8

Appendix E: Participant Information

	Age	Gender	Country	Experience with Trail Meals	Returning Website Customer	Operating System	Manufacturer	Device
Participant 1	18-24	Female	United States	Yes	No	iOS	Apple	iPhone
Participant 2	18-24	Female	United States	No	No	iOS	Apple	iPhone
Participant 3	25-34	Female	United States	No	No	iOS	Apple	iPhone
Participant 4	45-54	Female	United States	Yes	Yes	iOS	Apple	iPhone
Participant 5	25-34	Female	United States	No	No	Android	OnePlus	OnePlus
Participant 6	35-44	Female	United States	Yes	Yes	iOS	Apple	iPhone
Participant 7	65+	Female	United States	Yes	Yes	Android	Google	Pixel
Participant 8	25-34	Female	United States	Yes	No	iOS	Apple	iPhone

Appendix F: Participants' Comments/Observations

#Filters

"I feel like the filter option was easy once I saw it. So visibility could be an issue. So if that was more prominent." - Participant 1

"I guess when I was initially looking, I had a little bit of a hard time finding the dietary restrictions, but I finally did find it. And once I clicked on all the meals, I hadn't scrolled down enough to see the dietary restrictions, but I can see now as I look at it again... I guess the most difficult task I had was trying to find the dietary restrictions, but I knew that you could sort things by dietary restrictions, so I knew I should be looking for that. But I needed to scroll more to that section on my phone." - Participant 4

"I had a little bit of a hard time finding the dietary restrictions, but I finally did find it. And once I clicked on all the meals, I hadn't scrolled down enough to see the dietary ones [restrictions]." - Participant 4

"I'm not even sure if the filter applied." Concerning gluten task, "Wasn't that easy - filters were really long to scroll before I found the section I needed" - Participant 5

#Forks

"The forks were a little confusing, I needed to know what the forks were for. It could be spice level or anything. They were for reviews, but I didn't know. So in the description, it should say 11 for reviews so I know it's reviews." - Participant 1

"The forks, I don't know what they are exactly. They could be reviews, but maybe they're serving size. I find that confusing." - Participant 8

"I don't know what all these forks mean. I think they're probably reviews, but I don't know." - Participant 7

#Gear

"I would have added more gear but I wasn't sure what I needed." - Participant 8

#Gluten conscious

"Gluten conscious.' So this makes me unsure of whether I can eat it." ... "Just because there was some confusion with finding what was gluten-free. It wasn't as easy to find." - Participant 6

"Gluten conscious' is a little misleading." - Participant 3

"When I was sorting the items on the filter page, it was longer than expected - I missed the gluten-free options properly. It took me a while. I didn't find anything." - Participant 5

After clicking on gluten-conscious filter, clicks All American Works Burger. "I don't see anywhere that says it's gluten-free, so I'm not sure if I should get that." After the task, "It was more on the difficult side on finding something that is gluten-free" - Participant 8

#Serving size

When she was reading about the Oregano Packet and was reading its "About" section: "I wish I could remember what a gram is opposed to a teaspoon." - Participant 4

"I assume it's an individual one, but that's a question I'd have. Is it two tacos? Is it just the picture?" - Participant 7

#Confusing tent icon

When asked to log into account: "I'm looking for the login. I clicked on the hamburger menu, but I don't see a login. I wonder if I'm already logged in from a previous entry. <scrolls down page, then back up to top, then clicks on tent icon.> Ok, I found the login." - Participant 6

"The very first thing - logging in - the tent didn't look like it was the place to click, even though it was in the position that the login button usually is in other websites." - Participant 7

#Checkout process

"The checkout process was pretty smooth for me." - Participant 8

"Checkout process was pretty smooth and easy to use." - Participant 1

"The checkout process was very clear on the phone since it's just up and down and nowhere to get lost. And strong contrast where the action items were, as a user of glasses, I appreciate that." - Participant 7

"Checkout was pretty self explanatory so there's nothing really confusing." - Participant 2

#Navigation

"I like how clear the items are spelled out in the hamburger menu." - Participant 5

"I thought it had good navigation. The different sections of the website navigation made sense, it was easy to go through, the website speed was fast, so it was easy to navigate" - Participant 2

"The overall navigation, it seemed pretty easy. Being an older person I have a hard time doing things on my phone so I like to do things on the [desktop] website, but it was smooth and easy." - Participant 4

"I love that it catered towards dietary restrictions." - Participant 1

"These actually look like good trail meals! You know, sometimes you have crap trail meals, but these look good." - Participant 3

Appendix G: Recommendation Mock-Ups

Link to the recommendation mockups:

<https://www.figma.com/file/CyFJX5GITSm6BKvCpZOnQF/Packit-Gourmet-Mockups?node-id=0%3A1>