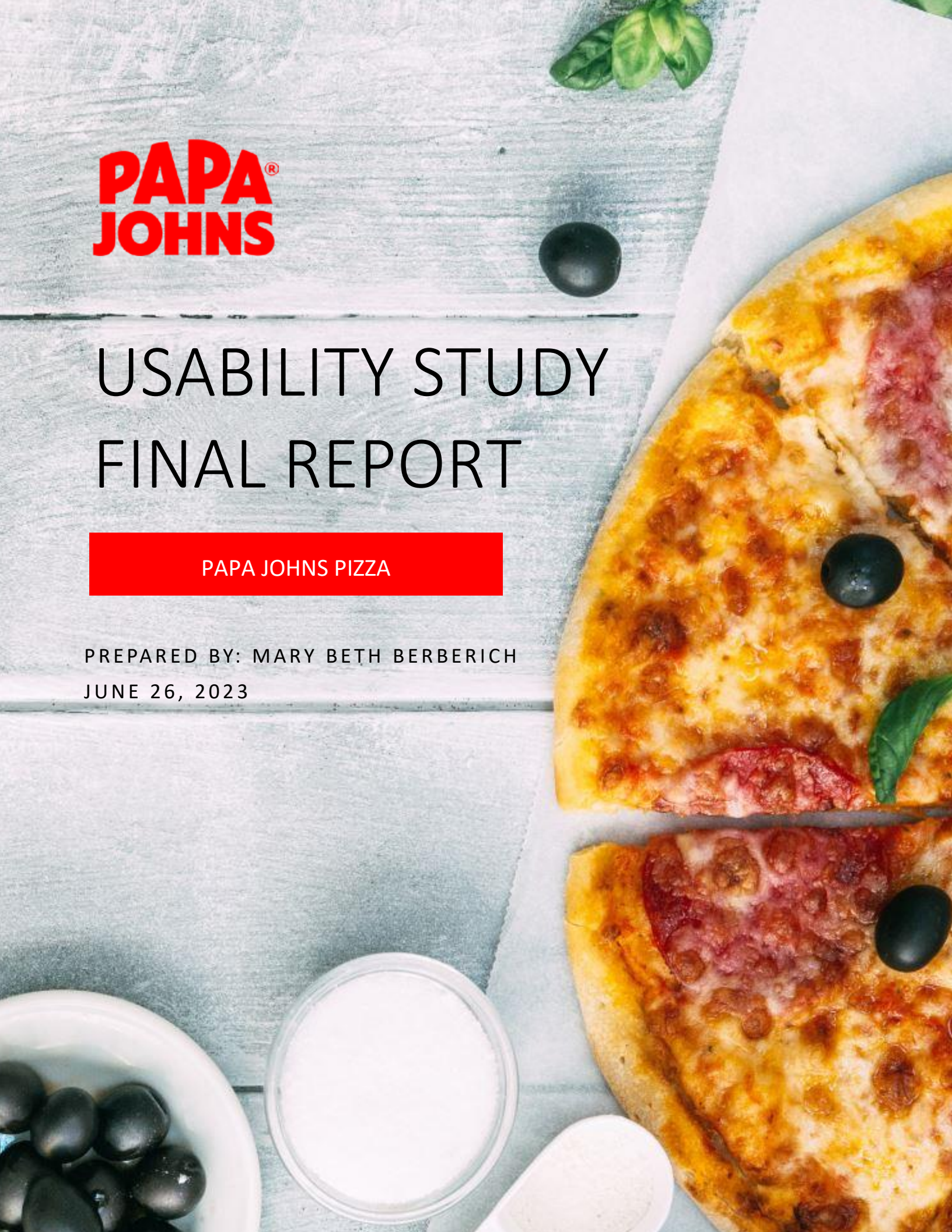




# USABILITY STUDY FINAL REPORT

PAPA JOHNS PIZZA

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JUNE 26, 2023



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# Executive Summary

## Overview

The leadership team at Papa Johns Pizza hired an external UX Firm to do a usability study on the current website papajohns.com. The UX Firm was hired for two reasons:

- The Head of Marketing believes that if the company can increase sign-ups for text and email alerts that this will increase purchases.
- The Head of User Experience contradicts this view and believes that if the website has a frictionless experience that this will be the driver of sales for the company.

Both executives agreed that a Usability Study done by an outside firm would be the best approach to understand if the current website is serving their customers' needs or if improvements can be made to drive more sales.

## Research Methods

The UX Firm conducted qualitative, one-on-one task-based usability interviews. The interview consisted of three core tasks tied to increasing cart conversions, email sign ups, and if users had a problem could the user find customer support. The team used a combination of in-person and remote interviews dependent on user location to the moderator. Interviewers took notes throughout the process and all sessions were recorded for future reference. Finally, the UX Firm analyzed and synthesized the data collected for final recommendations presented in this report.

## Recruitment

The UX Firm identified five interview participants in different geographic areas across the continental United States who all had some experience ordering online. The timeline given to conduct the research was one week. Given the compressed timeline the UX Firm hired multiple moderators to accelerate the

interview process. The moderator's guide detailing the task used in the interviews can be found in the Appendix of this document.

## Data Analysis

Users were able to successfully add items to their cart and understand the checkout process, but there were minor issues in understanding how to build a pizza with half one topping and half the other. When it came to signing up for deals and coupons without creating an account, only one of the users successfully completed this task. All users were also able to successfully find a method of contacting Papa Johns to share any feedback.

## Key Findings

- All users selected "Start Your Order" was to begin ordering and all users successfully add pizzas to the cart.
- Two of the five users were not able to find the "half pizza" circle and create a half and half pizza.
- Two of the five participants were focused on saving money with either a coupon site or available coupons on papajohns.com.
- Four out of five users failed in finding the coupons and offers sign up.
- All users were able to find some form of feedback that fit their needs given the task description.

## Key Recommendations

- Update and test different configurations of creating a half & half pizza.
- Revise the prominence and placement of the Deals and Coupons sign-up to be easier to find.
- Create methods for users to select the frequency of their text or email alerts and eliminate any automatic sign up to deals as a part of the check-out process.
- Add a call the corporate office function for feedback.

# Final Report

## Website Being Assessed

PapaJohns.com is the focus for this usability study. The UX Firm objective was to test the desktop version of the website, but recommendations from this report should be evaluated and additional testing should be done for the Papa Johns Pizza App, tablet, and mobile builds of the experience.

## Participant Information

The timeline given to conduct the research was one week. Given the compressed timeline the UX Firm hired multiple moderators to accelerate the interview process. The UX Firm conducted 26 interviews with moderators and participants across the continental United States. This final report focuses on five interview participants in different geographic areas and across different age, gender, and cultural perspectives. The one commonality across all five participants were they each had some experience ordering online.

	User 1	User 2	User 3	User 4	User 5
<b>Location</b>	Erlanger, KY (41018)	North Logan, UT (84341)	Bethlehem, PA (18018)	Nicholasville, KY (40356)	Cincinnati, OH (45251)
<b>Gender</b>	Male	Male	Female	Male	Female
<b>Ordered Online Before</b>	Yes	Yes	Yes	Yes	Yes
<b>Delivery Method</b>	Both	Both, but mainly pickup	Mostly delivery	Pickup	Both
<b>Delivery Method Reasoning</b>	Depends on daily activities. At home they will order, out and about means pickup.	Pickup because it would be cheaper and mean he didn't have to tip.	Will order from pizza website or third-party apps for delivery for convenience.	Orders from a local store and run to get it so it is ready to eat with other items at home.	Will do pickup if she is out and about and delivery if at home.

## Methodology

The UX Firm conducted qualitative, one-on-one task-based usability interviews. Each participant was taken through the same test script. The three usability tasks tie back to the main objectives outlined by the Head of Marketing and the Head of User Experience, which was to uncover if improvements were needed to increase sales in two ways:

- Reduce any friction points in the buying process.
- Increase sign-ups for deals and coupons.

The team used a combination of in-person and remote interviews dependent on user location to the moderator. Interviewers took notes throughout the process and all sessions were recorded for moderators and the UX Firm to comb through for significant learnings. Finally, the UX Firm took their findings analyzed what they saw within the interviews and synthesized the data collected for final recommendations presented in this report.

## List of Tasks

The full interview transcript can be found in the [Appendix of this report](#).

<b>Pre-Task Questions (5)</b>	Helped understand the users experience ordering pizza online. <i>The users selected by the UX Firm had all ordered pizza online.</i>
<b>Ice Breaker Task (1)</b>	Warm up and gets them familiar with talking out loud as they navigated a web browser and searched for pizza restaurants in their zip code
<b>List of Usability Tasks</b>	1. Ordering three pizzas: <ul style="list-style-type: none"> <li>• Mushroom &amp; Pepperoni</li> <li>• Half onion and half sausage with light sauce</li> <li>• A specialty pizza because you like variety</li> </ul>
	2. Sign up for deals and coupons but don't register.
	3. Contacting the corporate office to provide feedback on unsatisfactory service.

## Synopsis of Findings

The UX Team set out with two main objectives. First, to investigate ways to reduce any friction points in the buying process on papajohns.com and second to increase the sign-ups for deals and coupons, both of which are assumed to drive more sales for the company.

With these two things at the forefront of the study:

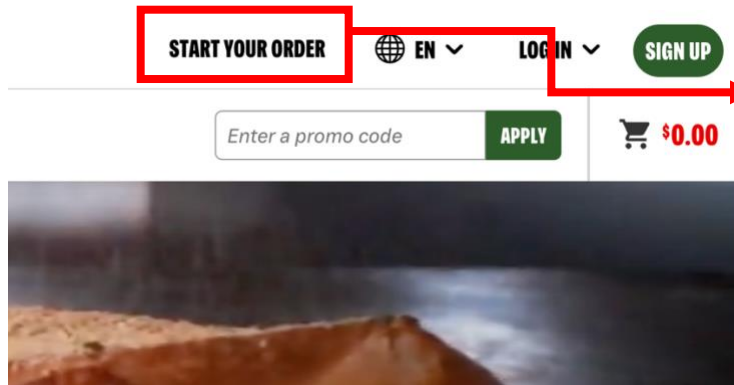
- Five out of five users selected "Start Your Order" and all users successfully add pizzas to the cart.
- Two of the five users failed the task when asked to add toppings to only half of their pizza.
- Three of the five participants mentioned some cost savings measure while discussing the pizza ordering process with either a coupon site, available coupons on papajohns.com, or picking up their order vs. delivery to save a few bucks.
- Four out of five users failed in finding the coupons and offers sign up.
- All users were able to find some form of feedback that fit their needs given the task description.

The UX Firm is pleased with the results of the interviews and believe that there are no critical errors, but slight modifications that can be made to the web experience that could improve the two main goals of the study.

# Analysis of Tasks

## Analysis of Task 1

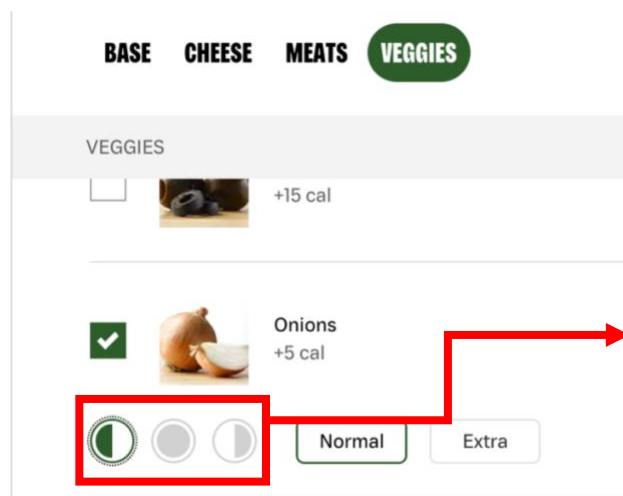
Task one saw various success rate based on the three pizzas being asked to build and order. To begin the ordering process all users chose the “Start Your Order” navigation from the homepage.



The prominence of **Start Your Order** is contributing to users’ success in the ordering process with five out of five users beginning the process here.

All users successfully completed the first pizza build of adding a Large Pepperoni and Mushroom pizza to their cart. There were various ways that users got to this point, but most users began the process by building from the “Original Crust” Customize item.

For the second pizza build this is where users saw the most hiccups in the process. The users were asked to add a large pizza to their that had half onions, half sausage, with light sauce. Two out of the five users found the correct toppings, but when they needed to click the half circle to add the topping to half of the pizza it was missed completely. This resulted in a pizza with onions and sausage over the entire pizza, but these users were able to find the light sauce option.



Two out of the five users did not successfully locate and select the half circle to indicate which side of the pizza they wanted the topping. This may suggest that mental mode is not one that users expect and testing of other potential solutions may be warranted

Finally, for the third pizza the users had to pick a specialty pizza that appealed to them. Four out of five users did this successfully. User five interpreted a Specialty Pizza as one with any toppings she desired vs. the remaining four users selected a pizza from the Specialty Pizza section of the menu. While she did not complete the task successfully, this did not keep her from ordering a pizza.

Other comments and interesting findings within Task 1 are two out of the five participants commented about how appetizing the pizza build functionality was. **User 2** made audible “mmmm’s” and “yums” while creating the pizza’s while **User 5** had this to say about the experience:

*“Papa Johns always wins as far as being able to get exactly what I want.”*

*User 5 discussing her experience ordering pizza from papajohns.com. She went on further to say She said it was quick and efficient. She says Papa Johns has the best ordering as far as customizations. Size you want, your toppings, the amount of sauce, light, medium or heavy. Other sites don't have those specifications.*

## RECOMMENDATIONS FOR TASK 1

- Based on failure for two of the five participants the UX Firm recommends that Papa Johns Pizza UX Design division design and test a few other options when creating a pizza with half and half toppings.
- Continue with the pizza build visuals and see if there are ways to extend this to other products. The new Papadias while not pizza could it also have a similar feature to bolster sales for this new product. With audible sounds of enjoyment

11" Create Your Own - Red

- Kalamata Olives (+\$2.25)
- Minced Garlic (+\$2.25)
- Mozzarella (Free)  
- 1 +
- Mushrooms (+\$2.25)
- Olive Oil (Free)

Full  
1st half  
2nd half

One suggestion for testing may be to try a text based mental modal for configuring the pizza with half of one topping. This is a screenshot from a competitor’s website, but could a non-pictorial approach produce more success or a combination of both iconography and text.

## Analysis of Task 2

This task required users to sign up for deals and coupons without creating an account. Out of all three tasks this caused the most failures for the participants. **User 1** immediately scrolled to the bottom of the website to the footer to look for the option and found it, “Text & Email Offers”. While **User 3** found “Pizza Deals & Specials” which is also located in the footer, but while hovering in the general area on the page, did not see the callout to complete the task. *(Continued on the next page)*

## Analysis of Task 2 (continued)

### Our Company

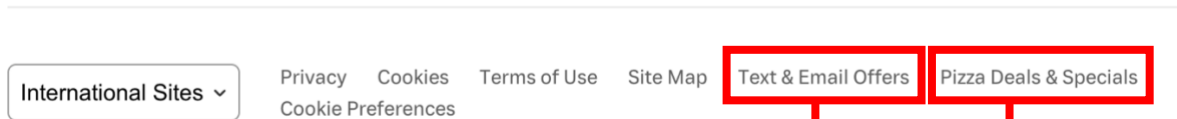
About Papa Johns  
Investor Relations  
Careers  
No Contact Delivery

### Our Pizza

Pizza Pages  
Nutritional Info  
Allergen Guide  
Ingredients  
Quality Guarantee

### Help

Customer Service  
Ordering  
Gift Cards  
Store List

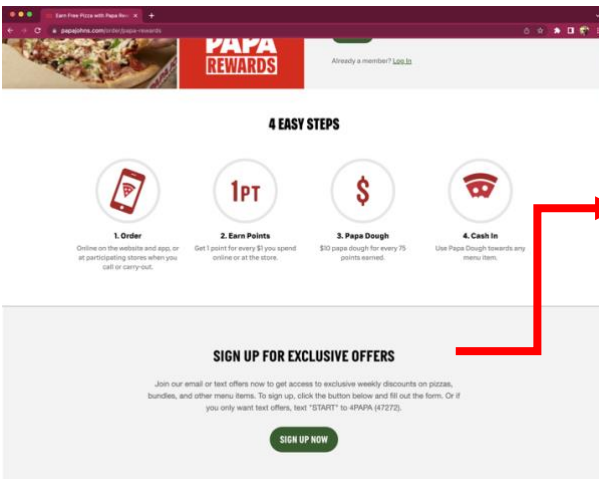


Illustrating the lower prominence and paths for the user to sign up for coupons and deals without creating an account. With both options being offered in the footer.

Other users made assumptions that they would automatically be signed up for deals when they completed the order. The task stopped before completing the cart, so this was not tested by the UX Firm, but could be considered for future studies or testing.

## RECOMMENDATIONS FOR TASK 2

- Revise the prominence and placement of the Deals and Coupons sign-up to be easier to find. The Papa Rewards has a prominent space on the website. Perhaps on the same page the offer for text and email alerts could live here to provide the user the flexibility to still benefit from the savings but check out as a guest or pick up at a local store. With three of the five users making a price conscious comment during the interviews the offers and rewards are important to the user.
- The checkout process was not a task that was tested, but based on the UX Firm interviews creating more flexibility and options for the user to select the frequency of their text or email alerts and eliminate any automatic sign up to deals as a part of the check-out process would be a benefit.



One suggestion for testing could be to add the “Sign Up for Exclusive Offers” that currently resides on “Pizza Deals & Specials” on the Papa Rewards page, just below the steps to sign up for rewards. It could suggest if the user is not ready for an account, then start with our exclusive offers.



## Analysis of Task 3

This task required users to find the information on the website to contact the corporate headquarters to file a complaint about an order when it wasn't fixed by the local store. All users were able to find some method of contacting Papa John's whether that was the Papa Chat or finding the submit feedback form. The only item for consideration might be related to the prominence of the corporate phone number. Two out of the five users preferred to call versus submit anything via Papa Chat or via the feedback form, they were looking for confirmation that the issue had been resolved. There was a perception from both user that this would confirm it was taken care of when compared to the chat or the feedback form, they perceived that they would have to wait for the resolution to be completed.

## RECOMMENDATIONS FOR TASK 2

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- Make the corporate number more prominent on the Contact Us page for users to file a complaint.

### CONTACT US

#### WE WANT TO HEAR FROM YOU

##### CUSTOMER FEEDBACK

Please let us know what you think about our products, organization or website by mailing us or by completing an Electronic Feedback Form. We welcome all of your comments and suggestions.

[FEEDBACK FORM](#) [PAPA CHAT](#)

United Kingdom customer feedback, [click here](#).

For a listing of all International Papa John's, [click here](#).

If you are a corporate restaurant team member and would like to submit a concern, please contact your General Manager, Director of Operations or Human Resource Director (for contact information reference your team member handbook).  
If you are a franchise restaurant team member, please contact your franchisee to discuss any questions or concerns you have.

##### Local Papa John's Store:

[Click here](#) to find your local Papa John's phone number

##### Customer Care Team:

[Click here](#) to provide feedback.

##### Our Mailing Address:

Papa John's International, Inc.  
P.O. Box 99900  
Louisville, KY 40269-9990

Perhaps the corporate headquarters phone number could be listed after the local store address or below the corporate mailing address. In either spot it would be listed with similar information and provide that option for users who preferred a phone call to chat or a feedback form.

## Follow Up Research Questions

After the UX Firm had concluded the research and analysis phase the team had additional questions that would be beneficial to test or flush out with an additional round of research.

- **To support of more successful half/half orders:** Do users typically order a pizza with half one topping and half another topping? If so, what has their experience been in the past? What process or features on the Papa John's website would help to support them in this task?
- **To learn more about brand communication preferences:** What brands do they enjoy receiving communications from and why? What does that experience look like and what makes it enjoyable? When do they like to receive text or emails? If they do not, what is their process for seeking out these deals? Could Papa John's do anything to benefit this process for them?
- **To support the complaint preferences:** What about the Papa Chat process would provide satisfaction that your problem is resolved? What would a successful chat or complaint form submission look like?

The Papa John's logo is displayed in a white rectangular box. It consists of the words "PAPA" and "JOHNS" stacked vertically in a bold, red, sans-serif font. A registered trademark symbol (®) is located to the upper right of the word "PAPA".

**PAPA<sup>®</sup>  
JOHNS**

# APPENDIX



# Appendix

## Usability Test Script and Tasks: Ordering Pizza Online

### Intro

Hi [PARTICIPANT NAME]. My name is [YOUR NAME], and I'm going to be walking you through this session today.

Before we begin, I have some information for you, and I'm going to read it to make sure that I cover everything. You probably already have a good idea of why we asked you here but let me go over it again briefly. We're asking people to try using a web site that we're working on so we can see whether it works as intended. The session should take about 45 minutes.

The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes.

As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. This will be a big help to us.

Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions. If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done

I'll try to answer them then. And if you need to take a break at any point, just let me know.

You may have noticed the microphone. With your permission, we're going to record what happens on the screen and our conversation. The recording will only be used to help us figure out how to improve the site, and it won't be seen by anyone except the people working on this project. And it helps me because I don't have to take as many notes.

### Informed Consent

If you're OK with this, please indicate this by reviewing and then signing the informed consent form. [HAVE PARTICIPANT SIGN INFORMED CONSENT FORM]

### Pre-Task Questions

Before we get started, I have a couple of questions:

- Have you ever ordered pizza online?
- If not: why haven't you ordered online?
- If so: was it for delivery or pick up? Why did you pick it up or why did you have it delivered?
- What did you order?
- How would you describe your experience?

## Ice Breaker

We are ready to get started so go ahead and launch the web browser and go to Google, and then search for pizza in your zip code.

Tell me about the experience of using Google and browsing the results.

- Are you able to find what you need?
- Is there a pizza place close by?
- Is it the type of pizza you like?

## Task 1

We are going to be looking at papajohns.com web site. Even if you are not a Papa John's fan, imagine that the people you are with are fans of Papa John's and that is where you will be ordering the pizza. There are bunch of people at this party, and you need to order 3 pizzas. They are:

- Mushroom and pepperoni.
- Half onion and half sausage with light sauce.
- A specialty pizza because you want some variety.

Tell me a little more about your experience ordering pizza from this site. Is it what you expected?

## Task 2

You want to sign up for deals and coupons, but you don't want to register. You just want to give them your email. Can you do this and what do you think you will receive by email?

## Task 3

Your pizza arrives and it is terrible! Your driver was rude, and you are really upset about what just happened. You call the local store but get nowhere. You need to contact the corporate office. How would you do that?

## Full Data Set

All notes compiled by the UX Firm can be found by following the link below:

[Papa Johns Pizza Research Data](#)

## Interview Recordings

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<u>User 1</u>	<u>User 2</u>	<u>User 3</u>	<u>User 4</u>	<u>User 5</u>
Erlanger, KY (41018)	North Logan, UT (84341)	Bethlehem, PA (18018)	Nicholasville, KY (40356)	Cincinnati, OH (45251)