

Usability Test Report

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Executive Summary

The following report details a usability test conducted on the Dutch Bros Coffee desktop website. The purpose of the test was to evaluate issues discovered as a result of a heuristic evaluation of the website.

To conduct the test, three participants were selected to perform a total of three tasks. The usability factors in this test focused on:

- Navigation
- Discoverability
- Design & aesthetics

The test was conducted in-person, and the participants tested were 20-41-year-old Texas residents. Key findings from the test include:

- The majority of participants had trouble with the website's navigation
- All participants expressed frustration with the absence of sort/filter capabilities
- The majority of participants found the website's design to be boring

The recommendations in this report to address these issues would optimize navigation, minimize search friction, and enhance the website's design and aesthetics.

Goals

Test website with participants that resemble personas.

This will help to gain an understanding how the user base for Dutch Bro's feels about the website.

Pinpoint usability issues.

Identifying flaws in the website will help make clear which issues need to addressed.

Receive feedback from test participants.

Hearing from the participants about their frustrations will help in redesigning a user-centered website.

Methodology

Screening & Selection

A total of three participants were tested in-person using Dutch Bro's desktop website. A screening survey was emailed to six candidates to screen and to ensure the final selection of the participants resembled the personas that were previously created.

Questions in the screening survey included:

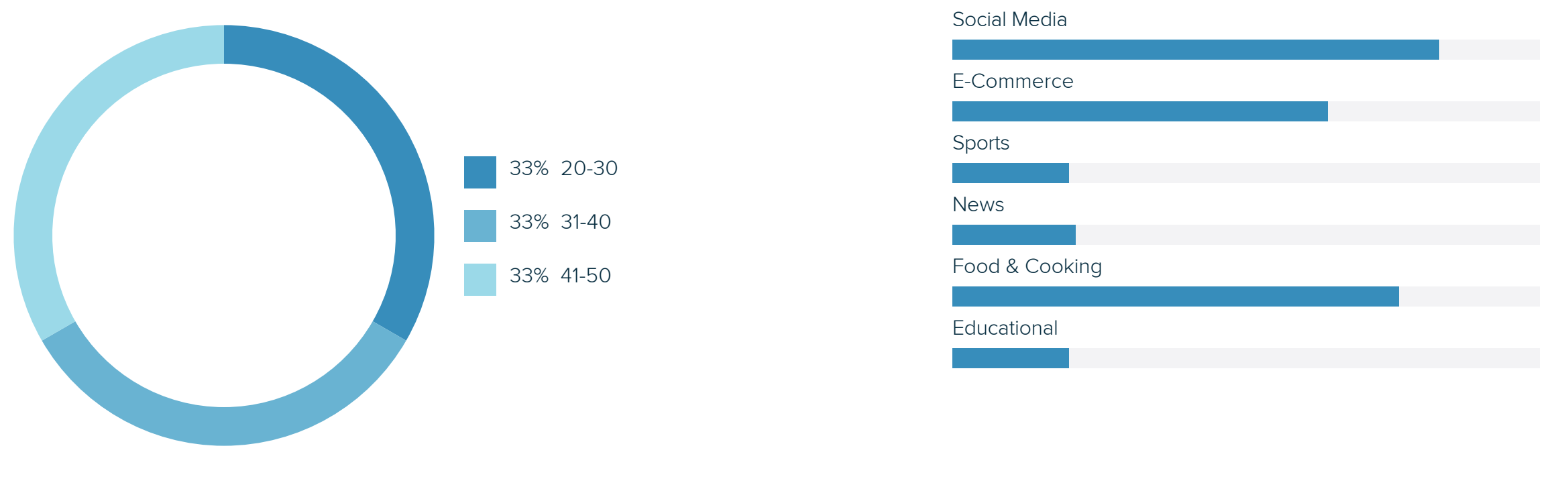
- Age
- Level of Education
- Tech Savviness (scale of 1-5)
- Frequency of visitation to food/beverage websites

Based on the responses from the six candidates, the selections were made as such to ensure each participant varied enough in demographics from one another.

Participant Profiles

Participants from varying ages, educational backgrounds, and occupations were selected to ensure a wide range of characteristics since the user base for the website is so broad.

	Age	Gender	Life Stage	Education	Occupation
Participant 1	20	Female	Single	Some College	Student / Cashier
Participant 2	34	Male	Divorced	Master's Degree	Project Manager
Participant 3	41	Female	Married, two children	Bachelor's Degree	Teacher



Test Methods

- ### 1. Introduction
- Before testing began, a script was verbally recited for each participant as written below:
- Hi _____, thank you for agreeing to participate in this usability test. Today you will completing three tasks on a website for a popular coffee chain. The purpose of these tasks is to test how the website works and responds. This is a test of the website, not a test of your ability or inability complete the tasks. I encourage you to think aloud while completing these tasks. I will ask you some questions before we begin about your internet usage and at the end of the test, there will be a short survey that will ask you about your experience using the website. This will help me pinpoint areas of the website that need improvement. The entire test should last roughly ten minutes and we will begin now.*
- ### 2. Pre-test Questions
1. Roughly, how many hours a week do you spend on the internet?
 - Participant 1: 25 hours
 - Participant 2: 30 hours
 - Participant 3: 15 hours
 2. Which websites do you most frequently visit?
 - Participant 1: Instagram, Yelp, School-related websites
 - Participant 2: ESPN, NY Times, YouTube, LinkedIn
 - Participant 3: Amazon, Food Network, Target
- ### 3. Tasks
- Participants were assigned the following tasks:
1. Sign up for the Dutch Bro's newsletter.
 2. Shop the store and find any single item that costs more than \$25.
 3. Browse the menu and search for a peach flavored beverage.
- ### 4. Evaluation Guidelines
- The tasks considered the following:
- Ease of navigation
 - Search friction
 - Design and aesthetics

Findings

Results and observations of each task are noted in the tables below.

Task 1 - Sign up for the Dutch Bro's newsletter.

Participant	Pass/Fail	Time	Questions/Comments
1	Fail	1 minute 29 seconds	"Most websites have the newsletter sign up in the footer. I'm looking in the most obvious places and can't find it."
2	Fail	57 seconds	"There are a few links with the word 'news' in it but no newsletter anywhere."
3	Fail	42 seconds	"It's not here. Are you sure they have a newsletter?"

Observations: 100% of participants failed task 1. The average time spent on this task across the three participants was 63 seconds. Frustrations were expressed by participants 1 and 2 about the newsletter not being in an obvious location on the website. Participant 3 questioned if a newsletter existed at all. All three participants ended the task on their own after not being able to locate the newsletter.

Task 2 - Shop the store and find any single item that costs more than \$25.

Participant	Pass/Fail	Time	Questions/Comments
1	Pass	56 seconds	"Where is the sort button?"
2	Pass	29 seconds	"This type of menu is not appropriate for a desktop site."
3	Pass	1 minute 09 seconds	"Is this the same website?"

Observations: 100% of participants passed task 2. The average time spent on this task across the three participants was 51 seconds. Participant 1 spent 39 of the 56 seconds searching for a sort/filter option. The absence of this feature resulted in them stating they would "probably not buy anything from this site." Participant 2 completed the task quickly, though was bothered by the hamburger menu present on the website. Participant 3 questioned if they were on the same site since it opened in a new window and expressed frustration with the absence of sort/filter options.

Task 3 - Browse the menu and search for a peach flavored beverage.

Participant	Pass/Fail	Time	Questions/Comments
1	Pass	34 seconds	"Weird that there are no prices on the menu."
2	Pass	16 seconds	"This menu is massive. It would take me an hour to search through all the options if it wasn't for the search bar."
3	Fail	1 minute 13 seconds	"It would just be easier to call them than looking through this ridiculous menu."

Observations: 66% of participants passed task 3. The average time spent on this task across the three participants was 41 seconds. Participant 1 did not notice the search bar though completed the task successfully without it by clicking links until they found a peach beverage. Participant 2 used the search bar to type in 'peach' which quickly retrieved related results. Participant 3 did not notice the search bar and after a minute of clicking different links on the menu, they gave up on the task, stating it would have been faster to call a Dutch Bro's location.

- ### Post-Test Questions
1. How familiar are you with Dutch Bro's website?
 - Participant 1: Somewhat familiar
 - Participant 2: Very familiar
 - Participant 3: Not at all familiar
 2. What was the most challenging aspect of the website?
 - Participant 1: The first task with the newsletter was very frustrating. It was crazy how something so basic was impossible to find. I'm sure they don't have many subscribers to their newsletter cause probably no one can find it.
 - Participant 2: The menu and the store need to have options to sort and filter products. It was a huge turn off having to scroll and click so much to find what the instructions were asking for.
 - Participant 3: The menu is too large. I wish there was a way to search for a specific drink.
 3. Name one thing that could improve the website.
 - Participant 1: Have a pop-up or something for the newsletter when people go to the site. The website needs better pictures and more color. Everything is square-looking and there is too much white in the background.
 - Participant 2: Definitely the addition of sort and filter buttons would improve the store and menu.
 - Participant 3: The look of the website is very ordinary. I had a feeling it would be hard to locate things just by looking at the homepage. Needs a modern touch.

Recommendations

- ### Optimize Navigation
- **Creating a homepage with a logical navigation structure** will allow users to quickly locate where they need to go on the site. Steven Krug states, "the Home page has to give an overview of what the site has to offer - both content and features -and how it's all organized" (Krug, 2014, p. 86). This also applies to the store's page.
 - **Consolidate external links** on the website. Two links (store, digital newsroom) open in a new window, which users could find confusing and could cause users to leave the site entirely. Internalizing these links will keep users on the site and eliminate any uncertainty of where the site has brought them.
 - **Position newsletter signup in an obvious place**, in the header of the homepage and footer of all subpages. Krug states, "...the Home page needs to expose me to some of the wonderful things the site has to offer that I might be interested in - even though I'm not actively looking for them" (Krug, 2014, p. 87). Most users will most likely not visit the website for the specific purpose of signing up for the newsletter, but if it is visible and one of the first things they see, they may be more inclined to sign up.
- ### Minimize Search Friction
- **Reposition and reformat search bar** across website so it is visible at all times. Most participants in the test complained about not being able to search. Krug writes, "...every page should have either a search box or a link to a search page" (Krug, 2014, p. 71). Even though the menu has a search bar, 66% of participants did not notice it. The store needs a search bar and the menu's search bar needs to be repositioned so it is obvious to the user.
 - **Add sort/filter options** to menu and store pages so user can quickly narrow their search. Participants complained of too much scrolling and clicking to find products.
- ### Enhance Design and Content Aesthetics
- **Resize and reposition images** to create more balance in the design and layout. Reducing the amount of whitespace will enhance the website's visual appeal. One participant noted the website was very "square", or boxy-looking due to majority of the images being one shape.
 - **Product descriptions need more enticing verbiage**. Promotional content on the home page lacks enthusiasm and may not excite users enough to purchase what is being advertised. Some product names do not match descriptions in the store which can lead to confusion which can result in revenue loss. Rewriting the content to match the companies personality will help get customers excited about their products.

Conclusion

The usability testing completed on Dutch Bro's website has provided a better understanding of the issues on Dutch Bro's website. The tasks tested were important in obtaining a detailed understanding of what issues and frustrations everyday users may experience while interacting with the website. Each task tested a significant flaw in the web site's navigation, discoverability, and design. Recommendations to fix the site were based on the findings of the test. Optimizing navigation, minimizing search friction, and enhancing the website's design will be key to providing users a more pleasant experience.

References

Krug, S. (2014). *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability*. New Riders.