

Current Site Evaluation

Site Review and Competitive Analysis					
	Your site: Domino's	Competitor 1 Little Caesars	Competitor 2 Pizza Hut	Competitor 3 Papa John's	COMMENTS TO THE RIGHT:
Heuristic #1: Visibility of System Status					
- Site has clear Unique Selling Proposition (USP) of what it does	1	2	2	1	Domino's site is not as clear at depicting their USP as the other 3 sites.
- Page titles consistently appear at the tops of every page	1	2	1	2	Domino's page titles were inconsistent compared to other sites.
- Site pages have clear and unique descriptive text	1	1	2	1	standard across the competitor sites although Pizza hut had the best
- Site leads the user through the experience	1	1	2	2	images on the homepage. Pizza Hut and Papa John's had a better
Heuristic #2: Match between system and the real world					
- Site does not use proprietary terms without explanation	2	2	2	3	
- Links and tools work as expected	2	2	2	3	Links work well throughout the site.
- Page titles match link labels	2	1	2	2	Page titles matched link labels throughout the site.
- Content within the site is written to meet target audiences' needs	2	2	2	3	hierarchy it is a bit confusing and overwhelming for the user. Papa
Heuristic #3: User control and freedom					
- Breadcrumbs are present	0	0	0	0	Breadcrumbs were not present across all sites.
- Home button and link is clearly visible on all site pages	2	1	1	3	for Domino's to increase the size of the home button to make this
- Cancel buttons are present for forms and tools	2	2	1	2	Domino's and most competitor sites had cancel buttons present.
- The site, overall is intuitive and easy to navigate	2	2	3	3	Domino's was not as easy to navigate as Pizza Hut and Papa John's.
Heuristic #4: Consistency and standards					
- Site uses consistent layouts from page to page	1	1	2	2	competitors except for Papa Johns.
- Buttons and menus and links match standard conventions	2	2	2	3	Buttons and menus meet standards across the board.
- Links are underlined and easy to read and find	2	1	2	3	Proper links usage is satisfactory across the board.
- Brand colors are consistently used throughout	3	3	3	3	Domino's and it's competitors use brand colors consistently.
Heuristic #5: Error prevention					
- Form fields contain helper text describing format or expected input	1	2	1	2	with its competitors.
- Navigation categories contain sub content that match expectation	1	1	2	3	better job at this.
- Forms have specific messaging of intent, use and results	1	2	1	2	entire process.
- In context help is used for tools and forms	1	2	1	2	Ceasars & Papa Johns.
Heuristic #6: Recognition rather than recall					
- Needed information is displayed for the user to complete actions	2	2	2	2	Domino's and its competitors displays needed information well.
- You-are-here indicators, if present, are intuitive	0	0	0	2	Not really applicable. Papa Johns outlines their checkout process.
- Navigation is intuitive. Main navigation is restricted to 5-8 items	1	1	2	2	of distractions.
- Iconography, if present, is used consistently	1	2	1	3	Some icons are present, not used consistently compare to Papa Johns.
Heuristic #7: Flexibility and efficiency of use					
- Keyboard shortcuts are present for tools and actions	2	0	0	0	
- Site can be personalized for frequent use	1	1	1	2	Competitor 1 & 3 rank higher.
- Text blocks are broken into easily read blocks (chunking)	0	1	2	3	falls behind competitors. Formatting text existing text into blocks can
- Accelerators like power user links or tools exist	0	0	0	0	
Heuristic #8: Aesthetic and minimalist design					
- Site is pleasing to view	0	1	3	3	lowest. Domino's can increase contrast and implement minimalism to
- Layout follows a visual grid pattern	0	1	2	2	improvements can be made to achieve better organization and easier
- Site color contrast is high enough to avoid eye strain	0	1	3	3	Implementing more black and white while utilizing brand colors
- The site does not flash or blink	3	3	3	3	
Heuristic #9: Help users recognize, diagnose, and recover from errors					
- Error messaging for forms and tools is written in plain language	2	2	1	3	Domino's score is in the middle.
- When errors occur, there is a way for the user to recover and cont	2	1	1	2	need improve.
- Site is free from obvious typos	3	3	2	3	Domino's better than others .
- Within-section (local) menus are easy to find within the site	0	1	2	3	Domino's need add this function.
Heuristic #10: Help and documentation					
- Help and documentation exists	0	2	0	3	disability users' feeling, not friendly.
- Contact forms or site contact email is available	1	1	3	2	quality, they can study with Pizza Hut, giving users more options to
- Video and audio include transcripts, if applicable	0	0	0	0	an inclusive design.
TOTALS					
Total Points	48	55	62	86	
Total items not N/A	29	34	33	33	
Value per point	1.3	1.0	1.0	1.0	
Score (error values go away when you enter your scores)	55.2	53.9	62.6	81.9	

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Dominos User Research Summary

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In an increasingly digital world, the user experience (UX) of an online platform can significantly impact customer satisfaction and loyalty. As part of our efforts to improve the Domino's experience, we conducted four user interviews to gain valuable insights into user preferences, pain points, and usability issues. We've highlighted the top five usability issues that users encountered while navigating Domino's Pizza's website (Domino's,2023).

The top identified issues are as follows:

1. An Overwhelming Homepage: Users reported feeling overwhelmed by the homepage due to an excessive amount of advertisements and graphics. This impaired their ability to focus on the most important thing. They felt like too many options were grabbing for their attention. In short, there was no happy path (Sheikh, 2023).

2. Inconsistent Rewards Information: Users found that the homepage had multiple links that lead to different pages, and details about the program were not consolidated which caused some confusion. Users wanted to learn more before inputting their personal information. However, a couple of the enrollment forms only included a small link to the terms and conditions which consisted of a long list of text. This caused participants to put in more time and effort to find what they needed.

3. Small Text Size: Users reported the font as too small making it hard to focus, especially when viewing on their phones or tablets. In certain instances users found there were too many varying font sizes, colors, shadows, and shapes in addition to narrow word spacing. Users also found no option to adjust the font size. This is an accessibility issue for individuals with vision disabilities. (How to Meet WCAG (Quickref Reference), n.d.)

4. Hard-to-find Product Descriptions: Users were unable to immediately view the product descriptions after accessing the menu. The participants expected to see a comprehensive food description after clicking on the item name. Instead, they were guided to a page inquiring about their service method. Users wanted to be able to obtain the product details upfront and not have to click through pages or input information in advance.

5. Coupon Application Issues: Users were initially pleased to find that the website automatically highlighted coupons that were applicable to their order, but then became

disappointed and confused when trying to apply the coupon to their cart. Users were not prompted with any information to know if the coupon was applied and in some instances users were misdirected to re-add the same item to their cart.

After completing the user tests and analyzing the data we found that our business goals focusing on accessibility, rewards and a new homepage were well founded. We have also gained further insight into additional pain points of the user that we were not initially aware of such as difficulties users faced with the application of coupons as well as inconsistent links for the rewards page. We look forward to creating solutions to help mitigate the issues that the users faced to make a more seamless experience for our customers.

Citations:

1. Domino's home Page- Domino's Pizza, Order pizza online for delivery- dominos.com. (n.d.). <https://www.dominos.com/en/>
2. Sheikh, W. (2023, June 15). Role of the Happy Path for UI/UX designers- Wajahat Sheikh- Medium. Medium. <https://vajatshaykh.medium.com/role-of-the-happy-path-for-ui-ux-designers-e0764e4e5d0d>
3. WCAG.(n.d.). Resize text Level AA. <https://www.w3.org/WAI/WCAG21/quickref/?showtechniques=144#resize-text>