Assignment 4

Group Taco Bell 1

(Zane Guess, Justin Kistler, Holly Copeland, Amanda Hatch)

Pre-test questionnaire
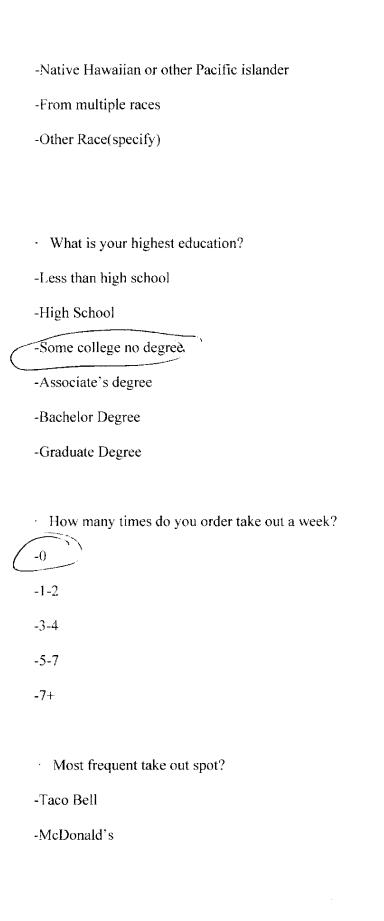
· How old are you?

- 18-21

- 22-30

- 31-40

- (40+)

· What is your gender?

-Male

(-Female)

-Other (specify)

· What race are you?

(-White)

-Black or African-American

-American Indian or Alaskan Native

-Asian

-Native Hawaiian or other Pacific islander

-From multiple races

-Other Race(specify)

· What is your highest education?

-Less than high school

-High School

-Some college no degree

-Associate's degree

-Bachelor Degree

-Graduate Degree

· How many times do you order take out a week?

-0

-1-2

-3-4

-5-7

-7+

· Most frequent take out spot?

-Taco Bell

-McDonald's

-Burger King

-Panda Express

-Chipotle

-Other(specify)

La Madelines

Scenarios

Scenario 1: The User really loves Taco Bell but has never visited the site. After talking with some friends, the User learned that they could order Taco Bell merchandise and create a tacobell.com account.

Task 1: Find where a user can buy Taco Bell merchandise

Task 2: Create a tacobell.com account

Task 3: Login to tacobell.com with a Facebook account

[handwritten] User thinks she has to go to facebook.com, & that by switching to visit GB account from default showing

Questions for the user after completion of this task: *[handwritten]* Account from default showing

1. Was any part of the account creation too difficult, inefficient, or confusing? *[handwritten]* already logged -

[handwritten] Then needed to go to of his site to log out of mine, log ...

2. If so, Why?

[handwritten] We're not sure how to log out at first, needed instruction ... where to log out needed ... code from ... generator/3rd phone ... auth ... method, new ... observ... / URL ... taco bell, ... then at taco bell, co

Scenario 2: The user has never eaten at Taco Bell before. The user has special dietary restrictions and if Taco Bell offers meals that meet these restrictions, the user wants to place an online order for pickup.

[handwritten] doesn't have favorites yet since she hasn't ... done)

Task 1: Search tacobell.com for food offerings to see what food is offered *[handwritten]* included

[handwritten] looked for calories on food page, how to check through all food bars ... link)

Task 2: Find dietary and nutritional information *[handwritten]* logins scared taco bell didn't ... indicating

[handwritten] ... similar ... point @ bottom of food page

Task 3: Place an online order for pickup

Questions for the user about their experience:

[handwritten] she was logged in immediately when next...

Question 1. Was it hard to find any of the items you were looking for? *[handwritten]* ... to a account logged ... has cafe ... at least ...

[handwritten, left] didn't like that you can't highlight 2 both column / row simultaneously on ... page then took it back after she ...

Question 2. What did you like or dislike about navigating the menu?

[handwritten] not really easy, couldn't go back to home from taco merchandise

[handwritten bottom] ★ user confused navigating back to tacobell.com from merchandise site

Scenario 3: The user recently had a notable experience at one of the Taco Bell stores. The user wants to call the store manager and also make a comment to corporate. The user remembers the cross streets of the Taco Bell store they visited, but doesn't know any specific information about the stores phone number, address, or store number.

Task 1: Find the phone number of a specific store, knowing only its general location (cross streets, city, and/or zip code).

Task 2: Find a 800 number to call, or a web form to complete to make a comment to corporate. *Easy* *to find loca bon.*
Fin syphond contactus link to contactus

Scenario 4
The user wants to find information about several different topics for general information about the taco bell company, its history, and also is curious about the nutrition of his favorite menu item.

Task 1. Find information on tacobell.com about the following topics:
    very a. Find the link to the Taco Bell Foundation information website *reach button, likes that*
    b. Find the Nutrition Calculator *Find it much it an link button better then*
    c. Find the FAQ page *nutrition into page linked*
    d. Find the "Taco Bell History" page *from home page*
    e. ~~Find the Nutrition Calculator~~

Post-test questionnaire:

· Please rate your experience with the navigation of the site:

-Extremely comfortable

-comfortable

-neutral

-not comfortable

-extremely confusing

· Do you feel comfortable with ordering via this website in the future?

-Absolutely

-Sometimes

-Maybe

-No

-Never will

· Was the topic on each page easy to follow/ understand what each section was about?

-Extremely easy to follow

-Understood most of the time

-Understood less than half the time

-Completely lost/ No Idea what the site was showing me

· While you were navigating tacobell.com, did you notice any of our social media links or the link to download the taco bell app? Please comment on your experience with noticing these features: *most obvious and easy to access.*

· Were the multimedia aspects of the website helpful?

-Yes

-No (Please state why?)

· Please rate your experience with tacobell.com on a scale from 1 – 10: (1=Worst website. 10=Best website ever)

10   So much to check out besides food - Great Company!

· Any Comments or concerns about the website and/or the software functionality you would like to add?

Great website!
Easy to navigate
Gives so much information!